OFFICER DECISION REPORT - TRAFFIC REGULATION ORDER (TRO)

OUTCOME OF TRO PROCESS – DECISION (following objections)

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PREPARED BY: Traffic Management Team, Highways and Traffic Group

TITLE OF REPORT:	**A363 Bradford Road**
PROPOSAL:	**30 mph / 40 mph Speed Limits**
SCHEME REF No:	**25-054**
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 **Delegation 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	X
(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,	
(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	X
(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 30mph speed limit on the A363 Bradford Road from the existing 30mph at Bathford Hill in a southern direction for approximately 920 metres.

To introduce a 40mph speed limit on the A363 Bradford Road starting approximately 125 metres from its junction with Pump Lane extending in a southern direction to the start of B&NES boundary.

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 30mph & 40mph speed limits on A363 Bradford Road. It has balanced the various considerations and concluded that it is appropriate to promote these speed reductions. 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 speed reductions are 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 speed limits, 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 25/2026 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)

1 Objection received.

- There is no need to reduce the speed limit along this section of road. This will only lead to increased congestion and longer journey times. Further delaying everyone's journey. This road used to be national speed limit and there is no reason that the limit should be reduced to what will be an unsafe level. This road is not in a built up area and has no pedestrian or cyclist traffic to warrant a reduction in speed limits.

  Officer response: The proposal accords with DfT Circular 01/2013 – Setting Local Speed Limits. The assessment considered measured mean speeds, collision history, visibility constraints, junctions and accesses, and general roadside activity.

  Speed-survey data show that drivers already travel below the current posted limit at several points due to the road's geometry and alignment. As a result, the proposed reduction is expected to reduce speed variance and stabilise driver behaviour rather than introduce congestion.

Although pedestrian and cyclist activity is currently low, the speed limit must reflect the potential presence of vulnerable users, including those accessing rights-of-way or properties, as well as broader environmental risk factors—not solely current usage levels.

Lower speed limits in constrained environments are shown to reduce collision likelihood and severity and support speed harmonisation, which in turn reduces harsh braking, overtaking pressure, and improves overall predictability for all road users.

10. ADDITIONAL COMMENTS FROM WARD MEMBERS AND CABINET MEMBER FOR SUSTAINABLE TRANSPORT DELIVERY (in response to the above)

Councillor Kevin Guy – No comment.

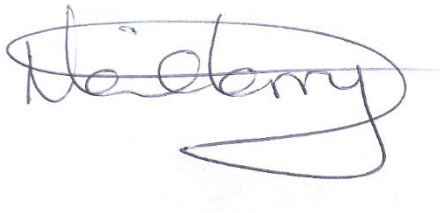
Councillor Sarah Warren - I am fully supportive of making the changes as consulted upon.

Cabinet Member for Sustainable Transport Delivery

Councillor Lucy Hodge - I am fully supportive of the speed reduction measures and prohibition of overtaking restriction in the proposed locations.

11. RECOMMENDATION

That the Traffic Regulation Order as advertised is sealed.



Neil Terry
Traffic Management & Network Manager

Date: 27/02/2026

12. DECISION

As the Officer holding the above delegation, I have decided that the objection be not acceded to and the Order as advertised be sealed.

The Council's policy framework has been used as the basis to develop the scheme with full engagement with stakeholders across the area.

I further note that the issue of deciding whether to implement any scheme is a matter of broad judgement, taking into account the wider transport and climate aims of the Council rather than a purely mathematical analysis on the numbers of positive or negative responses.

The arguments both for and against the scheme were clearly identified and were considered fully as part of the decision-making process before I made the final decision as set out above.

Chris Major
Director for Place Management

Date:27/02/2026