

Division(s) affected: *Chalgrove & Thame West, Watlington & Rotherfield*

## **DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT MANAGEMENT**

**23 APRIL 2026**

### **BRIGHTWELL BALDWIN & BRIGHTWELL UPPERTON – PROPOSED 20MPH SPEED LIMIT**

**Report by Director of Environment and Highways**

#### **RECOMMENDATION**

The Cabinet Member is **RECOMMENDED** to:

- a) **Approve the introduction of a 20mph speed limit within Brightwell Baldwin & Brightwell Upperton, as advertised.**

#### **Executive Summary**

1. This report presents responses received to a statutory consultation on proposals to introduce a 20mph speed limit within Brightwell Baldwin & Brightwell Upperton, replacing in full the existing 30mph speed limit, but also extending the 20mph limit further on the unnamed road from Cuxham through Brightwell Baldwin south-westwards by a further 385 metres, replacing that length of 60mph National speed limit in the process – as shown in **Annex 1**.
2. Oxfordshire County Council wants to make our built environments safer and more attractive places to walk and cycle. To enable this, 20mph speed restrictions are being used to help promote alternative modes of transport for local travel.
3. Streets are central to everyday life in Oxfordshire. They play a role in all transport journey's and are places where people shop, work and spend time. Improving the experience of being on Oxfordshire's streets will therefore improve people's local areas and their everyday lives. Improving streets to encourage active travel will also help to deliver further benefits for people in Oxfordshire. A wide range of people choosing to walk, and cycle will help to improve public health, reduce road noise, improve air quality and make local areas more relaxing. Furthermore, 20mph speed limits will help reduce casualty rates and improve road safety

## Corporate Policies and Priorities

4. The proposals form part of the County Councils 20mph transformation programme, as approved at Cabinet.
5. Of the three priorities identified within the newly adopted 'Oxfordshire Strategic Plan 2025-2028' which are listed below, these proposals actively support priority nos.1 & 3:
  - (1) Greener Oxfordshire – *“We want our communities to enjoy clean air, access to green space, and safe and sustainable ways to move around. This means reducing traffic congestion and investing in public transport, cycling and walking; protecting our natural environment; and helping Oxfordshire respond and adapt to a changing climate.”*
  - (2) Fairer Oxfordshire – *“We want all our residents to benefit from the advantages our county has to offer. This means supporting a local economy that benefits everyone; assisting people who face challenges in finding work; making our services as easy to access as possible; and helping communities in need.”*
  - (3) Healthier Oxfordshire – *“We want all our residents to be happy, healthy and safe. This means helping children get the best start in life; creating opportunities for young people to reach their full potential; supporting older people to age well and stay independent for as long as possible; and encouraging everyone to make healthy choices.”*

## Financial Implications

6. Funding for consultation on the proposals (and implementation if approved) has been provided by the County Council's Vision Zero programme.
7. Finance has completed a high-level review of this report. As no financial figures or costings were included, this sign off is limited to confirming that the narrative is reasonable based on the information provided. Service area Officers therefore take responsibility for confirming the funding arrangements, validating the financial position & underlying data independently from Finance.

*Comments checked by:*

*Andrew Price – Interim Business Partnering Accountant*

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## Legal Implications

8. The consultation that has been undertaken complies with the consultation requirements for the various elements as required by law including under the

Highways Act 1980, the Road Traffic Regulation Act 1984 and any other relevant legislation.

9. The scheme has been promoted by Oxfordshire County Council as the Highway Authority and Traffic Authority under the Highways Act 1980, and the Road Traffic Regulation Act 1984.

*Comments checked by:*

*Jennifer Crouch – Principal Solicitor (Regulatory)*

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## **Staff Implications**

8. There are no negative staff implications – with the appraisal of the proposals, as well as the consultation process having been undertaken by Officers from the ‘Vision Zero’, and ‘TRO & Schemes’ teams as part of their regular day-to-day duties, with no additional or negative impact on capacity expected.

## **Equality & Inclusion Implications**

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

## **Sustainability Implications**

11. The proposals have been put forward for road safety reasons, and aim to reduce vehicle speeds to safer levels for all motorists & road users, specifically those considered to be more vulnerable, including pedestrians, cyclists, equestrians, and motorcyclists.

## **Risk Management**

12. No potential significant health and safety or service provision risks, or potentially significant financial impacts have been identified in these proposals.

