

Divisions affected: *Carterton South & West*

**CABINET MEMBER FOR TRANSPORT MANAGEMENT  
22 FEBRUARY 2024**

**ALVESCOT: B4020 MAIN ROAD – PROPOSED TRAFFIC CALMING  
MEASURES**

Report by Corporate Director, Environment and Place

**RECOMMENDATION**

1. The Cabinet Member for Transport Management is **RECOMMENDED** to approve – as advertised – the traffic calming carriageway narrowing feature on the B4020 Main Road, Alvescot.

**Executive summary**

2. This report presents responses to the statutory consultation on the proposal to construct a traffic calming carriageway narrowing feature on the B4020 Main Road, approximately 15 metres southeast of its junction with Mill Lane. The narrowing will feature kerbed buildouts with wooden bollards, and will also facilitate an informal crossing pedestrian crossing point, as shown in **Annex 1**. Priority will be given to traffic travelling south-eastwards, with traffic heading north-westwards required to give-way.
3. The proposals were put forward in conjunction with the village-wide 20mph speed limit, which was approved in December 2023 and has subsequently been implemented on the 05 February 2024.

**Financial Implications**

4. Funding for the proposals (including consultation) has been provided by the Parish Council, who will also fund the implementation if approved.

**Equality and Inclusion Implications**

5. No implications in respect of equalities or inclusion have been identified in respect of the proposals.

## **Sustainability Implications**

6. The proposals would help facilitate the newly introduced 20mph speed limit, and the safe movement of traffic, and will subsequently also help improve road safety especially for the more vulnerable road users in the area.

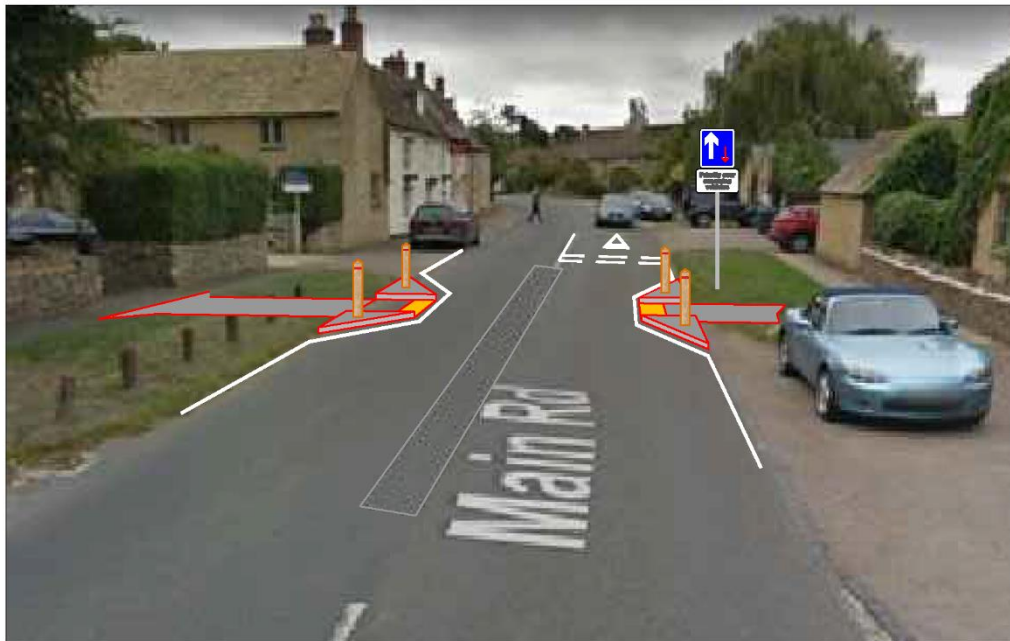
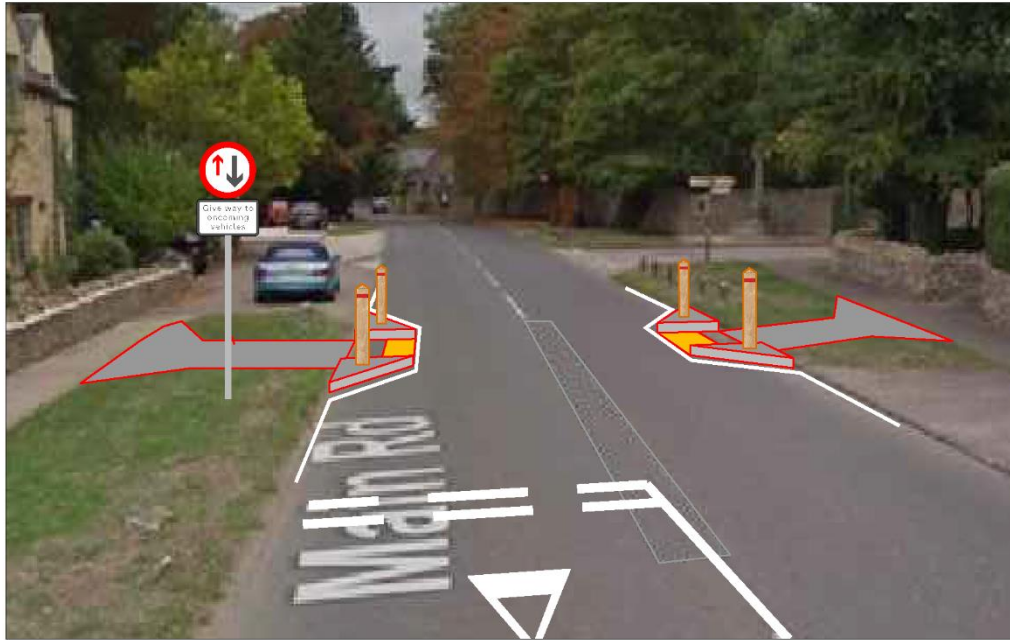
## **Formal consultation**

