

Traffic Order Report:

Proposed 30mph Speed Limit - B4063 Cheltenham to Gloucester Cycle Scheme

Version 1 – December 2024

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Traffic Order Title:

GLOUCESTERSHIRE COUNTY COUNCIL (30MPH & 40MPH SPEED LIMITS) (B4063 GLOUCESTER ROAD/CHELTHENHAM ROAD EAST AND SURROUNDING AREA) (PARISHES OF STAVERTON, INNSWORTH AND CHURCHDOWN) (CHELTENHAM BOROUGH, GLOUCESTER CITY AND TEWKESBURY BOROUGH) ORDER 2023 (“TO”)

Case Officer: Hannah Bassett-Louis, TRO Manager, Gloucestershire County Council

Senior Case Officer: Nathaniel Davis, Traffic & Active Travel Manager, Gloucestershire County Council

1. Purpose of Report

- 1.1. To provide background information on the proposed TO entitled above.
- 1.2. To provide details of representations made in relation to the TO.
- 1.3. To make a recommendation to the Assistant Director: Traffic & Transport 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 TO as advertised in May 2023; and
- Undertakes further speed surveys within 12 months of implementation; and
- Continues to work closely with the Police on any future traffic calming measures along the B4063 that GCC deem necessary and feasible.

3. Background and Purpose of the Scheme

- 3.1. Gloucestershire County Council (GCC) is transforming pedestrian and cycle facilities on the B4063 between Gloucester and Cheltenham to create a flagship route that forms the centre section of the Gloucestershire Cycle Spine. As part of this Major Projects scheme funded and approved by the DfT (Active Travel England) GCC are intending to:
 - revoke the Gloucestershire County Council (B4063 Churchdown to Arle Court) (50 mph Speed Limit) Order 2002; and
 - revoke the Gloucestershire County Council (B4063 Cheltenham Road East, Churchdown) (30 and 40 mph Speed Limits) Order 2001; and
 - remake a shorter extent of the 40mph speed limit along B4063 Cheltenham Road East, revoked in 2 above; and
 - implement a 30mph speed limit on the short length of No Through Road on Pheasant Lane from its junction with the B4063; and
 - make the whole of the B4063 Cheltenham Road East/Gloucester Road between the Fire Station in Churchdown and the A40 Arle Court roundabout subject to a 30mph speed limit by virtue of street lighting (restricted road).
- 3.2. GCC is committed to providing a high quality, sustainable travel route which has significant potential for more journeys to be made by foot, bike and public transport.

- 3.3. GCC has partnered with a number of organisations to deliver this scheme. These include National Highways who are part funding the scheme through their Designated Funds Portfolio; the Department for Transport who have allocated funding as part of their Active Travel Fund tranche 2 and tranche 3 and Levelling Up funds. Sustrans have also allocated funds and the remaining funding is being sourced by GCC itself.
- 3.4. Central government has updated its active travel policy in 'Gear Change' and has instructed councils that all active travel projects should be of a high quality and compliant with Local Transport Note (LTN) 1/20. DfT funding is approved on the condition that schemes are delivered to this standard or the government may claw back or withhold funding. Therefore, GCC is taking bold steps to improve conditions along the B4063 Cheltenham Road East/Gloucester Road in line with the government's Gear Change policy and LTN 1/20.
- 3.5. The Gloucester to Cheltenham Cycle track started as a National Highways project with the strategic aim to link the major areas of Gloucester, Cheltenham and the villages in between. A study was undertaken in 2015/16 to assess the most continuous, direct, comfortable, safe and attractive route for cyclists of all abilities. The B4063 was selected as the preferred route as it's near the A40 strategic corridor (managed by National Highways) but is safer and more pleasant than cycling on the A40 itself as well as being closer to where people live. The A40 is not suitable for a cycle route due to high traffic speeds and difficulties crossing the M5 motorway junction slip roads. The route is also highlighted as part of Gloucestershire's Local Transport Plan 2020-2041 and represents a key element of the Cycle infrastructure for delivery in the county.
- 3.6. To facilitate this scheme, GCC intends to reduce the speed limit to 30mph along the whole of the B4063 Cheltenham Road East/Gloucester Road from the Fire Station in the Innsworth Ward to the Arle Court Roundabout in the Hesters Way Ward. This length of road will become a restricted road subject to a 30mph speed limit by virtue of street lighting. This will involve the revocation of the existing speed limit orders for a 30mph speed limit in Churchdown, a 40mph speed limit between Elmbridge Court roundabout in Longlevens and the B4063 Cheltenham Road East in Churchdown and a 50mph speed limit between Churchdown and the Arle Court roundabout. A shorter extent of 40mph speed limit will be re-made to cover the Elmbridge Court roundabout section in Longlevens up to the Fire Station so that it ties in with the 40mph speed limit introduced by National Highways on the A40 when Elmbridge Court roundabout was upgraded.
- 3.7. Pheasant Lane is a side road off the B4063 and is currently the National Speed Limit. In order to accommodate a safe pedestrian/cycle crossing point over this junction, a 30mph speed limit is being proposed by the TO as there is not sufficient streetlighting in the lane to make it a restricted road by virtue of streetlighting.
- 3.8. GCC is providing a continuous footway/cycle track along the B4063 from the Elmbridge Court roundabout to the Arle Court roundabout with the majority of this route being segregated cycle tracks (with separate footways). There is some shared use footway/cycle track (i.e. footway and cycle track combined) of various lengths where space is limited. This scheme is being delivered in phases and it has been necessary to narrow the carriageway significantly in order to comply with LTN 1/20 design standards. Together with other traffic calming measures this helps to change the road environment and reduce traffic speeds to be compliant with a 30mph speed limit.
- 3.9. The reduction in speed limit to 30mph will help to provide a safer environment for all road users by reducing both the likelihood and the severity of personal injury collisions. The 30mph limit is a critical factor influencing the design of the scheme to comply with LTN 1/20. This serves to encourage the use of more sustainable modes of transport in line with the

