

Traffic Order Report:

Proposed 20mph, 30mph and 50mph Speed Limits; Various Roads, Parish of Slimbridge, Gloucestershire.

Version 1 – August 2026

Revision	Description	Author
1	First Issue	LO

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Traffic Order Title:**GLOUCESTERSHIRE COUNTY COUNCIL (20 MPH, 30 MPH & 50 MPH SPEED LIMITS) (VARIOUS ROADS) (PARISH OF SLIMBRIDGE) (STROUD DISTRICT) ORDER 2026**

Case Officer: Lewis Oxenham, Traffic Engineer, ADL Traffic & Highways Engineering Ltd.

Senior Case Officer: Stacey Monteith-Skelton, Interim Traffic Engineering Manager, Gloucestershire County Council (GCC).

1. Purpose of Report

- 1.1. To provide background information on the proposed Traffic Order (TO) entitled above.
- 1.2. To provide details of representations made in relation to the TO. A copy of the representations received is included in the appendices at the end of this report.
- 1.3. To make a recommendation to the Traffic and Active Travel Manager on the way forward.

2. Recommendation

That, for the reasons given in this report and after consideration of the representations made, GCC now:

- Makes the order as advertised in May/June 2026.

3. Background and Purpose of the Scheme

- 3.1. The proposal is to introduce 20mph, 30mph and 50mph speed limits on Various Roads within the Parish of Slimbridge. The proposals are detailed further in Schedules 1, 2 and 3 below and are shown in Appendix A.

Schedule 1 – 20mph Speed Limit

Road Name & Number	Description
(C227) known in part as St Johns Road, in part as Churchend, in part as Kingston Road & in part as Newgrounds Lane	From a point approximately 31m north-west of its junction with A38 Slimbridge Crossroads (A38) for the remainder of its length (up to the Wetlands Centre).
Tyning Crescent (42873)	For its entire length
The Close (49592)	For its entire length
Moorend Lane (41616)	From its junction with St Johns Road (C227) to a point approximately 32m north-east of its junction with Tyndale Road (C228)
Merretts Orchard (48263)	For its entire length
Merretts Orchard (48330) (Known as “The Bewicks”)	For its entire length
Lightenbrook Lane (41615)	For its entire length
Lancelot Court (48270)	For its entire length
Longaston Close (48302)	For its entire length
Longaston Lane (41613)	For its entire length
Ryalls Lane (41612)	For its entire length
Tudor Arms to Wild Goose Lodge (51681)	For its entire length

Schedule 2 - 30mph Speed Limit

Road Name & Number	Description
Dursley Road (C348)	From a point approximately 327m south-east of its junction with Bristol Road (A38) for the remainder of its length
Wisloe Road (C277)	From its junction with A4135 from Slimbridge Crossroads to Draycott Cam (A4135) for the remainder of its length (where it terminates on the western side of the M5)
Whitehouse Lane (41582)	For its entire length

Schedule 3 - 50mph Speed Limit

Road Name & Number	Description
St Johns Road (C227)	From its junction with A38 Slimbridge Crossroads (A38) for a distance of approximately 31m in a north-easterly direction

- 3.2. Additionally, a 30mph speed limit is proposed on the section of Dursley Road (C348) where street lighting is present, thereby making this section and any adjoining side roads that meet the street lighting requirements subject to a 30mph speed limit by virtue of street lighting.
- 3.3. The proposals seek to reduce vehicle speeds throughout the Parish, in order to encourage safer and more sustainable travel, particularly walking and cycling. To support this objective, it is proposed to reduce the existing 30mph speed limit to a 20mph speed limit on several roads within Slimbridge village, and to introduce a 30mph speed limit on Dursley Road, Wisloe Road and the adjoining publicly maintainable side roads within Cambridge. It is also proposed to introduce a short section of 50mph speed limit from the A38 junction up to the start of the new 20mph speed limit, in order to correct an existing anomaly where this part of the carriageway is currently not covered by any Traffic Order.
- 3.4. These measures are proposed to improve road safety and reduce the likelihood of collisions, ensure the efficient use of the highway, and provide benefits to vulnerable road users such as cyclists, including those travelling to the local school and along National Cycle Network Route 41. Lower speeds will also help minimise damage to the highway and adjacent structures, while also preserving the amenities and quality of life in the local area, including a school, nursery, canal facilities, pub, shops, football club grounds, and the Slimbridge Wetlands Centre.

