

Division(s) affected: *Cowley; Rose Hill & Littlemore*

DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT

03 SEPTEMBER 2026

OXFORD: A4158 ROSE HILL – OPTIONS FOR SAFETY IMPROVEMENTS AT THE SERVICE ROAD JUNCTIONS

Report by Director of Environment and Highways

RECOMMENDATION

The Cabinet Member is **RECOMMENDED** to:

- a) **Approve an experimental scheme for further development – to prohibit motor vehicles from passing northbound through a restriction in the service road, while providing exemptions for residents.**

Executive Summary

1. This report presents design options for a Vision Zero cycle safety scheme to reduce collision risks at the junctions of the service road on the southwest side of the A4158 Rose Hill, Oxford.
2. The Vision Zero scheme supplements a wider programme of safety measures on the A4158 corridor funded by the Department for Transport under their Safer Roads Fund (SRF) programme – these latter measures were completed in October 2025 and include works at junctions adjacent to the service road; however, the SRF scheme did not include the service road junctions primarily because of the absence of reported collisions at the time the scope for this scheme was finalised.
3. The need for the measures at the service road junctions was identified following the emergence of a significant collision cluster site in 2023 at the southern of the two service road junctions. Initial investigations led to amendments in early 2024 to measures introduced in 2022 at the adjacent A4158 / B4495 Church Cowley Road under the Quickways active travel scheme. These aimed to reduce the attractiveness of the service road for northbound vehicles as a bypass to avoid queues on the approach to this junction, and while partially successful, further measures are considered necessary to further reduce risks.
4. A Vision Zero scheme comprising Side Road Entry Treatments (SRETs) to the same specification as used in the SRF scheme was considered at the Cabinet Member for Transport Management Decisions Meeting on 9 October 2025 (agenda item 12). This recommendation was, however, rejected by the Chair

after considering the consultation responses, with the Chair also asking officers to revisit these proposals by bringing back different proposals that fully evaluated all the options, including closure of the slip road at the northern end (physically or via camera enforcement).

5. The service road is approximately 150m long and provides access to 17 residential dwellings and the Iffley Dental Care practice, which is at the northern end. At present, there are no restrictions on movement in either direction, although vehicles tend to enter at the southern end. This is substantiated by the majority of parked vehicles facing north.
6. Officers are aware of the public concerns regarding safety at the Henley Avenue/Rose Hill/Church Cowley Road signalised junction, particularly due to the lack of pedestrian crossing facilities. These proposals for the service road are not directly related to the junction, as they are specifically to address the collision problem at the southern end (see paragraph 9). However, the selected option will have a minor impact on the operation of the signalised junction, as the northern access of the service road is adjacent to that junction (see **Annex 11**).
7. Officers have identified options to reduce or eliminate the use of the service road by vehicles to bypass the signals queue, grouped into the following categories:
 - One-way street
 - Prohibition of vehicles by physical barriers
 - Prohibition of bypassing vehicles by ANPR (camera) enforcement
 - Measures to reduce the attractiveness of the service road for bypassing vehicles
8. The collision pattern – as shown in **Annex 1** – at the south-eastern junction is a relatively recent phenomenon, with seven injury collisions (two serious, five slight) occurring over the last three years. All seven are similar, involving a north-westbound vehicle turning into the service road and colliding with a pedal cycle in the advisory cycle lane, travelling in the same direction.
9. It is believed that the vehicles were bypassing queueing traffic at the signalised junction ahead and, therefore, were likely to be in a hurry and lacking awareness of the cycles.
10. A review of the long-term collision history following the introduction of signals control at the A4158 / B4495 Church Cowley Road – thereby introducing some queueing at this location – showed no incidents prior to 2023.
11. The following treatments are evaluated in the report:

One-way street

- i. Introduction of a one-way street, north to south

Prohibition of motor vehicles by physical barriers

- ii. Introduction of a barrier at the northern junction
- iii. Introduction of a barrier at the southern junction

Prohibition of motor vehicles by ANPR enforcement

- iv. Introduction of an access restriction at the northern junction (camera)
- v. Introduction of an access restriction within the service road (camera)
- vi. Introduction of an access restriction at the southern junction (camera)
- vii. Introduction of a left turn ban at the southern junction (camera)

Measures to reduce the attractiveness of the service road

- viii. Construction of raised SRETs at both junctions as previously consulted on
 - ix. Construction of speed humps in service
12. The introduction of an “access only” restriction, or just advisory signing and further monitoring, have been identified but are considered by officers to be ineffectual and not worthy of further evaluation.
 13. The foreseen advantages and disadvantages of each Option are tabulated and presented in **Annex 14**.
 14. It should be noted that any restriction required for a one-way street or prohibition of vehicles (physical or ANPR) can be achieved using an Experimental Traffic Regulation Order (ETRO). This means that the scheme could be trialled over an eighteen-month period before either being made permanent or removed.
 15. It should be further noted that ANPR cameras cannot be installed from the outset. If a restriction is imposed, then it must be sign-only to begin with and the level of compliance monitored over a six-month period. If compliance is found to be poor, ANPR camera enforcement may be considered (with CMD approval).

Corporate Policies and Priorities

16. 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

17. Funding for consultation on the proposals (and for further design development, if approved) has been provided by the County Council’s Vision Zero programme.
18. Funding for the implementation of the selected scheme will be presented in a future CMD report that will be necessary to confirm any changes to Traffic Regulation Orders, etc.
19. 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

20. 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.
21. The selected 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.
22. In the event that an experimental traffic regulation order (ETRO) is approved, a 6-month statutory consultation will take place during the first six months that the ETRO is in force, along with a further consultation if the ETRO is modified or varied.

Comments checked by:

Jennifer Crouch – Principal Solicitor (Regulatory)

Jennifer.Crouch@Oxfordshire.gov.uk

Staff Implications

23. The appraisal of the proposals has been undertaken by Officers from the 'Vision Zero' team as part of their regular day-to-day duties, with no additional/negative impact on capacity expected.

Equality & Inclusion Implications

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

Sustainability Implications

25. The proposals would help to facilitate a safer environment for cyclists and other users, which will encourage more sustainable forms of travel.

Risk Management

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

'Quickways' timeline and Traffic survey data

27. The 'Quickways' scheme implemented cycle facility improvements on several Oxford roads, including Rose Hill:
- January 2023 – Rose Hill Quickways scheme introduced (two-lanes reduced to one lane at the Rose Hill / Church Road signalised junction to accommodate wider cycle lanes)
 - March 2024 – Rose Hill Quickways scheme amended (two lanes reintroduced at the Rose Hill / Church Road signalised junction)

Traffic surveys on the service road were carried out after both Quickways changes, and again in November 2025 following the direction to appraise all options of traffic management. Significant findings from the data are as follows:

November 2023

- 3-day average (Tues-Thur), max. northbound flows = 72 (AM peak) and 55 (PM peak)
- 3-day average (Tues-Thur), 24-hour northbound flow = 435

June 2024

- 3-day average (Tues-Thur), max. northbound flows = 22 (AM peak) and 32 (PM peak)

- 3-day average (Tues-Thur), 24-hour northbound flow = 155

November 2025

- 1-day (Thur), max. northbound flows = 22 (AM peak) and 66 (PM peak)
 - 1-day (Thur), 12-hour northbound flow = 303
28. It can be seen that there were considerable numbers of vehicles using the service road in 2023 to bypass the signalised junction. That number reduced significantly in 2024 when two traffic lanes were reintroduced and queueing lessened, although the PM peak flow has now returned to the previous high level with more than one vehicle per minute.
29. It should be noted that, on average, each household will generate approximately 0.5 vehicle movements in a peak hour. This equates to roughly nine of the 66 PM peak vehicles being residents/visitors, plus some which are associated with the dentist practice, but the remainder will be avoiding the traffic signal queue.

Collision history

30. Five of the seven cyclist injury collisions occurred between January 2023 and March 2024 (the period when there was most queueing), and two collisions since then, in October 2024 and March 2026.
31. Although the number of collisions seems to have reduced recently, the latest traffic survey indicates that the number of vehicles using the service road to bypass the signals has risen again and the likelihood of further collisions remains. Therefore, it is considered that some action needs to be taken to counteract this hazard.

Options identified

One-way street

(i) Introduction of a one-way street, north to south

32. The one-way street option is shown in **Annex 2**. Vehicles would only be allowed to access the service road via the northern access (**Annex 11**), where additional double yellow lines would prevent vehicles from parking, therefore maintaining a clear area to allow larger vehicles to be able to turn in. This has been verified using swept path (tracking) analysis, and the City Council have confirmed that refuse collection vehicles would be able to manoeuvre in.
33. Exit from the service road would be via the southern access (**Annex 12**) only, where a Yellow Box Marking could be installed to assist vehicles when turning out to the right.

34. This option would be relatively cheap to implement as it does not require any physical alterations or camera enforcement. It will have simple and clear signage at each end, although the restriction could be ignored but this is considered unlikely. An exemption can be made for cyclists, so that they can continue northwards along the service road in contraflow to vehicles.
35. Preventing the left turn into the southern access will eliminate the manoeuvre which has led to the cyclist casualties.
36. At present, residents approaching from the north appear to use the southern access to turn right in, as evidenced by the direction of parked cars. This one-way option would mean that drivers will have to turn right into the northern access, which is awkward because of the hatched central markings and absence of a filter lane.
37. The restriction would also mean that any residents or visitors who are approaching from the south along Rose Hill or along Church Cowley Road will be obliged to use the northern access to turn left into the service road. A site check has been performed on this movement several times in a long car and, although it is effectively a sharp 180-degree turn, it was achievable, even with a parked car present.
38. As the advisory cycle lane continues past the northern access, increasing the number of vehicle movements here will increase the likelihood of "left hook" collisions, although it will be very much less than at the southern access at present. There is considerable uncertainty about the safety of this manoeuvre being carried out by larger vehicles.

Prohibition of motor vehicles by physical barriers

39. This pair of options would be to have a Traffic Regulation Order (TRO) or an Experimental TRO to prohibit vehicles passing through the relevant access in either direction, being physically prevented by the installation of planters and/or bollards.
40. The ETRO would include motorcycles, although the physical measures would not be effective in preventing their passage. Cycles would be allowed through.

(ii) Introduction of a barrier at the northern junction

41. This option is as illustrated in **Annex 3**. Entry to, and exit from, the service road would be via the southern access, where a Yellow Box Marking could be installed.
42. The number of vehicles turning left into the southern access will be greatly reduced as it will be limited to service road residents and visitors only, but the manoeuvre will not be completely eliminated.
43. All vehicles that enter the service road will have to make a 180-degree turn so that they can also leave by the southern access. For some residents the turn

can be made in an off-road parking space, but all other vehicles (including visitors to the dental surgery at the north end) will have to turn in the carriageway. This will be awkward given the absence of a formal turning area and the relatively narrow kerb-to-kerb width (approximately 5.0m). Vehicles turning in the carriageway will nearly always overhang the footway when reversing, creating a minor safety hazard.

