

OFFICER DECISION REPORT - TRAFFIC REGULATION ORDER (TRO)

4

OUTCOME OF TRO PROCESS – OBJECTIONS RECEIVED

PREPARED BY: Traffic Management Team, Highways and Traffic Group

TITLE OF REPORT: Lansdown Road

PROPOSAL: 20 M.P.H Speed Limit

SCHEME REF No: 26-026

REPORT AUTHOR: Gina West

1. DELEGATION

The delegation to be exercised in this report is contained within **Part 2 Section 2.35** of the Constitution under the **Delegations of Functions to Officers**, as follows:

Section A	The Chief Executive, Executive Director - Chief Operating Officer, Directors and Heads of Service have delegated power to take any decision falling within their area of responsibility....”
Section B	Without prejudice to the generality of this, Officers are authorised to: serve any notices and make, amend or revoke any orders falling within their area of responsibility.
Section D	An Officer to whom a power, duty or function is delegated may nominate or authorise another Officer to exercise that power, duty or function, provided that Officer reports to or is responsible to the delegator.

For the purposes of this report, the Director of Place Management and the Head of Highways Delivery hold the delegated power to make, amend or revoke any Orders.

2. LEGAL AUTHORITY

This proposal is made in accordance with the Road Traffic Regulation Act 1984, which under Section 1 provides, generally, for Orders to be made for the following reasons, and in the case of this report specifically for the reason(s) shown below:

(a)	for avoiding danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising, or	X
(b)	for preventing damage to the road or to any building on or near the road, or	
(c)	for facilitating the passage on the road or any other road of any class of traffic (including pedestrians), or	

(d)	for preventing the use of the road by vehicular traffic of a kind which, or its use by vehicular traffic in a manner which, is unsuitable having regard to the existing character of the road or adjoining property,	X
(e)	(without prejudice to the generality of paragraph (d) above) for preserving the character of the road in a case where it is specially suitable for use by persons on horseback or on foot, or	
(f)	for preserving or improving the amenities of the area through which the road runs, or	X
(g)	for any of the purposes specified in paragraphs (a) to (c) of subsection (1) of section 87 of the Environment Act 1995 (air quality)	

3. **PROPOSAL**

To introduce a 20 mph speed limit at Lansdown Road from the existing 20 mph speed limit at St Stephen's Church extending to its junction with Granville Road.

4. **REASON**

Please refer to the Statement of Reasons.

The Council has had in mind and discharged the duty (as set out in section 122(1) of the Road Traffic Regulation Act 1984) to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) so far as practicable. It has also had regard to the factors which point in favour of imposing a 20mph speed limit at Lansdown Road. It has balanced the various considerations and concluded that it is appropriate to promote the 20mph speed limit. The Council has also considered and discharged its network management duty under section 16 of the Traffic Management Act 2004. It has concluded that the proposed 20mph speed limit is consistent with that duty, having regard to its other policies and objectives.

5. **IMPACT ON EQUALITIES**

An Equality Impact Assessment has been undertaken in relation to the introduction of traffic management measures, which is available upon request. The Council has had due regard to the needs set out in section 149(1) of the Equality Act 2010. It considers that the proposed Order is consistent with the section 149 public sector equality duty, which it has discharged.

6. **IMPACT ON HUMAN RIGHTS**

The proposals are considered to have a minimal impact on human rights (such as the right to respect for private and family life and the right to peaceful enjoyment of property). However, the Council is entitled to affect these rights where it is in accordance with the law, necessary (in the interests of public safety or economic well-being, to prevent disorder and crime, to protect health, or to protect the rights and freedoms of others), in pursuit of a legitimate aim and proportionate to do so. The proposal(s) within this report are considered to be in accordance with the law, necessary, in pursuit of a legitimate aim and proportionate.

7. SOURCE OF FINANCE

The scheme is included in the 2026/27 Local Active Travel and Safety Programme.

8. CONSULTATION REQUIREMENT

The proposal requires consultation with the Chief Constable, Emergency Services, Road Haulage Association, Freight Transport Association (Logistics UK), Parking Services, Waste Services, Ward Members and the Cabinet Member for Sustainable Transport Delivery.

The responses to the informal consultation can be found in TRO report number 3.

9. OBJECTIONS / COMMENTS RECEIVED (following the public advertisement of the proposal(s))

The comments received have been recorded below with an officer response to the objections in italics underneath.