4. Law and Policy

- 4.1. The Road Traffic Regulation Act 1984 sets out the legal basis for making TOs. The proposals meet with Section 82 and Section 84 of the Road Traffic Regulation Act 1984 which allows GCC, as the Traffic Authority, to make a TO to prohibit:
- (a) the driving of motor vehicles on that road at a speed exceeding that specified in the order,
 - (b) the driving of motor vehicles on that road at a speed exceeding that specified in the order during periods specified in the order, or
 - (c) the driving of motor vehicles on that road at a speed exceeding the speed for the time being indicated by traffic signs in accordance with the order.

- 4.2. Thorough consideration has been given to the factors set out in Section 122 of the Road Traffic Regulation Act 1984 in proposing this TO. This requires the local authority to secure the expeditious, convenient and safe movement of traffic (including pedestrians). In carrying out this exercise GCC must have regard to the:
- a) Desirability of securing and maintaining reasonable access to premises.
 - b) The effect on the amenities of any locality effected and (without prejudice to the generality of this paragraph) the importance of regulating and restricting the use of roads by heavy commercial vehicles, so as to preserve or improve the amenities of the areas through which the road(s) run.
 - c) The strategy prepared under Section 80 of the Environment Act 1995 (the national air quality strategy).
 - d) The importance of facilitating the passage of public service vehicles and of securing the safety and convenience of persons using or desiring to use such vehicles.
 - e) Any other matters appearing to the local authority to be relevant.
- 4.3. Any changes are made in accordance with the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. Under this procedure authorities are expected to consult local community groups and the Police together with other organisations listed where appropriate, such as the other emergency services and transport operators.
- 4.4. GCC is required to advertise the draft TOs it intends to make, to allow a period for representations of support or objection to be submitted. After this consultation, GCC must consider any representations received and having done so, to either:
- a) Resolve to make a TO in the form originally intended and advertised; or
 - b) Modify the TO from the originally advertised and re-consult where necessary; or
 - c) Abandon the proposal altogether.
- 4.5. Significant modifications to the proposed TOs would need to be consulted on with those that maybe affected to provide further opportunity for representations to be made.
- 4.6. Traffic Authorities have the flexibility to implement restrictions that are appropriate for an individual road, reflecting safety and road user needs whilst taking into account all local considerations.

5. Traffic Data

- 5.1. Several site assessments were made by the Traffic Engineering team when considering the proposals, prior to the TO process being started. Careful consideration was given to the design of the proposed speed limit and associated traffic calming features, in order to achieve the most appropriate scheme.
- 5.2. As part of the assessment of the proposed speed limits, Automatic Traffic Count (ATC) surveys were undertaken in order to ascertain whether the proposed speed limits would be enforceable and complied with by drivers. The surveys demonstrated that existing mean vehicle speeds were within to the Association of Chief Police Officers (ACPO) guideline intervention levels for the respective speed limits (See Appendix B).
- 5.3. Analysis of collision data between 1st September 2020 and 4th September 2025 showed 6 personal injury collisions having taken place within the investigation area. Detailed accident reports can be found in Appendix C.