## **Formal Consultation**

13. Formal consultation was carried out between 28 January and 27 February 2026. A notice was published in the Oxfordshire Herald Series newspaper, and an email was 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, South Oxfordshire District Council, relevant local District Councillors, Brightwell Baldwin, and Cuxham with Easington Parish Meetings, and the local County

Councillors representing the Chalgrove & Thame West, and the Watlington & Rotherfield divisions.

14. During the course of the formal consultation, 38 responses were received via the online survey, comprising of five objections (13%), one partially supporting/having concerns, and 32 in support (84%)
15. Additionally, a further two emails were received directly – with Thames Valley Police not objecting, and ‘Oxfordshire Liveable Streets’ (a not-for-profit campaign organisation) offering their support, albeit they felt there was an opportunity to also reduce the speed limits on the lanes running southwest to the B4009 and east towards Cuxham. The response from Oxfordshire Cycling Network similarly flagged the need for a wider review of speed limits on the network to provide safer and more attractive routes for active travel between villages.
16. Cllr Emily Kerr, the Council’s Active Travel Champion, expressed support for the proposals.
17. The full responses are shown in **Annex 2**, and copies of the original responses are available for inspection by County Councillors. Any comments received that Officers identify as containing personal abuse and/or other personal information will be redacted as appropriate.

## **Officer Response to Objections/Concerns**

18. Five objections were received from members of the public, four being residents of the area; the grounds for objection included the lack for need for any change to the current speed limits and included comments on there being higher priorities for public expenditure.
19. One of the objections also cited doubts over the effectiveness of 20mph speed limits and also that it was essential that an adequate number of speed limit repeater signs are installed; in respect of the latter, it is confirmed that repeater signs will be provided in accordance with national guidelines.
20. Two responses – one expressing partial support and support – raised concerns that in addition to the current proposals, further speed management measures were needed to provide safer and more attractive routes for cyclists / active travel users between the villages in the area, echoing the views summarised above of the Oxfordshire Liveable Streets and the Oxfordshire Cycling Network.
21. The general review in progress of speed limits on A and B roads outside towns and villages will take account of active travel links; current resources however severely limit the potential to widen its scope to include minor roads, although noting that the ‘Quiet Lanes’ programme is seeking to establish a consistent framework for assessing and delivering traffic management schemes on minor roads.

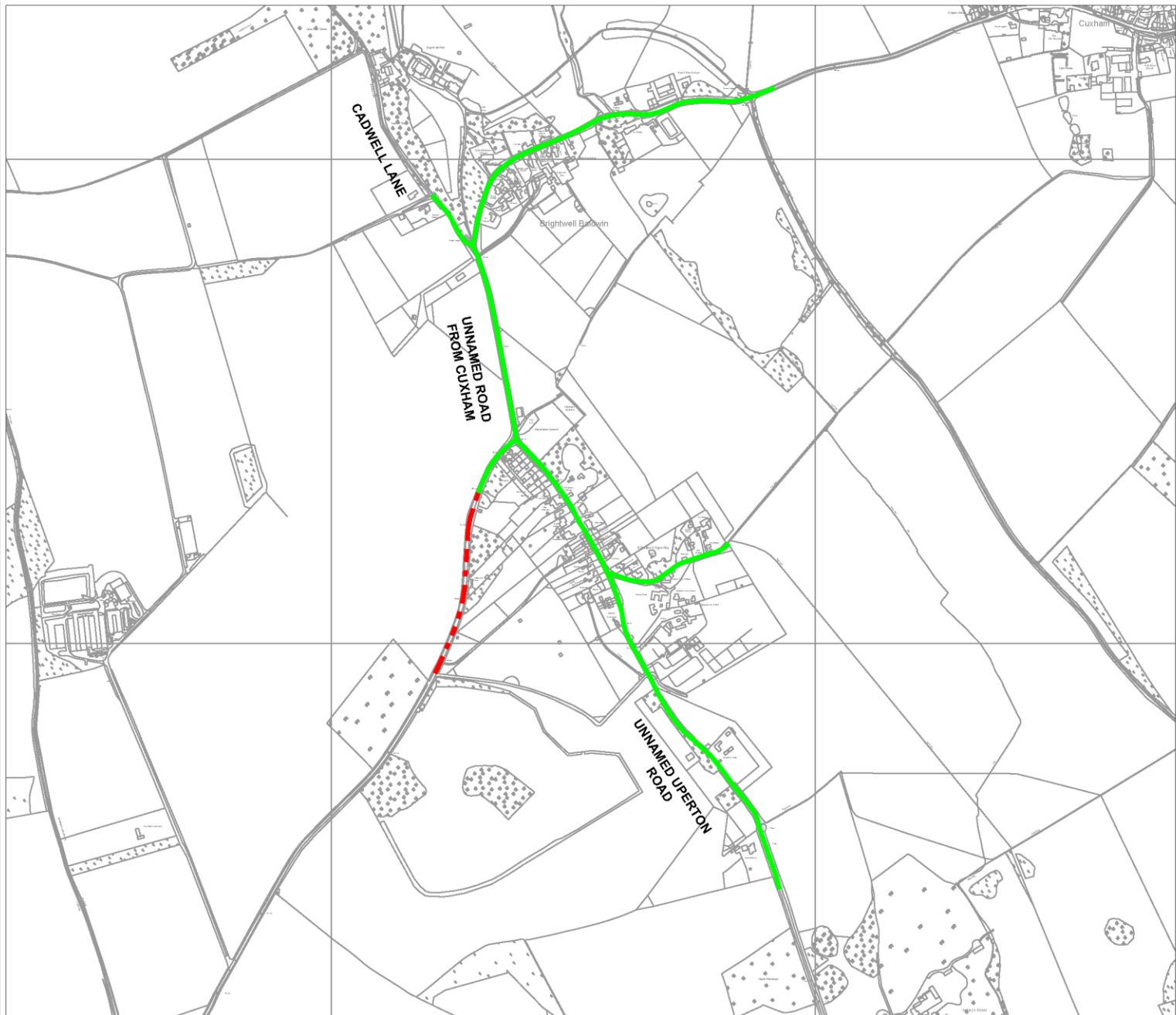
**Paul Fermer**  
**Director of Environment and Highways**