Gloucestershire Local Transport Plan 2020-2041 where greater priority is given to the movement of pedestrians, cyclists and public transport. By supporting local people to walk, wheel and take public transport for more journeys it is hoped this will help reduce congestion in the longer term as well as reducing the negative impacts motor traffic has on the amenity of local residents. An increase in the perceived safety of the route will encourage more cyclists, especially the less confident, to use the route, especially for commuting and trips to school, as well as make the route more attractive for existing cyclists by improving the links between Cheltenham and Gloucester.

- 3.10. The original cycle facilities provided along the B4063 from the Elmbridge Court roundabout to the Arle Court roundabout were extremely limited in terms of length and quality of provision. Where they existed they tended to be shared use pavements of substandard width. For the vast majority of the route there was no cycle provision at all and cyclists could only ride legally by sharing the carriageway with other traffic. The original speed limits vary between 30mph in the built-up area of Churchdown and 50mph towards the Cheltenham end of the route. This mixture of infrastructure is not consistent, does not feel safe and does not provide a continuous route which would encourage people to take up cycling.
- 3.11. The B4063 is primarily a local traffic route. Most through traffic uses the A40, a bypass that was built to provide a more suitable alternative strategic route. The B4063 serves both residential development in Churchdown and commercial development in Staverton. It is also a very busy bus route with the No.94 service operating at 15 minute intervals during the daytime and lower frequencies through the night
- 3.12. A temporary 30mph speed limit has been in place along the B4063 for the safety of scheme contractors and road users whilst the cycle improvement scheme works have been carried out. Speeds have been monitored regularly and camera warning signs trialed where possible.
- 3.13. To aid compliance, average speed cameras have been installed along the eastern part of the B4063 between Arle Court roundabout and the M5 overbridge with the intention that enforcement commences once a permanent speed limit is in place. Most of this section has a very constrained highway width and carriageway lanes have been reduced to a minimum (typically 3.0m) with a shared use footway/cycleway separated by narrow (<0.5m) buffer strip. Between the junction with Hayden Lane junction and the M5 bridge the highway widens. It was originally straight with wide lanes. These have been reduced in width to around 3.0m, a full width segregated cycle path and footway built and significant changes made to the road geometry to introduce horizontal deflection and thereby reduce traffic speeds.

4. Law and Policy

- 4.1. The Road Traffic Regulation Act 1984 (the Act) sets out the legal basis for making Traffic Orders.
- 4.2. The TO proposal meets with Sections 81 - 84 of the Act which says:

It shall not be lawful for a person to drive a motor vehicle on a restricted road at a speed exceeding 30 miles per hour.

and allows GCC, as the Traffic Authority to make a TO to prohibit the driving of motor vehicles on a road at a speed exceeding that specified in a TO.

