



AYMESTREY



TRAFFIC CALMING PROPOSALS

produced by

The Aymestrey Traffic Calming Group

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Aymestrey Traffic Calming Proposals

Contents

Traffic Calming Group	3
Situational Background	4
Aims, Investigation and Ideas	5
Traffic Speed Statistics	6 - 7
Proposals Overview	8 - 9
Traffic Calming Proposals	10- 20
Map of Village / Proposal Locations	21
Table of Proposals	22 - 23
Appendices	
Observational Traffic Speed Data (detail)	25-26
Floral Display Proposals	27-31
Traffic Choices information	32
Chairman's Summary	33

Traffic Calming Group

Speeding vehicles through Aymestrey is an issue causing much concern to residents because of the noise and, particularly, the danger. Whilst some work has already been done to address the problem i.e.

- Gates have been installed at the north and south of the village to highlight the boundary of the 30mph speed limit
- A Speed Indicator Device (SID) has been purchased by the Parish Council and two poles have been installed, one to the north of the bridge for vehicles travelling south and one between the parish hall and the church for vehicles travelling north
- White lines have been painted to mark the edge of the carriageway

The SID has shown that there is still a significant issue with the high speed of vehicles through the village.

As a result the Traffic Calming Group was set up by Aymestrey Parish Council in March 2022 to address speeding and road safety in the village. The members have been:

Alison Archer (Corner House)
Rob Crampton (Corner House)
Domenica Dunne (Parish Councillor)
Ian Goddard (Parish Councillor; chairman)
Kim Lawson (The Barns)
Mike Snoswell (Parish Councillor)
Eleanor Waldron (Parish Councillor)

The group has been meeting regularly since March 2022 and has studied issues relating to speeding traffic. Direct observation and data from the SID has been used to evaluate the problems. As a result a set of traffic calming measures has been proposed that will, hopefully, reduce speed limit violations and improve road safety and quality of life for residents and visitors.

In addition, members of the group met with Simon Hobbs, the Herefordshire Council Senior Accident Investigation Engineer and Ian Connolly, who is the West Midlands Police Traffic Management Advisor. The group has also looked at initiatives taken by other parishes and, in particular, a guide prepared by Dorset AONB Partnership entitled 'Traffic in Villages'¹ which provides advice and guidance for communities to tackle traffic problems in rural villages ('the Dorset Toolkit').

Situational Background

Aymestrey is a small rural settlement with relatively few public facilities. Most notable are the Church, Parish Hall and Riverside Inn. On average over 1,500 vehicles a day pass through the village. Many of the vehicles are agricultural tractors and trailers but there are also large commercial vehicles, principally trucks from Leinthall Quarry but also from other nearby businesses such as Kingspan. Both SIDS data and casual observation shows that up to 50% of the traffic is exceeding the 30m.p.h. limit.

In Aymestrey there are very few features which might naturally slow traffic down. It is a linear settlement based on a largely straight Roman road, Watling Street, with few bends in the road. There is also good visibility for most of the length of the village; the village speed limits are approached north and south by straight roads subject only to national speed limits. There is very little on-street parking which might act as traffic calming. Equally there is very limited pavement through the village: what provision exists is narrow and next to the carriageway, which presents a significant safety concern when considered with speeding traffic.

Many of the houses are set back from the road and are interspersed with fields or orchards with trees lining the roadside.

These factors reinforce the impression, despite the speed markers, that the village is not a residential area but a disparate collection of dwellings where speed restrictions do not need to be observed.

Aims, Investigation and ideas

Both Simon Hobbs and Ian Connolly were of the opinion that the village must look different from the open road. A view reinforced by the Dorset Toolkit which observed that traffic speeds tend to be lower in villages where drivers can easily identify the centre.

The Dorset Toolkit favours the need to “understand and exploit the quality and character of the built and natural environment to increase driver awareness and, thus, to influence driver behaviour.....signs, road markings and traffic signals are kept to a minimum to reduce roadside clutter and to engage drivers with the environment outside of the car.”

The aims, therefore, are to make Aymestrey more distinctive and recognisable as a village, and to introduce “elements of uncertainty and interest”. The group felt strongly that creating a distinct sense of community and village life will have a positive effect on motorists’ behaviour.

The result, hopefully, will be a decrease in speed, simply because drivers have been “alerted to the specific context of their surroundings”. The proposed traffic calming measures will break through the “driver’s fog” and be noticeable enough to influence driver behaviour.

So, following the Dorset Toolkit guidelines, the group carried out an audit of all the features and signs of the village, from road markings and speed indicators to side roads, public buildings, vegetation and so on and also spent time observing traffic movements.

This audit has enabled the group to come up with a comprehensive set of options. Measures to enhance community cohesion, such as establishing an action group to create floral displays, tidy verges etc., along with installing artworks, can be implemented easily and at moderate cost without needing approval or funding from Herefordshire Council.

Other proposals include some specific road markings which will require road re-surfacing. Also proposed is an extension of the speed restriction which will need Herefordshire Council/Balfour Beatty approval and funding.

The group has also included a few suggestions aimed at improving safety or visibility, such as erecting a ‘Concealed Entrance’ sign at Bacon Lane.

Traffic Speed Statistics

SID Data

Location: Opposite Church recording northbound traffic

- Total number of vehicles detected travelling through this area : 194,540
- Total number of vehicles travelling in excess of the 30mph speed limit: 51,956
- % of vehicles travelling over the speed limit: **26.7%**
- 85th Percentile Speed*: 32.6mph

- An average of 6275 vehicles per day were detected
- The maximum speed recorded was 60mph
- 73.3% of vehicles (142,584) were within the 30mph speed limit
- 26.7% of vehicles (51,956) were travelling in excess of the speed limit. (30mph or more)

Of those travelling at more than 30mph, the breakdown is as follows:

- 26.7% of vehicles (51,956) were travelling at in excess of 30mph
- 2.5% of vehicles (4864) were travelling at in excess of 40mph.
- 0.5% of vehicles (972) were travelling at in excess of 50mph.

Location: nr YATTON COURT recording southbound traffic

- Total number of vehicles detected travelling through this area : 190,572
- Total number of vehicles travelling in excess of the 30mph speed limit: 94,156
- % of vehicles travelling over the speed limit: **49.40%**
- 85th Percentile Speed*: 38.7mph

- An average of 6147 per day were detected.
- The maximum speed recorded was 69mph
- 50.6 % of vehicles (96,416) were within the 30mph speed limit
- 49.40% of vehicles (94,156) were travelling in excess of the speed limit. (30mph or more)

Of those travelling at more than 30mph, the breakdown is as follows:

- 49.4% of vehicles (94,156) were travelling at in excess of 30mph
- 12.5% of vehicles (23,822) were travelling at in excess of 40mph.
- 1% of vehicles (1906) were travelling at in excess of 50mph.

* 85th Percentile Speed

The 85th Percentile Speed is defined as the speed at (or below) which 85% of traffic is travelling at a given location under normal conditions. The 85th Percentile Speed is considered to be a speed at which traffic will travel, given the road conditions / environment.

Observational Survey

Carried out because the SID was located in only 2 sites in the village and recording traffic speeds in one direction at a time at those sites.

