

Management Suite
Savages Wood Road
Bradley Stoke
BS32 8BS

15th May 2019

Dear Mrs Patela

Thank you for your letter, date 24th April 2019 in reference to concerns about the traffic calming measures on the approach road to WillowBrook Centre.

The letter itself, from the information I have, is incorrect in a couple of its assertions and assumptions. I would like to take you through the recent history, warts and all, here and will address a series of points/questions that are posed or intimated in the letter or have been asked by customers who have contacted us.

Why was any work to the 'speed bumps' required?

Over recent months, a number of the speed bumps on the approach road had come away from the ground and were no longer safe to vehicles to leave in place, these had been removed by the WillowBrook team.

Why not replace the 'island' style speed bumps with more of the same?

On the approach road, there has been an issue for several years caused by this style of speed bump. We have received numerous complaints about drivers avoiding the bumps by driving down the middle of the road, between the two islands and causing a hazard to oncoming vehicles. The WillowBrook team have witnessed numerous near misses.

For example, for Thursday 17th March 2019 (prior to the change in style of the speed bumps) we have reviewed an hour of CCTV footage between 0900 and 1000. In this period 60 vehicles drove down the middle of the road, between the bumps. Of these, 2 did so when there was a vehicle coming in the opposite direction.

There has also been a number of complaints, directly to us and via a local Councillor, over the last 18 months or so, relating to the speed of vehicles on the approach road and also not stopping at the pedestrian crossing.

For reference, below is an excerpt from an email received from a local Councillor in April 2018:

"Can I please ask you if there is anything that you are able to do to prevent an accident which sounds like could be imminent. The road is a private road and is therefore your responsibility so I am asking for your help in the first instance."

Further, an excerpt from the resident correspondence including on the email:

"1. Although the road is marked 10 mph there is no enforcement of this.

A lot of cars are travelling around 30 mph from what I can tell, some even faster.

I do not think this is a safe speed next to a pavement with kids, some of whom are on bikes.

2. The zebra crossing near Tesco petrol

Some cars drive Northbound too fast around the corner towards the zebra crossing, then do not want to slow down. This is a shame because a lot of drivers are quite courteous. The bad drivers are causing a danger to pedestrians here in my opinion."

Why use these particular speed bumps, they slow cars down too much/might damage my car?

The speed limit on the road is 10mph and always has been. It is this point, and complaints as noted above which influenced the style of speed bump. Our research showed that the style of bump that have now been installed are seen as 'industry standard' for roads with slow limits (particularly private roads). This style is available in two sizes:

- 50mm – referred to as '10 mile an hour bumps'
- 75mm – referred to as '5 mile and hour bumps'

On conducting research locally we identified several other car parks with the same style of bump, in either size:

- 50mm – Cribbs Causeway retail park (although I note that, having been in place for several years, these were removed over the last week or so), Foxden Road/Stoke Gifford retail park.
- 75mm – Bradley Stoke Community School, Cabot Circus car park (ground floor)

A number of further car parks have the same style but, without measuring, it is unclear which size is installed:

- Bradley Stoke Community School
- Bristol Parkway station (rear entrance)

There is another car park with a moulded concrete version of these narrow bumps which is higher than 75mm, Airhop, Patchway Industrial Park.

The bumps installed on the approach road to WillowBrook Centre during March 2019 are the 50mm, 10mph version in line with the speed limit.

Therefore, this style of bump and the higher version is relatively common in the local area and is commercially available 'standard' style of bump for low speed limit roads.

These bumps are designed to be driven over just below 10mph, not over 10mph but also not under 5mph, they feel harsher at 3mph than they do at 8mph.

The new bumps are causing huge traffic issues

In my experience, when new traffic calming measures of any type are installed, it takes drivers a few 'goes' to determine the appropriate speed. Therefore, it is understandable that there would be heightened traffic in the early days and weeks of the new measure on the approach road.

On the second Saturday after the bumps were installed, there was large traffic issues emanating from the WillowBrook Centre car park. This was in part due to drivers slowing too much for the bumps as they were new and drivers were still 'feeling them out', However, there is a bigger picture. This Saturday combined the new bumps with three events that traditionally raises

footfall at WillowBrook. It was a warm, but not overly hot spring day, it was payday weekend after a five week month and it was the day before Mothers Day.

On an average Saturday, there are c15500 people that enter the Mall at WillowBrook Centre (from the footfall counting cameras), in the past two years there has been less than five days when footfall has exceeded 16000 for a day. On this Saturday footfall was 18000 which was the second highest day of footfall in the last two years, the time period I have reviewed. There were 14% more cars entering the car park than the average Saturday, for context this equated to c600 cars an hour from 9am until 5pm, add in that many of these slowed to way below 10mph queues backing down Bradley Stoke Way, prompting social media uproar. Frankly, the scale of the queues on this day surprised us. In retrospect, we should have waited two further weeks to install the new bumps, after the Mothers Day weekend.

Since then, we have no evidence of queues backing down either Bradley Stoke Way or Brook Way. At peak times, there are occasional queues on Savages Wood Road, however these do seem to be reducing week on week as more and more people adjust to driving over the bumps at the optimum speed, 8-10mph.

There have been two other occasions where we have had calls stating that there was traffic on Bradley Stoke Way and that the new speed bumps were the cause. Each of these proved to be caused by other issues. On the first occasion Savages Road was clear at the time, the queue was from an incident on the A33 and tracked down to past WillowBrook Centre. On the second occasion Savages Wood Road was very busy, due to the end of the day at Meadowbrook Primary School and large number using the Savages Wood Road pedestrian crossing, on this occasion there was no queue on the WillowBrook Centre approach road.

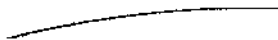
We have monitored driving patterns and queue levels in recent weeks and believe that the traffic levels are reducing week on week.

Anecdotally, I have stood for lunchtime period on several weekday lunchtimes and watched the first speed bump. A few weeks ago over half of cars slowed almost to a stop to drive over the bump. During this time the slowed traffic reached the Savages Wood Road roundabout for five or six periods of less than a minute on each occasion. Doing the same survey yesterday, far fewer cars slowed dramatically and the 'queue' behind the first bump did not get beyond 4 cars.

WillowBrook Centre will lose customers/have lost customers

It may be that a small number of customers now don't visit, or don't drive to visit. However, there is no evidence that footfall has been harmed.

Yours Sincerely



Andy Wynn MCIM DipSCM

Centre Manager