

Division(s) affected: *Cropredy & Hook Norton, Chipping Norton, Charlbury & Wychwood, Burford & Carterton West, Bampton & Carterton South*

DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT

16 JULY 2026

A361: BETWEEN WILLIAMSCOT & BRADWELL – PROPOSED 40MPH & 50MPH SPEED LIMITS

Report by Director of Environment and Highways

RECOMMENDATION

The Cabinet Member is **RECOMMENDED** to:

**Approve the following speed limit amendments on the A361 between
Williamscot & Bradwell, as advertised:**

- (a) New 40mph speed limits:**
 - i. at Williamscot Hill, between its junction with the access to ‘Earlswood’ at Thatchems Farm, and a point northeast of its junction with Thorpe Road,**
 - ii. at Shipton-under-Wychwood, between a point south of its junction with Dog Kennel Lane, and a point south of its junction with Upper End,**
 - iii. at Bradwell Grove, between a point north of Woodside Drive at Bradwell Grove, and a point south of the Kencot junction.**

- (b) A new 50mph speed limit between Chipping Norton & Shipton-under-Wychwood.**

Executive Summary

2. This report presents comments received to a statutory consultation – and the subsequent response to objections from County Council Officers – on proposals to introduce lower speed limits on the ‘A361 corridor’ between Williamscot (near Banbury) & Bradwell (near Burford) – as shown in **Annexes 1 to 4**.

3. At Williamscot Hill, a new 40mph speed limit will be introduced, replacing a section of the existing 50mph speed limit between Wardington and the M40 motorway (**Annex 1**); thereafter a new 50mph speed limit will be introduced (replacing the existing 60mph National speed limit) between Chipping Norton & Shipton-under-Wychwood (**Annex 2**).

4. At Shipton-under-Wychwood, a new 40mph speed limit will be introduced south of the village in place of part of the existing 60mph National speed limit (**Annex 3**), and finally at Bradwell Grove, the existing 50mph speed limit will be replaced in its entirety with a new 40mph speed limit (**Annex 4**).
5. The proposals have been put forward following investigations by Officers and key stake-holders as part of the Councils 'Vision Zero' strategy to work on a safe system approach to reducing fatal and severe injuries on roads, the Council proposes to reduce vehicle speeds to safer levels where appropriate for all road users, including pedestrians, cyclists, equestrians, motorcyclists, and motorists.
6. 'Vision Zero' 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.

Corporate Policies and Priorities

7. Of the three priorities identified within the newly adopted 'Oxfordshire Strategic Plan 2025-2028' which are listed below, these proposals actively support priority nos.1 & 3:
 - (1) Greener Oxfordshire – *“We want our communities to enjoy clean air, access to green space, and safe and sustainable ways to move around. This means reducing traffic congestion and investing in public transport, cycling and walking; protecting our natural environment; and helping Oxfordshire respond and adapt to a changing climate.”*
 - (2) Fairer Oxfordshire – *“We want all our residents to benefit from the advantages our county has to offer. This means supporting a local economy that benefits everyone; assisting people who face challenges in finding work; making our services as easy to access as possible; and helping communities in need.”*
 - (3) Healthier Oxfordshire – *“We want all our residents to be happy, healthy and safe. This means helping children get the best start in life; creating opportunities for young people to reach their full potential; supporting older people to age well and stay independent for as long as possible; and encouraging everyone to make healthy choices.”*

Financial Implications

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

9. Finance has completed a high-level review of this report. As no financial figures or costings were included, this sign off is limited to confirming that the narrative is reasonable based on the information provided. Service area Officers therefore take responsibility for confirming the funding arrangements, validating the financial position & underlying data independently from Finance.

Comments checked by:

Andrew Price – Interim Business Partnering Accountant

Andrew.Price@Oxfordshire.gov.uk

Legal Implications

10. 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.
11. 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:

Nicole Olavesen – Solicitor (Regulatory).

Nicole.Olavesen@Oxfordshire.gov.uk

Staff Implications

8. There are no negative staff implications – with the appraisal of the proposals, as well as the consultation process having been undertaken by Officers from the 'Vision Zero', and 'TRO & Schemes' teams as part of their regular day-to-day duties, with no additional or negative impact on capacity expected.

Equality & Inclusion Implications

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

Sustainability Implications

13. The proposals have been put forward for road safety reasons and aim to reduce vehicle speeds to safer levels for all motorists and road users, specifically those considered to be more vulnerable, including pedestrians, cyclists, equestrians, and motorcyclists.

Risk Management

14. No potential significant health and safety or service provision risks have been identified in these proposals.

Formal Consultation

15. Formal consultation was carried out between 29 April and 29 May 2026. A notice was published in the Witney & West Oxfordshire Gazette and Banbury Guardian newspapers.
16. 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 District Councillors, Wardington Parish Council, Chipping Norton Town Council, Chadlington Parish Council, Chilson Parish Meeting, Ascott-under-Wychwood Parish Council, Churchill & Sarsden Parish Council, Lyneham Parish Meeting, Shipton-under-Wychwood Parish Council, Shilton Parish Council, and Broadwell Parish Meeting.
17. The local County Councillors representing the Cropredy & Hook Norton, Chipping Norton, Charlbury & Wychwood, Burford & Carterton West, and Bampton & Carterton South divisions were also informed via email.
18. During the course of the formal consultation, 43 responses were received via the online survey, and these are summarised in the table below:

Proposal	Support	Partially support / concerns	Object	No objection / No opinion
40mph speed limit at Williamscot Hill	12 (28%)	-	23 (54%)	8
40mph speed limit at Shipton-u-Wych	16 (37%)	1	24 (56%)	2
40mph speed limit at Bradwell Grove	14 (33%)	1	22 (51%)	6
50mph speed limit south of Chipping N	10 (23%)	1	24 (56%)	8

19. Additionally, a further seven emails were received directly – with Thames Valley Police, Stagecoach (albeit requesting the consideration of complementary bus priority measures along affected sections of the corridor), and Cherwell District Council not objecting. Oxford Bus Company raised concerns about the potential negative impacts on rural public transport connectivity, and Oxfordshire Liveable Streets (a not-for-profit campaign organisation) submitting their support.

20. Two detailed responses were received from members of the public, both objecting to the proposals., on the basis that lowering speed limits won't have the desired effects on road safety.
21. The full responses are shown in **Annex 5** (with one detailed response shown in **Annex 6**), 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

22. An informal stakeholder consultation was carried out in September 2025. There was general support for the proposals, with one Parish Council and one County Councillor being opposed. Thames Valley Police requested a northward extension at Williamscot Hill which was incorporated into the final proposals.
23. Officers have examined the full length of the A361 and have proposed amendments to the speed limit at three relatively short lengths (865m to 2.0km) and one longer length (8.0km). These targeted changes have considered the existing speeds and collision history, as well as the Department for Transport guidance. The table below is an extract from the DfT guidance 'Setting local speed limits' (<https://www.gov.uk/government/publications/setting-local-speed-limits/setting-local-speed-limits>)

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.

24. Comments on the compliance of the proposals with national guidance, and other factors, are set out in the table below:

Proposal	Officer comments in respect of compliance with DfT guidance
<p>Williamscot Hill 50mph to 40mph (Annex 1)</p>	<p>The horizontal and vertical alignment of this stretch is poor, with a significant proportion marked with double white centre lines, prohibiting overtaking. Although VAS warning signs have recently been installed at the more hazardous bends, the road is considered to fall into the Table 2 category for 40mph speed limit.</p> <p>This section of the A361 has a poor injury collision history, with 15 casualties (one fatal, four serious and 10 slight) in the five years and three months since January 2021.</p> <p>Actual mean speeds are typically 38 to 44mph.</p>
<p>South of Chipping Norton NSL to 50mph (Annex 2)</p>	<p>This section is considered to have a relatively high number of bends and accesses, so falls into the 50mph Table 2 speed limit category. There have been 28 reported casualties (12 serious and 16 slight) since January 2021.</p> <p>Actual mean speeds are typically 45 to 50mph.</p>
<p>Shipton-under-Wychwood NSL to 40mph (Annex 3)</p>	<p>At present, the National Speed Limit terminates at a right-angled bend where the 20mph limit begins, at the edge of Shipton-under-Wychwood. The proposal would, therefore, provide a buffer between the two limits. The junction with Upper End, and the accesses to properties on either side of this junction, place the length of road within the 40mph Table 2 category.</p> <p>Actual mean speeds vary along the length, being approx. 45mph at the southern end and reducing to approx. 32mph before reaching the village.</p> <p>There have not been any reported injury collisions on this stretch in the period from January 2021, but officers are aware of near-misses reported by residents.</p>
<p>Bradwell 50mph to 40mph (Annex 4)</p>	<p>This length incorporates the junction with Hen N Chick Lane / Hardwick Lane, adjacent to the Cotswold Wildlife Park and Gardens, which has a poor collision history (one serious and three slight collisions/casualties since January 2021). Safety would be improved at this junction if A361 through traffic speeds were to be reduced. There has been one other collision in this section, with three slight casualties.</p> <p>Mean speeds along the length typically increase from approx. 40mph at the northern end to approx. 45mph to the south. It is considered that the nature of the section, particularly at the northern end, places it in the 40mph Table 2 category. It is appropriate to change the full length of the 50mph limit (1.65km) to 40mph, rather than changing part of the length and introducing another terminal point.</p>

25. Accepting that the slight majority of the opinions received from members of the public are objections, the detailed responses for the most part raise generic concerns rather than ones focussed on the individual proposals.
26. Generally, Officers consider objections along the lines of proposals being unjustified, anti-car, a waste of money, not enforceable or pointless to not warrant consideration to make amendments to a proposal.
27. Given that the actual mean speeds are at or below the proposed speed limits over the majority of the affected lengths, the new limits will not need to alter the behaviour of most drivers, and while noting the concerns and observations of Stagecoach bus company in respect of any impact on bus journey times, this is very likely to be also true for bus operators.
28. The primary intention is to reduce the speeds of the fastest vehicles; those which are more likely to be involved in a collision than the slower vehicles. VAS bend warning signs have been placed at specific high-risk bends at Williamscot Hill, and improved signage is planned for the Hen N Chick Lane junction, but further VAS or engineering measures are not considered to be cost-effective or appropriate along the rest of the route.

