

DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT MANAGEMENT

13 NOVEMBER 2025

CHOLSEY: WALLINGFORD ROAD 'BELLWAY' ESTATE – PROPOSED FORMALISATION OF 20MPH SPEED LIMIT

Report by Director of Environment and Highways

RECOMMENDATION

The Cabinet Member is RECOMMENDED to:

- a) Approve the formalisation of the existing 20mph speed limit within the 'Bellway' residential estate at the north-eastern end of Cholsey, south of Wallingford Road, as advertised.

Executive Summary

2. This report presents responses received to a statutory consultation on proposals to formalise the existing 20mph speed limit within the 'Bellway' residential estate at the north-eastern end of Cholsey, south of Wallingford Road – as shown in **Annex 1**.
3. The proposals supersede those that were originally proposed in 2021, and which have been subsequently absorbed by the introduction of the parish-wide 20mph speed limit introduced in May 2025, and will cover all roads within the estate, leading out to East End's junction with Wallingford Road.
4. Oxfordshire County Council wants to make built environments safer and more attractive places to walk and cycle. To enable this, 20mph speed restrictions are being used to help promote alternative modes of transport for local travel.
5. Streets are central to everyday life in Oxfordshire. They play a role in all transport journey's and are places where people shop, work and spend time. Improving the experience of being on Oxfordshire's streets will therefore improve people's local areas and their everyday lives. Improving streets to encourage active travel will also help to deliver further benefits for people in Oxfordshire. A wide range of people choosing to walk, and cycle will help to improve public health, reduce road noise, improve air quality and make local areas more relaxing.

Corporate Policies and Priorities

6. Of the nine priorities identified within the 'Oxfordshire Strategic Plan 2022-025', the proposals support priority nos.3 & 5, with the nine priorities listed below:
- (1) Put action to address the climate emergency at the heart of our work.
 - (2) Tackle inequalities in Oxfordshire.
 - (3) Prioritise the health and wellbeing of residents.
 - (4) Support carers and the social care system.
 - (5) Invest in an inclusive, integrated and sustainable transport network.
 - (6) Preserve and improve access to nature and green spaces.
 - (7) Create opportunities for children and young people to reach their full potential.
 - (8) Play our part in a vibrant and participatory local democracy.
 - (9) Work with local businesses and partners for environmental, economic and social benefit

Financial Implications

7. Funding for consultation on the proposals (and implementation if approved) has been provided by the local developer.

Legal Implications

8. 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.
9. 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 – Principal Solicitor (Regulatory)

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Staff Implications

10. The appraisal of the proposals, as well as the consultation process have been undertaken by Officers from the 'Highway Agreements' and 'TRO & Schemes' teams as part of their regular day-to-day duties, with no additional/negative impact on capacity expected.

Equality & Inclusion Implications

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

Sustainability Implications

12. The proposals will help reduce casualty rates and improve road safety within the estate.

Risk Management

13. No potential significant health and safety or service provision risks, or potentially significant financial impacts have been identified in these proposals.

Formal Consultation

14. Formal consultation was carried out between 17 September and 17 October 2025. A notice was published in the Banbury Guardian newspaper, 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, South Oxfordshire District Council, relevant local District Cllrs, Cholsey Parish Council, and the local County Councillor representing the Cholsey & The Hagbournes division.
15. During the course of the formal consultation, 37 responses were received via the online survey, comprising of two objections (5%), three partially supporting/raising concerns (8%), 27 in support (73%), and five non-objections (14%).
16. Additionally, a further three emails were received directly – with Thames Valley Police, Oxford Bus Company, and the Go Ahead group (public transport operator, covering local bus groups) all submitted a non-objection.
17. The full responses are shown in **Annex 2**, 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

18. (o1) – The implementation of this Traffic Regulation Order to make the “Bellway” residential estate a 20mph is being fully funded by the developer. This initiative forms part of Oxfordshire County Council’s wider 20mph

programme, which aims to enhance safety for all road users, particularly pedestrians and cyclists across the county.

19. The second part of the objection appears to relate to the general condition of roads in surrounding areas and Oxfordshire as a whole, rather than the specific consultation regarding the proposed 20mph limit for this estate.
20. (o2) – The change in speed limit within the village/Cholsey itself does not form part of this consultation. The purpose of the proposed 20mph limit within the “Bellway” residential estate is to enhance road safety for all users.
21. A comment was raised regarding an increase in accidents following the reduction of speed limits in Cholsey. However, this concern falls outside the scope of the development to which this consultation relates. Additionally, no supporting evidence has been provided within the consultation response.
22. Some concerns and comments relate to the 20mph speed limit being too fast and have indicated support for a lower speed limit. However, it is important to note that 20mph is the lowest speed limit that can be enforced on adopted public highways. The geometry of the roads on this estate have been designed to help self-enforce and keep speeds to a minimum. The introduction of this 20mph, supported by repeater signage on the estate will help improve safety for all users.