- 4.3. Department for Transport Circular 01/2013 – “Setting Local Speed Limits” - states that “The choice of speed limits should take account of whether there is substantial roadside

development and whether the road forms part of a recognised route for vulnerable road users, including whether there is a footway” (Point 126). As stated above, the B4063 has substantial roadside development, although not continuous, and the introduction of the proposed footway/cycleway improvements will certainly make it a recognised route for vulnerable road users i.e. cyclists and pedestrians.

- 4.4. Thorough consideration has been given to the factors set out in Section 122 of the Act in proposing the 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
- 4.5. 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.
- 4.6. GCC is required to advertise the draft TO 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 form originally advertised and re-consult where necessary; or
 - c) Abandon the proposals altogether.
- 4.7. Significant modifications to the proposed TO would need to be consulted on with those that maybe affected to provide further opportunity for representations to be made.
- 4.8. 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. There were a total of 30 collisions between 2016 & 2020 which resulted in casualties:
 - 17 Serious injuries (including 2 cyclists/pedestrians)
 - 13 Slight injuries (including 7 cyclists/pedestrians)
- 5.2. As part of the assessment of the proposed 30mph speed limit, several Automatic Traffic Count (ATC) surveys were undertaken in order to ascertain whether a 30mph speed limit would be self-enforceable and complied with by drivers. The surveys demonstrated that the vast majority of existing mean vehicle speeds were within or close to the Association of Chief Police Officers (ACPO) guideline intervention level of 35mph (See Appendix B).

5.3. Average speed cameras have also been installed along part of the route along with the associated warning and reminder signs to act as a traffic calming measure and to monitor existing speeds. If the 30mph speed limit is implemented, it is understood that the Police will use these cameras to enforce drivers exceeding the threshold of 35mph. The latest speed data recorded by these cameras in November 2024 are shown in Appendix C and the Police have confirmed that they are pleased to see the 85th percentile speed levels dropping to within the ACPO guideline intervention speed.

6. Consultation on the proposed TO

6.1. Informal consultation for the TO was undertaken between 27th May and 24th June 2022. A letter and plan were sent to over 1000 directly affected residents and businesses. Consultees were able to respond via email or post. Following the conclusion of the consultation, all were provided with a response.

6.2. Statutory consultation for the TO was undertaken between 27th May and 24th June 2022. A plan was emailed to the Statutory Consultees explaining the proposals and the reasoning behind them. Consultees were able to respond via email or post. Following the conclusion of the consultation, all were provided with a response.

6.3. Further Statutory consultation and formal public consultation (Notice of Proposal) for the TO was undertaken between 18th May and 15th June 2023 with Notices placed on site, in the local newspaper (Gloucestershire Echo/Citizen), on GCC's website and hard copies were placed on deposit at Shire Hall (see Appendix A). Following the conclusion of the consultation, all were provided with a response.

7. Objections/Support

7.1. Five of the Statutory Consultees responded as follows:

Name	Comments
County Councillor	Made no objection to the proposal but raised some observations regarding the possibility of non-compliance on certain sections
Borough Councillor	Fully supports the proposal
District/Borough Councils	No comments received
Freight Haulage Association	No comments received
Road Haulage Association	No comments received
Police	The Police objected to the parts of the 30mph proposal where their speed survey data showed a higher mean speed than 35mph (between Churchdown and Brickhampton Golf Club entrance)
Fire & Rescue	No comments received
Ambulance Service	No comments received
Cheltenham & Tewkesbury Cycling Campaign	Support the proposals but want speed reductions on roads that fall outside the remit of this scheme
Local Highway Manager	No comments received
Bus Company	Stagecoach objected to the proposals on the grounds that a 30mph speed limit will delay bus journey times

