

A432 road safety

Consultation report

March 2026

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Executive summary

Bristol City Council and South Gloucestershire Council consulted on proposals to improve road safety on the A432 (between the A4174 Ring Road and Bristol city centre).

The public consultation ran from December 2025 to February 2026, with 1,605 survey responses. While not fully representative, results indicate overall sentiment and key issues to consider.

Headline findings

Respondents were split, with views strongly shaped by how they travel and whether they live in Bristol or South Gloucestershire.

- **Support for the scheme's aims:** More respondents agreed than disagreed (49.5% agree while 40.3% disagree). Support was higher among non-drivers (78.8% agree) than those who mainly travel by car (45.6% agree), and some described the scheme as “anti-car”.
- **20mph speed restrictions polarise opinions:** Differing views on where 20mph are appropriate, but a substantial minority who oppose 20mph limits in principle (33.9% disagreed with introducing 20mph limits on any roads), with concerns focused on journey times, congestion, and perceived lack of compliance and enforcement.
- **Crossings:** Crossings attracted stronger net support than speed limits. Overall, 48.6% supported the package of proposed crossing points and 23.1% opposed, with many “no opinion” responses reflecting that proposals were in South Gloucestershire.
- **Wider road safety measures:** More respondents supported (45%) than opposed (32%) the broader package of proposed road safety changes, with South Gloucestershire residents consistently less supportive than Bristol residents.
- **Perceived trade-off linked to overall priorities:** Many supported measures that improve safety for pedestrians, cyclists and motorists. Opposition most often focused on cost/value for money and potential impacts on congestion and journey times.

Speed restrictions: views on proposed 20mph limits

Proposed 20mph restrictions are highly contentious. Drivers were much less supportive than people who mainly use active travel. Bristol residents were more supportive than South Gloucestershire residents.

Many recognised speeding issues along the route, but concerns focused on a minority driving well above limits; some did not see lower limits as the best way to address this.

Feedback varied by location, with residents highlighting where additional restrictions might help and where they were seen as inappropriate:

- **Fishponds Road:** 38.8% supported the proposed 20mph restriction and 51.6% opposed. Bristol residents were more supportive (60.8% support while 34.2% oppose).
- **Downend High Street (Cassell Road to Cleeve Hill):** 37.3% supported and 53.7% opposed. Some free-text feedback highlighted safety benefits on a section of road where many people cross.
- **Badminton Road (Cleeve Hill to A4174):** Least popular, with 61.8% opposed. Many rejected a 20mph limit on a wide A-road with good visibility, set-back housing, good pavements and few pedestrians. Some suggested enforcement cameras while retaining 30mph to target dangerous driving without penalising sensible drivers.
- **Residential streets off Badminton Road:** Overall support for 20mph (49.6% support while 39.2% oppose), often linked to safety in built-up areas and near schools.
- **Bristol vs South Gloucestershire:** South Gloucestershire respondents were consistently less supportive of 20mph than Bristol respondents. Survey data suggests these respondents were more likely to be drivers, which may influence concerns about journey times and disruption.

Crossings: support and preferred locations

- **Overall support:** Crossings received higher support than opposition overall, with 48.6% agreeing and 23.1% disagreeing with the combined set of proposed crossing points. Opposition commonly related to the perceived number of crossings and impacts on traffic flow.
- **Preferred proposed locations (net support):** Leap Valley received the strongest support, followed by Cleeve Park Road and Blackhorse Lane. Where respondents were asked to identify where they cross, Leap Valley was again the most common (30.8% of 415 respondents), alongside Blackhorse Lane, Cleeve Park Road, and suggested additional locations, including Cleeve Hill and Aintree Drive.
- **Westons Brake options:** The northern option was marginally preferred. Comments suggest some opposition may reflect confusion about the choice between the two nearby options.
- **Design themes:** Mixed preferences between zebra and light-controlled crossings. There were some requests for more light-controlled crossings to improve driver compliance and accessibility for visually impaired people. Additional requests included safe refuge/island design, adequate dropped kerbs for accessibility, and consideration of visibility and proximity to junctions.

Other road safety measures

- **Overall package:** 45% supported and 32% opposed the wider package of road safety measures. As with other parts of the consultation, South Gloucestershire residents were less supportive than Bristol residents.
- **Key locations generating most comments:** Muller Road junction, Cross Hands junction, and Grace Road.
- **Muller Road junction:** Mixed feedback with supporters citing safety issues and problems with non-compliance, such as the banned right turn. Opponents raised concerns about traffic flow on the A432 and potential displacement onto surrounding streets.
- **Cross Hands junction:** Broad recognition that it is difficult to cross and needs to be improved, alongside concern about proposals to narrow the road.
- **Grace Road:** The purpose of the proposals (nursery access) was recognised, but concerns were raised about congestion and parking impacts from new restrictions.
- **Enforcement:** Respondents frequently linked the likely success of parking and turning restrictions to visible enforcement, noting existing restrictions that are perceived to be ignored.

Cross-cutting themes

- **Perceived trade-offs:** Support for improved safety for pedestrians, cyclists and motorists is weighed against concerns about congestion, journey times, and disruption, particularly among frequent drivers using the route for commuting.
- **Evidence and transparency:** Some respondents asked for more local accident data and causal evidence to justify specific measures.
- **Enforcement and compliance:** Many respondents argued that speed and movement restrictions will not be effective without enforcement and expressed differing views about the role of cameras.
- **Geography matters:** Views differ materially by local authority area, with South Gloucestershire respondents generally more opposed to speed restrictions and less supportive of the proposals overall, reflecting higher car dependence and sensitivity to delays.
- Overall, the consultation shows qualified support for improving safety on the A432, but mixed support for specific speed limit changes - particularly the proposed 20mph limit on Badminton Road, where many residents rejected the reasoning.
- This feedback should be used to prioritise measures that deliver the greatest safety benefits and can secure public support.

Implications for decision-making

Overall, the consultation shows qualified support for improving safety on the A432, but mixed support for specific speed limit changes - particularly the proposed 20mph limit on Badminton Road, where many residents rejected the rationale.

The feedback should be used to prioritise measures that deliver the greatest safety benefits and can secure public support. Free text comments provide useful insight to help inform location-specific designs.

Additional supporting evidence would be helpful to reinforce the rationale for changes.

Background

Bristol City Council and South Gloucestershire Council are working together to improve road safety on the A432. This is in response to the findings of the Road Safety Foundation's 'Crash Risk Mapping' exercise carried out in 2023, which concluded that the route between the A4174 and Bristol city centre posed significant risk of fatal and serious injuries.

The two councils are proposing a range of safety measures, starting from where the A432 meets the A4174 in South Gloucestershire, heading southwest through three busy high streets in Downend, Fishponds and Easton.

Proposals include:

- Reducing some speed limits from 30mph to 20mph
- New and improved pedestrian crossings
- Measures to slow down traffic
- New road markings and signage

The aim of the project is to improve driver behaviour on the A432, to significantly reduce the chance of road traffic incidents, especially serious or fatal ones.

A public consultation ran from December 2025 to February 2026 to understand people's views about the proposed measures.

Survey methodology and respondents

A dedicated online survey site was created to provide background to the project, the issues we are seeking to resolve, and the measures we are looking to implement so that people could provide informed feedback.

The survey was presented in three sections:

- Speed restrictions
- Crossings
- Other road safety measures

Respondents could provide feedback either via an online survey on this site or by completing a paper survey response between 15 December 2025 and 13 February 2026.

The engagement was widely promoted by both Bristol City Council and South Gloucestershire Council through various channels including:

- A mailout to local residents (Bristol – 2,476 households, South Gloucestershire – approximately 2,000 households)
- Emails to key stakeholders and local businesses
- Posters and banners along the route
- Regular promotion on social media
- Featured in the councils' resident newsletters

- Shared with local town councils for circulation to residents

Throughout the engagement period, South Gloucestershire Council hosted a drop-in event in Downend to allow members of the public to ask questions about the proposals. People were directed to the survey to share their views and therefore feedback has not been reported here.

1,605 people completed the survey. The survey sample is not fully representative of the local population, with a higher proportion of respondents living in South Gloucestershire. Men are over-represented in the survey sample, as are people aged between 36 and 64.

A more detailed profile of the people who responded to the survey is provided in the appendices.

Accepting the limitations related to these over- and under-representations, the level of response, information gathered, and views obtained provide a useful indicator of wider opinion and any important issues that need to be considered.

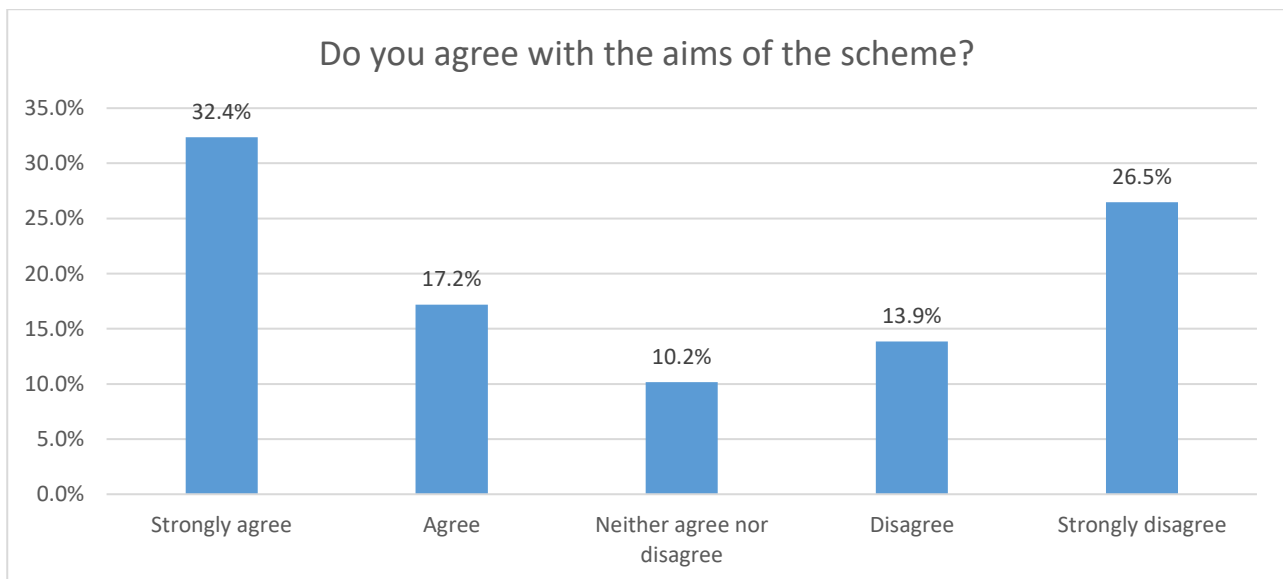
Due to the software used and the different response options open to respondents, it was possible for people to submit more than one response. This was monitored and there is no evidence of individuals submitting multiple responses.

Personal information and comments that can identify individuals have been removed from the analysis. Percentages used in this report have been rounded and may not add up to exactly 100%.

Survey analysis

Support for the aims of the scheme

The first part of the survey set out the issues that the two councils are looking to resolve and the outcomes that they want to achieve through these measures. Respondents were asked to what extent they agreed with these aims.



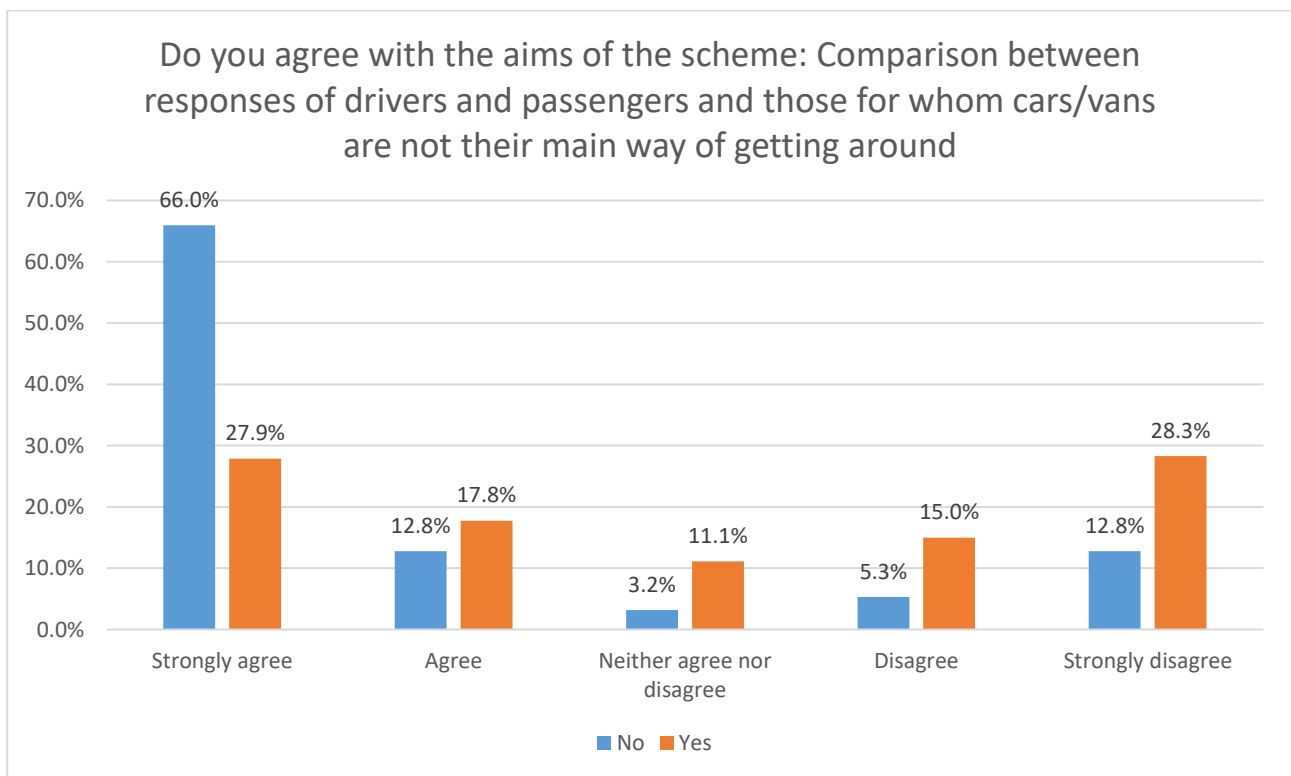
More respondents agreed (49.5%) than disagreed (40.3%) with the aims, with just under a third (32.4%) strongly agreeing. Those supporting the principles behind the scheme believed that any efforts to improve safety for pedestrians, cyclists and motorists was a good thing.

For those who opposed the aims, a major concern was the cost of the scheme and a perception that money could be better spent on other priorities (the consultation materials clarified that funding was being provided by central government to reduce the risk of accidents on this stretch of road and could not be spent on other schemes/priorities).

“I think we should be making our cities safer for everyone and start to make our public spaces less prioritised for the needs of drivers.”

“Waste of time and money. We’ve suffered enough through the bridge being closed and constant work on surrounding streets.”

There are some significant differences between the feedback of different groups. The largest discrepancies are between those who drive, or are passengers, as a primary means of getting around, and those who don’t.



