

Division(s) affected: *Adderbury, Bloxham & Bodicote, Banbury
Calthorpe, Banbury Easington, Deddington, Kidlington North & Otmoor,
Woodstock*

DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT MANAGEMENT

04 SEPTEMBER 2025

KIDLINGTON TO BANBURY: A4260 CORRIDOR – PROPOSED SPEED LIMITS

Report by Director of Environment and Highways

RECOMMENDATION

The Cabinet Member is **RECOMMENDED** to:

- a) Approve the introduction of the 30mph speed limit on the A4260 Oxford Road at Bodicote/Banbury, as advertised.
- b) Approve the introduction of the following 40mph speed limits, as advertised:
 - i. A4260 Oxford/Banbury Road at Hopcrofts Holt,
 - ii. B4030 at Hopcrofts Holt,
 - iii. A4260 Banbury Road at Shipton-on-Cherwell,
 - iv. A4095 Bunkers Hill at Shipton-on-Cherwell, and
 - v. A4095 Upper Campsfield Road at Shipton-on-Cherwell.
- c) Approve the introduction of the following 50mph speed limits, as advertised:
 - i. A4260 Banbury Road at Shipton-on-Cherwell,
 - ii. A4260 Banbury Road at Rousham,
 - iii. A4260 Oxford Road at Steeple Aston,
 - iv. A4260 Oxford Road at North Aston,
 - v. A4260 Banbury Road at Deddington, and
 - vi. B4027 at Tackley.
- d) Approve the introduction of the 60mph speed limit on the A4260 Oxford Road Northbound carriageway at Middle Aston, as advertised.

Executive Summary

1. This report presents responses received to a statutory consultation on proposals to reduce speed limits on & along the A4260 corridor between

Kidlington & Banbury, with 30mph proposed on the A4260 Oxford Road at Bodicote & Banbury, 40mph proposed on the A4260 Oxford/Banbury Road at Hopcrofts Holt, B4030 at Hopcrofts Holt, A4260 Banbury Road at Shipton-on-Cherwell, and A4095 Bunkers Hill & Upper Campsfield Road at Shipton-on-Cherwell, 50mph proposed on the A4260 Banbury Road at Shipton-on-Cherwell, A4095 at Bunkers Hill, A4260 Banbury Road at Rousham, A4260 Oxford Road at Steeple Aston, A4260 Banbury Road at Deddington, and B4027 at Tackley, and then 60mph speed limits on the A4260 Oxford Road (Northbound carriageway only) at Middle Aston – all as shown in **Annexes 1 to 4**.

2. The proposals are being put forward - following investigations by Officers - as part of the Councils 'VisionZero' strategy, which seeks to work on a safe system approach to reducing fatal and severe injuries to road casualties.
3. The 'VisionZero' strategy focuses on a whole safe system approach that starts with a simple premise - no one should be killed or seriously injured due to a road collision whichever mode of transport you are using, and the whole system approach encompasses the following five aspects: safer roads and roadside, safer vehicles, safer speeds, safer users, and a holistic post-collision response.

Sustainability Implications

4. The proposals aim to reduce vehicle speeds to safer levels for all motorists & road users, specifically those considered to be more vulnerable, including pedestrians, cyclists, equestrians, and motorcyclists.

Financial Implications

5. Funding for consultation on the proposals (and implementation if approved) has been provided by the County Council's Vision Zero programme.

Legal Implications

6. The consultation that has been undertaken complies with the consultation requirements for the various elements as required by law including under the Highways Act 1980, the Road Traffic Regulation Act 1984 and any other relevant legislation.
7. The scheme has been promoted by Oxfordshire County Council as the Highway Authority and Traffic Authority under the Highways Act 1980, and the Road Traffic Regulation Act 1984.

Comments checked by:

Jennifer Crouch (Head of Law - Environmental)

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Equalities and Inclusion Implications

8. No negative implications in respect of equalities or inclusion have been identified in respect of these proposals.

Formal Consultation

9. Formal consultation was carried out between 05 June and 04 July 2025. A notice was published in the Banbury Guardian & Oxford Times newspapers, and an email was sent to statutory consultees & key-stakeholders, including Thames Valley Police, the Fire & Rescue Service, Ambulance service, Bus operators, countywide transport/access & disabled peoples user groups, Cherwell District Council, West Oxfordshire District Council, relevant local City & District Cllrs, Shipton on Cherwell & Thrupp, Tackley, Steeple Barton, Steeple Aston, Middle Aston, North Aston, Duns Tew, Deddington, Adderbury, and Bodicote Parish Councils, Banbury Town Council, and the local County Councillors representing the Kidlington North & Otmoor, Woodstock, Deddington, Adderbury, Bloxham & Bodicote, Banbury Calthorpe, and Banbury Easington divisions.
10. The parish council, and local Councillors (including County, District, Parish, Town) were also encouraged to use the consultation documents provided to publicise the proposals amongst local residents as necessary.
11. During the course of the formal consultation, 637 responses were received via the online survey, and these are summarised in the tables:

Table1. Proposed 30mph speed limits:

Proposal	Object	Partially support	Support	No opinion /objection	Total
A4260 at Bodicote Banbury	441 (69%)	35 (5.5%)	124 (19.5%)	37 (6%)	637

Table2. Proposed 40mph speed limits:

Proposal	Object	Partially support	Support	No opinion /objection	Total
A4260 at Hopcrofts Holt	464 (73%)	21 (3%)	137 (22%)	15 (2%)	637
B4030 at Hopcrofts Holt	425 (67%)	35 (6%)	144 (22%)	33 (5%)	637
A4260 at Shipton-on-Cherwell	445 (70%)	31 (5%)	106 (17%)	55 (9%)	637
A4095 Bunkers Hill & Upper Camps. Rd	425 (67%)	40 (6%)	126 (20%)	46 (7%)	637

Table3. Proposed 50mph speed limits:

Proposal	Object	Partially support	Support	No opinion /objection	Total
A4260 at Shipton-on-Cherwell	440 (69%)	29 (5%)	120 (19%)	48 (7%)	637
A4260 at Rousham	461 (72%)	22 (3.5%)	118 (18.5%)	36 (6%)	637
A4260 Oxford Road at Steeple Aston	474 (74%)	23 (4%)	115 (18%)	25 (4%)	637
A4260 Banbury Road at Deddington	476 (75%)	25 (4%)	114 (18%)	22 (3%)	637
B4027 at Tackley	437 (69%)	27 (4%)	113 (18%)	60 (9%)	637
A4260 Oxford Road at North Aston	479 (75%)	23 (4%)	118 (18%)	17 (3%)	637

Table4. Proposed 60mph speed limits:

Proposal	Object	Partially support	Support	No opinion /objection	Total
A4260 (Northbound) at Middle Aston	437 (69%)	34 (5%)	123 (19%)	43 (7%)	637

12. Additionally, a further seven emails were received directly – with Thames Valley Police raising concerns, albeit confirming support for the proposals on the A4260 and B4030 at Hopcroft Holt from the TVP Operational Staff. Stagecoach Bus company raised concerns about the potential negative impact on the S4 service (Oxford to Banbury route) due to the proposed 30mph & 40mph speed limits.
13. A response from the ‘Planning & Development’ department at Cherwell District Council offered no objection, a local District Cllr representing the Banbury Easington ward objected to the proposed 30mph on the Oxford Road, citing the potential negative impact on bus service speeds, and a local District Cllr representing the Kidlington West ward also raised concerns over the number of times speed limits change within a stretch of road.
14. One email response raised concerns about the speed limits at the North Aston/Duns Tew crossroads on the A4260, with a final response from local resident supporting the proposed reduction to 30mph on the Oxford Road at Bodicote.
15. The full responses are shown in the accompanying **Annex 13**, and copies of the original responses are available for inspection by County Councillors. Any comments received that Officers identify as containing personal abuse and/or other personal information will be redacted as appropriate.

Officer Response to Objections/Concerns

16. The consultation on proposed speed limit changes along the A4260 and surrounding roads has elicited extensive and diverse feedback from official bodies, local officials, organizations, and a broad spectrum of the public. The responses reveal a deeply divided community, balancing concerns about road safety, traffic flow, enforcement, and economic impact.

Statutory consultees & key stakeholders

17. Thames Valley Police emphasized that reducing speed limits without accompanying physical road changes may not achieve desired compliance or safety improvements. They highlighted limited enforcement resources and the importance of physical measures like road narrowing or traffic calming for long-term compliance, expressing particular concern about the 60mph sign-only reduction at Middle Aston but supporting changes at Hopcrofts Holt due to collision history.
18. Views among district councillors varied, with some opposing the 30mph reduction on Oxford Road between Banbury and Bodicote due to lack of accident justification and potential impacts on bus services, while others acknowledged parish support for lower speeds but raised concerns about frequent limit changes and enforcement clarity.
19. Stagecoach expressed concerns that cumulative speed reductions could significantly slow bus journeys, risking service reliability and frequency, and requested that any speed limit changes be balanced with bus priority measures.
20. Cherwell District Council raised no objections to the proposals.