Annex(es):                      Annex 1: Consultation plan  
   Annex 2: Consultation responses

Background papers:        n/a  
Other Documents:         n/a

Contact Officer(s):        Anthony Kirkwood (Team Leader – Vision Zero)  
   Daron Mizen (Operational Manager – Highway Schemes)

April 2026



Drawing No. Revision 0

- Proposed 20MPH speed limit - replacing existing 60MPH National speed limit
- Proposed 20MPH speed limit - replacing the existing 30MPH speed limit

**SAFETY, HEALTH AND ENVIRONMENTAL INFORMATION**

IN ADDITION TO THE HAZARD/RISKS NORMALLY ASSOCIATED WITH THE TYPES OF WORK DETAILED ON THIS DRAWING, NOTE THE FOLLOWING SIGNIFICANT RESIDUAL RISKS

CONSTRUCTION  
(ENTER 'NONE' IF APPLICABLE)

MAINTENANCE/CLEANING  
(ENTER 'NONE' IF APPLICABLE)

USE  
(ENTER 'NONE' IF APPLICABLE)

DECOMMISSIONING/DEMOLITION  
(ENTER 'NONE' IF APPLICABLE)

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Rev.	Date	Purpose of revision	Drawn	Checked	Approved

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**Project title**  
Brightwell  
Baldwin

**Drawing title**  
Proposed 20MPH  
Speed Limit

**Drawing Status**

Scale @ A3	Drawn by AC	Checked by CM	Approved by CM
	Date drawn 09/01/2026	Date checked	Date approved

Oxfordshire Project No. & File Ref

Drawing No. Revision 0

## A. Email responses:

RESPONDENT	COMMENTS
(e1) Traffic Management Officer, (Thames Valley Police)	<p><b>No objection</b> – In principle I do not object to replacing the existing 30 through both villages with 20, but would add future signing needs to be improved throughout.</p> <p>I have to say I am not so keen on your proposal to replace a section of 60 limit with 20. I fail to see the justification for this as it has not been explained sufficiently to convince me of the need.</p>
(e2) Local group/organisation, (Oxfordshire Liveable Streets)	<p><b>Support</b> – 20mph speed limits through Brightwell Baldwin and Brightwell Upperton are entirely appropriate given narrow roads with many driveway accesses and no footways. This seems a missed opportunity to reduce the speed limits on the lanes running southwest to the B4009 and east towards Cuxham, from NSL / 60mph to 50mph, or even 40mph. This would have made them consistent with the speed limits on the other lanes in the area (for example on the B480 on either side of Cuxham).</p>

