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

5a

**OUTCOME OF TRO PROCESS – DECISION (following objections)**

PREPARED BY: Traffic Management Team, Highways and Traffic Group

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| **TITLE OF REPORT:** | **High Street / Bathford Hill, Bathford** |
| **PROPOSAL:** | **20 M.P.H Speed Limit** |
| **SCHEME REF No:** | **26-001** |
| **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:

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| **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:<br>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:

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| (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 |

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| (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 reduce the existing 30 mph speed limit at High Street, Bathford, from the point where the existing 20 mph speed limit commences, extending in a southeasterly direction for a distance of approximately 500 metres. A short length of 30mph is proposed to remain between the proposed 20mph speed limit and the existing de-restricted speed limit in order to create a 'buffer' to encourage motorists to adjust their speed more gradually.

To reduce the existing 30 mph speed limit at Bathford Hill, Bathford, from its junction with Bradford Road extending in an easterly direction for approximately 400 metres.

## 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 20mph speed limits on High Street / Bathford Hill, Bathford. 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)

Objection 1 / Support 3 / Partly Support 6

- I refer to the above notification recently displayed on a lamp post at the top of Bathford High Street concerning the proposals to extend the 20 mph speed limit in the High Street,

  Whilst I totally agree with the proposals, I would like to question the decision not to include the last 2 properties in the High Street - they both have vehicular access to the High Street which is on the bend of the road and have experienced traffic accidents over recent years from cars coming up the hill and down from Lower Kingsdown

Your ‘Statement of Reasons’ suggests there will be a benefit to motorists by reducing their speed from 60mph to 30mph for just 75 metres before coming into the 20mph zone, I think this is more likely to confuse drivers into wondering what is happening with 3 speed restrictions in just a few metres. Additionally traffic speeds need to be restricted coming down the hill from the East before negotiating the sharp bend. It is this bend which has been the cause of 4 accidents over recent years resulting in cars ending up in our hedge / garden at No. 81 and which is still evident in fencing panels whilst the hedge gets established.

I would like to suggest that the 20mph. Zone is extended to beyond N0s. 85 and 87 to cover the bend and that the 30mph.: if this is still considered necessary: is retained up to the boundary with Wiltshire C.C., this would give motorists a good visual lead into the speed restrictions and hopefully avoid emergency braking on the bend.

- Bathford is a village with a population of less than 2000 people. Currently, the single stretch of road which is the subject of this proposal (a distance of approximately 1000 metres) is host to 2 pinch points at the top of Bathford High Street, a pedestrian crossing which is supported by an illuminated speed limit sign, a pedestrian island crossing at the bottom of Bathford Hill and a nearby box junction. In addition, the presence of parked cars on both sides and for most of the length of the road, and especially on the bend near the village shop, is a significant limiter on speed levels. Any further traffic measures are unnecessary and overkill.

  This proposal also represents the creeping urbanisation of the village which is already cluttered with too much signage and road marking and should the scheme go ahead this will be exacerbated by the increase in both. The proposal has all the appearance of a template 'one size fits all ' approach, taking a solution for an urban environment and applying it with a lack of sensitivity as to what is appropriate taking into consideration local factors. In short, an act of environmental vandalism.

  In addition, there are adverse health implications for the village relating to increased particulate matter from brake pad dust, especially from vehicles driving downhill. as well as increased emissions from driving in a lower gear. The proposal also does not sit well when councils plead difficulty in managing their budgets, and the necessity to prioritise, and this scheme seems very much at odds with this. I support the proposed speed limit changes to the A363 as it skirts the village, but instead of pursuing this proposal a greater priority for this village would be to address the junction of Bathford HIll with the A363 which is especially hazardous at peak times.

  In summary I would invite Kevin Guy to be driven by me from the top of Bathford High Street to the bottom of Bathford Hill and back so that he can experience for himself how the incidence of parked cars on both sides of the road, combined with existing traffic safety features, limit the opportunities for seriously breaching the existing 30mph speed limit and the 20mph limit by the shop and pedestrian crossing.

*Officer response: A minimum number of signs required by the Traffic Signs Regulations and General Directions (TSRGD 2016) will be installed. Speed repeater sign frequency will follow the reduced requirements for 20mph zones or limits, ensuring visual impact is minimised.*

*The proposal does not include street furniture beyond regulatory signage, no new build-outs, bollards or illumination columns are proposed.*

*Research consistently shows that lower speeds reduce overall brake and tyre wear because they reduce harsh braking events, collision-avoidance manoeuvres and high-energy deceleration at junctions. The gradient of Bathford Hill does contribute to braking demand downhill; however, any increase in particulate output is expected to be negligible. The environmental impact of this proposal is deemed minimal and within normal operational variability for a rural road.*

- My husband and I are in complete support of this proposal. Every day and night we listen to/watch people flying by our house at dangerous speeds, far above the speed limit. We strongly suggest a speed camera is actually what is necessary and would also support this, seeing as very few pay any attention to the current 30/20 limits. This feels like good progress towards that goal.