Roadside count of traffic and estimation of speed:

- Traffic was observed at different times throughout the day on different days:
 - 6.45 am
 - 8.30 am
 - 1.45 pm
 - 4.30 pm
 - 5.30 pm
- Traffic was observed traveling in both directions
- Traffic was observed at various locations through the village i.e:
 - South Gate
 - Centre of Village (The Barns)
 - South of the Bridge (Crown Cottage)
 - North of the Bridge (Corner House)
- Vehicles speeds were estimated as being in one of the following categories:
 - OK - 30mph or less
 - Fast - 30-40mph
 - Bat out of Hell (BOOH) - over 40mph

Results of Observational Survey

- Morning rush hour traffic (6.45 to 8.30 am) is fastest with around 90% of vehicles perceived to be traveling Fast or BOOH (Bat Out of Hell).
- Surveys indicated that the North and Centre of village were worst for speeding traffic (despite the SID at the south of the village location at time of surveys). Of particular concern was the traffic heading north between the bridge and the north gates
- Overall, 60% of vehicles traveling through the village throughout the day, (both northbound AND south bound) were perceived to be traveling Fast or BOOH (Bat Out of Hell).

Proposals Overview

General Village Proposals

The Dorset Toolkit is based on the idea that traditional signs are not the only way to slow traffic. In rural villages the limitations of policing and enforcement mean formal legislation has limited effect and drivers tend to choose speeds that appear to suit the characteristics of the road ahead.

One of the most effective ways for a community to influence the behaviour of drivers is to enhance signs of village life and a sense of place. In order to help achieve this, it is proposed that two groups are set up within Aymestrey:

- Floral Group - to create and administer a general floral concept for the village
- Tidy Village Group – to maintain verges and pavements keeping them clear of weeds, litter etc..

Well maintained verges and pavements with planters/bulbs/small trees etc. would enhance the village community thus increasing driver awareness and influencing driver behaviour by engaging them with the environment outside their car. In particular floral displays at the entrance gates would increase the visibility of the key entry points and displays outside the church lychgate and at the bridge would enhance the impression of a village.

The impression that the village is not 'the open road' can be helped by sculptures and other artefacts carefully placed.

Road Markings

Research has shown that the apparent width of the road is important. The narrower a road and its surroundings appear to the driver, the slower the likely traffic speeds. The absence of road markings also helps to reduce speeds. Centre lines encourage faster speeds by drawing the driver's eye to the horizon, limiting awareness of the peripheral vision and surroundings, and adding to driver confidence.

As a general rule, a clear width of 6 metres on straight streets allows two large vehicles to pass at slow speeds. A visual width of 5 -5.4 metres can be created which further reduces speeds. It is therefore proposed that the central white line, cat's eyes and current speed rondels are removed throughout the village. The

carriageway width throughout the village should be visually reduced ideally by repainting the verge lines further in from their current location or, alternatively, thickening the existing lines, as a quick fix, until the road is resurfaced.

In addition, the following road markings are proposed, although these may be dependent on resurfacing of the carriageway.

- Single '30' rondels at intervals in the centre of the carriageway alternating in direction
- Different road surface/colouring throughout the village – particularly as part of the road narrowing (see Visuals)
- Pedestrian crossing points marked by a change in road surface/colour at the Mortimer Trail, the Church lychgate and outside the Parish Hall

Other Ways to Calm Traffic

In an attempt to enhance the feeling of being in a village environment... It is important to have a village centre and specific landmarks. Highlight Lychgate, parish hall and Riverside

Roadside 3D and 2D Statues and directional signs

Traffic Calming Proposals

The Traffic Calming Group has created a series of visuals that show the majority of the proposals in situ (starting on Page 11)

The visuals show a southward journey through the village and illustrate the most significant traffic calming measures. An explanation of why each measure was chosen has been provided in, most cases, next to the visual.

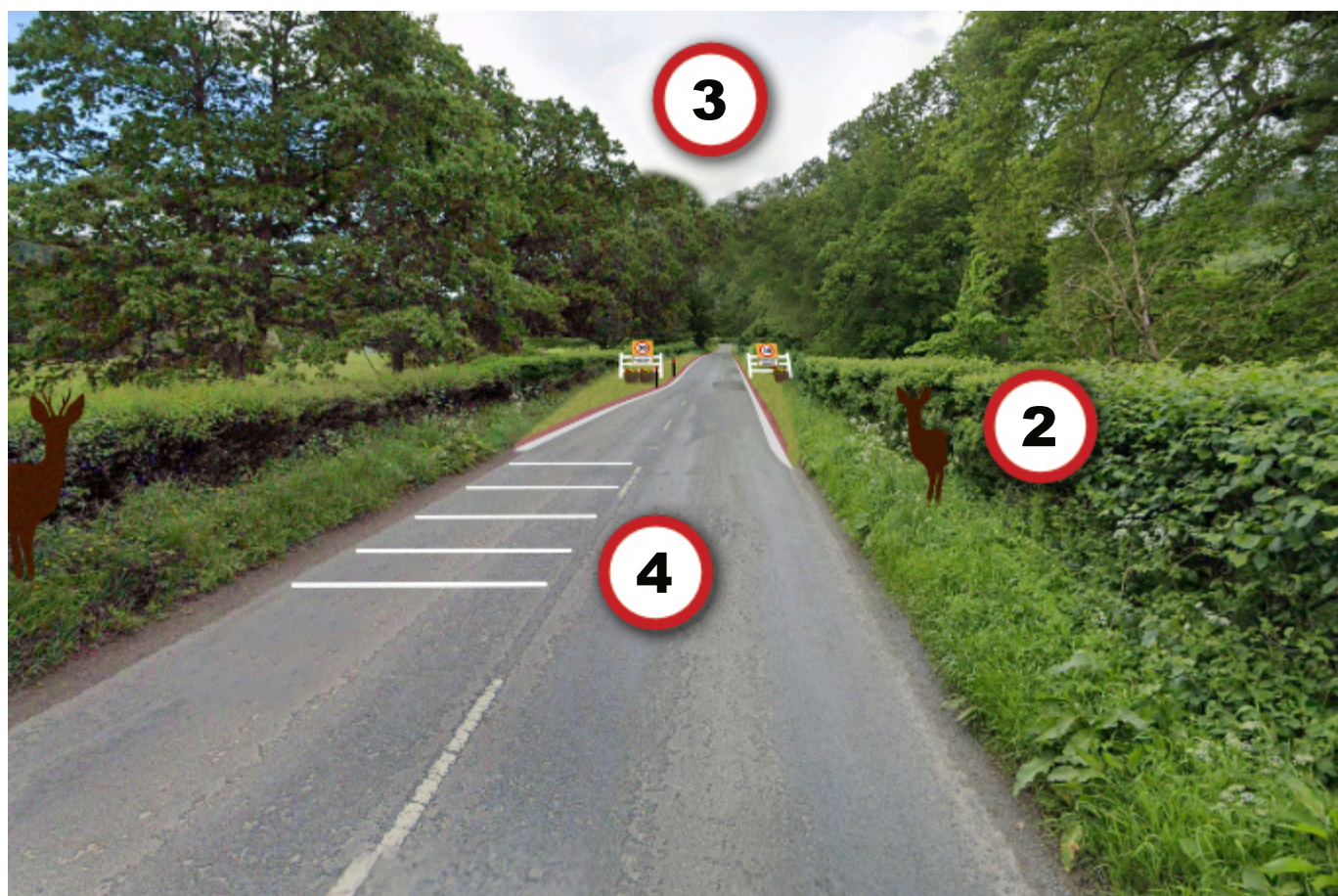
Each proposal has been given a number and these have been added to a map of Aymestrey village to show where each measure is sited. This map is included in the document after the visuals.

Also included is a spreadsheet summary of the proposals (colour co-ordinated to denote location of the measures: North, Central or South).

Appendices at the back of the document included a details breakdown of the SID data and the Observational Traffic data..