Public Feedback Overview

Support for Speed Limit Reductions:

21. Supporters, including local organizations like the Coalition for Healthy Streets and Active Travel, advocate for speed reductions as part of the council's 'Vision Zero' strategy, citing the role of speed in road fatalities and benefits for safety, congestion, and active travel. Many residents support the 30mph limit on Oxford Road in Bodicote, highlighting frequent accidents, dangerous speeds, and pedestrian difficulties, and call for enforcement measures such as fixed speed cameras to protect vulnerable users.
22. Support is also noted for speed reductions at hazardous junctions and village areas, with calls for consistent limits and infrastructure improvements such as cycle lanes.

Objections to Speed Limit Reductions:

23. A significant portion of local residents strongly oppose the proposed changes, arguing that current speed limits are adequate and that lowering limits will not

necessarily improve safety. Many believe reckless driving rather than speed limits causes accidents and fear that reduced limits may encourage dangerous overtaking and increase congestion, frustration, and journey times. Concerns include negative impacts on economic productivity, social mobility, and emergency services, as well as scepticism about enforcement effectiveness and the evidence supporting the proposals.

24. Many objectors call for better enforcement of existing limits, improved signage, road maintenance, and targeted safety measures such as traffic lights or roundabouts at hazardous junctions rather than blanket speed reductions.
25. Concerns about the consultation process include perceived lack of transparency, insufficient accident data, and ideological motivations behind the proposals.

Impact on Bus Services and Traffic Flow:

26. The cumulative effect of speed reductions is feared to slow bus services and increase congestion, with calls for compensatory bus priority measures and careful balancing of safety and traffic efficiency.

Specific Safety Concerns and Junction Issues:

27. A particularly hazardous junction at North Aston/Duns Tew attracts significant attention, with many respondents reporting frequent accidents, poor visibility, and driver confusion. Calls for traffic lights, roundabouts, improved signage, and speed cameras at this junction are common, alongside support for speed reductions in village areas to protect pedestrians and cyclists.

Recommendations and Additional Observations:

28. Respondents frequently suggest prioritizing enforcement measures such as speed cameras and police presence, alongside infrastructure improvements including traffic lights, roundabouts, clearer signage, cycle lanes, and better road maintenance. Many emphasize that speed limit changes alone, especially sign-only reductions, are unlikely to yield the desired safety benefits without complementary physical measures and enforcement.
29. Concerns about economic and social impacts, increased pollution from longer journey times, and the need for transparent accident data to justify changes are also common themes.
30. Speed limits are assessed according to the DfT Guidance "Setting Local Speed Limits", Circular 01/2013, Revised March 2024. Recommended limits are summarised in tables for urban and rural roads; relevant extracts of which are included here:

Table 1: Speed limits in urban areas – summary

Speed limit (mph)	Where limit should apply
30	In other built-up areas (where motor vehicle movement is deemed more important), with development on both sides of the road.
40	<p>On higher quality suburban roads or those on the outskirts of urban areas where there is little development, with few cyclists, pedestrians or equestrians.</p> <p>On roads with good width and layout, parking and waiting restrictions in operation and buildings set back from the road.</p> <p>On roads that, wherever possible, cater for the needs of non-motorised users through segregation of road space, and have adequate footways and crossing places.</p>

Table 2: speed limits for single carriageway roads with a predominant motor traffic flow function

Speed limit (mph)	Where limit should apply
60	Recommended for most high-quality strategic A and B roads with few bends, junctions or accesses.
50	Should be considered for lower quality A and B roads that may have a relatively high number of bends, junctions or accesses. Can also be considered where mean speeds are below 50mph, so lower limit does not interfere with traffic flow.
40	Should be considered where there are many bends, junctions or accesses, substantial development, a strong environmental or landscape reason, or where there are considerable numbers of vulnerable road users.

31. It is acknowledged that there is significant public opposition in the high number of responses received, with approximately 20% or less in support of the proposals. Thames Valley Police also express concerns (except at Hopcrofts Holt), stating that “Speed Limits should not be used to attempt to solve the problem of isolated hazards.” Each of the four sections of A4260 is examined separately in the paragraphs below.
32. Stagecoach Bus Company run the S4 route between Oxford and Banbury. They have expressed concerns due to the cumulative effect of reducing speed limits. The majority of the changes are to 50mph, which will have negligible impact as these buses are limited to this speed. The only proposed change to 40 on the route is at Shipton-on-Cherwell, over a length of 550m. This would equate to a

maximum increase in journey time of six seconds, assuming the bus speed reduced from 50mph to 40mph and the bus did not stop at Bunkers Hill.

33. The reduction to 30mph between Banbury and Bodicote occurs over approximately 1600m (or one mile). Assuming a current mean speed of 34mph over this length (**Annex 8**), the impact on time would be 14 seconds.

South of Sturdy's Castle

34. There is an existing section of 50mph through the A4260/A4095 staggered crossroads, which the proposals would extend northwards past Sturdy's Castle (**Annex 1**). Mean speeds along here are between 49mph and 54mph (**Annex 5**). With reference to Table 2 above, the stretch could be considered to fall under either 50mph or 60mph, although there have been several collisions at the B4027 junction (**Annex 9**).
35. There have also been several collisions at the A4095 southern junction, where visibility to the south is restricted by the brow of the hill. Mean approach speeds on the A4260 are between 45mph to 47mph, but are much less between the two junctions due to the number of turning movements. A reduction to 40mph is proposed in the vicinity of these two junctions, in accordance with Table 2 above.
36. Collisions at these junctions are not necessarily due to excess speed, and may be caused in part by injudicious movements resulting from a lack of gaps in the steady flow of traffic.
37. To avoid having too many changes of speed limit, it is considered pragmatic to make the B4027 50mph between the existing 50mph on the A4095 and the proposed 50mph on the A4260.
38. At the informal consultation stage, Shipton-On-Cherwell & Thrupp PC requested that the 40mph limit be extended southwards, beyond the turning to Shipton-On-Cherwell. This was investigated but considered not to be appropriate, so the original proposals were retained.

North Aston to Rousham Gap

39. A combination of 40mph, 50mph and 60mph limits are proposed along this length of A4260 (**Annex 2**).
40. The 40mph limit would be at Hopcrofts Holt, which is a signalised, staggered crossroads. This is supported by Thames Valley Police following an investigation into a serious collision there, and is in line with Table 2 above.
41. The 60mph limit would be on the northbound side of the dual carriageway section, which is the existing alignment of the road before it was dualled and has a limited forward visibility that is not satisfactory for the National Speed Limit of 70mph. (The southbound side has improved alignment and would stay at NSL).

42. The mean speed is 56mph to 58mph (**Annex 6**), which is commensurate with a 60mph limit. It is anticipated that applying a speed limit (as opposed to the default NSL) will help to reduce some of the higher percentile speeds which are more likely to result in collisions.
43. The two serious collisions on the dual carriageway (**Annex 10**) in the last six years were on the southbound side. Of the two slight collisions, one was a medical episode.
44. A 50mph limit would apply to the remainder of the stretch, where mean speeds are generally 50mph to 56mph. There have been six slight and one serious (medical episode) collisions.

Adderbury to Deddington

45. A 50mph limit would replace the NSL between the outskirts of Deddington and the existing 40mph limit on the south side of Adderbury (**Annex 3**).
46. Mean speeds along the majority of the length vary from 46mph to a peak of 54mph (**Annex 7**).
47. There have been two fatal collisions on this stretch of the A4260 within the last six years (**Annex 11**), although neither were directly related to excessive speed.

Banbury to Bodicote

48. The northernmost proposal would see an extension of the existing 30mph limit southwards to Weeping Cross in Bodicote (**Annex 4**).
49. Mean speeds vary from 30mph to just over 36mph (**Annex 8**).
50. There have been six slight and two serious collisions in the last six years (**Annex 12**), but neither serious collision was directly due to excessive speed.
51. Part of the rationale behind this proposal is to promote and improve active travel, as there are no segregated cycle facilities. Instead, there are on-carriageway advisory cycle lanes which would benefit from reduced vehicle speeds.