## B. Online responses:

RESPONDENT	COMMENTS
(o1) County Cllr, (Oxford, New Road)	<p><b>Support</b> – As Active Travel Champion, I support measures which are proven to improve the safety of pedestrians, cyclists and horse-riders - as putting in this 20mph zone will do.</p>
(o2) Local resident, (Brightwell Baldwin)	<p><b>Object</b> – The 20 mph limits are impractical for drivers to maintain. Trust drivers to use appropriate speeds and judgement at any given moment in whatever conditions. Arbitrary speed limits are patronising and frustrating and ultimately won't be adhered to. Keep the speed limit at 30 and save us all a load of time and hassle and expense.</p>

<p>(o3) Local resident, (Brightwell Baldwin, Main Road)</p>	<p><b>Object</b> – There have never been any road accidents with the current 30mph limit why change? A stupid use of tax payers money.</p>
<p>(o4) Member of public, (Uffington, Green Lane)</p>	<p><b>Object</b> – 1) I do not see why a 20mph restriction is necessary on large parts of the proposed area. The nature of the road makes it obvious that a lower speed is required.</p> <p>2) Large numbers of repeater signs will be required to comply with table 8.4 of chapter 3 of the DfT Traffic Signs Manual. These are not shown on the consultation plan. Without these repeaters the restriction will be unenforceable and meaningless. If the response to this is that the appropriate speed is obvious without repeater signs then there is no need to implement the restriction.</p>
<p>(o5) Local resident, (Upperton)</p>	<p><b>Object</b> – The majority of the green area proposed is self restricting to speed, due to parked cars and the narrow road in Upperton. The area between the villages have a 30mph and that isn't always adhered to, why should a new 20mph sign be any different! The money for this project would be much better spent on the maintenance of the roads, Pot holes are occurring everywhere.</p> <p>The new 20mph signs do not slow traffic.</p>
<p>(o6) Local resident, (Upperton)</p>	<p><b>Object</b> – Money spent on the project would probably be better spent on road maintenance, putting 20mph signs on the narrow road in Upperton is a waste of resources. If pedestrians are walking along these roads traffic would need to slow as common sense would dictate. a 20mph sign telling drivers would not make any difference, as shown in Cuxham.</p>
<p>(o7) Local resident, (Brightwell Baldwin, Cadwell Lane)</p>	<p><b>Partially support/concerns</b> – The original proposed 20mph limit did not include the road between Brightwell Baldwin and Upperton which was to remain 30mph. Also no extension of the limit on the road up towards the junction of the B4009 and Eyres lane and no extension all the way to Cuxham</p>
<p>(o8) Local group/organisation,</p>	<p><b>Support</b> – We support 20mph as the sensible and safe speed in built-up areas, based on an accumulating evidence on how it reduces serious casualties and road deaths by 20-30%.</p>

<p>(Oxfordshire Cycling Network)</p>	<p>For Brightwell Baldwin, we support this as the village is an important link in the rural cycling network, on the route for example between Wallingford, Benson or Ewelme and Thame.</p> <p>There is one key link on this route near here we would also like you to look at. Cuxham's 20mph speed limit is a huge improvement, but there is about 800 metres of the B480 from there to the turn to Stoke to Talmage that is 50mph that used to be a reasonable cycling route but more, larger and faster vehicles have made more dangerous. Some attention to restoring some safety here as well would be greatly appreciated.</p>
<p>(o9) Local resident, (Brightwell Baldwin, Cadwell Lane)</p>	<p><b>Support</b> – The road through the village is only just wide enough for two cars to pass in places. It gets ever busier with traffic, but is also used by pedestrians, horse riders and cyclists frequently. There is no street lighting and the edges are not marked, notwithstanding many deep potholes.</p> <p>Drivers frequently have to drive round these hazards. A reduced speed would increase the time to appreciate the need for this, and be safer.</p>
<p>(o10) Local resident, (Brightwell Baldwin, Cadwell Lane)</p>	<p><b>Support</b> – The road through the village is narrow and with variable road restrictions appearing frequently to fix potholes etc traffic volumes can go up with the 30mph limit is not adhered to. This would help slow it down.</p>
<p>(o11) Local resident, (Brightwell Baldwin, Cadwell Lane)</p>	<p><b>Support</b> – The roads are used by walkers , riders and children getting to the playground, there are lots of pets and animals in the village. Traffic has increased over the last 10 years . There is a tendency for drivers to exceed 30MPH. 20MPH calms the traffic and works well in Cuxham.</p>
<p>(o12) Local resident, (Brightwell Baldwin)</p>	<p><b>Support</b> – I strongly support its implementation, I believe it will make a significant difference to the safety for residents, cyclist &amp; pedestrians , particularly as there are no footpaths in the village. Extending the speed limit creates consistency for drivers, which would hopefully improve compliance.</p>
<p>(o13) Local resident, (Brightwell Baldwin)</p>	<p><b>Support</b> – Fully support this proposal as I frequently see cars entering scheme from Benson direction at speed in excess of current limit (road turns in front of village play area) and additionally have seen increase in cut</p>

