

Division(s) affected: *Hanborough & Hailey; Woodstock*

DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT

03 SEPTEMBER 2026

BLADON: A4095 MAIN ROAD – PROPOSED 40MPH SPEED LIMIT

Report by Director of Environment and Highways

RECOMMENDATION

The Cabinet Member is **RECOMMENDED** to:

- a) **Approve the introduction of a 40mph speed limit on the A4095 Main Road between Bladon & Long Hanborough, as advertised.**

Executive Summary

1. This report presents comments received to a statutory consultation – and the subsequent response to objections from County Council Officers – on proposals to replace the existing 50mph speed limit on the A4095 Main Road between Bladon & Long Hanborough in its entirety with a new 40mph speed limit – as shown in **Annex 1**.
2. The proposals have been put forward for road safety reasons, supported by local Bladon and Hanborough councillors. Recent speed surveys show a 40mph speed limit is more appropriate and aligns with the County Councils goal of helping to reduce road casualties.

Corporate Policies and Priorities

3. The proposals form part of the 'Vision Zero' A & B road speed limit review, with wider consultation on speed limit amendments – including other sections of the A4095 – taking place at a later date (although no further changes are expected between Bladon and Witney).
4. 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

5. Funding for consultation on the proposals (and implementation if approved) has been provided by the County Council's Accessibility & Road Safety budget.
6. 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

7. 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.
8. 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)

Jennifer.Crouch@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 'Traffic & Road Safety', 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

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

Sustainability Implications

10. The proposals have been put forward for road safety reasons, and aim to reduce vehicle speeds to safer levels for all motorists & road users.

Risk Management

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

Formal Consultation

12. Formal consultation was carried out between 03 June and 03 July 2026. A notice was published in the Witney & West Oxfordshire Gazette, and Oxford Times newspapers, and an email was sent to statutory consultees & key-stakeholders, including Thames Valley Police, the Fire & Rescue Service, Ambulance service, Bus operators, countywide transport/access & disabled peoples user groups, West Oxfordshire District Council, relevant local District Councillors, Bladon & Hanborough Parish Councils, and the local County Councillors representing the Hanborough & Hailey & Woodstock divisions.
13. During the course of the formal consultation, 48 responses were received via the online survey, comprising of: 28 objections (58%), six partially supporting/raising concerns (13%), and 14 in support (29%).
14. Additionally, a further three responses were received directly by email, with Thames Valley Police not objecting, and Bladon Parish Council & the Coalition for Healthy Streets (a group of voluntary and campaigning organisations) and Active Travel submitting their support.
15. 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

16. With reference to concerns regarding journey times likely to be adversely affected by the proposals – Officers confirm that the proposed extent of the reduced limit is under one mile in total length, with the calculated time difference to travel one mile at 40mph rather than 50mph being approximately 18 seconds.
17. Some responses felt that the change to limit wasn't necessary, and a waste of money. Speeds are already close to 40. Speed surveys have indicated that a 40mph limit is appropriate for this location, with current 85th percentile speeds recorded as being close to that number. For a relatively small outlay to change the terminal and repeater signs, the signing will reinforce the appropriate limit and encourage even further compliance.
18. It should be noted that reported injury collisions not only affect those immediately involved – but can also impose a considerable cost on wider society, so Officers are of the view that any potential reduction in casualty numbers will represent a good value investment. Department for Transport (DfT) figures from 2024 suggest that the average value of prevention for a fatal accident would be £2.5 million per casualty & £2.8 million per collision, where the amounts reflect not only the associated medical costs, but also the pain, grief and suffering of those involved as well as any lost economic output.
19. Additionally, the proposals would be funded from the 'Accessibility & Road Safety' budget, which is separate from – and does not adversely impact the wider Highway Maintenance budget.
20. Comments were received regarding the potential to extend the Hanborough 30mph speed limit to also include the Lower Road junction. Officers note however that the Council already receives a level of criticism that there are too many changes to speed limits, increasing the potential to cause confusion to drivers. Officers therefore feel that by extending the 40mph speed limit all the way from Hanborough to Bladon, it will provide a consistent length of limit to drivers, without changes at short intervals.
21. With regards to concerns that the proposals would simply criminalise "the majority" of drivers, Officers state that adhering to (or not) the signed speed limits is a deliberate choice made by the individual driver, and as above, the expected time difference to travel one mile at 40 rather than 50 is approximately only 18 seconds.
22. Requests were received that the local cycle facilities should be improved – it should be noted that the footway was widened a few years ago within the physical constraints of the site, therefore Officers feel that in the absence of a suitable width, a reduced speed limit would be the most effective solution to help improve local conditions for cyclists.