Paul Fermer
Director of Environment and Highways

Annex(es): Annexes 1-4: Consultation plans
 Annex 5: Consultation responses
 Annex 6: Detailed consultation response

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

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

July 2026

Drawing No. 0

- Proposed 40MPH Speed Limit
- Existing 20MPH Speed Limit (to remain)
- Existing 50MPH Speed Limit (to remain)

SAFETY, HEALTH AND ENVIRONMENTAL INFORMATION
 IN ADDITION TO THE HAZARDS/RISKS NORMALLY ASSOCIATED WITH THE TYPES OF WORK DETAILED ON THIS DRAWING, NOTE THE FOLLOWING SIGNIFICANT RESIDUAL RISKS:
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Rev.	Date	Purpose of revision	Drawn	Checked	Approved



Project title
 A361 Corridor Speed Limits

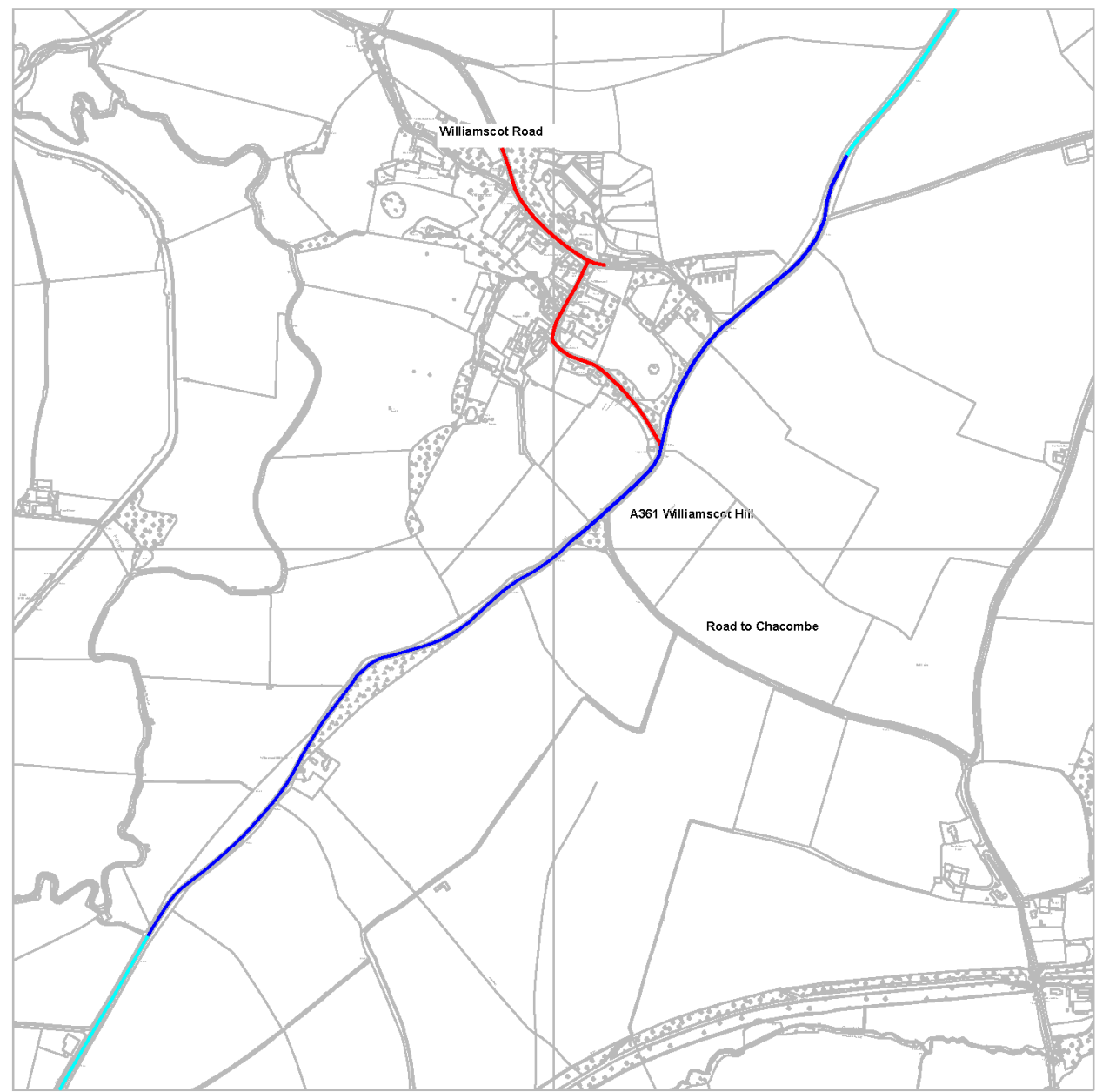
Drawing title
 Plan 1
 Williamscott Hill

Drawing Status

Scale @ A4	Drawn by	Checked by	Approved by
	AC	CJM	

Date drawn	Date checked	Date approved
16/03/2026	29/04/2026	

Oxfordshire Project No. 8 File Ref.
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Drawing No. 0