18 Support / 4 Partly Support / 1 Partly Object / 13 Objections.

- Making the entire Lansdown Rd a 20MPH road, as you have done in many parts of Bath is important. 20 is plenty.
- This important artery carries a lot of school traffic, and we are seeing an increase in walking a cycling. It's important to ensure a safe environment for all. 20 is Plenty.
- I support the 20MPH for Lansdown Rd in its entirety. It's safer and has schools, there is no need to be going any faster. 20 is plenty.
- This is a busy road, with many ppl, including students. A 20MPH speed limit is advisable. There is no need to be driving any faster.
- Fully support 20mph to ensure safety for School children in the area.
- I fully support the 20mph proposal.
- I regularly cycle in both directions on Lansdown Road. I frequently observe traffic obviously exceeding the current speed limit and have witnessed many instances of dangerous overtaking. A reduction of the speed limit to 20mph will bring average speeds down to a safer level. This is particularly important given the presence of two schools on the road with many students frequently crossing.
- I am very much in favour of extending the 20 mph further up Lansdown. It will make it safer to cycle and more pleasant to walk alongside.
- I fully support the proposal a 20 M.P.H speed limit on Lansdown Road between St Stephen's Church and Granville Road. The main reason of my support is the large

number of children using that section of Lansdown Road, with many of them crossing the road. As a resident myself, too often, despite the 30MPH limit, I see vehicles moving well over the speed limit. The 20MPH restriction would make the road much safer for the children.

Also, Bathwick Hill has a 20MPH speed limit from the bottom till the top of the road. I do not see why this could not apply to Lansdown road as well.

- I support the proposal, but 20 mph from Kingswood School to Granville Road would suffice. Concerning the junction of Lansdown Road with Lansdown Park, I think the parking on both of the customers to the Hare and Hound adds a lot to the traffic confusion at the junction, especially since the Park and Ride has a stop in front of the pub, and some passengers park there also.
- Moving to 20mph is a culture change and some people resist it. Some of that is for specific reasons related to speed and traffic; that needs to be considered. But some comes from an instinctive desire to criticise anything the local administration does; that must be ignored.

But there are serious traffic issues on Lansdown Road.

We have had FOUR (sic - 4) cars written off when parked perfectly legally outside our house in the last three years: two belonging to Ukr refugee lodging with us, one belonging to my daughter and one belonging to a woman who was visiting Kingswood school swimming pool. There are no parking restrictions and very few cars parked. So this is sheer inattentive driving when coming down hill.

How are we meant to protect cars parked perfectly legally in the east side of Lansdown Road?

We regularly have joy-riding level speeding up the hill from cars and motorbikes, including at night. We've had to write our Councillors about this. The average 27mph speed at Hare & Hounds reported by the police evidently includes odd vehicles going much faster: have they reported the maximum speeds recorded? We also see and I have experienced vehicles overtaking bikes on the wrong side of the traffic islands.

I have heard directly from parents who are fearful of kids biking to the private schools on Lansdown Road because of traffic anxiety. That is a ridiculous and regrettable state of affairs, especially now ebikes and cargo bikes are making hills easier. Biking to these schools would ease congestion, be better for health and environment reducing noise and pollution.

We have seen "near misses" involving cars and school children crossing the road. So there are definitely problems.

Would a 20mph limit help? I think it would force a more considerate approach to driving through this residential and school neighborhood. It might add 30-45

seconds to bus travel times; that's acceptable. If traffic stuck to 20mph there would be less noise and emissions, and it would be safer around the schools.

Enforcement is necessary. An enforced 30mph limit is better than an unenforced 20mph one.

The community did undertake community speed watch, so the community is engaged and concerned about this issue. The restrictions applied to speed watch programmes are pretty unhelpful tbh. They were told it could only be done downhill and in day time, when we all know the main problems are uphill and at night time. That's demoralising for the volunteers involved who can see their time is being wasted to some extent. The group attracted some abusive behaviour. And when speeders are caught there's no enforcement or follow up that we're aware of. So: as resident on the road in question, I would favour a 20mph limit.

I would also favour curb extensions on the east side both as a traffic calming measure and to protect the relatively small number of cars that park there.