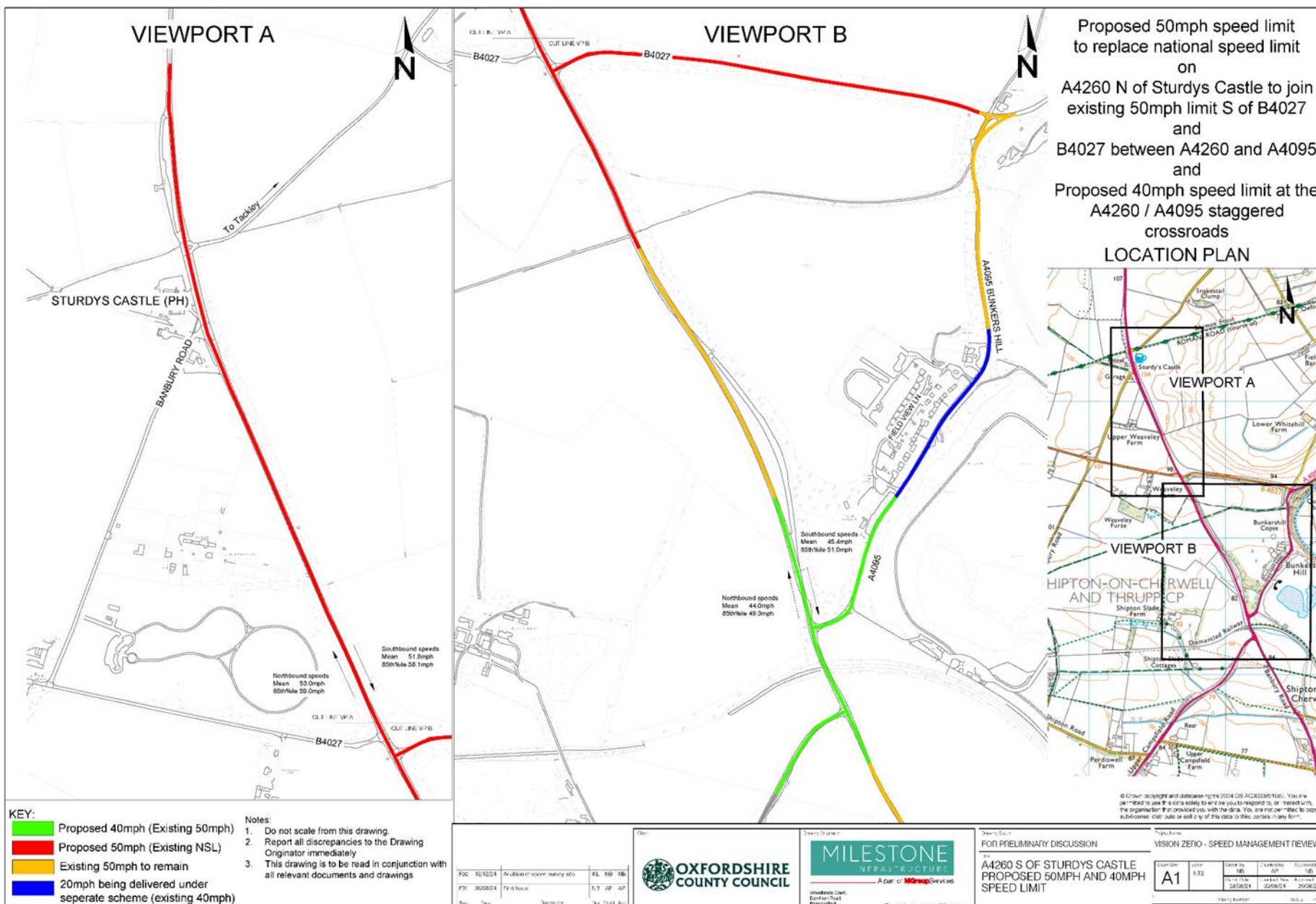
Paul Fermer
Director of Environment and Highways

Annexes

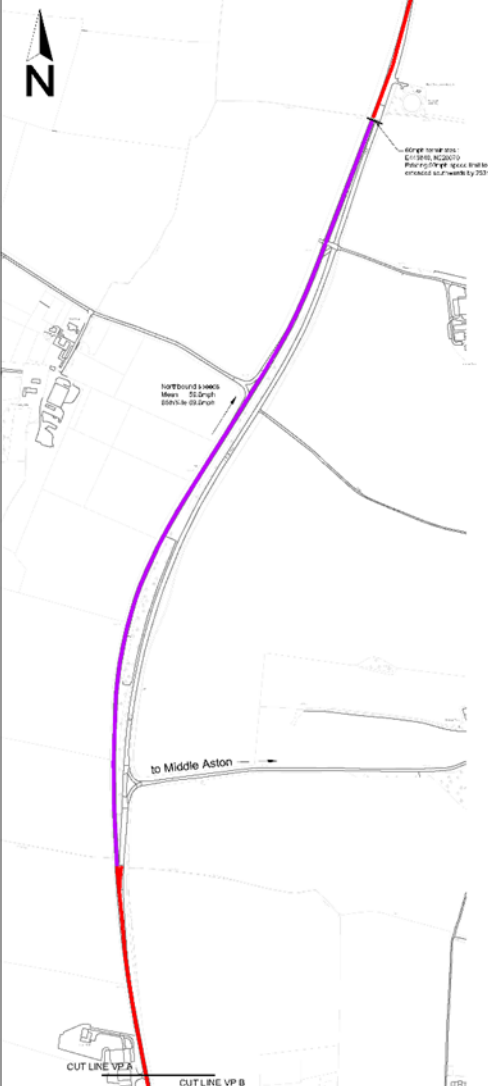
Annexes 1-4: Consultation plans
Annexes 5-8: Mean speed plots
Annexes 9-12: Collision data (2019-2024) plots
Annex 13 (*separate document*): Consultation responses

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

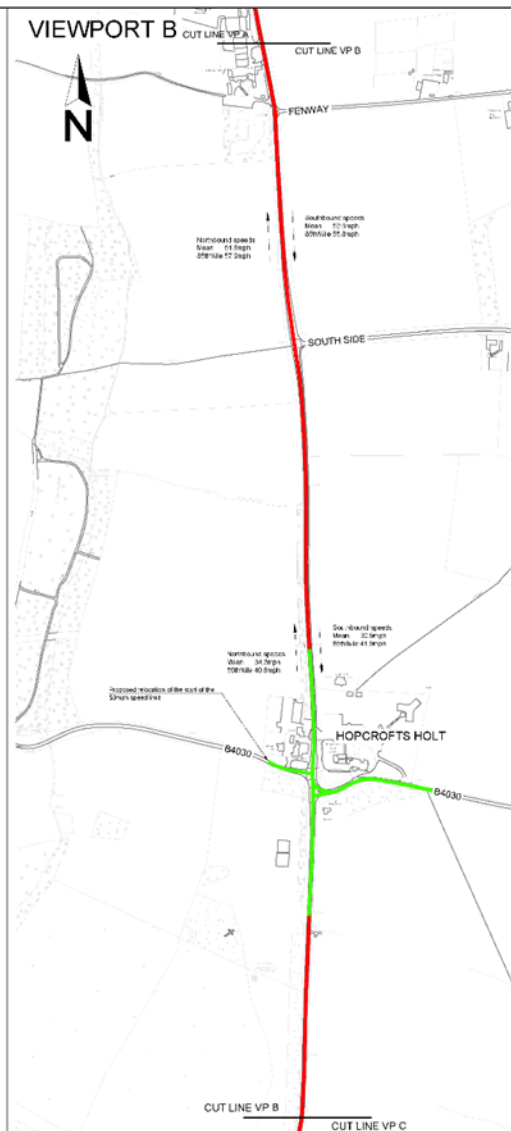
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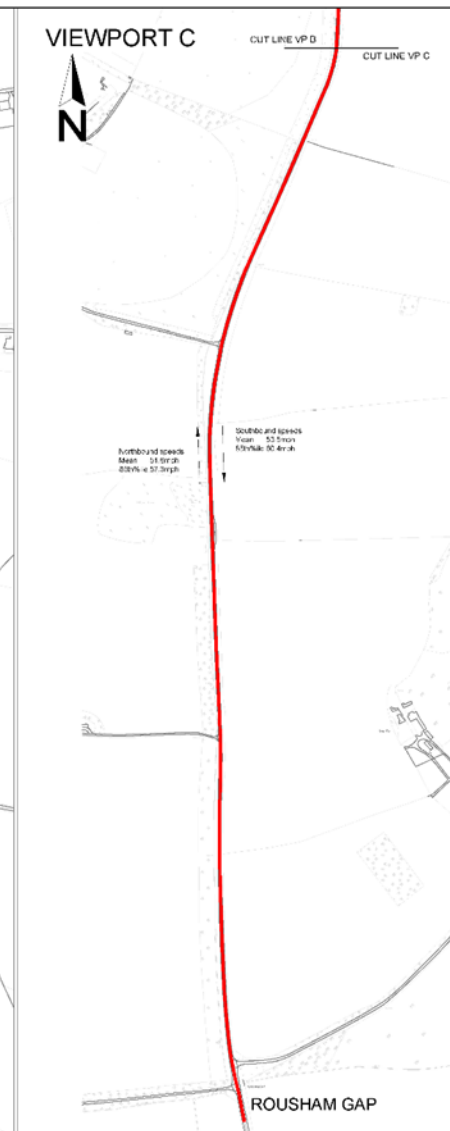
VIEWPORT A