7.2. Five responses were received from the public.

8. Details of Representations and Case Officer's Response

- 8.1. There were several themes raised as part of representations by both the Statutory Consultees and the public.
- 8.2. A 30mph speed limit all the way from Elmbridge roundabout to Arle Court is not economic use of fuel or time, and will do little to make any of this route safer. If the intention is to reduce pollution and maximise economy of fuel, it should be noted that petrol and diesel vehicles are more efficient at 40 to 50mph. **The reduction in speed limit will help to provide a safer environment for all road users and has been shown to significantly reduce the severity of road traffic collisions. There is a huge difference between 30mph and 50mph for vulnerable road users and also in terms of the severity of injuries sustained by car drivers and passengers involved in a collision with another motor vehicle. Following the Public consultation on the scheme as a whole in 2021, there was a high level of local support for a reduction in the speed limit.**
- 8.3. The 30mph is probably now necessary as the road is dangerously narrow in places, particularly at the chicane you have built at Hayden Lane. However other stretches are plenty wide enough for a higher speed. Particularly as most of the business parks operate 24/7 it seems ridiculous to slow traffic in the middle of the night. Given how sparsely populated the area is, streetlights also seem a waste of money and electricity. **The B4063 was already lit prior to the scheme being undertaken. Legislation dictates that a road has a 30 mph speed limit if it is compliant with the level of street lighting adjacent to it. Modern lighting uses highly efficient LEDs which direct light directly onto the road and reduce light spill into residential areas. Overall, this will allow better nighttime visibility to all road users with increased quality and coverage of the street lighting provision. The slight bend in the road at Hayden Lane has been designed with a 30mph limit in mind, as has the width of the lanes. This section of road is safe if the speed limit is adhered to. We have been carefully monitoring speeds along the B4063 and currently there is broad compliance with the temporary 30mph limits in operation along the eastern parts of the route.**
- 8.4. The 30mph speed limit at this stage of the process might as well not be there. A very large percentage of the traffic are still driving as if there's the old 50 mph speed limit, especially early morning and after 6pm. Average speed camera posts are visible, but they are obviously not being used. Why? There's also a shortage of signage reinforcing the 30mph speed limit, 1 temporary sign by badgeworth lane, then nothing again till the m5 flyover? Prior to the cycle path this stretch of road was a speeding hot spot, to my knowledge never benefitting from any speed enforcement, there will need to be a strategy other wise this will continue. **GCC has been carefully monitoring speeds along the B4063 and working closely with the police to advise motorists of the new speed limit. Currently there is broad compliance with the temporary 30mph limit in operation. The Traffic Signs Regulations & General Directions 2016 issued by the Department for Transport does not permit 30 mph repeater signs to be used where the speed limit is by virtue of the system of streetlighting and the 30mph gateway signs. Average speed cameras have now been installed with associated advance warning and reminder signs and it is understood that the Police will commence enforcement in the near future.**
- 8.5. With reference to the proposed 30mph speed limit along the length of the B4063 will this also apply to cyclists particularly those using electric powered bicycles?, or is this yet another draconian measure aimed purely at the motorist. **Strictly speaking, there is no speed limit for cyclists as they are not classed as motorised vehicles, however, when using the roads, regulations, codes and laws should be adhered to. The speed limit for legal electric bicycles is limited to 15.5mph by law. The county council is working with the police through the Gloucestershire Road Safety Partnership to tackle the broader issue of illegal e-bike use in the county.**

- 8.6. It seems strange to have a very rural road with a 30mph limit that feeds into an urban road with a 40mph limit, both with cycleways alongside. Surely a 40mph limit from east of Churchdown to the Arle Court roundabout would be more consistent. Unless the scheme is designed to be a moneymaker from speeding fines, hence the average speed camera already in place! **The A40 in Cheltenham is a dual carriageway with a cycle route separated by a verge. The council's road safety policy is to review speed limits in urban areas and it is reviewing the 40mph limit on the A40 east of Benhall roundabout, which is mostly single carriageway. The installation of average speed cameras along the B4063 is to encourage a change in driver behaviour and better compliance with the posted speed limit rather than benefit from any form of income generation. They have been located at this particular location to help enforcement on the more rural section of the route where there is insufficient width to create a wide buffer strip between cyclists and vehicles travelling at higher speeds on the carriageway. GCC has been monitoring the speeds whilst the temporary 30mph speed limit has been in place and is pleased to confirm that the speeds along this stretch of the B4063 are compliant with the guidance intervention level of 35mph. It is hoped that the Police will enforce the small number of motorists exceeding this threshold using the average speed cameras in due course. Income from fines is paid to the Treasury and is not retained by the local police force or council.**
- 8.7. There will still be parts that are a wide road with good visibility designed for speed, and people may feel that it will be unrealistic to enforce 30 mph, whereas 40 mph may be more enforceable. **the B4063 was historically part of the national road network connecting London to Gloucester. It was downgraded after the A40 was built and it now serves as a local distributor road carrying lower volumes of primarily local traffic. As such it is right for the council to redesign the road to fulfil its new purpose, making alterations to reflect the lower speed limit. To ensure road users comply with the speed limit GCC has implemented a number of traffic calming measures to encourage road users to exercise caution. These include, but are not limited to, road narrowing, chicanes, increased number of cycle and pedestrian crossings and increased signage and road warning markings. GCC believe this has fundamentally changed the nature and characteristics of the road to ensure the route design is consistent with a 30mph speed limit. Where measured speeds consistent with a 30mph limit are not achieved, further refinements will be made to achieve the necessary change in driver behaviour. The aim of the active travel corridor is to improve cycle and walking access whilst encouraging motorised users to switch to more sustainable modes including buses. As more people cycle and walk along this route their increased presence will influence driver behaviour and speeds.**
- 8.8. We very much support the proposed change to the speed limit of 30mph on the section between Churchdown and Arle Court. We believe that it will improve safety for all road users, in particular cyclists on the road as well on the cycle path. We understand that to enable the new speed limit to be successful average speed cameras will be installed. Without these the speed limit is unlikely to be achieved due to the nature of the road. We of course support the reduction of the speed limit to 30mph on the small section from Elmbridge Court to Churchdown. We have some concern that the Bamfurlong Lane speed limit is to remain at 50mph. Some motor vehicles we believe may divert to this road from the B4063 as it will be perceived as a faster route to the detriment of the vulnerable road users on this stretch of road. **There are several considerations taken when assessing how speed limits are set like safety, highway code, collision data, measured speeds etc and these have informed the decision making on this project. Bamfurlong Lane remains outside of the scope of the B4063 Gloucester to Cheltenham Scheme, however, speed limits are constantly being assessed and monitored throughout Gloucestershire. We hope the B4063 works will divert traffic onto other appropriate routes across the network**