Proposed 50mph speed limit

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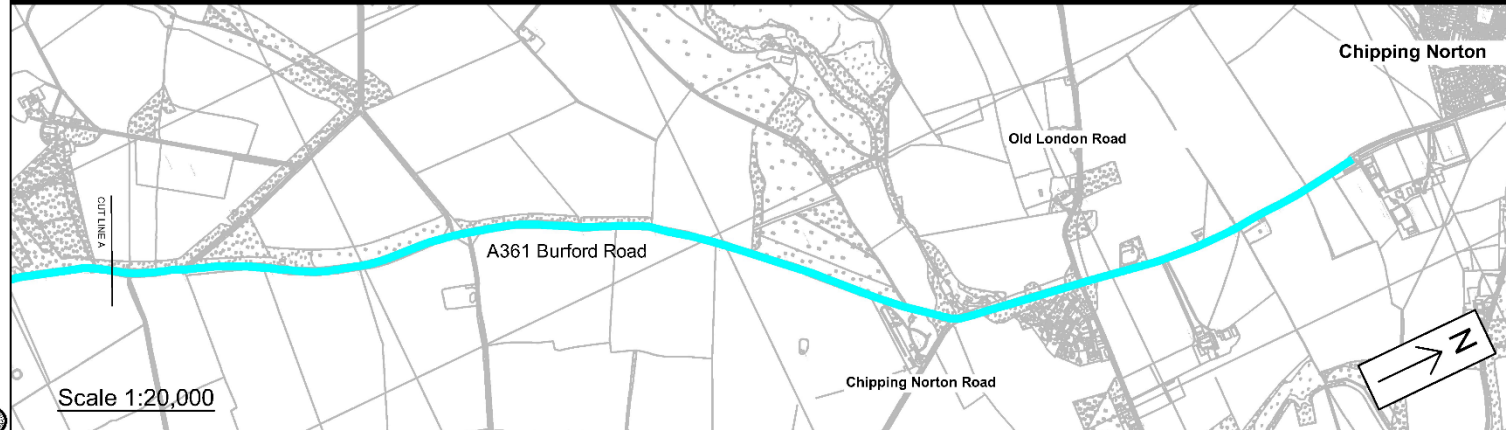
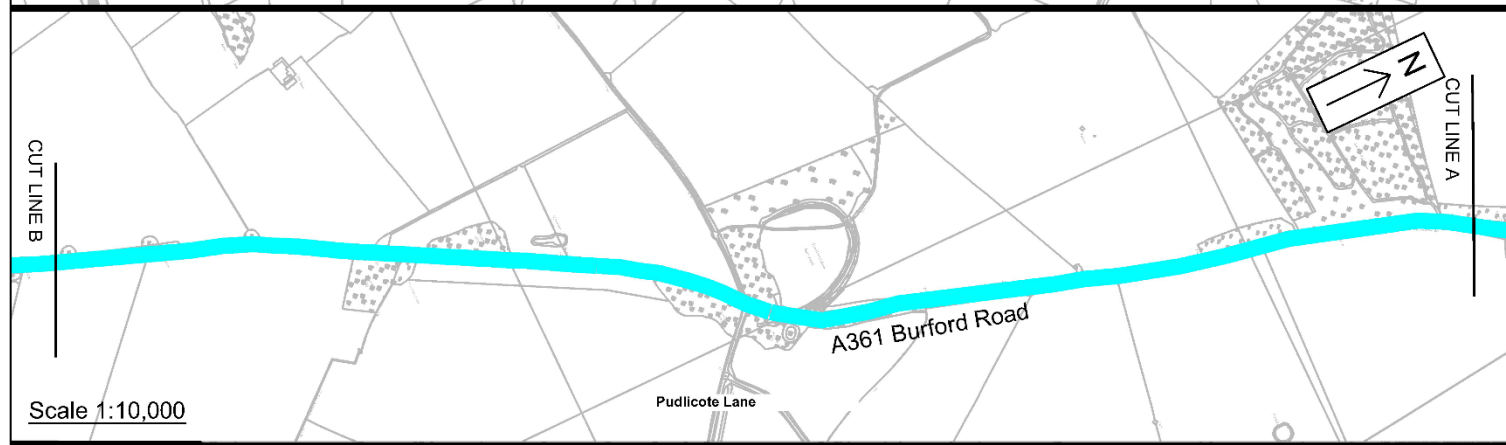
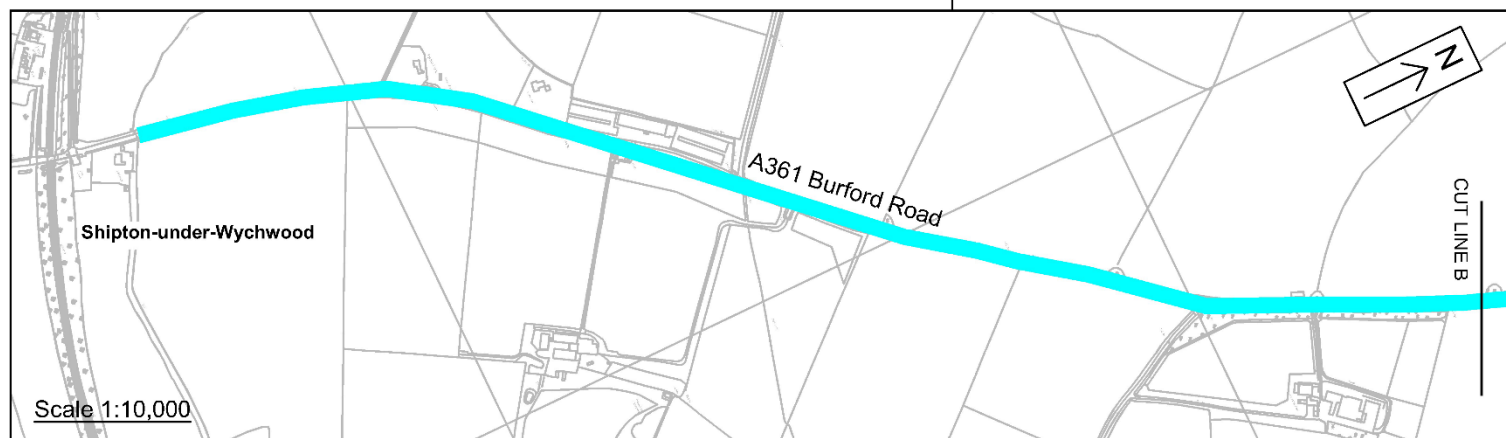
Project title
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Drawing title
Plan 2 South of Chipping Norton

Drawing Status

Scale @ AC	Drawn by AC	Checked by CJM	Approved by
	Date drawn 13/03/2026	Date checked 26/04/2026	Date approved

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Drawing No. 0



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Drawing No. 0

- Proposed 40MPH Speed Limit
- Existing 20MPH Speed Limit (to remain)

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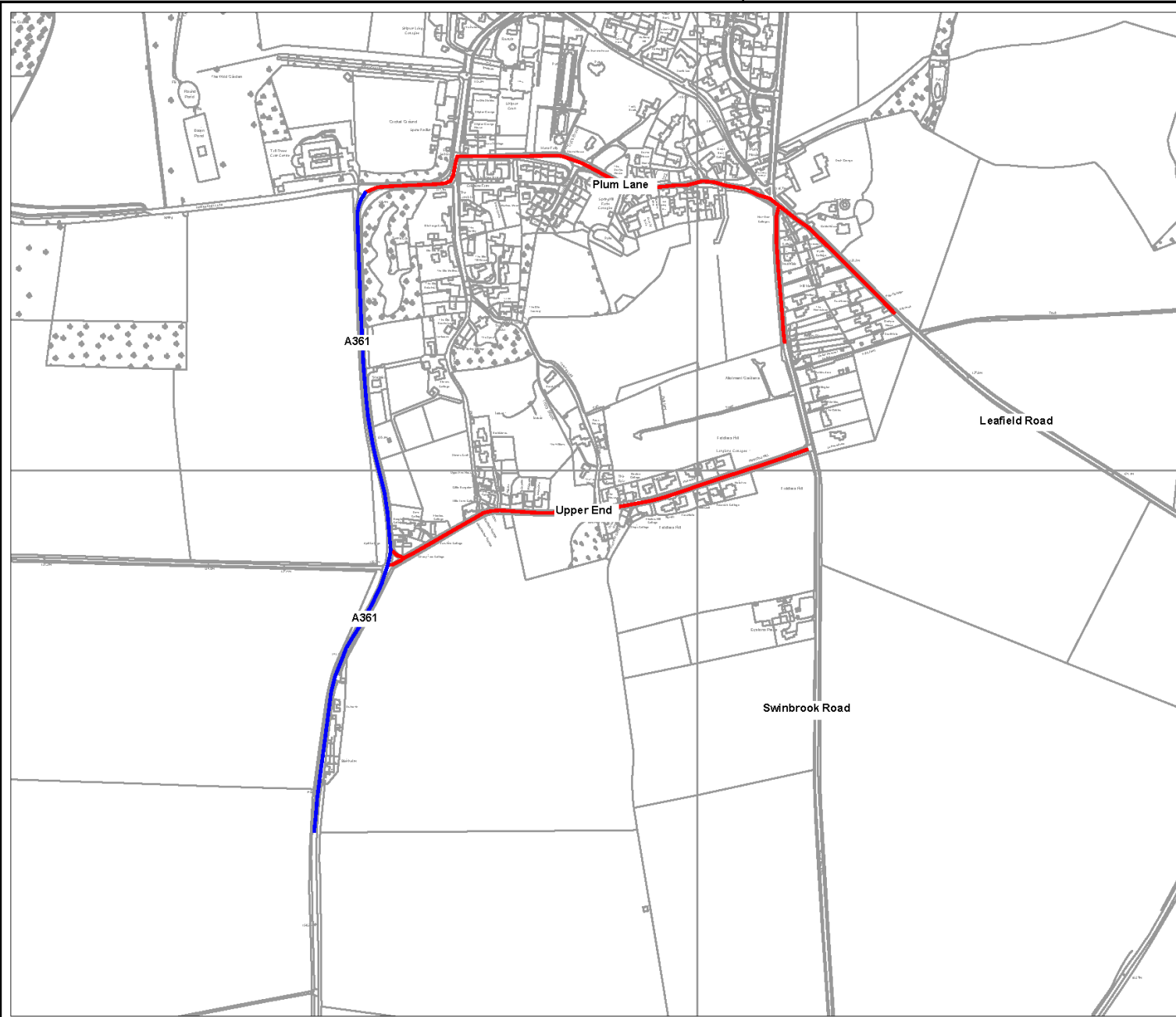
Project title
A361 Corridor Speed Limits

Drawing title
Plan 3
Shipton-under-Wychwood


Drawing Status

Scale @ A4	Drawn by AC	Checked by CJM	Approved by
Date drawn 20/03/2026	Date checked 28/04/2026	Date approved	

Oxfordshire Project No. 3 File Ref. Drawing No. Revision 0



Drawing No. 0

 Proposed 40MPH speed limit
(replacing existing 50MPH)