VIEWPORT B

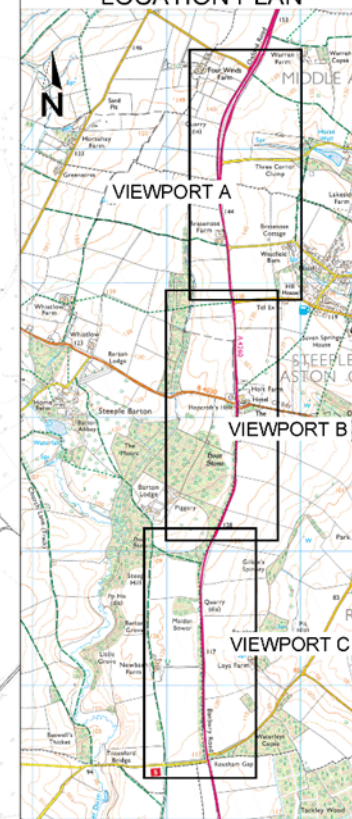


VIEWPORT C



Proposed 40, 50 and 60mph
speed limits
to replace national speed limit
between North Aston
and
Rousham Gap

LOCATION PLAN



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- Proposed 50mph (existing NSL)
- Proposed 40mph (existing NSL)
- Existing 50mph to remain

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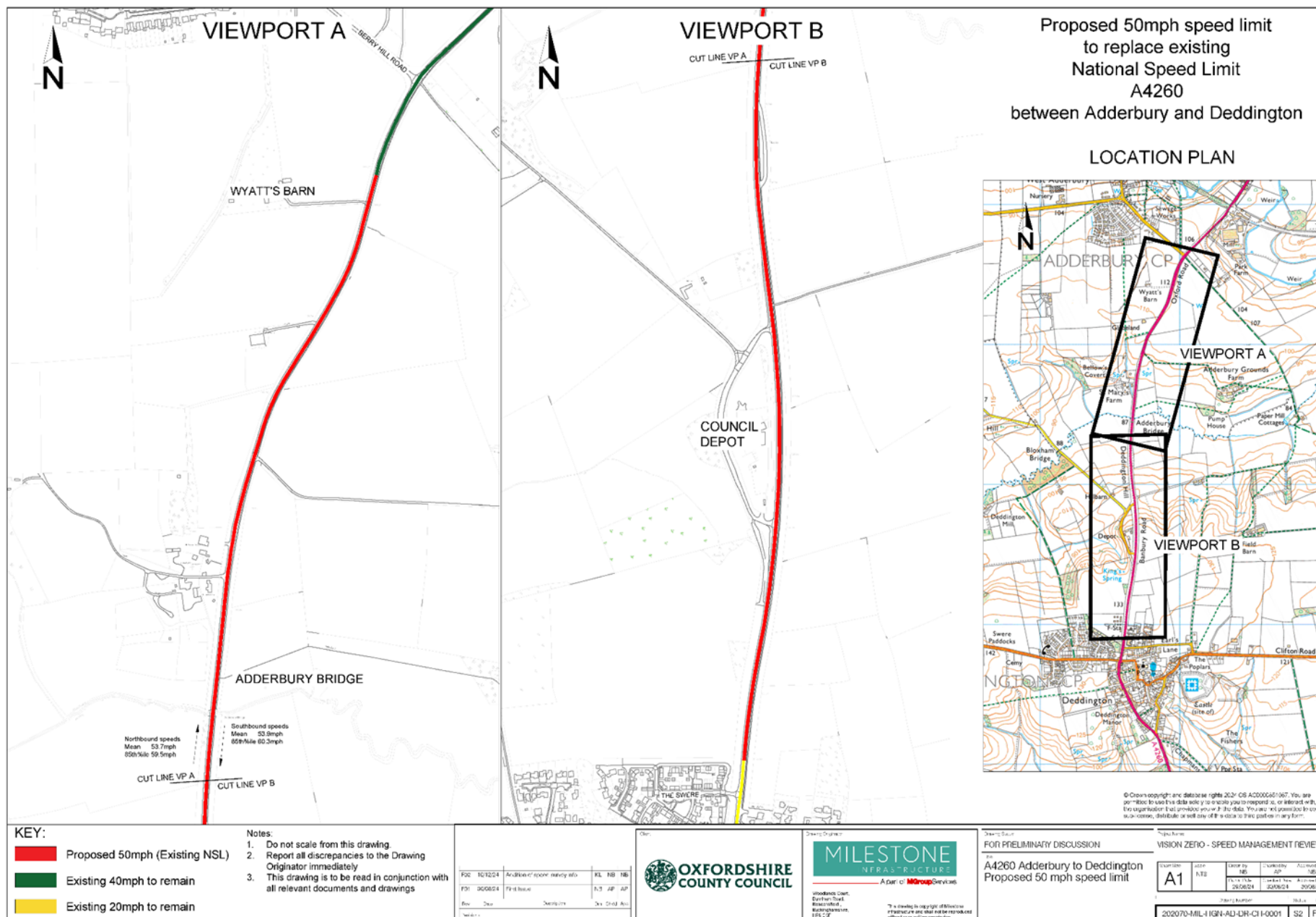
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2. Report all discrepancies to the Drawing Originator immediately
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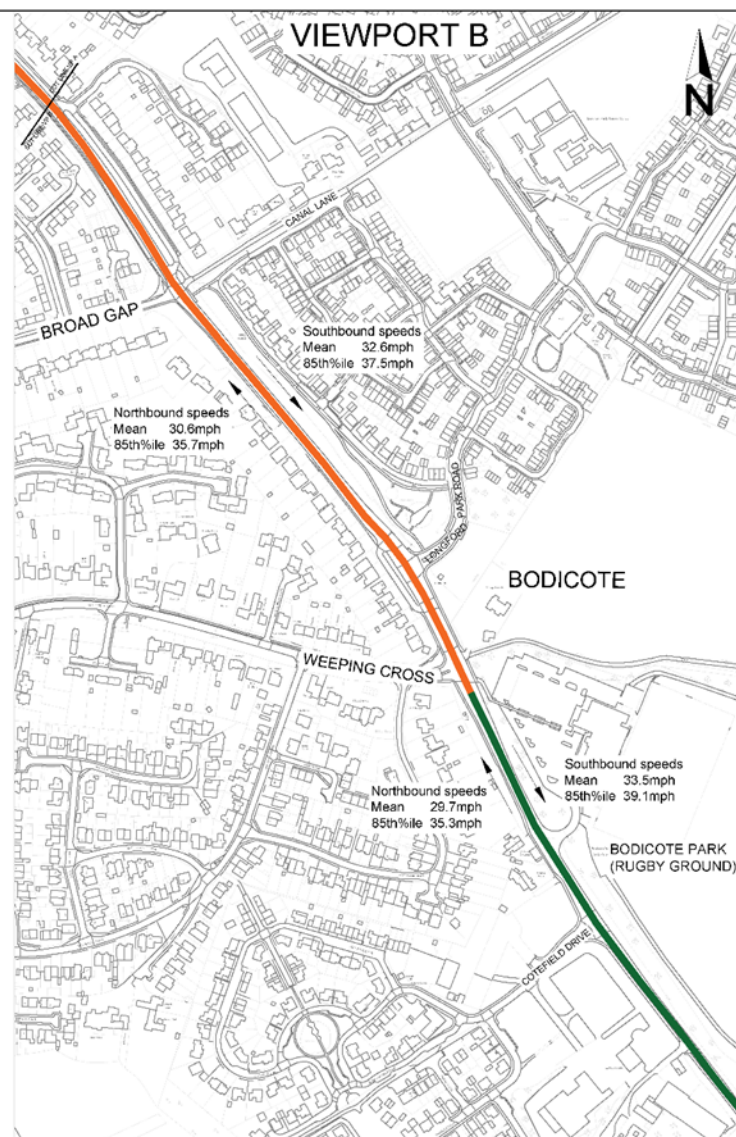
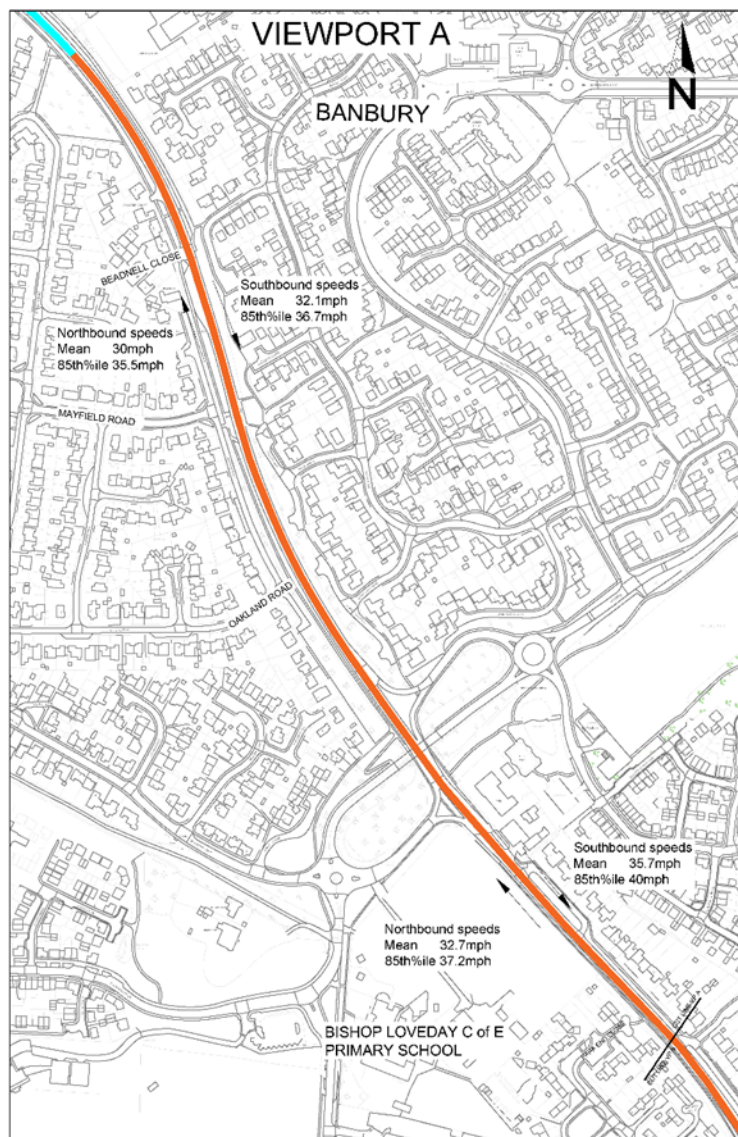
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F02	16/02/24	Availability of space, mainly info	KL	NB	NB
F01	06/08/24	First Issue	N3	AP	AP
Rev	Date	Drawn by	Rev	Drawn by	Drawn by