44. Larger vehicles (e.g. delivery vans) may choose to reverse back to the southern turning area rather than perform a multi-point turn in the carriageway. It should be noted that this “hammerhead” appears to have been constructed to create space for the two driveways coming off to the south-east. It does not, therefore, have the typical dimensions of a turning head, which would have a straight extension of about 3.5m to accommodate the largest vehicles (see **Annex 13**). Furthermore, parked vehicles may further reduce the space available for turning.
45. This option would be relatively cheap to implement and maintain. It would also benefit pedestrians as they would be able to walk across the northern access unhindered by turning vehicles.
46. The physical barrier will prevent vehicles from making the awkward turns into and out of the northern access; however, this removes the option for residents as exemptions cannot apply.

(iii) Introduction of a barrier at the southern junction

47. This option is as illustrated in **Annex 4**. Entry to, and exit from, the service road would be via the northern access.
48. Preventing the left turn by vehicles into the southern access will eliminate the manoeuvre which has led to the cyclist casualties.
49. All vehicles that enter the service road will have to make a 180-degree turn so that they can also leave by the northern access. For some residents the turn can be made in an off-road parking space, but all other vehicles (including visitors to the dental surgery at the north end) will have to turn in the carriageway or in the turning area at the southern end.
50. As noted above, the turning area does not have the dimensions of a typical “hammerhead” turning space found in a residential development. Furthermore, the physical measures (i.e. planters and/or bollards) that are used at the opening will reduce the turning space available, so it may not be suitable for larger vehicles.
51. The physical measures may also present a hazard to cyclists who may turn left into the service road at a relatively high speed from the downhill section of Rose Hill.
52. Any driver wishing to leave the service road and head south on Rose Hill will have to turn right from the northern exit. This is a particularly difficult manoeuvre

given the proximity of the traffic signals and islands, high number of pedestrian movements, the Advanced Stop Line for cyclists in the far lane and the flows/queueing of traffic depending on the cycle of the signals.

- 53. The restriction would also mean that any residents or visitors who are approaching from the south along Rose Hill or along Church Cowley Road will be obliged to use the northern access to turn left into the service road.
- 54. This option would be relatively cheap to implement and maintain. It would also benefit pedestrians as they would be able to walk across the southern access unhindered by turning vehicles, although there are fewer pedestrians here than at the northern access.

Prohibition of motor vehicles by ANPR enforcement

- 55. These options would have a TRO or ETRO to prohibit motor vehicles from passing through a junction or specified point in one direction only. The restriction would be enforced by one or more ANPR cameras, with a fine payable for infringements.
- 56. Camera enforcement is recognised as a valuable deterrent and, although not necessarily 100% effective, it is unlikely that many drivers would risk enforcement for the sake of a modest saving in journey time.
- 57. It will be possible for residents' vehicle registrations to be added to an exemption list, or permit scheme, so that they may legally pass through the camera-enforced restriction. Visitors to the dental surgery, however, will not be exempted, although they will be able to enter via the northern access so that they are facing the correct direction to exit via the southern end.
- 58. Any camera-enforced restriction is subject to a technical appraisal process to check feasibility, which will happen prior to seeking formal approval of any selected scheme. It will also be relatively expensive to install and maintain.
- 59. The number of vehicles turning left into the southern access will be greatly reduced as it will be limited to service road residents (and visitors) only, but the manoeuvre will not be completely eliminated.

(iv) Introduction of an access restriction at the northern junction

- 60. This option is as illustrated in **Annex 5**. Entry to the service road for all vehicles is by either access, while non-exempt vehicles are prohibited from exiting via the northern end.
- 61. It may be difficult to provide effective signage in advance of the southern turn into the service road, with the restriction being at the far end. Therefore, drivers may enter the service road in error and be obliged to make the difficult 180-degree turn as described in (ii) above.

(v) Introduction of an access restriction within the service road

62. This option is as illustrated in **Annex 6**. Entry to the service road for all vehicles is by either access, while non-exempt vehicles are prohibited from passing northbound through a point somewhere within the service road.
63. The optimum location along the road will have to be determined by further investigation as it will impact several issues. For example, if it were placed at the extreme north end, then all visitors (including to the dental surgery) would be able to enter via the southern end, but would have to turn 180 degrees to exit. Conversely, nearly all visitors would have to enter via the northern end if the restriction were to be placed at the south.
64. It is envisaged that the likely preferred location will be towards the southern end as this will be more visible to drivers, will be easier to sign clearly and will allow vehicles to reverse a short distance to the turning area if they should enter the service road in error.

(vi) Introduction of an access restriction at the southern junction

65. This option is as illustrated in **Annex 7**. Exit from the service road for all vehicles is by either access, while non-exempt vehicles are prohibited from entering via the southern end.
66. Signage in advance of, and at the access into the service road will be clear, reducing the number of drivers entering in error.
67. The restriction would mean that any visitors who are approaching from the south along Rose Hill or along Church Cowley Road will be obliged to use the northern access to turn left into the service road. Similarly, visitors approaching from the north will have to make the awkward right turn into the northern access. Residents with permits will retain the option of which access to use.

(vii) Adding a left turn ban at the southern junction (camera)

68. This option would have a TRO or ETRO to prohibit vehicles from turning left into the southern access, being enforced by camera(s), as illustrated in **Annex 8**. An additional camera may be required to ensure a distinction between left and right turns in.
69. Signage in advance of, and at the access into the service road will be clear, reducing the number of drivers entering in error.
70. As this option is for a banned turn (as opposed to a prohibition of motor vehicles), no exemptions are allowed other than for emergency vehicles and cycles. Therefore, residents would have to use the northern access when approaching from the south and turning left in.

71. The number of motor vehicles turning left into the southern access will be reduced to zero, although drivers will still be able to turn right in. This may lead to some slight confusion for pedestrians.

Measures to reduce the attractiveness of the service road

(viii) SRETs at both junctions

72. The intention of SRETs is to make this route (via the service road) significantly less attractive to northbound traffic as a way of bypassing the signals, without seriously inconveniencing local residents (see **Annex 9**). Those that continue to make the turn will do so at a slower speed, reducing the likelihood and severity of further collisions.
73. Although they cannot be avoided, the SRETs will not prevent vehicles from making a left turn into the southern access and so the collision problem may persist.
74. Unlike the other options above, SRETs will retain all movements at both accesses, thus maintaining full accessibility for the residents. They will also facilitate a safer environment for pedestrians by emphasising priority at the junctions.
75. This option would be relatively expensive to design and construct.

(ix) Speed humps

76. Speed humps in the service road would have a similar effect as the SRETs, i.e. to make the route significantly less attractive to northbound traffic as a way of bypassing the signals (see **Annex 10**).
77. The humps on their own would not compel drivers to enter the service road at a slower speed; it will just reduce the number of vehicles doing so. For greater impact, they could be used in conjunction with SRETs or an access only restriction.
78. It is possible that humps would necessitate additional street lighting, depending on the existing levels of illumination. If this option is pursued, it is recommended that a 20mph Zone is introduced in the service road to avoid the need for providing additional street lighting. They would need to be at, or close to, the maximum permitted dimensions as specified in the Road Hump Regulations to provide an effective deterrent.
79. Surveyed mean speeds on the service road are not high – approximately 14mph northbound and 10mph southbound. The purpose of the humps would not explicitly be to reduce speeds further, but to make the route “uncomfortable” and unappealing.
80. The cost of this option would depend on the number and type of humps.

Officer appraisal of Options

81. All the assessed Options have advantages and disadvantages, which are summarised in the table presented in **Annex 14**. Some of the categories, however, are considered to be more pertinent than others.
82. Given that the primary intention of the scheme is to prevent vehicles from using the service road to bypass the signals, it is considered acceptable to maintain the left turn into the southern access for residents only. This can be achieved by ANPR camera enforcement, which does not require physical obstacles within the carriageway that may present a safety risk.
83. The three ANPR Options (other than the left-turn ban which is discounted as exemptions for residents are not allowable) have different practicalities, depending on the precise location of the restriction. Further thought about the details of signage (especially given the existing CPZ signage at the southern access), turning space, camera placement etc. is necessary before the optimum restriction location can be confirmed.

Consultation

84. An informal stakeholder consultation was carried out in February 2026. The views of local councillors and relevant organisations were sought on the nine Options. Responses can be found in **Annex 15**, and are summarised in Tables 1 and 2 below.
85. It can be seen that, in the opinion of the stakeholders, there is no single obvious preferred Option, although three of the Options did get more support than the others.

Table 1 – summary of stakeholder responses:

Stakeholder	Response
Local Cllr (Rose Hill & Littlemore)	Would like to keep an open mind.
	Opposed to the "blocking off" approach
Adjacent division Cllr (Isis)	ANPR most effective, but expensive (Options 4 to 7)
	Suggests one-way with contraflow cycling (Option 1)
Cllr - Active Travel Champion	Barrier at south end (Option 3)
	Opposed to resident exemptions
Local City Cllr	Prefers ANPR as likely favoured by residents.
	Concerned about cost (Options 4 to 7)
	Otherwise, one-way (Option 1)
Local City Cllr	Does not see the same issues since cycle wands removed
Cyclox / Oxfordshire Liveable Streets	Prefers physical barrier at northern or southern end (Options 2 and 3)

	Opposed to resident exemptions
	Supports SRETs
	Extend 20mph limit to the ring road
CoHSAT	Order of preference:
	Barrier at south end (Option 3)
	Barrier at north end (Option 2)
	One-way street (Option 1)
	No left turn at south end (Option 7)
	Supports SRETs
Liveable Cowley	Order of preference:
	No left turn at south end (Option 7)
	ANPR at southern end (Option 6)
	Supports SRETs
	Extend 20mph limit to the ring road

Table 2 – stakeholder preferences:

	Opt 1	Opt 2	Opt 3	Opt 4-6	Opt 7	Opt 8
Local Cllr (Rose Hill & Littlemore)		N	N			
Adjacent division Cllr (Isis)				Y-1st (no preference between 4/5/6)		
Cllr - Active Travel Champion			Y-1st	N	N?	
Local City Cllr				Y-1st (no preference between 4/5/6)	Y-1st	
Local City Cllr						
Cyclox / OLS		Y-1st	Y-1st			Y (as supplm. measure)
CoHSAT	Y-3rd	Y-2nd	Y-1st		Y-4th	Y (as supplm. measure)
Liveable Cowley				Y-2nd (stated preference for opt 5)	Y-1st	Y (as supplm. measure)

* Option 9 (Traffic calming along service road) not displayed as had no responses.

86. The same nine Options were then presented in an informal consultation to the residents of the service road in May 2026. A 'Let's Talk' page was set up so that respondents had the choice of replying by email or via the webpage. Responses can be found in **Annex 15**.
87. Four of the six people who responded via the webpage are residents of the service road, and all of them preferred Option 5 (ANPR filter with residents' exemption). The other two people preferred a one-way street (Option 1) and a physical barrier at the northern junction (Option 2).
88. Of the three residents who responded by email, two were in favour of Option 5 while the third requested a signage-only scheme.