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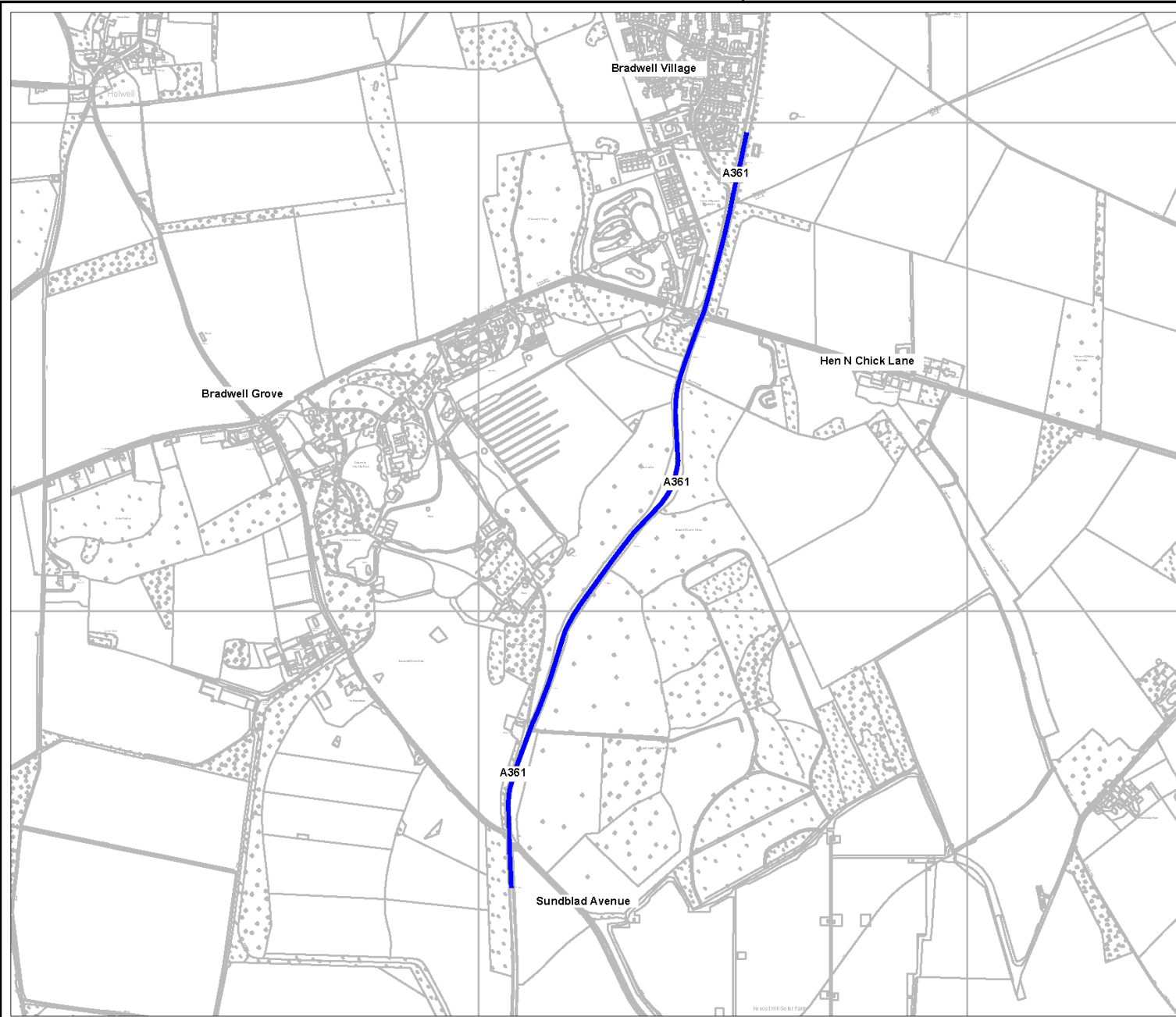
Project title
**A361 Corridor
 Speed Limits**

Drawing title
**Plan 4
 Bradwell**

Drawing Status

Scale @ A4	Drawn by	Checked by	Approved by
		CJM	
	Date drawn	Date checked	Date approved
		29/04/2026	

Oxfordshire Project No. 8.116 Ref.
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A. Email responses:

RESPONDENT	COMMENTS
(e1) Traffic Management Officer, (Thames Valley Police)	No objection
(e2) Head of Built Environment and Infrastructure, (Oxford Bus Company)	<p>Concerns – This is a very extensive set of proposals on a classified A road which is a major cross-county corridor. Notwithstanding, its use by bus services is quite variable reflecting deep rural geography north and south of Banbury. Where it is, between Banbury and the West Northants boundary at Williamscoate, and for key sections between Banbury, Bloxham and the Milcombe Turn, toward Chipping Norton, these are key regular inter-urban links including the 200 between Banbury and Daventry, 500 between Banbury and Brackley and 488 between Banbury and Chipping Norton. Maintaining the viability of the 200 in particular, has been a challenge for nearly 20 years, for both West Northants and its predecessor, and this authority. Like the 488 and 500 it is the only meaningful public transport offer serving a very extensive rural area, and some substantial villages en-route.</p> <p>The Council's passenger transport officers will be well aware that these routes are tightly timed - and this is simply a product of the specific distances and operating conditions on the routes concerned. Extending running times end to end by even 3 minutes to reflect extensive speed limit reductions could be expected to have significant negative impacts on on-time operability. Opening up frequency simply makes the routes less attractive to the public, where they are already commercially challenging. Adding a bus to the cycle, the other logical remedy, creates huge added costs and inefficiencies.</p> <p>We trust that Stagecoach - the operator of the services concerned - has been approached prior to this consultation, as of all the stakeholders involved they are likely to be one of the most directly and materially impacted.</p> <p>We have made strong cautionary representations, and on occasions, objected, where analogous corridors along which we operate have been subject to similar proposals. We urge officers to give particular attention and weight to representations from Stagecoach, not least because the commercial context around Banbury is obviously less likely to be able to absorb substantial reductions in bus productivity than corridors in and out of Oxford.</p>

	<p>While it would be inappropriate for us to raise a formal objection in this case, we are nevertheless concerned that officers still appear to be discounting the potential negative impacts on rural public transport connectivity in a context where substituting cycling for most bus journeys is manifestly not credible.</p>
<p>(e3) Head of Commercial, (Stagecoach)</p>	<p>No objection – Stagecoach takes road safety extremely seriously and we fully recognise and support the Council’s ambitions to reduce the risk of fatal and serious injury on the road network. We welcome evidence led interventions, including reduced speed limits, where they are targeted at locations where speed has been identified as a contributing factor in historical collisions. Safer roads are in everyone’s interest, including bus passengers, pedestrians, cyclists and our own drivers, and there is also a clear benefit in reducing the risk of our vehicles being involved in road traffic collisions, with the consequential safety, operational and financial impacts that such incidents can bring for passengers, staff and the operator alike.</p> <p>However, we would also like to highlight the operational impacts that widespread reductions in speed limits can have on bus services operating along this corridor. Bus timetables on inter urban and rural routes are typically tightly planned, reflecting distance, existing traffic conditions and the need to provide reliable connections. Reduced average running speeds can materially affect punctuality and overall journey times. In some cases, even small increases in end to end running time can necessitate the introduction of an additional vehicle simply to maintain existing frequencies, which brings significant cost implications and can undermine the long term viability of services in more rural areas.</p> <p>Given this, while we have no specific objections to this consultation and support the overarching road safety objectives, we would strongly welcome consideration of complementary bus priority measures along affected sections of the corridor. Measures that help buses to maintain progress – such as targeted junction improvements, signal priority or other forms of priority where appropriate – can play an important role in offsetting the impacts of lower speed limits. This would help to protect punctuality, maintain journey times for passengers, and ensure that public transport remains a credible and attractive option alongside the Council’s active travel and Vision Zero objectives.</p>
<p>(e4) Cherwell District Council, (Development Management)</p>	<p>No objection – Upon review of the information forming part of the consultation, I confirm the local planning authority has no observations to make.</p>

<p>(e5) Local group/organisation, (Oxfordshire Liveable Streets)</p>	<p>Support – As we have said before, a key motivation for these schemes - in addition to road danger reduction - should be reducing noise pollution.</p>
<p>(e6) Member of public, (Burford)</p>	<p>Object – Reducing KSIs on the A361 corridor is important; the Road Safety Foundation ranks it among the fifty highest-risk A-class road sections in England. However, this response objects to speed limit reductions imposed on a road where its geometry is often inconsistent with the new limits.</p> <p>Established road safety thinking on limit credibility, driver frustration, and the behavioural consequences of non-compliance points to a net deterioration in safety, not an improvement.</p> <p>I ask the Council to address the questions at the end of this document before confirming any of the four proposed Orders, and to commission independent assessment of the specific risk scenarios outlined below.</p> <p><i>(Full response shown in Annex 6)</i></p> <p>I want to set out why vehicle activated signs (VAS) would be more effective than limits on the corridor.</p> <p>TRL 548 is pretty useful here - Norfolk, Kent, West Sussex and Wiltshire used them across 62 installations on mainly rural single carriageway roads - like the A361.</p> <p>VAS - the type that warn of specific hazards like the junctions that are causing accident clusters on the A361 - reduced injury accidents by 31% to 34%. At the speed roundel sites specifically, personal injury accidents fell by 58%.</p> <p>On rural roads, inappropriate speed for the conditions is a more common factor in accidents than simply exceeding the limit. A VAS flags up hazards for those running too fast for conditions yet leaves the compliant majority untouched.</p> <p>The issue I have with straight limit reduction as proposed is that it's likely to be ineffective and actually counter-productive through tailgating, frustration overtakes, aggression and disengagement from task.</p> <p>Even the DfT's own review, New Directions in Speed Management, makes it clear that a lower limit on its own relies on drivers changing their attitudes for any general reduction to follow. In other words, a blanket limit</p>

