

Divisions affected: *Carterton South & West*

DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT MANAGEMENT

05 SEPTEMBER 2024

KELMSCOTT - PROPOSED 20MPH SPEED LIMITS

Report by Director of Environment and Highways

RECOMMENDATION

The Cabinet Member is **RECOMMENDED** to:

- a) **Approve the proposed introduction of 20mph speed limits in Kelmscott, as advertised.**

Executive Summary

1. The report presents responses to a statutory consultation on the proposed introduction of 20mph speed limits in Kelmscott, as shown in **Annex 1**, with revised signing provision shown in **Annex 3** taking account of the concerns received during the consultation over the impact of the speed limit signing on the minor village roads.

Financial Implications

2. Funding for consultation and the proposals themselves has been provided by the County Council's 20mph Speed Limit Project.

Legal Implications

3. No legal implications have been identified in respect of the proposals, with proposed changes to existing Traffic Regulation Orders governed by the Road Traffic Regulation Act 1984 and other associated procedural regulations. Failure to adhere to these statutory processes could result in the proposals being challenged.

Equality and Inclusion Implications

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

Sustainability Implications

5. The proposals would help to encourage walking and cycling within Kelmscott by making them safer and more attractive.

Formal Consultation

6. Formal consultation was carried out between 13 June and 05 July 2024. A notice was published in the Oxford Times 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, local District Cllrs, Kelmscott Parish Council, and the local County Councillor representing the Carterton South & West division.

Statutory Consultee Responses:

7. Thames Valley Police re-iterated their views concerning OCC's policy and practice regarding 20mph speed limits and wish their response to be listed as 'having concerns' rather than an objection.
8. Oxford Bus Company offered no objection, citing that the proposals would have no impact on regular bus services.

Other Responses:

9. A further 27 responses were received via the online survey during the course of the formal consultation, comprising of: 11 objections (41%), 11 in support (41%), four partially supporting (15%), and one non-objection.
10. Those who responded online, were also asked whether if the 20mph speed limit proposals were implemented, would it likely influence a change to their mode of travel in the area, the results of which are shown below:

Travel Change	Number
Yes – walk/wheel more	1 (4%)
Yes - cycle more	2 (7%)
No	24 (89%)
Total	27

11. Additionally, a local resident submitted their support for the proposals via email.
12. The responses are shown in **Annex 2**, and copies of the original responses are available for inspection by County Councillors.