Paul Fermer
Director of Environment & Highways

Annex(es): Annex 1: Consultation plan
 Annex 2: Consultation responses

Background papers: n/a
Other Documents: n/a

Contact Officer(s): Aaron Morton (Senior Engineer – Highway Agreements)
 Ryan Moore (Technical Lead Engineer – Highway Agreements)

November 2025

LEGEND



Roads to be subject to 30mph Traffic Regulation Order (TRO)

Rev.	Date	Final Issue Description
A	05.08.25	

Original Date: 05.08.25 (05.08.2025) (05.08.2025)

Drawing Status
FOR INFORMATION ONLY

Bellway

Thames Valley

Important
Imperial Way
Reading
 Berkshire RG2 2TD
Telephone 01494 401800
www.bellway.co.uk

Project
Land at Wallingford Road
Cholsey
Oxfordshire

Drawing Title
Traffic Regulation Order
Consultation Plan

At Scale	Date	Drawn
1:1000	Aug 25	CV

Drawing No	Rev
AH01-TR0-001	A



ANNEX 2

RESPONDENT	COMMENTS
(e1) Traffic Management Officer, (Thames Valley Police)	No objection
(e2) Head of Built Environment and Infrastructure, (Oxford Bus Company)	No objection – This proposal relates only to internal streets due for imminent adoption. As there is no impact on bus operations, we have no objection to raise.
(e3) Managing Director, (Go Ahead group)	No objection – we have no issue with these proposals.
(o1) Local resident, (Cholsey)	Object – Waste of money that we all will have to pay for. Anyone that drives over 20mph on the estate clearly has a low iq, some signs isn't going to change that. Spend it fixing the roads that actually will improve safety. There are absolute shambles and danger to the public not on the estate but the whole of Oxfordshire and especially Cholsey.
(o2) Local resident, (Cholsey, Wallingford Road)	Object – Since changing the speed limits in the village there has been an increase in accidents and recently a fatality.
(o3) Local resident, (Cholsey, East End)	Concerns – It shouldn't be as fast as 20mph. There are children in this road and pets - people drive like idiots.
(o4) Local resident, (Cholsey, East End)	Concerns – 20 is fast for the layout of the roads, children and animals crossing and cars parked on blind corners. It should be 15
(o5) Local resident, (Cholsey, East End)	Partially support – People drive dangerously fast through the estate, residents and delivery drivers. Would actually support a lower speed limit and road and junction markings.

<p>(o6) Local group/organisation, (Coalition for Healthy Streets and Active Travel)</p>	<p>Support – We support 20mph as the standard speed limit in residential areas for its proven benefits in reducing the number and severity of road casualties. Multiple studies have shown that 20mph vs 30mph limits reduce severe casualties by 25% to 35%, even no change in enforcement.</p> <p>We would be disappointed if Thames Valley Police do not recognise that this represents a reduction on workload for them dealing with the aftermath of serious road traffic collisions, even without having to spend additional resources on enforcement, and despite their PCC's declared support for Vision Zero... "Vision Zero has a long-goal to end traffic-related fatalities and serious injuries by taking a systemic approach to road safety." ... which includes Safe Speeds: "Appropriate speed is at the heart of the Safe System approach. Our collective objective should be to create a network where fewer faults occur, and to ensure that those instances where they do will not lead to a serious injury or death. We should seek compliance with speed limits through consent, education and engagement and ultimately enforcement.</p> <p>The setting of speed limits is the responsibility of local authorities, but whilst enforcement is primarily the responsibility of the police, road design and close community engagement can help secure compliance with those limits. Speeds should be set in line with Department for Transport guidance to ensure consistency and predictability for road users. " (TVP PCC Road Safety Strategy Oct 2024)</p>
<p>(o7) Local resident, (Cholsey, Hillside)</p>	<p>Support – Narrow winding roads though the estate. Cars parked on pavements make roads even narrower. No road markings indicating right of way at various junctions.</p> <p>Children often cycling, walking playing along the roads</p>
<p>(o8) Local resident, (Cholsey, Bill Money Way)</p>	<p>Support – People driving far too fast on not very well designed roads.</p>
<p>(o9) Local resident, (Cholsey, Caps Lane)</p>	<p>Support – Another awful accident on the Wallingford road today should say enough.</p>
<p>(o10) Local resident, (Cholsey, Cornflower Drive)</p>	<p>Support – Roads are too narrow & have too many blind corners for it to be safe at anything more than 15mph!!!</p>