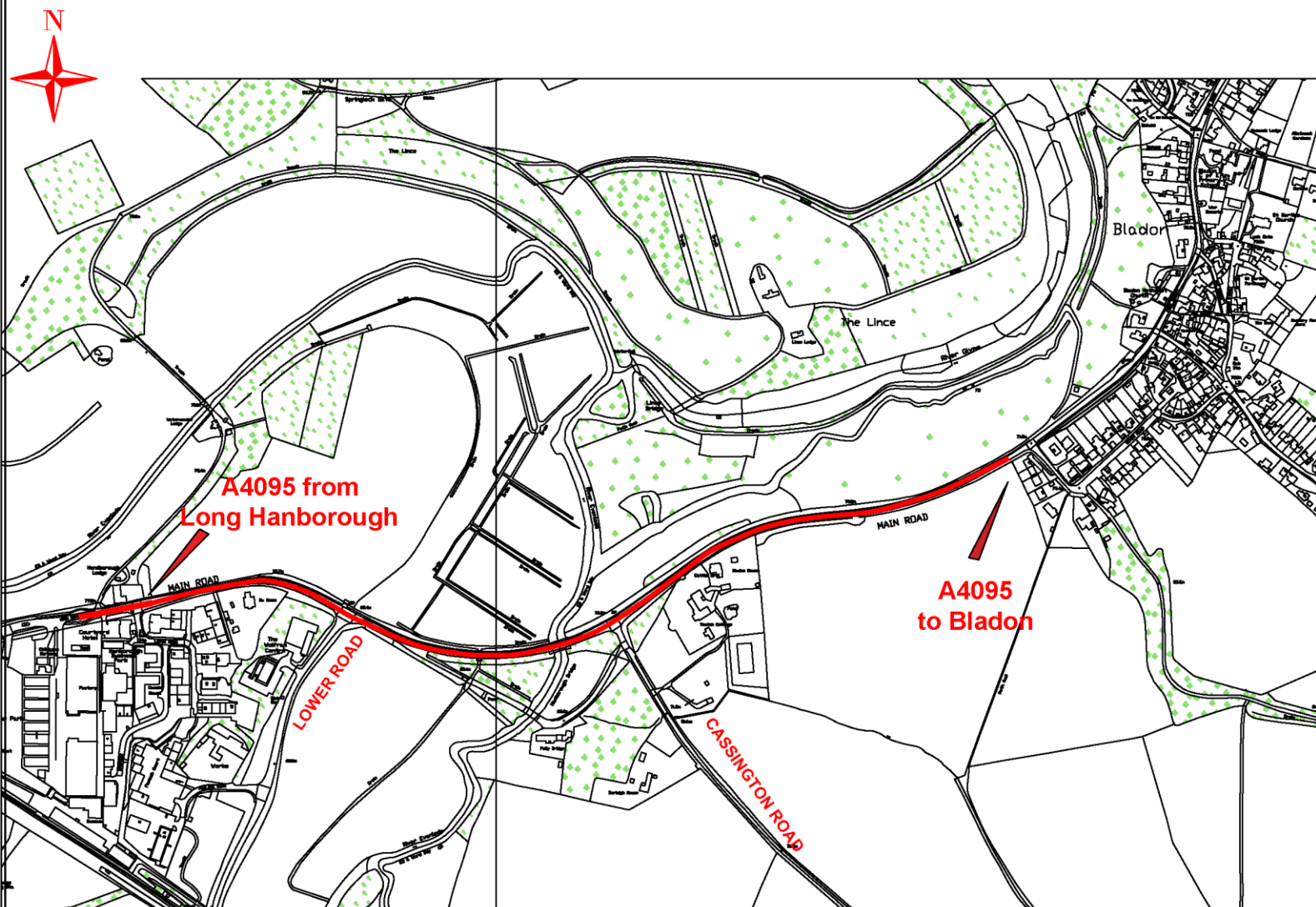
Paul Fermer
Director of Environment and Highways

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

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

Contact Officer(s): James Wright (Senior Officer – Traffic & Road Safety)
 Lee Turner (Team Leader – Traffic & Road Safety)

September 2026



The new 40mph speed limit will be introduced from the end of the 30mph limit in Long Hanborough up to the beginning of the 20mph limit in Bladon, replacing the current 50mph restriction.