Also included in the appendices is the Floral Display proposals in full.

Visuals of Proposed Measures



VISUAL 1 - A4110 North of Village (Heading south)

2. 2D Deer models popping out of hedge on east and west side

These are very cheap, made of very thin metal which will weather down to a brown colour. The point of the deer models is to introduce elements of intrigue, uncertainty and interest to alert drivers to the specific context of their surroundings. This stretch of road is long and featureless and it needs visual interruptions if drivers are to respond and adapt to their surroundings. Research suggests that the more our brains engage with interpreting the immediate environment, the less we sense time passing. This seems in turn to promote lower speeds and a reduced sense of urgency. All of which helps with traffic calming.

3. Create safe tree canopy arch across road with existing trees

A tree canopy will help to identify the start of the village - improving driver awareness and slowing speeds. A canopy creates the idea that the highway has changed from "road" to "street" and is a creative way to celebrate the "front door" of a village. The trees are already there so a canopy would be very easy to achieve.

4. Shark's teeth before the village entrance.

Slowing traffic down before it enters the village



Entering the village from the North. (Heading south).

The image above shows the entrance to the village along the A4110 heading south as it is at the moment. The image highlights a number of factors that contribute to excess speed on this stretch of the road including:

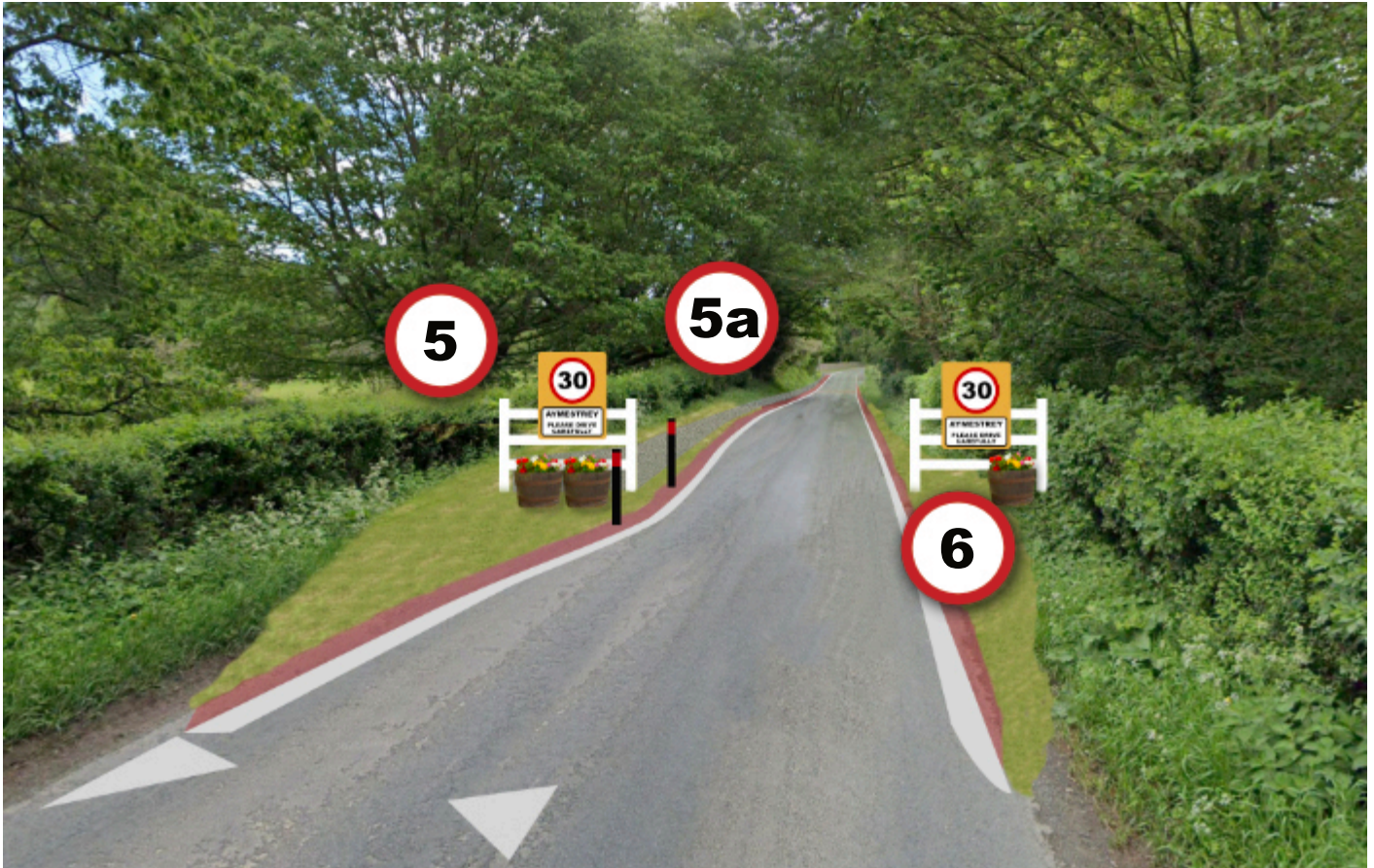
- A visible dip in the road - meaning the gates / 30mph signs are barely visible
- No obvious signs of habitation - no village feel
- A straight, uninterrupted, downhill road that positively encourages speeding traffic into the village



Exiting the village - heading north

The image to the left shows the same stretch of road looking north (Picture taken at the junction with Ballsgate Lane).

Presented with National Speed Limit signs - and a long, visible straight, this just encourages road users to accelerate and indeed overtake, long before they have left the 30mph zone. In fact, traffic observation has shown cars speed up as early as the brow of the bridge.