Officer Response to Objections/Concerns

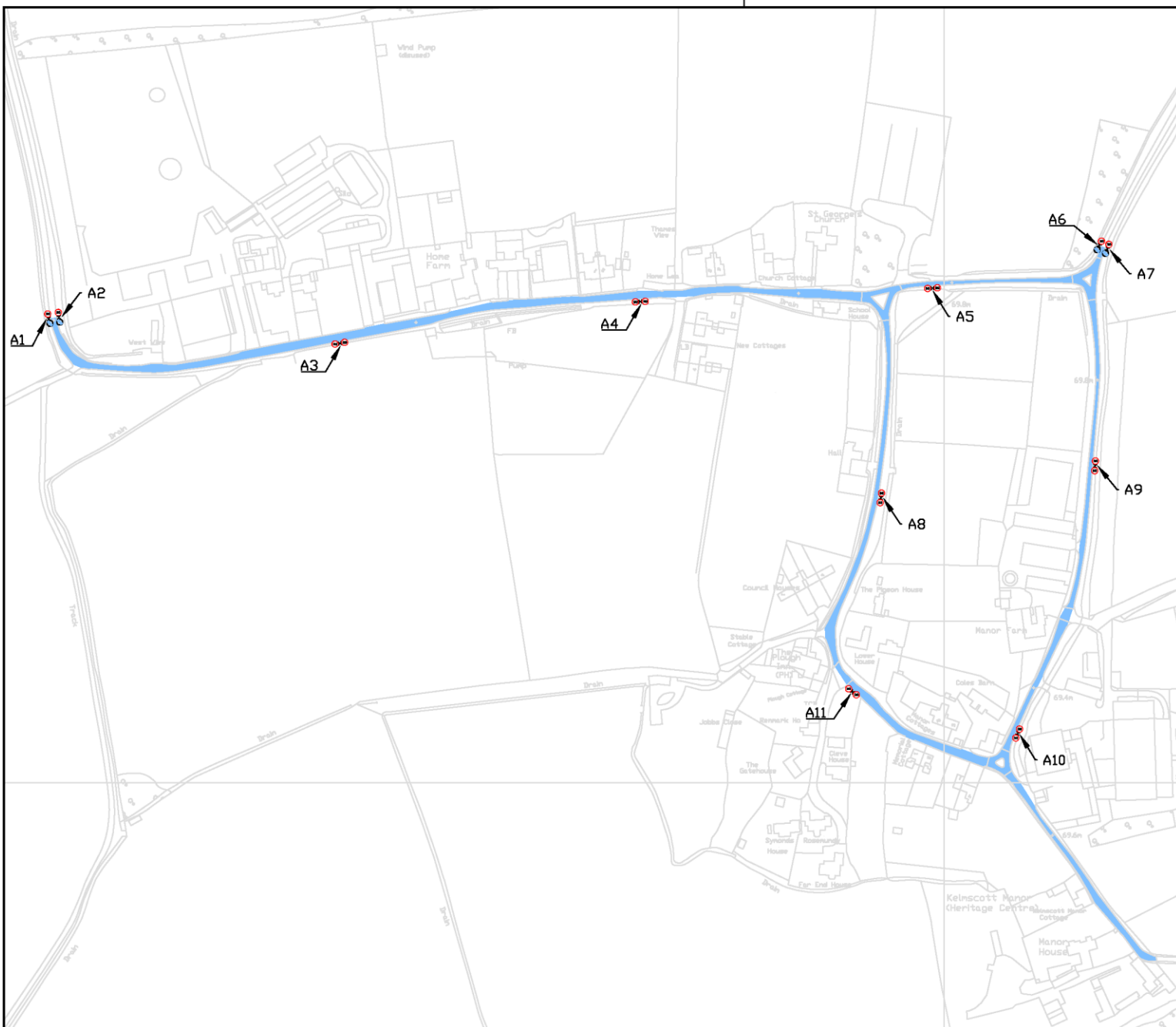
13. The main purpose of the scheme is to encourage greater use of active travel by reducing speeds; this is also expected to reduce accidents. The aim of reducing speed limits is to change driver's mindsets to make speeding socially unacceptable and make more environmentally friendly modes of travel such as walking and cycling more attractive – and also reduce the County's carbon footprint. This forms part of a countywide programme of works that seeks to deliver 'a safer place with a safer pace'.
14. The concerns of Thames Valley Police comprise observations applicable to the overall 20mph project but no site-specific comments relating to the proposals for Kelmscott.
15. Many of those objecting raised concerns about the adverse visual impact of the repeater signs on the village (the repeater sign locations are shown on the plan of the 20mph proposal in **Annex 1**). Although such signs are required within the speed limit, officers have reviewed their layout and believe that a reduced provision of repeater signs as shown in **Annex 3** will be sufficient without any undue adverse impact on compliance of the limit.
16. The authority considers objections along the lines of it being unjustified, anti-car, a waste of money, not enforceable or pointless to not warrant amendments to a proposal. As such the authority has not addressed any specific comments made of this nature in this report.

Paul Fermer
Director of Environment and Highways

Annexes
Annex 1: Consultation plan
Annex 2: Consultation responses
Annex 3: Updated plan

Contact Officers: Roger Plater (Senior Officer - Vision Zero)
Matt Archer (Portfolio Manager – Programme Delivery)

September 2024



Drawing No. _____

Notes:

Proposed 20mph limit

© Crown Copyright and Database rights 10023943 2017

Rev.	Date	Purpose of revision	Drawn	Checked	Approved

OXFORDSHIRE COUNTY COUNCIL
 Bill Cotton
 Director of
 Communities Operations
 Oxfordshire County Council
 County Hall
 New Road
 Oxford
 OX1 1ND
 Tel: 0845 310 1111

Project title
 Kelmscott 20mph

Drawing title
 Sheet A

Drawing Status

Scale @ A3	Drawn by ER	Checked by AK	Approved by AK
	Date drawn 08/04/24	Date checked 08/04/24	Date approved 08/04/24