ANNEX 1

Drawing No.

 Proposed 40mph speed limit (in place of existing 50mph)

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Rev.	Date	Purpose of revision	Drawn	Checked	Approved



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Project title
A4095 Main Road
Bladon to Long Hanborough

Drawing title
Proposed 40mph
Speed Limit

Drawing Status

Scale @ A3	Drawn by	Checked by	Approved by
	Date drawn	Date checked	Date approved

Oxfordshire Project No. & File Ref

Drawing No. Revision

ANNEX 2

A. Email responses:

RESPONDENT	COMMENTS
(e1) Traffic Management Officer, (Thames Valley Police)	No objection – Based upon Collision history and current speed profiles I have no objection.
(e2) Bladon Parish Council	Support – At our council meeting on the 11th of June, the council unanimously agreed their support for the scheme and asked me to inform you of their support. Bladon PC are in full support of the speed reduction on this section of the A4095. Bladon PC feels that the speed reduction will improve safety on this stretch of road, especially at the junction with Lower Road, where multiple collisions have occurred. The council also hopes that it will help to improve the transition into the 20mph limit at the start of the village, which starts just after a bend on the A4095. Currently, drivers who are not aware of the sudden drop will either brake suddenly or enter the village still travelling in excess of the 20mph limit. The PC hope that a reduced speed of 40mph prior to entering the 20mph zone will improve the transition between the two limits.
(e3) Local group/organisation, (Oxfordshire Liveable Streets)	Support – There are significant numbers of injuries on this stretch of road and lower speeds will help address that. (It is out of scope for this scheme, but we feel physical measures are needed to make the Lower Rd junction safer, given the injury cluster there.) At either end, approaching Bladon and Hanborough, there are also noise reduction arguments for 40mph speed limits. This stretch of the A4095 is also part of the only practical cycling route between Woodstock/Bladon and Hanborough railway station. A 40mph speed limit will not make cycling this accessible to most people, but may enable a few more people to do that - and will make it safer for those people already cycling it. In the longer-term other measures will be needed to make this route safe and accessible for cycling.

	We understand that this particular program is only looking at A and B roads, but it would be good to change the NSL 60mph speed limits on Lower Rd and Cassington Rd as well. There is a risk that lowering speed limits on A and B roads will result in satnavs directing more traffic down narrower roads like this. One option would be, if the local member and parish council supported it, to consider making Cassington Rd into a quiet lane.
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B. Online responses:

RESPONDENT	COMMENTS
(o1) County Cllr, (Oxford, New Road)	Support – Dropping the speed limit will contribute to a reduction in accidents and therefore supports the County's Vision Zero goals and objectives.
(o2) Local resident, (Begbroke, Begbroke Crescent)	Object – Why would it need to be 40? There's very little housing, etc. on that stretch of road. I see no reason why it couldn't remain 50.
(o3) Local resident, (Bladon, Grove Road)	Object – It is taking longer and longer to get around the area. That stretch of road is surely a justifiable opportunity for cars to get up to a half decent speed when travelling between Bladon and Long Hanborough and through to Witney (a route which already has innumerable changes of speed limit, most of them slow.
(o4) Local resident, (Bladon, Grove Road)	Object – This will not solve the problems caused by this road and significantly slow traffic down in the area causing a more consistent stream. The road needs safe and proper cycle paths that are clearly marked.
(o5) Local resident, (Bladon, A4095)	Object – In a nutshell, why? I'm sick of this meddling by councils and the like for absolutely no reason at all. It's bad enough that the 20mph limit through Bladon extends pointlessly as far as it does (it only needs to be 20 by the crossing and the tight bit of the road) but there is no need whatsoever to change the 50mph limit to 40mph between Bladon and Hanborough.

