

Divisions affected: Otmoor

**CABINET MEMBER FOR ENVIRONMENT – 25 MARCH 2021**  
**AMBROSDEN – PLOUGHLEY ROAD – PROPOSED TRAFFIC CALMING MEASURES**

Report by Corporate Director, Environment and Place

**RECOMMENDATION**

1. The Cabinet Member for Environment is RECOMMENDED to approve traffic calming measures on the Ploughley Road at Ambrosden as advertised.

**Executive summary**

2. This report presents responses received to a statutory consultation on proposed traffic calming measures on the Ploughley Road at Ambrosden as shown at Annex 1.

**Financial Implications**

3. Funding for the proposals has been provided jointly by Oxfordshire County Council and Ambrosden Parish Council.

**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 facilitate the safe movement of traffic and pedestrians.

**Consultation**

6. Formal consultation was carried out between 21 January and 19 February 2021. A notice was published in the Bicester Advertiser newspaper and an email sent to statutory consultees including Thames Valley Police, the Fire & Rescue Service, Ambulance service, Cherwell District Council, Ambrosden Parish Council and local County Councillor. Notices were placed on site and letters also sent to approximately 50 premises adjacent to the proposals.
7. 37 responses were received. 26 in support (70%), 9 objecting or raising concerns (24%) and 2 non-objections.

8. Individual responses are shown at Annex 2 with copies of the original responses available for inspection by County Councillors.

### **Response to objections and other comments**

9. Thames Valley Police did not object though noted that conspicuity was key to the effective operation of the proposed features and that large agricultural vehicles should not be obstructed. Such vehicles are accommodated within the proposed design and there is good visibility on each approach.
10. Objections were received from seven members of the public who doubted the effectiveness and safety of the proposed traffic calming measures, together with concerns over noise, emissions, potential damage to vehicles and inconvenience to law-abiding drivers. However, all but one acknowledged that measures were needed to slow traffic on Ploughley Road. The design of the scheme is in line with standard traffic engineering practice and robust enough to slow traffic effectively but without risk of damage to vehicles.
11. Concerns were also raised by two members of the public. One that the measures should be robust and the other that no measures had been proposed for Merton Road.
12. Expressions of support were received from twenty-six members of the public, including one request that similar measures be adopted on other roads in the village.
13. The design of the scheme has been agreed with Ambrosden Parish Council who will match-fund the scheme, should it be approved.

**BILL COTTON**

Corporate Director, Environment and Place

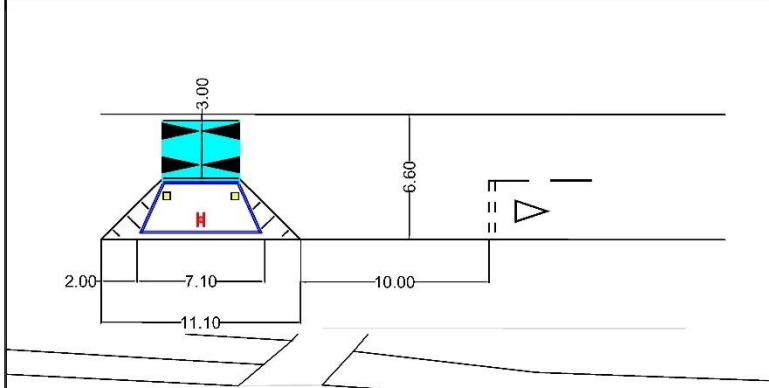
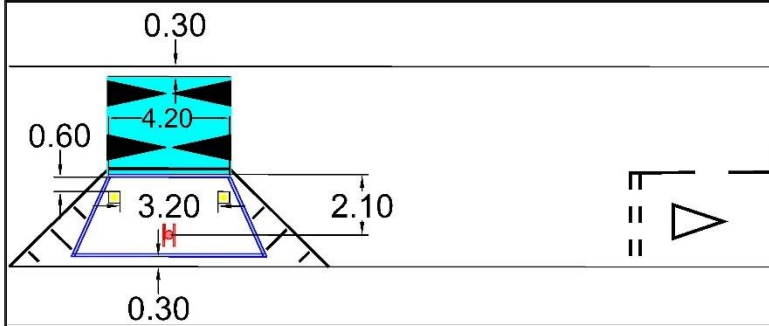
Annexes