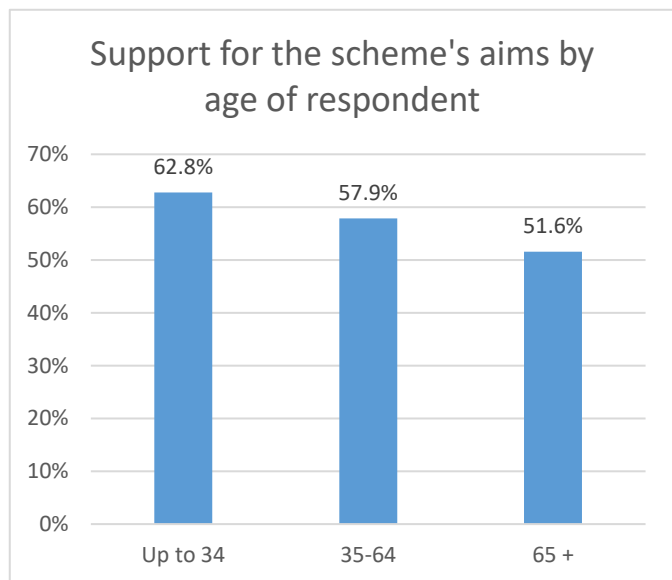
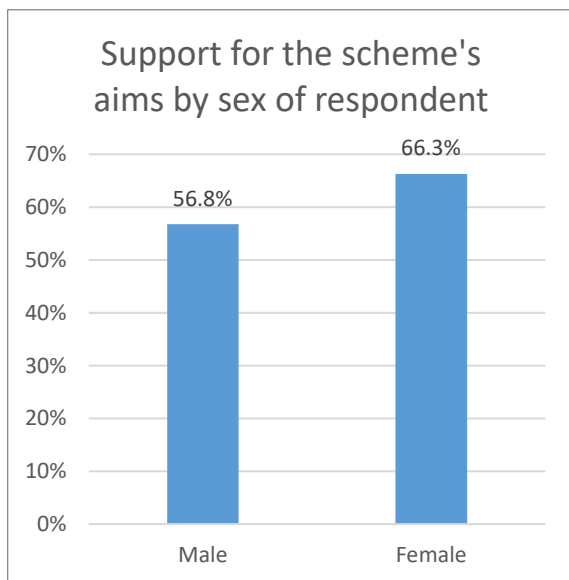
78.8% of non-drivers approve of the scheme's aims, compared with 45.6% of drivers and passengers (more drivers support than oppose the aims). A common theme within the open text feedback was that this scheme was anti-car or anti-motorist.

“Stop going after motorists. If we had a decent public transport system then perhaps you could then look at motorists.”

Conversely, in welcoming the proposals, many respondents expressed frustration that so much infrastructure is weighted in favour of motorists, including a lack of crossings, timings on lights, and arrangement of junctions which require pedestrians to cross multiple roads to get where they want to go.

“Many of the junctions and crossings are currently heavily weighted against pedestrians in favour of motor traffic, requiring pedestrians to stop and wait multiple times to make one crossing e.g. 22, 26, 27, 29. These crossings should be configured so that pedestrians can cross the entire junction without intermediate waits, as this creates incentive for crossing against the lights, adding to the danger of the crossing.

Women and younger people were more likely to support the aims of the scheme than men and older people.



There were several comments from mothers who appreciated efforts to make it safer for them getting around with buggies and pushchairs, or who would prefer their children to get to school on foot. Younger people are less likely to be able to afford a motor vehicle and therefore are more reliant on public transport and active travel. While the oldest respondents were least supportive of the aims, a significant number of elderly people welcomed measures aimed at making it easier for people who may be getting less mobile.

“Age has slowed my observations and walking. Making it easier to walk and cross roads is helpful.”

“I would be able to walk or cycle with my autistic child to school if the roads were safer for cyclists and pedestrians.”

Interestingly, disabled people were no more supportive of the scheme than people who were not disabled. There were comments from disabled people who supported the aims of the scheme as it would help them get around, while some disabled people said they were solely reliant on cars for travel.

“Good for both the mental and physical health of us who live with disabilities 🧑🏻‍🦯 🧑🏻‍🦼 ”

“As someone with a disability I rely on a car to enable me to work. Some of these measures will make car usage harder and slower.”

“I have lost my driving licence for medical reasons. Walking is my preferred means of travel and anything that makes it easier to cross the road in Bristol is good by me.”

The least supportive group of all were those who took offence at being asked about their demographic characteristics.

Over a third (33.9%) of survey respondents disagreed with the introduction of 20mph speed limits on any roads and just under 10% of people voiced opposition to every proposed measure, including improvements to or introduction of pedestrian crossings.

Speed restrictions

Is tackling speeding a priority issue?

In understanding views about proposed speed restrictions, we first wanted to know if people thought tackling speeding was a priority. The rationale for lowering average vehicle speeds is that it reduces the number of collisions, and should one happen, it is less likely to result in fatalities or serious injuries.

Tackling speeding is important for many - especially people concerned about existing issues where they live, or outside schools - and 116 people talked about the benefits in

improved safety for pedestrians and cyclists. However, there are others who have conflicting views and priorities.

It is clear from the content and tone of free text comments that a large proportion of people who responded to the survey travel on this route daily to get to and from work. This group are already frustrated by levels of congestion and journey times and are concerned that reducing speed limits will add to their travel time. A couple of people expressed concern about the potential impacts for workers and businesses. They would like the councils to focus efforts on improving traffic flow and increasing road capacity.

“This will be economically damaging, adding a 'time tax' on delivery drivers, tradespeople, and shift workers who rely on this corridor. It will throttle regional mobility and add 'unpaid labour' to the day of those already facing a cost-of-living crisis.”

Other people query the environmental benefits of 20mph zones, highlighting issues with increased brake and tyre wear due to frequent braking and acceleration and higher fuel consumption for vehicles with combustion engines optimised for faster speeds.

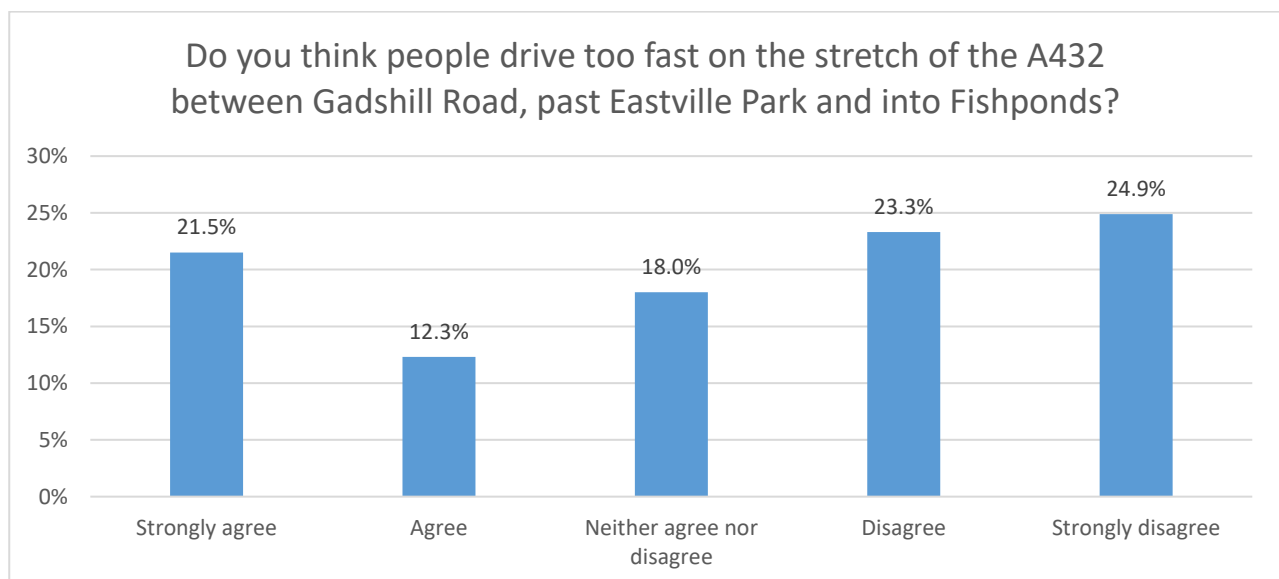
97 people just thought that 20mph was too slow.

Is speeding an issue in particular areas?

To quantify support or opposition for the proposed speed restrictions, separate feedback was sought about the Fishponds and Stapleton Road section of the route and for Downend and Badminton Road and the surrounding residential streets.

Gadshill Road to Fishponds

Feedback was mixed for this stretch of the A432, with a very similar proportion of people strongly agreeing as strongly disagreeing that people drive too fast. Overall, however, more people disagreed (48.2%) than the proportion who thought people drive too fast (33.8%).

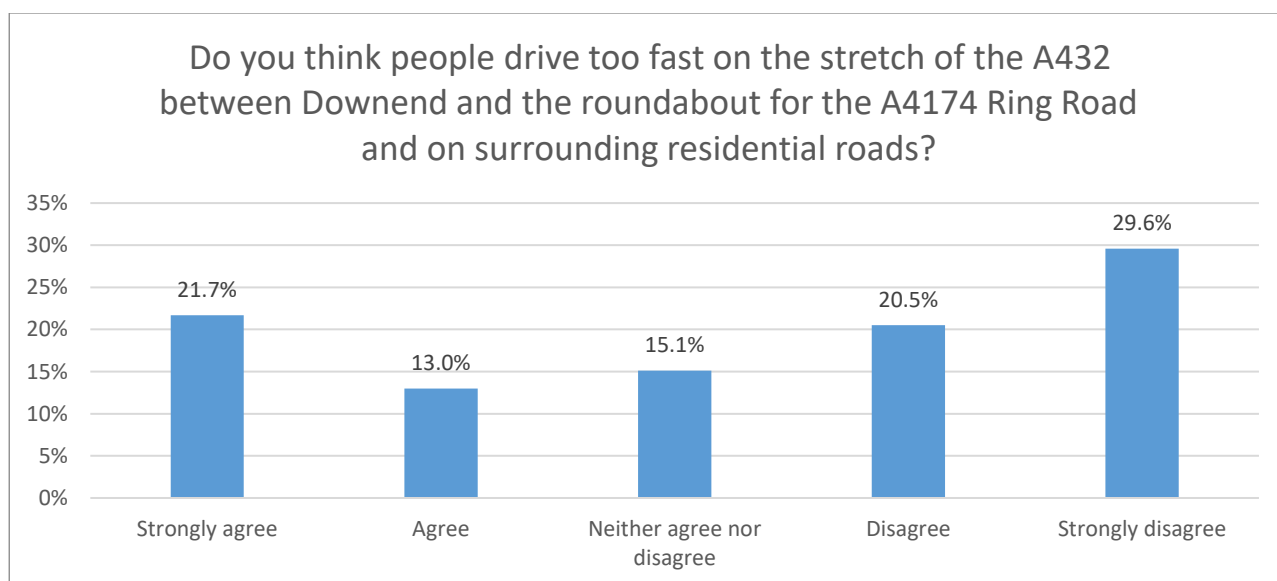


During peak commuting times, people question whether it is possible to reach 20 miles an hour on Stapleton Road and Fishponds Road, which partly explains why such a large proportion of people disagreed with this statement.

“Generally, when it is busy, traffic isn't going above 20mph anyway. When it's quiet, at night, 30mph is appropriate.”

Downend and Badminton Road and surrounding residential streets

Feedback on speeding was similarly mixed for the section of the A432 between Downend and the roundabout with the A4174 Ring Road and residential roads. A higher proportion (29.6%) of people strongly disagreed.



Do people think introducing 20mph speed restrictions is the best approach to tackling speeding and improving safety?

The main argument against the effectiveness of speed restrictions is about lack of compliance. 90 people felt that speed restrictions are not effective without enforcement and 45 people thought that 20mph restrictions are simply ignored – especially on roads which drivers do not believe to be dangerous.

Commentary showed that people are most concerned about individuals who are travelling much faster than the current speed limits, often late at night. Because reckless drivers are not deterred by current limits, respondents believe they will also ignore lower speed restrictions. People who share this view are generally opposed to 20mph speed restrictions because they think they will slow down journeys of people who are already driving safely, without reducing accidents or improving overall safety.

“Some people drive too fast on these main roads but those who do are travelling considerably quicker than 30mph. Lowering the speed limit to 20mph won't stop those who drive at excessive speed, it only frustrates those that keep to the limit.”

Others think it is too simplistic to link accidents to speeding.

Potholes – and driving or cycling to avoid potholes – is another perceived cause. 82 people wanted the funding to be re-directed towards repairing road surfaces and re-painting lines as a more effective way of reducing accidents.

Some point to declining standards of road safety awareness. Many of these comments are linked to conflicts between different road users, such as drivers vs pedestrians vs cyclists vs e-scooter riders.

36 people believe that the best way to deliver safer speeds is to redesign roads, either by narrowing them or adding speed bumps or other road furniture.

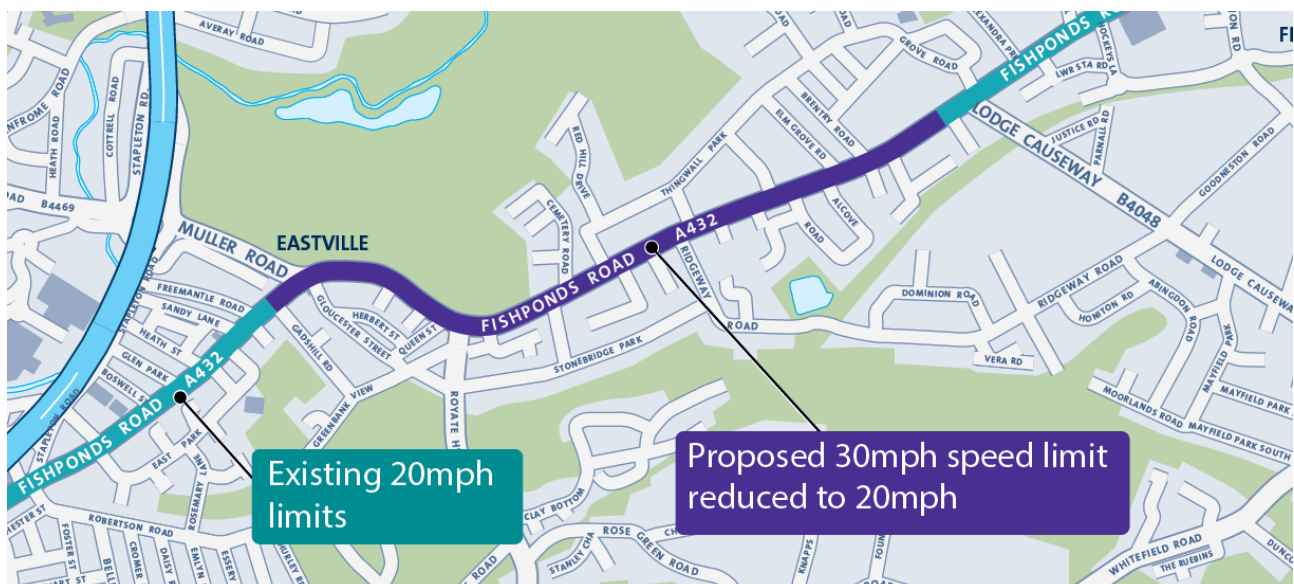
Some argue that 20mph restrictions can increase risks of accidents. Two scenarios were presented: firstly, that in 20mph zones drivers spend more time concentrating on their speedometer and therefore pay less attention to road conditions, and secondly accidents are caused when people tailgate vehicles travelling within the speed limit or overtake in places where it is unsafe.

Do people support the proposed 20mph restrictions?