6. Consultation on the proposed TO

- 6.1. An informal consultation event was held on the 6th November 2026 at Slimbridge Village Hall, where respondents were given 2 weeks to respond. Respondents were asked whether they supported the proposed 20mph scheme. Of 45 respondents, 22 supported the proposals, whereas 14 objected. 8 respondents neither supported nor objected to the proposals. One respondent did not complete the response form fully. Statutory consultees were also invited to respond.
- 6.2. Statutory Consultation with the statutory consultees and stakeholders together with public consultation (Notice of Proposal) for this proposed scheme was undertaken between 21st May 2026 and 12th June 2026. The public consultation documents were sent to the Statutory Consultees and stakeholders, notices were placed on site, in the local newspaper (Stroud News & Journal), on GCC's website and hard copies were placed on deposit at Shire Hall & Dursley Library (see Appendix D). The representations received can be found in Appendix E.

7. Objections/Support

- 7.1. The Statutory Consultees responded as follows:

Name	Comments
Hardwicke and Severn County Councillor	No comments received
District Council	No comments received
Slimbridge Parish Council	No comments received, however, they are the sponsors of the scheme
Freight Haulage Association	No comments received
Road Haulage Association	No comments received
Police	Commented during informal engagement but did not respond during the formal consultation period.
Stagecoach	No comments received
Fire & Rescue	No comments received
Ambulance Service	No comments received
Parking Enforcement Team	No comments received
Local Highway Manager	No comments received
Slimbridge Primary School	Supports the proposals
Integrated Transport Unit	Supported the proposals during the informal consultation.
Structural Maintenance	Offered no objections during informal consultation.
Active Travel	Endorsed and advocated for pedestrian safety during the informal consultation.

- 7.2. Other responses received during the Public Consultation (Notice of Proposal):

51 responses were received from members of the public. Of these, 25 were in support of the proposals, 24 were objecting to the proposals and two were non-committal.

8. Details of Objections and Case Officer's Response

- 8.1. The objections that were received were made on the basis that there was a lack of evidence and justification for the proposals going ahead. Respondents mentioned that collision data

and hazard assessments were limited within the consultation material, meaning that the overall justification for the proposals was insufficient. Furthermore, many objectors stated that they were not aware of accidents occurring within the parish, and felt that the speed limits currently in place were already appropriate.

- 8.2. In response to these concerns, whilst recorded collision data within Slimbridge Parish is limited, highway authorities do not rely solely on injury collision records when considering proposed changes to speed limits. These proposals have been developed following detailed assessment of existing vehicle speeds, road characteristics, local conditions and community feedback through informal public engagement, as well as formal consultation. Information on reported injury collisions is publicly available online via the Gloucestershire County Council collision map. As part of the scheme development process, recorded incident locations were reviewed by Gloucestershire County Council Road Safety officers and designers to determine whether the proposed measures would be appropriate. The proposals have also been subjected to an independent Road Safety Audit undertaken by qualified Road Safety Auditors.

In addition to recorded collisions, during public engagement events and subsequent correspondence, residents reported several serious near misses and referenced at least one collision involving a parish resident that resulted in life-changing injuries. Many respondents supporting the scheme also highlighted concerns regarding speeding vehicles, pedestrian safety, cycling safety and the increasing perception of risk on local roads. While not every incident results in a formal police-recorded collision, the feedback consistently demonstrated concern about road safety and a desire for preventative action. The purpose of the scheme is a proactive response to community-led concerns on matters relating to road safety, amenity, accessibility, and enabling modal shift with regards to transport choice.

- 8.3. Many objectors raised doubts about the effectiveness that the proposals would have. It was commonly mentioned that drivers currently ignoring the speed limit would continue to do so, and that drivers driving safely within the speed limit would be unnecessarily restricted. Objectors also mentioned that enforcement within rural areas, such as Slimbridge, is likely to be very limited.
- 8.4. In response to these concerns, Gloucestershire Police have been consulted throughout the development of the proposals and have agreed that the measures should be implemented and monitored. Following implementation, speed and traffic data will be reviewed after approximately 12 months to assess effectiveness and determine whether further action may be required, including enforcement or additional engineering measures, where justified. Enforcement of speed limits remains the responsibility of Gloucestershire Police. However, introducing a legally enforceable speed limit provides a framework within which enforcement can take place. Without an appropriate speed limit in place, enforcement options are more limited.
- 8.5. Several objectors suggested that inappropriate driving is the primary issue within the area, rather than the speed limits themselves. Some of the main points raised by objectors included that lower speed limits may increase frustration and impatience, which may lead to tailgating and overtaking. Some respondents mentioned that the 20mph speed limit would lead to drivers focusing excessively on their vehicle speedometer, rather than the road conditions or the vehicles around them. Others believed that a 20mph speed limit may cause some drivers to be complacent with their driving standards due to travelling at lower speeds.
- 8.6. In response to these objectors, driver behaviour is an important factor in road safety and, whilst the Council cannot directly control how individuals drive, speed limits remain one of the