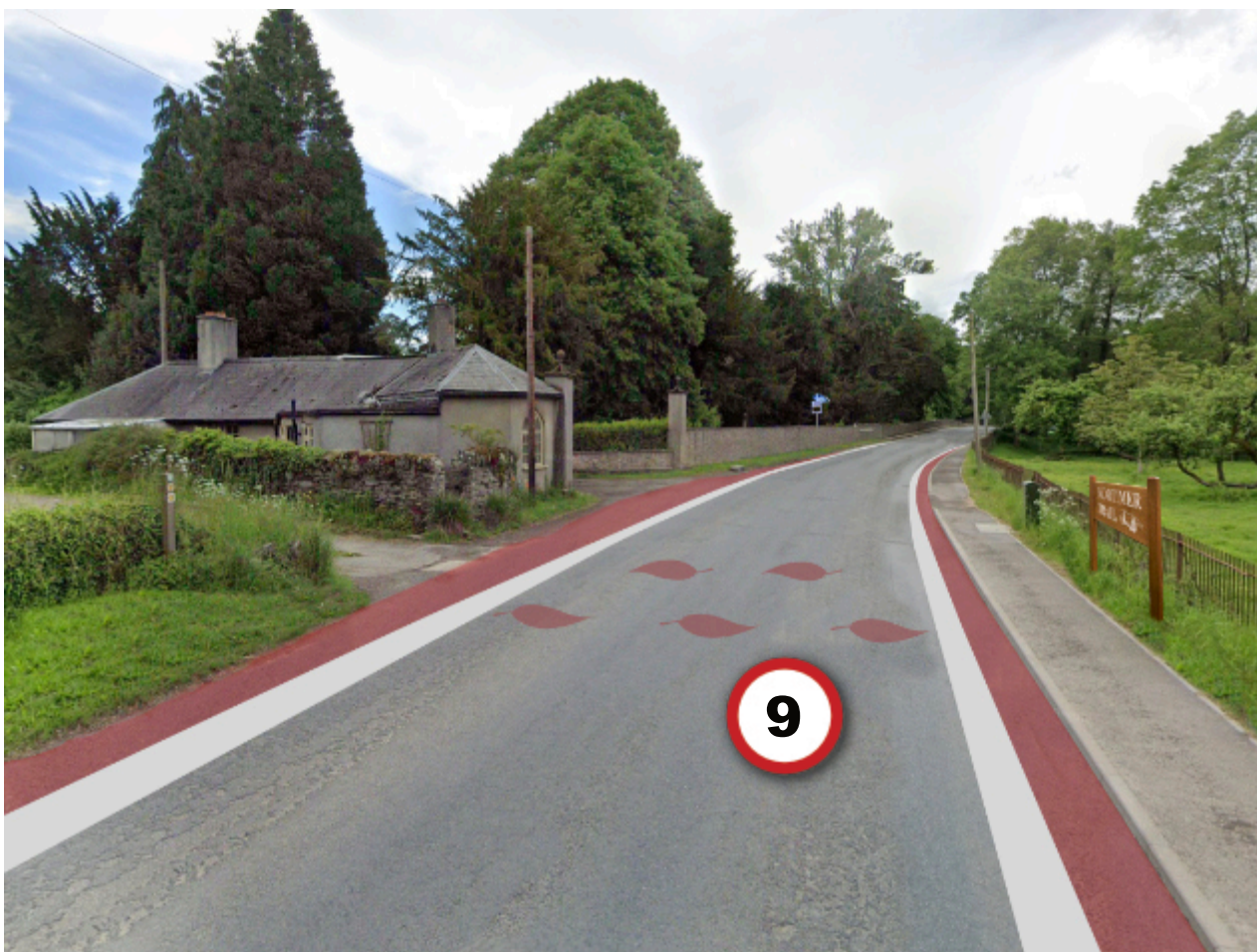
VISUAL 2 - A4110 North of Village

5. Move 30 mph limit and village gates to north of the dip in the road. Create hard chicane at eastern gate

Drastic traffic calming measures are required because of speeding traffic in both directions between the existing gateway and the bridge. This section of the road is long, straight and fairly featureless and research suggests that drivers choose speeds that appear to suit the characteristics of the road ahead. This explains why speeding traffic is particularly bad inside the existing gates and in the 30-mile limit. Currently the southbound traffic is not slowing down until it reaches the bridge and the north bound traffic speeds up on the brow of the bridge. Northbound traffic is also overtaking in the 30-mile limit between the bridge and existing gates. Reducing speeds therefore requires careful attention to the clues and information presented to drivers by the rural road and its surroundings. We propose moving the 30 mile speed limit and the entrance to the village further north (along with the gateways) so that it is much more visible both ways. A small chicane on the eastern gate will not only slow traffic down in both directions it will also deter traffic going northwards from overtaking before they leave the village.

5a. Extend footpath Northwards to the end/start of 30mph limit

6. Create floral display at North village gates (see Floral Display Document)



VISUAL 3 - A4110 North of Village (Ballsgate Lane junction)

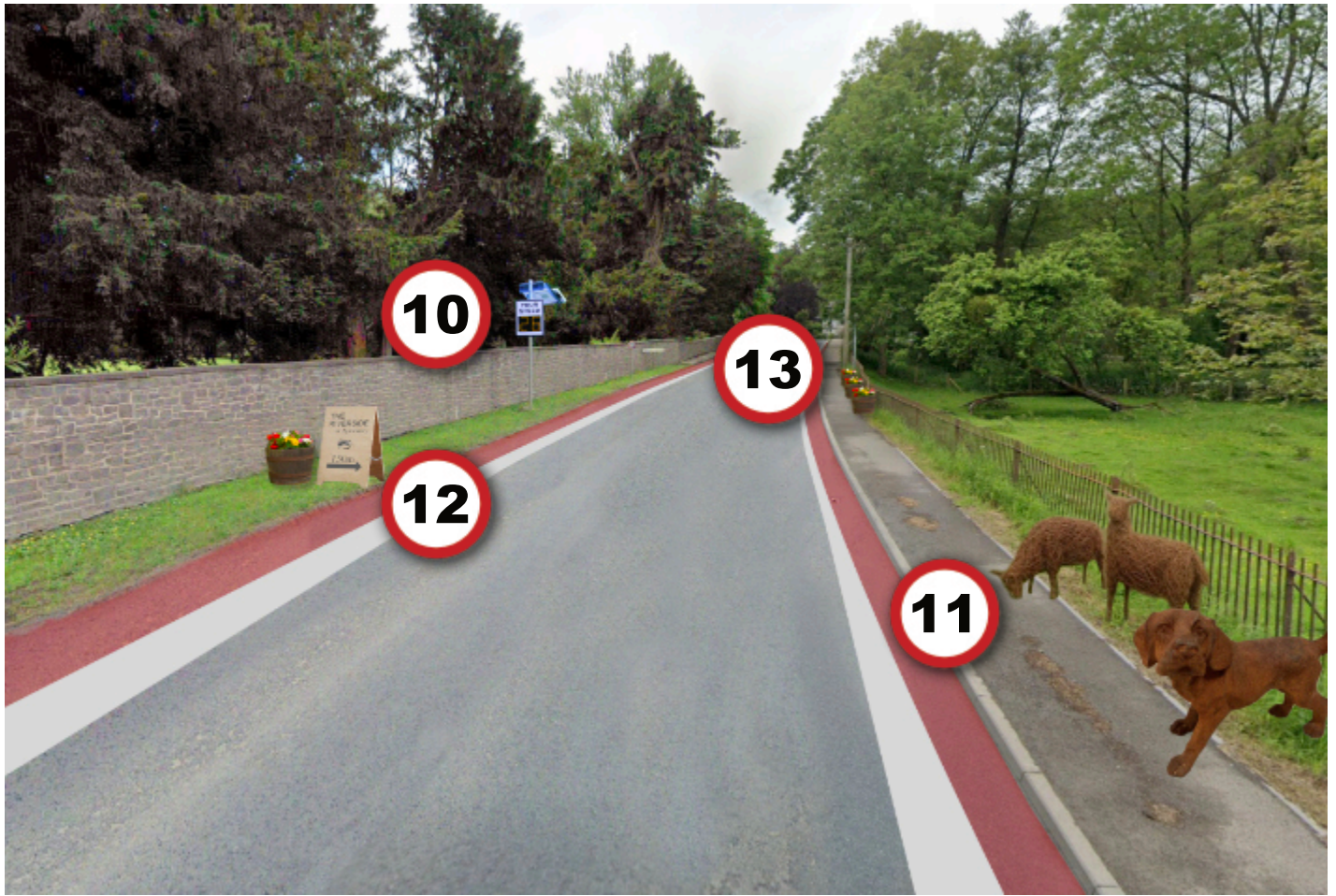
7. Move Ballsgate Lane fingerpost closer to highway to enhance village setting

With features, landmarks and identifiable places in a village, it is easier to achieve lower speeds and smoother traffic flows. Small changes at such junctions can enhance the way drivers become aware of characteristics of a village, and adapt their speed accordingly.
NO VISUAL

8. Move Lingen signpost to other side of road and add a "Mortimer Trail" finger-sign opposite Yatton Lodge. NO VISUAL

9. Decorative band at Mortimer's trail (near Yatton Lodge).

According to 'DIY Streets' - an initiative in Bristol, "artwork in the road creates 'psychological traffic calming. It is believed that personalising the street in this way will cause vehicle drivers to slow down, and respect the road as a community space'. (See appendices for more information). So we propose a decorative band across the road here, at the Lychgate and the Parish Hall. Each decorative band should be the same. These decorative bands are to create interest and intrigue for the driver and are not intended to be used as Zebra Crossings.