7. Formal consultation was carried out between 06 September and 06 October 2023. A notice was published in the Witney & West Oxfordshire Gazette newspaper, and an email sent to statutory consultees & key-stakeholders, including Thames Valley Police, the Fire & Rescue Service, Ambulance service, Bus operators, countywide transport, access & disabled peoples user groups, West Oxfordshire District Council, the local District Cllrs, Alvescot parish council, and the local County Councillor representing the Carterton South & West division.
8. 96 responses were received during the course of the formal consultation, comprising of: 71 in support (74%), 14 objections (15%), seven raising concerns (7%), and four not objecting.
9. The full responses are shown at **Annex 2**, and copies of the original submissions are available for inspection by County Councillors.

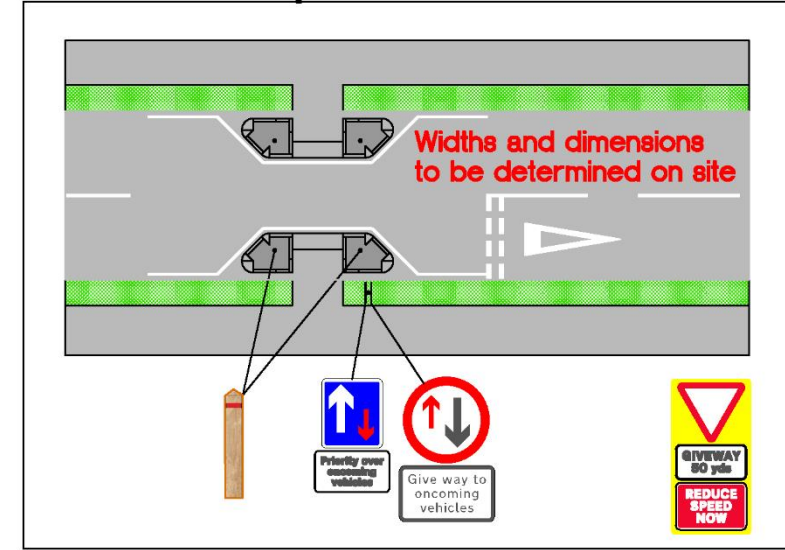
## **Officer response to objections/concerns**