	<p>depends on behavioural shift, while VAS has measured, statistically significant accident reductions. They also avoid the limit-credibility and frustration-export problems I raised previously, since it does not ask the safe majority to slow for a hazard that, for them, is not there. There's also no demonstrated habituation even after three years and the public support them - 92 and 99% describing them as a good idea.</p> <p>My suggestion is simply that the corridor's bends and junctions are assessed for VAS on this evidence before any reduction in the limit is considered.</p>
<p>(e7) Email response, (unknown)</p>	<p>Object – Currently this rural road is set at 60 the national speed limit for the most part with long sections sandwiched between 20/30 settlements. For the most part it is unlit with no provision for pedestrians. The road is a major artery for HGV's / trade but has mixed use with occasional cyclists.</p> <p>Background: There have been a number of accidents which are costly and justify expenditure. The question is ON WHAT?</p> <p>Current issues: Junction collisions at various points have occurred but only one the turn to Chadlington is challenged by geometry being so close to a bend. The remainder are hazardous due to the obstruction of sight lines from hedge and verge vegetation - a maintenance issue.</p> <p>Poor road markings- a maintenance issue Poor layout- a design issue Poor pedestrian access - a design issue Poor road surface conditions- a maintenance issue</p> <p>It seems to me that might be the starting point to reduce risks especially taking account of the mixed use includes cyclists.</p> <p>Speed limits: None of the above hazards will disappear. The comparison County data from Surrey shows fewer accidents occurred in the 60 sections rather than 50 counter intuitive as that may be. I would have expected data from the A424 which OCC capped at 50 to be comparable with the A361 , analysis against the Gloucester unrestricted section would be evidential.</p>

	<p>I don't believe the point to point data can be that useful other than journey time analysis. Highway assessment should be looking at the 85 percentile to provide a characteristic speed.</p> <p>Enforcement: Currently most traffic I observe seems to hover around 50-55 that may be a new phenomena due to fuel prices. Is there ANY evidence speed doesn't follow the normal distribution?</p> <p>Conclusion: Posted speed limits will not provide a solution and are a lazy approach to " Safer roads"</p>
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B. Online responses:

RESPONDENT	COMMENTS
<p>(o1) Local group/organisation, (Coalition for Healthy Streets and Active Travel)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>We support these proposals because they will reduce road danger for all users on the A361, which a road that sees a high number of casualties. This is a strong benefits to people while they are using motor vehicles, and also has benefits to people using active travel.</p> <p>1. On the Williamscot Hill section, there are two sections where people cycling between Cropredy and Chacombe or Upper Wardington must use the A361 for a few hundred metres due to non-aligned junctions (One of the junctions in Williamscot has been closed to cycles as well as other vehicles, making the dangerous A361 section longer - perhaps this should be re-opened for cycles only?) From Chacombe, a regular quiet road and then a filtered quiet lane matching the concept of recently approved Quiet Lanes connects to Banbury. Lowering the speed limit on this section would make these unfortunately necessary cycling links much safer.</p>

	<p>2. The short stretch of 40mph proposed at Shipton-under-Wychwood is essentially along the village edge, where there is significant traffic.</p> <p>3. The section at Bradwell Grove covers an area near Cotswold Wildlife Park, where there is significant traffic, potential for queues and drivers can be distracted by families and route finding, so this is a valuable danger reduction proposal.</p> <p>4. The A361 between Chipping Norton and Ascott-under-Wychwood is a road with a poor casualty record, and many serious casualties recorded even in the last 5 years. Reducing the speed limit to 50mph will reduce the incidence and severity of collisions. We are not able to tell whether a reduction to 50mph is a sufficient step towards the Council's commitment to Vision Zero, but the impact on the casualty rate should be monitored.</p>
<p>(o2) Local resident, (Banbury, A361)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>I'm opposed to all reduction in speed limits. Why should I be penalised for all those idiot drivers who don't know how to read the road. I used to teach and assess advanced driving. What has happened to drivers in this country. No lane discipline, no idea of approaching junctions and hanging in the middle or outside lanes on motorways and dual carriageways. If drivers can't even comprehend the concept of keep left and give way to on coming traffic on hills why bother setting a speed limit at an artificially low limit to help them master the basics! Many cars have autonomous driving systems including emergency braking surely this is enough.</p> <p>We don't need the over reaching nanny state going even further. Perhaps highways should focus on ensuring white lining is correct at roundabouts such as the gateway, Banbury and potholes across the country before wasting even more money on spurious schemes and ideas.</p>
<p>(o3) Local resident, (Bloxham, Carter Drive)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p>

	<p>The combined detrimental impact to journey times and most importantly lost productivity (which is already a huge issue for the UK) will be significant for no benefit (other than for the council's ideologically driven goal), frustrating drivers and attempting to force them onto non-existent or event slower, expensive public transport.</p> <p>If the council act as they should and why they have been voted to (listening and representing their constituents), they will read what I suspect will be overwhelming opposition and ditch these idiotic plans that nobody wants - that is why you are there, to act in our interests and affect change we want (not what a limited minority of councillors want).</p>
<p>(o4) Member of public, (Burford, High Street)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>Disproportionate</p>
<p>(o5) Local resident, (Chacombe, A361)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>I dont see why it should be changed. Changing speed limits does not make it any safer perhaps fixing the roads would be a good start.</p>
<p>(o6) Local resident, (Chacombe, Chacombe Road)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>Do not think it is necessary.</p>

<p>(o7) Local resident, (Chadlington, Chipping Norton Road)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – No objection/No opinion</p> <p>Reducing the speed limit on country roads seems to have very little impact on driver behaviour.</p>
<p>(o8) Member of public, (Chipping Norton, Albion)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>Stupidly slow. Unnecessary. Makes normal driving miserable.</p>
<p>(o9) Local resident, (Chipping Norton, Lords Piece Road)</p>	<p>40mph at Williamscot Hill – No objection/No opinion 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – No objection/No opinion 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>I travel the route between chipping Norton and burford every day & see no reason for speed restrictions. Road conditions and visibility are good & reducing speed seems incongruous & overtly risk adverse. I can agree that the junction of A361 Burford Road to Chadlington (Diddly Squat) needs addressing but continuing this to Ascot under Wychwood is excessive. I also find it strange that the crossroads of the A361 (between Shipton under Wychwood & Fulbrook) & B4437 heading towards Charlbury hasn't been included</p>
<p>(o10) Member of public, (Hook Norton, East End)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>Just fix the pot holes. Either the state of these roads, you cannot go faster than 30mph</p>

<p>(o11) Local resident, (Hook Norton, High Street)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>Like the useless 20mph installed in our village, this money NEEDS to be spent on far more urgent road repairs not virtue signalling green projects barely disguised as safety. But like the outcome from our village 20mph consultation, you will ignore and continue regardless</p>
<p>(o12) Local resident, (Hook Norton, Hollybush Road)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>I object to this consultation, on several grounds.</p> <p>Firstly, the 'Statement of Reasons' is woefully inadequate. If you want to change speed limits for specific sections of roads, then state why these particular sections of roads have been selected. Do you have statistics for the number of accidents in these regions that justify the changes? If not, then how is anyone supposed to form a meaningful opinion?</p> <p>You state that you've formed the plan "following investigations by Officers and informal consultation with key stake-holders". This is vague to the point of uselessness. What did the investigations find? And what "key stakeholders" ? Did these stake-holders include a valid cross section of road users? Or were they a biased set of special interests?</p> <p>Secondly, will the results of this consultation actually be acted upon, or is this just another 'fig leaf' for the anti-car policies of the Oxfordshire county council?</p>

	<p>We've seen with consultations before where despite overwhelming negative responses, the council(s) push forward with plans anyway.</p> <p>If you're going to ignore the results, then having the consultations is a waste of public funds (and arguably misconduct in a public office).</p> <p>Can you assure people that the council will honour the results of the consultation?</p>
<p>(o13) Member of public, (Hook Norton, A361)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – No objection/No opinion</p> <p>It will be too slow for the road . Instead spend the Mon on filling the pot holes properly . Then people would be driving all over the road far more important.</p>
<p>(o14) Local resident, (Hook Norton, East End)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>All makes sense to me.</p>
<p>(o15) Local resident, (Hook Norton, Ironstone Hollow)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>I do not support the reduction in existing speed limits along these sections of road</p>

<p>(o16) Local resident, (Hook Norton, Park)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>I object to more attempts to lower speed limits in Oxfordshire. One fatal accident is not a reason to reduce speed limits.</p> <p>Stop applying these unnecessary controls over your residents. Fix the roads and stop reducing perfectly suitable speed limits.</p>
<p>(o17) Local resident, (Hook Norton, Park Road)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>The current speed limits for sensible drivers are absolutely fine</p>
<p>(o18) Local resident, (Lechlade, Mount Pleasant)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>There is no possible justification and not enough data points to support these restrictions. How many fatal accidents have there been? How many do those weee caused at a speed between the current limit and the new proposed limit? How many non fatal with the same follow up question?</p> <p>What does your data say this will decrease accidents by? Over what timeframe? And what happens if the projected decrease isn't achieved?</p>

