

Southwold High Street One Way pavements

Since the pandemic started Southwold has been at the forefront of developing arrangements to support the community and to put in place safe systems when the High Street businesses started to reopen.

The Town Council appointed a Town Development Manager – Hannah Wright – from 1st April to work proactively with the businesses to support them through a very difficult trading period. Around 80% of the High Street businesses did not want the High Street completely closed to traffic as it would have a further detrimental impact on their trade. Also the traffic flow would have to be diverted onto the more narrower side roads which are less capable of taking it and would cause more congestion and confusion.

We have been working closely with SCC Highways team on managing the traffic flow and have obtained grants to pay for the signage on the pavements and elsewhere. We are also currently funding three Town Ambassadors to help support people with the new one way system and other aspects of visitor information. The feedback we have had from all these measures has been very positive compared with other Towns and some are regretting closing roads and are now opening them up again.

Please be assured that we are constantly reviewing and monitoring the pedestrian and traffic systems around our Town and I am certain you will appreciate that any new action has a consequence for someone else so we are trying to balance all these views for the benefit of all.

July 2020