- I am very supportive of a reduction in speed to 20mph on Lansdown Road, which passes the front entrances of at least two schools. The council has adopted an ambitious target for Vision Zero, our objective of eliminating road traffic deaths. It is essential as part of this initiative to reduce speeds within the city, particularly in front of schools, to speeds that reduce the energy dissipated during collisions. This will mean that pedestrians involved in collision with a car will have a far lower chance of dying or of being seriously injured, and in turn, will make this road feel a safer space for walking, cycling and scooting to school, thus increasing physical and mental health and recovering emissions from transport through modeshift.
- In principle, I support any measures that will help to reduce the speed of traffic in this area. However, the current speed limit of 20mph is not observed or enforced. Unless there is some form of penalty motorists will continue to drive at any speed they wish. We are encouraged to walk when we can, but as a pedestrian this is sometimes a hazardous experience.

Firstly, signage already in place should work. The solar smiley face opposite Hamilton Road bus stop has not been operational in the past 3 years. Why?

Secondly, painted speed mph limits on the road can be quite effective.

Thirdly, what is the point of having signs which show CCTV is operational when it is not?

As a motorist and pedestrian, I am concerned about the general contempt for any rules regarding road safety.

- At present the 20mph limit ends at St Stephen's Church, travelling north, and yet the residential character of the neighbourhood continues for a further mile with closely spaced properties and busy side roads. Furthermore, the half-mile north of St Stephen's contains the greatest concentration of school journeys in Bath, with St Stephen's, The Royal High School and Kingswood School all found within this short length. Each generates additional traffic to the expected residential traffic and its nature (children arriving at or leaving schools) demands extra care for obvious reasons. The absence of a lower speed limit and lack of enforcement leads to a high volume of motorists exceeding the current 30mph limit, especially in the evening and night where I have frequently seen motorists and motorcyclists head south at over 50mph.

This is especially alarming near key busy junctions, notably Sion Road and Hamilton Road/ Charlcombe Lane where high volumes of traffic need to turn out at school delivery time but with limited visibility splays owing to high walls. Even at 30mph, merging on to Lansdown Road with fast-moving traffic is a hazardous business. In addition both Kingswood and Royal High School pupils are transported at the end of the day in 50-70 seat coaches which wait on Lansdown Road, close to bus stops and drives to houses. Emerging from both the school entrances and private drives to houses is extremely difficult at present near the coach waiting areas owing to the speed of traffic attempting to fit into the narrowed carriageway width resulting from coach parking, usually coinciding with the evening peak in both directions.

Both Charlcombe Lane and Sion Road also form part of heavily used cross-town routes for traffic heading north from Weston on the west side and Larkhall to the east, and at present this traffic has to negotiate a turn out on to Lansdown Road with limited visibility at junctions compounded by the speed at which traffic is moving. The current situation is untenable and as traffic volumes increase the risk of an accident will only increase. Atmospheric pollution is directly proportional to speed, making the clean air zone harder to maintain.

In conclusion, this opportunity to improve safety and environmental quality should be taken up urgently and the 20mph limit extended north to Granville Road.

- I am so proud of our councillor Lucy for getting this proposal out--thank you! We need to slow traffic down for the safety of the children as well as the many adults who walk (and try to cross) Lansdown Road, and who are boarding buses. Speeding cars are a menace to dog walkers, and the speed of transit currently means greater pollution on an already busy road. Small animals and birds are heedlessly hit as well. All this could be minimised with a 20 mph speed limit.

I support this proposal with every child-loving, animal-loving, and natural environment-loving ounce of me!

- 20mph when children are entering and leaving school is perfectly acceptable. Flashing lights to alert drivers, all other times 30mph should be enforced.

- I welcome anything which will reduce speeding on the road although I believe strict enforcement of the existing limit would be a better solution.

We had a Community Speed Watch (CSW) scheme on Lansdown Road from 2021 to 2023 but closed the scheme because it only appeared to have any effect when we were at the roadside. The new smiling/sad face sign does seem to have some effect on traffic going down the hill.

I note that the police are reported to have said that they won't support the proposed 20 mph limit because the average speed on the road is 27 mph <https://www.bathecho.co.uk/news/community/police-wont-support-20mph-lansdown-road-118312/>. This rather misses the point of a speed limit which is keep all motorists to a safe and reasonable speed rather than be a target for an average speed. It would be more useful to know the percentage of those who break the speed limit, by what amount and when.

