

Division(s) affected: *Chipping Norton*

DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT

03 SEPTEMBER 2026

GREAT TEW – PROPOSED 20MPH SPEED LIMIT

Report by Director of Environment and Highways

RECOMMENDATION

The Cabinet Member is **RECOMMENDED** to:

- a) **Approve the introduction of a 20mph speed limit throughout Great Tew (near Chipping Norton), 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 introduce a 20mph speed limit within Great Tew (near Chipping Norton) replacing the existing ‘unrestricted’ 60mph National speed limit within the village – as shown in **Annex 1**.
2. The proposals have been put forward for road safety reasons, following a request from Great Tew Parish.
3. Oxfordshire County Council wants to make our built environments safer and more attractive places to walk and cycle. To enable this, 20mph speed restrictions are being used to help promote alternative modes of transport for local travel.
4. Streets are central to everyday life in Oxfordshire. They play a role in all transport journeys and are places where people shop, work and spend time. Improving the experience of being on Oxfordshire’s streets will therefore improve people’s local areas and their everyday lives. Improving streets to encourage active travel will also help to deliver further benefits for people in Oxfordshire. A wide range of people choosing to walk, and cycle will help to improve public health, reduce road noise, improve air quality and make local areas more relaxing. Furthermore, 20mph speed limits will help reduce casualty rates and improve road safety.

Corporate Policies and Priorities

5. The proposals form part of the County Council's 20mph transformation programme, as approved at Cabinet on 19 October 2021 – details of which can be found under item no.105/21 here:
<https://mycouncil.oxfordshire.gov.uk/ieListDocuments.aspx?CId=115&MId=6381>
6. 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

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

9. 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.
10. 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 'Vision Zero', and 'TRO & Schemes' teams as part of their regular day-to-day duties, with no additional or negative impact on capacity expected.

Equality & Inclusion Implications

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

Sustainability Implications

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

Risk Management

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

Formal Consultation

14. Formal consultation was carried out between 27 May and 26 June 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, Great Tew Parish meeting, and the local County Councillor representing the Chipping Norton division.
15. During the course of the formal consultation, six responses were received via the online survey. Three of these were objections, all of which were from members of the public but with none being residents of the village. Two of these noted that the roads are currently subject to the national speed limit and therefore would fall outside the scope of the 20mph project, where the approved [County Council policy states that only roads which are currently subject to a 40mph speed limit or lower should be considered for a 20mph limit.
16. Three of the above on-online responses expressed support for the scheme; one was from member for Bartlemas division in their role as Active travel Champion and two were from members of the public not residents of the village.
17. Additionally, a further two responses were received directly by email, with Thames Valley Police not objecting, and Oxfordshire Liveable Streets (not-for-profit campaign organisation) offering their support.
18. 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

19. It should be noted that Officers have considered all responses received during the consultation process. However, with regards to any objections that were along the lines of the proposals being anti-car, a waste of money, not enforceable or pointless, Officers' view is that these cannot be resolved through amendments to the proposals as put forward, but have set them out in the report for the Councillor to consider during the decision-making process.
20. While acknowledging that the guidance to the Council's 20mph policy states that only roads with a speed limit of 40mph or less should be considered for a 20mph limit, exceptions have been made for roads in village settings where – as at Great Tew – there are historical reasons (including for example concerns over sign clutter) why a 30mph limit has not previously been introduced, and where current speeds are well below 40mph.

21. Further, the Council's policy is clear at SLP1 that the Council "*will promote 20mph as the default limit for roads through residential, villages and retail areas to ensure speeds are appropriate for the nature of the road, environment and location*". Accordingly, Officers are satisfied that the proposal as set out accords with policy and is appropriate to the nature of the road, environment and location.