VISUAL 4 - A4110 North of Village (Ballsgate Lane junction)

10. SID to be replaced with solar-powered unit sited at North end. Existing SID unit to be used on the southern entrance to village. LED speed displays seem to work (see evidence).

11. Sculptures – Animals

Such measures make villages more distinctive and recognisable, introducing elements of intrigue, uncertainty and interest to alert drivers to the specific context of their surroundings. Long, featureless stretches of road need visual interruptions and incident (at least every 50 - 150m) if drivers are to respond and adapt to their surroundings. Research suggests that the more our brains engage with interpreting the immediate environment, the less we sense time passing. This seems in turn to promote lower speeds and a reduced sense of urgency. For something different we propose animal sculptures here.

12. Directional sign for The Riverside on southbound carriage

A sign will alert drivers to other traffic & people at the pub as well as highlight village life.

13. Create floral display at Bridge - (see Floral Display proposals).



VISUAL 5 - The Riverside Inn

14. Decorative Road Surface at The Riverside to create feature of the entrance

The most effective way for a community to influence the behaviour of drivers is to enhance signs of village life and a sense of place. Research has suggested that traffic speed is determined by the degree of “psychological retreat” of the community from the public realm. As traffic speeds increase, the less time people spend in public places, and so the more speeds increase. To break this vicious circle calls for creative measures to allow the life of a village to be visible and apparent to drivers. At the very least we are proposing a road surface surrounding the Riverside that makes it look like a definite landmark (see Lychgate too - Point 16).

15. Cut verge at Yatton Court Boundary and improve with floral display

(See point 14) – NO VISUAL



VISUAL 6 - Centre of Village

16. Create Lychgate as centre of village focal point

Traffic speeds tend to be lower in villages where drivers can easily identify the centre. The idea is to use the Lychgate as the centre of the village making it easier to communicate a sense of place to passing drivers. Emphasising its essential characteristics and making more of a feature of the Lychgate should hopefully create a sense of a village centre rather than a straight road through. So, in order to create a central point for the village we propose floral planters on the Lychgate plus the following:

17. Small red crescent on east side of carriageway in front of Lychgate along with soft chicane posts that are wide enough apart to allow a hearse or a car to park inbetween. Also a decorative band here as per the Mortimer's Trail one.

18. Brown Sign for Church



VISUAL 7 - South of Village

19. Concealed entrance sign required between village gates and Bacon Lane

Permission and location to be established - NO VISUAL

20. Move noticeboard outside Parish Hall to improve visibility (this has been done)

Parish Hall permission and location to be established

21. Decorative paving at Parish Hall entrance and decorative band as per the one at the Lychgate - See point 14

21a. Brown sign for Parish Hall

22. Directional sign for Bacon Lane

22a. Cut back hedge at Aymestrey Farm - Landowners consent required – NO VISUAL



VISUAL 9 - South of Village

23. Create floral display at South village gates - See Floral Display proposals

24. Move gates and 30mph limit out to the end of the new development. Create soft chicane at the eastern gate (when looking south).

We propose increasing the length of the village slightly at both ends by moving out the gates and the 30mph speed limit to the new positions (see Point 5 also). The expansion is required here because the new development has only just been finished (summer 2023) and already speeding traffic into the village creates a problem for residents exiting the new roadway onto the A4110. The new development needs to be included in the 30mph speed limit and a soft chicane added at the gates will help slow traffic.

24a. Sculptures – Animals. As per Point 11

25. Sign for right turn to new houses sited prior to 30 mph limit - NO VISUAL

26. Shark's Teeth prior to village gates - As per Point 4

27. Deer models popping out of hedge on east and west side - As per Point 2

Village Wide Proposals

28. Remove central white line and current rondels throughout the village (between gates).

Research shows that “Psychological Traffic Calming” is much more effective than traditional road signs. To this end, removing the white line and roundels would allow for the proposal discussed in point number 29 (see below):

29. Visually reduce carriageway width throughout the village.

The narrower a road and its surroundings appear to the driver, the slower the likely traffic speeds. As a general rule, a clear width of 6 metres on straight streets allows two large vehicles to pass at slow speeds. A “visual” width of 5 – 5.4 metres can be created which further reduces speeds. A “Psychological Narrowing” of the road can be achieved by laying a wide strip of a different coloured material either side of the carriageway (as per Stretton Grandison), preferably in red. NO SITE SPECIFIC VISUALS

The added benefit of road narrowing is that it will move the traffic away from the existing pavement. Many residents have experienced speeding traffic rushing passed them as they walk along the pavement. This is both frightening and extremely dangerous at the moment.

30. Single 30 rondels in centre at intervals (alternating)

Less is more on village signage, but we propose adding some roundels when the surface of the road is re-surfaced. NO SITE SPECIFIC VISUALS

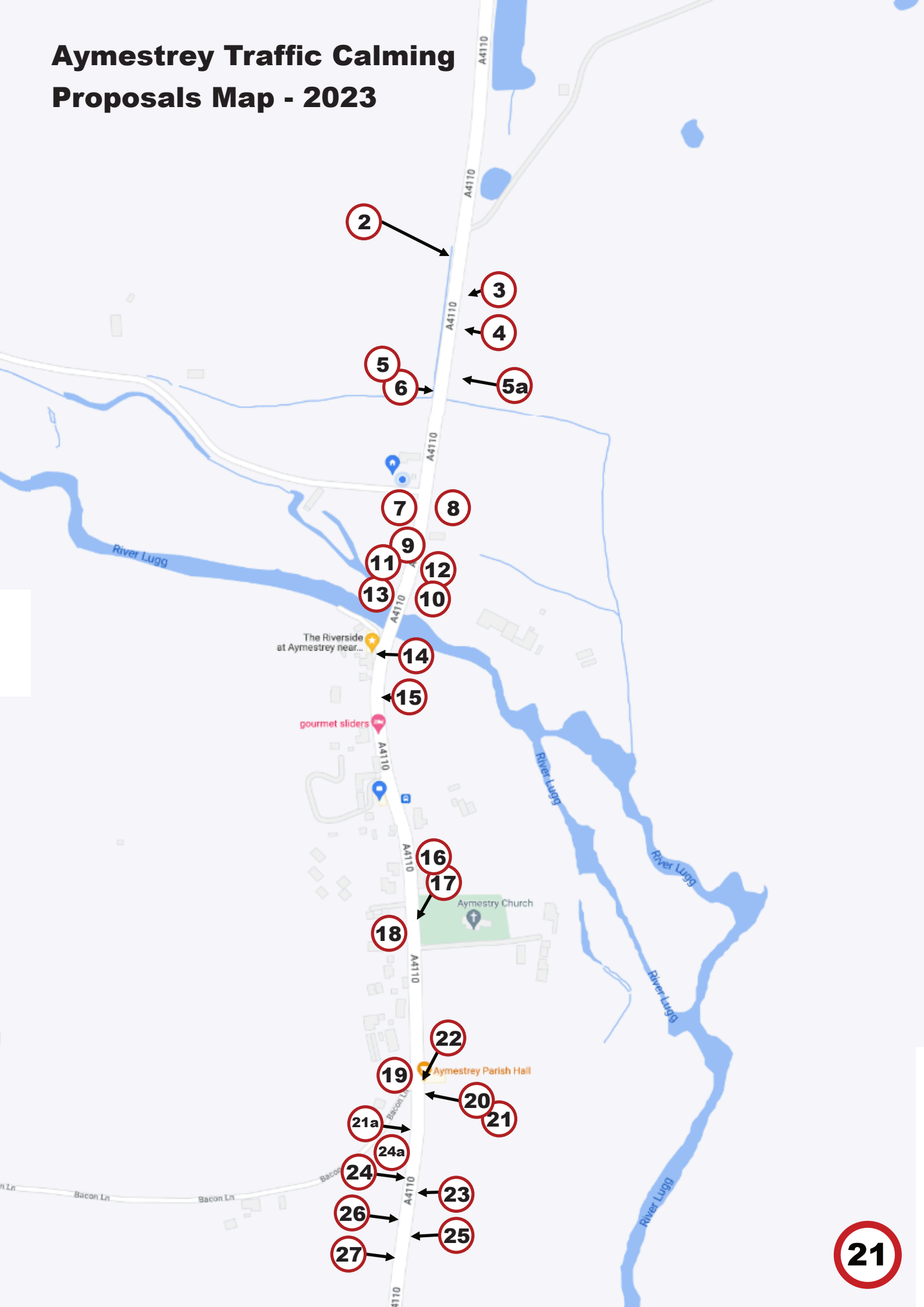
31. Introduce 50 mph limit from Mortimer’s Cross to Aymestrey