including the A40 corridor with the aim of improving cycle and walking access all while encouraging motorised users to switch to more sustainable modes including buses.

- 8.9. Full support of this speed limit reduction as i cycle regularly from Cheltenham to Gloucester on an electric bike and will appreciate the improvements being made. Specifically, the reduction in tyre noise is important, particularly from heavy SUVs. **Thank you for your support.**
- 8.10. GCC has been in continuous contact with the Police throughout the scheme design, however, the Police initially objected to the speed limit reduction due to mean and 85th percentile speeds being above the ACPO guideline of 35mph. Since the introduction of the average speed cameras and associated signage and other traffic calming measures along with the temporary 30mph speed limit, speed data has been collected and analysed by both GCC and the Police. The data has shown a drop in the mean and 85th percentile speeds at both the Cheltenham end and the Gloucester end of the B4063. The Police have, therefore, withdrawn their objection to these parts.

They do still have concerns about that part of the B4063 between Churchdown and Brickhampton Golf Club entrance where the mean and 85th percentile speeds fall outside of the recommended enforcement level of 35mph. They have, however, agreed to withdraw their objection from this location on the proviso that GCC continue to work with them on any further appropriate traffic calming measures deemed to be required by both parties post-implementation. The Police also noted that it was unlikely any speed enforcement would be undertaken in this location due to the proximity to the average speed camera check area.

The Road Traffic Regulation Act (RTRA) 1984, says that it is the duty of a highway authority to ‘manage their road network’ and ‘to improve road safety’. Section 122 of the RTRA 1984 states that local authorities must, so far as is practicable, exercise their functions under the RTRA so as to ‘secure the expeditious, convenient and safe movement of traffic’. It is GCC’s view that keeping a consistent speed limit of 30mph along the whole route will avoid drivers being confused by different speed limits and exercising caution where there is a high level of pedestrian and cyclist presence.

GCC’s proposals seek to provide facilities which segregate cyclists from road traffic on the B4063 such that they are attractive to anyone aged 8 to 80 including those in the protected characteristic groups defined by the Equality Act 2010. The speed limit reduction along the B4063 will support safer and more comfortable facilities for cyclists and pedestrians reducing the impact of active travel users being passed at high speed generating more noise and a buffeting effect.

The speed limit reduction will make it easier for people to both cross and move along the road by foot or by bike. Speed reduction measures will result in a more appealing and safer environment along the whole route in line with the DfT healthy streets check guidance.

Throughout the design, the cycleway / footway proposals have closely aligned with best practice LTN 1/20 Cycle Infrastructure design principles to provide a high Cycling Level of Service compliance. One of the key features is safer crossings, including priority crossings at side roads such as Heathdean Road, Snowdon Gardens, Brickhampton Court (Golf Club), Hayden Lane and Pheasant Lane. GCC has sought critical friend input on the design of the facility from Sustrans and Brian Deegan, who is now Director of Inspections at Active Travel England reinforcing that the design of the route is the best possible within the many physical constraints present.