- Great idea in principle but what's the point unless it's enforced? The current speed limits of 20mph and 30mph would be fine if they were enforced so what difference is this going to make?

- Having a 20mph limit through the village is not only desirable but essential for continued safety to residents and visitors alike. Living at the top of the hill just within the current 30mph limit has given me firsthand experience of the often reckless and inconsiderate driving from many people who speed down the main street, with scant regard for safety of others. However the current proposals will only be effective if there are speed bumps or similar measures included in the roadworks. It is very easy to see from the top of the hill down to at least Chapel Row, and sometimes to Dover's Park, and drivers do not slow down if they perceive the road to be clear. I often cross the road to walk my dog or my 5 year old grandson and it's frightening how many times cars have "appeared" from nowhere because they have approached the village too quickly. We often go up to Lower Kingsdown and I think there should be 30mph from the turning to that hamlet down to the Bathford sign, and 20mph after that. All this restriction will be useless without traffic calming included. The present one way traffic calming which is right outside my house has very little impact on speed at all, and I have witnessed many irate drivers and near misses during my 27 years at my address. The problem is not confined to car drivers but cyclists regularly speed down the hill going well above 30mph and are dangerous because you can't hear them coming. The stretch of road from

Prospect to the zebra crossing is definitely the worst area for excess speed. I am amazed that no one has been seriously injured to date and sincerely hope that doesn't happen. If you say anything or indicate the driver should slow down, all you get is abuse and gestures and no compliance. I think this proposal should be implemented as soon as possible but with speed bumps (as in Batheaston high street) or similar.

- I have no objections to the proposal, however, I have concerns over how this will be enforced and therefore if it is a waste of money. A very small section of the road near the crossing is currently 20mph, however, I cross on the pedestrian crossing most days and too many cars do not slow down either coming down or up the High Street. On a number of occasions cars have gone through the crossing whilst I was in the middle of it. Similarly, if parked next to the village shop and turning left down the high street the cars that have not slowed down are a risk as they round the bend. I appreciate cyclists cannot set a speed limit, but there is no clear signage of the "hidden" exit from the village shop so bikes coming down the high street have also nearly hit cars. The mirror opposite the village shop car park on the opposite side of the road was removed many years ago although that at gave some visibility to approaching traffic. Also, years ago there was a pinch point/staggered section as currently in place higher up on the High Street which was removed when a car ploughed into it, but replacing it with a new one seems to me a sensible way to slow cars. I presume these changes will not be cheap, but I am unclear if they will be effective given the disregard shown to the current 20 mph section, so would be interested in if any other measures are being planned to support 20mph on a longer section.

- I agree with the 20mph zone up Bathford Hill and the high street on grounds of road safety. However there is one more issue with traffic safety. A solid white line that is designated no parking runs from below the Bathford community shop down to Church street. A distance of around 15 - 20m. Cars regularly park here for long periods often obstructing traffic movement especially with large vehicles such as buses. Also these cars are parking around the bend causing restricted visibility for vehicles coming down the hill so these have to break sharply to allow vehicles coming up the hill to pass as they are only seen at the last moment. Is it possible therefore to paint in double yellow lines in place of the single white line below the Bathford community shop on Bathford hill.

- The increase in the number of vehicles using this stretch of highway has greatly increased over recent years and this, combined with more vehicles parked on road and pavement, has brought about an increasingly unsafe, and noisy, environment. I believe a reduction in speed to 20mph will help to calm traffic flow and mitigate these problems.

- This will improve safety in the village which has lots overall children and vulnerable residents and make traffic flow more easily as there are a lot of parked cars to navigate past on the High Street.

- I am very much in favour of this proposal as regularly see cars driving too fast in/out of the village, up the hill. We have to park on the high street and loading our children in and out of the car can be very dangerous with other cars shooting past. However, I would also like to ask the council to consider installing speed cameras at the top of the hill, where the village (and proposed 20mph restriction) begins, to ensure cars stick to the new limits. We often see cars breaking the current limit of 30 mph and I don't believe it will be any different with a lower limit. Thank you.

  *Officer response*

  *The objection raised has been carefully considered. Technical assessment continues to show that a 20mph limit on Bathford High Street and Bathford Hill is appropriate, proportionate and effective in supporting vulnerable road users, reducing collision likelihood and severity, improving driver behaviour, and creating a speed environment consistent with the character and function of the village.*

  *Where issues raised fall outside the scope of this TRO (parking, physical calming, cameras), they have been documented for possible future review by the relevant teams.*

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

Councillor Kevin Guy – Happy to support.

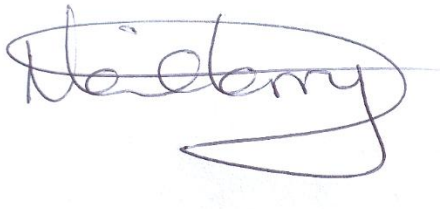
Councillor Sarah Warren - I am happy to support the change as advertised.

Cabinet Member for Sustainable Transport Delivery

Councillor Lucy Hodge - I support the change to a 20 mph speed limit 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 objections / comments 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