10. Thames Valley Police raised no objection to the proposals.
11. Ideally a formal controlled crossing would be introduced, but costs would make this prohibitively expensive, and visual intrusion of the necessary infrastructure would be problematic. The proposed kerb prominences will allow pedestrians and drivers better forward visibility of one another.
12. While it is accepted that pedestrians will not have priority as would be the case with a controlled crossing, by building out both kerbs, the distance over which pedestrians must cross is in effect halved.
13. Additionally, a physical feature in the carriageway will have a greater slowing effect on traffic than just road markings on the road surface, thereby theoretically helping achieve greater compliance with the newly introduced 20mph speed limit.
14. Calming features on the outskirts of the village are considered a little too far from the centre to have the most beneficial effect in the centre, although without them speeds could be considerably higher. This proposal is therefore considered to be in the best place to serve those vulnerable road-users accessing the school and other local facilities/amenities.





### Schematic plan



Supply and erect new sign and post  
76mm dia x 8.7m post.

Supply and erect new sign and post  
76mm dia x 8.8m post.

Supply and erect new sign and post  
76mm dia x 4.8m post.  
Exact distance to be agreed before ordering signs.

Drawing No.				Revision		
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## ANNEX 2

RESPONDENT	COMMENTS
(1) Traffic Management Officer, (Thames Valley Police)	<b>No objection</b>
(2) Local County Cllr, (Carterton South & West division)	<b>Support</b> – I am happy to support this safety driven initiative for Alvescot. Thank you for being so proactive with their application,
(3) Local Resident, (Alvescot, Lower End)	<b>Object</b> – I don't think the cost is justified.
(4) Local Resident, (Alvescot, Lower End)	<b>Object</b> – Unnecessary low speed limit for that road.
(5) Local Resident, (Alvescot, Main Road)	<b>Object</b> – The existing traffic calming chicanes on entry/exit of either end of the village on the B4020 have had no impact on reducing the speed of the traffic through the village. In fact, these measures have increased the speed of the traffic through the village as drivers seek to make up lost time. I live directly on the B4020 in roughly the centre of Alvescot so see this every day. Further measures of this nature will not benefit the village at all. The main priority should be the safety of children in the area of the school and a proper crossing and short 20mph limit in this area would surely be beneficial. Additional chicanes etc will not be beneficial and are really not welcome.
(6) Local Resident, (Alvescot, Main Road)	<b>Object</b> – Just put in a proper pedestrian crossing by the school, everyone knows it there and will be more cautious, the traffic calming already implemented is a disaster, just makes people speed through the main part of the village,
(7) Local Resident, (Alvescot, Main Road)	<b>Object</b> – There is already natural traffic calming in the village from parked cars on Main Road and this does little to help the situation. The traffic calming on entry to the village has made it worse as motorists speed up throughout the village. More traffic calming of this nature is worse for residents as this creates noise from running engines when stopped at the traffic calming and then when cars are accelerating having been stopped. There is an issue of safety

	in the village relating to the school for children crossing the road at the start and end of the school day and during the day to access the sports field. A pedestrian crossing in the location of the village car park would be welcome - this will improve the safety and will also slow traffic. Motorists respect such measures as pedestrian crossings.
(8) Member of public, (Alvescot, Oakley Close)	<b>Object</b> – Pointless
(9) Local Resident, (Alvescot, Station Road)	<b>Object</b> – I believe a crossing rather than a chicane would be far better
(10) Local Resident, (Alvescot, Station Road)	<b>Object</b> – There is already traffic calming at both ends of Alvescot. Why not just put in a zebra crossing or something similar?
(11) Local Resident, (Alvescot, Lower End)	<b>Object</b> – As included in earlier free text box.
(12) Local Resident, (Alvescot, Lower End)	<b>Object</b> – No necessary
(13) Local Resident, (Bampton, Church Street)	<b>Object</b> – Dangerous - putting opposing vehicles in conflict.
(14) Member of public, (Brize Norton, Brize Norton)	<b>Object</b> – The current speed limit is reasonable
(15) Local Resident, (Carterton, Home Close)	<b>Object</b> – I drive through Brize Norton from Carterton towards Witney every day and without fail, the traffic "calming" features enrage and infuriate drivers by delaying them completely unnecessarily. I then regularly see drivers accelerate in temper to 40mph. When it was 30 mph and no calming, the vast majority of drivers stuck to it (35 years of local driving experience).