I did obtain figures from the temporary and permanent road counters installed on Lansdown Road as part of the programme to establish the Clean Air Zone (CAZ) for sample periods between 2018 and 2022 and these showed that a significant proportion of motorists exceeded the 30 mph limit. I suspect there has been little change since then.

- As well as a 'twenty is plenty' sign, an activated speed limit sign would be hugely beneficial. We were victims of an accident last June where a taxi smashed into our parked car taking it off the road for six months. Five vehicles were involved, thankfully nobody was hurt. Cars tend to speed up after the zebra crossing outside St Stephen's Church making it treacherous. Please action.
- With 2 schools (Kingswood and Royal high) on this stretch of road as well as it being an access road for 2 primary schools (Kingswood Prep and St Stephen's) with families walking or cycling, lowering the speed limit to 20mph seems sensible. The first stretch of road up from St Stephen's Church is relatively narrow with parked cars on both sides and there have been a number of serious collisions, particularly on the uphill side as cars accelerate on leaving the current 20mph zone. As well as the schools there are numerous residents and visitors (including children) accessing the Lansdown tennis Club which is accessed from this stretch of Lansdown Road. So for all these reasons there is a strong argument to reduce the speed limit to 20mph.
- I wholly support this proposal to extend the 20mph speed limit to the end of the residential area. The section of road by Springfield Place has been an accident black spot for a few years now with more than one incident per annum on a short stretch of road where vehicles coming into town first encounter parked cars and the road narrows as a result, becoming something of a chicane. Cars approach this area far too fast not knowing that this pinch point is looming.

In addition, there are a lot of pedestrians on this section of road, especially school children on their way to or from Kingswood and Royal High schools, and also between Kingswood and its sports pitches at the top of the hill.

This is a significant hill and gravity encourages drivers not to slow sufficiently from the rural road at the top to the urban area they encounter as they enter Bath.

- We wholeheartedly support this proposal to reduce the speed limit to 20mph from St Stephen's Church upwards. As reported to your traffic safety team, our stationary cars parked just outside our house have on two occasions been crashed into with thousands of pounds' worth of damage resulting. One car had to be written off completely. The cause on both occasions was cars travelling too fast. Our neighbours at 14 and 15 Springfield Place have also experienced serious damage to their vehicles parked just outside their houses. Apart from the damage to vehicles, more importantly there is significant danger to pedestrians including school children going up and down the road.

A 20 mph speed limit also with a vehicle activated warning sign would greatly help.

- I Have both resided and worked in the Lansdown area over many years and as a Bathonian have a full knowledge of same. I fully support this proposal primarily for the safety of the hundreds of children who attend Kingswood and the Royal High Schools. Not only do they have to cross the road at the start and finish of the day Kingswood students cross throughout the day to access their playing fields at the top of the hill.

I hope this is the start of some form of consistency as at present, Kingswood voluntary 20 morning and evening but the latter does not cover Kingswood as they finish 1.5 hrs after Royal High, Oldfield 30 limit, KES mandatory 20.

Kingswood does now have a zebra crossing but the school covered the majority of the costs as the Council would not pay for one. Royal High did have a Crossing Patrol, but Council could not provide a replacement when the last guy went to KES. How anyone can object to this proposal is beyond me when 20 limits are in place in many unnecessary areas, Corston on the A39, Lansdown Crescent et al...

- Making this road 20 mile an hour everywhere would be a real game changer for safety – the current speed limit is just too fast to try something like family cycling on this road, which is a real shame. I hope this new speed will help everyone drive more safe safely. Note: currently the area between Kingswood school and the Royal High School is also 20 mph when the lights are flashing, but my car camera does not recognise automatically and wants to drive at 30. Simplifying the rules will really help!
- This road is already congested at certain times of day, and whatever the council thinks, slowing it down would only push traffic closer together and make it even more

congested. This happens every time traffic hits the 20mph zone nearer town. It will also be difficult to enforce and distract attention away from the actual road around schools as drivers alter their speed.

- This is a wholly unnecessary change to the speed limit and will have the effect of delaying Park & Ride buses and all people travelling out of or into Bath by this route, including local residents. It is a wide main road with most of properties on it set well back. I use this road frequently and I am aware of no safety issues brought about because vehicles were driving at between 20mph and 30mph, so this change would have no effect on driver, cyclist or pedestrian safety.