There is a concern over whether this measure would be effective or not. We need further advice NO SITE SPECIFIC VISUALS

32. Establish Floral Group (FG) to create and administer the general floral concept for the village.

The most effective way for a community to influence the behaviour of drivers is to enhance signs of village life and a sense of place. Planters/verge bulbs/small trees etc help to do this and thus increases driver awareness and influences driver behaviour by engaging drivers with the environment outside their car. To this end a Floral Display Group has been created and its proposals are included with this document.

Aymestrey Traffic Calming Proposals Map - 2023



Aymestrey Traffic Calming Proposals

a) SITE-SPECIFIC PROPOSALS - please refer to map to show location:

MAP No	Locale	Action	Permission?	WHO?
2	North	Deer models popping out of hedge east and west side	Landowner	
3	North	Create safe tree canopy arch across road with existing trees	L/Owner	TCG
4	North	Shark's Teeth before the village entrance	Council	BB?
5	North	Move 30 mph limit and village gates further north. Create hard chicane at eastern gate	Council	BB
5a	North	New footpath between Corner House and the new 30mph.	Council	BB
6	North	Create floral display at North village gates		TCG
7	North	Move Ballsgate Lane fingerpost closer to highway to enhance village setting	L/Owner	TCG
8	North	Move Lingen signpost to other side of road and add a fingersign opposite Yatton Lodge indicating the direction of Mortimer Trail	Council	TCG
9	North	Decorative band for pedestrians at Mortimer's trail (near Yatton Lodge), Lych Gate & Parish Hall		RS
10	North	SID to be replaced with solar-powered unit sited at North end. Existing to be used on the southern entrance to village		TCG
11	North	Sculptures - animals		TCG
12	North	Directional Sign for The Riverside Pub		TCG
13	North	Create floral display at Bridge		TCG
14	North	Decorative road surface at The Riverside to create feature of the entrance	Riv/Side	TCG/BB
15	Centre	Cut verge at Yatton Court Boundary and improve with floral display		TCG
16	Centre	Create Lych Gate as centre of village focal point including floral displays	PCC	TCG
17	Centre	Small red crescent on east side in front of Lych Gate along with chicane posts. Decorative band for pedestrians here, as per the Mortimer's Trail one.		TCG
18	Centre	Brown sign for Church		BB

19	South	Concealed entrance sign required between village gates and Bacon Lane		TCG
20	South	Ask to move noticeboard outside Parish hall to improve visibility	PH	TCG
21	South	Decorative paving at Parish Hall entrance and courtesy crossing for pedestrians	PH	BB
21a	South	Brown sign for Parish Hall		
22	South	Directional sign for Bacon Lane	L/Owner	TCG
22a	South	Cut back hedge at Aymestrey Farm	L/Owner	TCG
23	South	Create floral display at South village gates		TCG
24	South	Create soft chicane at eastern gate		BB
24a	South	Willow sheep sculptures		BB
25	South	Junction sign for right turn to new houses sited prior to 30 mph limit		TCG
26	South	Shark's Teeth prior to village gates	Council	BB?
27a	South	Deer models popping out of hedge east and west side	Landowner	TCG

b) VILLAGE -WIDE PROPOSALS:

28		Remove central white line and current rondels throughout the village (between gates).		BB
29		Visually reduce carriageway width throughout the village. Ideally achieved by laying a wide strip of a different coloured material either side of the carriageway (as per Stretton Grandison).		BB
30		Single 30 rondels in centre at intervals (alternating)		P
31		Introduce 50 mph limit from Mortimer's Cross to Aymestrey		

APPENDICES

Observational Traffic Speed Survey - Data

Thursday 8th Sept 2022				North of the Bridge		Table 1	
6.45 am to 7.15 am				NO SIDS			
North	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	1	1	1		3		
Speed Fast	4	1	1		6		
Speed V Fas	10	4	3		17		
				All North	26		
South	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	10	3			13		
Speed Fast	13	6	2	1	22		
Speed V Fas	20	4	6		30		
				All South	65		

MORNING

Wednesday 12th Oct				Entrance to The Bams		Table 2	
8.30 - 9.00 am							
North	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	6	0	0	0	6		
Speed Fast	28	12	4	0	44		
Speed V Fas	16	9	4	0	29		
				All North	79		
South	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	6	0	0	0	6		
Speed Fast	68	7	4	2	81		
Speed V Fas	13	6	11	0	30		
				All South	117		

Friday 16th Sept 2022				South End of Village		Table 3	
6.45 am to 7.15 am				NO SIDS			
North	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	5	1	2	1	9		
Speed Fast	5		2	1	8		
Speed V Fas	2		1	4	7		
				All North	24		
South	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	8	6			14		
Speed Fast	21	1	3	1	26		
Speed V Fas	17	1	2	3	23		
				All South	63		

DAYTIME

Thursday 6th Oct				Entrance to The Bams		Table 7	
1.45 - 2.15 pm							
North	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	32	6	1	0	39		
Speed Fast	24	7	4	0	35		
Speed V Fas	3	4	2	0	9		
				All North	83		
South	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	21	4	1	0	26		
Speed Fast	23	8	5	2	38		
Speed V Fas	2	1	1	1	4		
				All South	68		

Wed 24th Aug 2022				North of the Bridge		Table 4	
5.05pm to 5.25pm				NO SIDS			
North	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	52	6			58		
Speed Fast	23	2			25		
Speed V Fas	2				2		
				All North	85		
South	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	23	3	1	1	28		
Speed Fast	10	4		1	15		
Speed V Fas	2	1			3		
				All South	46		

EVENING

Friday 7th Oct				Entrance to The Bams		Table 5	
4.30 - 5.00 pm							
North	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	45	2	3	0	50		
Speed Fast	28	7	1	2	38		
Speed V Fas	2	1	0	0	3		
				All North	91		
South	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	30	5	4	0	39		
Speed Fast	24	13	0	0	37		
Speed V Fas	2	2	0	0	4		
				All South	80		

Wed 24th Aug 2022				South End of Village		Table 6	
5.33 to 5.53pm				SIDS			
North	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	42	8			50		
Speed Fast	12	2			14		
Speed V Fas	4				4		
				All North	68		
South	Cars	Van	Lorries	Tractor	Totals		
Speed Ok	20	3			23		
Speed Fast	6	2	1	1	10		
Speed V Fas	1	1			2		
				All South	35		

