

Divisions affected: *Didcot Ladygrove*

CABINET MEMBER FOR HIGHWAY MANAGEMENT – 13 OCTOBER 2022

DIDCOT: LADGROVE AREA - PROPOSED 20MPH SPEED LIMIT

Report by Corporate Director, Environment and Place

RECOMMENDATION

1. The Cabinet Member for Environment is **RECOMMENDED** to approve as advertised the 20mph speed limit in the Ladygrove area at Didcot.

Executive summary

2. This report presents the responses to a consultation on a proposal to introduce a 20mph speed limit throughout the Ladygrove part of Didcot, i.e. those roads lying north & east of the railway line, replacing the existing 30mph speed limits in their entirety. Additionally, the new roads within the Willowbrook Park residential development lying north of the A4130 perimeter road accessed via Franklin Gardens will also be included, along with both Copse View & Oakend Lea which form the new residential development south of the A4130 Hadden Hill, adjacent to the retail park. The proposal is shown in **Annex 1**.

Financial Implications

3. Funding for consultation on the proposals has been provided by the County Councils 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 facilitate walking and cycling within the local area and the safe movement of traffic.

Consultation

6. Formal consultation was carried out between 31 August and 30 September 2022. A notice was published in the Oxford Times & the Oxfordshire Herald Series newspapers, 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, South Oxfordshire District Council, the local District Cllrs, Didcot Town council, and the local County Councillors representing the Didcot Ladygrove, Didcot East & Hagbourne, and Didcot West divisions.
7. 42 responses were received via the online consultation survey during the course of the formal consultation, and these are summarised in the table below:

Proposal	Object	Concerns	Support	No opinion/objection	Total
Didcot Ladygrove 20mph	24 (57%)	4 (10%)	14 (33%)	0	42

8. 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	3 (7%)
Yes - cycle more	1 (2.5%)
No	37 (88%)
Other	1 (2.5%)

9. Additionally, three emails were received, with Thames Valley Police (TVP) raising concerns, one member of the public objecting, and one member of the public supporting.
10. The responses are shown at **Annex 2**, and copies of the original responses are available for inspection by County Councillors.

Officer response to objections/concerns

11. Thames Valley Police expressed no objection to the proposals but confirmed their stance that primarily 20 mph speed limits and zones should be self-enforcing. They welcomed the engineering measures that are included and suggested further measures should not be dismissed.