Oxfordshire Project No. & File Ref

Drawing No.	Revision

RESPONDENT	COMMENTS
<p>(1) Traffic Management Officer, (Thames Valley Police)</p>	<p>Concerns – Thames Valley Police welcome the opportunity to engage on plans for road safety improvement and acknowledge that 20mph limits can be a useful tool in road safety. There are other reasons 20mph limits may be desirable for communities, such as environmental concerns, and creating a shared space environment to encourage greater diversity of road users.</p> <p>Compliance with 20mph limits is a challenging issue as there is a difference between the achievable results of the various available schemes. For example a sign-only scheme will only have a limited effect on the mean speeds, as opposed to other schemes that influence the road environment, which is recognised as being key to achieving compliance. If a speed limit is set too low and is ignored then this could result in the vulnerable road user being less safe. It can also cause a disproportionate number of drivers to criminalise themselves and could bring the system of speed limits into disrepute.</p> <p>Thames Valley Police have no policy to enforce based on arbitrary speed limits alone but will enforce based on threat of harm, risk and resourcing. 20mph limits are not excluded from this and will be enforced where appropriate. There should be no expectation that the police would be able to provide regular enforcement if a speed limit is set too low as this could result in an unreasonable additional demand on police resources and there are no additional resources available to support extra enforcement. Messages from partners that police will not enforce need to be discouraged. Such messaging can encourage non-compliance and should be avoided.</p> <p>The policy of Thames Valley Police is to use sound practical and realistic criteria (Setting local speed limits - GOV.UK (www.gov.uk)) when responding to Highway Authorities in an effort to promote consistency and to reduce the burden of constant and unnecessary enforcement. The advice shown in Circular Roads 1/2013 states.</p> <p>The key factors that should be taken into account in any decisions on local speed limits are:</p> <ul style="list-style-type: none"> • history of collisions • road geometry and engineering • road function • composition of road users (including existing and potential levels of vulnerable road users) • existing traffic speeds • road environment

	<p>However I recognise Oxfordshire County Council now have their own Policy for Setting Speed Limits and I expect full compliance of that policy going forward in relation to both monitoring , future engineering and self-enforcement through Community Speed Watch .</p> <p>Our stance remains that primarily 20 mph speed limits and zones should be self-enforcing</p> <p>Speed limits should be considered as part of a package of measures to manage vehicle speeds and improve road safety. Changes to the highway (for example through narrowing, providing vertical traffic calming or re-aligning the road) may be required to encourage lower speeds in addition to any change in speed limit. Though these may be more expensive, they are more likely to be successful in the long term in achieving lower speeds without the need for increased police enforcement to penalise substantial numbers of motorists.</p>
(2) Head of Built Environment and Infrastructure, (Go-Ahead Group)	<p>No objection – I confirm that the proposal referenced above has no impact on regular bus services.</p>
(3) Member of public, (Carterton, Lawton Avenue)	<p>Object – Why is this necessary in a small village with limited traffic and little issue surrounding speeding due to the inherent design of the village. Money really wasted on such a project.</p> <p>Travel change: No</p>
(4) Local resident, (Kelmescott, Unnamed road)	<p>Object – The 20mph speed limit doesn't work in Clanfield or Bampton nearby because there is no enforcement of it and so the minority of drivers who obey the limit are dangerously tailgated, flashed by headlights and occasionally subjected to abuse by the majority of drivers who don't obey the 20mph limit. It won't work in Kelmescot for the same reason and we'll be left with an excess of ugly, pointless signage spoiling the village as a result. Speed bumps are the only effective way to slow down traffic in villages.</p> <p>Travel change: No</p>
(5) Local resident, (Kelmescott)	<p>Object – The proposed number of signs, which is detrimental to the village.</p>

	Travel change: No
(6) Local resident, (Kelmscott, New Cottages)	<p>Object – Not objecting to the speed restriction but the 12 signs that will be posted around the village. If we could have one sign as you come into the village from either end I would be supportive but I understand that it is 12 signs or none. Given this I object</p> <p>Travel change: No</p>
(7) Local resident, (Kelmscott, New Cottages)	<p>Object – One of the lovely things about Kelmscott is that it does NOT have street signs and so on. I am convinced that many of the people who originally voted in favour of a 20mph zone were dismayed that the result would involve eleven signs spread throughout the tiny village, thus completely changing its appearance.</p> <p>Travel change: No</p>
(8) Local resident, (Kelmscott)	<p>Object – The village currently has no speed limit so is the default position. The history shows there has been no little or no accidents. The county council refused to alter the entrance to the manor car park on the grounds there is no evidence on safety grounds to move it onto the straight road I support a 30mph through the village.</p> <p>Travel change: No</p>
(9) Local resident, (Kelmscott)	<p>Object – Its unnecessary. Due to the width and nature of the roads in the village its hardly possible or practical to drive at much more than 20 MPH</p> <p>Travel change: No</p>
(10) Local resident, (Kelmscott, Unnamed road)	<p>Object – We strongly object to 20mph speed limit on financial, aesthetic and practical terms.</p>