Observational Traffic Speed Survey - Summary

Morning Rush Hour (1 hr)			
	All Traffic	Fast or V fast	%
North	129	111	86%
South	245	212	87%
Middle of the Day (1/2 hr)			
	All Traffic	Fast or V fast	%
North	83	27	33%
South	68	42	62%
Evening Rush Hour (1 1/2 hours)			
	All Traffic	Fast or V fast	%
North	244	86	35%
South	161	71	44%
<i>Throughout the day, throughout the Village</i>			
	All Traffic	Fast or V fast	%
North	456	224	49%
South	474	325	69%
All traffic	930	549	59%

Aymestrey Floral Display Group – Proposals

Notes to be read in conjunction with the accompanying drawings

- Aymestrey North
- Aymestrey Central
- Aymestrey South

All references in red have been made using the What3Words app (it should be noted that these are approximate due to poor signal when plotting on-site)

1. All four village entry gates to have a planting trough (approx. 1m x 2m, possibly old cattle trough) located on the verge on the village side of each gate, referred to as
North West [///dose.mows.tutorial](#)
North East [///iceberg.trap.winemaker](#)
South West [///poem.enough.cargo](#)
South East [///locate.float.hamsters](#)
It has been noted there is an intention to move the North entry gates further out of the village.
The planting troughs would ideally be mounted on a plinth to elevate them.
2. In addition to the troughs, it is planned that the grass verges at entry points will be planted with wild flower seeds and bulbs.

Aymestrey North...

3. The grass verge to the north of The Lodge entrance [///feared.dentistry.maddening](#) is generally well maintained by the occupier of The Lodge. Low growing bulbs are suggested for planting here.
4. The grass verge to the south of the entrance to Yatton Court runs up to the first (North East) parapet of the bridge, and is generally well maintained by Yatton Court. Again, bulbs are suggested for this stretch.
5. A planter is proposed for the North East end of the bridge [///emporium.diagram.scorched](#), where the grass verge ends.

Aymestrey Central...

There are not many opportunities for floral displays in the central part of the village. Residents are being encouraged to look after their own frontages, with suggestions to make front gardens and roadside boundary fences, walls and hedges attractive with planting where possible. The Riverside Inn is aware and involved in our work and has plans to look after and develop its own frontage.

6. The verge along the front of the church is the main focus of interest. It is limited in width, but there are opportunities to extend the planting of bulbs here, particularly at the south end [///blissful.texts.compounds](#)
7. Also a suggestion of roses or wisteria trained over the Lychgate
[///treaty.unearthly.reconnect](#)

Aymestrey South...

7. In addition to suggestions above for planting around the South Entry Gates, a few small vertically growing trees are suggested for the grass verge – there is room for one or two each side of the road. Possible options might be Rowan or Crab Apple.
8. It is proposed full advantage be taken of the grass verge along the front of the Parish Hall (daffodil bulbs have already been planted in the grass verge along the fenceline) – a planter by the end of the hall at [///tricky.growth.deploying](#), plus flowers growing over the fence, located between [///stoops.uncouth.email](#) and [///returns.womb.cherubs](#)

Angela Gardner

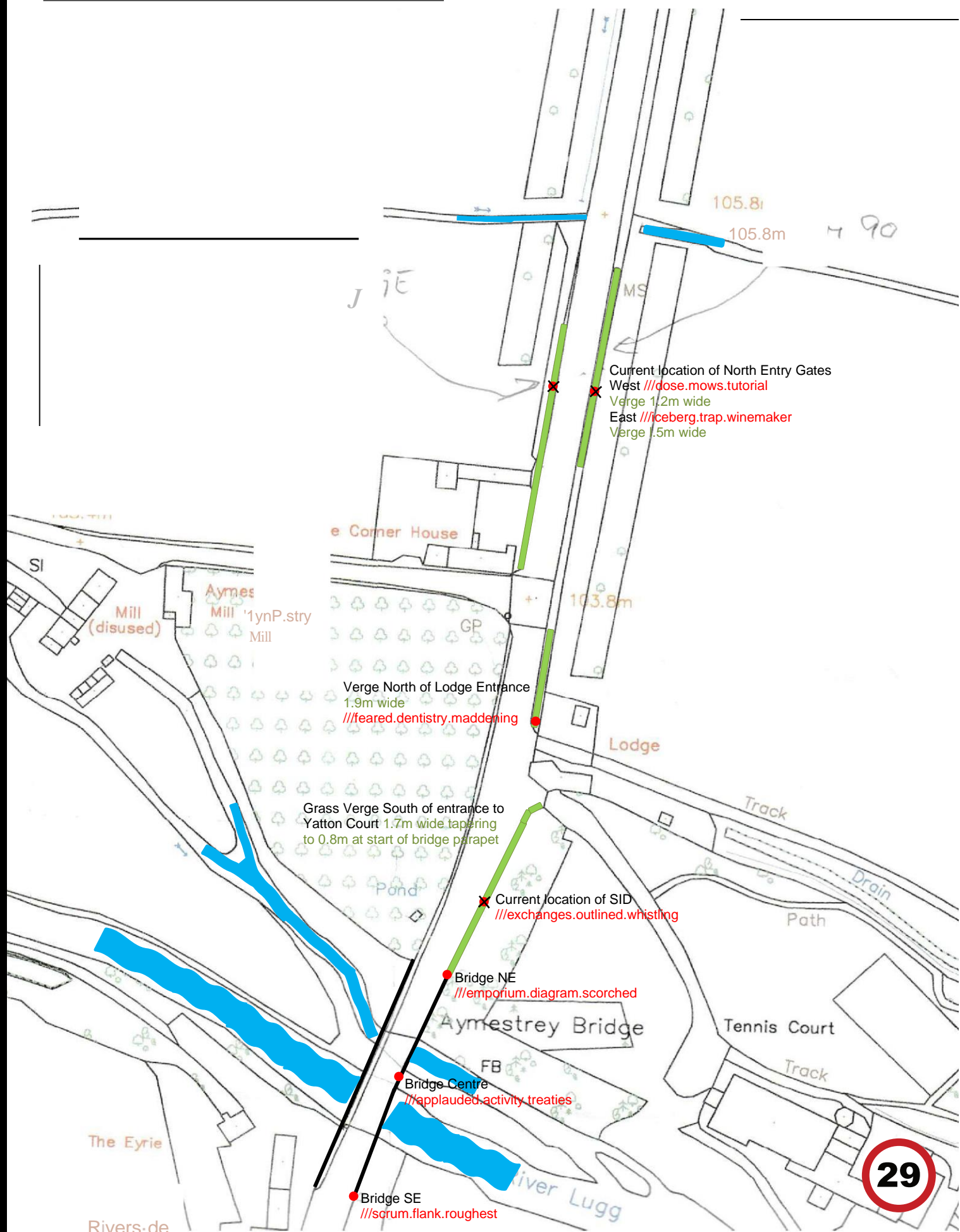
23.10.2023

Amended 29.10.2023 (point 8)

Amended 05.11.2023 (point 8)

AYMESTREY NORTH

Location of far North Aymestrey sign
///cabinet.overjoyed.translate



Riverside Inn
(PH)

rown
--ottage



Lug View

Old School Ho

Roman Way

The Farm House

106.4m

Roseville Banglow

The Cottage

Aymestrey Lodges
(Holiday Chalets 3)

Aymestrey
House

Church View

Mount
Pleasant
Lodge

05.

