

Divisions affected: *Shrivenham*

**CABINET MEMBER FOR HIGHWAY MANAGEMENT –
16 NOVEMBER 2023**

ASHBURY: PROPOSED 20MPH SPEED LIMITS

Report by Corporate Director, Environment and Place

RECOMMENDATION

1. The Cabinet Member for Highway Management is RECOMMENDED to approve the introduction of 20mph speed limits in Ashbury and Idstone as advertised.

Executive summary

2. The report presents responses to a statutory consultation on the proposed introduction of 20mph speed limits in Ashbury and Idstone as shown in **Annex 1**.

Financial Implications

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

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 encourage walking and cycling within Ashbury and Idstone by making them safer and more attractive.

Formal consultation

6. Formal consultation was carried out between 14 September and 06 October 2023. 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, Vale of White

Horse District Council, the local District Cllrs, Ashbury parish council, and the local County Councillor representing the Shrivenham division.

Statutory Consultee Responses:

7. Responses were received from Thames Valley Police and Ashbury Parish Council. The Police re-iterated their views concerning OCC's policy and practice regarding 20mph speed limits which they consider as 'concerns' rather than an objection. The Parish Council support the proposals but seek further extensions on the B4507, B4000, and the eastern approach to Ildstone, their full response is available to view separately in **Annex 3**.

Other Responses:

8. 49 online responses and six emails were received, all from Local residents except for one from the headteacher of the village school in Ashbury. 23 respondents supported the proposals in both Ashbury and Ildstone and 22 objected to the proposals in both villages. A further 7 respondents objected to the proposals for Ashbury but either supported, had no opinion, or had concerns over the Ildstone proposals. one respondent supported the Ashbury proposals but had concerns over the Ildstone proposals and one respondent had concerns over both. In addition to the Parish Council, four respondents who supported the proposals asked that they be extended further out beyond the built-up areas.
9. The following table is a summary of the objections and concerns with the views of some respondents covering more than one category:

View/Opinion	Number of responses
Unnecessary	18
Will not be respected	9
Enforce existing limit instead	7
Extend limits out beyond built-up areas (all supporters)	4
Include bend on eastern approach to Ildstone	4
Only needed on residential roads and outside school	3
No accident justification	3
Waste of money	3
20 limit too slow for Ildstone	3
No other travel options	1
Will give a false sense of security	1
Will increase overtaking	1
Will increase pollution	1
Increased driver distraction from focus on speedometer	1

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	6 (12%)
No	41 (84%)
Other	2 (4%)

11. The consultation responses are shown in **Annex 2**, and copies of the original responses are available for inspection by County Councillors.

Officer response to objections/concerns

12. 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 help reduce the Counties carbon footprint. This forms part of a countywide programme of works that seeks to deliver 'a safer place with a safer pace'.
13. The 53 respondents, who are evenly balanced between supporters and objectors, illustrate a relatively high level of engagement and represent around 10% of the population. 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.
14. Several respondents however, including the Parish Council, sought more extensive limits with several citing one particular area. A further three specifically considered the proposed 20mph limit for Idstone to be unduly low. Officers have considered the extent of proposals in detail within advance discussions with residents and believe the published proposals to represent the most effective overall solution within policy guidelines.

Bill Cotton
Corporate Director, Environment and Place

Annexes
Annex 1: Consultation plan
Annex 2: Consultation responses
Annex 3: Ashbury Parish Council full response

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November 2023

Idstone

Ashbury
&
Kingston Winslow

Ashbury & Idstone 20mph

Legend	
Proposed 20	
Existing NSL	
Not Public Highway	



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Rev.	Date	Purpose of revision	Drawn	Checked	Approved
1.0	31.07.23	First Draft	C.R		

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Drawing title: Ashbury 20mph Scheme Overview

