

OFFICER DECISION REPORT - TRAFFIC REGULATION ORDER (TRO)

5a

OUTCOME OF TRO PROCESS – DECISION (following objections)

PREPARED BY: Traffic Management Team, Highways and Traffic Group

TITLE OF REPORT: A37 Pensford Hill & New Road, Pensford

PROPOSAL: 20 M.P.H Speed Limit

SCHEME REF No: 26-030

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	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,	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	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 mandatory 20 mph speed limit on a section of the A37 Pensford Hill and New Road in Pensford, replacing the current advisory 20 mph limit that operates when wig wag signals flash adjacent to Pensford Primary School.

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 on the A37 Pensford Hill and New 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 responses received have been recorded below with an officer response to the objections raised underneath.

4 Support / 17 Partly Support / 2 Objections

- I fully support this proposal for the reasons you have stated. However, I think it is vital to do this in conjunction with changes higher up the A37 at the junction with the B3130 at Belluton. It has been suggested that there could be a 30mph speed limit in this section and also a traffic island by the bus stops. This would make it easier for people to cross the A37 after getting off buses, particularly the elderly and frail and school children who use the buses to get to and from school. These measures would also reduce the incidence of road traffic accidents at the junction between the A37 and B3130 which currently occur quite often. Partly Support
- I support the proposed 20mph stretch but would like to see it go further up the hill. I don't live on A37 but sometimes walk up from the village to visit friends and it feels pretty unsafe walking on the narrow pavement when big lorries go by so close.
- I am fully supportive of the 20mph limit, but I think it should be extended further up the hill towards Bristol, perhaps to the Station Approach level or the 30mph sign. I regularly walk up the hill and it is very scary when large (or any) vehicles pass at speed. The road is too narrow on Pensford Hill for vehicles to be travelling at 30mph.
- I support the proposed 20 mph in the middle of Pensford. Safety of residents should be of paramount importance.

In relation to safety of residents, there is a huge need for a safe way to cross the A37 at the top of the hill near the B3130. At the moment there is no safe way of crossing the A37 between the two bus stops, so a bus journey into Bristol or to Wells involves taking your life in your hands to cross the road on one leg of the journey. The road is incredibly busy and vehicles move quickly. It is particularly

difficult for school children and the elderly. If no other form of crossing is available, then a midway area with bollards would be a huge help.

- Long time overdue.
- I fully support reducing the speed limit to make it a safer environment for children.
- I'm really pleased to see this new speed limit being applied 24/7, as a resident who lives on the busy corner of Pensford Hill, bringing the speed limit down to 20MPH will definitely make us feel safer, we often step up onto the pavement, which is extremely narrow as an HGV speed past, their wingmirrors are often dangerously close to head or shoulder height. I'd like the council to consider a lot extending the 30mph limit up to before the bus stop at the turning to Belluton, as children need to cross at the busy section here or lower down near the traveller's rest, to either walk to school or catch the bus into Bristol for school. I also think it would be helpful to have some other speed calming method on the corner or Pensford hill near our home, because as mentioned large vehicles often come round the corner excessively fast, at all times of the day and night.
- I strongly believe a 20 mile per hour zone will improve safety going through the village.
- I wholeheartedly support the proposal of a 20 mph speed limit in the village of Pensford. However, it should be extended further up Pensford Hill towards Bristol. This part of the hill has a steep gradient and very narrow pavements and is currently dangerous for pedestrians, particularly those with children and pets. It is not unusual for speeding vehicles including Lorrie's to come very close to pedestrians walking down the hill. In addition, making the 20 mph zone only start further down the hill will create additional danger as vehicles and in particular lorries and buses brake around the bend whilst other vehicles may have already slowed down.
- I welcome the proposed 20 mph but think it needs to extend all the way up Pensford Hill. This road is so narrow that HGVs can't pass each other without mounting the pavement. This is very dangerous for pedestrians. There have been reports of residents being clipped by wing mirrors. Please consider extending the 20 mph zone up to where the 30 mph signs are at the top of the hill.
- I firmly believe the 20mph. Should start at the top of Pensford Hill as you go into the village. This is an extremely popular route for school children to walk to school as well as members of the public visiting the area. A number of residents walk this route daily to access the post office.
- The 20 mph zone should be extended further up Pensford Hill at least to the present 30 mph zone marker. This would significantly reduce risk to vehicles and pedestrians. It will also reduce pollution for residents. It will make safer the movement of traffic onto the A37 from Station Approach. The road will also be quieter.