Emmerdale

River Lugg

AYMESTREY CENTRAL

Aymestrey

Sluice

Weir

Track

The Old Vicarage
Vicarage
Cottage

Porch
House

St John and
St Alkmund's Church

Cross

Lych Gate

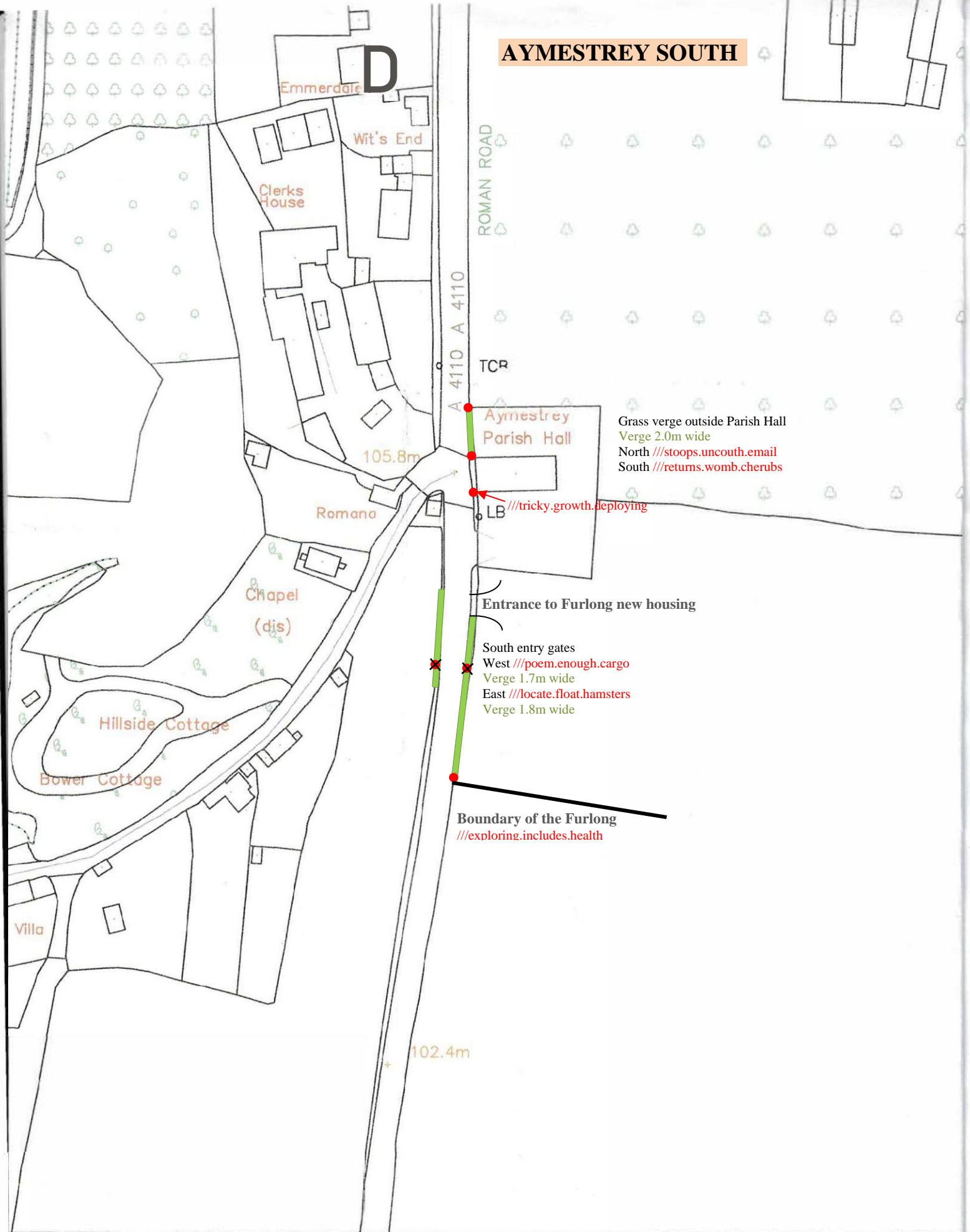
Grass verge outside Church

1.1m wide at South end [///blissful.texts.compounds](http://blissful.texts.compounds)

Tapering to 0.5m at Lychgate [///treaty.uneearthly.reconnect](http://treaty.uneearthly.reconnect)

Tapering to 0.0m at North end [///absorbs.ooze.flannel](http://absorbs.ooze.flannel)

AYMESTREY SOUTH



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DIY STREETS



DIY Streets is a concept developed by [Sustrans](#) which encourages communities to generate ideas for the improvement of their street. The concept aims to make the street less car dominated, and more community focussed. Typically, this involves creating a 'community feel' in the street, with artworks in the road and plants or trees. Wooden flower beds or tree plant pots (planters) are placed in the road to calm vehicle traffic. DIY streets can also incorporate physical traffic calming measures, such as chicanes or narrowing, however this would significantly increase costs.

Advantages

- Community input helps to maintain support for the project
- Cost effective, as ideas are generated by the community, and plants should be maintained by the community
- Artwork and planters should not attract an objection from the emergency services



Disadvantages

- Uncertainty around on-going maintenance of planters etc. - they must be maintained by the community for the Council to be supportive
- Normally used on small sections of residential road. Money may be better spent on busier sections of road

Sustrans

As a charity based in Bristol, and the developer of DIY streets, Sustrans are available to help with any DIY Streets projects. Visit their DIY Streets page [here](#).

Restrictions

- DIY street designs must be discussed with Highways engineers at Bristol City Council at an early stage. Art work must conform to certain colours, and must not conflict with existing road markings

There's also some [general restrictions to note for all schemes](#)

Effectiveness

This intervention doesn't have any safety evidence available. Instead, likely outcomes are covered.

Placing objects in the road, such as planters, is most likely to reduce traffic speeds, as the carriageway is narrowed, and vehicles may need to give way to each other.

Planters might be expected to have a similar effect to [road narrowing](#).

Artwork in the road is called "psychological traffic calming". It is believed that personalising the street in this way will cause vehicle drivers to slow down, and respect the road as a community space.



Cost: £ Highly variable depending on scope

Chairman's Summary

The principal problem is the speed at which traffic of all categories travels through the village of Aymestrey. The approach taken in these proposals is to change the way the A4110 road through the village is perceived by drivers from a continuation of the unrestricted 'open road' on each approach to a calmer, narrower, less certain roadway with emphasis on its physical features (pub, church, hall) as well as signs of village life (flowers, crossing points) and care by the community (upkeep and good humour). The entrances to the village would be heralded by the gates and by signs forewarning the speed limit.

No single measure or change will resolve the problem but the cumulative effect of the proposals made here will be to change the nature of the road through the village for all time. The proposals are to be seen as a whole, not a menu, and the effect will not be complete until the road is resurfaced. However, all changes made henceforth should be to further the one plan.

Aside from reducing traffic speed, the effect of the changes will improve the experience of Aymestrey for residents and visitors and may engender a greater sense of community and pride in an ancient village adapting to the needs of a changing world.

Ian Goddard

Chairman, Aymestrey Traffic Calming Group

Reference

¹ Dorset AONB Partnership in conjunction with Hamilton-Baillie Associates 'Traffic in Villages Safety and Civility for Rural Roads' - A Toolkit for Communities
<https://www.dorsetaonb.org.uk/wp-content/uploads/2020/08/Traffic-in-villages.pdf>



AYMESTREY



TRAFFIC CALMING PROPOSALS