Drawing Status					
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RESPONDENT	COMMENTS
(1) Traffic Management Officer, (Thames Valley Police)	<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 dis-proportionate 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>
<p>(2) Ashbury Parish Council</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>I am submitting these comments on behalf of the Ashbury Parish Council (APC) which I chair. The APC held a public consultation on the proposed 20mph zone on 28 September. All present at that meeting endorsed the OCC Statement of Reasons for the 20mph zone</p> <p><i>[Full response in Annex 3]</i></p> <p>Travel change: Yes – walk/wheel more</p>
<p>(3) Local resident, (Ashbury, Idstone Road)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Concerns</p> <p>Better to encourage drivers to obey the existing 30mph speed limit Traffic volumes in Ashbury are low and in the whole of my lifetime there has been no accidents involving pedestrians or children.</p> <p>Travel change: No</p>

<p>(4) Local resident, (Ashbury, Idstone Road)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Concerns</p> <p>Idstone is a rural setting and a national speed limit should apply on the main through road.</p> <p>Travel change: No</p>
<p>(5) Local resident, (Idstone, Idstone Road)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Concerns</p> <p>The through road in Idstone should not be 20mph as that is a rural road, in a rural setting and should be treated as such. Ashbury is sufficient at 30mph.</p> <p>Travel change: No</p>
<p>(6) Local resident, (Ashbury, Idstone Road)</p>	<p>Ashbury 20mph – Object Idstone 20mph – No opinion</p> <p>No enforcement of the 30mph - lowering the limit will do nothing to reduce speeding - I will not drive at 20 - too slow</p> <p>Travel change: No</p>
<p>(7) Local resident, (Ashbury, Idstone Road)</p>	<p>Ashbury 20mph – Object Idstone 20mph – No opinion</p> <p>lowering the speed limit will give a false sense of security as those that break the current 30mph will not stick to the 20mph limit - making it more dangerous!</p> <p>Travel change: No</p>

<p>(8) Local resident, (Ashbury, Berrycroft)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>Why are there not more measures to enforce the current 30mph limit? Reducing the limit will do nothing to those that speed.</p> <p>Travel change: No</p>
<p>(9) Local resident, (Ashbury, Berrycroft)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>How much is this costing, when there have been no accidents due to speed reported ever? The money could be better spent by the Parish. I live in the village and will not be driving at 20mph.</p> <p>Travel change: No</p>
<p>(10) Local resident, (Ashbury, Chapel Lane)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>30 mph at present is perfectly adequate</p> <p>Travel change: No</p>
<p>(11) Local resident, (Ashbury, Chappel Lane)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>Driver Compliance: Drivers are more likely to comply with a speed limit that they perceive as reasonable. A 30mph limit may receive better compliance and reduce the need for speed enforcement measures.</p> <p>Travel change: No</p>

<p>(12) Local resident, (Ashbury, Chappel Lane)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>Lowering the limit will mean responsible driving at 25 currently drivers become irresponsible!</p> <p>Travel change: No</p>
<p>(13) Local resident, (Ashbury, Chruch Lane)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>This is a policy to encourage other modes of transport, walking cycling etc. However, due to our remote location other modes are not an option! This is an inner city policy being forced in a rural setting.</p> <p>Travel change: No</p>
<p>(14) Local resident, (Ashbury, Church Lane)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>I do not believe that reducing the speed limit to 20mph will encourage additional walking and/or cycling in the village. What should happen is stricter enforcement of the current 30 mph limit with the villages and the inclusion of 30mph throughout Kingsto</p> <p>Travel change: No</p>
<p>(15) Local resident, (Ashbury, College Farm Lane)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>20 mph is too slow as you are watching your speed too much and not the road! I will not be doing 20 and will remain driving at 30!</p> <p>Travel change: No</p>

(16) Local resident, (Ashbury, College Farm Lane)	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>As we live in the country, this feels like a city policy and would not be suitable. Next you will try to ban tractors because they are too big for country lanes!</p> <p>Travel change: No</p>
(17) Local resident, (Ashbury, Idstone Road)	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>not necessary, people will not follow</p> <p>Travel change: No</p>
(18) Local resident, (Ashbury, Idstone Road)	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>There are no reported incidents of accidents as a result of speed through Ashbury and idstone. Ashbury has pavements throughout the village and most of the proposed area for idstone is a no through road used by residents only</p> <p>Travel change: No</p>
(19) Local resident, (Ashbury, Idstone Road)	<p>Ashbury 20mph – Object Idstone 20mph – Object</p>