	<p>I travel one of these roads most days - it is a wide clear road with great visibility and I haven't seen a single accident on it in 15 years, but you are proposing inconveniencing thousands of drivers a week and decreasing productivity of locals without appropriate data to justify it.</p> <p>It's a disgrace, and just anti-car.</p>
<p>(o19) Member of public, (Lechlade, St.Lawrence Road)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>How is anyone supposed to get anywhere when you keep lowering speed limits on important A Roads? A roads that are perfectly safe to use at 60mph. This allows for a 'mile-a-minute' driving enabling one to accurately estimate the time it will take to drive between two points, and also allows for the safe overtaking of slower vehicles.</p> <p>An A Road that has a lower speed limit imposed on it will lead to long tailbacks of traffic due to people being too scared to overtake in case they get prosecuted for doing so, either by fixed speed camera or by dashcam footage being passed on. This inevitably leads to long queues of slow moving traffic forming as they're having to now do 40mph especially when a stuck behind some drivers who won't do more than 45mph.</p> <p>Lower speed limits on crucial Trunk A Roads is not the answer. Personally, I now tend to stay away from Oxfordshire's roads unless I have to use them to get to a station in order to use public transport. Take the A40, A420 & A361 for instance. Do I want to sit behind a truck or a bus, or some caravan towing tourist, all the way to Oxford or Banbury at 45mph? No I do not. To now get to Birmingham or elsewhere in the midlands, it is preferable as a driver to head to Cheltenham and use the M5 because trying to get to the M40 is nigh on impossible because of your relentless campaign to lower the speed limits on A roads that connect rural people to the towns and transport networks.</p>
<p>(o20) Member of public, (London, St.Mark's)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p>

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(o21) Local resident, (North Leigh, Common Road)	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>These roads are adequate for the current limits and there is no road safety justification for more of these idiotic changes. Use the funding to repair our roads appropriately to make them safe and you will actually reduce noise, vehicle damage and accidents caused by swerving to avoid the craters you have allowed to develop!</p>
(o22) Local resident, (Sandford St Martin, Manor Rd)	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – No objection/No opinion</p> <p>Previous dangerous situations when driving through Shipton</p>
(o23) As a business, (Scotech Limited, Scotech Limited)	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>Are the proposed reductions in speed limits backed up by data showing an increase in accidents, or are they ideological? If backed up by data, would it not be more sensible to enforce the current speed limits and prosecute the minority of consistent offenders, as opposed to increasing journey times for the majority?</p>
(o24) Local resident, (Shilton, Ladburn Lane)	<p>40mph at Williamscot Hill – No objection/No opinion 40mph at Shipton-u-Wychwood –No objection/No opinion 40mph at Bradwell Grove – Partially support/concerns</p>

	<p>50mph between Chipping Norton & Ascott-under-Wychwood – No objection/No opinion</p> <p>Living in Shilton and /or Bradwell Village the traffic queues generated by the tailback of the Cotswold Wildlife Park traffic, as well as cut through from Carterton Burford road via Shilton dip to the A361 is making travel for residents to and from the village increasingly dangerous and difficult. Sometimes there are queues on Hen ad Chick lane as well tailing back - it feels like residents are trapped- and often have to make long detours around to avoid traffic. A361 junction at wildlife park also dangerous as pulling out causes confusion and mixed messages from traffic on A3621. The system of entry to the wildlife park needs to be sorted before any changes - the road tailback sometimes reaches burford a40 roundabout. The wildlife park in effect is using the roads as an additional car parking space until its slow entry system trickles through</p>
<p>(o25) Local Cllr (Shipton under Wychwood, A361 Station Road)</p>	<p>40mph at Williamscot Hill – No objection/No opinion 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>A361 at Shipton-Under-Wychwood Shipton-Under-Wychwood Parish Council has supported and campaigned for a reduction in the speed limit at this location for at least 15 years. According to Oxfordshire County Council's guidelines, 40mph rather than 60mph is the appropriate speed limit for the edges of large villages and the basis of our campaign has always been that these guidelines should be correctly applied. Further, this section of road is residential with eight dwellings housing several families. There have been a number of dangerous accidents over the years with several incidences of cars hitting and penetrating properties, as well as near misses with cars and vans entering and leaving driveways. Many residents rely on the sound rather than the sight of oncoming traffic to safely exit their properties onto the carriageway and with increasing numbers of quieter electric vehicles this is becoming increasingly unreliable.</p> <p>Further, the Parish Council has always been opposed to the speed limit transition of 60mph to 20mph at the corner near Tall Trees residential care home, well aware that sudden braking on this downhill bend in slippery conditions would result in accidents. Those foreseen accidents have already begun to occur, with at least two incidents taking place in the past 24 months - one car hitting a residential wall, the other crossing a pedestrian footpath to hit the perimeter wall of the care facility. The proximity to the Wychwood Wild Garden and the Residential Care Home makes this an area of considerable pedestrian foot traffic. The proposed 40mph transition</p>

	<p>- which was requested when the 20mph limit was installed in the centre of the village - will mitigate these proven risks to the public.</p> <p>It is therefore the Parish Council's view that this change is essential, both in the interests of the residents directly on this stretch of highway and as well as for the wider safety of road users and pedestrians. A361 Between Ascott-Under-Wychwood & Chipping Norton</p> <p>Shipton-Under-Wychwood Parish Council is in favour of the proposed speed limit reduction and fully supports and seconds the consultation response made by Ascott-Under-Wychwood Parish Council</p>
<p>(o26) Local resident, (Shipton Under Wychwood, Burford Road)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Partially support/concerns</p> <p>The speed limit should be lower! These are residential places and we have already had property damage and someone taken to hospital because of a road accident when someone tried to carefully and slowly pull out of our neighbours driveway. Please please lower the speed limit and put a responsive sign so that all drivers are clear on the changes. Thank you for making these changes before more people are hurt or worse.</p>
<p>(o27) Local resident, (Shipton under Wychwood, Burford Road)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>I am in particular support of the 40mph introduction at Shipton under Wychwood. There are several residences very close the road which make it incredibly dangerous for pedestrians, cars entering and exiting the driveways and delivery drivers.</p> <p>A car broke down out in front of Blenheim Cottages and when the recovery vehicle was attending, another car was driving so fast it hit the car into the side of the garden wall. This will happen again if the speed is not reduced.</p>

	<p>I would also like there to be some consideration as to how the speed reduction will be notified to drivers from the south coming into Shipton on the Burford Road. I would like to see warnings signs that the speed limit is approaching and an electronic sign as the speed limit is enforced, telling drivers they are going too fast.</p>
<p>(o28) Local resident, (Shipton under Wychwood, Burford Road)</p>	<p>40mph at Williamscot Hill – No objection/No opinion 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – No objection/No opinion 50mph between Chipping Norton & Ascott-under-Wychwood – No objection/No opinion</p> <p>A361 Shipton under Wychwood reduction of speed limit to 40 mph. I fully support the reduction of the speed to 40 mph. Having lived on this stretch of road for a number of years the current speed limit makes access to and from any of the properties extremely dangerous. This has also been exacerbated by the excess of new housing along the A361 generally and as a result a higher volume of vehicles using the A361. Indeed I have witnessed accidents immediately outside my property.</p> <p>A361 Chipping Norton to Ascott under Wychwood reduction of speed limit to 50 mph. Although I feel that the current speed limit on this road is relatively safe and is pleasant to drive I am not opposed to the reduction of the speed limit. I would request, however that the remaining potholes are fixed to prevent drivers swerving to avoid them, and I would also suggest that perhaps some signage is displayed to make drivers aware of the likelihood of deer suddenly appearing on the road causing braking/swerving or the death of the animal and severe damage to any vehicles involved.</p> <p>As an equestrian myself who rides on the roads regularly I am always very supportive of any proposed action to alleviate drivers passing horses too fast and too close.</p>
<p>(o29) Local resident, (Shipton under Wychwood, Burford Road)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>I support the 40 mph speed limit - currently its 60 down to the corner next to the care home - seen quite a few crashes since I have lived here due to people coming down the road to fast - this is a sleepy cotswold village and the speed limit should reflect that</p>

<p>(o30) Local resident, (Shipton under Wychwood, Fiddlers Hill)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>Road is too fast and too dangerous. Especially for pedestrians and runners.</p>
<p>(o31) Member of public, (Shipton under Wychwood, A361)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>Fully support to allow safer movement of vehicles in and out of driveways / safety for children and animals.</p>
<p>(o32) Local resident, (Shipton under Wychwood, A361)</p>	<p>40mph at Williamscot Hill – No objection/No opinion 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – No objection/No opinion 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>We have waited over 25 years for changes to be implemented to the A361 Shipton under Wychwood and have been totally exasperated by the ease in which certain pubs and farmers have been accommodated with changes to the road system with little or no consultation and yet, we have been ignored for this extended period of time. We have had numerous accidents over the years including a car crashing into my kitchen and all we were offered was some bollards that are now dirty and worn out. This change needs to be implemented to avoid a possible death occurring which is something that we have feared for all the time we have been waiting.</p>

<p>(o33) Local resident, (Shipton under Wychwood, Fiddlers Hill)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>Yes I support all. But personally feel it should be lower.</p>
<p>(o34) Local resident, (Shipton under Wychwood, High Street)</p>	<p>40mph at Williamscot Hill – No objection/No opinion 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>There are no issues with the speed limit on the A361, the issue is the lack of awareness of drivers. On the junction to the B4437 on the A361 where majority of the accidents occur, this just needs to be redesigned so you have a turning box and trees cut back to improve visibility.</p>
<p>(o35) Local resident, (Shipton-Under- Wychwood, A361 Burford Road)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>I have particular strength of feeling about the Shipton-Under-Wychwood proposal as I live on this stretch of road. Having consulted OCC's guidelines on speed limits I believe that this section of highway is actually incorrectly classified at 60mph, given the edges of villages are supposed to be 40mph. We are well inside the village boundary and there are 8 or 9 dwellings with around 30 occupants on this section of road. With respect to all involved, I see this very welcome reduction as a correction of a misapplied policy rather than an improvement. Several homes on this stretch of road have been struck by cars. People pulling out of driveways are at constant risk of being hit by speeding vehicles on blind corners. We rely on sound to get out of our driveway, and with electric cars making traffic quieter, that is no longer a reliable method. I urge the Shipton Under Wychwood proposal to progress.</p>