89. The majority of residents' views offer support for a northbound prohibition of vehicles restriction somewhere along the service road (Option 5). Provided that exemptions are made available to residents, this Option will prevent any vehicles from bypassing the signals (and, therefore, eliminating the manoeuvre that has led to the collisions) while causing negligible impact to the residents themselves.

Conclusion

90. In conclusion, officers recommend that a prohibition of motor vehicles restriction, at a location to be determined in the service road, is implemented. This would be enforced by signs only initially, with exemptions for residents, although ANPR enforcement could be introduced at a later date if required to improve compliance. It is also recommended that this scheme be initially implemented using an Experimental Traffic Regulation Order so as to facilitate any modifications that may be required following monitoring and evaluation of its operation.

Paul Fermer
Director of Environment and Highways

Annexes:

- Annex 1: Collision History plan (July 2022 – March 2026)
- Annex 2: Option 1 – one-way street
- Annex 3: Option 2 – barrier at northern end
- Annex 4: Option 3 – barrier at southern end
- Annex 5: Option 4 – ANPR enforcement at northern end
- Annex 6: Option 5 – ANPR enforcement in service road
- Annex 7: Option 6 – ANPR enforcement at southern end
- Annex 8: Option 7 – left turn ban at southern end
- Annex 9: Option 8 – SRETs
- Annex 10: Option 9 – speed humps
- Annex 11: Service road northern access
- Annex 12: Service road southern access
- Annex 13: Southern turning area
- Annex 14: Summary appraisal of Options
- Annex 15: Informal consultation responses

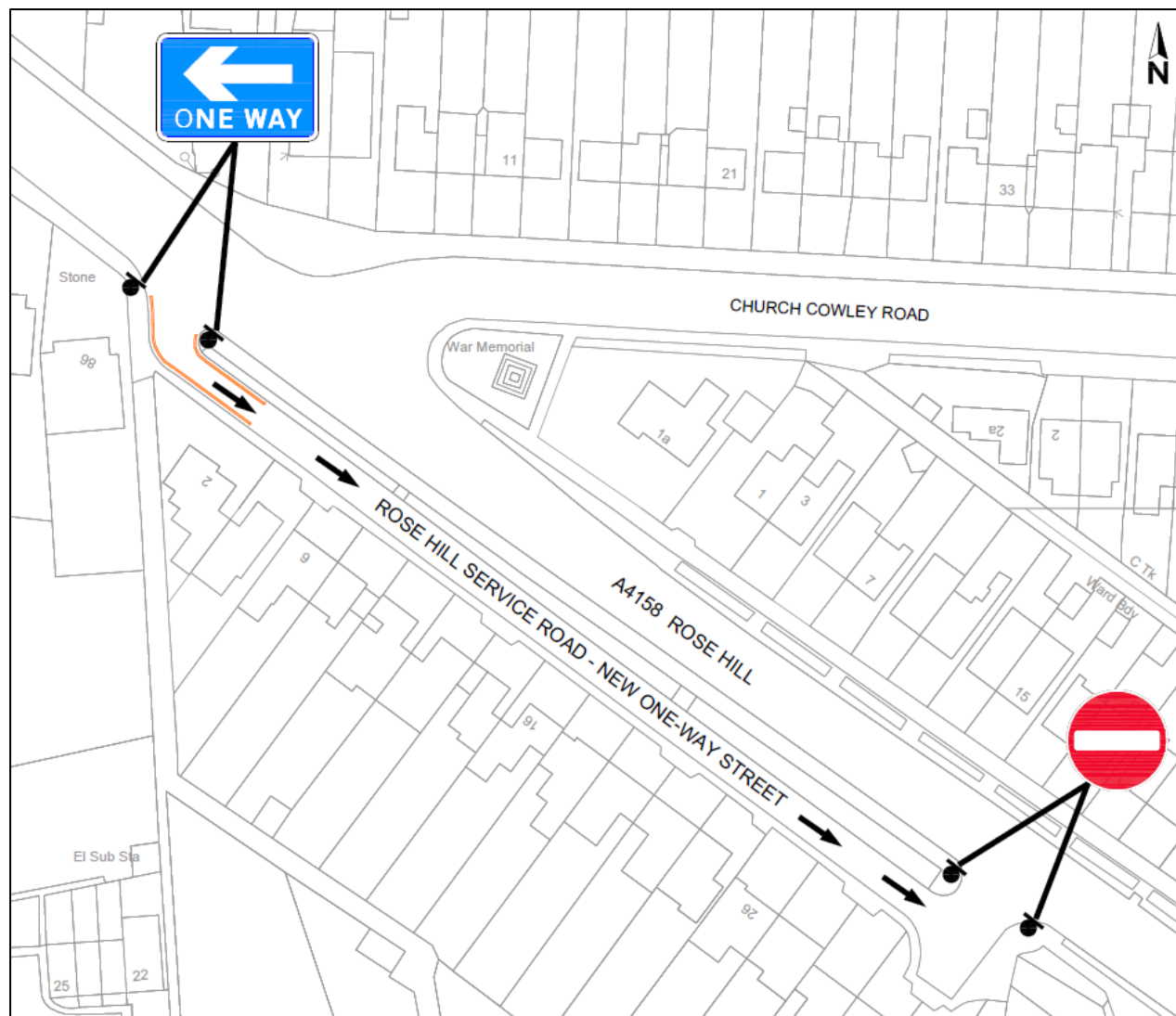
Background papers: Transport Management CMD 9 Oct 2025, Item 83/25
Other Documents: n/a

Contact Officer(s): Roger Plater (Senior Officer – Vision Zero)
Anthony Kirkwood (Team Leader – Vision Zero)

