



2nd October 2023

Re: Admaston Traffic Calming Scheme

Dear Resident

There have been community concerns about speeding traffic through Admaston for over 50 years. With the increased development in the area, this problem has become significantly worse and is likely to continue.

Wrockwardine Parish Council has worked closely with the Borough Council Highways Department to find a solution which is both practical and affordable. Shortly before the pandemic, a full public consultation was undertaken by the Borough Council at Admaston House, including concept plans for various options.

Whilst speed cameras were the most popular option, Government regulations mean these locations do not meet the criteria for them. The majority of residents who responded opposed speed humps and thus the proposed build-outs remain the only affordable and viable option.

The benefits of the build-outs scheme are:

- Reduction in the speed of traffic coming through Station Road and Shawbirch Road;
- The measures can be at targeted points where the highest speeds have been recorded;
- Road safety benefits to pedestrians, cyclists and riders;
- An ancillary consequence may be a reduction in the volume of traffic travelling through the community as some drivers may locate to more convenient traffic routes.

This model of traffic calming is widely implemented across the country and locally at Longden-on-Tern. The scheme there has been very successful at reducing speeds in that location, which is an area with similar traffic flows and problems, based off Borough Council surveys.

To put the need for this scheme into context, recent speeding data from West Mercia Police Road Safety Partnership showed vehicles travelling at the 85th percentile on Station

Road, was 36mph and along Shawbirch Road this was 39.9mph. Recent Wrockwardine Parish Council speed indicator device statistics have shown an average of 1,100 cars per day exceeding the speed limit on Shawbirch Road and 500+ cars per day on Station Road. The scheme has been designed by Telford & Wrekin Council's Highways Department with extensive consideration of balancing the community benefits and road safety, particularly in light of recent changes in the Highway Code priorities.

I have included the plans for the traffic calming scheme for you to view, with the opportunity for any comments or feedback via post or email at the following addresses by **5p.m Friday 20th October 2023**.

To submit comments/feedback via email, please send to:
clerk@wrockwardine.org.uk

For postal comments/feedback, please send to:
Clerk at Wrockwardine Parish Council
Admaston House
Wellington Road
Admaston
Telford
TF5 0BN

There will also be a question-and-answer session specifically on this scheme prior to the start of the next Parish Council meeting on **Wednesday 11th October 2023** at **7p.m-7.30p.m** at **Admaston House**.

Yours faithfully

A handwritten signature in black ink, appearing to read 'P. Cooper', with a long horizontal line extending to the right from the end of the signature.

Cllr Paul Cooper
Chairman of Wrockwardine Parish Council