

1. BACKGROUND

This report evaluates current traffic speeds, collision data, and community concerns to determine appropriate speed limits along the A30 London Road in Salisbury.

2. SUMMARY

The assessment focused on the section of the A30 from St. Mark's Roundabout to St. Thomas' Bridge Roundabout, which currently has mixed speed limits of 30mph, 40mph, and National Speed Limit.

Salisbury LHFIFG, Salisbury City Council, Laverstock & Ford Parish Council, and Wiltshire Council supported the speed limit review, emphasizing safety issues related to vehicle speeds, especially in areas with pedestrian activity and access points like Aldi supermarket and pedestrian crossings.

The A30 is classified as a '3A – Main Distributor' road, serving as a strategic inter-urban link connecting Salisbury to Andover and London, and is part of the primary route network.

Speed limits must be evidence-based and reflect road environment changes, considering factors like collision history, road geometry, function, user composition, existing speeds, and environmental impacts, following Department of Transport guidance.

A 30mph limit requires at least 20 houses over 600m (or 400m with high density), with frontage development averaging three houses per 100m, excluding side-road access houses, to reinforce village environments.

Over 6 years, 23 personal injury collisions were recorded: 5 in Section 1 (all slight), 18 in Section 2 (one serious involving a pedestrian), and none in Section 3. Collisions mostly occurred at junctions and crossings, with driver error and pedestrian safety being key factors; excessive speed was rarely cited.

3. RESULTS

Analysis of Road Sections (see Annex A)

- Section 1: 494m, currently 30mph, assessed speed 40mph, 5 slight injury collisions, average driven speed 25.4mph, recommended to retain 30mph.
- Section 2: 1.6km, currently 40mph, assessed speed 40mph, 18 collisions (1 serious), average driven speed 23.7mph, recommended to retain 40mph.
- Section 3: 111m, currently 60mph, assessed speed 60mph, no collisions, average driven speed 27.9mph, recommended to keep 60mph.

REPORT PC26.080 SPEED LIMIT ASSESSMENT A30 LONDON ROAD

Laverstock and Ford Parish Council

Author Trudi Deane 4th June 2026

4. RECOMMENDATIONS AND COSTS

The report recommends no changes to existing speed limits. Should LFPC wish to pursue a change in the speed limit on the section within the parish, Highways Officers have estimated a cost of £10K - £12K. However, in light of the driven mean speed for this section recorded to be below 30mph, a reduction in the posted speed limit is considered unlikely to have any meaningful impact on driver behaviour as they approach the roundabout. It is not certain whether LHFIG would support an application based on the evidence received.

Any development of the ASDA site may impact road layout and driver behaviour on this stretch.

Councillors should consider if they wish to pursue any changes at this stage.

REPORT PC26.080 SPEED LIMIT ASSESSMENT A30 LONDON ROAD
Laverstock and Ford Parish Council
Author Trudi Deane 4th June 2026

ANNEX A