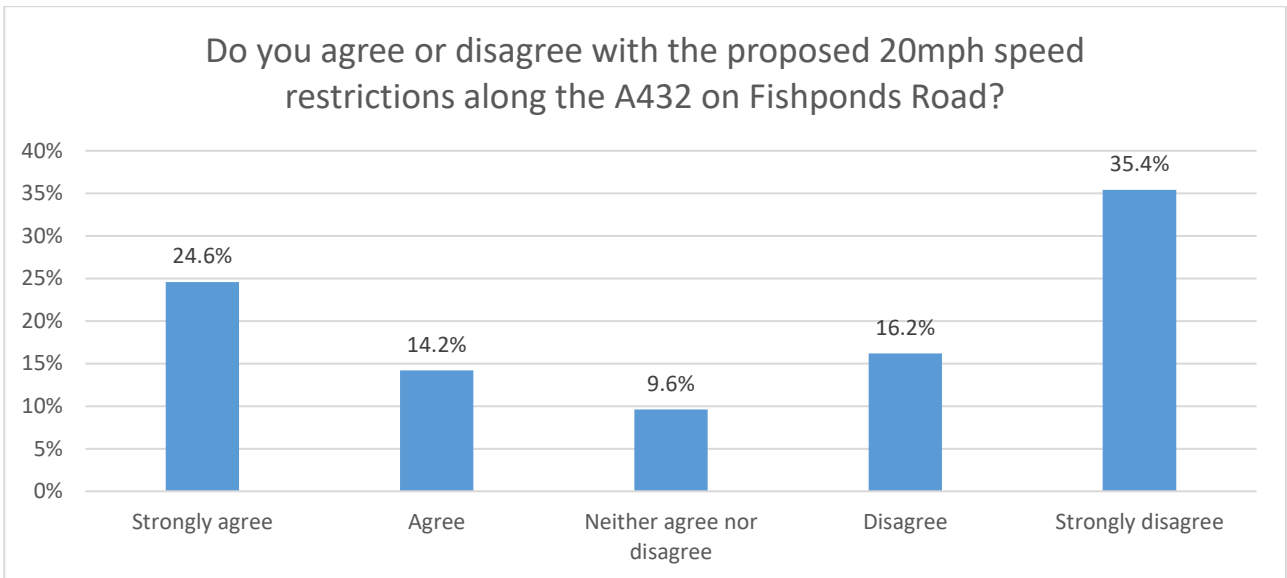
Separate feedback was captured to measure support for new 20mph restrictions in four areas:

- A432 - Fishponds Road
- A432 - Downend High Street
- A432 - Badminton Road
- Residential roads leading off Badminton Road

A432 Fishponds Road

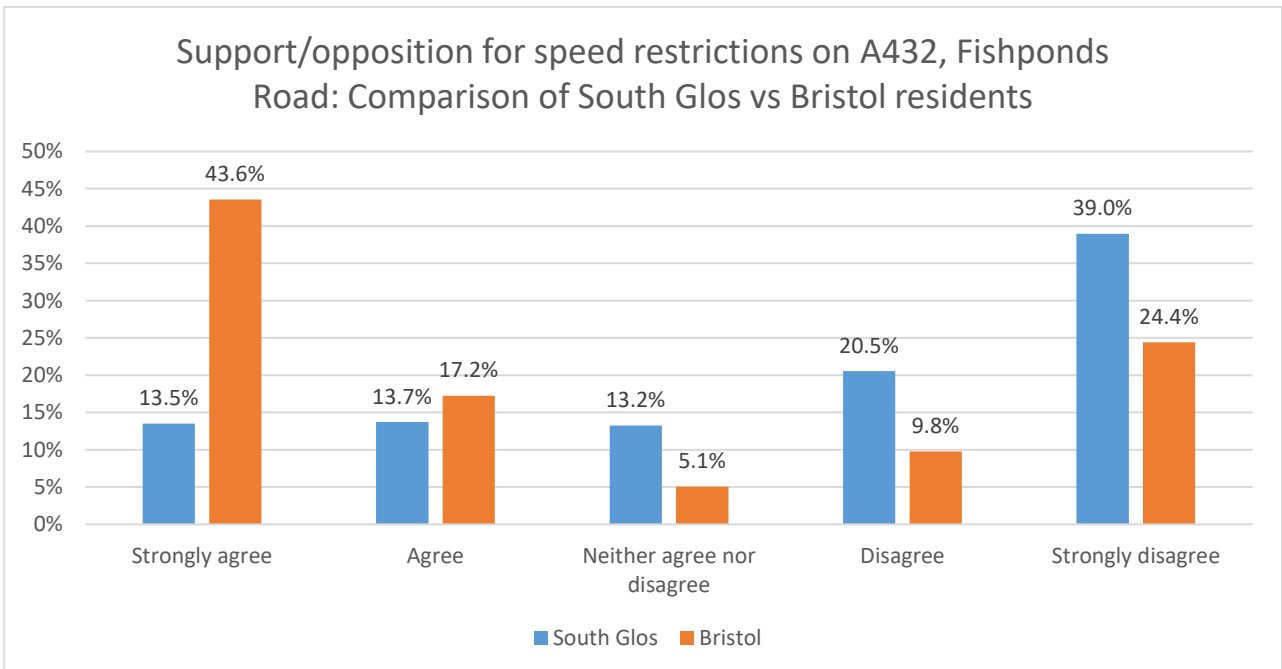


38.8% of respondents supported 20mph restrictions on this section of the A432, with a higher proportion (51.6%) disagreeing with this measure.



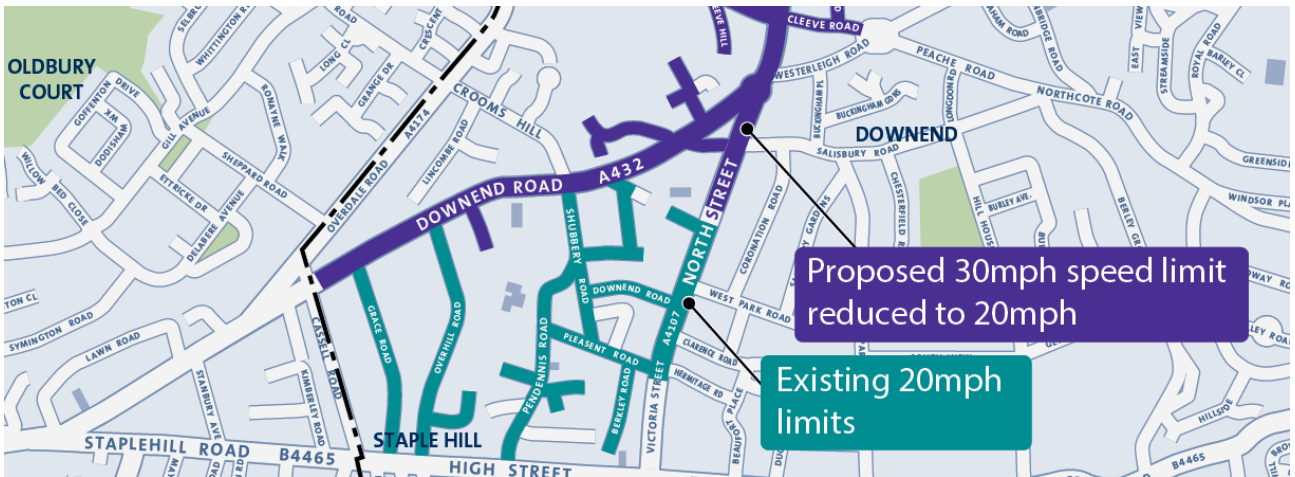
A third of respondents opposed the introduction of a 20mph speed restriction in each of the four locations and in free text comments 92 people said that they didn't think any further speed restrictions were necessary on one of the main roads into Bristol. Others disagreed and thought that 20mph restrictions were more appropriate closer to Bristol city centre, especially where there were more pedestrians, cyclists and people in wheelchairs.

Across each of the four proposed locations for new 20mph restrictions, respondents who live in South Gloucestershire were less supportive than Bristol residents. In the case of the 20mph restriction on this section of the A432, the feedback of Bristol residents contradicted that of people living in South Gloucestershire.

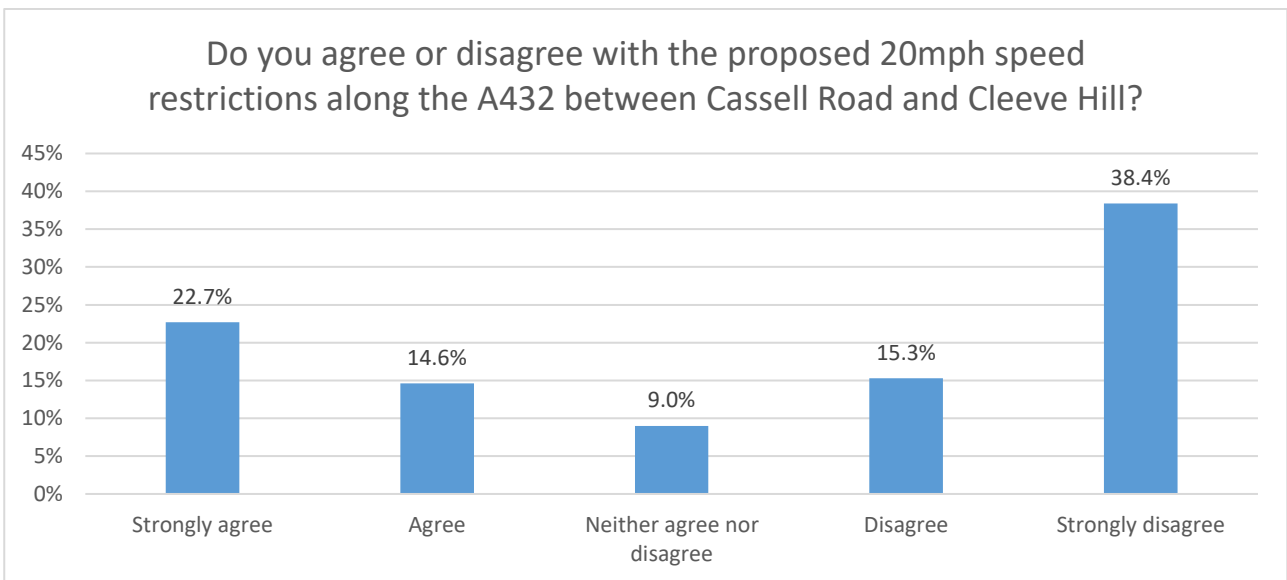


This road lies fully within the Bristol City boundary. Focusing on the responses of Bristol residents, shows strong support for the change - 60.8% agree and 34.2% disagree.

A432 Downend High Street from Cassell Road to Cleve Hill

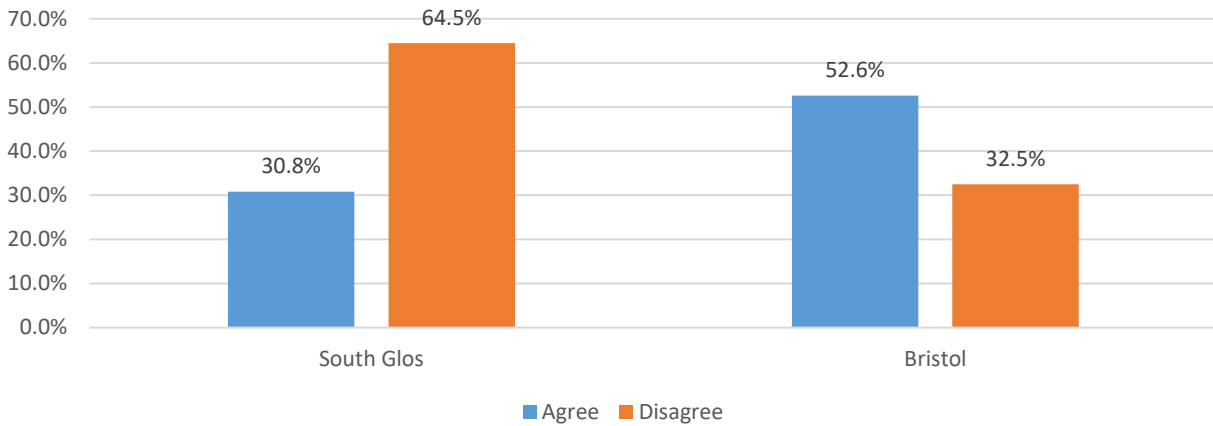


More respondents disagreed (53.7%) than agreed (37.3%) with the proposal to introduce a 20mph speed restriction on this stretch of the A432. However, in free text comments, 26 people thought that slowing down traffic in Downend High Street was a particularly good idea to improve safety for the large numbers of people trying to cross this road.

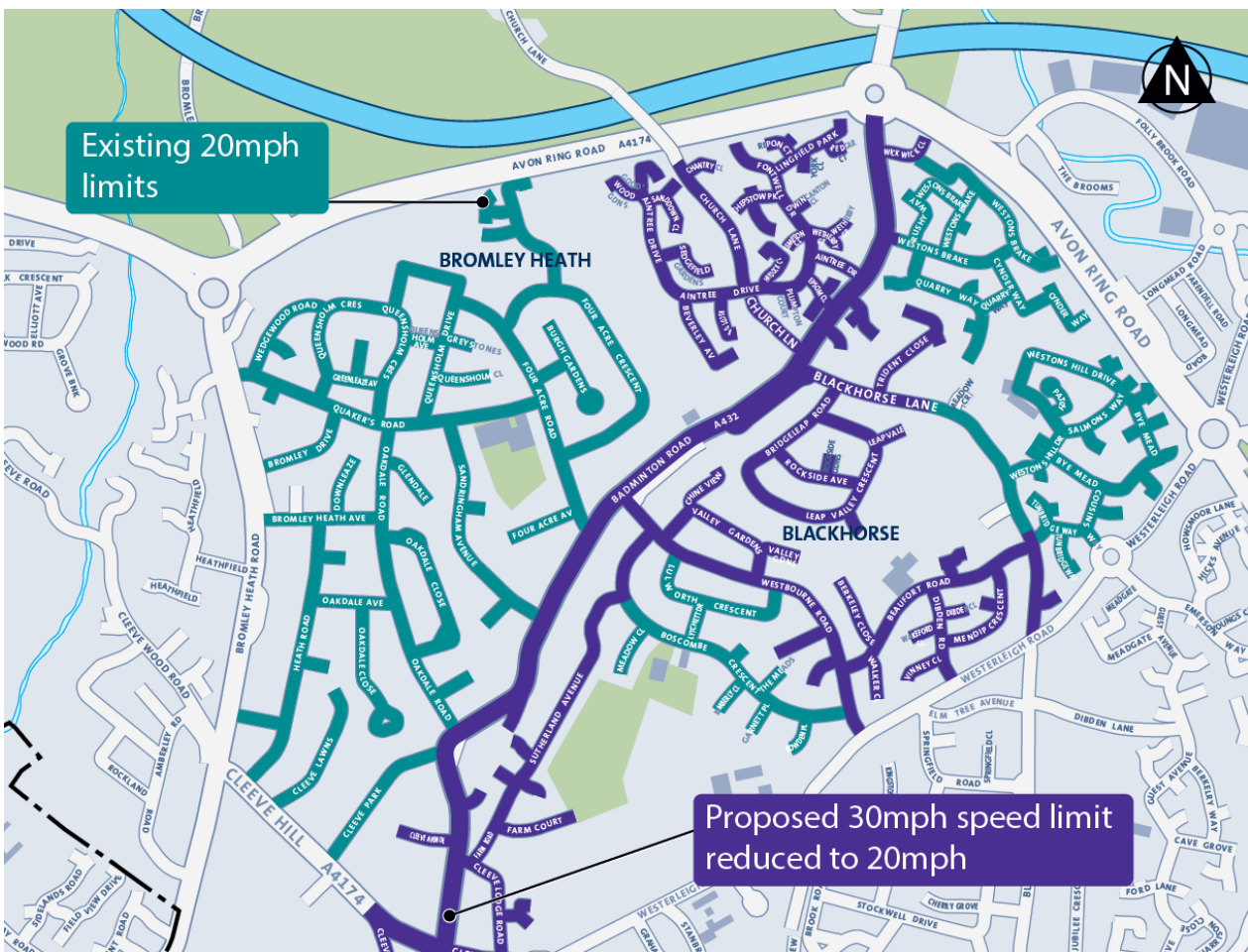


The responses of Bristol and South Gloucestershire residents again differed, with Bristol residents in favour of the proposals and people living in South Gloucestershire against.