	It's interesting that you never ever raise speed limits, just reduce them. Why not go the whole hog and just make everything 10mph, or zero? Ban cars altogether. Why not? Changing this limit is unnecessary from a safety point of view, unnecessary from an environmental point of view, unnecessary from a cost point of view and I can't imagine anyone at all has requested it, so again it begs the question why? Your job is to make local residents lives better and easier, not more frustrating and unnecessarily disruptive.
(o6) Local resident, (Carterton, N/a)	Object – The speed is too low. With the technology on cars, improved tyres and brakes. The slower speed limits are not needed and a waste of money.
(o7) Local resident, (Freeland, Freeland Gate)	Object – It would be nice to drive at a normal speed still somewhere in this county!
(o8) Local resident, (Freeland, Wroslyn road)	Object – Road is suitable for 50mph
(o9) Local resident, (Hanborough, Marlborough Crescent)	Object – I use this road almost daily. My observations are that road users typically drive at safe speeds for the conditions already. It's safe on most occasions to reach 50, although most motorists are already driving at 40 mph when needed. For example, slowing for vehicles turning out of junctions, taking care when wet or when larger vehicles are travelling slower. There is absolutely no need to waste public money creating new speed restrictions/adding signage where road users are already using due care and attention to appropriately adapt their speed to the conditions. The real hazard on roads in this area are the numerous and sizeable pot holes! Every journey I take now requires some degree of swerving to avoid large potholes that would destroy my front wheels. This creates dangerous conditions on the road that could lead to collisions or fatalities eventually. Put public money where it's really needed and please don't waste it solving problems that don't exist.
(o10) Local resident, (Hanborough, Marlborough Crescent)	Object – No need

(o11) Local resident, (Hanbough, Langford way)	Object – The current speed is absolutely fine, there is no problems with that. I think the money that will be put aside for the new signage should be used for fixing thr drainage just outside bladon where it floods regularly or to fix potholes.
(o12) As a business, (Long Hanborough, A4095)	Object – This change will achieve nothing. With my vantage point adjacent to the station car park, within the 30mph, most traffic exceeds 30mph, and many exceed 50mph within the 30 zone. They will continue to do this if the 50 is changed to 40, causing further non-policed exceeding of limits, and further safety issues at the A4095 / Lower Rd junction. Several years ago, the Lower Road was widened slightly at the junction - what should have happened then (and now) is the addition of a mini roundabout ensuring traffic from all directions must give way and therefore enforce slower traffic as a result. This would also allow traffic to flow better coming out of Lower Road, where the traffic regularly backs up past the railway bridge at peak times - an issue which has remained unaddressed for many years.
(o13) Local resident, (Long Hanborough, Evenlode Drive)	Object – I see no reason for it. It will be a pointless excercise. The only thing this will achieve is to waste a bit more money! If you want to offload a bit of money, why not spend it on traffic lights at the end of Lower Road and spend a bit on all of the holes in the road between the George & Dragon and the Mini garage. Some are so old the white lines that were drawn around them has worn away.
(o14) Local resident, (Long Hanborough, Hurdeswell)	Object – There is absolutely no reason for this limit reduction. The section of road involved is between villages and the traffic using it does not need to be slowed down. The road is not an "accident black spot" so there is no justification for this measure.
(o15) Local resident, (Long hanborough, Hurdeswell)	Object – I am not aware of any reason why this should be changed. Traffic along there self regulates as it is a country road and changing the speed limit unless there is evidence of accidents above the norm, will just mean another speed limit that the majority ignore. A law that makes the majority of us law breakers is a bad law, and devalues speed limits where they are needed.

(o16) Local resident, (Long hanborough, Isis close)	Object – Iv lived in long hanborough for 57 years, never had a problem with the 50mph, why change it to 40mph? just a waste of taxpayers money again.
(o17) Local resident, (Long Hanborough, Isis Close)	Object – There is no need to reduce the speed further...improving the cycle way would be a better option
(o18) Local resident, (Long Hanborough, Regal Lane)	Object – There is no need to slow down this road
(o19) Local resident, (Long Hanborough, Renown Court)	Object – Insufficient evidence of RTCs caused by speeds in excess of 40mph, for the entire stretch of road between Bladon and Long Hanborough. The most hazardous of the stretch of road in question, is the T-junction of Lower Road onto the A4095 (or Main Road). To address this matter in isolation, I suggest that the existing 30mph zone upon entering Long Hanborough, begins before this T-junction. Thereby apart from the T-junction of Lower Road, the first House on the left (Oxclose), the sharp left hand bend and the junction with Lodge Close can all benefit from a safer 30mph zone along with the rest of Long Hanborough.
(o20) Local resident, (Long Hanborough, Roosevelt Road)	Object – The current limit is suitable for the road, better maintenance of the surface and surrounding topography would lower risk further than a limit change and I believe lowering the limit will increase wait times at the lower road junction increasing traffic. Plus I think it will be a waste of public funds to enact this.
(o21) Local resident, (Long Hanborough, Church road)	Object – Recent reduction in speed limits in the local area has increased traffic and journey times. Public transport links are limited and so lots of local residents have to rely on cars to get to local towns such as Witney and Woodstock for amenities. This road is safe with very limited incidents in the past few years so lowering the speed limits does not seem necessary