Annex 1: Plan of proposed traffic calming measures  
Annex 2: Consultation responses

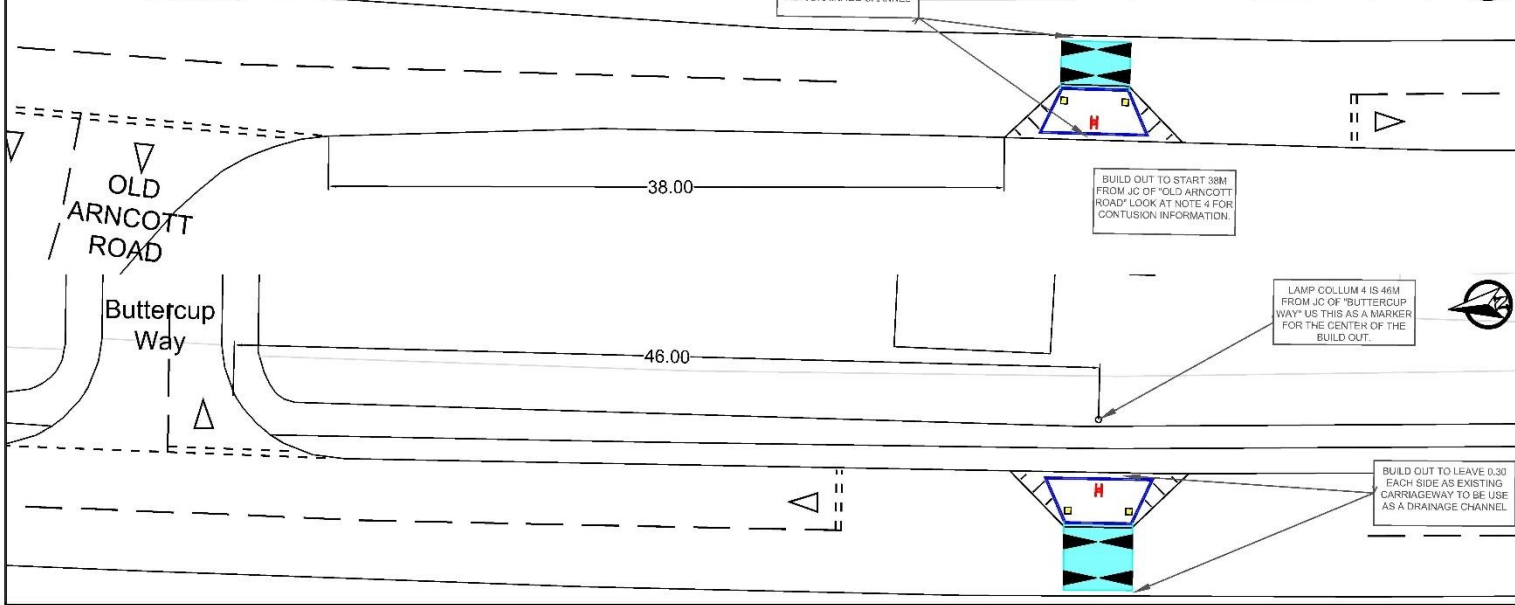
Contact Officers:

Tim Shickle 07920 591545  
Mike Wasley 07393 001045

March 2021



BUILD OUT TO LEAVE 0.30 EACH SIDE AS EXISTING CARRIAGEWAY TO BE USE AS A DRAINAGE CHANNEL.



BUILD OUT TO START 38M FROM JC OF "OLD ARNCOTT ROAD" LOOK AT NOTE 4 FOR CONTUSION INFORMATION.

LAMP COLLUM 4 IS 46M FROM JC OF "BUTTERCUP WAY" USE THIS AS A MARKER FOR THE CENTER OF THE BUILD OUT.

BUILD OUT TO LEAVE 0.30 EACH SIDE AS EXISTING CARRIAGEWAY TO BE USE AS A DRAINAGE CHANNEL.