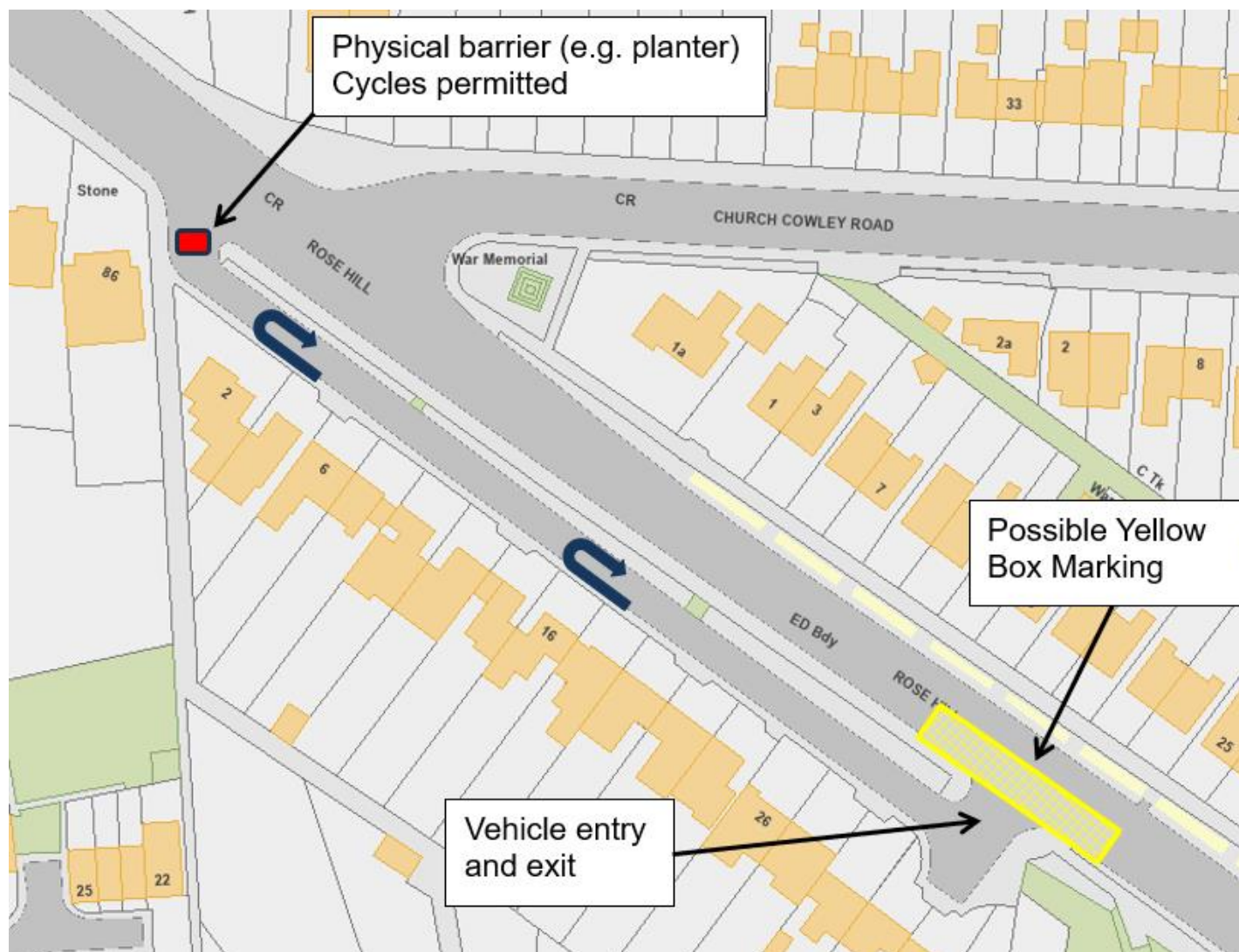
September 2026



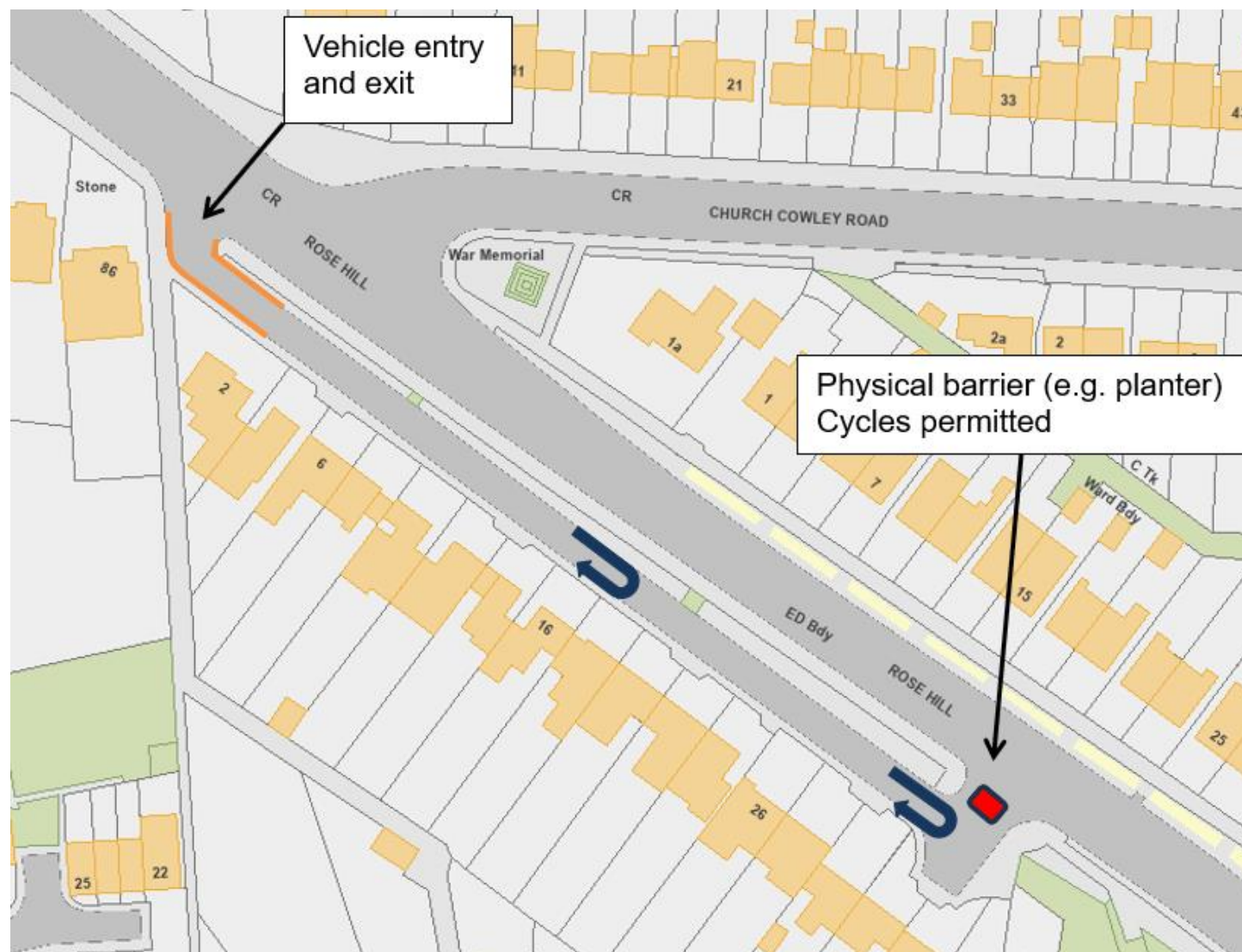
Recent collision history



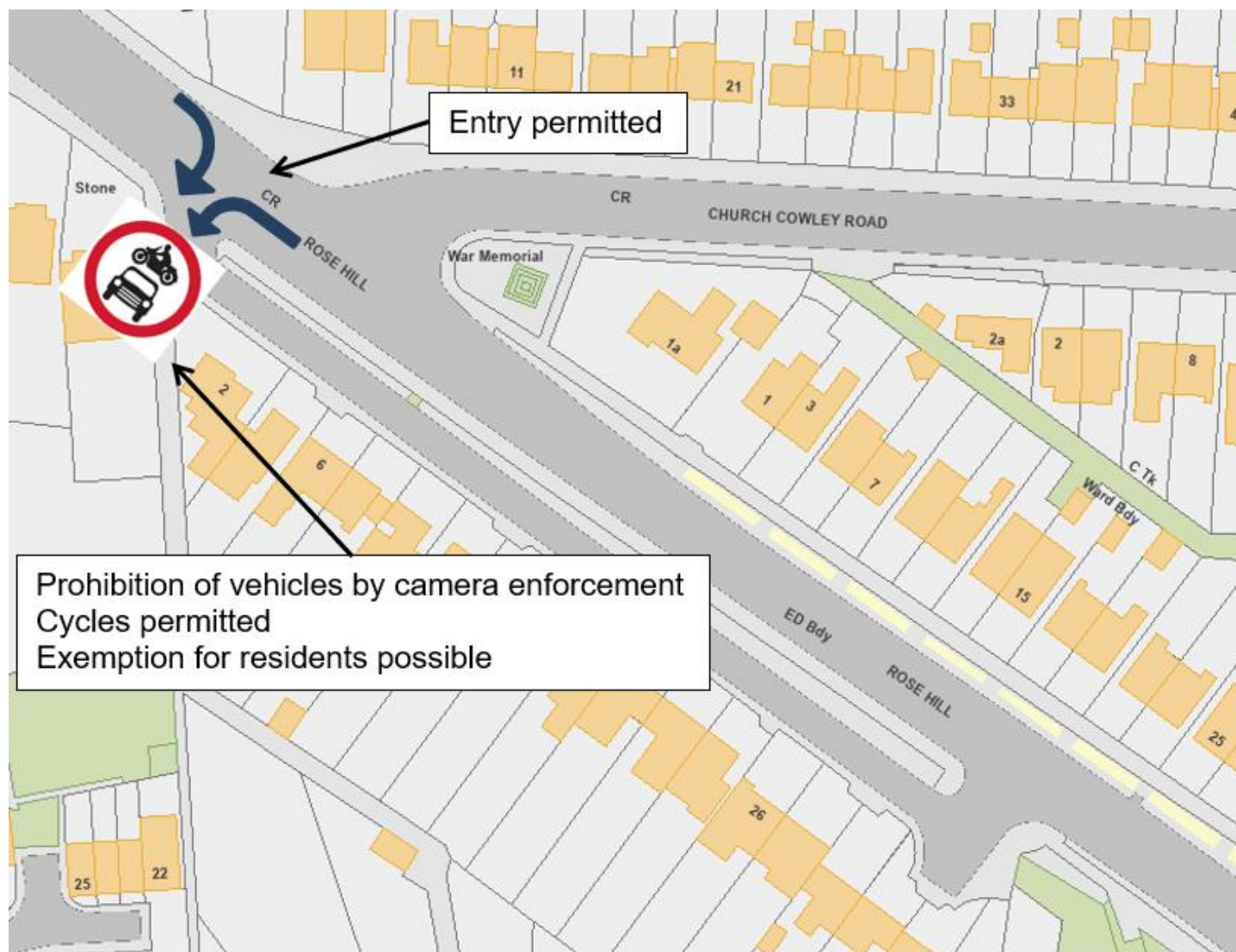
Option 1 – one-way street



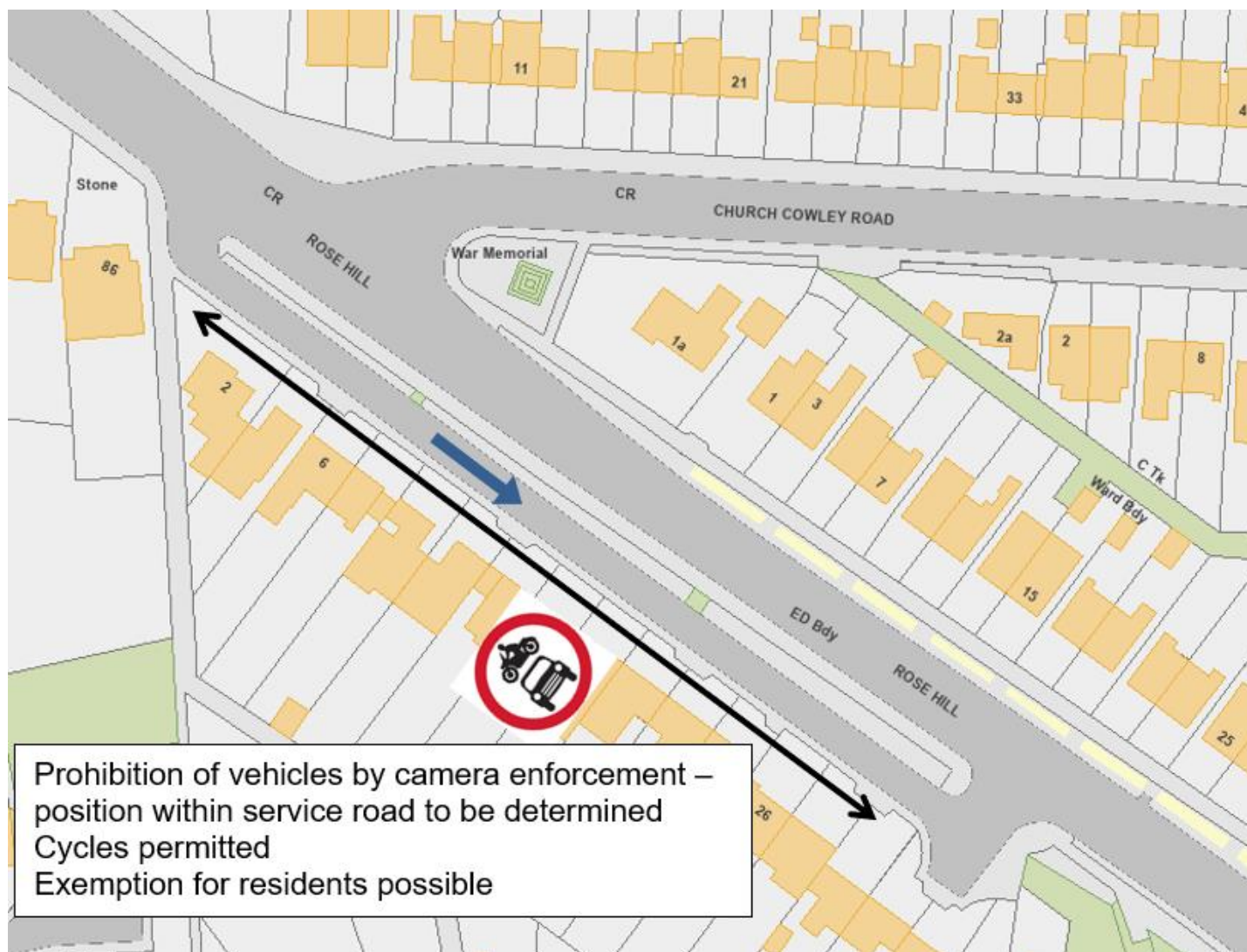
Option 2 – prohibition of motor vehicles by physical barrier at northern end