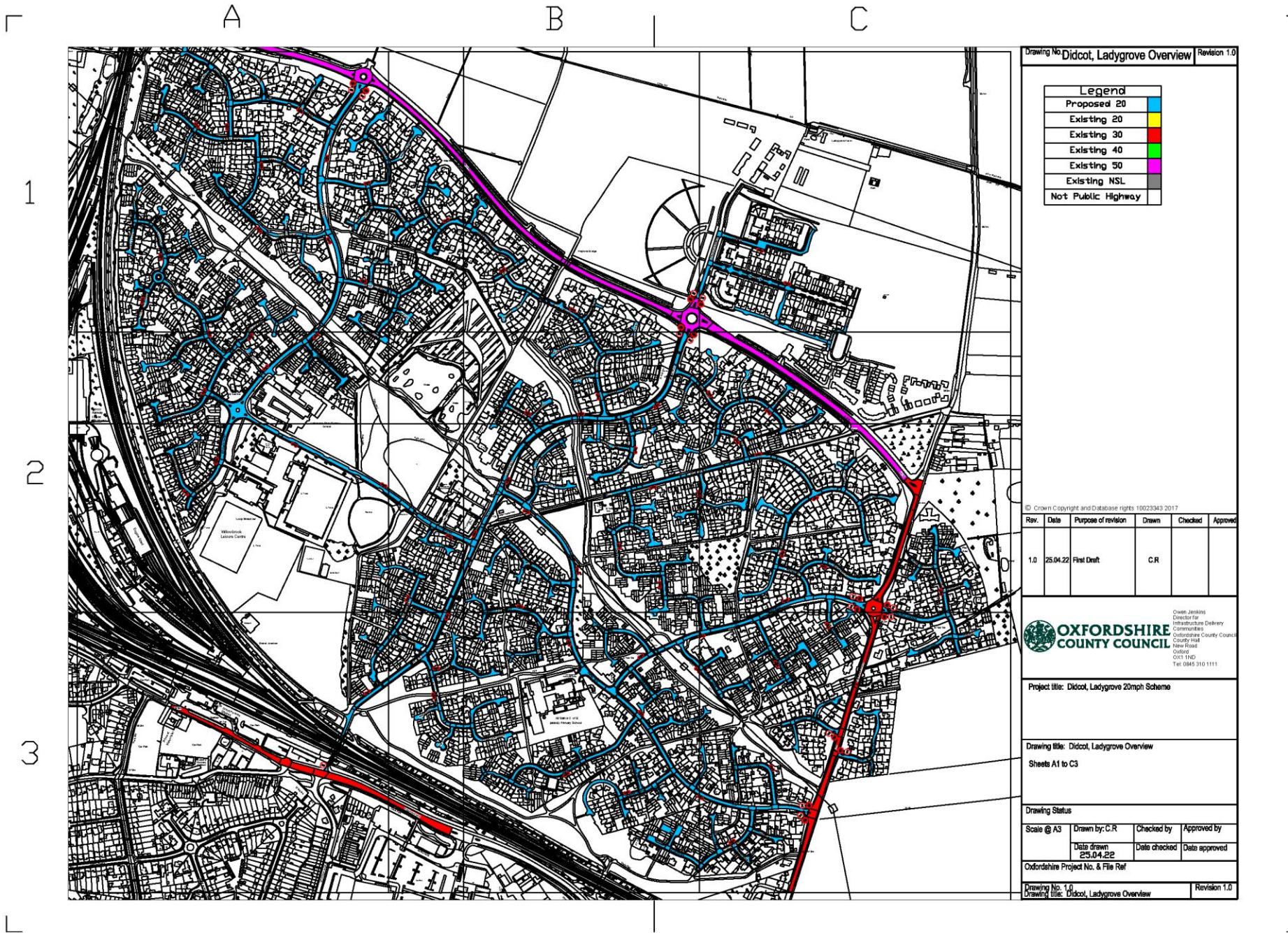
12. The objections received stated that the proposed changes were unnecessary - citing a lack of need, potential impacts on journey times, the low number of accidents in the area, existing calming measures that are already in place are effective and that speeds don't exceed 25mph already.
13. Whilst the number of objections outweigh the support on this proposal the scheme will fit in to the broader Didcot Town proposals due to be put forwards as part of phase 2 in 2023/24.
14. The existing traffic calming measures help support the 20mph restrictions as they ensure the routes are more self-enforcing than a simple sign only change
15. The county council is changing its approach and acceptance of 20mph restrictions, which will enable a much greater coverage across Oxfordshire.
16. The proposal is aimed to make streets safer, encourage residents to walk or cycle & reduce noise and pollution. Signing and other measures will as far as possible be sympathetically applied bearing in mind the aesthetic of the area.
17. The Town Council are in full support of the proposals. The Ladygrove Estate was deemed to be the first area in Didcot that was ready to amended to 20mph.

Bill Cotton
Corporate Director, Environment and Place

Annexes Annex 1: Consultation Plan
 Annex 2: Consultation responses

Contact Officers: Tim Shickle 07920 591545
 Geoff Barrell 07789 926984

October 2022



Drawing No: **Didcot, Ladygrove Overview** Revision 1.0

Legend	
Proposed 20	
Existing 20	
Existing 30	
Existing 40	
Existing 50	
Existing NSL	
Not Public Highway	

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Rev.	Date	Purpose of revision	Drawn	Checked	Approved
1.0	25.04.22	Final Draft	C.R		

OXFORDSHIRE COUNTY COUNCIL
 Owen Jenkins
 Director for Infrastructure Delivery
 Communities
 County Hall
 New Road
 Oxford
 OX1 1ND
 Tel: 0845 310 1111

Project title: **Didcot, Ladygrove 20mph Scheme**

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 Sheets A1 to C3

Drawing Status

Scale @ A3	Drawn by: C.R	Checked by	Approved by
	Date drawn: 25.04.22	Date checked	Date approved

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 Drawing title: **Didcot, Ladygrove Overview** Revision 1.0