<p>(o36) Local resident, (Shipton-under- Wychwood, A361 Burford Road)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>As a resident of Shipton-under-Wychwood, I fully support all of the proposals as they positively impact the safety of the roads around my neighbourhood. I'm directly affected by the change in Shipton under Wychwood, as I live on the A361, and I have to deal with the 60 mph traffic and the dangers that come with it every time I enter and exit my drive. Having it decreased to 40 mph will make driving safer and give me better peace of mind.</p>
<p>(o37) Local resident, (Shipton-under- Wychwood, Tothil)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>Historically, limits are set near the speed at which 85% of drivers naturally travel. If a road looks and feels like a 60mph zone (wide lanes, good visibility), a 40mph limit is often ignored.</p> <p>Safety Paradox: When a limit is perceived as artificially low, it leads to a higher variance in speeds some drivers strictly follow the 40mph rule while others stick to 60mph. This speed differential increases the risk of tailgating and dangerous overtaking maneuvers.</p> <p>Totally unnecessary change. Spend the money fixing the roads to make them safer for all road users.</p>
<p>(o38) Local resident, (Shipton-under- Wychwood, West Oxfordshire, Burford Road)</p>	<p>40mph at Williamscot Hill – Support 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – Support 50mph between Chipping Norton & Ascott-under-Wychwood – Support</p> <p>I support this proposal because we are and so many others live on the 361 and cars tare past at stupid speeds and this needs to be stopped asap</p>

<p>(o39) Local Cllr (Wardington and Williamscot)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –No objection/No opinion 40mph at Bradwell Grove – No objection/No opinion 50mph between Chipping Norton & Ascott-under-Wychwood – No objection/No opinion</p> <p>Wardington Parish Council objects to the proposal to reduce the speed limit near Williamscot for the following reasons:</p> <ul style="list-style-type: none">• While Oxfordshire County Council suggests that a lower speed limit will improve safety for cyclists, Wardington Parish Council remains deeply concerned. Given the road's history of significant accidents, we believe it remains inherently unsafe for cycling even at 40 mph. Our primary fear is that a reduced limit may create a 'false sense of security,' encouraging cyclists to use a high-risk route and potentially leading to an increase in serious incidents.• The recently installed Vehicle Activated Signs (VAS) are already proving effective. By providing real-time 'slow down' warnings at key approach points, these signs successfully moderate driver speed exactly where it is needed most. We believe this targeted intervention is a more than sufficient solution for managing safety through the bends.• Local precedents, such as the B4525 junction near Helmdon, demonstrate that lowering speed limits to 40 mph does not inherently prevent accidents. In practice, these changes often incite driver frustration; motorists accustomed to the previous 50 mph limit frequently engage in tailgating or dangerous overtaking when encountering slower traffic. While we do not condone such aggression, we must account for human psychology. A lower speed limit alone cannot override established driving habits, and ignoring this behavioural reality may inadvertently increase the risk of collisions.• Research into driver behaviour indicates that compliance is highest when speed limits are perceived as credible and consistent with road conditions. When limits are viewed as arbitrary or disconnected from the reality of the environment, motorists often default to their own 'comfortable' speed. Local sentiment already reflects this disconnect; many regular users believe the current proposals ignore personal accountability and road geometry. Implementing a limit that lacks local buy-in risks eroding general respect for traffic regulations, leading to lower compliance and increased safety risks for all road users.
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<p>(o40) Local resident, (Witney, Curbridge Road)</p>	<p>40mph at Williamscot Hill – No objection/No opinion 40mph at Shipton-u-Wychwood –Partially support/concerns 40mph at Bradwell Grove – No objection/No opinion 50mph between Chipping Norton & Ascott-under-Wychwood – No objection/No opinion</p> <p>The cars use the A361 south of Shipton under Wychwood as a race track! Having exited the 20 mph area in Shipton, drivers put their foot down. The house which is owned by my son and his wife is part of Blenheim Cottages. The cottages lie along a curvature in the road which means that there is limited visibility to the north (probably less than 100 metres) when one attempts to drive onto the road from the cottage driveway. It is very dangerous as cars suddenly appear at high speed and have to break very quickly when they see a car emerging from the cottages.. It is equally as bad for cars coming from the South (from Burford direction). Having driven up the long hill coming out of Fulbrook the road bends at the summit and before them is a long downhill stretch that looks completely empty. They drive downhill at high speed and I have observed some almost losing control where the road slightly bends just as it reaches Blenheim Cottages and they just manage to adjust their speed in time. I support the 40 mph limit but think it should actually be 30 mph at the approach to the Cottages from either direction. Traffic calming measures should also be considered such as the road bumps like those at Dry Lane, Crawley or when entering Leafield from the south.</p>
<p>(o41) Member of public, (Witney, Curbridge Road)</p>	<p>40mph at Williamscot Hill – No objection/No opinion 40mph at Shipton-u-Wychwood –Support 40mph at Bradwell Grove – No objection/No opinion 50mph between Chipping Norton & Ascott-under-Wychwood – No objection/No opinion</p> <p>I am supporting the proposal, although I believe 30 mph would make it safer still. Our son, with 4 children, purchased 3 Blenheim Cottages last year and we have real concerns for their safety. Currently you take your life in your hands when exiting the property either as a pedestrian or in a car. There has already been an accident since my son bought the property when his front wall was demolished and unless the speed limit is brought down, there will be more, perhaps involving a child. The cars race past the row of cottages, making no allowances for the fact this is a residential area so a speed limit of 40, preferably 30, is a must to ensure the safety of the residents.</p>

<p>(o42) Member of public, (Woodcote, Reading Road)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>A361 is an important A road that connects A40, A44 and the villages along the way. Reducing speed limit will significantly affect many road users. Meanwhile, most of the road sections are well designed with good visibility. There are very limited residential and business properties along the road. The existing setting already fits the safety requirements. The officers seem to having been distorting the DfT guidelines.</p>
<p>(o43) Local resident, (Woodford Halse, A361)</p>	<p>40mph at Williamscot Hill – Object 40mph at Shipton-u-Wychwood –Object 40mph at Bradwell Grove – Object 50mph between Chipping Norton & Ascott-under-Wychwood – Object</p> <p>I object to the proposed reduction in speed limits on the basis that it fails to address the actual causes of unsafe driving conditions on this road. Drivers are frequently forced to move partially or fully onto the opposite side of the carriageway due to poor road conditions, surface deterioration, potholes, parked vehicles, or inadequate maintenance.</p> <p>These manoeuvres are not caused by excessive speed, but by the condition and layout of the road itself. Lowering the speed limit does not resolve the underlying hazards and risks unfairly penalising motorists while ignoring the infrastructure problems that require attention.</p> <p>Any road safety review should take into account the reality that drivers may need to position their vehicles differently for safety reasons unrelated to speed. Priority should instead be given to repairing road defects, improving maintenance, and addressing the specific conditions forcing drivers out of their lane.</p> <p>Introducing lower speed limits without resolving these underlying issues is unlikely to improve safety in a meaningful way and may distract from the real causes of danger on the road.</p>

Proposed speed limit reductions: A361 Corridor

Oxfordshire County Council Traffic Regulation Orders 1–4 (2026)

Williamscot Hill (40mph) | A361 Chipping Norton–Ascott-under-Wychwood (50mph) | Shipton-under-Wychwood south (40mph) | Bradwell Grove (40mph)

Introduction

Reducing KSIs on the A361 corridor is important; the Road Safety Foundation ranks it among the fifty highest-risk A-class road sections in England. However, this response objects to speed limit reductions imposed on a road where its geometry is often inconsistent with the new limits.

Established road safety thinking on limit credibility, driver frustration, and the behavioural consequences of non-compliance points to a net deterioration in safety, not an improvement.

I ask the Council to address the questions at the end of this document before confirming any of the four proposed Orders, and to commission independent assessment of the specific risk scenarios outlined below.

Roads as systems

Speed limit credibility

Vision Zero's own theoretical foundations - and the safe systems approach in the Council's Statement of Reasons - rest on the concept of self-explaining roads: environments whose physical character communicates the appropriate speed to drivers. When the posted limit is inconsistent with what the road looks like and feels like to drive, the limit loses credibility.

The revision to DfT 01/2013 states “Speed limits should be evidence-led and self-explaining and seek to reinforce people’s assessment of what is a safe speed to travel. They should encourage self-compliance. Speed limits should be seen by drivers as the maximum rather than a target speed.” These limits are not – as far as I can see – evidence-led (hence Qs 1-3 below) and are certainly not self-explaining and will not encourage self-compliance.

Where drivers perceive a limit as inappropriate for the road geometry, compliance falls and the speed distribution widens. A road with vehicles complying at 40mph mixed with others doing 55mph is considerably more dangerous than one where 85% of traffic runs between 48 and 56mph.