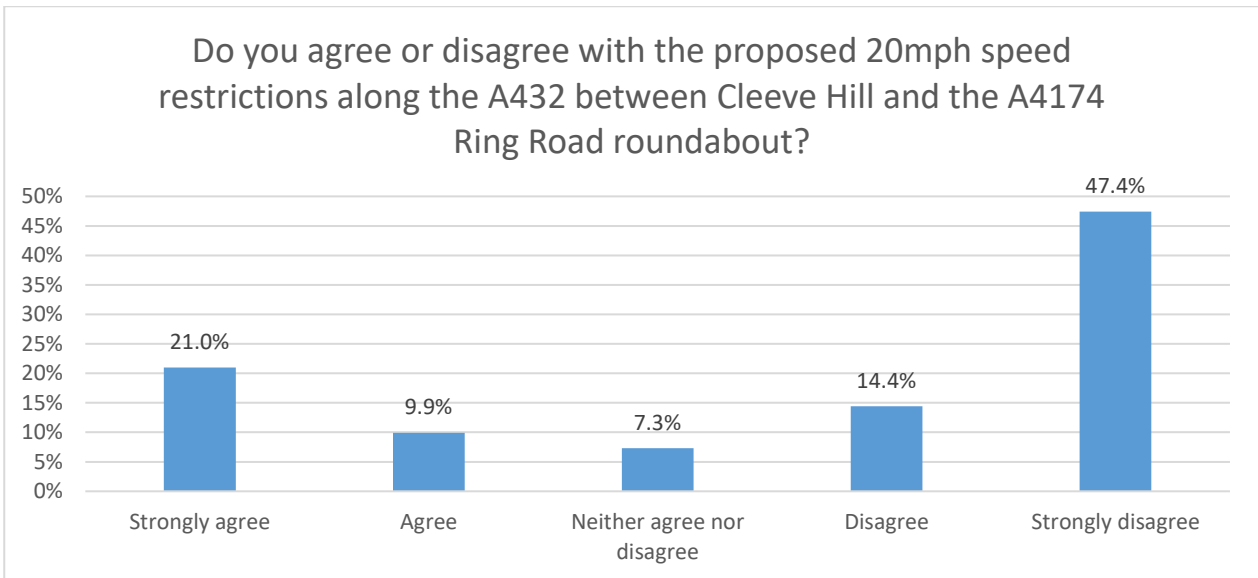
Support/opposition for speed restrictions on A432, Downend High Street: Comparison of South Gos vs Bristol residents



A432 Badminton Road from Cleeve Hill to A4174 Ring Road Roundabout



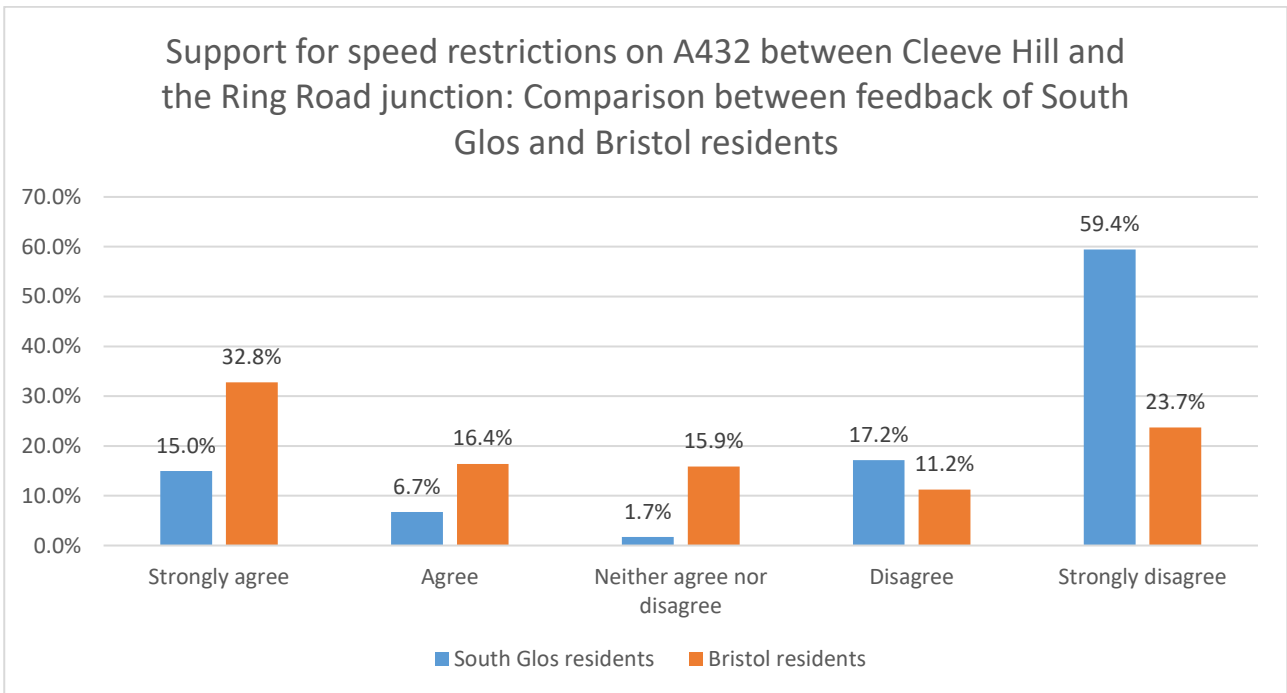
(Map shows proposals for residential streets as well as A432 Badminton Road)



The proposals for a 20mph speed restriction on the Badminton Road section of the A432 were the least popular. Almost two-thirds (61.8%) of respondents opposed reducing the limit on this road and 141 people discussed why they thought this was not appropriate:

- It is a wide road
- There is good visibility of/from pavements
- Few pedestrians walk along this road
- There are dedicated cycle lanes
- Houses are set far back from the road

Bristol residents were more likely to approve of the speed restrictions on Badminton Road, but more than three quarters of people living in South Gloucestershire (76.6%) disagreed.



Average speed cameras were proposed for this section to help enforce the new speed limit. Different views were expressed about enforcement. The majority view was that better

enforcement of speed restrictions was a good thing as it would penalise and/or prevent some of the most dangerous driving. However, there was strong opposition to enforcement of a 20mph limit, which some considered a cynical revenue raising attempt by the council.

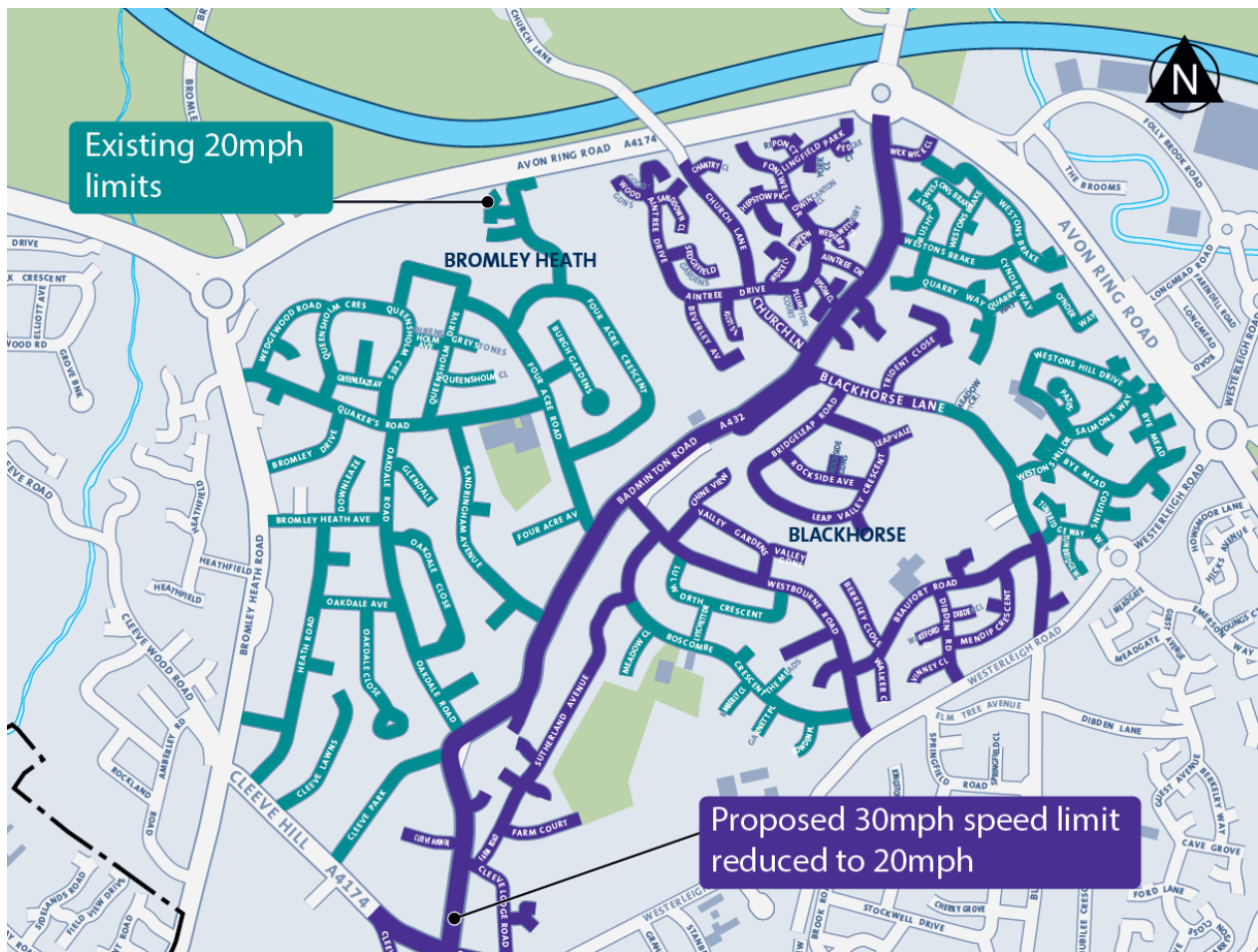
People also believed having average speed cameras enforcing a 20mph limit acted against the aims of the scheme, because drivers would spend more time concentrating on their speedometer and keeping their car within the legal limits and therefore paying less attention to road conditions.

“20mph (is not appropriate for) open stretches of road. It’s just a cash cow and it causes people to concentrate more on their speedo than the road in front of them therefore causing a risk of accidents.”

Residents do support the council’s efforts to prevent collisions and, as an alternative, 128 people asked if average speed cameras could be introduced to enforce the existing 30mph limit on Badminton Road.

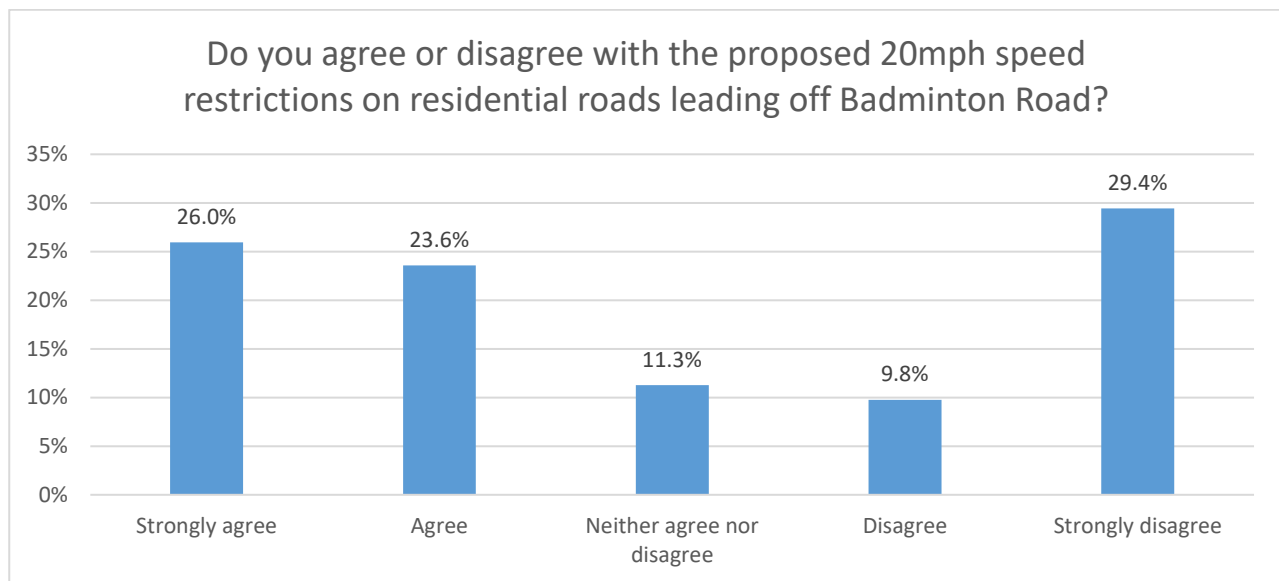
Others considered the practicality of an average speed camera, with so many places for people to turn off the road.

Residential roads leading off Badminton Road



(Map shows proposals for A432 Badminton Road as well as residential streets)

There was overall support for 20mph restrictions to be introduced on residential roads. 49.6% agreed with the restrictions and 39.2% opposed (mostly those who opposed any 20mph limit).



Both South Gloucestershire and Bristol residents advocated for the proposals to go ahead, with 122 people supporting 20mph speed limits across all roads in cities and heavily built-up areas, on residential and narrow roads, near schools, nurseries and hospitals.

60 people followed up this argument asking for new speed restrictions on other streets. For some this was about limiting speeds near local schools, nurseries or residential roads. Others felt that in implementing the proposed measures on the specified roads, less careful drivers might switch routes to residential roads which do not have these restrictions.

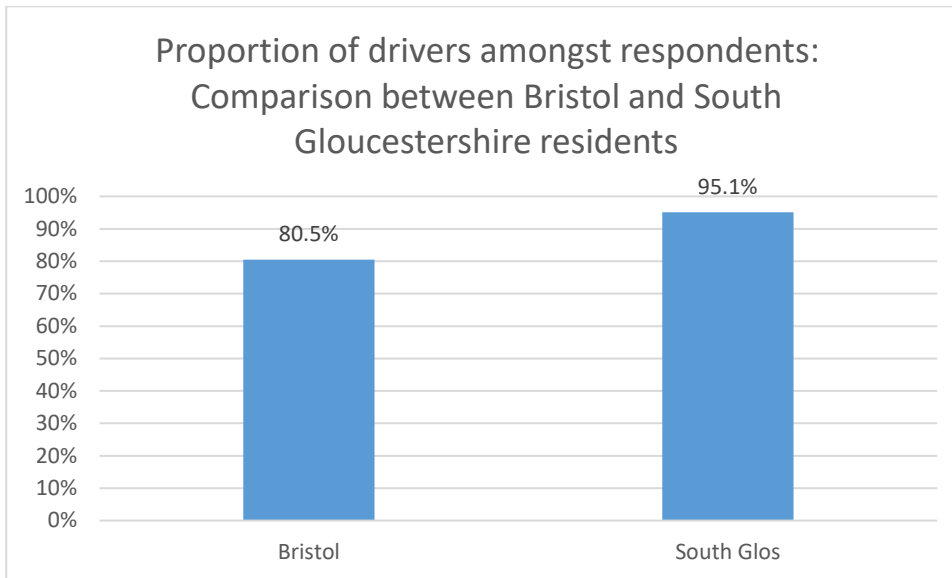
Roads mentioned multiple times included:

- Westerleigh Road
- Peache Road
- Northcote Road
- Blackhorse Lane
- Muller Road
- Cleeve Hill
- Buckingham Place

The different perspectives of Bristol and South Gloucestershire residents

We have seen that South Gloucestershire residents who completed this survey are much more likely to be opposed to speed restrictions than people who live in Bristol. There were also many more responses from South Gloucestershire residents. Why might this be?

A starting point is to compare the travel patterns of the two groups. For this survey, people who live in South Gloucestershire are more likely to drive (95.1%) than people who live in Bristol (80.5%).



It could be that Bristol residents need to travel shorter distances to get to work and have more public transport options, which makes active travel and bus travel easier. Additionally, several respondents talked about the difficulties they are already facing trying to get around, highlighting several major roadwork schemes and restrictions in South Gloucestershire. It could be that South Gloucestershire residents' negative experiences influence their priorities.

New crossings

The next section of the survey asked respondents about new road crossings. This was presented in two parts.