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>
(2) Local Cllr, (Didcot, Tavy Close)	<p>Concerns - I have concerns for the proposed 20mph on Didcot Ladygrove. I agree that 20pmh would be useful around the two primary school sites, however there are speedbumps throughout the Ladygrove already and I am concerned that by reducing the speed limit will promote nothing but dangerous tail-gating, and overtaking. I have seen this happen considerably when the speed limit is reduced.</p> <p>Travel change: No</p>
(3) County Cllr, (Jericho & Osney division)	<p>Support - I visit Didcot sometimes and far prefer the traffic to be slower.</p> <p>Travel change: Yes – walk/wheel more</p>
(4) Member of public, (Didcot)	<p>Object – The reasons given for this activity were based upon road safety concerns, noise reduction, the reduction of the carbon footprint and promotion of walking an cycling, but it seems like this projects may be better suited for other areas of Didcot/Oxfordshire where it is more required.</p> <p>Regarding Speeding/Noise reduction: Relative to other areas of Didcot/Oxfordshire Ladygrove actually has proportionally fewer places where there is an ability to reach 30 mph. A statement which I feel is backed up with 3 pieces of evidence.</p>

- 1) It has some of the largest and most prevalent traffic calming measures in Oxfordshire including speedbumps so large that they have 'beached' cars and damage the suspension of vehicles so badly that ice cream vans will not visit parts of ladygrove.
- 2) Because of the lack of offroad parking most of the streets are subject to significant congestion with cars waiting for the other lane to become available. This is also the cause of most of the carbon footprint and noise pollution, not the current 30mph speed limit.
- 3) Ladygrove was created with very few straight roads, most are heavily curved and when combined with the traffic calming measures/on road parking the likelihood of someone driving quickly is very limited.

Regarding encouragement of walking and cycling:

Ladygrove actually has a dedicated series of cycle friendly routes where there is very limited interaction with the roads. These are affectionately known as the yellow brick road/ladygrove loop.

Reducing the speed of road users to 20mph would therefore seem to have a limited impact on the pedestrians/cyclists when compared to other areas within Didcot.

Summary:

My question therefore would be why is Ladygrove being specifically singled out for this reduction in speed when the roads in the south of Didcot such as Wessex, Kynaston, Queensway, Mereland, Newlands, Sandringham are all areas where high speeds are seen more regularly and appear to be more easily achievable due to lack of traffic calming/prolonged distances without significant turns.

These as mentioned are also areas without the same pedestrian/cyclist infrastructure, where individuals regularly have to interact with rapidly moving motorised vehicles.

To be clear I am not refuting the need for lower speed in specific areas or whether it is a good idea I am questioning why one of the areas in Didcot that seems to least need this is the only one being highlighted.

'The remaining roads within Didcot lying south of the railway line will remain as existing, whilst having taken into account the current road environment, traffic usage, and their strategic importance the A4130 perimeter road (50mph) & A4130 Abingdon Road (30mph) will also remain unchanged as currently signed.'

Finally I would like the council to discuss how it will be enforced. There are no speed cameras and beyond specific incidents there is no police presence in Ladygrove. My concern is if it cannot or will not be enforced, then how at a time when people have no money and councils are all raising taxes can the cost associated with this activity be justified.

	<p>My request would be to focus the cost and effort on areas where the 'most-good' could be achieved as resources are limited and Oxfordshire</p>
<p>(5) Member of public, (Didcot, Wantage Road)</p>	<p>Object - It is unnecessary and will cause additional delays. As always, ideology trumps practicality in the eyes of the council</p> <p>Travel change: No</p>
<p>(6) Member of public, (Didcot, Grange Beck)</p>	<p>Object - Yet again, another set of proposals based on green idealism rather than actual facts, leave the limits as they are. Produce actual stats on the safety issues, not generic ones, but real ones I.e. how many people have been injured on these roads rather than no facts at all, and maybe just make the immediate area by the schools 20mph or charge parents to park outside them which will cause a real difference and make it safer for other road users</p> <p>Travel change: No</p>
<p>(7) Member of public, (Didcot, North Bush Furlong)</p>	<p>Object - The Abingdon Road section (existing 30MPH) is a significant omission of concern. This residential Abingdon Road stretch was never intended to be part of the NPR. NPR3 has been in the adopted local plans for 30 years or so. The Abingdon Road section should be included in the 20MPH scheme regardless of any OCC Highways objections or policies. It is the failings OCC and central government that have led to non completion of NPR3. The residents have frequently objected to the volume, speed and heavy vehicles using this stretch of road. It is time to make it 20MPH.</p> <p>Travel change: No</p>
<p>(8) Member of public, (Didcot, Brunstock Beck)</p>	<p>Object - Due to the Ladygrove estate roads being built 25 years ago with traffic calming in place and residents can barely do 25mph anyway, why waste more money?</p> <p>Travel change: No</p>

