

# Highways Improvement Request Form

## Issue Details

<b>Location of Issue:</b>	Avon Approach Cycle Contraflow
<b>Community Area:</b>	Salisbury
<b>Parish or Town Council:</b>	Salisbury City Council
<b>Nature of Issue:</b>	
<p><b>Restore Signage and re-implement the cycle contraflow along Avon Approach connecting the Iceland Store with the Millstream Approach Coach Park</b></p> <p>This Highways Improvement Request is submitted following discussions with Wiltshire Council Highways Officers and as directed by the WC Officers on the Cycle Liaison Panel.</p> <p>During the time of Salisbury District Council a Cycle Contraflow was established along Avon Approach which allows cyclists to cycle against the flow of one way traffic from the Millstream Coach Park, alongside the river and eventually to the junction with Castle Street by the Iceland Store. This section of road carries minimal traffic and has a well-established 10 mph speed limit. During its entire existence the contraflow has been trouble free with no reported incidents or accidents. This route is marked up on Salisbury's Cycling and Walking maps.</p> <p>In August most of the signage associated with the contraflow was removed by the Environment Agency following instructions from Wiltshire Council. No Traffic Regulation Order was issued as Highways Officers believe it is not necessary – the only overt indication that cyclists can no longer use this contraflow is the 'No Entry' sign in the Coach Park which is not fitted with an additional 'Except Cycles' sign. However there are two other contraflows in Salisbury where 'no entry' signs need to be ignored by cyclists to use them.</p> <p>Whilst it is accepted that the new cycleway through Central Car Park will reduce the use of this contraflow, it is well established, safe to use and allows access to the National Probation Office, the Pharmacy, Millstream Medical Centre and Drop-in Clinic. There appears to have been no consultation with local residents, Councillors or specialist interest groups (e.g. COGS) and retaining the contraflow should cost nothing. Latest Government guidance states that 'To make cycling an attractive alternative to driving short distances, cycle routes should be at least as direct – and preferably more direct – than those available for private motor vehicles... allowing contraflow cycling .... should be the default approach in traffic management' [Local Transport Note 1/20 para 4.2.8]</p> <p>Both Wiltshire and Salisbury City Council have policies of promoting safe cycling – removing a cycle route is nonsensical.</p>	
<b>How long has it been an issue?</b>	Since August 2025
<b>What would you like done to resolve this issue?</b>	
Return the missing contraflow signs.	
<b>Have you been in touch with your local Wiltshire Councillor?</b> (Yes/No)	Yes



Contraflow as seen from Avon Approach (Iceland End)



Cyclists beware of Oncoming Vehicles Sign – Now Removed



Cycle Contraflow Sign and 10 mph speed limit sign – now removed.



The contraflow as photographed in September



Entrance to the contraflow from the Coach Park. No entry sign is not well located to be seen by cyclists.

***This form needs to be completed and e-mailed or sent to your local Town or Parish Council.  
Town and Parish contact details are available via the link below:***

<https://cms.wiltshire.gov.uk/mgParishCouncilDetails.aspx>

**Wiltshire Council**

**Town or Parish Council Comments:** (To be completed by Town or Parish Council only)