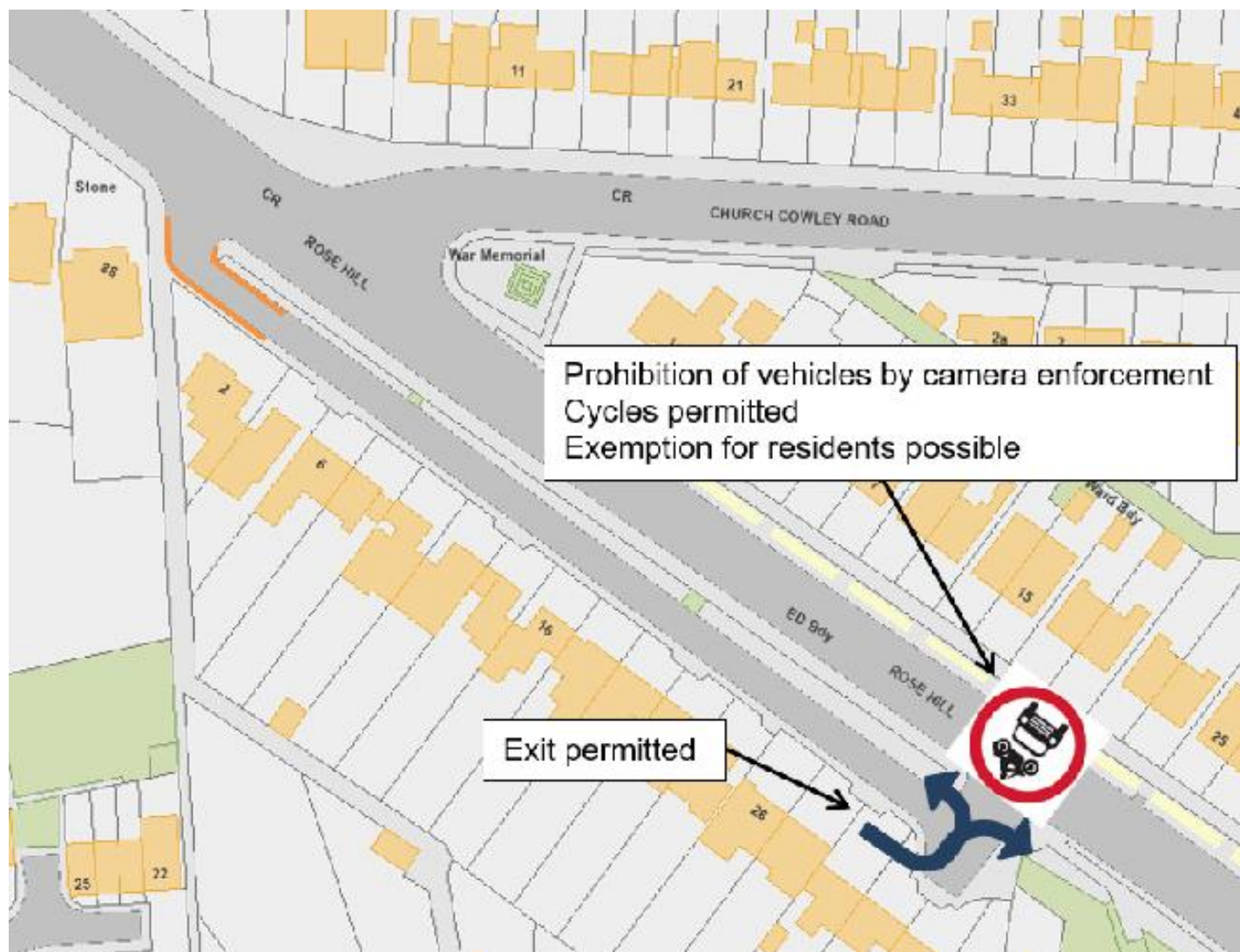
Option 3 – prohibition of motor vehicles by physical barrier at southern end



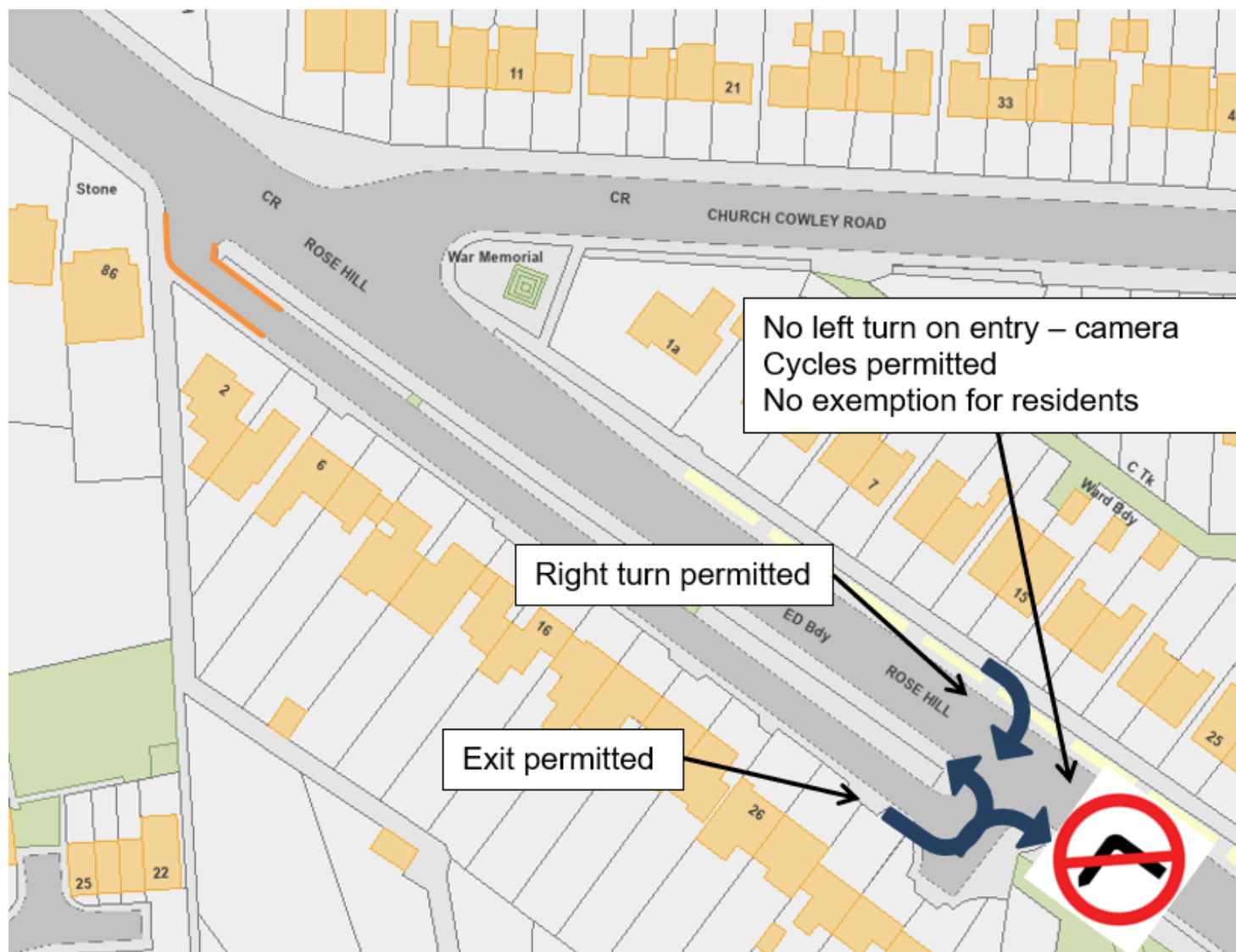
Option 4 – prohibition of vehicles by camera enforcement at northern end



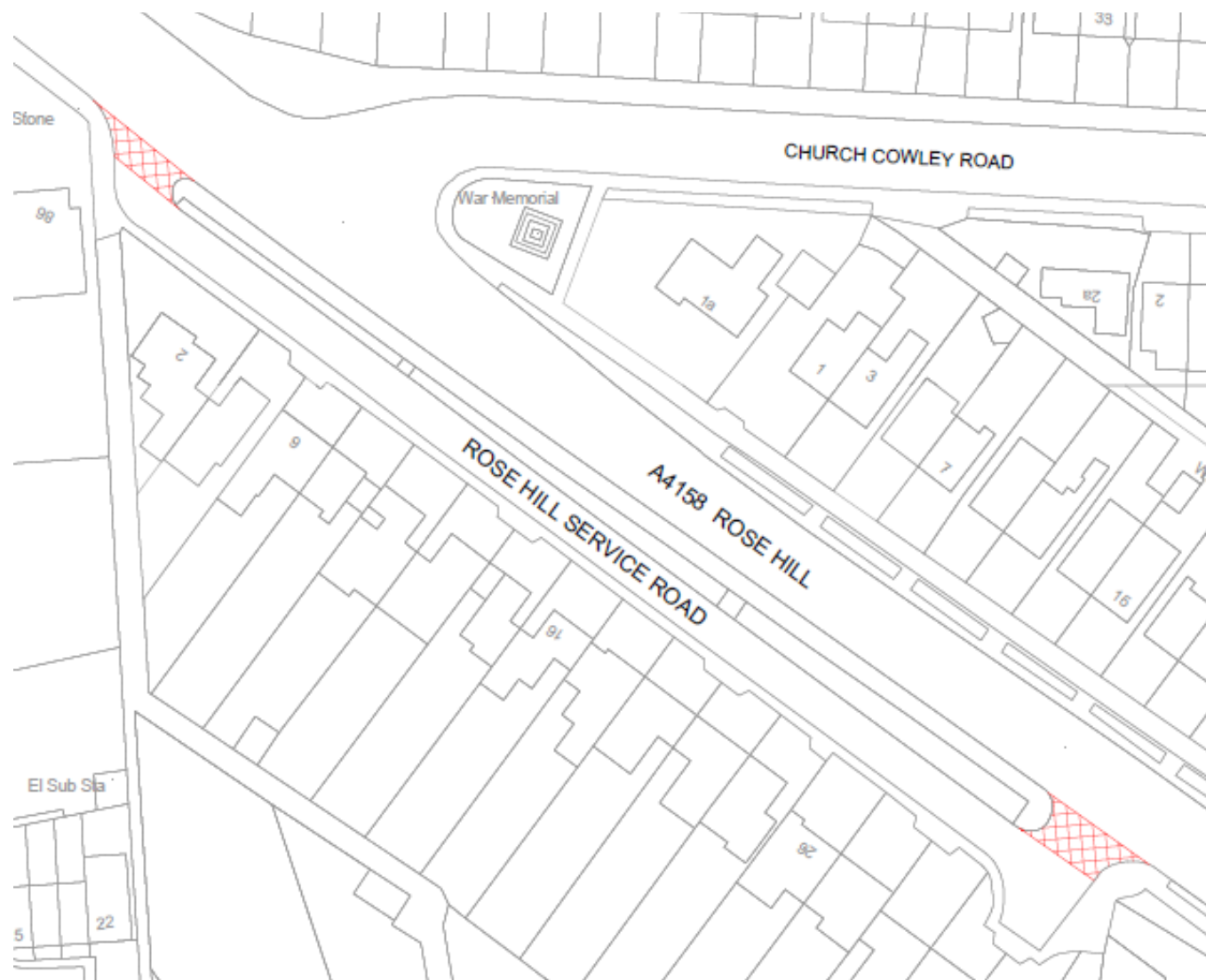
Option 5 – prohibition of vehicles by camera enforcement within service road