<p>(16) Member of public, (Carterton, Mayfield Close)</p>	<p><b>Object</b> – The flow of traffic is already heavy in Alvescot especially at school drop off. Extra traffic calming would cause chaos. The village already has them at each end and it's a tiny village.</p>
<p>(17) Local Resident, (Alvescot, Lower End)</p>	<p><b>Concerns</b> – I do not necessarily support calming features as proposed. I wonder if they cause increased noise in the immediate vicinity with vehicles having to stop and start.</p>
<p>(18) Local Resident, (Alvescot, Lower End)</p>	<p><b>Concerns</b> – Blocking exit from and congestion at Lower End and B4020 junction.</p>
<p>(19) Local Resident, (Alvescot, Main Road)</p>	<p><b>Concerns</b> – As I said it should be a proper zebra crossing not an informal, pedestrians should get right of way and vehicles made to stop due to the school and bus stops and drivers will pay more attention also more obvious School signs wouldn't hurt with perhaps the flashing yellow lights at drop off and pick up times.</p>
<p>(20) Local Resident, (Alvescot, Main Road)</p>	<p><b>Concerns</b> – The speed of a road should accurately reflect the road conditions and form a safe transition between speed limits. The 40 mph is appropriate for the width of the road and the situation of the housing along it. Arbitrarily lowering speed limits will not gather the respect or compliance of drivers.</p>
<p>(21) Local Resident, (Alvescot, Pemsco Close)</p>	<p><b>Concerns</b> – Traffic calming already in village and has made speed prob worse not better</p>
<p>(22) Local Resident, (Alvescot, Station Road)</p>	<p><b>Concerns</b> – We feel that people wouldn't adhere to the new limit</p>
<p>(23) Local Resident, (Alvescot, Station Road)</p>	<p><b>Concerns</b> – no comments.</p>
<p>(24) Local Resident, (Alvescot, Mill Lane)</p>	<p><b>Support</b> – Support</p>

(25) Local Resident, (Alvescot, Gassons Mead)	<b>Support</b> – The road is too fast and drivers do not stick to the speed limit. The school children are at extreme danger of a driver hitting them.
(26) Local Resident, (Alvescot, Lower End)	<b>Support</b> – Well placed opposite the school and a key crossing place for many in the village, as well as staggering flow through the village for those that will continue to ignore any speed limit in place.
(27) Local Resident, (Alvescot, Lower End)	<b>Support</b> – Same views as for 20mph
(28) Local Resident, (Alvescot, Lower End)	<b>Support</b> – As previously noted
(29) Local Resident, (Alvescot, Lower End)	<b>Support</b> – The downhill section towards the village gets some very speedy cars coming through.
(30) Local Resident, (Alvescot, Lower End)	<b>Support</b> – Anything that slows down the thru traffic near the school has to be a good thing
(31) Local Resident, (Alvescot, Lower End)	<b>Support</b> – Traffic too fast not safe to cross road especially the children going to the school and the park
(32) Local Resident, (Alvescot, Lower End)	<b>Support</b> – I've seen 2 very bad push bike accidents on this road with vehicles travelling too quickly. This influenced me to stop cycling on the road and to not allow my children to either.
(33) Local Resident, (Alvescot, Lower End)	<b>Support</b> – The traffic needs to be slowed, it's so dangerous crossing