The first part were proposals for new and upgraded crossings in six locations around Downend high street in South Gloucestershire, including:

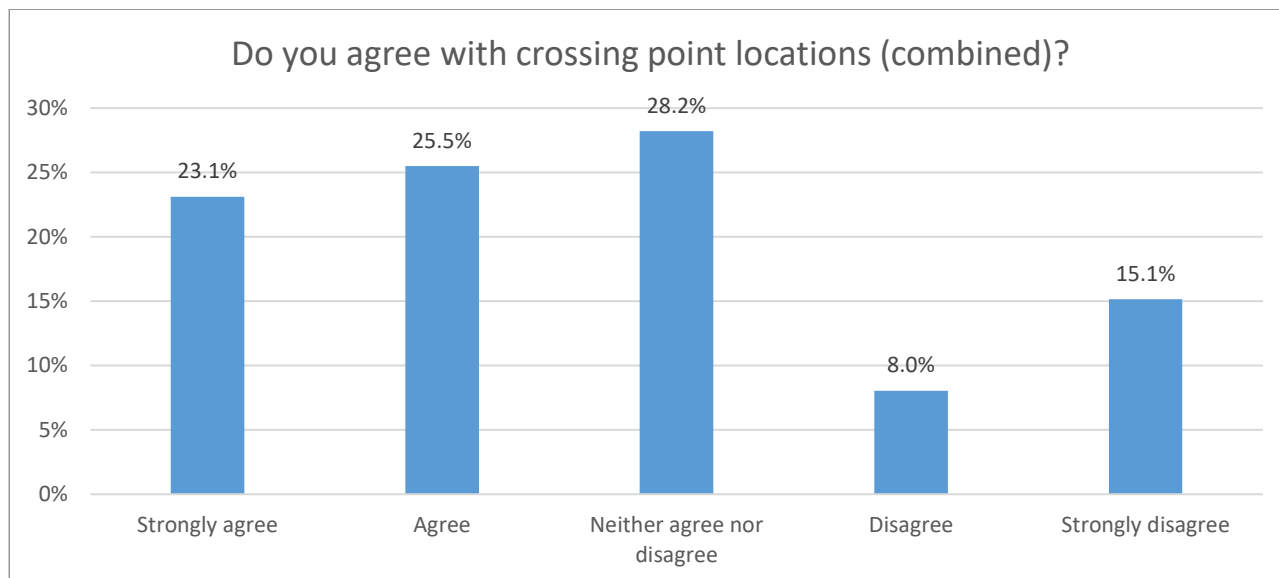
- North of Westons Brake
- South of Westons Brake
- Between The Paddocks and Church Lane
- Black Horse Lane junction
- Leap Valley
- Cleeve Park Road junction

Two options were presented at Westons Brake, although only one would be taken forward based on the feedback to the survey.

The second part included a further 15 locations where no designs were drawn up, but people could tell us if they regularly crossed in those locations. The purpose of this exercise was to understand if there was demand for additional crossings elsewhere, which could be delivered as part of this scheme or future work.

Do people want new/upgraded crossings?

Before looking at the views of individual locations, we first want to assess whether people support the concept of installing new crossings and upgrading crossings as a means of improving safety. We have measured this by considering the combined feedback on all the proposed crossing points.



A large proportion of people expressed the same feedback about each of the crossing points, which suggests that many people were expressing their feedback about adding more crossing points rather than giving feedback on the specific locations.

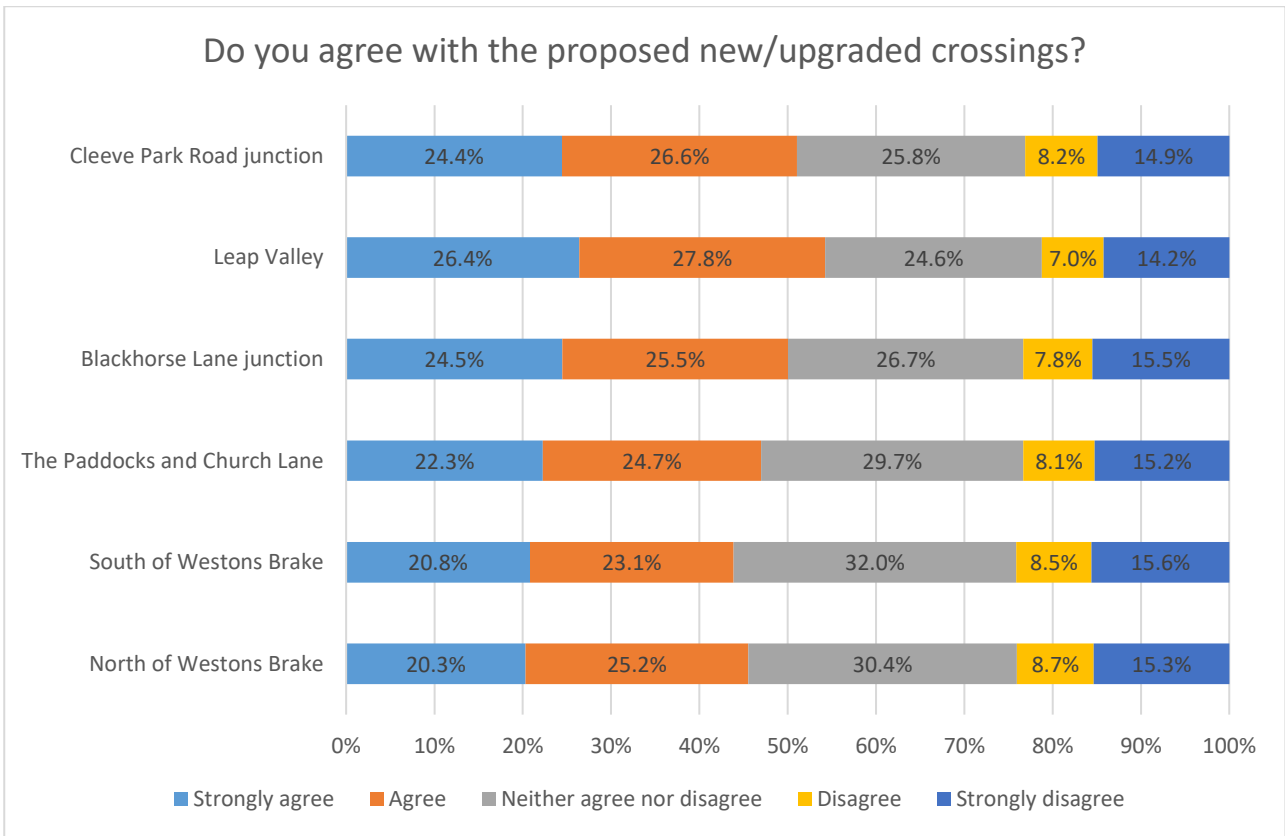
Overall, there is higher support than opposition for crossings. 48.6% of responses were in support, with 23.1% disagreeing. Comments show that those disagreeing typically believed that there were either too many crossings already or too many in the proposals.

The high proportion of people who expressed no opinion reflects that the locations are all in South Gloucestershire and people who do not live near the proposed crossings are less likely to have a view.

“It is a very busy road, but the number of zebra crossings seems excessive. I have lived on Westons Brake my whole life and have never had an issue crossing the road. Some of the proposed crossings are close to lighted crossings, which is just going to cause more traffic.”

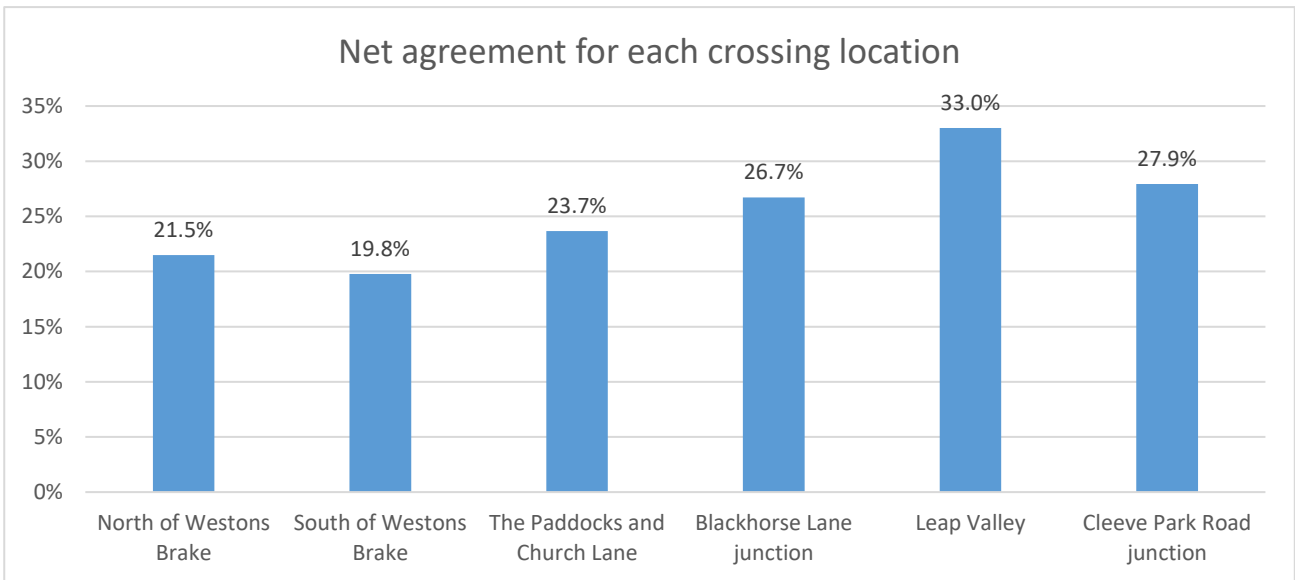
Where would people like additional crossings?

Comparing feedback for the six locations with defined design proposals shows a great deal of consistency in responses, again reflecting that many people were providing feedback on the principle of introducing crossings, rather than considering the merits of individual locations.



(Percentage of people who answered – 58 people skipped this question)

However, comparing net agreement (percentage of people who agree and strongly agree with the measures minus the percentage of people who disagree and strongly disagree) for each location highlights some preferences.



The crossing at Leap Valley received the most support, with comments suggesting this is an area where many pedestrians feel unsafe crossing. There were several comments from people living locally to each of the proposed crossing locations advocating for those locations – Cleeve Park Road and Blackhorse Lane were the next highest preferences.

Of the two options at Westons Brake, the northern location was preferred, although the difference in preference between the locations was minimal (31 more people favoured the location north of Westons Brake). These were the least popular of the locations for crossings, which may reflect a misunderstanding about the choice to be made between the two options - comments about crossings being too close together support this assumption.

“Please place a crossing at Leap Valley. This part of the road is wide and frequently used by dog walkers. Looking towards Downend, it is fairly blind. Even if you start crossing with no cars are in view, with cars travelling at 30mph you need to cross quickly.”

“Definitely need extra zebra crossings near Blackhorse Lane but not in position no.5 as that’s too close to the junction and it will be dangerous to exit Blackhorse Lane and into Badminton Road if someone is crossing. A crossing further down would be better.”

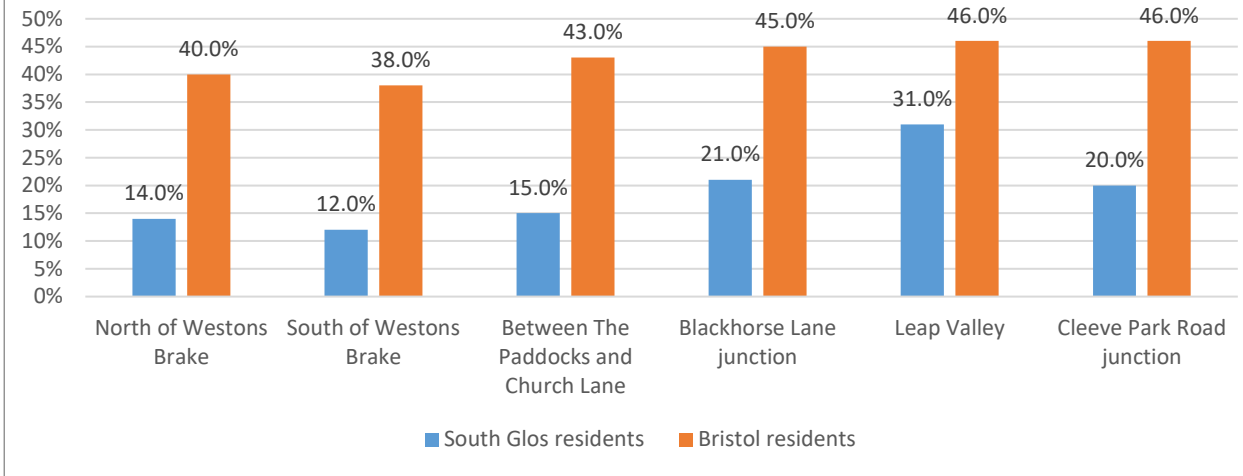
The proportion of people who strongly disagreed with each crossing point is consistent at around 15% (of the number of people expressing an opinion). Over 11% of respondents strongly disagreed with each location. The comments support the view that people are opposed to the principle of extra crossings because of the impact on journey times rather than concerns about the specific locations. Some people felt that there were already sufficient crossings for the number of pedestrians and that this was not a good use of money.

44 people requested a crossing in a different location, but in almost all cases, this was a request for an additional crossing, rather than asking to move one of the proposed crossing points.

Some people did point out practical challenges to the specified locations, generally related to issues with visibility or proximity to junctions.

Comparing the net agreement for each location shows that Bristol residents were consistently more positive about each location. Each of the proposed crossing locations is in South Gloucestershire, so it may be that Bristol residents who are less directly affected as motorists were more inclined to view the proposals favourably for the positive impact they would have in improving safety.

Net agreement for the road safety measures: comparison between feedback of South Glos and Bristol residents



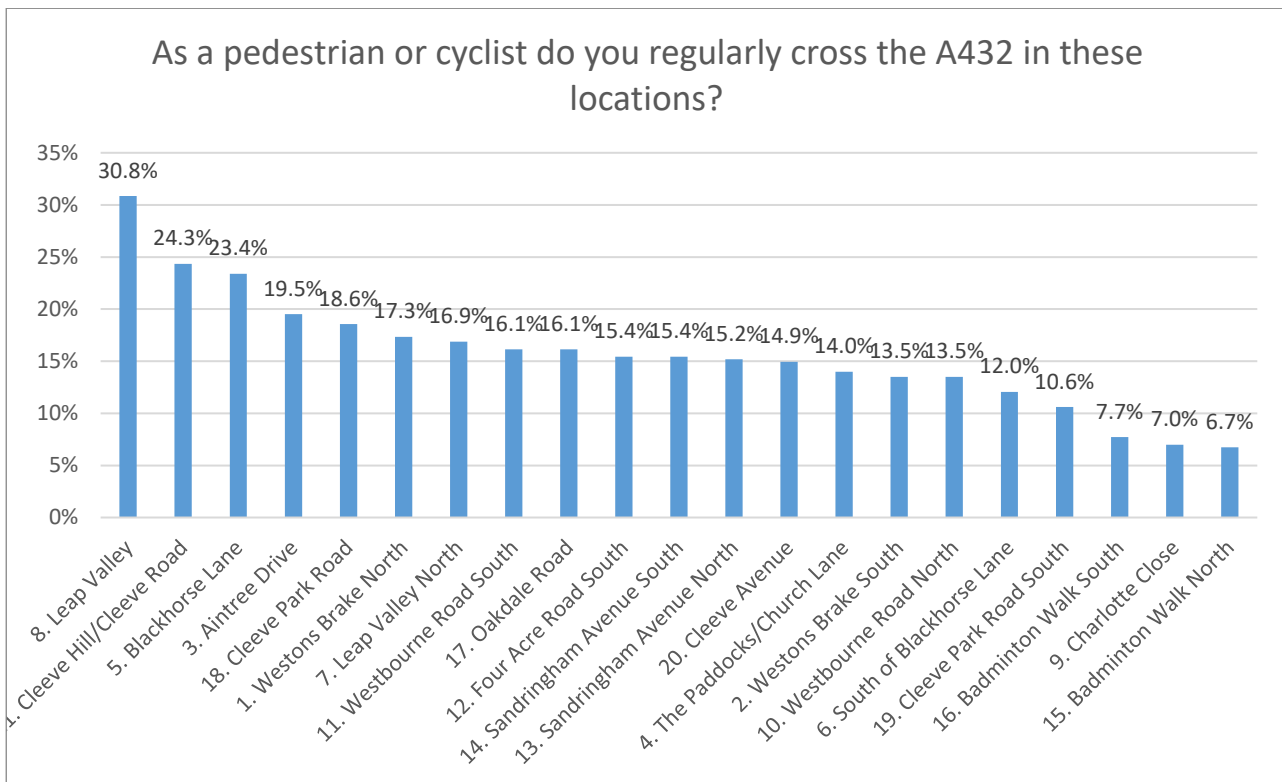
South Gloucestershire residents were supportive of each crossing, with the same order of preference.