	<p>Speeding is not generally a big problem in Ashbury as there are many cars parked on the roads which cause the traffic to slow down. One area of some concern is B4000 where cars travelling towards Shrevenham sometimes come down Ashbury Hill quite fast a</p> <p>Travel change: No</p>
(20) Local resident, (Ashbury, Idstone Road)	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>Realistic Speed: 30mph is often seen as a more realistic speed for rural or village roads. It allows drivers to maintain a reasonable pace while still being cautious and responsive to potential hazards.</p> <p>Travel change: No</p>
(21) Local resident, (Ashbury, Idstone Road)	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>20mph is a limit for city centre not a rural setting. We are not built up and do not have a high population.</p> <p>Travel change: No</p>
(22) Local resident, (Ashbury, Wixes Piece)	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>I have recently moved to the village and did so accepting the current speed limit and the risks associated. There is no need to change, and this feels a but nanny state.</p> <p>Travel change: No</p>
(23) Local resident, (Ashbury, Church Lane)	<p>Ashbury 20mph – Object Idstone 20mph – Object</p>

	<p>I don't see any reason that a 20mph zone would benefit motorists or residents, especially on the main roads through the village</p> <p>Travel change: No</p>
<p>(24) Local resident, (Ashbury, College Farm Lane)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>Completely unnecessary, these are rural villages not the a420!</p> <p>Travel change: No</p>
<p>(25) Local resident, (Ashbury, Idstone Road)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>Unnecessary</p> <p>Travel change: No</p>
<p>(26) Local resident, (Idstone, Idstone Road)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Object</p> <p>This is not a built up environment and should be treated as such! We are not some inner city urban area with heavy traffic and a dense population</p> <p>Travel change: No</p>
<p>(27) Local resident, (Ashbury, Idstone Road)</p>	<p>Object – I would like to register my objection to this. The issue seems NOT TO BE that 30mph is too fast, it is that selfish people with no consideration of others do not respect this speed limit as it stands. Therefore, whether it is 20 or 30mph, people will flout it.</p>

Rather than penalise the majority, who do drive considerately, I would suggest looking at how to deal with those who do currently break the 30mph speed limit by hitting them where it hurts, in their pocket and on their licences with points. I appreciate speed camera's cost money but they are effective and many villages have them. This article came just below the article in our village magazine that says the village has agreed to spend £2,000 on a flagpole. I would hope speed cameras might likewise get consideration, even if the financial implications were bigger than a flag pole. The second option, as much as I personally hate them and they are a snowplough drivers nightmare, is to have appropriate sized and appropriately placed speed bumps. Speed bumps make me slow down so I would imagine they would make others slow down too. I say appropriately sized as some are so large and acute even driving as slow as possible is not healthy for the car. Others are so shallow or so narrow that they go between the wheels of most cars. Either way, this renders them pointless and do not reduce speed at all.

I do not oppose this lightly. 3 years ago we had our own dog run over by the village bus outside our house so we understand the emotions. My husband witnessed it and I believe the bus was probably not even doing 20 mph, let alone 30mph.

There are other measures that we, as villagers can take on board to keep safe. After twice passing runners who were particularly careless of their own safety I have posted each time on Ashbury facebook site, asking that we all take personal responsibility for our own safety, i.e. running on the appropriate side of the road (which may change according to where it is e.g. on corners etc.) and not running with headphones so that runners can hear traffic coming. Whether cycling, running, walking, horse riding, we should all ensure maximum visibility when conditions are not optimum for full visibility.

My experience of this reduction to 20mph is currently mainly limited to Shrivenham where I travel every weekday. Shrivenham is a village where much of the main roads and the housing areas have wide roads with excellent visibility. To restrict to 20mph is pointless, a waste of peoples time, and probably (if I knew how to figure out the calculations) I would imagine causes more pollution in the village as vehicles are forced to linger longer. The only place where 20 mph there may be sensible in Shrivenham is on the High Street itself with reduced visibility of parked cars, a school etc. My other main experience is hearing from my bewildered friend holidaying in Wales and relaying the chaos in Wales where they have just implemented these speed restrictions and there are contradictory speed restriction signs all over the place.