(o22) Local resident, (long Hanborough, hurdeswell)	Object – The current 50mph speed limit seems sensible and I'm not aware of that stretch of road being an accident hotspot so see no reason for change.
(o23) Local resident, (Long Hanborough, Main road)	Object – 40 from Hanborough to lower road is fine, just not the whole thing.
(o24) Local resident, (Steeple Aston, South Side)	Object – I'm a local resident who lives in the countryside and needs to travel. I strongly object to this - and all other "reduced speed limit" schemes. These are misguided and counter-productive. The county is putting anti-car dogma ahead of rationality - and it's wasting valuable resources in the process. INCREASED JOURNEY TIMES Journey times are getting longer and longer - and this isn't a minor irritation, but a major problem. We have a growing "cost of living" crisis. With everything delivered by road, lower and lower speed limits increase delivery times and result in higher charges - across the board, and especially for food in supermarkets and local shops. NO IMPROVEMENT IN ROAD SAFETY Aside from the council's ongoing anti-car paranoia, I see no independent, SCIENTIFIC evidence that reducing the speed limit will improve safety. I know that, in the past, councils have tried to analyse safety - but the examples I have seen have been short-term studies that revert to the mean in the longer term. Where is the evidence - apart from a crude "hit you at 50/hit you at 40" argument? The 20 zones have been thoroughly debunked in recent years - as shown in independent, PUBLISHED scientific studies (including the DfT's own studies - there is NO safety benefit from reducing the limit from 30 to 20; 93% of accidents in 30 zones take place well under 20mph anyway!). Despite this, Liberal Democrat councillors still try to dodge the hard facts and argue that Black is White. We cannot allow these people to continue to mess up our vital transport networks! (And given that a nearby 20 zone resulted in a fatality recently, constantly reducing the speed limit is NOT the answer!) In fact, these proposals will actually make our roads less safe because of constantly-changing limits causing confusion and more driver frustration. You'll get more people overtaking and more accidents. It will also cause more pollution as internal-combustion vehicles run less efficiently at speeds less than 50 mph.

	A PROFOUND WASTE This all happens at a time when our country has record levels of debt - more than 100% of GDP. Money should be being spent on the essentials: not just fixing potholes, but RESURFACING all Oxfordshire's rural roads - properly. ANTI DEMOCRATIC - AND ILLEGAL? Oxfordshire Council Council is ONLY allowed to change speed limits when there is an ***overwhelming*** majority of public demand. As far as I can tell, the council has instead consistently over-ruled public opinion in pursuit of its party-political agenda. It claims a mandate - when only a minority of voters support the Liberal Democrats; and that party is notorious for its disinformation campaigns and leading questions ("which would you prefer, (a) lower speed limits; (b) even lower speed limits"). SUMMARY Reducing speed limits on rural roads such as the 40 limit proposed here will:- • Increase pollution • Increase journey times • Reduce quality-of-life • Result in more urban street furniture and clutter • Will have no effect on safety and might actually cause more accidents • Waste money that could have been spent on fixing our broken roads. I hope that the council will respect the democratic views of its working class residents - and not allow itself to be further blown off course by a leisured class of wealthy Lib-Dem-voting Baby Boomers insulated from reality in their leafy North Oxford mansions.
(o25) Local resident, (Witney, Welch Way)	Object – Completely unnecessary. It is already too slow at 50. This is just the usual bunch of cycle lobby scum at OCC pushing their bike agenda. It will cause even more delays for commuters.
(o26) Local resident, (Woodstock)	Object – Objecting on the basis that the current 50mph limit appears to be complied with widely, unlike lower speed limits elsewhere on the A4095. There are very few collisions on this stretch of road & OCC can ill afford to