<p>(9) Member of public, (Didcot, Orwell drive)</p>	<p>Object - Too slow Travel change: No</p>
<p>(10) Member of public, (Didcot, Prestwick Burn)</p>	<p>Object - Other roads that have been reduced to 20mph are so badly maintained they cause damage to vehicles. It will also not be policed so those who speed will do so regardless. I have no issue with 20mph near the schools when children are going / leaving, but would rather the money be spent on traffic light cameras, especially at Cow Lane / Station Road / Hitchcock Way. Travel change: No</p>
<p>(11) Member of public, (Didcot, Loddon Drive)</p>	<p>Object - The cost to change at a time where financial support can be given to those more needing. 30 is fine. As a driver I've had many other cars driving at insufficient distance behind and intimidate when in a 20 limit. Cyclist that can, will overtake in unsafe manner. No enforcement at 30 and will be the same at 20 so nothing will change. Would support 20 limit outside schools, nursery's and areas with high use by the public. Will also support an investment in noise limit / speed cameras around the ring road and calming measures on Abingdon road or a bypass from the ring road to the Wallingford road. Also the road going road towards Appleford could be reduced from 60. Travel change: No</p>
<p>(12) Member of public, (Didcot, Dagdale Drive)</p>	<p>Object – At 20mph cars produce greater emissions as they have to run in a lower gear meaning the engine fires more times burning more fuel, they wear faster and drive less smoothly Travel change: No</p>
<p>(13) Member of public, (Didcot, King Alfred Drive)</p>	<p>Object - There is no value in reducing limits. People ignore them now and 20mph is too slow. It won't start people using other transportation, we use cars because we need to! We don't have time or money to waste</p>

	Travel change: No
(14) Member of public, (Didcot, Darcey Lode)	<p>Object - You are not fixing the fastest road which separates Didcot in 2 (the A4130) which you are not proposing to change yet people drive like hooligans yet in Ladygrove where I can't recall anyone going fast at all you want to waste money sticking a load of signs up. Who comes up with these plans! Please reconsider and slow down the roads where cars actually go fast then you will actually save lives!</p> <p>Travel change: No</p>
(15) Member of public, (Didcot, Goldcrest Gardens)	<p>Object - I don't believe that reducing the speed limit serves a useful purpose. The road design in most of the ladygrove estate precludes speeding anyway.</p> <p>Travel change: No</p>
(16) Member of public, (Didcot, Dudcote Field)	<p>Object - The current traffic calming measures in ladygrove are effective, I drive through every day on nursery pick up. I have never seen speeding or inappropriate speed for the roads. The current traffic calming measures are good. If someone will speed through a 30 - they will also speed through a 20. This seems like a complete waste of money in times when money is short in Didcot and we would rather see investment in new schools, gp services and childcare provision.</p> <p>Travel change: No</p>
(17) Member of public, (Didcot, Dudcote Field)	<p>Object - Drive through ladygrove everyday for nursery drop off and there is no need for 20mph limits everywhere; never seen any speeding or dangers that would be prevented by changing 30mph limits to 20mph. Instead of wasting money on this sort of nonsense it would be much preferred if infrastructure such as doctors, schools etc were funded.</p> <p>Travel change: No</p>

<p>(18) Member of public, (Didcot, Loddon Drive)</p>	<p>Object - It will not make any difference to the idiots who exceed the current 30mph speed limit. The monies would be better spent on repairing the roads, or placing speed cameras around the ladygrove perimeter roads - including the Abingdon road.</p> <p>Travel change: No</p>
<p>(19) Member of public, (Didcot, Loddon Drive)</p>	<p>Object - At 30mph there have been little to no crashes within the ladygrove estate as far as I am aware. As well as this due to the slower speeds it is more likely that there will be traffic build up on junctions and roundabouts causing more emissions. However I can understand a 20mph zone around schools and parks as this would have a higher risk than others for crashes. As a learner driver it was also important to be able to do 30mph in a safe area to build confidence, which would not have been built as quickly in a mainly 20mph zone.</p> <p>It also raises the concern of even less road upkeep as many of the roads are currently in need of a good quality level of work to replace warped roads and large potholes. This then raises the question that if these are the road conditions in a 30mph zone then would this deterioration continue as less road repair is needed in 20mph roads. Which would lead to an increase of burst tires and damage to private vehicles, where the cost could be claimed on the council. As well as this during the cost of living crisis would the money needed to carry out this change be better spent on those who need it most.</p> <p>In addition the current 30mph speed limit is not policed and many break it, so how would a 20mph zone be enforced, when the current one can't.</p> <p>Travel change: No</p>
<p>(20) Member of public, (Didcot, Broadway)</p>	<p>Object - There are enough traffic calming devices already in place to slow motorist down. Also good amount of pavements and walkways for public walking throughout ladygrove.</p> <p>I don't think putting more pressure on road users but putting more restrictions should be on the agenda. Better to focus on good quality roads, traffic and parking mess in the town.</p> <p>Travel change: No</p>