FOR PRELIMINARY DISCUSSION
A4260 NORTH ASTON TO
ROUSHAM GAP
PROPOSED 40, 50 AND 60MPH
SPEED LIMITS

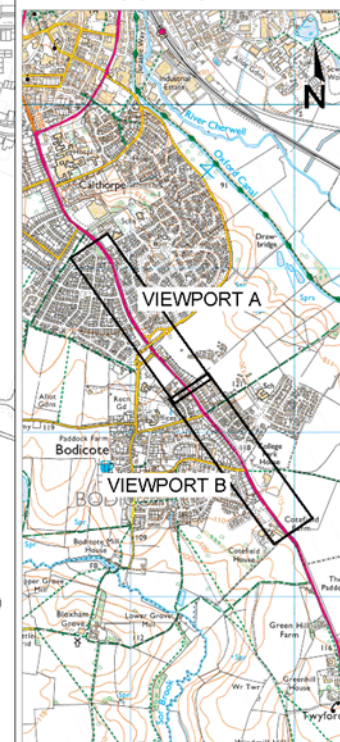
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202070-MIL-11GH-AST-DR-CH-0001 S3 F03					





Proposed 30mph speed limit
to replace
existing 40mph speed limit
on
A4260 Banbury to Bodicote

LOCATION PLAN



KEY:

- Existing 30mph (to remain)
- Proposed 30mph (Existing 40mph)
- Existing 40mph (to remain)

Notes:

1. Do not scale from this drawing.
2. Report all discrepancies to the Drawing Originator immediately.
3. This drawing is to be read in conjunction with all relevant documents and drawings

FIG 14/0002	Amendment per client	C3 NO 16
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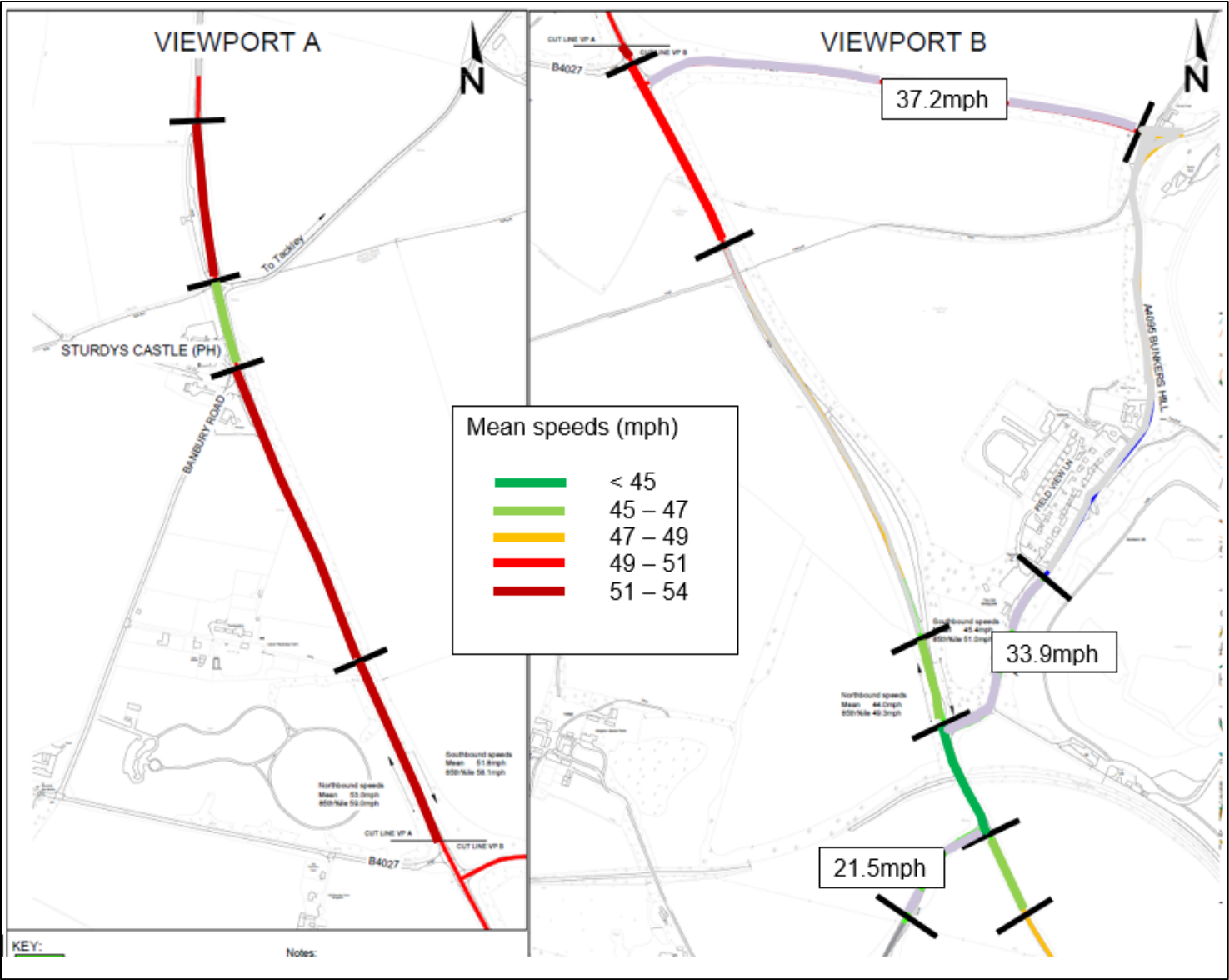