(o11) Local resident, (Cholsey, East end)	Support – It should be 10 mph, but 20 is a start
(o12) County Cllr, (Cholsey, Fairfield)	Support – Safe and appropriate for a heavily residential area
(o13) Local resident, (Cholsey, Hillside)	Support – There are a number of residents who drive far too quickly, especially around blind corners. This is made more dangerous by the number of cars that are parked in non-designated spaces, narrowing the road further. Given that there are children and pets around, anything that can be done to make the Bellway development roads safer would be very welcome. Speed limit enforcement is difficult, so maybe parking restrictions and/or speed bumps should be considered.
(o14) Local resident, (Cholsey, Hillside)	Support – The roads winding through the estate are narrow, a problem aggravated by fairly widespread pavement parking especially on East End. There are no road markings indicating who has right of way at any of the junctions so caution has to be taken at all times.
(o15) Local resident, (Cholsey, Hillside)	Support – The development is on a hill and some of the roads have very tight bends which are dangerous if vehicles are travelling fast.
(o16) Local resident, (Cholsey, Hillside)	Support – I agree. Supporting g this proposal as I am a resudent
(o17) Local resident, (Cholsey, Hillside)	Support – I support the 20mph speed limit inside the Bellway development, as I feel this will make the environment safer and more civic-minded.
(o18) Local resident, (Cholsey, Hillside)	Support – Cars / vans too fast and rest village 20mph

(o19) Local resident, (Cholsey, Honey Lane)	Support – All residential areas should be 20
(o20) Local resident, (Cholsey, Skylark Way)	Support – To increase safety for drivers, pedestrians and animals
(o21) Local resident, (Cholsey, Skylark Way)	Support – I live on Poppy Fields, Bellway estate and I just think it makes sense that the whole estate should be 20mph. People have commented already about certain people driving too fast, as there are a lot of children living here.
(o22) Local group/organisation, (Cholsey, Station Road)	Support – I support the 20mph for safety and environmental reasons. It is a built up area and there is no need for anyone to be driving above 20mph. It would also tie in with the rest of the village, which makes understanding the speed limits and where they change easier for drivers
(o23) Local resident, (Cholsey, Swallowcroft)	Support – I live on the estate and the current traffic speed is erratic. This is a concern for safety of children, animals and other drivers
(o24) Local resident, (Cholsey, The Rowans)	Support – 20mph are appropriate in all residential areas. Particularly estates like this that have no through routes
(o25) Local resident, (Cholsey, West End)	Support – I don't think there's any need to go faster than 20 mph. Much safer to stuck to 20mph in this zone.
(o26) Local resident, (Cholsey, East end)	Support – Although the road layout has been designed to reduce speed, this is insufficient on its own - a clear reduced speed limit should be in effect. The main offenders are delivery vans and visitors to the area.
(o27) Local resident, (Cholsey, East End)	Support – There are several drivers who use the development like a race circuit doing well in excess of 30mph. Certain aspects of the design of the development are poor (the junction from East End phase 1 to Poppy Fields phase 2) so it is unclear who has priority (no road markings are particularly unhelpful). The development is a mix of 2/3 & 4

	<p>bedroom accommodation so there are many children scooting, cycling, walking to school but some drivers do not adopt an appropriate speed and fly down East End. Parking right on the bend outside of 41/43 East End is also hazardous with cars coming towards each other at the sharp bend. A 20mph speed limit would be very appropriate given the number of pedestrian users (Cholsey is a commuter village so many households walk to the station or catch a bus in Wallingford Rd) and poor layout mean a reduced speed limit should apply without doubt.</p>
(o28) Local resident, (Cholsey, Eastend)	<p>Support – I live in the estate and would like it to go down to 10m as im on the bend and it's like a race track somedays</p>
(o29) Member of public, (Cholsey, Hillside)	<p>Support – The rest of the village is 20mph and we have no speed limit signs at all in the estate, never mind 20mph. Some people - particularly delivery drivers - speed around with no care that children may be playing etc Some areas should actually be 10mph!</p>
(o30) Local resident, (Cholsey, Skylark Way)	<p>Support – Safety for everyone</p>
(o31) Local resident, (Cholsey, Skylark Way)	<p>Support – I would personally like it BELOW 20 mph Cars/courier vans race round this estate and before long there'll be an accident with a child being knocked over and seriously injured/killed.</p> <p>The sooner 20mph is in place the better. Can't understand why 20mph was not put in place when estate finished</p>
(o32) Local resident, (Cholsey, East End)	<p>Support – The road is very bendy and narrow. Children use most routes through the development to reach their school. Presently, it is often used as a race track and near misses have happened. 20 miles per hour safeguard everyone.</p>
(o33) Local resident, (Cholsey, East End)	<p>No objection – Needed people drive way too fast</p>

(o34) Local resident, (Cholsey, East End)	No objection – Should be slower. The vision around the corners and shape of roads should ensure cars drive slowly. Most do, but some not and with a high level of children on the estate
(o35) Local resident, (Cholsey, Hillside)	No objection – I live on the development, so many people drive as if it's a racetrack and it needs addressing. Speed bumps would also help.
(o36) Local resident, (Cholsey, Hillside)	No objection – It is difficult to drive faster than 20mph in the development because of the road design. Inappropriate and dangerous car parking needs to be addressed as it is “an accident waiting to happen” and pedestrians and children are at risk
(o37) Local resident, (Cholsey, Hillside)	No objection – Would be safer