(34) Local Resident, (Alvescot, Lower End)	<b>Support</b> – Help slow traffic down
(35) Local Resident, (Alvescot, Main Road)	<b>Support</b> – This road is very challenging to cross with small children and an elderly disable parent. It would mean all learn to cross at that point making it safer in general.
(36) Local Resident, (Alvescot, Main Road)	<b>Support</b> – Already outlined
(37) Local Resident, (Alvescot, Main Road)	<b>Support</b> – I maintain actually it should be a zebra crossing for the school children who need to cross regularly. It should have Belisha beacons.
(38) Local Resident, (Alvescot, Main Road)	<b>Support</b> – My answers are as number 6
(39) Local Resident, (Alvescot, Main road alvescot)	<b>Support</b> – Cars travel too fast and cause accidents
(40) Local Resident, (Alvescot, Pemscott Close)	<b>Support</b> – This would make it easier for pedestrians to cross
(41) Local Resident, (Alvescot, Station Road)	<b>Support</b> – The proposal would make the road safe for pedestrians, cyclists and vehicle drivers.
(42) Local Resident, (Alvescot, Station Road)	<b>Support</b> – Safety
(43) Local Resident, (Alvescot, Thorpes Field)	<b>Support</b> – As a resident of Alvescot who regularly accesses and uses local amenities including the church, play park, pub and school, as well as footpaths, road safety has been a concern for a number of years due to the increase in

	<p>both volume and speed of vehicular traffic I wholly support efforts to slow down traffic and to implement a pedestrian crossing point - this will be a real asset to the village for both residents and visitors; those who are able bodied as well as those with limited mobility - our elderly residents and also those such as myself with children. Our village has a number of young families who walk to and from the village school and to school bus stops, and improving road safety with these measures will really help keep our children safe.</p>
(44) Local Resident, (Alvescot, Thorpes Field)	<b>Support</b> – A safer crossing point is very much needed to prevent further accidents.
(45) Local Resident, (Alvescot, Thorpes Field)	<b>Support</b> – As stated in previous comments, constantly witness speeds way in excess of the current limit, so any/all measures supported.
(46) Local Resident, (Alvescot, Thorpes Field)	<b>Support</b> – Safer crossing for all especially children at school times
(47) Local Resident, (Alvescot, Main Road)	<b>Support</b> – Supporting the 20 so we don't have any dead children
(48) Local Resident, (Alvescot)	<b>Support</b> – Wanting school to be safer
(49) Member of public, (Alvescot, B4020 Main Road)	<b>Support</b> – Safety school children
(50) Local Resident, (Alvescot, Gassons Mead)	<b>Support</b> – Children cross regularly at this point.
(51) Local Resident, (Alvescot, Gassons Mead/Station Road)	<b>Support</b> – Improved safety

<p>(52) Local Resident, (Alvescot, Lower End)</p>	<p><b>Support</b> – Many people already drive faster than 30 through the village which is particularly worrying at school pick ups and drop offs. The informal crossing near the school will at least slow people down.</p>
<p>(53) Local Resident, (Alvescot, Lower End)</p>	<p><b>Support</b> – There's lots of cyclists use that road and if drivers are coming rounds bends too fast they don't see them in time</p>
<p>(54) Local Resident, (Alvescot, Lower End)</p>	<p><b>Support</b> – I support it but I worry that it won't be adhered to so how can it be enforced?</p>
<p>(55) Local Resident, (Alvescot, Lower End)</p>	<p><b>Support</b> – Safety of children and residents</p>
<p>(56) Local Resident, (Alvescot, Lower End)</p>	<p><b>Support</b> – To protect the children crossing to from school</p>
<p>(57) Local Resident, (Alvescot, Lower End)</p>	<p><b>Support</b> – The village needs to be safer</p>
<p>(58) Local Resident, (Alvescot, Main Road)</p>	<p><b>Support</b> – The school needs a safe area to cross</p>
<p>(59) Local Resident, (Alvescot, Main Road)</p>	<p><b>Support</b> – This is very much needed for the children to cross safely to and from school and to the park and as the children use the park during school time to this would be a safer means of crossing the children</p>
<p>(60) Local Resident, (Alvescot, Main Road)</p>	<p><b>Support</b> – It provides a safer environment for me and my dogs</p>