Potential additional crossing points

In addition to the six proposed locations, residents could tell us about other locations along the A432 through South Gloucestershire where they prefer to cross. They were provided with a map of 21 options, including the six proposed locations from the earlier question.

415 people provided feedback (responses of people who marked each of the crossing points have been removed). The proposed locations for crossings are all in South Gloucestershire and most respondents were South Gloucestershire residents.





(Percentage of 415 respondents)

The proposed crossing at Leap Valley footpath (number 8 on the map and graph) was again the most popular – 30.8% of people who responded said they crossed here. The proposed locations at Blackhorse Lane (5) and Cleeve Park Road (18) were also popular choices, along with new locations at Cleeve Hill (21) and Aintree Drive (3). Westons Brake North (1) also came out more popular than Westons Brake South (2) when asked in this format.

Design considerations for crossings

Some people provided feedback about the practicalities of the proposed locations. Additionally, some people told us about their preferences for the type of crossing. Several different views were expressed, some contradictory.

Zebra versus puffin crossings

Different respondents have different preferences for the types of crossing. Many survey respondents expressed concern about any measure which could delay journeys, while 16 people asked that all crossings be light-controlled to ensure drivers stop and improve safety. There was a specific request for the junction of Badminton Road and Blackhorse Lane to be switched to a puffin crossing, due to the number of pedestrians who would use it at school pick-up and drop-off times.

Islands were popular with some respondents as they made it easier for people with mobility issues to cross the road safely. However, on some busier stretches of road there was a preference for traffic lights configured to allow all pedestrians sufficient time to cross the road safely in one go.

“Zebra crossings are great - as a pedestrian you can cross when you need to and as a driver you only need to stop when there are people wanting to cross.”

“Zebra crossings are so much harder for visually impaired. They should all be pelican crossings along the Badminton Road due to school children and disabled people finding it easier and safer to cross.”

“Many of the junctions and crossings are currently heavily weighted against pedestrians in favour of motor traffic, requiring pedestrians to stop and wait multiple times to make one crossing e.g. 22, 26, 27, 29.”

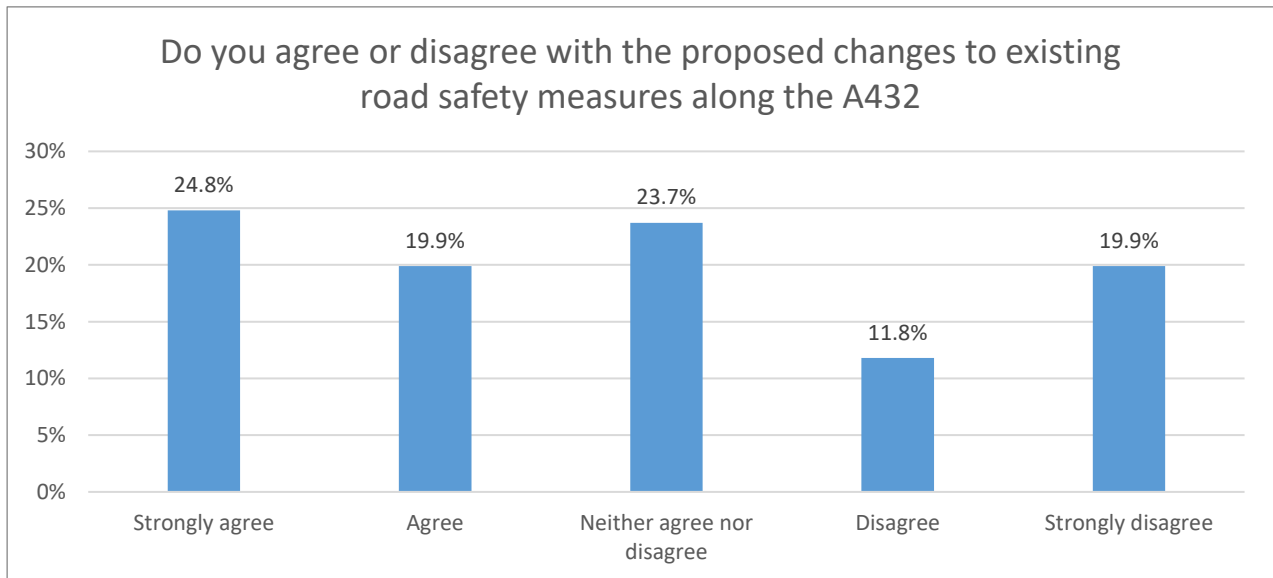
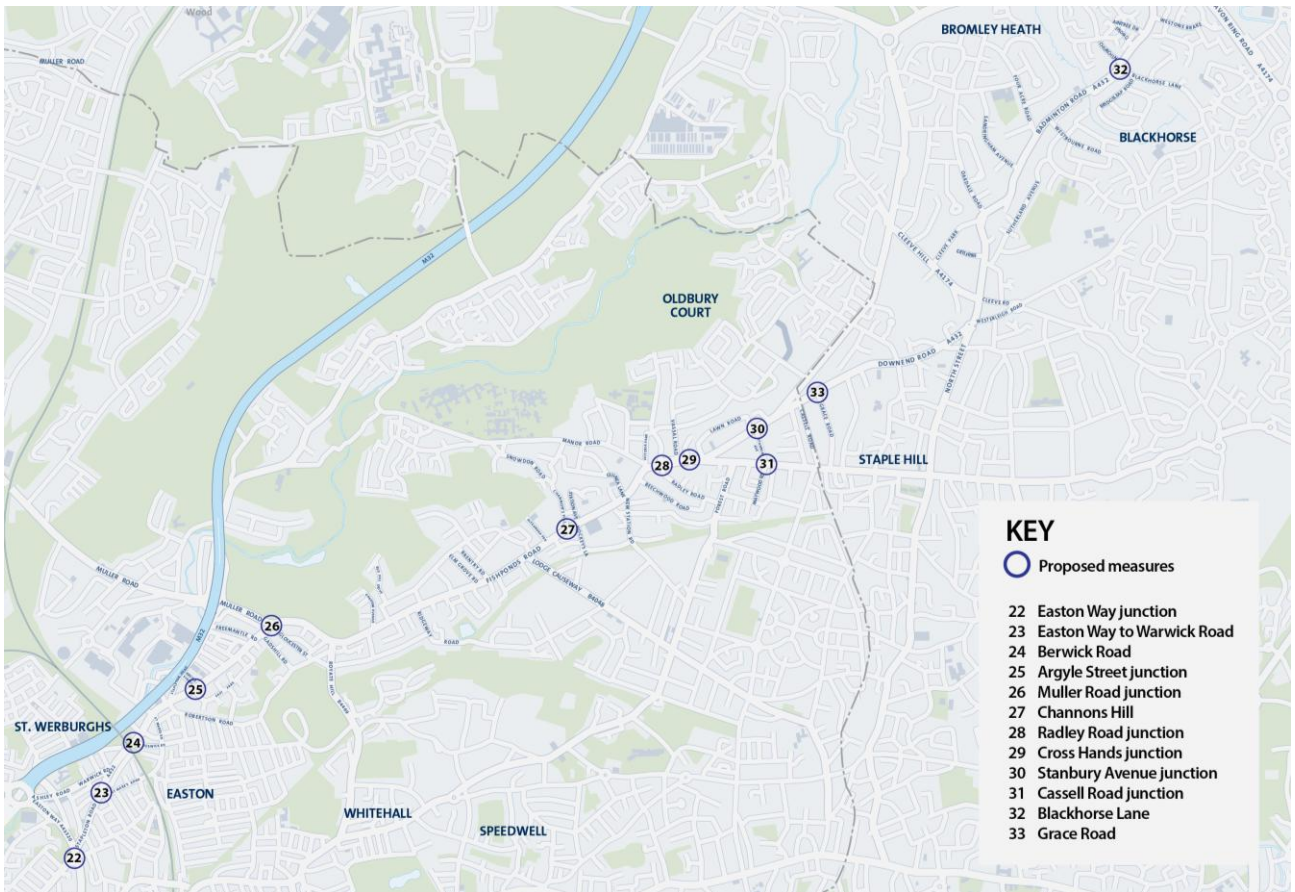
Supporting mobility needs

A few people who use wheelchairs or mobility vehicles wanted to check that in the designs, provision had been made for their needs, with dropped kerbs low and wide enough for all users.

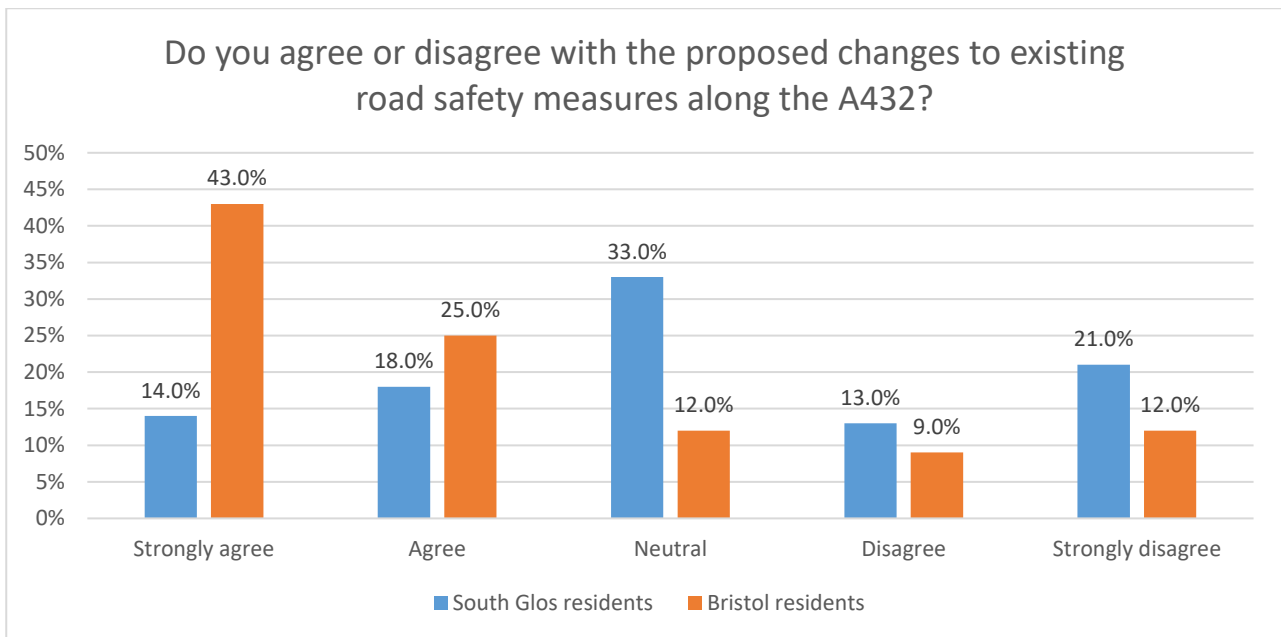
A couple of people asked for raised speed tables, that are level with pavements, at each crossing point. One person said that because this is an A-road new pedestrian crossings should only be installed if they meet the PV² criteria (criteria used to assess the need for a crossing based on the number of vehicles and pedestrians using the area.)

Road safety measures

In addition to reducing the speed limit and improving opportunities for crossing the road, the proposals included a range of road safety measures along the route through Bristol and South Gloucestershire. To get an overview of support for these changes, the measures were grouped and residents were asked if they agreed with the package of proposals.



Overall, more people are in favour of the changes (45%) than those opposed (32%). Again, South Gloucestershire residents were less supportive of the proposals.



This pattern has been seen in relation to all measures. As discussed previously, a higher proportion of South Gloucestershire respondents reported driving along this route (for this question it was 89%, compared with 77% of Bristol respondents), and therefore those using the route more frequently may anticipate greater disruption or delays from changes such as new crossings or traffic calming measures, which can influence their level of support.

Which measures are supported/opposed?

Most of the comments related to three locations/junctions: Muller Road junction, Cross Hands junction, and Grace Road.

Muller Road junction (26 on map)

The proposals for this junction generated the most comments. The local ward councillor voiced concern about the potential impact on surrounding local streets of the banned right turn into Gloucester Street. Letters were sent to properties on roads between Gloucester Street and Royate Hill to understand local views.

The comments received for this junction were mixed. 17 people supported the changes, highlighting dangers with the current layout and noting the lack of enforcement of the banned right turn. Of the 14 people opposing the changes, the main concerns were about potential delays to the traffic flow on the A432 and congestion on alternative routes to Gloucester Street. Cyclists felt this was a hot spot for collisions and asked that any re-design of the junction considered their safety, with improved signage.

Cross Hands junction (29)

There were a similar mix of comments about this junction, reflecting the different views and priorities of different road users. Most people recognised that this is a difficult place to cross and welcomed efforts to improve the junction. However, many people expressed concern about the proposal to narrow the road.

Grace Road (33)

While recognising the purpose of making it safer for parents and children to get to the nearby nursery, people generally disagreed with the practicalities of this proposal. Congestion was a concern and some people felt that the double yellow lines would cause issues for residents who do not have off-street parking.

Additionally, a few people questioned the benefit of the short section of cycle lane on Radley Road (28).

Where road safety measures involve restricting certain movements at junctions or restricting parking in specific locations, people want to see these rules enforced. They point to existing restrictions which are largely ignored because of a lack of enforcement action. The limited support for some proposals may reflect an assumption that restrictions would not be enforced and so would not make much difference in changing behaviours.

132 comments referenced locations that were not included in the planned measures. Of these, the following locations and associated problems appeared multiple times:

- Stapleton Road – many people raised the issue of illegal or problematic parking along the shopping area which is causing issues for all road users
- Access to Bristol to Bath Railway Path – some people felt that the links between the A432 and the cycle path could be improved
- Muller Road/M32 roundabout – broader issues with unclear and unsafe road markings and signage around the roundabout
- Fishponds Road/Hockey's Lane – some people felt the banned left turn at Hockey's Lane was dangerous for pedestrians and cyclists as motorists continue to turn left

“Hope the safety measures are driven by accident statistics. I've seen the most accidents at 26 (Muller Road). Anything done here will be an improvement.”

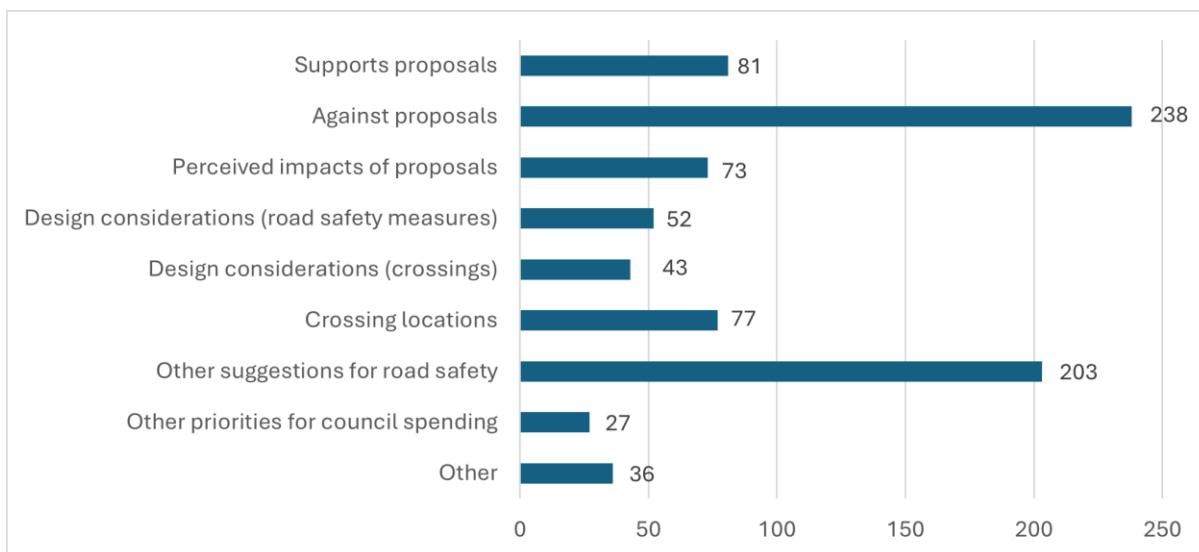
“Often have to walk in the road on Stapleton Road – particularly between Clare Rd and St Marks Rd – due to cars parked on the pavement. This can lead to bottlenecks so cars speed up and slow down, making it difficult to cycle and holding up buses.”