tools available to encourage safer driving behaviour. Compliance with posted speed limits is a fundamental part of safe driving and is assessed as part of the driving test/ Maintaining a steady speed of 20mph is no different in principle from maintaining any other lawful speed limit.

- 8.7. Some of the respondents to the consultation raised environmental and operational concerns that may arise if the proposals are implemented. These include concerns that vehicle emissions may arise due to lower gear driving and concerns that journey times may be extended, as well as congestion being created within certain areas.
- 8.8. Research into the environmental impacts of lower speed limits present mixed findings and varies according to location, traffic conditions and driving behaviour. However, several studies have found no significant adverse impacts or small reductions in emissions where lower speed limits encourage smoother driving patterns. Additionally, a 20mph limit can increase uptake in walking and cycling which can help reduce the output of vehicle emissions within the locality as people opt for more sustainable means of transport.

Vehicle emissions are often influenced more by acceleration and braking behaviour than by speed alone. Smoother traffic flow can reduce emissions associated with engine operation, tyre wear, brake wear and road surface friction. A 2024 review of 40 European cities found that the implementation of 30 km/h (approximately 20mph) limits was associated with reductions in transport-related emissions. Additionally, modelling undertaken in London suggested that some vehicle types produced higher emissions when travelling at 30mph compared to 20mph under certain operating conditions. Whilst the long-term environmental effects continue to be studied, there is currently insufficient evidence to conclude that introducing the proposed speed limits would result in a significant negative environmental impact.

Gloucestershire County Council have assessed the impact that the proposals are expected to have on journey times. The overall effect on journey times is expected to be relatively small. The longest route affected by the proposals is approximately 3km in length. Theoretically, a journey completed entirely at 30mph would take around 3 minutes and 55 seconds, compared to approximately 5 minutes and 40 seconds at 20mph. In practice, traffic conditions rarely allow vehicles to travel continuously at the posted speed limit. Factors such as bends, junctions, parked vehicles, agricultural traffic, pedestrians, cyclists and the general rural nature of the road network already influence vehicle speeds and journey times across much of the parish. As a result, the difference in typical journey times is expected to be less pronounced than the theoretical calculation may suggest. Whilst some increase in travel time may occur, particularly on longer journeys through the parish, the anticipated impact is generally expected to be modest and balanced against the intended road safety benefits of the scheme.

- 8.9. Some objectors stated that the proposed speed limits were not required as the roads in question are already self-regulating. The narrow lanes, bends and parked vehicles in the area already constrain vehicle speeds to around 20-25mph in practice.
- 8.10. The Council acknowledges this point and agrees that road geometry influences driver behaviour. However, a consistent and legally enforceable speed limit helps ensure that drivers do not naturally adjust their speed and remain subject to an appropriate speed limit. The proposals seek to reinforce the speeds that many road users already consider for the local road environment.

- 8.11. Whilst several respondents supported lower speeds in selected locations, particularly near the school, some questioned a wider parish-wide approach, instead preferring targeted zones or physical traffic calming measures.
- 8.12. In response, Slimbridge Parish Council has specifically lobbied for and contributed funding towards a wider 20mph scheme. In developing the proposals, consideration has been given to traffic data, local road characteristics, pre-engagement feedback and the function of each road within the parish. Alternative measures such as time-limited restrictions, flashing school signs, traffic calming features and physical engineering measures were also considered. However, time-limited restrictions would require additional infrastructure, maintenance, power supplies and funding. Furthermore, school-only measures would address only a small section of the parish-wide concerns identified during consultation. Physical traffic calming measures were not supported by Gloucestershire Police at this stage, who wished first to review the effectiveness of signed-only speed reduction measures before further interventions are considered.