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A4260 BANBURY TO BODICOTE
PROPOSED 30MPH SPEED LIMIT

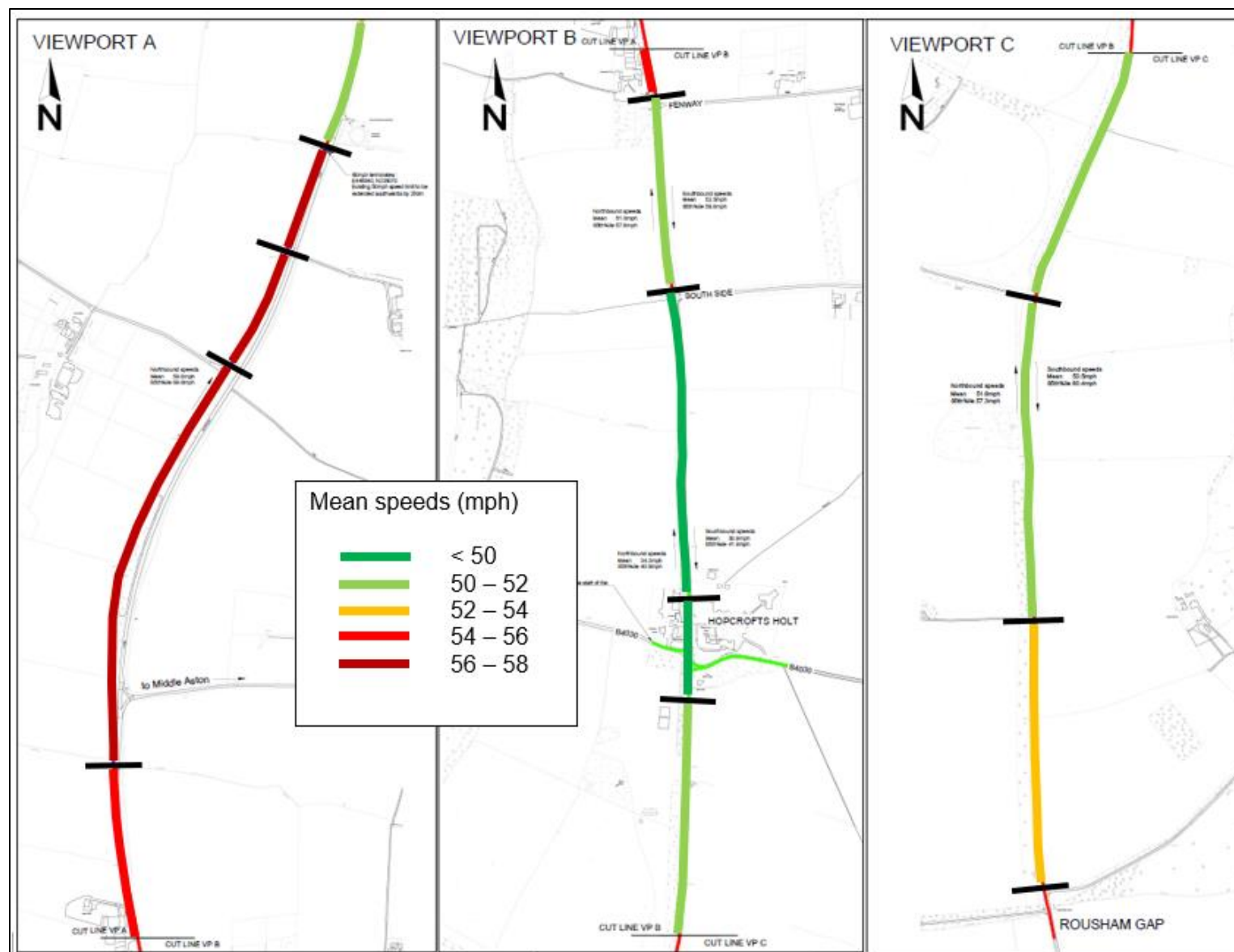
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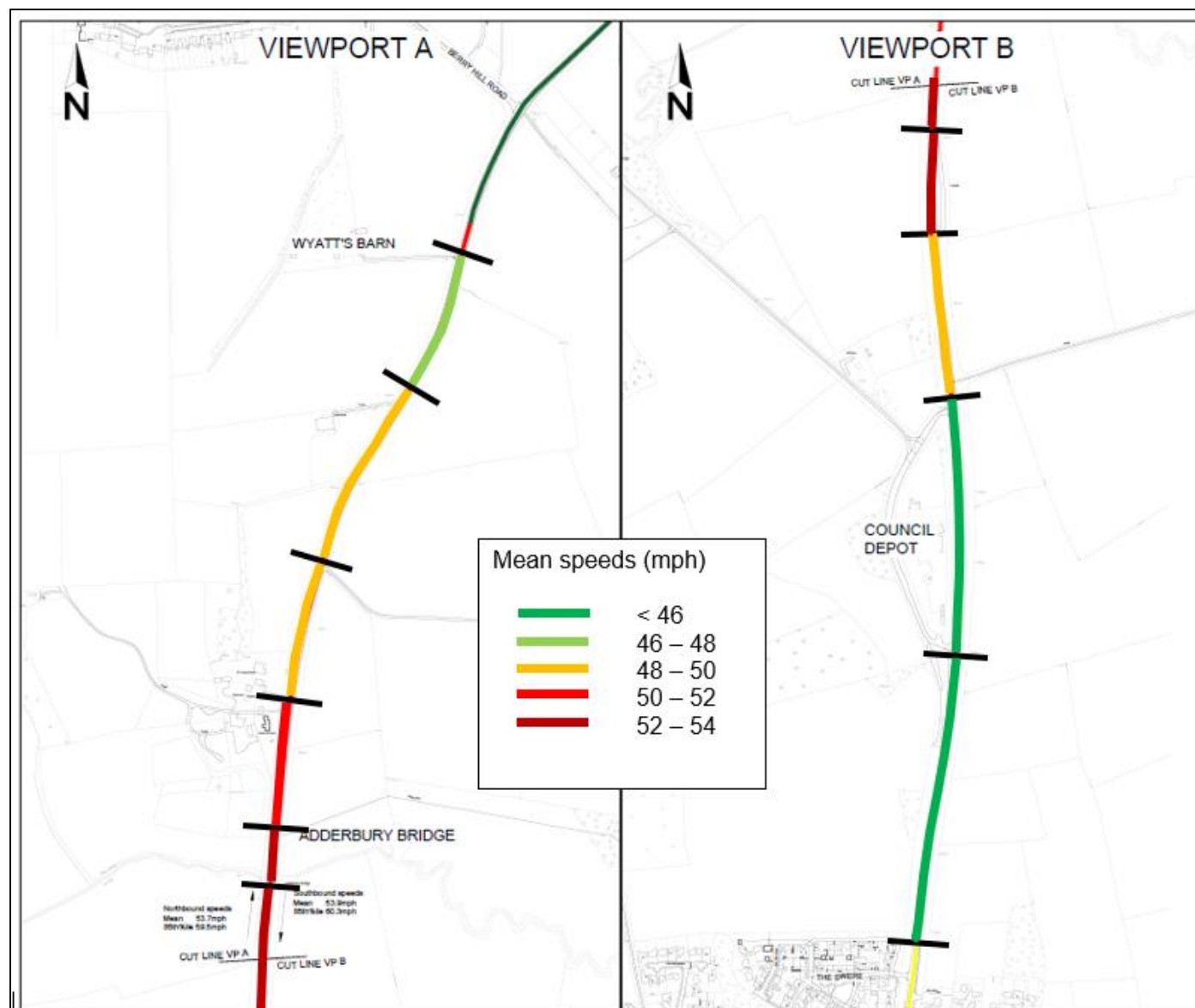
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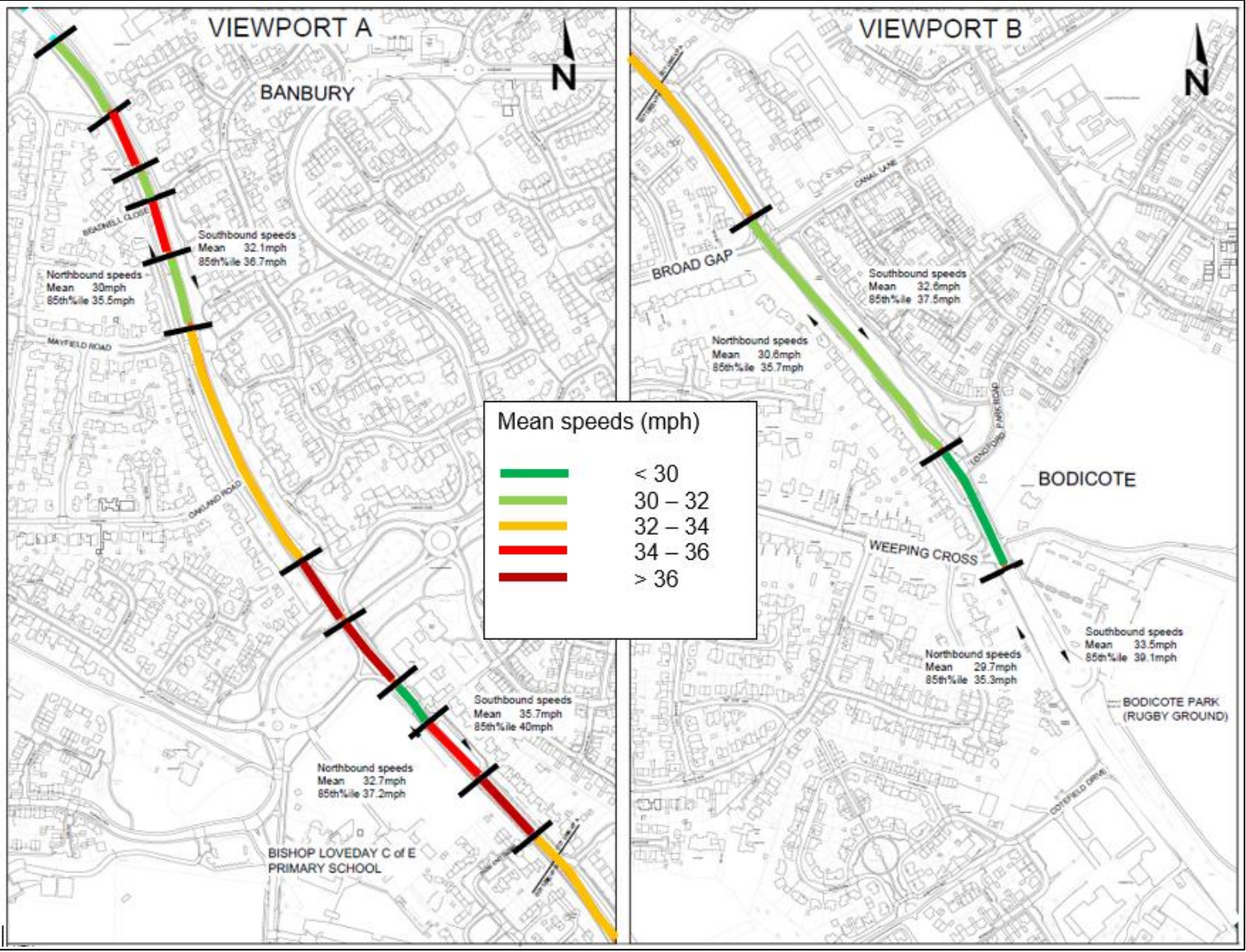