<p>(21) Member of public, (Didcot, Weavercroft)</p>	<p>Object - 30mph not an issue. Enforcement absent for violations anyway, so lowering the limit won't change anything</p> <p>Travel change: No</p>
<p>(22) Member of public, (Didcot, Oxford Crescent)</p>	<p>Object - Speed limit reduction not needed</p> <p>Travel change: No</p>
<p>(23) Member of public, (Witney, Alice Batt)</p>	<p>Object - Absolutely unnecessary, a total waste of funds.</p> <p>Travel change: No</p>
<p>(24) Member of public, (Didcot)</p>	<p>Object - Cow Lane/Mersey way should be left as 30mph. Houses roads are off this spine road and traffic exiting both directions should be at 30mph. traffic is forced to slow regardless for the cow lane bridge traffic lights anyway.</p> <p>However Avon Way, Tamar Way and Trent road are also potential Spine roads with the housing roads off them and should also be 30mph to keep the flow moving. All other parts of Ladygrove does has dense housing and 20mph is an acceptable limit.</p> <p>With the introduction of electric cars pollution will be zero. Bus service is poor out of this area and lets not pretend it good. Anyone heading for the train station is already likely to be walking or riding so the remaining car traffic is going further so no real gain in this area except causing congestion on to what will be a busy road A4130 perimeter road, which soon wont be a perimeter road leading to more misery trying to get out of Didcot!</p> <p>Travel change: No</p>
<p>(25) Member of public, (Didcot, St Hildas Close)</p>	<p>Object - Why are you focusing on this when you should be trying to fix all the congestion around Didcot. The road network needs an upgrade. the Money was there the plan was there and the council threw out the plan. The roads are so congested that there is no chance of anyone getting to 20MPH. Save the money on signage and actually build the infrastructure before building the houses next time.</p>

	Travel change: No
(26) Member of public, (Abingdon, Francis Little Drive)	Object - Because there is no need for it and it won't be enforced anyway. Travel change: No
(27) Member of public, (Didcot, Brunstock Beck)	Object - A pointless waste of money that could be better spent. The Council are obsessed with getting us out of our cars at any cost. Travel change: No
(28) Member of public, (Didcot, Cole Court)	Object - Low speed limits result in complacent drivers, prolonged emissions as cars pass through town, higher petrol use and greater wear and tear on vehicles. Travel change: No
(29) Member of public, (Didcot, Blackthorn Road)	Concerns - I support this proposal almost entirely - it's not possible to actually drive safely around Ladygrove at 30MPH most of the time - there are too many parked cars and blind corners. I would suggest that the main roads through Ladygrove that do not have schools on them (Mersey Way, Cow Lane, Avon Way) should remain at 30mph, as these are fairly straight, wide, have good visibility, and have existing traffic calming measures. Travel change: No
(30) Member of public, (Didcot, Verlam Grove)	Concerns - Reducing traffic and encouraging walking, cycling, and public transport is good but this not the right way to do it. It should be done by providing segregated walkways and cycleways (e.g. like in the Netherlands), and regular (every 10 minutes) public transport provided that can be accessed from all areas of town and that go to all areas of