For most of its length between Chipping Norton and Burford, the A361 is a well-engineered, wide rural A-road with open sight lines and good horizontal alignment. Drivers will correctly perceive it as safe at or near the national speed limit. Reducing to 40mph at Bradwell Grove or 50mph across the open section south of Chipping Norton changes nothing about how the road looks — it adds signage that many will disregard, and frustrates those who do not.

Frustration

Driver frustration is a documented causal pathway to increased crash risk, not merely an inconvenience. The mechanisms are well-established:

- Frustrated drivers attempt riskier overtakes, accepting shorter gaps and reduced visibility to clear slower cars in front. We are already seeing this extensively in 20 limits where the road alignment indicates a faster safe speed.
- Frustration degrades attention: a driver held below a safe speed has reduced mental bandwidth for hazard perception.
- Tailgating - the direct behavioural expression of frustration at a slower vehicle - dramatically reduces stopping distance and is a major contributor to rear-end and overtaking collisions on single-carriageway A-roads.

The effect does not stop at the end of the lower-limit section. Research on emotional carryover in driving shows that held-up drivers carry elevated risk-tolerance further down the road. The dangerous overtake often does not happen at the 40mph sign but further down the road, when the frustrated driver sees a straight and commits to passing at a point they would not otherwise have chosen.

‘Frustration export’ is particularly significant on the A361 corridor. It is a primary through-route between Banbury, Chipping Norton, and Burford, carrying substantial longer-distance traffic for which no credible alternative exists. Drivers cannot reroute. On a single-carriageway road, the frustration goes into gap-acceptance for overtaking.

HGV differential speeds

HGVs on single-carriageway roads are already limited to 50mph. The Council's proposals would, in the case of the Chipping Norton–Ascott section, set the car limit at 50mph - eliminating the differential for that section - but at Bradwell Grove and Williamscoth Hill, car limits would reduce to 40mph.

In practice, HGVs will run at 40–50mph while cars queue behind them, their legal maximum now matching or below the lorry's limit. This recreates precisely the frustration scenario the 2015 HGV speed limit increase was designed to reverse: the Government explicitly cited eliminating dangerous overtaking as its primary safety rationale for closing that differential. These proposals recreate it in the opposite direction.

Location-specific problems

Williamscot Hill: 40mph (replacing 50mph)

Williamscot Hill is a known challenge on the corridor, but 40mph applies a single limit to a road with varied alignment — some sections are considerably more open than the limit implies.

A credible 40mph limit requires either that the road feels like a 40mph road, or continuous, robust enforcement. Neither condition is met — or is likely to be — on a rural A-road in Oxfordshire. The Council should state its enforcement mechanism and baseline compliance estimate for the new limit.

A361 Chipping Norton to Ascott-under-Wychwood: 50mph (replacing 60mph NSL)

This is the longest proposed change and the one most likely to generate widespread non-compliance.

Between Chipping Norton and Ascott-under-Wychwood, sections with good forward visibility, wide verges, and alignment any reasonable driver would assess as safe at the national limit make a 50mph imposition without physical modification appear arbitrary.

The Council should identify which collision records, sight-line constraints, or surface conditions justify 50mph on each sub-section, rather than apply a single limit across 10 kilometres of varying character. At Swerford, where the road is more constrained, a targeted limit may carry real credibility.

On open, well-aligned sections, a 50mph limit without supporting engineering will generate the frustration and non-compliance described above.

Shipton-under-Wychwood South: 40mph (replacing 60mph NSL)

This section adjoins an existing extended 20mph limit at the village boundary — a 20-to-40mph transition is rational at a village exit. The concern is the open road beyond: drivers accelerating away from the village and encountering a 40mph limit where the geometry signals 60mph are likely to accelerate through the zone rather than moderate speed.

Overtaking on exit from a slower zone is a known high-casualty scenario on rural A-roads. The Council should provide collision type data for this location: if rear-end and overtaking incidents dominate, a 40mph limit without physical traffic management will not help and may worsen them. If the casualty record centres on the junction itself, junction treatment addresses the problem more directly than a limit reduction on the approach.

Bradwell Grove: 40mph (replacing 50mph)

Bradwell Grove is the site of a recorded fatal collision, but causation is the critical question. If the collisions involve vehicles leaving the carriageway on bends, or junction conflicts at the Bradwell Grove access, the response should be engineering — improved delineation, junction geometry review, surface treatment, or bend warning systems. A 40mph limit does not address departure angle, friction coefficients, or junction sight distances.

If overtaking on the approaches caused the collisions, the current limit may already be too low for the road alignment.

Key questions not in consultation docs

The Council needs substantive answers to the following before proceeding — otherwise the proposals apply limits where they will not work and may worsen safety:

Collision causation:

Q1. What is the 5-year collision record for each of the four proposed sections, broken down by collision type (overtaking, rear-end, departure, junction, pedestrian/cyclist)? Speed limit reductions may reduce departure incidents but have no direct effect on junction conflicts, and may worsen overtaking incidents through frustration.

Q2. At what speed were at-fault vehicles travelling at the point of collision at each location? If collisions are predominantly occurring well above the existing limit (indicating existing non-compliance), what is the evidence that a lower limit - similarly non-complied with - will produce different outcomes?

Q3. For the fatal collision at Bradwell Grove, what was the causation finding, and how does a 40mph limit directly address it?

Limit credibility and compliance:

Q4. What is the Council's baseline compliance estimate for the proposed limits, and what is the currently observed 85th percentile speed at each location? If the 85th percentile on the Chipping Norton–Ascott section exceeds 55mph, a 50mph limit without enforcement or engineering support is likely to achieve single-figure percentage compliance – as 20mph limits already demonstrate.

Q5. What physical engineering measures accompany the proposed limit changes? Speed limit reductions without supporting road geometry modification or consistent, active enforcement are well-documented as ineffective on rural A-roads.

Q6. Has a road safety audit been conducted on the proposed limits specifically considering the speed distribution effects - i.e., the risk created by the differential between compliant and non-compliant vehicles - rather than solely the risk from average speed?

Frustration and displacement effects:

Q7. Has the Council assessed the increased overtaking risk immediately downstream of the proposed reduced-limit zones, where frustrated drivers take risks they would not otherwise take? The frustration-export phenomenon is well-documented: the dangerous manoeuvre typically does not occur at the sign but several hundred metres later when an opportunity presents itself.

Q8. What is the Council's assessment of the HGV–car speed differential risk at the 40mph sections? The Government's own rationale for the 2015 HGV limit increase was to reduce dangerous overtaking caused by speed differential. These proposals recreate that dynamic in reverse on a road with limited overtaking opportunities.

On the whole-system approach:

Q9. The Council's own Vision Zero strategy commits to a whole safe system approach. The proposed TROs address only the safer speeds element. What interventions does the Council plan under the other four system components for the A361 corridor, and what is the evidence for prioritising speed limits over road surface treatment, delineation improvement, or junction geometry review?

Q10. What monitoring and review mechanism will be established, and when, following implementation, will the Council assess whether the new limits are achieving compliance and reducing casualties? If compliance is below 50% at 12 months, what is the Council's proposed response?

Alternatives

These measures would address the safety concerns on the A361 corridor without the credibility and frustration problems inherent in the current proposals:

- Targeted limit reductions supported by physical engineering: where bend geometry, junction proximity, or surface condition genuinely constrains safe speed, reduce the limit and modify the road to match. A 40mph limit with appropriate signing, surface texture change, and advance warning is credible. A sign alone is not.
- Junction treatment at specific locations where collision records show junction conflicts: Bradwell Grove access, the Swerford junction, and the Shipton-under-Wychwood approaches all warrant geometry review independently of the speed limit question.
- Overtaking review: identification of sections where overtaking is both common and high-risk, with targeted physical deterrence (hatching, advance signing) rather than speed limit reduction across the whole route.
- Improved road surface and delineation: the 2019 £4.135m DfT-funded A361 improvement scheme (Banbury to Chipping Norton) demonstrated that surface, drainage, visibility, and junction improvements reduce casualties. A similar programme on the southern section would address the physical risk factors directly.

Conclusion

The A361 corridor has a genuine casualty problem. Speed limit reductions - without supporting engineering and without analysis of the frustration and compliance effects - will not reduce the casualty toll and may add new risks where none currently exist.

The Council should commission an independent road safety audit examining frustration displacement and the compliant/non-compliant speed differential, and reframe the A361 safety programme around the full safe system rather than the speed limit element alone.

26 May 2026

Sources:

Road Safety Foundation identification of A361 (Banbury–Chipping Norton) as high-risk corridor; Oxfordshire County Council Vision Zero strategy (oxfordshire.gov.uk); Goldenbeld & van Schagen (2007), credibility of 80km/h rural road limits; Lee et al. (2017), effect of speed limit credibility on speed choice, Transportation Research Part F; Yao, Carsten & Hibberd (2020), predicting compliance via credibility and risk perception; Transport Scotland evaluation of A9 HGV speed limit trial; UK Department for Transport, 2014 HGV speed limit consultation and 2015 implementation; BBC Oxfordshire, fatal collision A361 near Burford (reported); Parliamentary written evidence RSA0039, speed limit frustration effects.