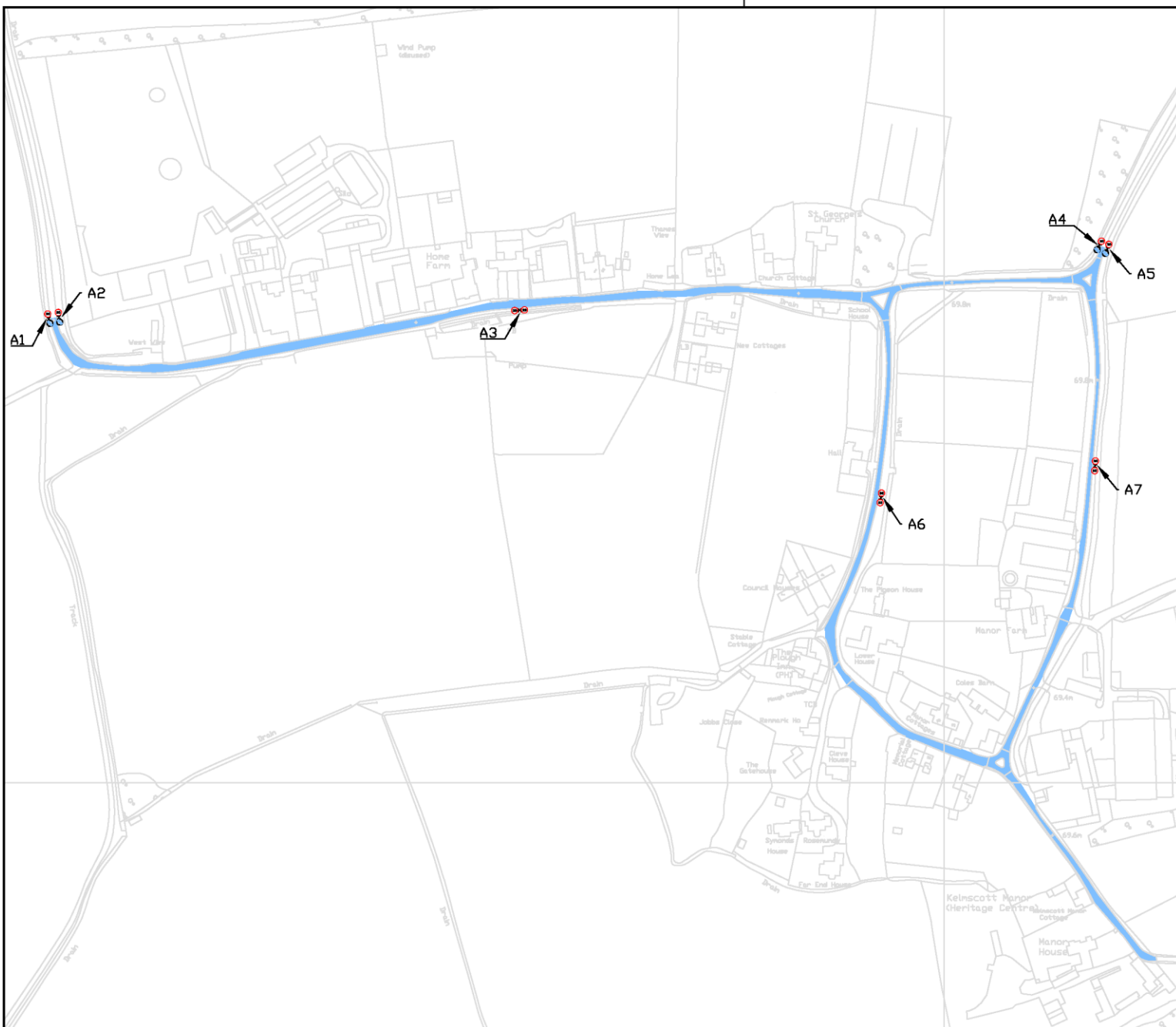
	<p>Kelmscott is a unique conservation area and this proposal will be detrimental to its rural and historic character. The village has remained almost unchanged for hundreds of years – it has no street lighting and very little street furniture therefore the introduction of 11 signs would destroy this character for ever. All that history will be wiped out.</p> <p>Kelmscott is a hamlet of around 35 houses with fewer than 100 full time residents. It is so small that the roads aren't even named. The siting of almost every proposed speed limit sign is either just before or just after a blind bend, where practically, you cannot speed.</p> <p>Furthermore, ~99% of the village roads are single track with parked cars and blind bends making it impossible to speed, apart from the very short distance, probably less than 100 yards between A3 & A4 proposed signs, where the distance is so short, a vehicle doesn't have time to speed! During the 26 years we've lived here, the village has never had a traffic casualty.</p> <p>As Kelmscott is so small, it is hard to believe that funds will be wasted installing and policing this proposed 20mph limit. If any driver wanted to speed, they will not obey a 20mph sign, secure in the knowledge that they will never be caught. With so many demands on the public purse, surely priority should be given to spending funds where they will be most useful ie repairing potholes and introducing speed limits where they will have some effect, where the population is large enough to make such limits meaningful.</p> <p>In summary, this is a waste of tax payers money, a blight on our landscape and absolutely unnecessary.</p> <p>Travel change: No</p>
(11) Local resident, (Kelmscott)	<p>Object – For large parts of the village it isn't possible to drive over 20 miles an hour. Where it is possible to drive above 20, signs will not deter speeding. It's therefore a waste of money & the number of signs is out of proportion to the size of the village</p> <p>Travel change: No</p>
(12) Local resident, (Kelmscott)	<p>Object – Traffic is unable to travel at speed through the village; installing 20mph signs will be a waste of both time and money</p> <p>Travel change: No</p>