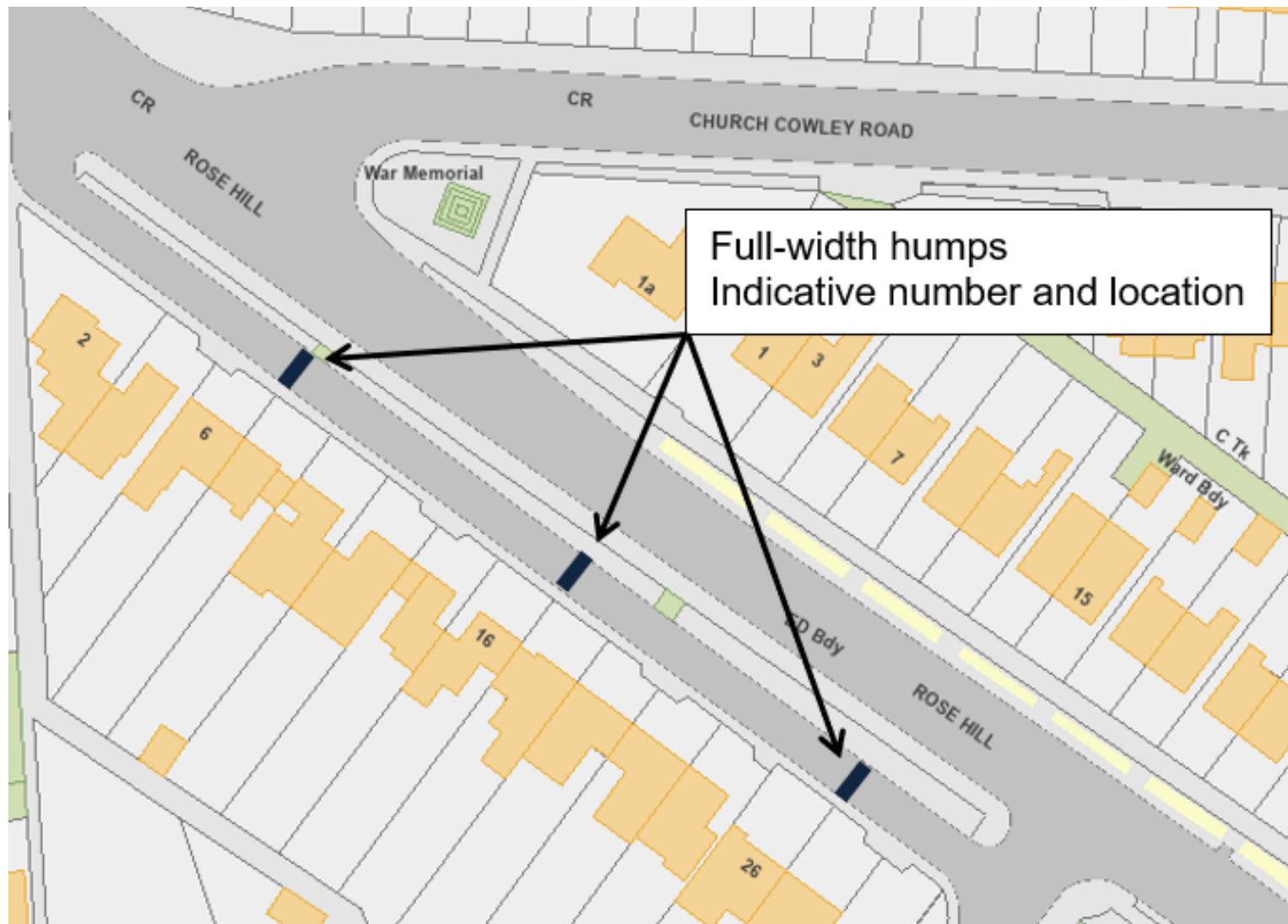
Option 6 – prohibition of vehicles by camera enforcement at southern end



Option 7 – left turn ban at southern junction



Option 8 – Side Road Entry Treatments at both ends



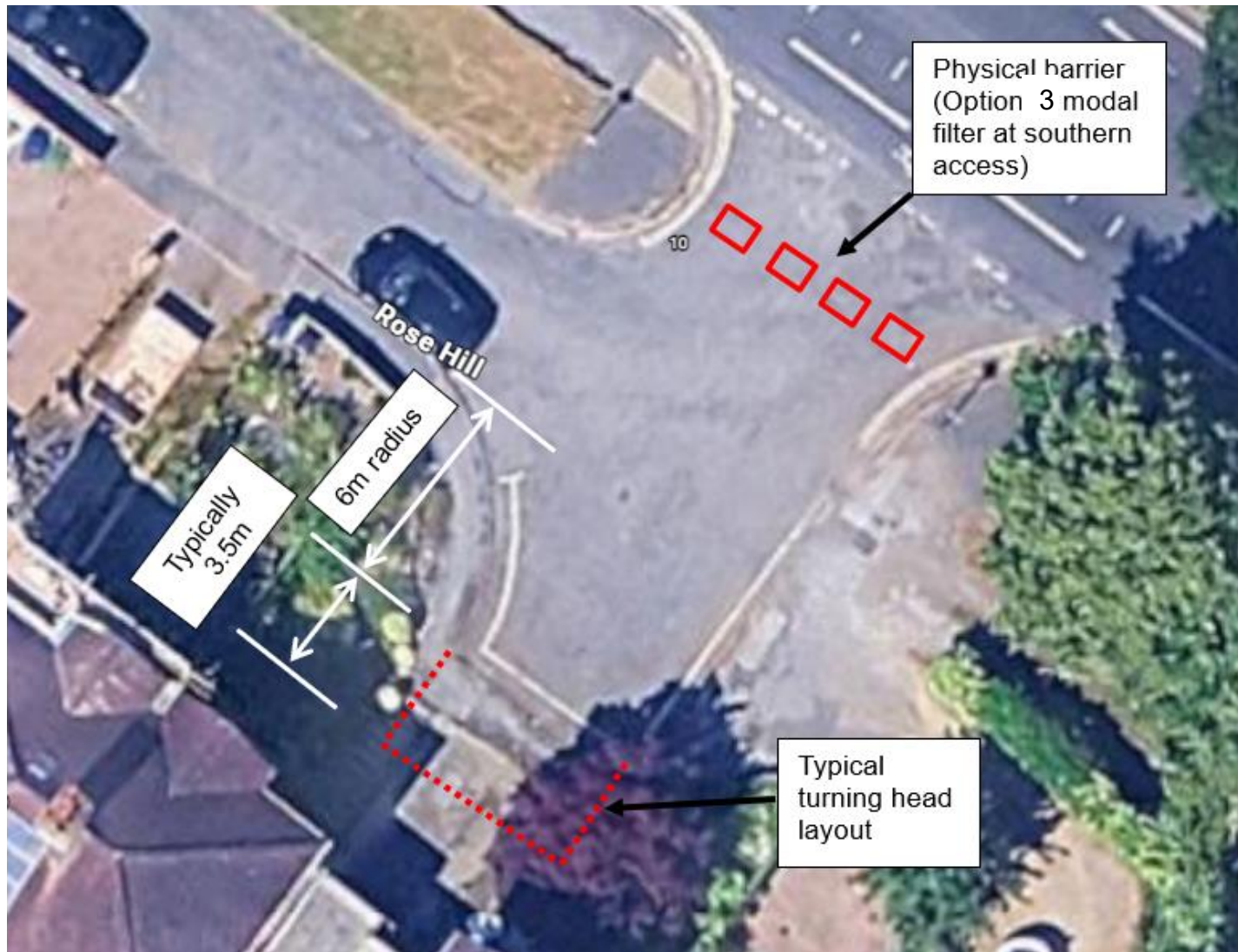
Option 9 – speed humps



Service road northern access



Service road southern access



Southern turning area

Summary appraisal of Options:

ANNEX 14

		i	ii	iii	iv	v	vi	vii	viii	ix
		One-way street	Physical barrier		ANPR enforcement of prohibition			Left turn ban	SRETs	Speed humps
			North end	South end	North end	service road	South end	ANPR		
Advantages										
Cost		Inexpensive	Relatively inexpensive	Relatively inexpensive						
Possibility of avoidance?									Cannot be avoided	Cannot be avoided
Southern access left-turn eliminated?		Yes, legally		Totally				Yes, legally		
Turning required within service road?		No				?	No	No	No	No
Possible hazard to cyclists?		No	No		No	No	No	No		
Benefit to pedestrians?			Yes	Yes					Yes	
Awkward right-turn out of northern access?	Residents (exemptions)	No	No		Optional	Optional	Optional	Optional	Optional	Optional
	Visitors / others	No	No		No	No	No	Optional	Optional	Optional
Awkward right-turn into northern access?	Residents (exemptions)		No		Optional	Optional	Optional	Optional	Optional	Optional
	Visitors / others		No		Optional	?		Optional	Optional	Optional
Awkward left-turn into northern access?	Residents (exemptions)		No		Optional	Optional	Optional		Optional	Optional
	Visitors / others		No		Optional	?			Optional	Optional
Disadvantages										
Cost					Relatively expensive	Relatively expensive	Relatively expensive	Relatively expensive	Relatively expensive	Relatively expensive
Possibility of avoidance?		Could be ignored by any vehicles	Could be ignored by motorcycles	Could be ignored by motorcycles	Could be ignored, e.g. "ghost" plates	Could be ignored, e.g. "ghost" plates	Could be ignored, e.g. "ghost" plates	Could be ignored, e.g. "ghost" plates		
Southern access left-turn eliminated?			No, residents only		No, residents only	No, residents only	No, residents only		No, but slowed	No
Turning required within service road?			Yes	Yes	Yes	?				
Possible hazard to cyclists?				Yes					Yes	Inconvenience
Benefit to pedestrians?		No			No	No	No	No		No
Awkward right-turn out of northern access?	Residents (exemptions)			Yes						
	Visitors / others			Yes						
Awkward right-turn into northern access?	Residents (exemptions)	Yes		Yes						
	Visitors / others	Yes		Yes		?	Yes			
Awkward left-turn into northern access?	Residents (exemptions)	Yes		Yes				Yes		
	Visitors / others	Yes		Yes		?	Yes	Yes		

Notes

Cost	Relative cost of scheme implementation
Possibility of avoidance?	Can the measures be avoided, either legally or illegally?
Southern access left-turn eliminated?	Does the option totally or partially prevent the manoeuvre that has caused the collisions?
Turning required within service road?	Do vehicles need to turn around to be able to leave the service road?
Possible hazard to cyclists?	Could the option be detrimental to cycle safety?
Benefit to pedestrians?	Does the option provide any betterment for pedestrians?
Awkward right-turn out of northern access?	Does the option force vehicles to use the difficult northern access to turn out right (southbound)?
Awkward right-turn into northern access?	Does the option force vehicles to use the difficult northern access to turn right into the service road?
Awkward left-turn into northern access?	Does the option force vehicles to use the difficult northern access to turn left into the service road?
Optional	The choice remains to use either access
?	Depends on the restriction location within the service road

Each option will have an entry under either Advantages or Disadvantages for every category.