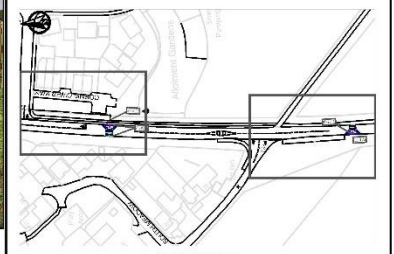
Drawing No.	Revision
-------------	----------

NOTES

- DO NOT SCALE FROM THIS DRAWING.
- VERIFY ALL DIMENSIONS ON SITE PRIOR TO CONSTRUCTION.
- REPORT ALL DISCREPANCIES TO THE DRAWING ORIGINATOR IMMEDIATELY.
- THIS DRAWING IS TO BE READ IN CONJUNCTION WITH ALL RELEVANT DOCUMENTS, STANDARD DRAWINGS - "HSD/700/250"

KEY

- Round Top Hump
- Road Marking
- Kerbing
- Post & Sign
- Light Box



LOCATION PLAN  
NTS

Rev.	Date	Purpose of revision	Drawn	Checked	Approved

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

Project title  
**Proposed New Build outs**

Drawing title  
**New build out & round top humps**

Drawing Status			
Scale @ A3	Drawn by	Checked by	Approved by
NTS	LN	XXXXXXX	
	Date drawn	Date checked	Date approved
	13/11/2020	XXXXXXX	

Oxfordshire Project No. & File Ref	Revision
------------------------------------	----------

RESPONDENT	COMMENTS
(1) Traffic Management Officer, (Thames Valley Police)	<p><b>No objection</b> – The areas here are village urban roads with relatively fast speed entry which will improve speed compliance to the appropriate speed limit. Lighting and conspicuity are key in these locations to avoid overshoot scenarios a hazard potential. Consideration should also be given in what is a rural community to large wide agricultural vehicle which may from time to time require movement through the build outs.</p> <p>Thames Valley Police have no objection or further comment on the proposals.</p>
(2) Cherwell District Council	<p><b>No objection</b></p>
(3) Local Resident, (Ambrosden)	<p><b>Object</b> - Thanks for the opportunity to offer feedback on the proposed traffic-calming measures for Ploughley Road. In short I object to the use of lane-restricting measures (i.e. that require road users to "give way"), and I object to the use of speed humps unless they are designed appropriately for the speed limit. Details of both objections below.</p> <p>I am all for measures to help encourage/discourage road users to/from keeping to speed/speeding but unfortunately I continue to see examples where it appears that common sense was not taken into account, nor a 21st century perspective, both of which I will explain below.</p> <p>Speed bumps/humps/pillows whether flat-topped or rounded are a perfectly sensible means of slowing down traffic. However, if the speed limit is X please design a hump which allows users to drive up to the speed of X without destroying their vehicles. Many humps are designed such that a speed at most X/2 can be maintained without removing the undercarriage of a vehicle.</p> <p>I do not drive a modified (e.g. "lowered") car - it's a bog-standard hatchback - not a 4x4 designed for rough terrain. The speed limit in the village is 30 mph. If I cannot drive more than 20 mph let alone 15 mph without damaging my car then please replace all 30 mph signs with 15 mph or 20 mph so that road users who are happy to keep to the speed limit can do so safely for their vehicle.</p> <p>If a road user is able to drive at a relatively stable 30 mph without the need to brake to 15 mph at every hump, only to accelerate back to 30 mph following every hump, less energy will be lost, resulting in less need to accelerate, and</p>

## CMDE7

hence reduced emissions and air pollution (more on this below).

My second point relates to the use of measures that restrict lanes and require users to "give way". If the objective is to make it inconvenient for users to speed then using such measures are at best a blunt instrument and at worse an utter nuisance.

It's a nuisance for drivers who follow the speed limit but are forced to come to a complete stop. As for those with no regard to the speed limit, it is a mere blip in their speedy travels. Once they have overcome the bottleneck they may open up the throttle again.