ANNEX 6

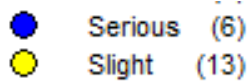
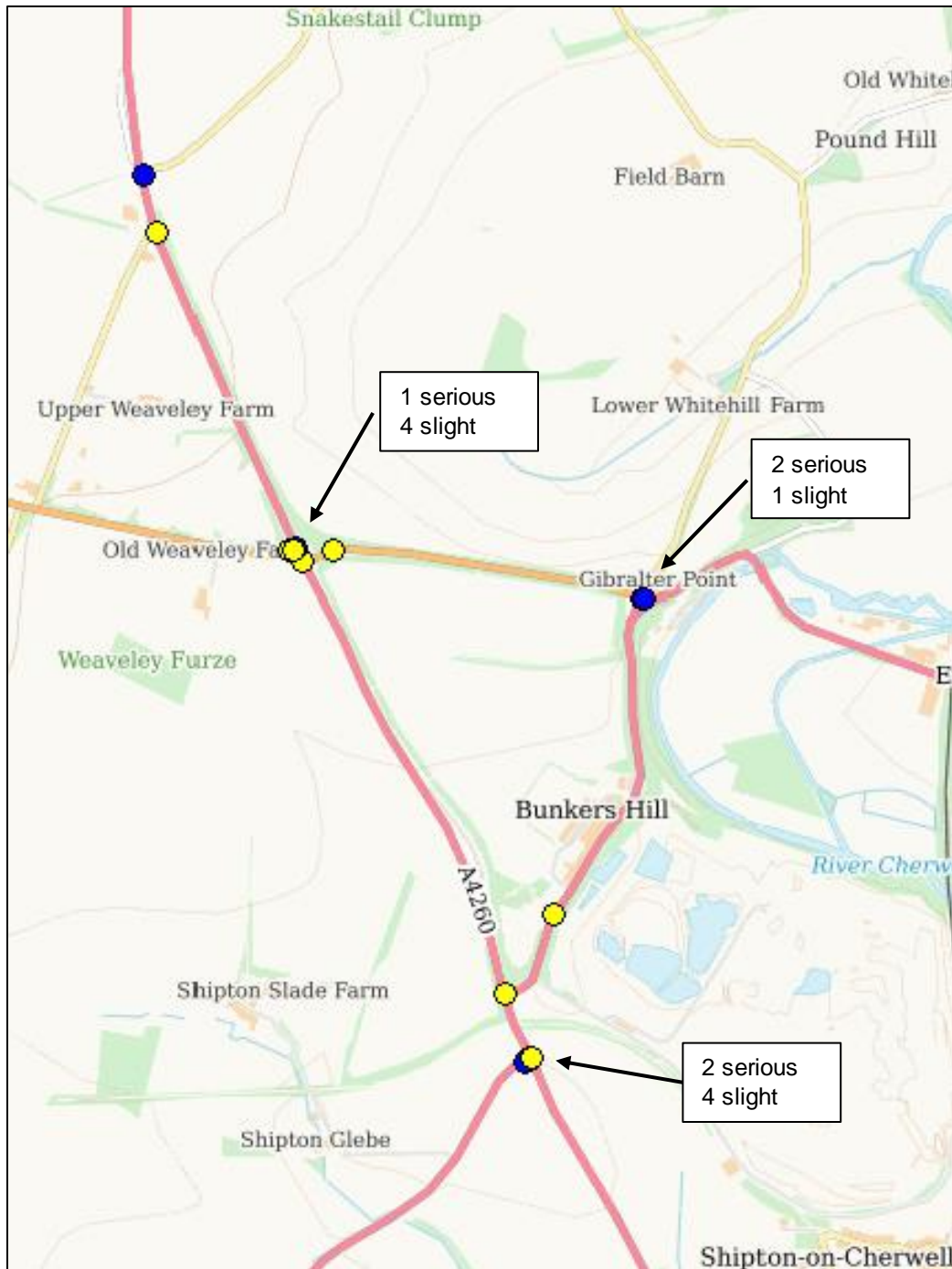


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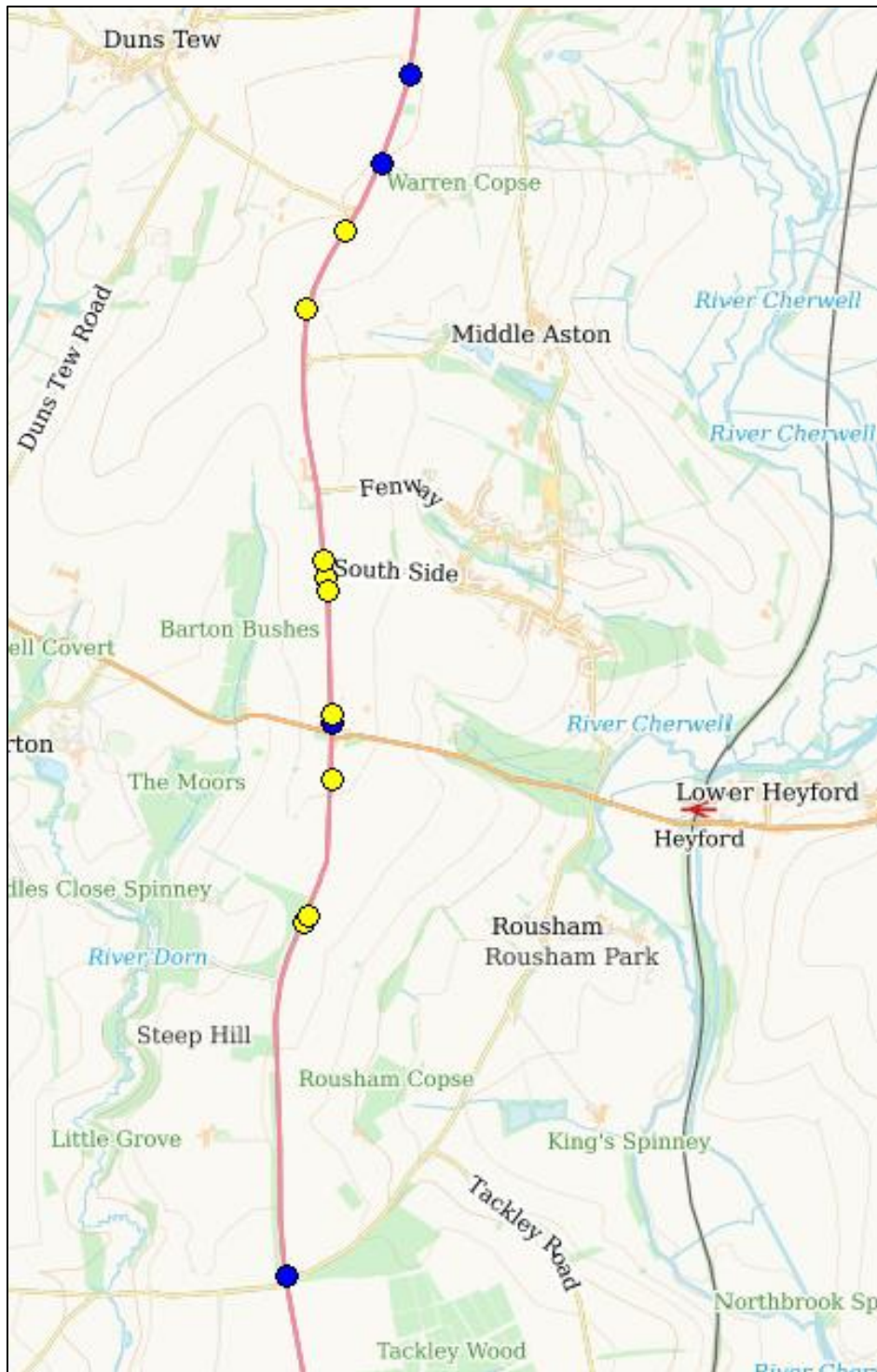