A. Email responses:

RESPONDENT	COMMENTS
(e2) Local County Cllr, (Isis division)	I've gone through the range of options within the officer's report. To understand officer's approach could I read the design brief or the needs analysis to better need for change. Please find below my objection to the current options. I appreciate we will be meeting soon to discuss the area, I wanted to put pen to paper to allow others to criticize my thoughts. Entry treatments at the Rose Hill service road junctions on the A4158. I object to the current proposals Consultation Process I note that confidential papers have been shared with several private bodies, including Oxford Pedestrians Association, Cohsat, Cyclox, and Oxford Living Streets. However, no resident groups or motorist representative groups appear to have been invited to comment at this stage. Constraints Collision analysis and the 'nature' of the collision is limited, and speed values of both motorist and cyclist are absent. Speed and visibility are critical factors in developing a design solution for this area. Given that the proposed measures directly affect local residents and service road users, I would welcome clarification on the criteria used to select consultees and whether broader stakeholder engagement will take place prior to any final decision. Background and Collision Data The design need arises from a cluster of collisions recorded from 2023 (two serious and four slight) at the southern entrance to the service road. Officers describe this as a 'relatively recent phenomenon'. It is important to note that this collision cluster coincided with the Rose Hill Quickways scheme, which reduced two lanes to one and introduced segregation wands. This created congestion and slower-moving traffic, leading to increased use of the service road as a cut-through.

Following the removal of the Quickways scheme in March 2024 and the restoration of two lanes, traffic flow improved and the side road is no longer being used to bypass congestion. This appears to have contributed to a reduction in recent collisions.

This context is important when assessing the ongoing design need.

Remaining Risk Factors

A residual risk remains due to the geometry of the location:

- A 1:8 (12.5%) gradient increases approach speeds for all users.
- Vehicles turning left cross the cycle lane at a point where visibility may be affected by curvature and turning angle.
- Cyclists travelling downhill may approach the junction at higher speed.

This is therefore a conflict-management issue arising from gradient and visibility, not simply a matter of access control.

Assessment of Proposed Options

I support the officer's view that physical barriers within the carriageway may introduce additional safety risks and negatively affect access for residents, visitors, and local businesses such as the dentist.

However, the current options do not appear to address speed moderation or behavioural cues for both motorists and cyclists at this specific conflict point.

Suggested Approach

In my view, proportionate design measures should aim to reduce conflict through visibility and behavioural prompting rather than restriction. Measures that merit consideration include:

- High-friction red surfacing across the conflict area
- Clear advance warning signage for both motorists and cyclists
- Prominent road markings emphasising the crossing movement
- Potential raised table treatment at the side road entry to moderate speeds (this has been achieved with the introduction of a dutch kerb, deterring cut through access).
- Improvements to sight lines where feasible

These measures would address approach speeds and awareness without restricting legitimate access or diminishing quality of life for residents.

	Conclusion The original collision cluster (in the absence of detailed analysis) appears closely linked to temporary traffic management conditions associated with the Quickways scheme. While a residual design need remains, any intervention should be proportionate, evidence-led, and address behaviour and visibility for all users. I do not support the current options as presented, as they do not sufficiently address these factors. I would encourage officers to consider a revised package of measures focused on conflict reduction rather than physical restriction. Having met on site, there does seem to be a viable option of using an ANPR camera. I understand that the funding for a camera will be clearer in the next week or so. Officers have also agreed to consider properly funding different options prior to an informal consultation with residents. Given this approach I would like to keep an open mind. The 'blocking off' approach, like Cllr Yeatman I would be opposed to.
(e2) Local County Cllr, (Isis division)	My general thoughts are that whilst an ANPR option would be the most effective, it would also be quite expensive. This could mean taking funding away from other road safety schemes elsewhere in the City/County. Enforcement (with permits for residents/visitors) would likely be an extremely successful deterrent to people using the slip road. The southern end seems most logical as it is furthest from the dental practice. My suggestion would be proceeding with the one-way proposal with a contraflow cycle route initially under a TRO and monitoring its effectiveness. An ANPR approach (whilst maintaining two-way access) could then be used as a fall back, if proper enforcement is required. I am a big fan of SRETs but I know these are quite controversial at the moment, with car drivers and cyclists alike.
(e3) Local County Cllr, (Active Travel Champion)	I'm taking an interest in the Rose Hill Service Road in my role as Active Travel Champion and as on the Vision Zero team, given the cyclist collisions which have happened there.

	My preference would be for hard infrastructure at the Southern end, i.e Option 3 - for the reasons laid out by Cyclox. This is also cheaper to maintain and likely to have more of an impact than ANPR - we are talking about approximately 20 residents on the road, not all of whom have cars, so spending tens of thousands of pounds on ANPR seems illogical. And we know that a lot of people ignore / don't see ANPR cameras so they're significantly less effective. But if we do have ANPR, it should be ANPR without resident exemptions. I am particularly concerned about the mooted idea of "ANPR with resident exemptions". First, this is absolutely not policy compliant. To my knowledge, we do not have a policy which says "make it easier for people to use private cars if they happen to live nearby". Our LTCP transport hierarchy is extremely clear. Local resident private cars are not prioritised over other private cars. Indeed, we have two policies which apply here (Vision Zero, LTCP) and ANPR would go against both of those. Second, it's setting an extremely dangerous precedent for our other ANPR filters, and the wider implications need to be considered. I'm constantly asked why residents can't have exemptions, and the reason for that is because it would ruin the integrity of our low traffic schemes, turning them into "medium traffic schemes". I am aware there may need to be some exemptions, e.g. for school streets when there is no possible alternative. In this case, however, residents have a very easy alternative - they can just do what everyone else is supposed to do. Endangering the schemes which thousands of people benefit from (i.e. the LTNs) just so fewer than 20 residents (many of whom won't drive private cars) can avoid driving 50m further seems to be an idea with extremely limited upside and extremely significant downside. So in conclusion, I think in order to stick to our own policies it's most sensible to use an ETRO to block the service road at the Southern Entrance, and to monitor that during the 18 month period. If we have an endless stream of 6t luton lorries which need to turn around there and struggle to do so, it can be re-thought. Regardless if ANPR is chosen it should ABSOLUTELY NOT include resident exemptions or else we are going against policy and undermining the entire County's transport strategy.
(e4) Local City Cllr, (Cowley ward)	I would support David's concerns. Given budget limitations I would like to have sight of 2025 incidents before deciding that this site is a priority for further expenditure. There were a lot of "frustration turns" in to that service road whilst the previous cycle wands were in place. Since these have been removed I don't see the same issues.

(e5) Local City Cllr, (Rose Hill & Iffley ward)	Thanks for this. I've had a good look. Gosh, this is a complicated site and there are no easy options! As you know I was happy enough with the previous proposals but understand why they were not taken forward. I suspect the ANPR proposal is the one that would be most favoured by residents (do we have any feedback from the recent engagement with them)? However, the point about cost is an important one and I would encourage us not running them past residents unless we really confident that they can actually be funded. If not, I suppose the one way option is the best, though I am a bit concerned by the uncertainty of the safety of the movement turning into the northern entrance from the opposite side of the road in a larger vehicle (this issue will also be relevant to larger vehicles of non-residents if the ANPR option is selected, I guess. I'm happy to attend a meeting on site if the stars can align date-wise! The other rather obvious point is that abuse of the service road is most common when there are long delays at the junction. What many residents would really like to see is a right filter light and also a pedestrian phase at the lights. I understand these would be costly (and perhaps a pedestrian phase would generate further congestion), but I have no idea if they would be so much more costly than what is being mooted here.
(e6) Local group/organisation, (CoHSAT)	Thank you for clearly setting out the options. With two cyclist casualties in 2024 (March and October), 2025 data not being available yet, it is clear that this is an ongoing problem. We are in favour of measures that are as clear to road users as possible to minimise the risk of harm, and secondarily support the Council's transport strategy. For that reason we prefer the options in this order: 1. Option 3 – Barrier at the south end. This has maximum clarity at the point where the hazard is, so should be most effective at removing the danger. It also provides a good sized turning space for vehicles. The entry/exit is a little tight for the particularly manoeuvre of entering from Rose Hill, but this affects a small number of residents if they use well protected and very visible private cars, not large numbers of people unprotected on cycles. There are 19 houses on the service road, not all will have cars, or use them every day, but there might be 20 movements into the service road over the course of the day – perhaps half from Rose Hill, so about one per hour. This I suggest is unlikely to disrupt traffic flows.

	One variant – I've not fully considered this – could be to take the northbound 'cycle route' through the service road, avoiding conflicts at the turn, and freeing up some carriageway space for other purposes – perhaps aiding the left turn, perhaps aiding cyclists turning right, perhaps improving the uphill cycle lane – which is poor here. A disadvantage of this would be a loss of continuity and the need to reintegrate cyclists back into the flow north of the lights, but there is 'dead space' in the centre of the road and perhaps a protected exit could be created. 2. Option 2 – Barrier at the north end. Also strong, but more difficult for turning vehicles inside the service road. 3. Option 1 – One-way Street – this is strongest of the signage-based options because the No Entry sign is clear and well recognised. It may require some observation and enforcement, but ANPR could be added to achieve this if needed. 4. Option 7 – No left turn in at south end – This is our preferred version of the other restrictions because it is clear and acts on the problem area with no exemptions, thus maximising safety. It avoids the turn-round problems of other options, though still has the 'turn in' issue. For the benefit of pedestrians, we support the Side Road Entry Treatments in Option 8 in combination with any other option. An appropriate form of SRET should be a standard for all low traffic side roads, to make pedestrian journeys easier and safer, as per the transport hierarchy.
(e7) Local group/organisation, (Liveable Cowley)	We represent over 750 Cowley residents who are interested in improving the liveability of their local neighbourhood, primarily via traffic management interventions. Liveable Cowley supports options 7 (no left turn into southern end) and 6 (ANPR at southern end with resident exemption), with a preference for option 7 as it avoids setting a resident exemption precedent. We would also like to see consideration of the following ideas in addition to the recommended traffic restriction scheme: • A yellow hatch box on the southern turn in/out area, to aid visibility for turning traffic • SRETs for each end, to support pedestrian crossings • Extending the 20mph speed limit from the Rose Hill/Church Cowley Road junction to the Littlemore roundabout, to reduce road danger for all