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

September 2026

Drawing No. 0

- Proposed 20MPH speed limit
- Proposed terminal signs
- Proposed repeater signs

SAFETY, HEALTH AND ENVIRONMENTAL INFORMATION

IN ADDITION TO THE HAZARDS/RISKS NORMALLY ASSOCIATED WITH THE TYPES OF WORK DETAILED ON THIS DRAWING, NOTE THE FOLLOWING SIGNIFICANT RESIDUAL RISKS

CONSTRUCTION
(ENTER 'NONE' IF APPLICABLE)

MAINTENANCE/CLEANING
(ENTER 'NONE' IF APPLICABLE)

USE
(ENTER 'NONE' IF APPLICABLE)

DECOMMISSIONING/DEMOLITION
(ENTER 'NONE' IF APPLICABLE)

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Rev.	Date	Purpose of revision	Drawn	Checked	Approved

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(P0413)

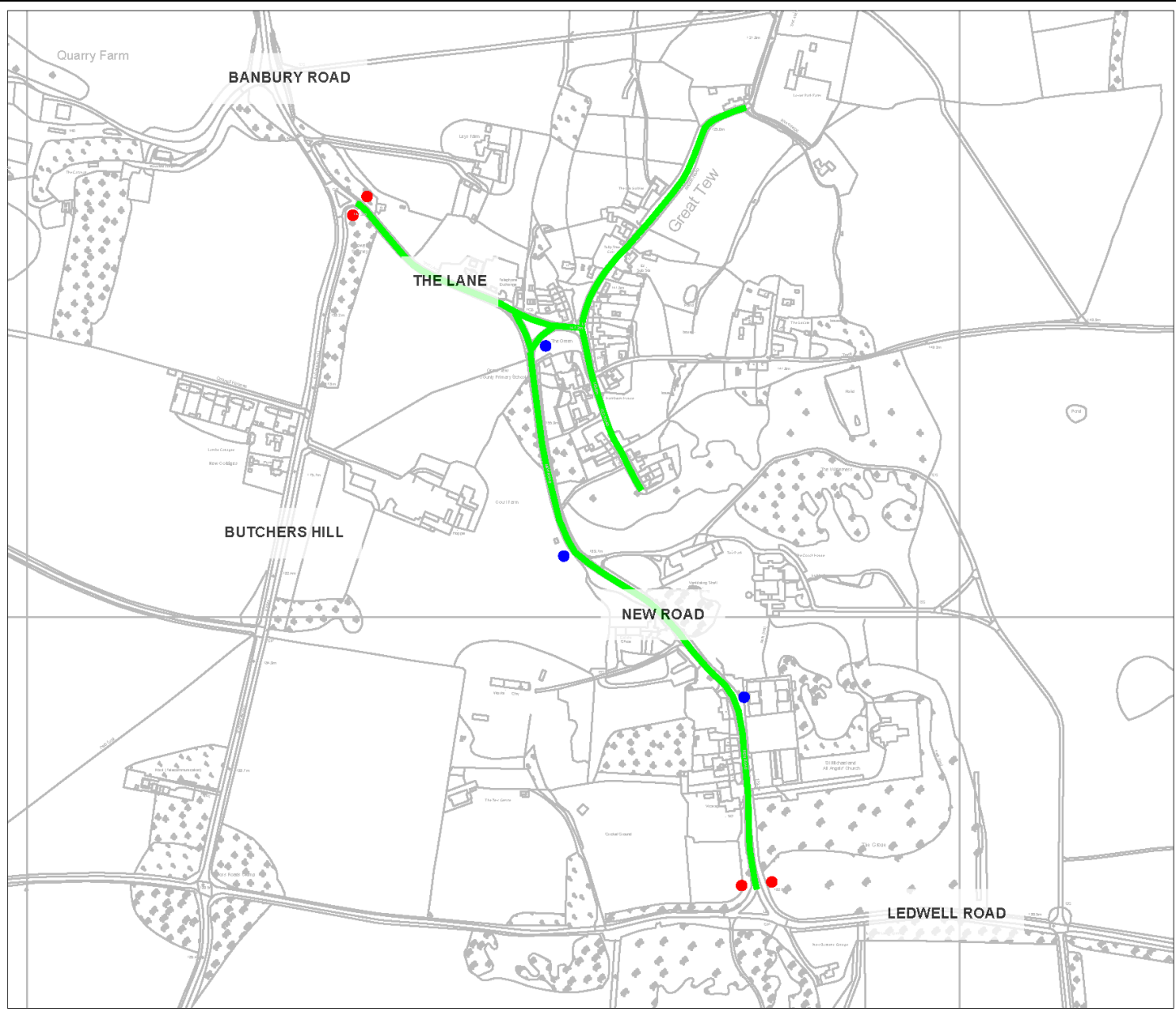
Drawing title
Proposed
20MPH Speed Limit

Drawing Status

Scale 1:1	Drawn by AC	Checked by CJM	Approved by
	Date drawn 13/05/2026	Date checked 13/05/2026	Date approved

Oxfordshire Project
No. 8 File Ref.