In other words the only outcomes that we can be certain of from the use of lane-restricting measures are:1) Respectful drivers had to come to a complete stop2) Speeders stopped momentarily, then accelerated

3) Energy was needlessly lost (due to braking) - the amount of which is proportional to the amount by which they needed to slow down or come to a complete stop

4) Energy was needlessly consumed in accelerating back to nominal speed levels - again the amount is proportional to the lost inertia

5) Excess emissions were emitted by the vehicles due to points 3 and 4 - the amount (you guessed it), proportional to the speed differential

Any measure that ticks points 3-5 do not belong in a time where climate change and air pollution is on everyone's minds. We want to slow down speeders. We must accept that some speeders will abruptly accelerate no matter what measures you introduce. However we should not be introducing measures that result in the same deleterious effects (energy lost, increased emissions, increased air pollution) for respectful road users - especially if we consider the multiplicative effects.

By that I mean there are far fewer road users who will exceed the speed limit than those who respect it. If the measures are resulting in deleterious effects for all users we have a worst-case scenario. If the deleterious effects only arise for speeders we have an optimal solution.

To summarise, I plead with you to ensure that the speed humps are fit for purpose and please do not impose lane restrictions. If you wish to supplement speed humps with additional measures please consider either a speed camera that warns users of their speed (like the one in Slip) or with the use of a speed camera. Let's tackle the speeding problem with targeted measures that solve the problem caused by the few and not create problems for the many/all.

CMDE7

<p>(4) Local Resident, (Ambrosden)</p>	<p><b>Object</b> - I see no benefit at all from speed humps. They can potentially cause damage to vehicles, create extra noise from braking and acceleration, which also increases pollution if vehicles need to stop and start and as someone who has been conveyed to hospital by ambulance on several occasions I can personally say they pose a serious threat to patient safety. This seems a total waste of money to solve a very small problem but speeding through the village whilst it does occur is not as common as many seem to think.</p>
<p>(5) Local Resident, (Ambrosden)</p>	<p><b>Object</b> - As a disabled traveller whom undergoes surgery at the hospitals, I so very much cannot tell planning people how much pain it causes travelling over these awful things. Up, down, stop start, its useful for planners who dont go along this route. NOT FOR LOCAL RESIDENTS WHO HAVE NO CHOICE BUT TO USE IT. PLEASE STOP THIS HIDEOUS IDEA NOW. MORE MONEY FOR NO GOOD REASON</p>
<p>(6) Local Resident, (Ambrosden)</p>	<p><b>Object</b> - Not required. Funds would be better used elsewhere.</p>
<p>(7) Local Resident, (Ambrosden)</p>	<p><b>Object</b> - HUGE expense for what I believe will result in little traffic calming.</p> <ul style="list-style-type: none"> <li>- There is already a VAS on Merton Road that is ignored - how will another help?</li> <li>- The Merton Road Island Removal document and the Ploughley Road document don't even have the correct titles - they are reversed - who writes this stuff - they can't even spell centre correctly - hardly inspires confidence?</li> <li>- Build-ups don't slow traffic if there is nothing coming the other way, but if there is, they just cause more pollution as one side has to slow, stop and start again - annoying drivers in the process (who then speed away in frustration)</li> <li>- The white lines on Merton Road/Ploughley Road junction will be a waste of paint and money - they will be ignored by drivers cutting the junction - as at present</li> </ul> <p>What's needed is simply...(and at greatly reduced cost)</p> <ul style="list-style-type: none"> <li>- Road humps – either small and/or full width in Merton and Ploughley Road</li> <li>- VAS or SID units in Ploughley Road and Merton Road that record traffic volume and speed so police can be called in if needed</li> <li>- Concrete lump at the junction of Ploughley and Merton Roads</li> <li>- Building up of the hump in the chicane on Merton Road</li> <li>- Get rid of the pointless VAS on Merton Road</li> </ul>