(e8) Local group/organisation, (Oxfordshire Liveable Streets & Cyclox)	We think that option ix) (speed humps) can be ruled out for the same reason as the SRETs - not effective in stopping use of the service road to bypass the lights. Our general preference is for "hard" infrastructure, which in this case would be option ii) or iii), with bollards or other measures to modally filter one end of the service road. This would be relatively cheap, wouldn't require enforcement, and would be completely "legible" - that is, it would be immediately apparent to everyone where people are able and allowed to drive. As your options analysis notes, this would provide security to pedestrians as well. However there are clearly problems with these options, which the analysis goes through: most obviously turning inside the service road if the modal filter is at the northern end and turning right on entry and exit if the filter is at the southern end. (While the space at the southern end may not have been designed as a turning head, it seems adequate for everything except HGVs.) Of the camera enforcement options, we prefer vii) (ban left turns in at the southern entry) as that would fully fix the problem while avoiding most of the entry, exit and turning problems (leaving only the need for left turns in at the northern entry). This option would also avoid a debate about resident exemptions, which we oppose as potentially confusing and contrary to established practice (and unwritten policy) with modal filters elsewhere. Unless there is a safety issue, requiring residents of the service road to make very slightly longer or more awkward trips does not seem unreasonable, especially as they will enjoy some amenity gains from removing the bypass traffic. Option i) (simple one-waying) would be cheaper if no camera is required for enforcement, but would restrict resident/access options more drastically. As discussed in the options analysis, this would need to be augmented with DYL to ensure left turns in at the northern entry are safe. And, regardless of the restrictions that end up being put in place, we support side road entry treatments across either or both of the entries to improve the pedestrian experience and slow vehicles entering and exiting. As well as providing priority pedestrian crossings, any redesign of this junction will also have to provide protected cycle right turns. Given those constraints, any redesign will reduce motor traffic throughput and so is both dependent on broader traffic reduction measures and unlikely to fix the problem with the service road being used to bypass the junction. As suggested by Liveable Cowley, an obvious way to reduce road danger at the southern service road entry is to make that stretch of Rose Hill (the A4158) 20mph. We suggest that 20mph limits be extended to the ring-road, which will also reduce danger at the other junctions along this route and bring the cycling provision along the A4158 closer to being compliant with "Cycle Infrastructure Design, LTN 1/20". But at a minimum
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	20mph limits should extend to fifty metres south of the service road entry, perhaps to cover the informal pedestrian crossing shown here. Following the hierarchy of hazards, however, the most effective way to remove the risk from left-turning motor traffic at the southern service road entry is to remove those turns: either a modal filter at the southern entry or a camera-enforced no-left turn (or no-entry) restriction. None of the other proposals achieve this.
(e9) Local resident, (Oxford, Rose Hill service road)	I am a resident in the service road and have campaigned for many years with the local MP and councillors to do something about the dangerous rat running, particularly since the introduction of LTNs. In simple terms I would support the proposed Option 5. I would of course prefer if residents could access from the north because it is difficult to turn left with the tight turn and other traffic nearly running into the back of you even if you are indicating, particularly if coming from Church Cowley Road. As I have communicated to you before and even more important with this proposed option is the introduction of cross hatching and signage at the northern turn as no one leaves a gap and this is very dangerous.
(e10) Local resident, (Oxford, Rose Hill service road)	Hello, I can confirm I am a resident of the service road. The problem was originally caused by new traffic arrangements at the main junction. Many believe that if this main junction problem was resolved, (which has caused large queues forming,) then the problem would be negligible. Also improving safety and air quality. The cheapest solution would be an Access only sign at both ends. "Access Only" used to inform drivers that a particular road is closed to through traffic but remains open for vehicles needing access to properties, businesses, or services within the restricted area. The problem only occurs at certain times of the day, when the traffic backs up, so absolutely no need for an expensive anpr camera permanently recording.

	If an anpr camera would be used as suggested in option 5, then we as residents should not be made to pay. Some of us have 3 cars at our residence, so all vehicles should be allowed, not one per household.
(e11) Local resident, (Oxford, Rose Hill service road)	I support the preferred option 5: prohibition of motor vehicles by ANPR enforcement at a point within the service road. I don't mind whether it's used in conjunction with speed bumps as long as they are safe for cyclists and cycle trailers. (The speed bump placement and width can sometimes make it awkward for trailers- we can get stuck.) I think charges (and signs indicating there are charges) really help deter rat-runners. The consultation letter was very thorough (thank you) but I had a slight trouble understanding it until one of my family members wrote a diagram for each option.

B. Online responses:

RESPONDENT	COMMENTS
(o1) Local resident, (Oxford, Rose Hill service road)	Do you live on the A4158 Rose Hill service road – Yes Do you agree with the preferred option 5? – Yes - option 5 is preferred If No - which option would you prefer instead? – We are affected significantly by the issue - as cyclists, pedestrians and motorists. There have been several accidents and near misses with a spate recently. The lack of filter light and congestion on Rose Hill, which from the figures I saw on OCC website has increased since congestion charge implemented. The wand removal improved things a bit but in peak hours there is a significant amount of cut through, even if there is limited or no traffic people will still race through to avoid waiting 2mins at the lights. This racing causes noise, shaking in the house, damage to parked cars and when coming in on a bike or car I have faced dangerous driving and verbal abuse. Pavement parking often means you have to walk in the road with a pram which adds to the danger, particular in winter.

	Each option has a compromise and I think the preferred option is the best option of the choices. It needs enforcement not just signage which anpr would provide and it allows free flow across the road (a physical barrier would be detrimental to neighbour cohesion. A few concerns: - turning right out the southern side is impossible on a bike and to a lesser extent a car because of the lack of visibility with bend in the road and queued cars blocking view to the left and blocking the exit. If this became the only exit it would need a hatched area to allow residents to turn right. - anpr option vs one way road was to help bigger vehicles to enter southern side but how would they reverse or turn around to exit southern side eg bin lorries? - the northern side is quite a tight turn in, particularly as so close to traffic lights, we find it ok but it would be safer if the junction bend was kept clear. Currently parked cars park are on the bend right by the junction all the way to the dentist. Do you think that Side Road Entry Treatments or Speed humps should be used in conjunction? – No If Yes, - which would you prefer? –
(o2) Local resident, (Oxford, Rose Hill service road)	Do you live on the A4158 Rose Hill service road – Yes Do you agree with the preferred option 5? – Yes - option 5 is preferred If No - which option would you prefer instead? – A number of motorists continue to use the slip road to avoid the queues at the traffic lights, particularly at peak times. I'm supportive of Option 5 but feel that residents on the slip road should be exempt to legally pass through the restriction. The main reasons being the slip road is very narrow and would make turning very difficult and making traffic left turn into the slip road at the northern end can be a dangerous manoeuvre. Do you think that Side Road Entry Treatments or Speed humps should be used in conjunction? – Yes If Yes, - which would you prefer? – Side Road Entry Treatments

(o3) Local resident, (Oxford, Rose Hill service road)	Do you live on the A4158 Rose Hill service road – Yes Do you agree with the preferred option 5? – Yes - option 5 is preferred If No - which option would you prefer instead? – I have read and understand and agree with the issues presented on the other options. I still have concerns about the impact on us as residents using the road depending on where the camera was placed. I would like the potential for the residents to have one car submitted to be free to drive through the camera. It was wasn't stated whether all vehicles would be prohibited or if certain types eg taxis would be exempt? Aside from emergency vehicles I would wish to see all types prohibited. While I understand that this survey pertains to the service road only I can only highlight again the issue with the safety of the junction between Rose Hill, Henley Avenue and Church Cowley Road. One of the main reasons the cars use the service road to avoid the lights is the volume of traffic now using this junction. The introduction of the LTNs means that this junction needs improvements to cope with the changes. By preventing the cars using our road (which I fully support) it will mean that there are longer queues and more frustration likely resulting in more light jumping and near misses. I would like to see a traffic survey to understand the numbers of cars using the junction at peak times and the direction they travel. I believe a right had filter is desperately needed. As I say I believe it is pertinent to this survey as ideally the two elements would be considered together. By changing just one you impact the other. Do you think that Side Road Entry Treatments or Speed humps should be used in conjunction? – No If Yes, - which would you prefer? –
(o4) Local resident, (Oxford, Rose Hill service road)	Do you live on the A4158 Rose Hill service road – Yes Do you agree with the preferred option 5? – Yes - option 5 is preferred If No - which option would you prefer instead? –

In consideration of the proposals, Option 5 most closely matches our comments to the council in the previous consultations. However, it is with some concern that if ANPR cameras were introduced to enforce the ban that residents may not be included. This creates a scenario that it would be better that no option be introduced in our opinion. A better solution may be the clever use of two ANPR cameras at either end of the street, so that any cars that go through both camera within say two minutes, are using the street for non-residential or non-delivery purposes. A concern with ANPR, is that taxis and delivery vans are often exempted from these cameras. These are some of the worse offenders at using the service road as a high speed short cut to avoid traffic lights and congestion, so any system that does not include these vehicles, may have limited benefit as a deterrent. Additionally, it has been noted I am sure that entrance from the Northern end of the road is quite awkward and potentially dangerous having to do such a sharp turn left when heading from the south or trying to enter from the Church Cowley Rd. It will be absolutely necessary to have double red lines to completely cover that entrance area and around the dental practice where cars often double stack with the limited parking there. Otherwise there will be insufficient turning circle to enter from the northern end.

Of the other options, any options that add a physical barrier (Option 2/3) would seem like a non-starter. I don't think there is enough turning circle at either end of the street, and asking people to reverse down a narrow street with parked cars is asking for trouble.

Option 4 would be ok for residents, who can typically turn in their own driveway, but I imagine that for larger vehicles it would be a challenge to expect to U-turn outside the dental practice.

Option 6 - I think it would be difficult for larger vehicles to potentially enter but could support this.

Overall, if residents are not allowed to enter and exit the street freely, I would argue that this is a worse outcome than to just leave as is. A larger argument exists I think that the current traffic intersection is not fit for purpose. Again this week we have seen another traffic light knocked over as cars make dangerous right hand turns into Church Cowley Rd in the face of oncoming traffic. A rethink of the whole intersection is needed with potentially traffic light right hand turn control, and removal of the ridiculous situation where cars can park on both sides of Church Cowley Rd within 20m of the traffic light causing further chaos as cars try to squeeze around them.

Do you think that Side Road Entry Treatments or Speed humps should be used in conjunction? – **Yes**

If Yes, - which would you prefer? – **Side Road Entry Treatements**

(o5) Online response, (unknown)	Do you live on the A4158 Rose Hill service road – No Do you agree with the preferred option 5? – No - other option would be better If No - which option would you prefer instead? – Option 2 - Physical barrier at the northern junction I think it would make more sense to add a lockable bollard that gives access to service vehicles such as bin lorries and avoid the need for them to reverse out of the road. That is surely a cheaper option than ANPR, and it avoids the 'cash cow' argument that often comes with ANPR restrictions. Plus, a physical barrier is a more obvious obstacle to drivers who "didn't see the signs" Keeping the southern end open allows for easier turning for vehicles, with side-road entry treatments slowing down the entry/exit to make it safer for cyclists/pedestrians. Do you think that Side Road Entry Treatments or Speed humps should be used in conjunction? – Yes If Yes, - which would you prefer? – Side Road Entry Treatements
(o6) Online response, (unknown)	Do you live on the A4158 Rose Hill service road – No Do you agree with the preferred option 5? – No - other option would be better If No - which option would you prefer instead? – Option 1 - One-way street I live opposite. So this is across from my house (but I cannot tick the first question). Speed is the issue in the side road, it is a shortcut downhill. Slowing cars (bumps) or preventing downhill usage will resolve the issue. Anpr is expensive. Plus taxis are a key exploiter of the shortcut. Anpr will allow them through. The biggest issue is that you are discussing a *symptom* not the *cause* of the issue; the issue is congestion at the main junction). Do you think that Side Road Entry Treatments or Speed humps should be used in conjunction? – Yes

	If Yes, - which would you prefer? – Speed humps
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