The purported reasons offered for this speed reduction start with the extraordinary words "Funding has been secured to extend the 20 mph speed limit at Lansdown Road." This implies that money has been obtained and this project is just a way to spend it. This is a very poor way to justify the expenditure and the inconvenience to the public. Scrap this project.

- I wish to object to the proposed reduction of the speed limit from 30 mph to 20 mph on this major through road.

This road is an important route designed to keep traffic moving efficiently. Reducing the speed limit to 20 mph will inconvenience the vast majority of responsible drivers who already comply with the current 30 mph limit. It will increase journey times, cause unnecessary frustration, and may even lead to more congestion, particularly during busy periods.

More importantly, lowering the speed limit is unlikely to address the real issue of speeding. Drivers who are already willing to ignore a 30 mph limit are also likely to ignore a 20 mph limit. As a result, the proposal risks penalising law-abiding motorists while having little effect on those who consistently drive too fast.

If the council's objective is to reduce excessive speeding and improve safety, a more effective solution would be targeted enforcement. Installing speed cameras, deploying mobile enforcement vehicles, or using average-speed cameras would directly deter those who exceed the existing speed limit, without unnecessarily restricting responsible drivers.

Any changes to speed limits should be proportionate to the nature of the road and supported by clear evidence that they will improve safety. Unless there is compelling evidence that the current 30 mph limit is inadequate, I believe enforcement of the existing limit would be a fairer and more effective approach than reducing it to 20 mph.

For these reasons, I urge the council to reject the proposed reduction and instead focus on enforcing the current speed limit against those who choose to break it.

- There is already a variable 20mph limit on this road, enforced by illuminated school warning lights that activate when reduced speeds are genuinely needed for pedestrian safety. A permanent 20mph order duplicates this existing measure without added safety benefit, while restricting traffic flow at all other times. The current school-light system is already targeted and effective - a blanket order is unnecessary.
- I strongly object to the lowering of the speed limit on Newbridge Road. This is a main artery into Bath and as such should be kept to a speed limit that allows traffic to flow freely and does not cause extra pollution. If the aim is pedestrian safety, please consider additional crossing sites instead. One does wonder who on the consultation panel stands to gain from implementing this unnecessary plan.
- There is zero need for this.
- In principle in built-up areas, I can see the benefit of 20mph limit. But Lansdown Road is a wide road, with good visibility for junctions, already has temporary 20mph limits by the school when needed. Mandating this for its whole length seems unnecessary and will not gain much.
- Lansdown Road is a main artery into Bath. it is wide and straight as are the pavements on both sides. Visibility for both pedestrians and vehicle drivers is good. As a regular user of the road my observation is that speeding over the current 30 mph limit is not an issue. Reducing the limit by one third is an unnecessarily restrictive. The issue of schools is a red herring because a 20 mph restriction is already in place at busy school times.
- I am in favour of the 20mph up to st Stephen's but don't support extending it further. The council has a deliberate policy of pushing traffic to "main routes" of which Lansdown Road is one, and away from minor routes such as Winifred lane. It cannot simultaneously be a main route and be a residential route with 20mph throughout. In recent years, there have been multiple additional pedestrian crossings installed on Lansdown Road - again, reasonable - such as Granville Road, Kingswood school and the latest near Morford street. These also calm traffic, as do the smiley face speed cameras. That is surely enough. Traffic has to be allowed to flow.
- Totally unnecessary and a waste of money. Extra zebra crossings and flashing speed warning lights have been installed, and the result is that traffic, in the main, drives at a safe speed on a road which is very straight with few natural hazards. Reducing the speed limit will not change the habits of those who flaunt the limits, the only way of dealing with those drivers is by camera or police patrol and neither is considered affordable. Could it be that the local council see a reduction in the speed limit as a ticket for increased fines, to their benefit. Stop hounding the motorist, we pay far too much in fuel duty for the privilege of using disgraceful road surfaces. If there is money available for countless 20 mph signs, please use to deal with some of the thousands of potholes on our roads.