- I fully support the proposal to make the 20mph speed limit past the school permanent. However, I would also urge the council to consider extending the 20mph limit further along Pensford Hill, from where the current 30mph limit begins.

This section of road is particularly hazardous due to the steep gradient, narrow carriageway, limited pavement width, and the volume of traffic. As a local resident, we regularly walk along this road with our dogs, and we also have children who use this route. The combination of fast-moving vehicles and the narrow pavement often makes it feel unsafe for pedestrians.

A 20mph speed limit would not only improve safety outside the school but would also make this stretch of road safer for everyone who walks, wheels, or crosses it, including families, children, dog walkers, and other vulnerable road users. I strongly encourage the council to consider extending the reduced speed limit to provide a safer environment for the whole community.

- I support the proposed 20mph speed limit but would appreciate the area of the limit extending up as far as the welcome to between Station Approach and the Travelers Rest. I walk down the hill on a regular basis as do all of my family and we literally have to duck the wing mirrors of large HGVs and busses that overhang the pavement which is far too narrow. If those mirrors were travelling at 20mph they will be easier to avoid than if they are travelling at 30mph and the consequences of being struck, which I feel is very likely considering the number of near misses I have had, would not be as severe. Please consider this important safety measure for all of us that use the pavement on a regular basis.
- As a resident of Pensford Hill I overlook the A37 directly and walk the pavement daily.

In the interest of safety for both road users and pedestrians I would recommend the 20mph limit be extended north up the hill to just beyond Station Approach BS39 4AE.

There are multiple incursions of the pavement by very large HGV Lorries squeezing past each other which is a hazard to resident's property and pedestrians. Lorries ignore the give way sign to chance it at the pinch point outside my house and put their foot down only to meet another coming up the hill.

The extending of the zone would hopefully instruct lorry drivers to be more alert for oncoming traffic. 20mph being assigned for a reason.

Additionally, pedestrians on the pavement will feel less intimidated walking by slower moving traffic. Some residents I know will no longer walk the hill in fear of safety.

A further safety benefit to consider is the right turn out of Station Approach which has limited visibility down the hill. One has little reaction time to exit right here avoiding oncoming traffic. 20mph slower approaching traffic would help.

Drivers need to respect the challenge navigating Pensford Hill and I believe the lowering of the current speed limit in the residential area would help.

Ps additionally a flashing speed sign coming down the hill would help those who ignore standard road signs.

Every little helps.

- I support reducing the speed limit in the centre of Pensford to 20 mph in alignment with our neighbouring villages. A bigger problem as far as I can see is the 40 mph stretch of road near the bus stops one stop to the north, used by school children and the elderly, where the road is the width of 4/5 lanes on a bend with no pedestrian crossing or traffic island. There is a serious risk of fatal collision for people using these bus stops.
- Whilst I approve of the intention behind this proposal, I believe that it will be ineffective in its stated aims without permanent enforcement in place. We live on the A37 just outside of the proposed new speed restrictions, and our house is regularly subject to vibration and excessive noise from HGVs and other vehicles drastically exceeding the existing 30mph limit. A permanent speed camera is needed on this side of the village, as we believe from experience that changing the limit in itself will not be a sufficient deterrent for reckless and careless road users. Whether the limit is 30 or 20, it must be permanently enforced to achieve any improvement to safety, noise pollution or accessibility of our village.
- I live on this stretch of road, it is dangerous and trucks/buses regularly mount the kerb to speed down the road. I do support the change in limit, but it will not change how people speed down this road. It's 30 now and its very often vehicles will travel in excess of 40 mph. Will reducing to 20 change things, no, not all. Nothing is enforced and vehicles will ignore the speed limit. The road is dangerous and serious measures need to be implemented for the safety of the pedestrians and the school children who walk up this stretch daily. The only way to stop and reduce speeding is to have some enforcement. The best solution would be average speed check camera at the start of the village and at the end. Vehicles will then be obliged to slow down, and you will make money to any offender who doesn't stick by the speed rules. Unless enforcement is enforced you will not reduce the speed limit and if safety is your main reason behind this change it's pointless because it will not change how vehicles travel down this road.
- This whole 20mph idea is an absolute joke.