Other comments

There were 636 free text comments, with approximately 40% of respondents explaining their views. Several comments were lengthy, covering many themes. These have been categorised as follows:

- Overall view on proposals - support for and against proposals
- Perceived negative impacts of proposals
- Design considerations - road safety measures
- Design considerations - crossings

- Crossing location issues
- Alternative suggestions for road safety improvements
- Other priorities for council spending



Funding priorities

Many of the views expressed in the survey are driven by people’s priorities and preferences for how money should be spent.

Many people advocated the focus on safety, with some suggesting the proposals didn’t go far enough. This was evidenced by the number of requests for additional measures in different locations.

However, tackling congestion was seen as a higher priority than improving safety for many people. Different approaches were advocated:

- Speeding up existing roadwork schemes and halting what people deemed as unnecessary future programmes
- Tackling existing issues like problematic parking which cause bottlenecks and delays
- Reducing the number of vehicles on the road, for example by investing in public transport

Other people wanted this money spent on improving road surfaces, which some linked to improving safety.

“These proposals adversely affect bus journey times at a time where public transport usage should be encouraged.”

“Road defects on a busy route are a genuine safety risk, especially for cyclists and motorcyclists. Resurface (roads) and fix potholes properly.”

Listening to residents

Several people expressed concern that comments provided through the consultation would not be listened to or acted upon.

This report will be shared with decision makers to help guide decisions around which measures and proposals should be pursued.

Evidence behind proposals

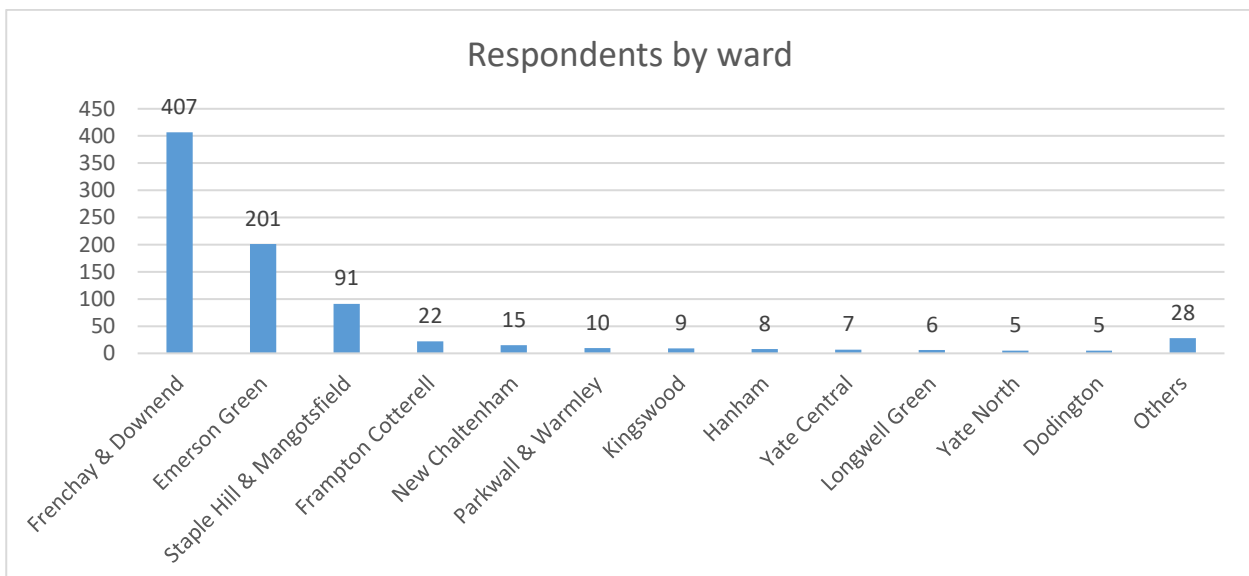
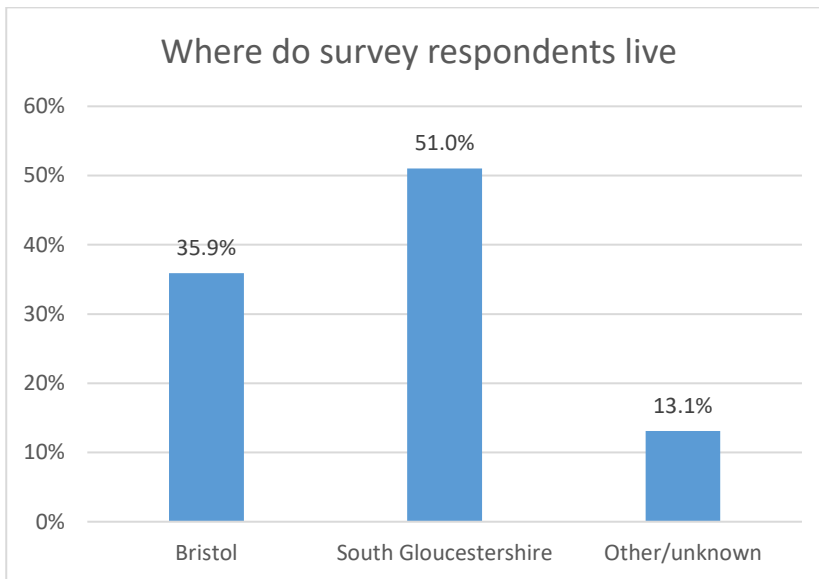
Funding was awarded for this project based on the Road Safety Foundation's 'Crash Risk Mapping' exercise conducted in 2023, which concluded that the route between the A4174 and Bristol city centre posed significant risk of fatal and serious injuries.

Some respondents felt that insufficient evidence had been presented through the consultation to justify the individual proposals. Specifically, some people wanted to see the collision numbers and causes of collisions in different locations to help guide views about what - if any - measures were required.

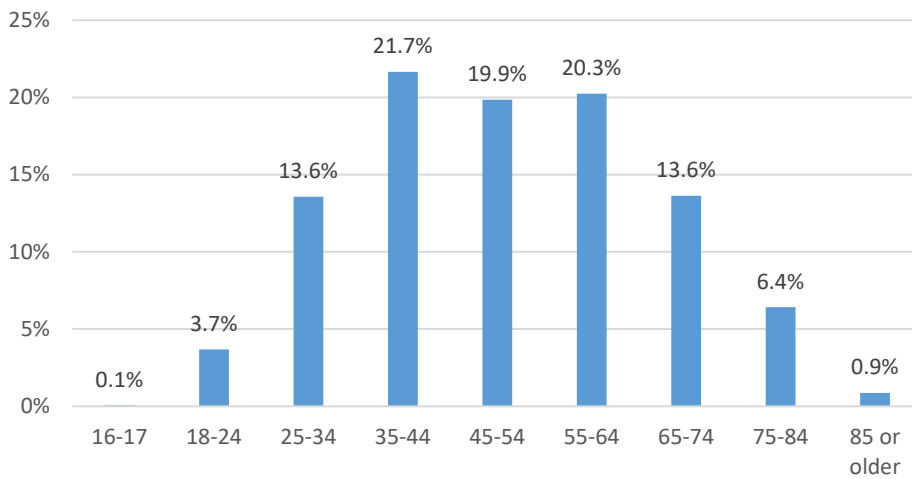
The project team has used all available data and industry best practice in designing this scheme.

Appendix 1: Respondent profile

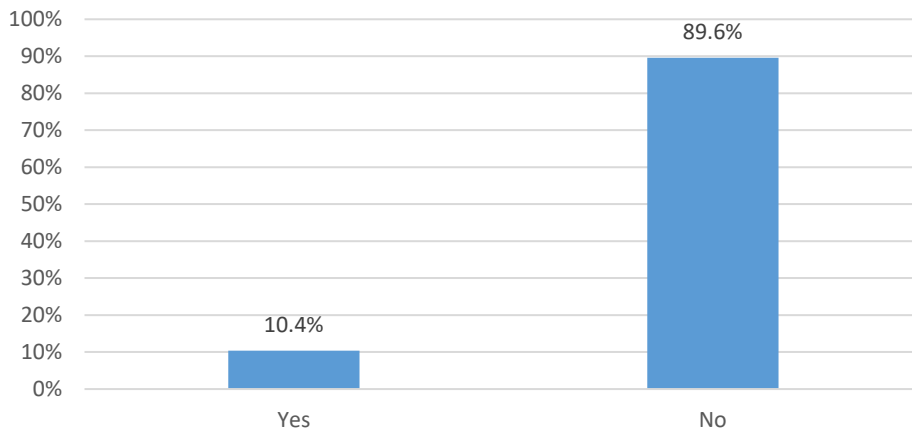
1,605 people completed the survey. The survey sample is not fully representative of the local population, with a higher proportion of respondents living in South Gloucestershire. Men are over-represented in the survey sample, as are people aged between 36 and 64.



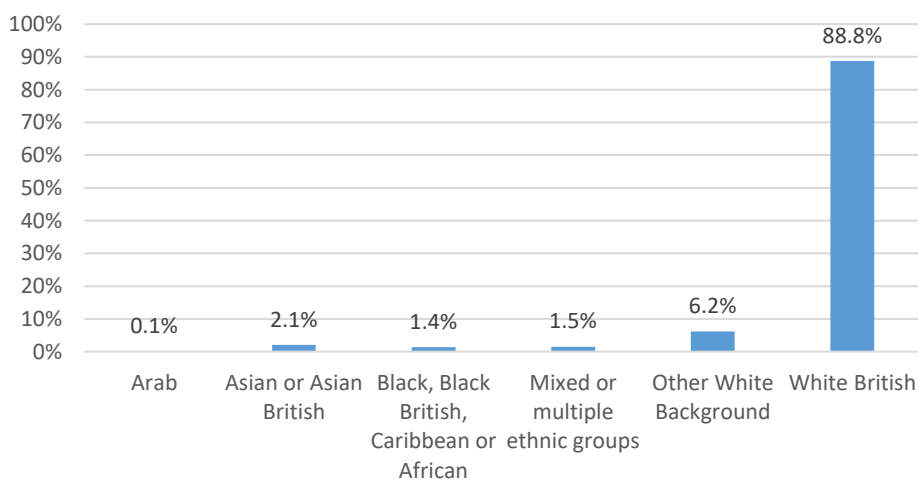
Age profile of survey respondents

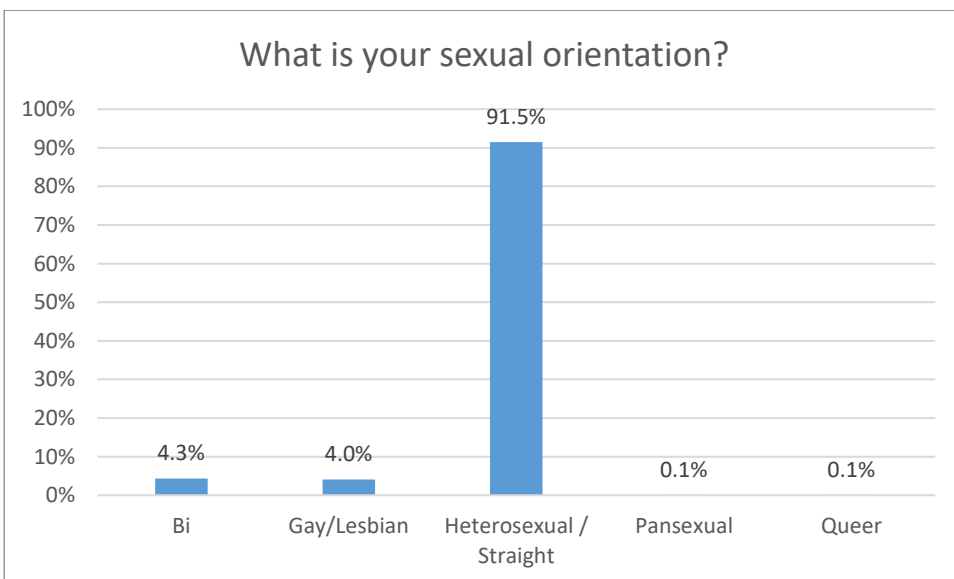
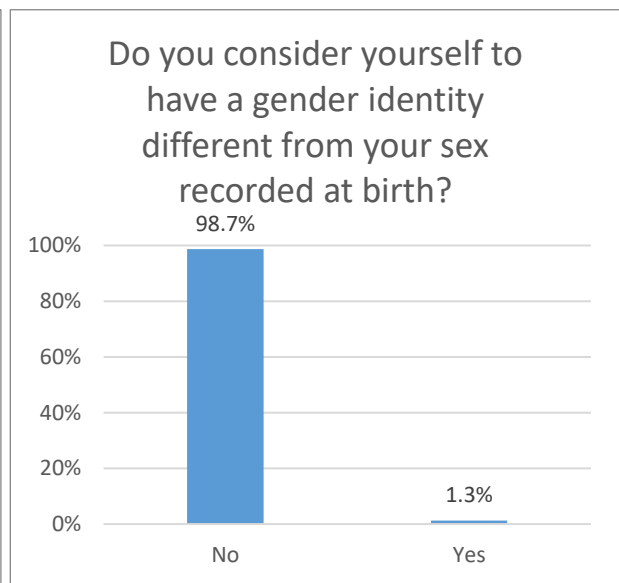
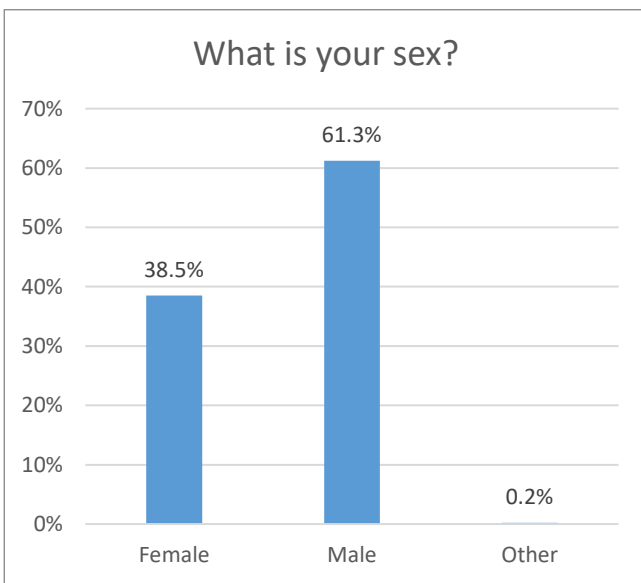
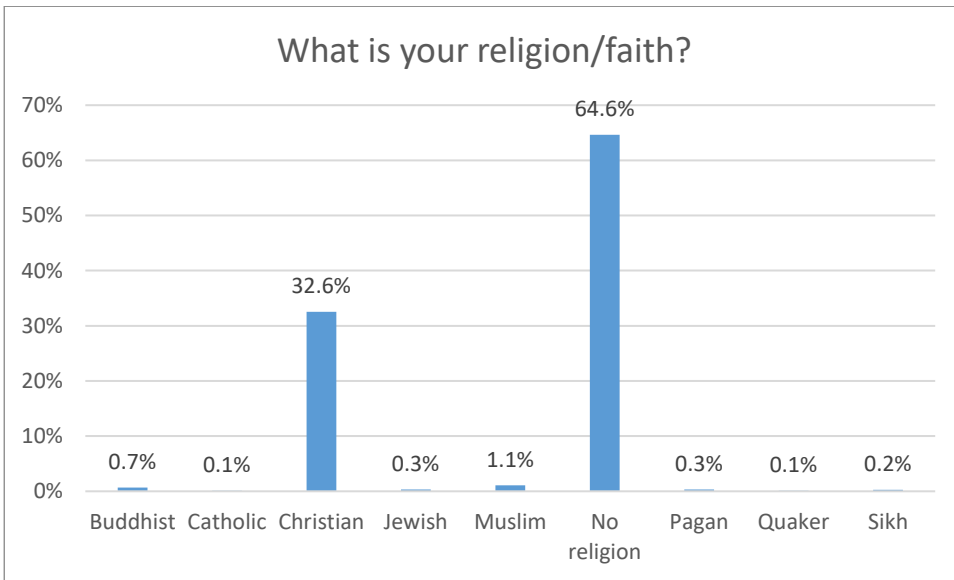