I suspect my opinion may be in the minority as it an emotive topic. However, for the reasons stated above this isn't the right solution because the right problem isn't being addressed - i.e. how to deal with people who drive above the current speed limit (& therefore any future speed limit). As I followed a friend who I highly respect recently, I had to

	<p>have a wry smile to myself. My friend was an advocate of 20mph in Shrivenham. I followed him through the 20mph area and he was certainly not sticking to the speed limit!! I won't say if I did likewise or adhered to the frustrating and pointless 20mph limit!</p>
<p>(28) Local resident, (Ashbury, Wixes Piece)</p>	<p>Object – In my view this is unnecessary, will be counter-productive, and fails to deal with the specific road safety issues in the villages.</p> <p>UNNECESSARY The centres of both villages comprise narrow, winding, congested roads. These are not navigable at high speed, and 95% of drivers proceed at less than 20mph anyway. The approaches to the villages are reasonably safe at 30mph and are bordered by pavements or verges that can be used safely by pedestrians.</p> <p>COUNTER-PRODUCTIVE People speed either because they object to the limit or they aren't aware of it. Reducing the limit won't change that. Furthermore the sort of drivers (mostly commercial) that drive at 40mph in the existing 30mph zone have no consideration for other road users. If law abiding citizens are restricted to 20mph they will be treated as an obstacle and risk being overtaken where it isn't appropriate. The solution is to enforce the existing 30mph limit, preferably with illuminated speed sensors or enforcement cameras.</p> <p>MISSING THE POINT We do have road safety issues in the village. We need more effective measures to deal with the traffic past the school, at the start and end of the school day. We need enforcement to stop drivers speeding on the descent towards the Ashbury crossroads. This junction frequently has obscured visibility when emerging from the centre of the village and drivers carrying excessive speed over the crossroads are a real safety hazard.</p> <p>The road between Ashbury and Shrivenham is also very dangerous. Anyone walking, running or cycling along it is playing Russian roulette with fast moving traffic. The verges are too narrow, overgrown and uneven to be used by pedestrians. Consideration should be given to creating a path/cycleway between Kingston Winslow and Stainswick Lane. This would provide a safe route for those wanting to travel to Shrivenham on foot/bicycle.</p> <p>Please don't waste everyone's time reducing the speed limit when there are more important priorities.</p>

<p>(29) Email response, (unknown)</p>	<p>Object – I am against the proposals for 20mph zones in all these villages except:</p> <ol style="list-style-type: none"> 1. on the B4000 adjacent to Ashbury Primary School 2. At present a 30mph signage would be welcome through all the hamlet of Idstone <p>My reasons are that motorists on the whole will not go down as low as 20mph and the expense of this new signage would be better invested in the poor present state of road maintenance.</p>
<p>(30) Local resident, (Ashbury, Idstone Road)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Support</p> <p>The current speed limit should be enforced before reduction.</p> <p>Travel change: No</p>
<p>(31) Local resident, (Ashbury, Pound Piece)</p>	<p>Ashbury 20mph – Object Idstone 20mph – Support</p> <p>In idstone I agree the roads are narrow and blind bends everywhere. However, Ashbury cannot be a 20. I have a 1.4L car and going at 30 I struggle up the big hill. And I know in my first car which was a 1.2L starting at 30 at the bottom saw me slow down to</p> <p>Travel change: Other No because we live in a small outlying village. I work near oxford so I'll have to carry on driving and at 20mph I will have to drop down a gear making my car do higher revs producing more pollutants</p>
<p>(32) Local resident, (Ashbury, Idstone)</p>	<p>Ashbury 20mph – Concerns Idstone 20mph – Concerns</p> <p>Pointless if not enforced. And I firmly believe 24/7 20 limits on through routes (B4000, B4507 in this instance) are wrong.</p>