- Totally unnecessary reduction in the speed limit. That's a wide road with excellent pavements - 30 mph is already very safe and is clearly an excuse for more money raising enforcement. Small residential streets make sense at 20mph, this is madness. (although an additional zebra crossing by the entrance of Royal High school would be a good idea). I'll be watching how my councillors vote on this, a vote for means you won't be getting my vote next election (the fact it's got this far already has me regretting my support last time).
- As a regular user of Lansdown Road, I think to retain the 30mph will be fine. The road is wide. However, drivers often exceed even the 30mph requirement so think a speed camera would be a more constructive idea for safety reasons.
- Objection to the Reduction of the Speed Limit on Lansdown Road Bath
I am writing to strongly object to the reduction of the speed limit on Lansdown Road Bath to 20mph.

Firstly, I'd like to object to the inadequacy of the consultation exercise. Whilst signs have been posted expressing BANES intention to lower the limit these have only been of a size which cannot be seen by passing motorists! Therefore, the group of people most adversely affected will have been totally unaware of the proposal, ensuring the number of objections versus the number of letters of support cannot meaningfully be used as a measure of the proportion of people who support the scheme. South Gloucester Council have displayed large notices visible to motorists during similar consultation exercises, why has BANES not done the same?

I use Lansdown Road regularly to access Bath City Centre and to access voluntary work at Odd Down sports field. In its plan for transport BANES makes no provision for travellers from the wider Bath area to get across the city, despite it being a regional centre with facilities serving the whole area. Too much traffic is diverted along the London Road for the capacity of the road, making Lansdown indispensable for many commuters or travellers to access the city as an alternative route. Lansdown road therefore forms an indispensable part of Bath's road network providing access to the North of the city for a large proportion of people in cars. It is also used by buses serving the Lansdown Park and Ride, which is indispensable for anyone from the north accessing the centre.

My objection to the reduction of the speed limit is on the basis that a 20mph limit is not only unnecessary, but also wholly inappropriate. The road is wide and straight with no hazards that cannot be clearly seen well in advance. It cannot be classed as residential as all properties are large, set back from the road and have driveways that do not require reversing onto the road. Similarly, schools and sports clubs have access allowing drop off away from the road, which seems to be the preferred means of access for most.

Imposing a lower speed limit will slow my journey times, both as a car driver/passenger and particularly as a bus passenger when using the park and

ride: where an already sluggish service will be reduced to a torturous meander. This will make Bath even more of an obstacle than it already is, deterring me and other people from the wider region using Bath as a regional centre. I have already reduced my trips into Bath because of the extremely slow access making shopping there uncompetitive with other centres. Extending journey times further will probably rule it out as a destination for me. It is highly likely this limit will further depress Bath's retail trade.

The most compelling argument against this reduction however is the effect it will have in undermining the credibility of 20mph limits as a tool to reduce traffic speeds and traffic casualties. Because it is straight, driving at 20mph along the road will feel ridiculously slow to all drivers and create intense frustration. Having no obvious safety or environmental reason for such a limit will make drivers feel alienated, causing them to question the legitimacy of all 20mph limits. This is already a problem, with the majority of drivers not abiding by the lower limits even on roads with many hazards and other road users. Imposing a new 20mph limit on Lansdown might feel like a victory in the battle to reduce traffic speeds but will greatly undermine their credibility and effectiveness in areas where they are more proportionate and necessary.

Officer response:

Concern that a 20mph limit will increase congestion and slow traffic flow.

Traffic movements on urban roads is primarily governed by junction capacity, traffic volumes and queuing, pedestrian crossings, bus movements, and general network constraints rather than the speed limit.

During peak periods, average vehicle speeds on highly trafficked urban routes are often significantly below the speed limit due to the frequency of stopping and queuing. As a result, the introduction of a 20mph speed limit is not expected to result in a significant increase in journey times, particularly during peak traffic periods when average speeds are already constrained.

The purpose of the proposal is not to reduce network capacity but to create a more consistent vehicle speed environment that improves conditions for vulnerable road users and reduces the likelihood and severity of collisions.

With regard to bus services, any potential increase in journey time associated with lower speeds between junctions is expected to be marginal when considered across the entirety of a journey. Bus operation is influenced primarily by dwell times, passenger demand, traffic signals and traffic volumes rather than by the maximum permitted speed.

The road is wide, straight and already safe.

The suitability of a speed limit is not determined solely by carriageway width, alignment or visibility. Current national and local guidance recognises that speed

management should also take account of surrounding land uses, pedestrian activity, cycling activity, educational facilities, bus stops, crossing demand and the overall function of the route within the local community.

