

DINAHS HOLLOW A350 TRAFFIC MANAGEMENT REVIEW MEETING

Wednesday 3rd June – 1100
Virtual

A G E N D A

Attendees:

Cllr Jon Andrews Cabinet Member
Cllr Jane Somper, Dorset Council (Beacon Ward)
Cllr Sherry Jespersen, Dorset Council (Hill Forts & Upper Tarrant Ward)
Cllr Roy Phillips, Melbury Abbas and Cann
Cllr Ben Brown Compton Abbas
Cllr Hannah Lister Fontmell Magna
Cllr David Smith Sutton Waldren
Cllr Heather Overton Iwerne Minster
Cllr Caroline Barrett Iwerne Courtney (Shroton) and Steepleton
Cllr Richard Copland Ashmore
Tanya Ruseva Dorset Council
Simon Arscott Dorset Council
Roger Bell Dorset Council
Kerry Hall Dorset Council

Apologies:

Cllr Sherry Jespersen
Stourpaine Parish Council

1. Introductions - meeting will be recorded for minuting purpose
2. Overview of existing Traffic Management Measures

Tanya Ruseva provided an overview of the current traffic management arrangements, including:

- Temporary 20mph speed limits implemented across multiple villages along the A350
- 30mph restriction at Steepleton bends
- One-way system at Melbury Abbas
- Temporary traffic signals to control vehicles at pinch-points installed at:
 - Income Head
 - Iwerne Minster

Additional measures introduced following initial implementation:

- Extension of 20mph limits into selected side roads to declutter signage and improve visibility
- Removal of pedestrian crossing near the school and reducing these temporary signals to two-way (following consultation with headteacher)
- Installation of advisory signage within Melbury Abbas
- Installation of bollards at Mill Lane (near the pond) to prevent verge overrun

3. Councillors Review of Traffic Management Arrangements. (5 mins each)

a. Melbury Abbas and Cann

- One-way system operating generally effectively now
- Significant increase in traffic on diversion routes, especially through Cann Common
- Drivers rat-running through one-way in Melbury Abbas due to slower speed limits on A350
- Ongoing issues:
 - Excessive speeding and rat running
 - Sat nav misrouting vehicles
 - Deterioration of road edges
 - Response times from Dinah's Hollow email felt to have slowed
- Requests raised:
 - 'Ignore sat nav' signage
 - Temporary 20mph limit through Cann Common
 - Improvement at 'triangle' junction of West Lane/Hillside junction with A350

b. Compton Abbas

- Low compliance with 20mph speed limit; it isn't working in the village but don't know what will make people slow down
- Persistent speeding
- Convoy of vehicles behind slower drivers then causing frustration & dangerous driving
- Difficulty crossing the road remains
- Overall view: current measures not effectively reducing speeds

c. Fontmell Magna

- Initial compliance with speed limits was good
- Traffic has to slow through a number of pinch points, so has been important to have 20mph due to increase of lorries
- Increased traffic flow, including HGVs
- Issues identified:
 - Driver frustration due to slower speeds at unnecessary locations leading to overtaking and speeding
 - Lack of police presence and no enforcement
 - Police concerns regarding enforceability due to inadequate 20mph signage for penalties to stick
- Mill Street being used as rat-run (not suitable for this volume of traffic)
 - Unsuitable use by HGVs and large vehicles
 - Damage to route, especially by pond
 - Speeding along this route

- Previous accident reported
- Request for unsuitable-for-HGV signage for Mill Street at both ends (concern that summer traffic and caravans will soon cause accidents)

d. Sutton Waldren

- Increase of traffic going through village as a short-cut
- 20mph on main road is working as best it can
- Confusion caused by multiple speed limit changes
- Confusion also caused by traffic lights at Incombe Head; better communication about this might've helped
- Concerns regarding clarity of signage (conflicting 30 and 20 on same stretch of road where some covers had come off)

e. Iwerne Minster

- Traffic volumes and HGV presence have increased
- 20mph limit has improved pedestrian safety along main road
- Still a lot of people driving above 20mph (concern this will increase when summer holidays start)
- Traffic signals received mixed feedback; some who are very unhappy with inconvenience and others who feel they work well. Better that they are now two-way
- Reports of driver frustration over slow pace of traffic and unsafe overtaking outside the village (drivers taking extra risk) and some tailgating
- Parish preference to retain traffic signals (helps slow traffic)

f. Iwerne Courtney (Shroton) and Steepleton

- Feeling that there hasn't been much of an increase in traffic
- Significant driver frustration due to slow and inconsistent speed limits, rather than slowing traffic it's making people more impatient and maybe pushing people onto rat-runs
- Recommendation to simplify or rationalise limits, especially around Sutton Waldren
- Limited compliance with 30mph restriction at Steepleton Bends

g. Stourpaine

- No representative present

h. Ashmore

- Minimal impact experienced locally in village
- Traffic largely going down road by Airfield
- Reports of HGVs becoming stuck on Zigzag Hill – is there any signage that could help this?

i. Additional Observations from Cllr. Jane Somper

- Widespread issues across the route:
 - Speeding
 - Tailgating
 - Dangerous overtaking
 - Increased driver frustration
 - Non-compliance with restrictions
- Concerned about use of ZigZag Hill
- Confusion around traffic signal operation at Iwerne Minster
- Rat-running on Tower Hill and Mill Street and other back routes
- Some still ignoring one-way system in Melbury Abbas; White Pit Lane in particular

4. Next Steps

The project team confirmed:

- Traffic data is currently being analysed
- Further consultation will be undertaken with:
 - Dorset Police
 - Dorset Council Road Safety Team

Next phase will include:

- Review of accident and traffic data
- Assessment of current measures' effectiveness
- Consideration of potential adjustments (retain, amend, or remove measures)

Need to ensure any decision made is a sound one based on evidence.

Indicative timeline:

- Initial conclusions expected by end of June 2026 (subject to data availability)

Additional works:

- Installation of permanent 20mph road markings (weather dependent)

5. Any Other Business

- Fontmell Magna; complaint regarding six months that has passed without signage being improved (police saying it is not enforceable). Appreciation for the frustration felt by commuters but feeling that the situation hasn't been

managed well and the planning was not adequate ahead of the project starting. There's definitely places along A350 where 20mph is not needed, but there are places that it is.

- Fontmell Magna will pass on police email to Tanya Ruseva
- Melbury Abbas; keen to keep the 20mph through the village due to problems experienced
- Compton Abbas; seems pretty clear now that some areas need the 20mph limit more than others do
- Iwerne Minster; 20mph here is helping on small stretch of road but doesn't necessarily need to be everywhere along A350
- Request agreed in principle for a follow-up meeting for decision-making to be explained