ANNEX 9

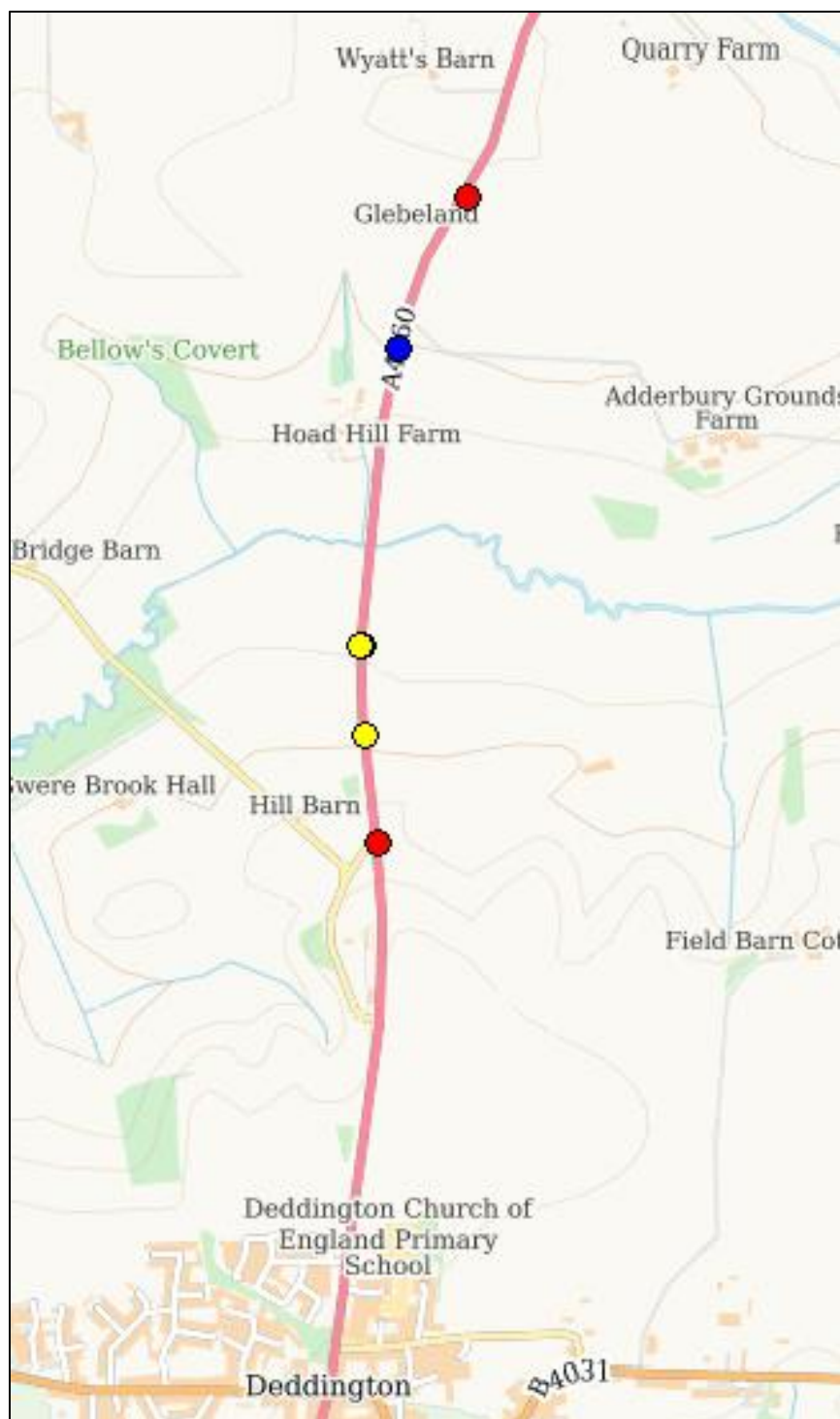


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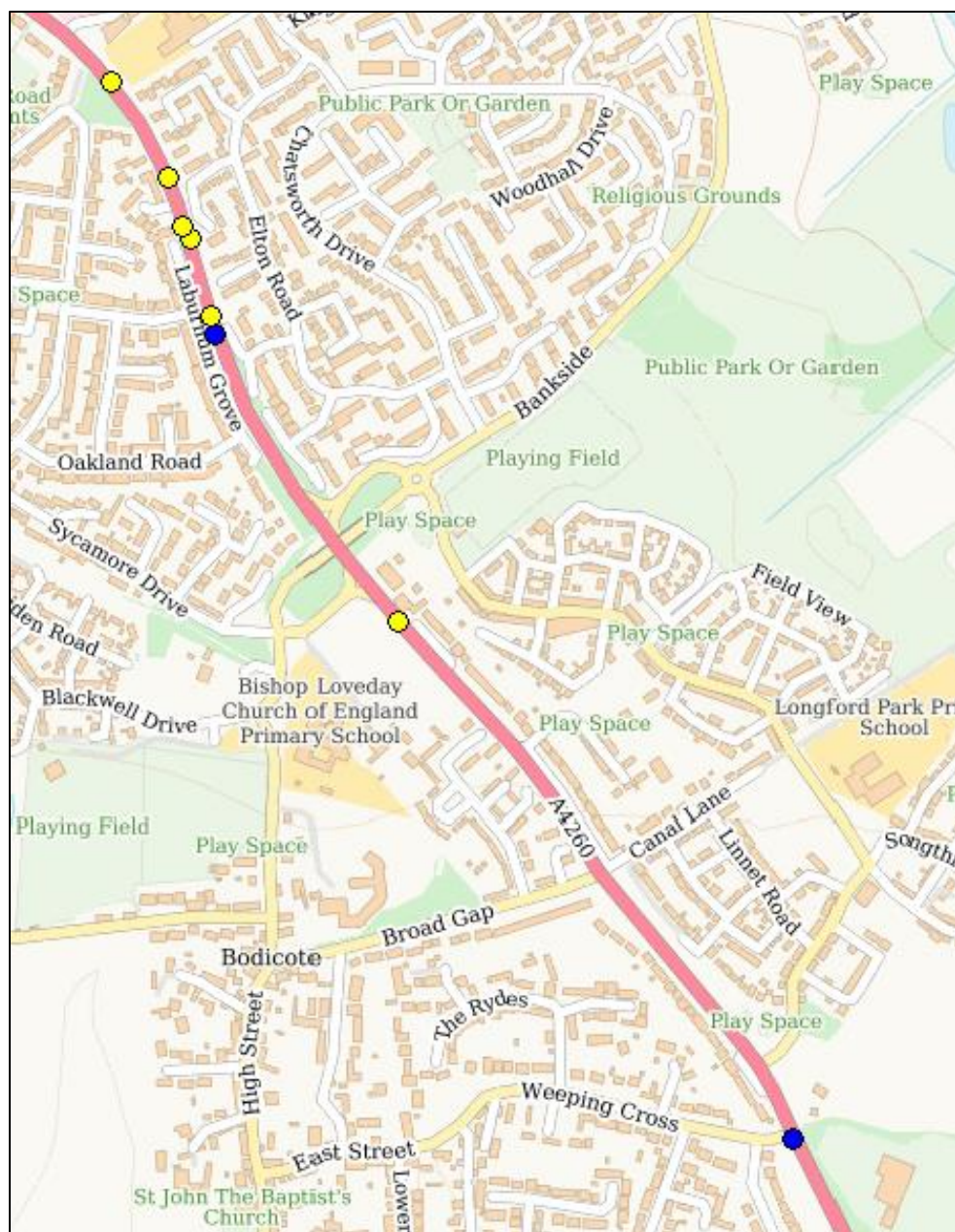
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ANNEX 11



- Fatal (2)
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ANNEX 12



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