Although visibility and road geometry may contribute to a relatively low collision record, collision history is only one factor considered when a speed limit is reviewed. Local authorities are encouraged to take a proactive approach to casualty prevention rather than relying solely on a history of injury collisions before considering intervention.

The route serves a range of users including pedestrians, schoolchildren, public transport users and cyclists. Research consistently demonstrates that lower vehicle speeds reduce both collision risk and collision severity. In the event of a collision, a pedestrian struck at 20mph has a significantly greater likelihood of avoiding serious injury or death than a pedestrian struck at 30mph.

The proposal is therefore intended to support a safer road environment and encourage appropriate vehicle speeds in an area with a range of road users, rather than being a response solely to historic collision statistics.

Existing school-time 20mph restrictions are sufficient.

The existing school-time restrictions provide protection during specific periods associated with school arrivals and departures. However, pedestrian activity on the route occurs throughout the day and evening and is not limited to school operating hours.

The corridor contains a range of destinations and facilities that generate pedestrian movements outside school times. A permanent speed limit provides a consistent environment for all road users throughout the day, reducing driver uncertainty and avoiding transitions between different speed limits.

Better enforcement would be more effective than reducing the limit.

Enforcement forms one component of speed management but is not the sole mechanism available to highway authorities. National guidance recognises that enforcement, education, road environment and speed limit setting should work together to influence driver behaviour.

The police retain responsibility for enforcement decisions and deployment of enforcement resources. The local authority's role is to determine an appropriate speed limit for the character and function of a road.

Experience from many 20mph schemes demonstrates that reductions in average traffic speeds can be achieved without continuous enforcement. A lower speed limit establishes a clear expectation about appropriate driving speeds and provides a framework for future enforcement activity should this be required.

The existence of some non-compliance would not in itself justify retaining a higher speed limit if the lower limit is considered appropriate for the road environment and surrounding land uses.

Claims that the scheme is unnecessary, politically motivated or a revenue-raising exercise.

The availability of external or allocated funding does not determine whether a scheme is appropriate. Funding enables schemes to be considered and delivered, but proposals are assessed against relevant transport, safety, public health and policy objectives before being progressed.

Local authorities are under statutory duties to promote road safety and to manage their highway networks. Speed limit reviews are routinely undertaken as part of wider transport and road safety programmes.

The purpose of the proposal is to support road safety and place-making objectives rather than revenue generation. The local authority does not receive financial benefit from determining speed limits. Enforcement activity and associated penalties operate under nationally prescribed arrangements.

Concern that drivers will ignore the limit and that this will undermine respect for 20mph schemes elsewhere.

When developing speed limit proposals, consideration is given to road characteristics, surrounding land uses, existing traffic conditions and local policy objectives. The intention is to establish a speed environment that reflects the wider role of the route rather than solely its physical appearance.

The authority recognises that driver acceptance is an important consideration and consultation responses form an important part of the decision-making process. However, the appropriateness of a speed limit must ultimately be assessed against road safety, community and transport objectives as well as traffic movement considerations.

Alternative measures such as crossings, warning signs and speed indicator devices should be used instead

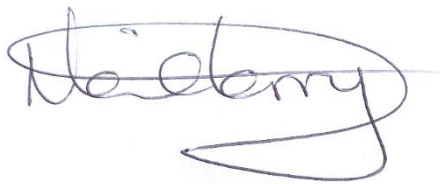
The authority acknowledges the contribution of existing infrastructure in supporting road safety along the route. However, individual measures such as crossings, warning signs and speed indicator devices address specific locations or behaviours and do not provide a corridor-wide approach to speed management.

A reduced speed limit is intended to complement, rather than replace, existing safety measures. The proposal has therefore been considered as part of a broader package of measures intended to improve the overall safety and accessibility of the route.

10. **APPROVED FOR CIRCULATION TO WARD MEMBERS AND CABINET MEMBER FOR SUSTAINABLE TRANSPORT DELIVERY**

Please note that this report has been circulated to provide you with an opportunity to consider any comments and/or objections which have been received in response to the public advertisement of the proposal(s), along with the officer response to each.

Any comments which you may have will be added to the report to be considered by the Director for Place Management, Chris Major, prior to his decision regarding the sealing, or otherwise, of this TRO.

A handwritten signature in blue ink, appearing to read 'Neil Terry', with a large, stylized flourish at the end.

Neil Terry
Traffic Management and Network Manager

Date: 14/07/2026