

**OFFICER DECISION REPORT – SPEED LIMIT ORDER
TRAFFIC REGULATION ORDER (TRO)**

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PRELIMINARY CONSULTATION (Cabinet Member for Sustainable Transport Delivery)

PREPARED BY: Traffic Management Team, Highways and Traffic Group

TITLE OF REPORT:	A431 Kelston Road / Newbridge Hill
PROPOSAL:	20 M.P.H Speed Limit
SCHEME REF No:	26-027
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 on the A431 Kelston Road just northwest of Oldfield School continuing on Newbridge Hill to its junction with A4 Upper Bristol 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 A431 Kelston Road / Newbridge Hill. 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.

9. **COMMENTS RECEIVED TO DATE**

Chief Constable - It is understood from the Statement of Reasons that "*Funding has been secured to introduce a 20 mph speed limit on the A431 Kelston Road / Newbridge Hill.*

It is considered that reducing the existing 30mph speed limit to 20mph on A431 Kelston Road / Newbridge Hill would be appropriate having due regard for the residential nature of the road. Parents and pupils attending Oldfield School and Newbridge Primary School would also benefit from the reduced speed limit."

There has been a marked increase in the number of speed restrictions being introduced by local authorities across our Force area. This has prompted a review of our current processes and a return to a previously established consultation format. Going forward informal consultations should be received by the Traffic Management Unit with a minimum of a 6-week time frame. This should be accompanied by speed and collision data to support the consultation. The Traffic Management Unit will then review on behalf of the Chief Constable. The Constabulary may not support speed reductions if the data submitted is not sufficient and/or the road design is not appropriate.

It is acknowledged that speed limits are based on the mean speed. However the data collected Newbridge Hill - west of Penn Lea Court does not appear to be fully commensurate with the proposed 20mph speed limit, given the variance with the 85th%ile speed at 30.6 mph and mean speed of 24.7mph shown on the dashboard document, and the seven day readings as attached which show an Average of 27.3mph.

Please could you advise what signing/traffic management measures will be used to heighten motorists' awareness of the revised speed limit and promote compliance, to enable us to make an informed response on behalf of the Chief Constable.

As previously discussed, we have a Force stance regarding the introduction of speed limits, which has been written to reflect the current speed environment. I copy this below for your information.

"Speed limits are only one element of speed management, and local speed limits should not be set in isolation. They should be part of a package with other measures to manage speeds, which include engineering, visible interventions and landscaping standards that respect the needs of all road users and raise the driver's awareness of their environment, together with education, driver information, training and publicity.

The police service has to ensure all resources are used effectively in responding to community priorities. Avon and Somerset Constabulary will support all appropriate speed limits, including 20mph roads, where;

The limit looks and feels like the limit, giving visiting motorists who wish to conform that chance; the desired outcome has to be speeds at the limit chosen so as to achieve safe roads for other and vulnerable users, not high speeds and high enforcement;

The limit is self-enforcing (with reducing features) not requiring large scale enforcement;

The limit is only introduced where mean speeds are already close to the limit to be imposed, (24mph in a 20mph limit) or with interventions that make the limit clear to visiting motorists;

Speeding problems identified in an area must have the engineering, site clarity and need re-assessed, not simply a call for more enforcement.

Enforcement will be considered in all clearly posted limits, given other priorities, and this will be by:

Targeted enforcement where there is deliberate offending and the limits are clear; Where limits are not clear (that is they don't feel like or look like the limit or are on inappropriate roads), they will not be routinely enforced, only targeted where there is intelligence of obvious deliberate disregard which may result in increased threat, harm or risk to other road users.

Deliberate high harm offenders will always be targeted and prosecuted whereas enforcement against drivers who simply misread the road may not be appropriate. None of the above should in anyway leave the impression that we will not enforce the law. As with all speed limits, and other enforcement work, we will use evidence to ensure that our resources are allocated in the most appropriate way using appropriate tactics.

Enforcement of limits that do not comply with the above representations could lead to mistaken offending and could risk the loss of public support. Enforcement cannot and must not take the place of proper engineering and or clear signing.”

We do not, as part of our response on behalf of the Chief Constable to formal consultation, check the accuracy or validity of what is being proposed but we do consider implications for road safety and enforcement.

It is not possible to dedicate an enforcement presence to such a restriction. The signage and any other physical measures to be introduced to enforce / heighten motorist awareness of the proposed scheme is therefore of importance. Any enforcement will be targeted, and intelligence led.

We always expect that:

- a) the powers being exercised are available to you as traffic authority, are valid and are appropriate for the proposals;
- b) the descriptions of the lengths of road, the road names, the road numbers and any directional descriptions are correct and accurate;
- c) where any proposals replace existing restrictions or prohibitions, that the previous orders are adequately revoked or varied;
- d) the mandatory traffic signs giving legal effect to the order will be fully TSRGD compliant, will give drivers adequate guidance and will be placed to accord to the descriptions in the order.

Officer response:

The proposed scheme will incorporate a range of signing and traffic management measures designed to maximise driver awareness of the revised speed limits and promote compliance in accordance with national guidance.

Key measures are anticipated to include:

- *Terminal Signing:*

Clearly visible terminal signs will be installed at all entry points to the 20 mph speed limit, in accordance with the Traffic Signs Regulations and General Directions (TSRGD). These will define the start of each speed limit and ensure legal enforceability.

- *Repeater Signing:*

Appropriate repeater signs will be provided at regular intervals within the 20 mph section to reinforce the speed limit.

- *Carriageway Markings:*

20 mph roundel carriageway markings will be installed at the start of the 20 mph speed limit and throughout to remind drivers of the lower speed limit.

Emergency Services – No comment.

Road Haulage Association – No comment.

Freight Transport Association - No comment.

Parking Services - No comment.

Waste Services - No comment.

First Bus - No comment.

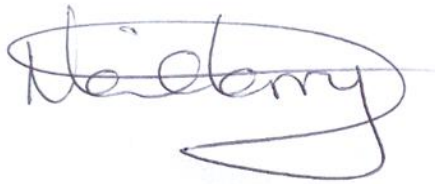
Big Lemon - No comment.

Ward Members

Councillor Samatha Kelly – No comment.

Councillor Michelle O'Doherty - This all looks good to me!

REPORT APPROVED FOR CIRCULATION TO CABINET MEMBER FOR
SUSTAINABLE TRANSPORT DELIVERY.

A handwritten signature in blue ink, appearing to read "Neil Terry". The signature is written in a cursive style with a large loop at the end.

Neil Terry
Traffic Management and Network Manager

Date: 29/05/2026