(61) Local Resident, (Alvescot, Main Road)	<b>Support</b> – Cars too fast at present
(62) Local Resident, (Alvescot, Main Road)	<b>Support</b> – I support this proposal for the safety of people who live/work in this village
(63) Local Resident, (Alvescot, Main Road)	<b>Support</b> – School safety
(64) Local Resident, (Alvescot, Main Road)	<b>Support</b> – People drive far too quickly along this road in all weathers and it's a matter of time before an accident occurs.
(65) Local Resident, (Alvescot, Main Road)	<b>Support</b> – I support the change fully.
(66) Local Resident, (Alvescot, Main Road)	<b>Support</b> – Concerns about traffic speeds in the village
(67) Local Resident, (Alvescot, Oakey Close)	<b>Support</b> – Help to further slow the traffic down in an area where there are often more vulnerable pedestrians
(68) Local Resident, (Alvescot, Pemscott Close)	<b>Support</b> – Again, I think that people that want to speed will still speed.
(69) Local Resident, (Alvescot, Station Road)	<b>Support</b> – It's clear that it wouldn't be long before there is serious injury to the villagers of alvescot
(70) Local Resident, (Alvescot, Station Road)	<b>Support</b> – The crossing to St Peters has been a hazard for years. Parking remains a problem.

(71) Local Resident, (Alvescot, Station Road)	<b>Support</b> – We need to slow the traffic down.
(72) Local Resident, (Alvescot, Thorpes Field)	<b>Support</b> – Desperately needed to allow children to safely cross and slow centre traffic flows
(73) As part of a group/organisation, (Bampton)	<b>Support</b> – I walk dogs and wan the road to be safe for all
(74) Member of public, (Bampton, Broad Street)	<b>Support</b> – Safety to the residents
(75) Member of public, (Bampton, New Road)	<b>Support</b> – To slow the traffic down before a child gets hit.
(76) Member of public, (Bampton, Shergold Road)	<b>Support</b> – Cars driving far too fast on this road
(77) Local Resident, (Burford, Shilton Road)	<b>Support</b> – As mentioned before
(78) Member of public, (Carterton, Kestrel Close)	<b>Support</b> – Traffic travels too fast through the village at times and going out of the village. I think this will help make it safer.
(79) Local Resident, (Carterton, Tamarisk)	<b>Support</b> – Traffic needs to go slower to make sure people are not injured and to ensure no more children are hit on this road.
(80) Member of public, (Carterton, Woodcote Road)	<b>Support</b> – Same as previous comment - mainly it will slow people down before entering the village

(81) Local Resident, (Carterton, Clarkston Road)	<b>Support</b> – To aid the safe crossing of the children to and from school and the park
(82) Member of public, (Carterton, Empire Drive)	<b>Support</b> – To add safety to the school children
(83) Local Resident, (Carterton, Falcon Close)	<b>Support</b> – Daughter goes to school in village.
(84) Local Resident, (Carterton, Halton Road)	<b>Support</b> – Cars drive too fast.
(85) Member of public, (Carterton, Latimer)	<b>Support</b> – As previously stated
(86) Member of public, (Carterton)	<b>Support</b> – Village residents would benefit aswell as the school children
(87) Member of public, (Carterton, Stirling Close)	<b>Support</b> – Child goes to the primary school
(88) Member of public, (Faringdon, London Road)	<b>Support</b> – All efforts to slow traffic should be supported.
(89) Member of public, (Filkins)	<b>Support</b> – The speed needs reducing
(90) Member of public, (Alvescot, Main Road)	<b>Support</b> – We need traffic to calm by the school.

(91) Member of public, (Shilton, Church Lane)	<b>Support</b> – As per previous answer
(92) Member of public, (St Peters primary school, Main Road)	<b>Support</b> – Supporting to slow traffic
(93) Member of public, (St Peter's school, Main road)	<b>Support</b> – Na
(94) Local Resident, (Alvescot)	<b>No opinion</b> – N/A
(95) Local Resident, (Alvescot, Station Road)	<b>No opinion</b> – I have no problem with this traffic calming proposal. I believe this will slow traffic to some extent therefore making 20mph limit unnecessary
(96) Member of public, (Carterton, Glenmore Road)	<b>No opinion</b> – No opinion