	<p>On the other hand, I am supportive of 20 limits in residential roads that are not through routes, and past schools while the school</p> <p>Travel change: Other I'd love to. But no public transport (except into Swindon, which does not appeal at all) and roads unusable for cycling even if I were 30 years younger.</p>
(33) Local resident, (Idstone, Idstone Road)	<p>Ashbury 20mph – Support Idstone 20mph – Concerns</p> <p>I support the speed limit but think it should start on the straight road before the corner on the ashbury side</p> <p>Travel change: Yes – walk/wheel more</p>
(34) As part of a group/organisation, (Village School)	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>As Headteacher of the village school in Ashbury, I fully support the 20mph limit, as our school gates lead straight out onto the main road where many vehicles do not adhere to the speed limit, resulting in this road being incredibly dangerous for our scho</p> <p>Travel change: No</p>
(35) Local resident, (Ashbury, B4000)	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>I live on the B4000 in Ashbury, the cars come through the village past the school at much higher speeds than 30 mph. It is only a matter of time until there is a very bad accident. By reducing the speed to 20 mph hopefully it will make drivers at least sl</p> <p>Travel change: No</p>

<p>(36) Local resident, (Ashbury, Chapel Lane)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>Many drivers, local and other drive too fast both through Ashbury where there is school on Station road and on roads in and through Idstone - a very rural agricultural setting with large stabling and training facilities for horses. There are no footpaths</p> <p>Travel change: Yes – walk/wheel more</p>
<p>(37) Local resident, (Ashbury, College Farm Lane)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>I want Ashbury to be a safer place for pedestrians, cyclists and motorists alike. The current speed limit isn't safe and reducing it to 20mph will greatly improve safety in the village.</p> <p>Travel change: Yes – walk/wheel more</p>
<p>(38) Local resident, (Ashbury, College Farm Lane)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>Traffic generally drives through the village above the 30 mph limit- changing to 20 will hopefully at least slow drivers to 30</p> <p>Travel change: No</p>
<p>(39) Local resident, (Ashbury, College Farm Lane)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>My family and I live on the Idstone Road in Ashbury and there has been a notable increase in speed through the village, in the past few years. Not just an increase in speed but a very large amount of road users driving well in excess of the 30MPH limit cu</p>

	Travel change: Yes – walk/wheel more
(40) Local resident, (Ashbury, Idstone Road)	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>The 30 limit currently does not make motorists go 30 a large portion that travel through the village travel 40-50 until the memorial triangle bend, a 20 limit may at least get is to then going 30!</p> <p>Travel change: No</p>
(41) Local resident, (Ashbury, Idstone Road)	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>To improve Road safety</p> <p>Travel change: No</p>
(42) Local resident, (Ashbury, Idstone Road)	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>In general I support the scheme and understand why it should not be extended to include the double bend as you approach Ashbury from Shrivenham on the B4000 and from Wantage on the double bend as you approach Kingstone Winslow and Ashbury approaching from</p> <p>Travel change: No</p>
(43) Local resident, (Ashbury, Malthouse Close)	<p>Ashbury 20mph – Support Idstone 20mph – Support</p>

	<p>Cars currently travel through the village at speeds far in excess of 30. Wpoukd hope to see electronic signs highlighting vehicles' speeds.</p> <p>Travel change: No</p>
<p>(44) Local resident, (Ashbury, Pound Piece)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>Safety of residents if enforced</p> <p>Travel change: No</p>
<p>(45) Local resident, (Ashbury, Walnut Trees Hill)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>some of these roads have no pavements - slower traffic will make it safer for pedestrians The main crossroads are very dangerous, due to traffic speeding on the B4000</p> <p>Travel change: No</p>
<p>(46) Local resident, (Ashbury, Chapel Lane)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>Drivers often speed through the village especially coming from Lambourn The village school pupils are vulnerable</p> <p>Travel change: No</p>
<p>(47) Local resident, (Ashbury, College Farm Lane)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p>

	<p>The speed of the traffic through the villages is incredibly fast at times. It's very dangerous. Even walking on the pavement while traffic is moving too fast is dangerous especially for children and elderly. I would like to walk around my village and surr</p> <p>Travel change: No</p>
<p>(48) Local resident, (Ashbury, Idstone Road)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>The 20mph speed limit through Ashbury and Idstone is an excellent idea. The traffic flow has increased significantly since we arrived in Ashbury in 1994. Current speed levels are very often in excess of the legal limit.</p> <p>Travel change: No</p>
<p>(49) Local resident, (Ashbury, Malthouse Close)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>Although an unenforced 20mph limit will have no impact on the many seriously speeding drivers (on average, I would say that around 10% of traffic on the B4000 travels at 55mph & there is at least 1% who are travelling at nearer 70mph down the hill from La</p> <p>Travel change: No</p>
<p>(50) Local resident, (Idstone)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>Road users drive incredibly dangerously. In Idstone specifically there have been several near-misses as people have to drive out of their driveways onto the main road to get out. Drivers do not pay sufficient attention and when coupled with high speeds</p> <p>Travel change: Yes – walk/wheel more</p>