CMDE7

<p>(8) Local Resident, (Arncott)</p>	<p><b>Object</b> - Speed bumps damage cars, even when drivers are not exceeding the speed limit. The kerbed build outs are excessive and unnecessary and will just cause congestion at peak times.</p>
<p>(9) Local Resident, (Arncott)</p>	<p><b>Object</b> - In short I object to the use of lane-restricting measures (i.e. that require road users to "give way"), and I object to the use of speed humps unless they are designed appropriately for the speed limit. Details of both objections below.</p> <p>I am all for measures to help encourage/discourage road users to/from keeping to speed/speeding but unfortunately I continue to see examples where it appears that common sense was not taken into account, nor a 21st century perspective, both of which I will explain below.</p> <p>Speed bumps/humps/pillows whether flat-topped or rounded are a perfectly sensible means of slowing down traffic. However, if the speed limit is X please design a hump which allows users to drive up to the speed of X without destroying their vehicles. Many humps are designed such that a speed at most X/2 can be maintained without removing the undercarriage of a vehicle.</p> <p>I do not drive a modified (e.g. "lowered") car - it's a bog-standard hatchback - not a 4x4 designed for rough terrain. The speed limit in the village is 30 mph. If I cannot drive more than 20 mph let alone 15 mph without damaging my car they please replace all 30 mph signs with 15 mph or 20 mph so that road users who are happy to keep to the speed limit can do so safely for their vehicle.</p> <p>If a road user is able to drive at a relatively stable 30 mph without the need to brake to 15 mph at every hump, only to accelerate back to 30 mph following every hump, less energy will be lost, resulting in less need to accelerate, and hence reduced emissions and air pollution (more on this below).</p> <p>My second point relates to the use of measures that restrict lanes and require users to "give way". If the objective is to make it inconvenient for users to speed then using such measures are at best a blunt instrument and at worse an utter nuisance.</p> <p>It's a nuisance for drivers who follow the speed limit but are forced to come to a complete stop. As for those with no regard to the speed limit, it is a mere blip in their speedy travels. Once they have overcome the bottleneck they may open up the throttle again.</p> <p>In other words the only outcomes that we can be certain of from the use of lane-restricting measures are:</p>

## CMDE7

	<ol style="list-style-type: none"><li>1) Respectful drivers had to come to a complete stop</li><li>2) Speeders stopped momentarily, then accelerated</li><li>3) Energy was needlessly lost (due to braking) - the amount of which is proportional to the amount by which they needed to slow down or come to a complete stop</li><li>4) Energy was needlessly consumed in accelerating back to nominal speed levels - again the amount is proportional to the lost inertia</li><li>5) Excess emissions were emitted by the vehicles due to points 3 and 4 - the amount (you guessed it), proportional to the speed differential</li></ol> <p>Any measure that ticks points 3-5 do not belong in a time where climate change and air pollution is on everyone's minds. We want to slow down speeders. We must accept that some speeders will abruptly accelerate no matter what measures you introduce. However, we should not be introducing measures that result in the same deleterious effects (energy lost, increased emissions, increased air pollution) for respectful road users - especially if we consider the multiplicative effects.</p> <p>By that I mean there are far fewer road users who will exceed the speed limit than those who respect it. If the measures are resulting in deleterious effects for all users we have a worst-case scenario. If the deleterious effects only arise for speeders we have an optimal solution.</p> <p>To summarise, I plead with you to ensure that the speed humps are fit for purpose and please do not impose lane restrictions. If you wish to supplement speed humps with additional measures please consider either a speed camera that warns users of their speed (like the one in Islip) or with the use of a speed camera. Let's tackle the speeding problem with targeted measures that solve the problem caused by the few and not create problems for the many/all.</p> <p>Further to my previous email, my observation is that speeding drivers who are leaving Ambrosden towards Arncott tend to accelerate somewhere between Blackthorn Road and near the entrance to the Springfield Farm development (opposite the Three Corners MOT Garage). It is my opinion that the most strategic location to place a speed hump would be somewhere between Merton Road and the road leading to Springfield Farm (or just a short distance beyond).</p>
(10) Local Resident, (Ambrosden)	<b>Concerns</b> - This road needs to have a robust traffic calming measure to ensure compliance.