The approach adopted therefore reflects both the available funding and the recommendation to assess the impact of speed limit changes before considering additional engineering works, which might not be required.

- 8.13. Concerns were raised that the scheme represents poor value for money. Representations were made suggesting that funding should instead be allocated towards road maintenance or to other services.
- 8.14. This scheme has been funded by Gloucestershire County Council' community match funding, whereby the county council matches the funds the parish council contributes. Therefore, funding allocated to this project is separate from other budgets used for highway maintenance activities such as pothole repairs and resurfacing. Consequently, delivery of this scheme will not reduce funding available for those activities.
- 8.15. Whilst opinions on the proposals are clearly divided, the consultation identified overall support for the scheme. Supporters frequently cited concerns regarding vulnerable road users, increasing traffic volumes, near misses, school access, walking, cycling and general quality of life within the parish. Support was also received from local educational establishments who highlighted the benefits of reduced traffic speeds for children and families travelling to and from school. Therefore, for the reasons as set out above, it is recommended that the speed limit is implemented as advertised.

9. Equality Impact Assessment

GCC has had due regard to the 3 aims of the general equality duty under the Equalities Act 2010 in relation to the 9 groups (Age, Disability, Sex, Race, Gender reassignment, Marriage and Civil partnership, Pregnancy & Maternity, Religion and/or Belief and Sexual orientation, along with other groups (such as long term unemployed, socio-economical deprived groups, community cohesion, human rights)) with protected characteristics and the making of this TRO would not adversely affect any of the groups with those protected characteristics (please see Due Regard Statements in Appendix F).

10. Summary

- 10.1. The proposal is to introduce 20mph, 30mph and 50mph speed limits on Various Roads within the Parish of Slimbridge. The proposals are detailed further in Schedules 1, 2 and 3 below and are shown in Appendix A.

Schedule 1 – 20mph Speed Limit

Road Name & Number	Description
(C227) known in part as St Johns Road, in part as Churchend, in part as Kingston Road & in part as Newgrounds Lane	From a point approximately 31m north-west of its junction with A38 Slimbridge Crossroads (A38) for the remainder of its length (up to the Wetlands Centre).
Tynning Crescent (42873)	For its entire length
The Close (49592)	For its entire length
Moorend Lane (41616)	From its junction with St Johns Road (C227) to a point approximately 32m north-east of its junction with Tyndale Road (C228)
Merretts Orchard (48263)	For its entire length
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Lightenbrook Lane (41615)	For its entire length
Lancelot Court (48270)	For its entire length
Longaston Close (48302)	For its entire length
Longaston Lane (41613)	For its entire length
Ryalls Lane (41612)	For its entire length
Tudor Arms to Wild Goose Lodge (51681)	For its entire length

Schedule 2 - 30mph Speed Limit

Road Name & Number	Description
Dursley Road (C348)	From a point approximately 327m south-east of its junction with Bristol Road (A38) for the remainder of its length
Wisloe Road (C277)	From its junction with A4135 from Slimbridge Crossroads to Draycott Cam (A4135) for the remainder of its length (where it terminates on the western side of the M5)
Whitehouse Lane (41582)	For its entire length

Schedule 3 - 50mph Speed Limit

Road Name & Number	Description
St Johns Road (C227)	From its junction with A38 Slimbridge Crossroads (A38) for a distance of approximately 31m in a north-easterly direction

- 10.2. Additionally, a 30mph speed limit is proposed on the section of Dursley Road (C348) where street lighting is present, thereby making this section and any adjoining side roads that meet the street lighting requirements subject to a 30mph speed limit by virtue of street lighting.
- 10.3. This scheme is being proposed to reduce vehicle speeds throughout the Parish in order to encourage safer and more sustainable travel, particularly walking and cycling. The proposed measures aim to improve road safety and reduce the likelihood of collisions, ensure the efficient use of the highway, and provide benefits to vulnerable road users such as cyclists, including those travelling to the local school and along National Cycle Network Route 41. Lower speeds will also help minimise damage to the highway and adjacent structures, whilst preserving the amenities and quality of life in the local area.