	<p>through traffic (at rush hours) not respecting current limit or size of road and road becoming "wider" as a result leading to pot holes as drivers attempt to avoid each other.</p> <p>Additionally with the removal of previously proposed Cuxham bypass, any future development in Chalgrove will undoubtedly increase traffic flow through the village. I wholeheartedly support this proposal.</p>
(o14) Local resident, (Brightwell Baldwin, Unnamed road)	<p><b>Support</b> – Safety concerns for walkers, children, horse and pony riders and cyclists (I mean locals when we take the risk of cycling into Watlington). There are dangerously bends on entering the village from the Cuxham end, around the end of Cadwell Lane and by the sign post in Upperton where I regularly see near misses and dangerous speeds.</p>
(o15) Local resident, (Brightwell Baldwin, Unnnamed road)	<p><b>Support</b> – more traffic than ever before and lorries rattling at high speed equals more noise</p>
(o16) Local resident, (Brightwell Baldwin, Unnamed road)	<p><b>Support</b> – From Rectory bend through Brightwell Baldwin ( coming from Cuxham) heavy traffic from the Chalgrove building programme travels too fast. I live on village road and my verge has been ruined by these vehicles passing each other. 20 mph limit is essential for our road and also for upperton. I don't personally think it's necessary all the way up the unnamed road towards the B4009.</p>
(o17) Local resident, (Brightwell Baldwin)	<p><b>Support</b> – I live on that stretch of road and would love everyone to slow down</p>
(o18) Local resident, (Brightwell Upperton)	<p><b>Support</b> – I support a 20mph speed limit as it is a quiet village where people should be able to walk on the roads with their children with less fear of fast cars. Moreover, the section between Brightwell Upperton and Baldwin is an area where people often exceed the speed limit and go 50mph. I feel that a 20mph speed limit would dampen down people's exceeding of the speed limit as excessively as they do now.</p>
(o19) Local resident, (Brightwell Upperton)	<p><b>Support</b> – People often drive at 40mph+ and it is dangerous when walking</p>

<p>(o20) Local resident, (Brightwell Upperton)</p>	<p><b>Support</b> – We live on the road in Brightwell Upperton and have a young family. We are terrified of our young child getting hit by a car given how fast some drivers, especially trucks, go, and how little visibility there is around the hedges.</p> <p>We are very supportive of this change, given this street is also not a main route through to businesses and is entirely residential.</p>
<p>(o21) Local resident, (Brightwell Upperton)</p>	<p><b>Support</b> – The road through the village, particularly in Upperton, is extremely narrow and is frequently used as a cut-through by both lorries and cars. In the absence of footpaths, this creates a significant safety risk, especially for residents whose gates open directly onto the road, as well as for pedestrians generally. For some residents and visitors, on-street parking is the only option, which further exacerbates the danger posed by speeding vehicles.</p>
<p>(o22) Local resident, (Brightwell Upperton, Unnamed road)</p>	<p><b>Support</b> – As a walker/rider it can be very dangerous. The speed limit changing will at least make some difference to driver's behaviour</p>
<p>(o23) Local resident, (Brightwell Upperton, Upperton Road)</p>	<p><b>Support</b> – I live on The Upperton crossroads and the speeding is bad. We welcome this speed limit.</p>
<p>(o24) Local resident, (Brightwell Upperton)</p>	<p><b>Support</b> – Makes eminent sense to reduce the speed people drive with animals etc</p>
<p>(o25) Local resident, (Brightwell Upperton)</p>	<p><b>Support</b> – This is a small rural village , I and lots of residents use these roadways at all times of day - on foot , walking dogs &amp; on bikes, pushing prams &amp; some on horseback too- my elderly mother in her 80's also uses these roads to walk.</p> <p>Traffic continuously exceeds the 30mph limit which is frightening and dangerous when conditions are light and normal- when there are dark mornings and evenings - ice on our always untreated roads and or mist, rain etc it makes matters worse for all road users.</p>