CMDE7

<p>(11) Local Resident, (Ambrosden)</p>	<p><b>Concerns</b> - Most people use this area as a rat run. No consideration is given to the people that live here or are indeed visiting. You take your own life in your own hands when out walking or attempting to cross the road especially outside of the Post Office.</p> <p>When driving past the Post Office heading towards Merton, you have to more than not drive on the wrong side of the road to pass parked vehicles (which is obviously a concern in itself) as it is impossible to see around the parked vehicles. Once you then have made this decision, you are invariably greeted by an oncoming vehicle at speed, who either insists on you reversing back up the road or is plain abusive whilst they insist on attempting to squeeze past you, is this even possible? No!</p> <p>I myself have experienced verbal abuse when making the manoeuvre above, when a BMW drove straight at me whilst forcing me into a space that wasn't fit for the size of my car. The man in question drove at speed, it was frightening.</p> <p>Many accidents have occurred in these areas both with vehicles and pedestrians. A road concern that should of been addressed many years ago and even more so now with growing numbers in the village and cars on the road.</p>
<p>(12) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - We are often disturbed by vehicles speeding past our house. Joining the Ploughley road from Buttercup way can be very dangerous. I like the current central reservation that allows us to cross by the bus stop opposite 3 corners garage on Ploughley road</p>
<p>(13) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - We live on Ploughley road and the speed in which vehicles come past is a great concern. The North side speed sign works well and we could do with one at the south end of Ploughley road. I do, however, not understand why the traffic island should be removed? It's a help in supporting crossing the road safely from each bus stop outside the garage and if anything helps slow vehicles down. Some more reminders with red paint 30 on the road would be good</p>
<p>(14) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - As a cyclist i regularly experience dangerous driving at these spots, cars going over the speed limit and dangerously cutting the corner on the Merton - Ploughley road. I believe this proposal will help to reduce this.</p>

CMDE7

(15) Local Resident, (Ambrosden)	<b>Support</b> - To help control the speeding traffic that races through the village.
(16) Local Resident, (Ambrosden)	<p><b>Support</b> - Whilst this style of traffic calming is not my preferred method, something has to be done to slow the traffic down through this village. As I frequently walk around the village I am amazed that people drive so fast with little regard to those who may be affected by their speed</p> <p>Also, the speed at which some people drive into and out of the junction of Ploughley Road with Merton Road is ridiculous. If these measures slow drivers down and prevent accidents, then I fully support them</p>
(17) Local Resident, (Ambrosden)	<b>Support</b> - Much needed as some traffic passing through the village makes the road unsafe for other drivers and walkers due to their speed
(18) Local Resident, (Ambrosden)	<p><b>Support</b> - From where I live I can hear cars leaving the village well in excess of the speed limit at all times of day.</p> <p>I have two young boys who I want to be safer when moving around the village and I am aware of a couple of incidents where neighbours cats have been hit by cars in that stretch of road.</p>
(19) Local Resident, (Ambrosden)	<b>Support</b> - I support this proposal as the current 30 warning sign is not slowing through traffic down to the required speed limit especially when passing the school.
(20) Local Resident, (Ambrosden)	<b>Support</b> - Traffic speeds in Ambrosden for people using the village as a rat-run from Bicester to Oxford are ridiculous. There have been many near misses and accidents as a result of speeding vehicles. Other drivers, property and pedestrians are being put at risk and something must be done to slow cars down as they enter. Traffic calming measures may not always be popular but they are necessary to maintain safety whilst ever drivers act irresponsibly.
(21) Local Resident, (Ambrosden)	<b>Support</b> - The measures are required in order to significantly reduce the excessive speed of traffic both leaving and entering the village. I have witnessed a number of near misses that could have resulted in serious or fatal injuries, and urgent action must be taken before a serious incident occurs.

CMDE7

<p>(22) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - Supporting proposals as there is an issue in the village with some motorists going far too fast especially near the school as the road straightens. It is a rat run for 2 routes to Oxford from Bicester and volume of traffic especially in non Covid times is heavy</p>
<p>(23) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - I fully support the proposal to add traffic calming measures to Ploughley Road in Ambrosden. That said, I strongly believe that the measures do not go far enough. In addition to the measures proposed, I would wish to see the following additional ones also included:</p> <ul style="list-style-type: none"> <li>a. Similar measures added on the Blackthorn Road as you enter the village.</li> <li>b. Similar measures as you enter the Village from the A41.</li> <li>c. The hump at the chicane entering the Village from Merton be heightened as the current hight does not deter speeding vehicles.</li> <li>d. Humps similar to those used in Kidlington, along Middleton Stoney Road in Bicester and in Islip be placed at intervals throughout the Village.</li> </ul> <p>While the proposed measures should reduce vehicles speeding when entering the Village from Arcott, speeding is also a problem at other points in the Village which also need to be addressed.</p>
<p>(24) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - Many young children in the village and traffic is travelling much to fast through the village.</p>
<p>(25) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - Traffic is currently too fast - and dangerous through the village.</p>
<p>(26) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - Improvements to road/traffic safety</p>