You're more than happy to chase people for every penny of council tax, yet you keep wasting taxpayers' money on pointless schemes nobody asked for. Instead of fixing real problems, you're making decisions that are only going to make things worse.

Have you actually thought about what will happen in Pensford? Lorries coming down that hill, traffic backing up, frustrated drivers, and an even bigger risk of accidents. Common sense seems to have gone completely out the window.

There's already a working speed camera in Pensford. Why waste more money moving it or installing another one? It's completely unnecessary.

The people making these decisions clearly aren't the ones who have to drive through the village every day. Maybe try listening to the residents for once instead of pretending you know what's best.

I'll be honest—I come down the hill at around 40mph before slowing to around 30–34mph into Pensford. Has anyone ever complained about my driving? No. Has anyone been posting online saying drivers like me are dangerous? No.

Stop treating motorists like cash machines. If this was really about road safety, you'd be listening to the people who actually live here instead of forcing through another pointless money-making scheme.

- There is already a 20 MPH limit during school times; it is ignored and vehicles only slow down if the lights are red. Before the 20 MPH and after, including on other roads in the village vehicles constantly ignore the speed limit. If anything, they tend to go faster and race into and out of the centre of the village.

There is a 30 MPH flashing warning sign which is constantly flashing; it is largely ignored and often can't be seen because the branches grow over it.

Rather than waste money making the stretch of road 20 MPH permanently, other traffic calming measures that 'have teeth' should be introduced to slow down vehicles on all the roads in the village.

Officer response:

The purpose of the proposed 20mph speed limit is to improve road safety and create a safer environment for all road users, including pedestrians, cyclists, residents, school children, and motorists. The scheme is not intended as a revenue-generating measure or to penalise motorists. The proposal would help to create a safer environment for all road users and encourage lower vehicle speeds, which would correspond with the Council's wider objectives for improving road safety and community well-being, and reducing the likelihood and severity of collisions.

With regard to concerns about traffic flow and the potential for increased congestion, it is considered that the impact on journey times would be minimal. Experience from existing 20mph schemes elsewhere suggests that lower speeds can contribute to a more consistent traffic flow.

It is recognised that the existing speed camera and part-time school speed limit can be effective. However, the proposed scheme seeks to provide a full-time and consistent speed environment through the village.

The comments regarding driver behaviour and compliance with existing speed limits are acknowledged, and it is recognised that speed limit changes alone may not eliminate all instances of inappropriate vehicle speed. The Council would,

therefore, informally monitor the effectiveness of the scheme if it is implemented, and possibly consider the introduction of additional traffic management measures if future resources and priorities permit.

Physical traffic management features typically require significantly greater funding, can have impacts on accessibility, noise and vehicle operations, and are not always appropriate. The Council must also balance the potential benefits of such measures against their practicality, and possible negative impacts on residents and road users.

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

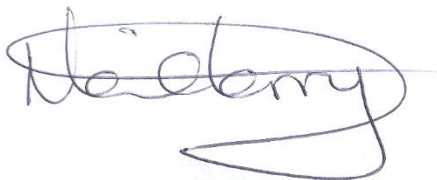
Councillor Paul May – No comment.

Cabinet Member for Sustainable Transport Delivery

Councillor Lucy Hodge - I am pleased to support the 20 mph speed limit proposed in this location.

11. RECOMMENDATION

That the Traffic Regulation Order as advertised should be sealed.

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

Neil Terry
Traffic Management & Network Manager

Date: 10/08/2026

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.

A handwritten signature in black ink, appearing to read 'Chris Major', is written over a light blue horizontal line.

Chris Major
Director for Place Management

Date: 11/08/2026