<p>(51) Local resident, (Idstone)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>I would like to propose that the 20mph zone approaching Idstone from Ashbury starts 50 -100 metres earlier for two reasons:- 1. There is a sharp bend as you come into Idstone from Ashbury and there are frequent incidents (more than once per year) where v</p> <p>Travel change: No</p>
<p>(52) Local resident, (Idstone)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>To slow traffic down - not residents but those who are passing through . With regards to Idstone there are regular accidents at the first sharp bend from Ashbury !</p> <p>Travel change: No</p>
<p>(53) Local resident, (Kingstone Winslow, Station Road)</p>	<p>Ashbury 20mph – Support Idstone 20mph – Support</p> <p>I live in Kingstone Winslow where there is currently an unrestricted speed limit which is dangerous given that there is no pavement and a number of houses with front doors close to the lane. My house (Lower Mill House) has a parking area on the opposite s</p> <p>Travel change: No</p>
<p>(54) Local resident, (Ashbury)</p>	<p>Support – I am fully in favour of this proposal but I would increase the area to include the following two stretches of road:</p>

	<p>1. Ashbury - extend the 20 mph to include the steep corner that approaches Kingstone Winslow turn and Ashbury from White Horse Hill direction. This should include the area in front of the allotments where there are often people walking in the road. This would slow drivers coming from the White Horse Hill area who speed in to Ashbury and down that decline to hit the corner at speed. My husband was hit by a car coming erratically down that hill and the car was written off (all involved were fine I'm pleased to say).</p> <p>2. Idstone - extend to include the blind corner just before Trip the Daisy as you come from Ashbury. I.e. from your mark 135.2. This would help protect cyclists.</p>
(55) Local resident, (Idstone)	<p>Support – I approve of this proposal with one alteration.</p> <p>The 20MPH zone in Idstone should start at the village sign or at the very least outside the Idstone farm entrance to the North East of the village.</p> <p>Have lived in Idstone my whole life the two most dangerous spots are the 1st east / west bend to the North East of the village where car miss the corner monthly due to excess speed and end up in the grass field belonging to Rectory Farm.</p> <p>Secondly cars come into the village from the west with far too much speed causing peril to the occupiers of Rectory Farm Cottages and working agricultural machinery existing Rectory Farm.</p>
(56) Local resident, (Idstone)	<p>Support – Firstly I want to say that I fully support the proposals for a 20mph speed limit but have a comment to make about the proposals for Idstone. Could the speed limit on the road from Ashbury, start before the corner. The attached photo was taken approx 70 metres from the corner, the slight rise in the road means that the sharp right bend is not visible, nor is the concealed exit from our property approx 30metres on the right, or the road down from the Ridgeway on the left, used by farm traffic, walkers, cyclists and horse riders . Drivers coming from Ashbury at 60mph have seconds to see the corner resulting in several cars crashing into the bank each year, the most recent ended with the car on its side part way across the road, amazingly nothing else hit it. If the speed limit started earlier it would at least warn people to slow down.</p>

Text of Submission to OCC online Consultation on 20 mph zones in Ashbury Parish

I am submitting these comments on behalf of the Ashbury Parish Council (APC) which I chair. The APC held a public consultation on the proposed 20mph zone on 28 September. All present at that meeting endorsed the OCC Statement of Reasons for the 20mph zones and strongly supported their introduction in Ashbury Kingstone Winslow and the Hamlet of Idstone. However, the meeting requested that the zones be extended – see below.

Deep concerns were expressed about the high speeds at which vehicles pass through our villages, with particular worry for the safety of the children attending Ashbury Primary School, which fronts the B4000. The need for effective action to limit speeds through our villages / hamlet will be all the greater as the Swindon Eastern Villages development is completed, with thousands more vehicles tempted to use the B4000 and B4507 as “rat runs”. They need to be deterred. 20 mph zones will contribute to that, as will the other traffic calming measures set out below.