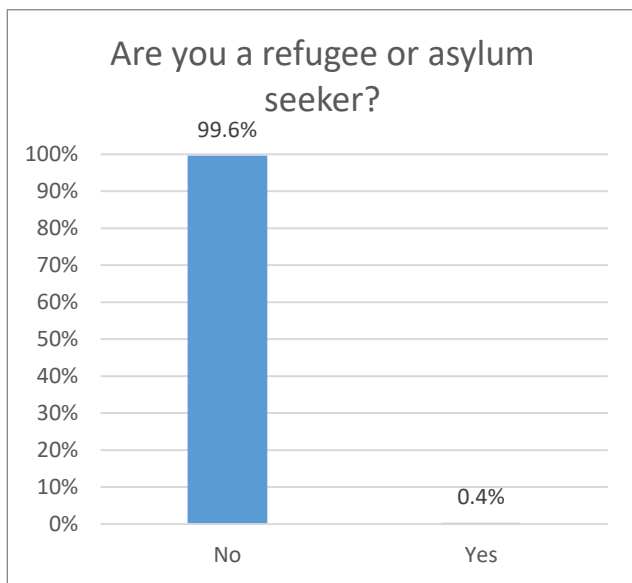
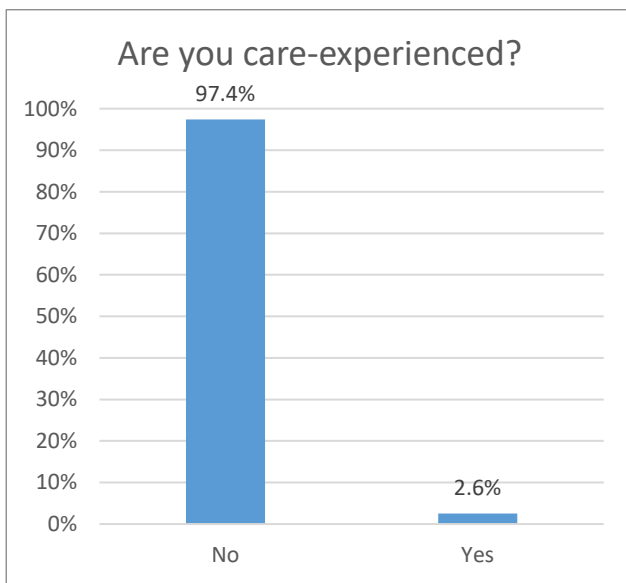
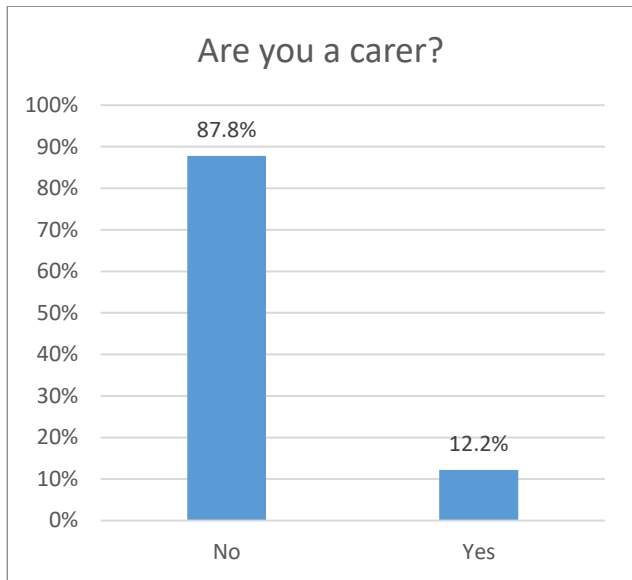
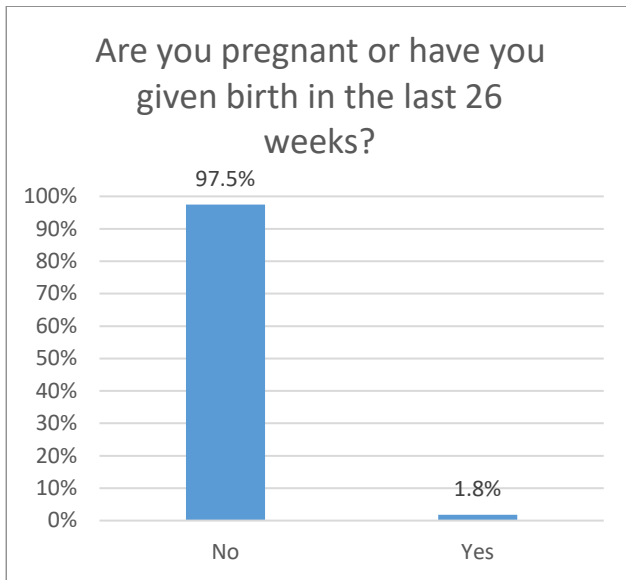
Do you consider yourself to be a disabled person?



What is your ethnic group?







Appendix 2: Analysis of free text comments

Comments related to speed restrictions

Justification	Costly to implement/waste of money	89
	Too slow/unnecessary restriction	97
	Attempt to earn money from fines	89
	Anti-car/motorist	40
	Speed restrictions unnecessary, cars are becoming safer	3
	Not many pedestrians/cyclists	3
Negative impacts	Slows journeys/causes traffic leading to higher emissions	130
	Accidents caused by people tailgating/overtaking/travelling at same speed as cyclists	49
	Difficult/distracting to keep to 20mph	38

	Economic impact	2
	Will push traffic onto other roads	32
	Annoys drivers	17
	Slows down buses too	13
	Makes it harder to get out of drives/junctions	2
Positive impacts	Safer for pedestrians/cyclists	116
	Reduces congestion on adjoining roads	1
	Consistent speeds reduce emissions from idling	1
	Encourages more people to use sustainable transport	1
	Easier to get out of drive	4
	Reduces congestion on Bristol to Bath cycle track	1
	Won't make much difference to journey times	5
No impact	Speed is naturally kept to a safe level - congestion/night-time	90
	Accidents caused by people driving recklessly/other factors	91
	20mph restrictions aren't observed/don't reduce accidents	45
Where restrictions should be implemented	Want restrictions on city roads, residential and narrow roads, near schools and hospitals etc	122
	Not needed on Badminton Road	141
	Not needed on the main road into Bristol	92
	Support on Downend High St	26
	Want restrictions extended to other areas	60
	Want where accident data shows there are issues	2
Implementation considerations	Want on all residential roads	6
	Needs to be enforced/ineffective without enforcement	90
	Needs to be well signposted	8
	Shouldn't be enforced - likely to be minor transgressions	10
	Will average speed cameras work? People turn off road	2
	Why is average camera in area it is?	1
Alternative suggestions and priorities	Better enforce 30mph limit - average speed cameras	128
	Redesign roads to deliver safer speeds - narrow roads/speed bumps/road furniture	36
	Spend money improving road surfaces/painting lines instead	82
	Road safety/Action to address behaviour of drivers/pedestrians/cyclists/e-bikes/e-scooters	45
	Want one consistent speed limit	12
	Invest in public transport	19

	Improve traffic flow/road capacity	18
	Focus on drink/drug driving	4
	Need to reduce number of vehicles on the roads	4
	Prefer a 25mph limit	3
	Change limit at different times - peak/off-peak	2
	Extend hours of bus lanes	2
Other	Need more evidence to implement 20mph restriction	23
	Sceptical about consultation/motives for scheme	17
	There are too many roadworks	8

Comments relating to road safety measures

Supports proposals	Sensible and proportionate way to improve safety	81
Against proposals	Some measures aren't needed	11
	Measures don't go far enough	13
	Not needed/ waste of money	94
	Money making exercise for council	9
	Enough crossings already/ too many in proposals	56
	No issue with speeding or road safety	19
	Too much focus on pedestrians/ cyclists	16
	Anti-driver - should be focusing on improving traffic flow	20
Perceived impacts of proposals	Will cause congestion/ emissions	42
	Disruption during construction	6
	Increase noise and air pollution	3
	Damage to cars from speed bumps	1
	Concerned about pinch points - increased congestion	13
	Too complicated for drivers	8
Design considerations (road safety measures)	Enforcement needed (for existing restrictions)	17
	Enforcement needed (for new proposals)	14
	Need to budget for maintenance	1
	Don't want the road to be narrowed	4
	Want raised side road junctions	1
	Don't want pavements widened	1
	Accessibility concerns	9
	Prefer physical signs to road markings	1
Cyclists' behaviour/cyclists won't adhere to changes	5	
Crossing locations	Prefer different crossing location to proposals	44
	Proposed locations have poor visibility	11
	Need to be positioned away from road junctions	3
	Want scheme extended onto Cleeve Hill	2
	Existing crossing points need maintenance/ upgrading	7
	Support crossings but only in school locations	5

	Support crossings do not speed increase	5
Design considerations (crossings)	All crossings need a speed table	2
	Do they meet PV2 criteria?	1
	Prefer traffic light controlled crossings (pelican)	16
	Don't want light controlled crossings	1
	Prefer zebra crossings to crossing points	4
	Want wider crossings/crossings with refuges for wheelchair users	7
	Change sequencing on lights - reduce wait/ extend for crossing	10
	Issue with bikes not being recognised by sensors on lights	1
	Concern over safety of traffic islands	1
Alternative suggestions for road safety	Introduce one-way routes	7
	Education opportunity on road safety	3
	Renew existing road markings and signage	20
	Better maintenance of road (e.g. pot holes)	62
	Tackle illegal/ dangerous parking	67
	Introduce more segregated cycle lanes	32
	Reduce number of vehicles on roads	1
	Reduce on-street parking	10
	Tackle speeding in bus lanes	1
Other priorities for council spending	Create new bus lane	4
	Improve public transport	10
	Improve lighting/safety for pedestrians	7
	Widen/ improve condition of pavements	5
	Reduce littering	1
Other	Concern about consultation - don't listen to feedback/ not enough information	11
	Wants clarification on proposals	3
	Are proposals driven by accident statistics?	3
	Other	12
	Comment not useful	9

Appendix 3: Written responses

Response by Bristol Walking Alliance to the A432 Safer Road Consultation

Bristol Walking Alliance (BWA) welcomes the proposals set out in the A432 Road Safety Consultation. Bristol Walking Alliance (BWA) is a consortium of organisations and individuals campaigning for a pedestrian environment that is welcoming, safe, convenient and inclusive. Our comments, therefore, focus on matters affecting the pedestrian environment.

Pedestrians come off the worst in any collisions, which is why their safety needs are placed at the top of the hierarchy of road users. We therefore fully support reduced speed

limits, improved pedestrian crossings, narrowing junctions and new parking restrictions and road markings. We would also suggest the extension of the 20mph speed restrictions proposed for Fishponds Road to include the section of Muller Road leading to the M32 roundabout.

We are not offering detailed comments on the locations of the proposed crossings, leaving that to local residents who have the local knowledge to respond in detail. However, we note that for such a busy road we would expect controlled pedestrian crossings to be separated by at most 400m along the length of the road. The absence of drawings showing the detailed layout of proposed changes makes it impossible to comment on whether the designs will conform to the latest standards of safety and accessibility. We hope that Active Travel England will be brought in to evaluate the scheme from this perspective.

However, we hope the opportunity will be taken to reduce the number of crossings with islands, which require pedestrians to wait multiple times to cross the road. Single-stage crossings should be provided wherever possible.

Though the focus of the consultation is on speed limits and crossings, we would also expect side road junctions to be narrowed whenever possible, with continuous footways introduced where there are low traffic volumes in side roads.

Bristol Walking Alliance

13 February 2026

Response by Bristol Cycling Campaign to the A432 Safer Road Consultation

Our survey response follows the same structure as the online consultation, divided into four sections, with a fifth added for further comments.

- Section 1 describes the aims of the scheme
- Section 2 focuses on proposals for new 20mph speed restrictions on the A432 and surrounding roads
- Section 3 focuses on the proposals for five new pedestrian crossings
- Section 4 focuses on other changes to road safety infrastructure
- Section 5, further comments/suggestions from BCyC

Section 1 - Aims of the Scheme

The Bristol Cycling Campaign strongly agrees with the stated aims of the scheme:

- slowing traffic
- making it safer to cross the road
- reducing problematic parking
- improving use of the road by all users

In achieving the above, the scheme will also deliver wider benefits, including:

- reducing traffic congestion
- improving accessibility
- encouraging active travel choices
- lowering emissions
- lower traffic noise

Section 2 - Proposal for new 20mph speed restrictions on the A432

For good reason, the majority of roads in Bristol have a 20mph speed limit

- A child hit at 30mph is approximately 7 times more likely to die than if hit at 20mph.
- For all pedestrians, the risk of being killed or seriously injured (KSI) drops from 45% to 5%.
- Equivalent statistics aren't available for cycling, but the physics is the same, so lower motor vehicle speeds will reduce the risk of being KSI by a driver and reduce the likelihood of a collision in the first place.
- Roughly 45% of all cyclist deaths occur at or near junctions (with more than half of these at T-junctions).

The A432 is almost continuously lined with houses, shops, amenities, bus stops and road junctions, and is extremely busy with people walking, wheeling, cycling and driving in the same space. In the context that 20mph speed limits in cities have been shown not to affect, or reduce motor vehicle congestion, the case for a continuous 20mph limit is unarguable.

Based on their experiences, members of Bristol Cycling Campaign strongly agree that people drive too fast on this section of the A432, and strongly agree that the 30mph speed limit should be reduced to 20mph everywhere.

We would further suggest that the 20mph limit is extended from Fishponds Rd down onto the section of Muller Road and the junction with the M32. This is an arterial route for active travel, but the relevant infrastructure is so poorly conceived, designed and maintained that many people are forced onto the main carriageway (either cycling with heavy traffic, or crossing away from controlled crossings). It would also reduce the number of decision points for drivers exiting the motorway and signal clearly that they're entering an urban road with a high density of vulnerable road users.

Fig 2 - BCyC requests that this section of road is also made 20mph since it is an arterial connection for active travel, but the relevant infrastructure is so poor as to be unusable.

Section 3 – New Crossings

The Bristol Cycling Campaign strongly agrees with installing pedestrian crossings at all 21 locations listed above. Enabling walking also enables cycling since it reduces motor vehicle volumes and speeds whilst facilitating urban densification, which drives further modal shift to active travel.

We ask that LTN 1/20 is used as the basis for design where infrastructure must safely accommodate walking, wheeling and cycling.

Section 4 – Changes to other road safety measures

The Bristol Cycling Campaign strongly agrees with the installation of the other identified measures and as above just ask that LTN 1/20 guidance is used with respect to cycling infrastructure design. Tighter radii, build-outs, raised crossings are all elements that are unfortunately not routinely used, as collectively they can make a huge difference to enabling active travel, so it's great to see them being proposed here.

Section 5 - Further Comments and Suggestions

Many of the junctions and crossings are currently heavily weighted against pedestrians in favour of motor traffic, requiring pedestrians to stop and wait multiple times to make one crossing e.g. 22, 26, 27, 29. These crossings should be configured so that pedestrians can cross the entire junction without intermediate waits, as this creates incentive for crossing against the lights, adding to the danger of the crossing. Wherever possible corner radii should be reduced to encourage slower vehicle speeds and shorten crossing distances.

Other points

Please note that Bristol Cycling Campaign does not comment on the scale, architecture or appropriateness of developments, only the cycling elements.

We remain available to engage with the council and/or developers to facilitate the best possible designs for active travel infrastructure.

Bristol Cycling Campaign

10 February 2026