	spend money on more new road signage at a time when the road surfaces of Oxfordshire are some of the poorest in the country - spend your funds on resurfacing instead, thanks.
(o27) Local resident, (Woodstock, Randolph Avenue)	Object – i don't think there is a problem with the current speed limit and that more focus should be put onto potholes which have damaged my vehicle
(o28) Local resident, (Woodstock, The Ley)	Object – Pointless change. Serves no purpose. Unlikely you'll listen though
(o29) Local resident, (Woodstock, Flemings)	Object – I drive this route 4 times a day most days & 50mph is perfectly adequate. Rarely any accidents other than those caused by potholes through Long Hanborough or flooding through Bladon. The reduced speed will mean more people tailgating and make it more difficult to exit from Lower Road onto the 4095
(o30) Local resident, (Long Hanborough, A4095)	Partially support/concerns – 40mph seems a reasonable proposition for the section from Bladon towards the junction with Lower Road. However, speaking as a resident of Ox Close (directly adjacent to Lower Road), I regularly hear so many near near misses at this junction and there have been numerous bad accidents there, caused by poor visibility around the sharp bend in the road towards Long Hanborough, that I feel strongly that the 30mph limit through Long Hanborough should be extended Eastwards to include the dangerous junction with Lower Road.
(o31) Local resident, (Long Hanborough, Reliance Way)	Partially support/concerns – I live less than half a mile from this road and drive it twice daily, so I know it well and consider myself a confident and experienced driver. The section of Lower Road end from Long Hanborough is already difficult to drive at 50mph to Lower Road junction due to the bends, the road alignment, and the potential hazards associated with the Lower Road junction. For this reason, I would support reducing JUST this part of the road to 40mph. However, I would not support extending the 40mph limit from the Lower Road junction towards Bladon. Aside from the Lower Road junction itself, there is only one residential driveway that comes off this long stretch of road.

	The existing 20mph limit at the Bladon end (between Manor Road and Lamb Lane) already causes traffic queues and I believe reducing the speed limit on this section to 40mph as well would only make this worse, without providing significant additional safety benefits.
(o32) Local resident, (Long Hanborough, Isis Close)	Partially support/concerns – I believe the reduction in the speed limit would make sense for the section between the Lower Road junction and Long Hanborough, as this is where I believe the most collisions happen on this section. As you have not provided any evidence in your reasoning for the reduction it is hard for me to ensure I am factually correct.
(o33) Local resident, (Long Hanborough, Pittick Close)	Partially support/concerns
(o34) Local resident, (Woodstock, Banbury Road)	Partially support/concerns – This is a dangerous stretch of road and needs reviewing, however I do not believe a speed reduction alone will be sufficient to make the road safer. Something needs to be done to upgrade the junction with lower road which really should be signalled to make the road safer. The cycle way also needs better maintenance as cyclists at the moment use the road due to its condition.
(o35) Member of public, (Woodstock, Flemings Road)	Partially support/concerns – I support this at the Lower Road junction that goes towards Eynsham. This is a really bad junction which I use twice a day. Cars seem to approach it much too fast from both directions as you pull out of Lower Road onto the A4095 towards Bladon.
(o36) Local resident, (Bladon, A4095)	Support – Will make the road and turnings safer for all users (pedestrians, motorists, cyclists). Will prevent further collisions at the lower road junction Will improve conditions for those using pavement- eg walking & cyclists commuting to Hanborough train station
(o37) Local resident, (Bladon, Church Street)	Support – The section of road has 2 junctions (with Lower Road and Cassington Road), both on bends which make it unsafe to drive at 50 mph. In addition, the abrupt change from 50 to 20 mph at the entrance to Bladon

	when driving from the Long Hanborough direction is extreme and results in many vehicles entering the village at well over 20 mph.
(o38) Local resident, (Bladon, Heath Lane)	Support – In the absence of a dedicated cycle path and narrow pavement in parts my view is that 40mph or lower would be appropriate for this stretch of road.
(o39) Local resident, (Bladon, Heath lane)	Support – It's a windy, dark road that is often flooded. I would support even going down to 30mph. People drive too fast on the stretch and the junction with lower road is dangerous - I have regularly seen crashes. There should also be traffic light control on that junction for turning right from lower road towards Bladon. There should also be an improved cycle / footpath to encourage locals to get to the train station not in the car.
(o40) Local resident, (Bladon, Manor Road)	Support – The turning from the Eynsham road has limited visibility and feels unsafe; cars often fail to slow down enough for the 20mph speed limit in Bladon
(o41) Local resident, (Bladon, Park Street)	Support – Cars driving towards Witney on exiting the 20mph zone in Bladon just past Manor Road all start speeding up as they come round the bend as soon as they see the 50mph sign. This makes it difficult for cars trying to get in or out of Manor Road and dangerous for pedestrians trying to cross the main road to and from the bus stop. The 50mph limit starts just as you get to the two bends, which again causes hazards, to cars trying to turn into or exit Cassington Road and Lower Road, and pedestrians trying to cross using the traffic island there. These are more common than probably realised given the route to Hanborough Station. I am also aware of cars having lost control round the Lower Road junction crashing into the wall by Blenheim estate. The stretch of road around there often floods in heavy rain, drivers don't always slow down & a 50mph limit doesn't help. Cars tend to speed up fast before they reach Manor Road due to frustration with the previous 20mph limit. I think a 40 mph limit would help reduce this given virtually all of the road from the Witney junction to the Bladon