Drawing No. Revision 0



ANNEX 2

A. Email responses:

RESPONDENT	COMMENTS
(e1) Traffic Management Officer, (Thames Valley Police)	No objection
(e2) Local group/organisation, (Oxfordshire Liveable Streets)	Support – It is good to see a comprehensive scheme for the village that is not narrowly bound by "built up" requirements. Residents and visitors need to be able to safely and comfortably walk between the different parts of this quite dispersed settlement.

B. Online responses:

RESPONDENT	COMMENTS
(o1) County Cllr, (Oxford, New Street)	Support – Supports county policy around vision zero and safer roads. Likely to improve resident lives and make it safer for walking and cycling.
(o2) Member of public, (Fritwell, The Lane)	Object – No evidence provided for such a measure. Waste of money. Pointless exercise and wholesale implementation of 20 mph debases there intention. Wales has shown it has no measurable effect on safety.
(o3) Member of public, (Henley-on-Thames, Blandy Road)	Object – Reducing a 60mph to a 20mph is genuinely appalling. The reduction is too large and should not even be considered. The reason these roads have 60mph speed limits is because they aren't achievable and so motorists

	travel at a speed they deduce to be safe and they keep their eyes on the road by not having to monitor the speedometer. Setting these limits at achievable speeds has a history of actually increasing collisions as motorists will aim to actually hit those speeds. It would be more credible if a 30/40mph limit was suggested instead of a 20mph however Oxfordshire County Council don't actually appear to listen to public Oxfordshire resident feedback or motorists views and instead just do what they fancy. Complete waste of money and a dreadful suggestion. Oxfordshire need to stop penalising the motorist and should instead focus on fulfilling their promise of monitoring the success of other 20mph zones and reversing the many unsuccessful schemes. They should listen to Oxfordshire residents criticism on all these speed reductions and stop this but instead they introduce more. Thames Valley Police have raised concerns with nearly all the reduced speed limit schemes however the council completely ignore feedback and do as they fancy. Unfortunately once an Oxfordshire speed reduction scheme makes it to 'consultation' they completely ignore any feedback and do it anyways so nothing motorists say will change their mind.
(o4) Member of public, (Uffington, Green Lane)	Object – I object because implementing 20mph restrictions in existing 60mph areas is against the published policy of the Council. While I accept that there may be reasons for exceptions an increasing number of proposals being presented are for 20mph in existing 60mph areas. I feel that this looks increasingly like an attempt to make 20mph the blanket speed in built up areas in the county. That was not the original policy and I feel if that is what is being implemented then it would be honest to present a new policy for discussion and approval. I also note that there are no recorded road accidents in the proposed 20mph area (using data from the DfT Think accident database). There are recorded accidents in the parish in areas not proposed for 20mph restriction. Therefore I am not clear what this proposal will achieve.
(o5) Local group/organisation, (Coalition for Healthy Streets and Active Travel)	Support – The proposal for 20mph in Great Tew covers a small village, the Falkland Arms and the excellent Quince and Clover cafe which sometimes provides a stop for hungry and thirsty cyclists. Reducing the speed limit to 20mph will make this area safer for both residents and visitors. Both 'signage only' and (better) with supporting measures have been proven to reduce casualties and collisions. The 2025 UK meta-study 'Evaluating the safety and speed impacts of the 20mph speed limit in the UK: Evidence and insights' covered more than 20 studies and 260 effects and concluded: * Crashes decrease by 26.45%, with a 21.6% reduction for schemes with signs only. * Casualties decrease by 22.9% for all schemes, compared to 10.9% for sign-only.

	Recently we think we have seen this reflected in the lowest ever recorded road casualty number for Oxfordshire, but we await the analysis by speed limit, and more detailed analysis of 20mph zones to be sure.
(o6) Local resident, (Middle Barton, North street)	Support – It would make the roads a lot safer and hopefully stop people not from the area speeding as fast