Not only is it an aspiration for GCC to provide high quality cycle and walking infrastructure, but also a requirement set by national funding providers, including the DfT as our majority funder who have been clear that schemes that show insufficient compliance will have funding withdrawn or deferred.

Between 2016 and 2020, nine collisions occurred involving pedestrians and cyclists along the B4063 with two resulting in serious injuries and seven resulting in slight injuries. Reduced speed limits and the associated reduced stopping distances as well as better crossing facilities and protected cycle tracks are widely linked to reductions in collision severity involving active travel users. This is also linked to a significant improvement in the perceived safety and appeal of the environment for all.

- 8.11. GCC has been in regular contact with Stagecoach bus operator throughout this scheme and wherever possible have incorporated their feedback into the emerging design as the scheme has progressed. Although Stagecoach recognise the importance of the focus to develop the B4063 as a sustainable travel corridor given the strategic linkage to Gloucestershire's two major conurbations, concerns were raised that reducing the speed limit to 30mph along the whole of the B4063 would cause delays to the number 94 bus service which used to operate at 10 minute intervals throughout the day time and that passengers would be unsafe when embarking and disembarking at bus stops along the route. **The B4063 was selected for cycle and walking investment given the alignment of the route with the Sustrans route 41, the need to reduce the number of killed and seriously injured cyclists on the parallel A40 de-restricted Strategic Road Network and the direct access to transport, housing, employment and education. The B4063 forms a secondary indirect route for motorised users between Gloucester and Cheltenham and the aim of the sustainable travel corridor is to improve cycle and walking access encouraging motorised users to switch to more sustainable and healthy modes.**

The importance of the high frequency Stagecoach 94 route family is clearly recognised and reflected in the Local Transport Plan to support and improve the service, as demonstrated by GCC's investment in A40 bus lanes in West Cheltenham and the new Arle Court Transport Hub.

Improvements to the walked environment should not be underestimated, in some cities 50% of walked trips are made as part of longer bus journeys. Most bus stops along the route have fully compliant bus stop by-pass provision consisting of a full 2.5m deep bus boarding area for passengers to disembark. This is in addition to suitable footway width as well as off-set zebras providing priority crossings of the cycle track. The use of shared use cycleway/footway around a bus stop is limited to one location where the design includes additional measures such as planting and sharper 1:5 tapers to slow cycle traffic speeds on approach and further protect the 2.5m boarding space. All other options were investigated but a shared section had to be used because of constrained widths. Given the rural nature of this bus stop, fewer people board and alight the bus here which minimises the risks. GCC has also used coloured surfacing and tactile paving to help provide visual cues to pedestrians and cyclists and to inform partially-sighted pedestrians. It is felt that the reduction in speed limit more than balances out the slight increases in potential conflict experienced by pedestrians at bus stops as well as the slightly reduced level of service caused by narrower footway widths in a few locations. Elsewhere on the route substandard or non-existent footways have been replaced by continuous footways and upgraded pedestrian crossing facilities (push-button) have been installed. These significantly

improve pedestrian access to bus stops on the route of service 94, especially for younger and older people.

The impact of the proposed speed limit reduction from 50mph to 30mph between the 3.2 mile section (from Town Cars in Churchdown to Arle Court Roundabout) will have minimal marginal impact to journey times for buses. It is known that buses do not regularly travel in excess of 40mph, and when they do it is for very short durations given the proximity and number of bus stops and signalised junctions along the B4063. Arriving at traffic signal junctions on green or red will have a much greater impact on journey times than the proposed reduction in speed limit. Stagecoach has also raised concerns about the width of lanes on some sections of the B4063. Whilst the lane widths are compliant with national standards for a road with a 30mph speed limit they would not be if the limit was higher. At 40mph there would be an increased risk of head on collisions between buses, other buses and HGVs, At 40mph there would also be increased discomfort for cyclists riding towards approaching buses and HGVs; although there is a 0.5m of buffer strip wing mirrors encroach into this space.

In places GCC have opted to remove bus laybys where these are not required for layover, enabling the construction of high quality cycle and pedestrian facilities and removing any delay experienced when buses wait to pull out into moving or queuing traffic. Furthermore, GCC has already reduced queuing times at Arle Court roundabout through the WCTIS improvements and additional traffic and bus lanes on the B4063 entry arm.

Elsewhere along the corridor GCC are looking to incorporate AVL linked bus priority measures at signals where possible, to improve journey time consistency and mitigate any impact felt as a result of the reduced speed limit as much as is feasible. Whilst clearly there is a responsibility to consider all movements at junctions, given both the 94 bus route and the cycle track both follow the B4063, priority is being considered for those arms.