	roundabout would be 20, 30, or 40 mph and at some level peoples's subconscious expectation of a consistently lower limit would reset their habitual driving expectations and behaviour. In practice the short 50mph stretch only gets someone to their destination a couple of minutes earlier, and 40mph is a sufficient speed there. Likewise cars approaching the 20mph limit at the beginning of Bladon from the Hanborough direction come to the signage from round a bend, and have to brake sharply to drop from 50mph. They are often confronted by a stationary car waiting to turn into Manor Road. This is inherently dangerous. There are sometimes near-misses which would of course not be reflected in RTA stats. There has also been a head-on collision by the bus stop there. Additionally the stretch of road from there to Hanborough is a dangerous one for cyclists with the combination of bends and car speeds. I cannot see any good reason for keeping the current 50mph limit. 40 mph would be far safer and sensible all round without causing any significant detriment to car drivers.
(o42) Member of public, (Eynsham, Willows Edge)	Support – As a cyclist I find the right turns across 50mph traffic onto Lower Rd or Cassington / Burliegh Rd very dangerous. There are also no dropped curbs to allow cyclist to get onto the (very narrow in parts) cycle path along side the A4095 from Cassington Rd turning right towards Blenheim main gate.
(o43) Local resident, (Freeland, Broadmarsh Lane)	Support – The lower road junction is dangerous and the corner is too.
(o44) Local resident, (Long Hanborough, Main Road)	Support – Because of the speed cars travelling past the lower road junction.
(o45) Local resident, (Long Hanborough, A4095)	Support – I live close to the Lower Road junction where it joins the A4095. If you go to this website: https://www.think.gov.uk/thinkmap/ you will see the severity of the accidents which have happened there. We hear many crashes happening at this junction and obviously the smaller ones don't get reported to the emergency services. There have been cars overturn as they have come round the 50mph bend too fast and ended up on

	their roof. They have also crashed into the wall opposite belonging to Blenheim as they have taken the bend too fast. It seems madness that there are 20 mph restrictions coming out of Bladon but then it turns into (and remains at) 50mph going past the Lower Road junction and continuing until you get to the white gates at Bladon. The Lower Road junction is lethal. Please can a speed limit of 30mph be recommended before someone gets killed, 40mph is still too fast.
(o46) Local resident, (Long Hanborough, Renown Court)	Support – The junction with Lower Road feels dangerous, and I can recall a number of incidents over the years. And in any case, when driving on this stretch of road, 50 mph feels unnecessary. However, I think that an even better idea would be to extend the 30 mph limit (from within Hanborough) east down the hill and past the Lower Road turn. This would make the junction even safer, and surely make life nicer for the person who lives at the top of the hill on the blind bend.
(o47) Local group/organisation, (Oxford, Aristotle Lane)	Support – This is currently a dangerous and unpleasant stretch of road. There is an off road cycle path from Bladon to Long Hanborough, but it is narrow and not especially pleasant, so people do sometimes cycle on this stretch of road. Making it safer for these cyclists is one good reason to go ahead with speed reduction. But the current speed also makes the road feel unsafe for those walking or cycling on the cycle path. In addition, there are also various junctions and turning on the route which would be made safer with lower speeds. A 40mph limit would also make it easier for drivers to adjust to the 20mph at each end of this stretch of road. This change for all these reasons will be an important road safety measure.
(o48) Local resident, (Woodstock, Union Street)	Support – The road has a number of blind corners with a very busy junction joining. The junction is close enough to a blind bend that there is little reaction time at the higher speed of 50mph to break for joining traffic. The road also transitions to a 20mph further down following a blind bend. Slowing down in time for the change in speed is difficult to do safely if you're unaware of the approach.