CMDE7

(27) Local Resident, (Ambrosden)	<b>Support</b> - To reduce speed and improve road safety for other drivers and pedestrians.
(28) Local Resident, (Ambrosden)	<b>Support</b> - We need traffic calming in this village. The amount of speeding vehicles is ridiculous, going to be a major accident one day. 20mph through village and further speed humps down Merton road would be good too.
(29) Local Resident, (Ambrosden)	<b>Support</b> - Traffic travels too fast through the village. This is a danger to locals and not appropriate in a small village. The current 30 is not being adhered too and drivers need slowing down.
(30) Local Resident, (Ambrosden)	<b>Support</b> - I frequently see drivers going to fast through our village.  Entrance and exiting control is one area which should help. However, I feel may also need further traffic calming measures as well.
(31) Local Resident, (Ambrosden)	<b>Support</b> - Traffic entering the village from Arncott end does not slow sufficiently for the approach to the residential houses traffic exiting the village often start to increase speed once they are past the Merton Road junction and before they have reached the de-restricted speed signs
(32) Local Resident, (Ambrosden)	<b>Support</b> - The Merton Road junction on Ploughly Road needs significant investment, with Road conditions often covered in mud from the locals parking on grass and the severe amount of traffic that cuts the corners rather than white paint a raised central divider with keep to left signs and lit give way sign.  The wide end of Merton Road allows traffic to hit the corner maintaining speed onto a road which cannot accept traffic at speed. Recently there have been several near misses. Including 2 of mine. One when I was in an ambulance on blue lights.  Recently a car was witnessed mounting the pavement as it was unable to maintain control.  A mini roundabout would be more appropriate,  Additionally traffic down Merton Road outside of lockdown is becoming an issue, I'd suggest double yellows in places,

CMDE7

	<p>and to stop the industrial unit parking on the road sides, bus stop etc.</p> <p>Additionally the whole Road needs reducing to 20mph. As this might stop people driving excessively fast</p>
<p>(33) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - I fully support this proposal and struggle to understand why anyone who uses the road correctly would not. My kitchen window looks out on to the Ploughley Road (buttercup/cornflower junction) the speed vehicles travel is ridiculous at all times of the day (however definitely worse at night and early morning) we can hear the vehicles whizzing by and tell they are speeding just from the level of their noise. I have also witnessed several times that when a vehicle is at the speed limit others will overtake sometimes going on the wrong side of the traffic island at the garage!!</p> <p>As a family we had 3 cats hit by cars in the space of a year and killed. Thankfully TVP are very good and Tickets have been issued by the police but understandably they can't be there 24/7.</p> <p>I have 2 children who like to go out and play and it's dangerous as at some point without calming measures it's inevitable someone will lose control of their vehicle (have witnessed this once) but be unable to regain it causing risk to the buildings and pedestrians, the road is walked a lot by families and dog owners especially during this lockdown. It's almost as if once past the school drivers feel they are out of the village and feel they can proceed to 60 as quickly as possible. I have also seen highways vehicles and business vehicles clearly breaking the limit so it is not just car drivers.</p>
<p>(34) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - Traffic calming in Ambrosden is long overdue. The speed that some motorists go through the village, it's amazing that nobody has been killed yet.</p>
<p>(35) Local Resident, (Ambrosden)</p>	<p><b>Support</b> - The speed that people accelerate through the remainder of Ambrosden once past the school towards Arcott needs to be reduced and the measures look like they will contribute to slowing traffic down on that stretch of road. Combined with the other proposed measures, this should help to make the village roads safer.</p>
<p>(36) Online Response, (Ambrosden)</p>	<p><b>Support</b> - I have witnessed a number of vehicles speeding along that road at the national speed limit and all but ignoring the 30mph as you come into Ambrosden. This is particularly dangerous as children are often crossing nearby when leaving the or going to school.</p>

CMDE7

(37) Resident, (Bicester)

**Support** - I enjoy cycling through Ambrosden