Another element of the scheme which aims to improve journey times is redistribution of traffic away from the B4063. Both the reduction in speed limit and shift of the character of the road towards a sustainable travel corridor are expected to reduce the appeal for B4063 end to end car users. For example, more car users in Churchdown may choose to use the A40 bypass rather than the B4063. Even a small shift can result in a reduction in traffic and congestion which will be felt by buses and cyclists.

9. Equality Impact Assessment

- 9.1. 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 its decision to make this TO permanent does not adversely affect any of the groups with those protected characteristics. A number of the changes positively affect people who are young, elderly and those people of all ages with disabilities. These include improving pedestrian crossing facilities/controls at junctions and installing tactile paving and pedestrian detection. Cycle provision built to LTN 1/20 standards is also more accessible to people using adapted cycles and powered wheelchairs and mobility scooters. (please see Due Regard Statement in Appendix D).

10. Summary

- 10.1. This proposal is part of GCC's bold Major Project improvements to the pedestrian and cycle facilities on the B4063 between Gloucester and Cheltenham in line with the government's Gear Change policy.
- 10.2. The strategic aim of this scheme is to link the major areas of Gloucester, Cheltenham and the villages in between. The B4063 was selected as the preferred route for the most continuous, direct, comfortable, safe and attractive route for cyclists of all abilities as it's near the A40 strategic corridor but is safer than cycling on the A40 itself. The A40 is not suitable for a cycle route due to high traffic speeds and the M5 motorway junction. The route is also highlighted as part of Gloucestershire's Local Transport Plan 2020-2041 and represents a key element of the Cycle infrastructure for delivery in the county.
- 10.3. The proposal is to reduce the existing speed limits along the B4063 route to a consistent 30mph by virtue of streetlighting. It also includes a proposed 30mph speed limit along a short section of Pheasant Lane which is a side road off the B4063 and is currently the National Speed Limit. This is in order to accommodate a safe pedestrian/cycle crossing point over this junction as there is not sufficient streetlighting in the lane to make it a restricted road by virtue of streetlighting.
- 10.4. The reduction in speed limit will help to provide a safer environment for all road users and has been shown to significantly reduce the severity of collisions in other local authorities. It also aims to encourage the use of more sustainable modes of transport in line with the Gloucestershire Local Transport Plan 2020-2041 where greater priority is given to the movement of pedestrians, cyclists and public transport. By supporting local people to walk, wheel and take public transport for more journeys it is hoped this will help reduce congestion in the longer term as well as reducing the negative impacts motor traffic has on local residents. An increase in the perceived safety of the route will encourage more cyclists, especially the less confident, to use the route, especially for commuting, as well as make the route more attractive for existing cyclists by improving the links between Cheltenham and Gloucester.
- 10.5. To help reduce traffic speeds to be compliant with a 30mph speed limit, significant changes have been made to the B4063 road layout including, among others, the narrowing of the carriageway, removal of right turn ghost islands at side road junctions, introduction of continuous footway crossings and formal pedestrian crossings. Average speed cameras have also been deployed along part of the route.
- 10.6. There have been a total of 30 collisions along the B4063 between 2016 and 2020 which resulted in casualties, 9 of which involved cyclists/pedestrians.
- 10.7. As part of the assessment of the proposed 30mph speed limit, several Automatic Traffic Count (ATC) surveys were undertaken in order to ascertain whether a 30mph speed limit would be self-enforceable and complied with by drivers. The surveys demonstrated that the vast majority of existing mean vehicle speeds were within or close to the Association of Chief Police Officers (ACPO) guideline intervention level of 35mph.
- 10.8. A temporary 30mph speed limit has been in place along the B4063 during the works to implement the cycle scheme. Speed data collected from the average speed cameras show

a considerable level of compliance with the temporary speed limit and the 85th percentile speeds have dropped to well within the ACPO intervention level.

- 10.9. 10 representations were received through the statutory and formal public consultations. 3 of which were fully in support of the reduced speed limit, 2 objections and 5 non-committal or asking for further clarification.
- 10.10. 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.
- 10.11. Even though the Police originally objected to part of the proposed 30mph speed limit, they have agreed to withdraw this objection on the proviso that GCC continue to work closely with them regarding additional traffic calming measures should there be any areas along the B4063 where speeds remain above the enforcement threshold of a 30mph speed limit. Any further measures would need to be appropriate and agreed by both parties.
- 10.12. In considering the assessment under Section 122 of the Road Traffic Regulation Act 1984, the proposed 30mph speed limit by virtue of streetlighting meets GCC's obligations in that it would ensure the expeditious, convenient, and safe movement of vehicular and other traffic, manage their road network and improve road safety.