- 10.4. Vehicle speed data and traffic collision data was assessed by Gloucestershire County Council Road Safety Officers as part of the scheme development process. The proposals have also been subject to an independent Road Safety Audit.
- 10.5. Representations were received during the Statutory Consultation and Notice of Proposal (Public Consultation) process from Statutory Consultees & members of the public with regards to the proposed restrictions.
- 10.6. All representations have been outlined and responded to within this report in Section 8 in alignment with GCC's duty under the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.
- 10.7. In considering the assessment under Section 122 of the Road Traffic Regulation Act 1984, the proposed Speed Limit Order features meets GCC's obligations in that they would ensure the expeditious, convenient, and safe movement of vehicular and other traffic, manage their road network and to improve road safety.

11. View of the Case Officer

- 11.1. This report demonstrates that the introduction of the proposed 20mph, 30mph and 50mph Speed Limits is consistent with DfT "Setting Local Speed Limits" National Guidance and has been fully consulted upon in accordance with GCC procedures and followed necessary statutory procedures, as set out in the Local Authorities' Traffic Orders (Procedure) (England & Wales) Regulations 1996.
- 11.2. 23 objections to the introduction of the proposals were raised during the Notice of Proposal (Public Consultation) process. However, for the reasons outlined in Section 8 it is considered that the proposal should progress on to be made as advertised.
- 11.3. The proposal (as shown in Appendix A) has been designed, taking into account the range of representations received, but also balancing this with GCC's duties under Sections 82, 84 and 122 of the Road Traffic Regulation Act 1984 and the Department for Transport Setting Local Speed Limits criteria.
- 11.4. It is considered that the speed limits proposed meet GCC's objectives and therefore, it would be beneficial that the TO be made as advertised in May/June 2026.

12. Recommendation by the Senior Case Officer

- 12.1. I am satisfied that the TO has been correctly advertised and consulted upon in accordance with the Road Traffic Regulation Act 1984 and the procedures laid down in that Act.
- 12.2. The necessary statutory procedures as set out in the Local Authorities' Traffic Orders (Procedure) (England & Wales) Regulations 1996 have been followed, and guidance, including the DfT Setting Local Speed Limits Guidance and Traffic Signs Regulations and General Directions 2016 have been considered.

- 12.3. Although 23 objections to the TO were received, I am satisfied that these have been duly considered and that a balance has been drawn between the objections, positive feedback and safety of all road users.
- 12.4. After considering all background information, representations and data supplied in this report, I recommend that the formal representations are considered as minor in nature.
- 12.5. I recommend that the TO is made permanent as originally advertised in May/June 2026, under delegated authority.

13. Decision by the Traffic and Active Travel Manager

- 13.1. I have considered the report, recommendations and whether to hold a Traffic Regulation Committee. I have also considered the representations that we received in relation to this matter in making my decision. I have decided that Gloucestershire County Council should:
- Make the TO as advertised in May/June 2026
- 13.2 As a result of the above I give authorisation for the Assistant Director of Legal Services to act on my decision pursuant to delegations approved in accordance with the Local Government Act 1972 and subsequent legislation.

Signed: 

Nathaniel Davis – Traffic & Active Travel Manager

Date: 22/09/2026

Appendices

Appendix A – Proposal plans for TO

Appendix B – Speed Survey Data

Appendix C – Vehicle Collision Data

Appendix D – Draft Legal Documents for TO

Appendix E – Representations received during the Notice of Proposal Public Consultation

Appendix F – Statement of Due Regard