(13) Local resident, (Kelmscott, Unnamed road)	<p>Object – In other local villages the 20 mph zones have been excessive and inappropriate for the road conditions and in areas with no pedestrians.</p> <p>Travel change: No</p>
(14) Local resident, (Kelmscott)	<p>Partially support – For an area to be classed as eligible for the 20mph scheme it must adhere to certain conditions, one of which is to "have an existing speed limit of no greater than 40mph". Kelmscott has an existing speed limit of 60mph, and therefore the proposed 20mph speed limit does not meet the stated conditions. The existing speed limit is definitely too high for such a small village with narrow roads. However, 20mph speed limits cause problems of their own making. The main problems are increased pollution by petrol and diesel vehicles driving in second gear, and the constant need to look at the speedometer instead of concentrating on the road. In my opinion a 30mph limit would be more appropriate for a location such as Kelmscott.</p> <p>Travel change: No</p>
(15) Local resident, (Kelmscott, Main road through village)	<p>Partially support – we live along the main straight road through the village and generally support the need for traffic calming measures. The problem is mainly along that long stretch as the remaining loop through the village is narrow so speeding isn't possible.</p> <p>We are not keen on the many 20mph signs across all of the village as enforcement will be difficult and the amount of signs will clutter the so far unspoilt appearance of the village. The 20mph signs would not be needed in 50% of the village due to the narrow lanes and the problem is mainly the long road. We would welcome some alternative traffic calming suggestions for the main straight helping to slow down the traffic. We have now quite a few families with young children in the village with more joining which is lovely. Some street furniture or prominent signs by the entrance of the village might be a step in the right direction? Many thanks</p> <p>Travel change: No</p>

<p>(16) Local resident, (Kelmscott, Unnamed road)</p>	<p>Partially support – We fully support making our roads safer for locals. We have 3 young children ourselves and regularly walk/cycle around the village. We also appreciate that there is one stretch of road in particular (the long straight running past Home Farm) which is prone to speeding. We are all in favour of some speed calming measures, but feel that 10 signs around the village is excessive. Kelmscott is a rare gem of a village. When walking around it one feels like you have gone back in time. It is so special, and apart from that one straight, drivers are generally respectful and careful.</p> <p>Travel change: No</p>
<p>(17) Local resident, (Kelmscott, Unnamed road)</p>	<p>Partially support – I feel the number of proposed signs is not necessary and the visual impact on the village will be detrimental to the character of a small and carefully-preserved historic hamlet.</p> <p>Travel change: No</p>
<p>(18) Local resident, (Kelmscott)</p>	<p>Support – It's is extremely important for the safety of our children in the village.</p> <p>Travel change: Yes - cycle more</p>
<p>(19) Local resident, (Kelmscott)</p>	<p>Support – As the village is currently national speed limit, it is far to fast for the single track road and more and more delivery vans don't drive to the conditions. There are several blind drives, roads without footpaths or footpaths parked on due to the narrow roads.</p> <p>Travel change: No</p>
<p>(20) Local resident, (Kelmscott)</p>	<p>Support – I support the 20mph speed limit in the village for safety reasons.</p> <p>Travel change: Yes - cycle more</p>