The APC reported to the meeting on 28 September that our earlier representations had led to the extension of the proposed zone in Idstone to include a stretch of the B4507. This was welcomed. However, we also had to report that our requests, in correspondence by email in July 2023 with Geoff Barrell, for the zones to be extended to cover several dangerous bends at the entrances to our villages and the hamlet of Idstone, had not been accepted. The meeting discussed these critical areas in detail and mandated the APC to make the following requests to OCC for the augmentation and extension of the proposed 20mph zones.

- (A) **On the B4507, that the zone start before the steep and awkwardly cambered double bend at the junction with the unnamed road leading to Kingstone Winslow.** Cars coming from the Wantage direction frequently veer into the middle of the road at this junction because of excessive speed and the unexpected sharp turn against the downhill camber. Eleven new dwellings have been built just beyond the junction and there will be more and more vehicles emerging onto the triangular junction. There is no footpath along this part of the road which has high banks and leads past the allotments. Two popular paths up to the Ridgeway start in this stretch. Pedestrians feel highly vulnerable. **We ask that your experts come to examine on the ground the precise topography of this - and the other corners at issue** in this submission. The dangers cannot be assessed from maps alone.
- (B) **On the B4000 Station Road, coming from Shrivenham, that the zone start before the first of the two 90 degree bends at the junction.** There are frequent incidents at this corner of speeding cars failing to make this tight and unexpected turn and ending in the ditch or up the bank. The footpath on the inner side of the corner is much used by residents of Kingstone Winslow. Residents feel unprotected by the lack of any speed limit round this corner.
- (C) **In the Hamlet of Idstone, on the B4507 coming from Ashbury, that the zone start before the steep and blind right-angle bend at the start of the Hamlet.** Here too speeding cars and motorcycles have failed to make the turn and ended in the hedge. The local farmer has had to take injured to hospital in the middle of the night. The topography of this turn in particular needs to be seen in person by your experts. A

public footpath leads into the road from the Ridgeway just before the turn and there is no footpath for pedestrians. The road is used by large agricultural vehicles and buses, both the local service and the school bus. A 60 mph national speed limit at this point is senseless.

The meeting noted Geoff Burrell's comments that 20 limits are intended to cover communities where drivers can associate them with the possible presence of vulnerable users. The response was that in all three cases above, there are likely to be vulnerable users; and that the requested slight extension of the zones in these three areas will have disproportionately positive effect, both for the safety of drivers and for the peace of mind of our residents.

In the case of the school on the B4000 in the middle of Ashbury, the Chair of the School Council has written to ask the APC to lobby for a Zebra crossing outside the school as an additional safety measure. The vehicles coming down Ashbury Hill on the B4000 are all too often speeding. Pupils need to cross the road to get home and for access to the playground and Village Green.

The APC understand that a Zebra Crossing and other traffic calming measures may not be within the narrow compass of this 20mph zone scheme but we ask Cllr Gant to ensure that OCC look at this holistically and engage other OCC offices, as needed. The impact of the 20 mph zones on drivers across our parish will be greatly enhanced, if supplemented by additional signage and traffic calming measures. Specifically:

- i. Road narrowing at entry to villages and hamlet with priority given to traffic leaving the villages / hamlet (suitable for all entries, except possibly on the B4000 descending Ashbury Hill)
- ii. Additional passive signage eg "Warning: 20 mph zone ahead", "Warning: Sharp Bend Max. Speed 20" or "Warning: School Max Speed 20"
- iii. The Zebra Crossing in front of the school (as above). As there is no street lighting, this would need to be powered by PV cells.
- iv. Improved active speed monitoring signs (speed reading with smiley green face / scowling red face) to alert drivers to their speed

Such traffic calming measures have been introduced in neighbouring villages eg Shrivensham and Bishopstone to good effect. The residents of Ashbury Parish would welcome them also in our villages and the Hamlet of Idstone.

The APC will welcome a visit by OCC experts so that we can demonstrate on the ground the points made in this submission. We can also supply photographs.

Chair, Ashbury Parish Council
03 October 2023