

Reducing the speed along South and North Bar in Banbury to 20mph. – 13/11/2025

BATS is a group of local Banbury people campaigning to improve our public thoroughfares by making them safer and more accessible for all active travellers. We are fully in favour of reducing the 30mph speed limit along North Bar and South Bar in the centre of Banbury.

This stretch of road is heavily used by pedestrians, cyclists and vehicular traffic including some buses. It is lined with shops, churches, restaurants, pubs, housing, offices and a primary school. It passes Banbury's most famous landmark, Banbury Cross, which is visited by many tourists and visitors. We think that the current traffic speeds are intimidating and dangerous. Many motorists perceive it as a bottleneck and although during busy times vehicles are moving slowly or queuing, when the opportunity arises traffic often moves too quickly for such a central and busy environment. The current situation favours vehicles and prioritises their journeys over the local journeys being made by the many pedestrians, cyclists and people with mobility difficulties.

A 20mph limit will make the area safer and easier to navigate, particularly for people walking with children, older residents and those using mobility aids.

This is one of Banbury's busiest streets where large numbers of pedestrians and other active travellers are in very close proximity to vehicles. The evidence shows that lower speeds reduce the number and severity of collisions, whilst also creating a calmer, more pleasant town environment.

Members of our local group regularly use this area. We know how intimidating the current traffic can feel. Reducing the limit to 20mph will make the heart of Banbury more welcoming, encourage walking and cycling, and help improve overall quality of life in the town.

I therefore urge Oxfordshire County Council to adopt the 20mph limit for the benefit of residents, businesses and visitors [alike](#).

Of course, installing a few road signs may not make a significant immediate difference to the traffic using this road but they serve as an important reminder that traffic is expected to be slower in built-up areas, especially town centres.

Additional displays and signage should also be installed to show drivers what their speed is and remind them about the speed limit. Public information messages explaining the rationale would also be helpful. (BATS will work to amplify the messages about the benefits locally.)

Many studies show that support for speed limit reductions to 20mph increases after their implementation time as the clear benefits emerge.

In summary we support the reduction in the speed limit to 20mph for 3 main reasons:

- Safety: reduced risk and severity of accidents.
- Health: encourages walking/cycling, improves air quality with smoother traffic flow.
- Community: makes the town centre more welcoming and accessible.