<p>(21) Local resident, (Kelmscott)</p>	<p>Support – A lot of traffic, driving too fast in a small village, as a local resident, also daily exercise horses in the village, pet owner and walker.</p> <p>Travel change: No</p>
<p>(22) Local resident, (Kelmscott)</p>	<p>Support – As a village with a major tourist attraction, we experience unusually heavy traffic, which is frequently driving at an unsafe speed. For the sake of our village life, and the benefits to the environment, I support officially lowering the speed limit.</p> <p>Travel change: No</p>
<p>(23) Local resident, (Kelmscott, Unnamed road)</p>	<p>Support – We are a small village but have many cars visiting Kelmscott Manor or The Plough and speeding is an issue for the safety of the residents but also the number of children who live in the village.</p> <p>Travel change: No</p>
<p>(24) Local resident, (Kelmscott, Unnamed road)</p>	<p>Support – The current 60mph speed limit is ridiculous and dangerous. The new speed limit will bring Kelmscott in line with other villages in the area.</p> <p>Travel change: No</p>
<p>(25) Local resident, (Kelmscott, Unnamed road)</p>	<p>Support – Some vehicles drive much too fast through the village.</p> <p>Travel change: No</p>
<p>(26) Local resident, (Kelmscott, Unnamed road)</p>	<p>Support – The lack of footpaths and blind bends makes parts of the village hazardous to pedestrians and drivers</p> <p>Travel change: No</p>

<p>(27) Local resident, (Kelmscott, Unnamed road)</p>	<p>Support – Our house is directly on the edge of the main road in to Kelmscott, Lechlade end, our gate opens directly into the road so we have to be very cautious of traffic passing by at unacceptable great speed, our neighbours along this stretch of road all have the same problem. We are all very diligent but we all have young children , grandchildren and pets that are constantly at risk , an accident waiting to happen . With a 20 mph limit potential injury could be less severe. Traffic has increased through the village over the last 10 years. The roads through and around the village are all narrow and in many places only single track with lots of blind spots , which should be a an obvious reason for vehicles to slow down , but at the moment many do not!</p> <p>We are in favour of the proposal for reducing the speed limit to 20 mph</p> <p>Travel change: Yes – walk/wheel more</p>
<p>(28) As a business, (Kelmscott Manor)</p>	<p>Support – I support the proposed 20 mph scheme as delivery drivers and local residents, plus visitors to the pub in the village drive too fast for the narrow lanes. While some may find having 9 signs in the village I can understand that they are needed to reinforce the message of the speed restriction and, over time will become part of the village furniture. Better than the makeshift signs we currently have.</p> <p>Travel change: No</p>
<p>(29) Local resident, (Kelmscott, Unnamed road)</p>	<p>No objection – I support the 20mph speed limit, as the village is small, has very narrow roads, several blind corners, and lots of visitors who are inexperienced with driving on this type of country road. I have had several near misses myself. I understand that residents are concerned with the proposed amount of signage, but I know that the signs are necessary to enforce the speed limit.</p> <p>Travel change: No</p>
<p>(30) Local resident, (Kelmscott)</p>	<p>Support – As a resident of Kelmscott, I am writing to confirm my support for the 20mph restriction proposed under the above referenced application.</p>



Drawing No. _____

Notes:

Proposed 20mph limit

© Crown Copyright and Database rights 10023943 2017

Rev.	Date	Purpose of revision	Drawn	Checked	Approved

OXFORDSHIRE COUNTY COUNCIL
 Bill Cotton
 Director of
 Communities Operations
 Oxfordshire County Council
 County Hall
 New Road
 Oxford
 OX1 1ND
 Tel: 0845 310 1111

Project title
 Kelmscott 20mph

Drawing title
 Sheet A

Drawing Status

Scale @ A3	Drawn by ER	Checked by AK	Approved by AK
	Date drawn 31/07/24	Date checked 31/07/24	Date approved 31/07/24

Oxfordshire Project No. & File Ref

Drawing No.	Revision