11. View of the Case Officer

- 11.1. This report demonstrates that the introduction of the proposed 30mph speed limit 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. Two objections were raised during the Statutory Consultation and Notice of Proposal (Public Consultation) process, which is a small proportion of those consulted throughout the area. It can therefore be considered that the proposals are deemed to be acceptable to the vast majority.
- 11.3. The objectors were written to with a detailed explanation and the Police agreed to withdraw their objection on the proviso that GCC continue to work closely with them regarding additional traffic calming measures should there be any areas along the B4063 where speeds remain above the enforcement threshold of a 30mph speed limit. Any further measures would need to be appropriate and agreed by both parties.
- 11.4. A temporary 30mph speed limit has been in place along the B4063 during the construction works for the cycle scheme.
- 11.5. The road layout has been significantly altered to aid compliance of a 30mph speed limit, including road narrowing, continuous footway crossings, formal pedestrian crossings, road markings and accompanying warning signs.
- 11.6. Average speed cameras have been installed along part of the B4063 and the Police have confirmed that the recent data collected shows that the mean and 85th percentile speeds have dropped to well within the ACPO guideline for enforcement intervention. It is understood that the Police will commence enforcement shortly after the permanent 30mph speed limit has been implemented.

- 11.7. GCC acknowledges that further speed data should be collected within 12 months of the permanent speed limit being implemented and is committed to continue working with the Police on any future agreed traffic calming measures should the mean speeds in any section of the B4063 be significantly outside the ACPO intervention level for a 30mph speed limit.
- 11.8. The proposal (as shown in Appendix A) was designed, taking into account the feedback received throughout the scheme engagement as a whole whilst balancing this with GCC's duties under Sections 81 - 84 and 122 of the Road Traffic Regulation Act 1984 and with the fact that only two objections were received.
- 11.9. It is considered that the 30mph speed limit proposal meets GCC's objectives and therefore, it would be beneficial that the TO be made as advertised in May 2023.

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 Act and the procedures laid down in the 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 two objections to the TO were received, I am satisfied that they have been duly considered and that a balance has been drawn between them, positive feedback and safety of all road users. It is noted that the Police have withdrawn their objection on the proviso that GCC continue to work closely with them regarding additional traffic calming measures should there be any areas along the B4063 where speeds remain above the enforcement threshold of a 30mph speed limit. Any further measures would need to be appropriate and agreed by both parties.
- 12.4 I am satisfied that the speed data collected so far and the traffic calming measures that have been implemented are sufficient to warrant the B4063 and Pheasant Lane becoming a 30mph speed limit.
- 12.5 I acknowledge that further speed surveys should be undertaken within 12 months of implementing the permanent 30mph speed limit.
- 12.6 I acknowledge that GCC will continue to liaise with the Police, where relevant, on any future agreed traffic calming measures that may be required in the event of recorded speeds significantly exceeding the ACPO level of intervention for a 30mph speed limit.
- 12.5 After considering all background information, representations and data supplied in this report, I recommend that the formal representations are considered as minor in nature.
- 12.6 I recommend that the TO is made permanent as originally advertised in May 2023, under delegated authority.

13. Decision By the Assistant Director: Traffic & Transport

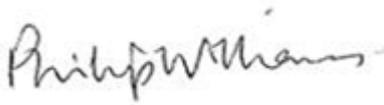
- 13.1 I have considered the report, recommendations and whether to hold a Traffic Regulation Committee. I have also considered the representations that we received in relation to this

matter and liaised with the Cabinet Member for Environment, Economy and Planning in making my decision. I have decided that Gloucestershire County Council should:

- Make the TO as advertised in May 2023; and
- Undertake further speed surveys within 12 months of implementation; and
- Continue to work closely with the Police on any future traffic calming measures along the B4063 that GCC deem feasible if recorded speeds significantly exceed the ACPO level for intervention for a 30mph speed limit.

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:



Philip Williams, Assistant Director: Traffic & Transport

Date: 18th December 2024

Appendices

Appendix A – Advertised Legal Documents for TO

Appendix B – Automatic Traffic Count Speed Data

Appendix C – November 2024 Speed Data from Average Speed Cameras

Appendix D – Statement of Due Regard