	Having a 20mph limit may encourage people to slow down more than when they see the 30mph signs. It would feel so much safer especially on the straight bit of road between Brightwell Upperton & Brightwell Baldwin where traffic seems to accelerate hugely.
(o26) Local resident, (Cuxham, Gregory Estate)	<b>Support</b> – As a runner I often feel in danger from drivers passing me at high speeds. This may discourage them.
(o27) Member of public, (Frieth, Frieth Road)	<b>Support</b> – I visit my daughter and grand children regularly and find walking along the stretch of road with the children really quite scary
(o28) Local resident, (Oxford, Pochard Place)	<b>Support</b> – These are narrow roads, regularly used by walkers, cyclists and horse riders. The high hedges and sharp bends make travelling any faster extremely unsafe
(o29) Local resident, (Upperton, Norton Cottages)	<b>Support</b> – I turn into and out of a concealed driveway at Norton Cottages. It is extremely dangerous as the cars either fly down the hill at speed or hurtle around the blind corner at the three way junction. I have had several near misses so this is why I whole heartedly support the 20mph speed change.
(o30) Local resident, (Upperton, road through Upperton)	<b>Support</b> – I support this as traffic goes through the village (where there are pedestrians) and past the Upperton playground too fast. These areas need the proven advantages of reduced accident rates in 20mph zones.
(o31) Local resident, (Upperton, unnamed road / track)	<b>Support</b> – I am supporting this due to: A) the narrow country lanes that serve our village. There is not enough room for 2 cars to pass each other B) its very unsafe for the pedestrians, bikes, horses and animals that are on the road ( there is no pavement ) due to the narrowness and cars / vans speeding C) Vans really speed through the village and I hope that at 20mph will encourage them to drive more slowly and responsibly. D) There are a couple dangerous very sharp blind bends which would benefit from a slower speed. Thank you
(o32) Local resident, (Upperton, Unnamed road)	<b>Support</b> – Totally supportive as increasingly the village is used as a cut through for speeding commuters and, as a horse rider and walker, I cannot count the number of near misses I've had, and the number of people who think 45mph is the right speed to pass a horse. The corner by Norton Cottages is particularly perilous as people hurtle

	down the hill & end up cornering on the wrong side of the road, and I've seen a number of near misses with oncoming traffic.
(o33) Local resident, (Upperton)	<b>Support</b> – Traffic is negotiating the areas marked at too great a speed for the width of the road and closeness to residential properties.
(o34) Local resident, (Upperton, Unnamed road)	<b>Support</b> – No pavement or street lights so reducing the speed limit will improve safety for local residents and those passing through Brightwell Baldwin and Upperton.
(o35) Local resident, (Upperton Brightwell Baldwin)	<b>Support</b> – Upperton is very narrow road and vehicles frequently need to get out of driveways In Brightwell Baldwin speeding drivers frequently brake sharply by Nelson pub As vehicles often parked along road
(o36) Local resident, (Upperton, Brightwell Baldwin)	<b>Support</b> – Currently cars coming down the hill from the main road come into Upperton on the corner by Norton Cottages too fast.
(o37) Local resident, (Upperton, Brightwell Baldwin)	<b>Support</b> – It is unlikely that the 20mph speed limit will be observed on the road between Brightwell Baldwin and Upperton as a vast majority of users do not keep to the current 30mph limit, but I suppose if it reduces their speed a bit then it is welcome. I fully support the 20mph limit in the two villages.
(o38) Local resident, (Upperton, Brightwell Baldwin)	<b>Support</b> – I walk the road between our villages every morning and it is becoming increasingly more dangerous as the volume of traffic from surrounding areas increases. There is no pavement and drivers accelerate on the long straight between the villages. I have witnessed many near misses and have had to physically jump out of the way of speeding vehicles.  I have lived in the village for 30 years and have never been as concerned as I am now. Ideally, there should be a chicane to stop drivers accelerating and allow pedestrians, of which, there are many, to walk safely on this road. As a village, we all pay a considerable amount of CT and get very little for our contributions. It is the least the council can do for a village that feels forgotten. The road between Stadhampton and Chistlehampton has a

	pedestrian walkway and it has a 20 mile speed limit. We have no street lights, no pavement and an extraordinary amount of lethal potholes.
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