	<p>town. Roads should be designed so that the speed limit feels right for the road, as in you don't need to look at the speed to make sure you are going under the limit.</p> <p>Travel change: No</p>
<p>(31) Member of public, (Didcot, Great Western Drive)</p>	<p>Concerns - Generally people drive safely with the current speed limits, all these proposed traffic changes is unwarranted and not necessary. My home backs on to a VERY busy road, I do not want the change, as a driver, I do not want the change, as someone who walks 5k around Didcot daily, I do not feel the need for those changes, and my husband as a cyclist, does not see the need for change. It prolongs journeys for drivers who already drive safely. It messes up bus timetables, and makes bus journeys even longer tempting more people to use cars. Just stop! If there were accidents please review, there aren't any, so why????</p> <p>Travel change: No</p>
<p>(32) Member of public, (Didcot, Usk Way)</p>	<p>Support - I live on Ladygrove and reducing speed has been long overdue.</p> <p>Travel change: No</p>
<p>(33) Member of public, (Didcot, Tamar Way)</p>	<p>Support - Cars drive too quickly on Ladygrove. Particularly on Tamar Way and other roads that adjoining faster roads.</p> <p>Travel change: Yes – walk/wheel more</p>
<p>(34) Member of public, (Didcot, Westwater Way)</p>	<p>Support - Hope that a 20mph limit will at least bring current speeders down a safer speed, even if it is more than 20.</p> <p>Travel change: No</p>
<p>(35) Member of public, (Didcot, Trent Road)</p>	<p>Support - Most of the roads on the estate are sufficiently narrow or winding to restrict drivers to 20mph any way but there are a few "rat-runs" where drivers can and do drive faster than the 30mph limit. Some of those are close to primary schools where it is even more important to limit the speeds. I personally can't think of any reason to object to this proposal.</p>

	Travel change: No
(36) Member of public, (Didcot, Don Close)	Support - I think it's a brilliant idea. Cars go too fast on the Ladygrove and this would help. Travel change: No
(37) Member of public, (Didcot, Prestwick Burn)	Support - Due to the horrendous speeds that people drive on the Ladygrove Estate, including around school areas and around the shops. Travel change: No
(38) Member of public, (Didcot, Plym Drive)	Support - All roads are residential. Main roads are already traffic calmed. It's a tiny step that makes the area safer for all, whatever their chosen means of transport at any specific time. Fully supportive and hopefully the remainder of Didcot will follow to 20mph throughout swiftly. Travel change: Other Not immediately, I already cycle and walk short trips.
(39) Member of public, (Didcot, Tamar Way)	Support - Cars often drive quickly throughout the Ladygrove. Roads like Tamar Way have no calming measures, no speed bumps etc making it easy for vehicles to speed. With the addition of cars parked along the roads - restricting visibility, I feel the 20mph limit would make the Ladygrove safer. Travel change: No
(40) Member of public, (Didcot, Edinburgh Drive)	Support - areas are already this slow due to traffic calming, but it doesn't stop people travelling very fast. The roads on ladygrove seem narrower than on other roads in Didcot, so a slower speed makes sense to stay safe. Travel change: Yes – walk/wheel more

<p>(41) Member of public, (Didcot, Tarret Burn)</p>	<p>Support - There are schools and playgrounds/open spaces dotted around the Ladygrove. In the absence of speed humps, vehicles drive currently in excess of 30mph in and around Avon Way and Tyne Avenue where there are schools and play areas. Hopefully a speed limit reduction will encourage drivers to be responsible to adhere to the limits.</p> <p>Travel change: No</p>
<p>(42) Member of public, (Milton, Willow Lane)</p>	<p>Support - We need to take practical steps to discourage avoidable car journeys and encourage cycling and walking where possible to save energy, limit the impacts of climate change and make roads safer - I want to relearn how to cycle as an adult and I want my child to be safe getting around.</p> <p>Travel change: Yes - cycle more</p>
<p>(43) Member of public, (Didcot, Dart Drive)</p>	<p>Support - I live on the estate, the majority of the roads are narrow and windy. The lower limit will be safer. Policing this will be an issue</p> <p>Travel change: No</p>
<p>(44) Member of public, (Didcot, Orwell Drive)</p>	<p>Support - Make Ladygrove streets safer</p> <p>Travel change: No</p>
<p>(45) Member of public, (Didcot)</p>	<p>Support – I fully support the proposed 20mph on the Lady grove estate.</p> <p>I would ask that the 50mph in Schedule 4 is reconsidered to 40mph. The speeding along the a4130 outside Avon Way is horrendous. People regularly driving at 60-70 mph and our houses in Prestwick Burn are just metres from the road. We suffer from the boy racers using the new stretch of road for showing off their speed and engine noise. The bypass in Wallingford is 40 mph and those houses are set much further from the road.</p>