

Traffic Order Report:

Proposed 30mph, 40mph & 50mph Speed Limits; A419 between Chalford & Cirencester, Gloucestershire

Version 1 – January 2026

Revision	Description	Author
1	First Issue	WC

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Traffic Order Title:

GLOUCESTERSHIRE COUNTY COUNCIL (30, 40 & 50 MPH SPEED LIMITS) (A419) (VARIOUS PARISHES) (STROUD DISTRICT & COTSWOLD DISTRICT) ORDER 2024

Case Officer: Will Cox, Senior Traffic Engineer, ADL Traffic & Highways Engineering Ltd.

Senior Case Officer: Hannah Bassett-Louis, TRO 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 & 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 October/November 2024.

3. Background and Purpose of the Scheme

- 3.1. This TO scheme consists of the following proposals:
 - To introduce the speed limits detailed in the schedules below; and
 - To rectify anomalies between the existing 30mph speed limit Traffic Order and the on-site situation on Stroud Road in Cirencester, by revoking the existing Traffic Order and introducing a 30mph speed limit by virtue of street lighting (where there is street lighting) and by Traffic Order as detailed in Schedule 1 below (where there is no streetlighting); and
 - To repropose the existing 40mph speed limit on London Road from Stroud to Chalford to consolidate the speed limits on the A419 into one Traffic Order.

Schedule 1 - 30mph Speed Limit to be Introduced by Traffic Order

Road Name & Number	Description
Stroud Road (A419)	From a point approximately 656m west of its junction with Tetbury Road (A429) to a point approximately 746m west of its junction with Tetbury Road (A429)

Schedule 2 - 40mph Speed Limit to be Introduced by Traffic Order

Road Name & Number	Description
A419 (Known in part as London Road and in part as Cowcombe Hill)	From a point approximately 10m south-east of its junction with Gunhouse Lane (75143) to a point approximately 45m north-west of its junction with Cirencester Road (C268)
Stroud Road (A419)	From a point approximately 746m west of its junction with Tetbury Road (A429) to a point approximately 1130m west of its junction with Tetbury Road (A429)

Schedule 3 - 50mph Speed Limit to be Introduced by Traffic Order

Road Name & Number	Description
A419 (known in part as Cowcombe Hill and in part as Stroud Road)	From a point approximately 45m north-west of its junction with Cirencester Road (C268) to a point approximately 1130m west of its junction with Tetbury Road (A429)

- 3.2. The scheme is being proposed primarily to improve road safety and amenity for all highway users, including pedestrians and cyclists on the A419 between Chalford and Cirencester, where there is currently a national speed limit. There have been 18 personal injury collisions on this section of road in the last 5 years. Consequently, this has been flagged up on the Gloucestershire “Hotspot List” as a location that requires intervention.
- 3.3. In 2022, Gloucestershire County Council published its Road Safety Strategy for 2022 until 2032, which complements the Local Transport Plan 2021-2040. Within this new strategy, the council has set a vision to reduce the number of people being killed or seriously injured on Gloucestershire’s roads by 50% before 2032.
- 3.4. The new Gloucestershire Road Safety Partnership has, therefore, launched a casualty reduction programme, which includes the rollout of an average speed limit camera enforcement strategy. A scheme proposal incorporating the A419 has been included into this programme and stretches along the A419 from Chalford to Cirencester. Camera enforcement measures will be used at some point in the future, should the speed limit reduction be implemented.
- 3.5. The scheme will also rectify anomalies between the existing 30mph speed limit Traffic Order and the on-site situation on Stroud Road in Cirencester, by revoking the existing Traffic Order and introducing a 30mph speed limit by virtue of street lighting (where there is street lighting) and by Traffic Order (where there is no streetlighting) along Stroud Road, Cirencester.
- 3.6. It is also proposed to include the existing 40mph speed limit on London Road from Stroud to Chalford within this order to consolidate the speed limits on the A419 into one Traffic Order and rectify anomalies between what is signed on-street and what the Traffic Order says. There will be no changes to the existing signed 40mph speed limit on-street on London Road between Stroud and Chalford.

4. Law and Policy

- 4.1. The Road Traffic Regulation Act 1984 sets out the legal basis for making TOs. The proposal meets with 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 TO 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 observations by the GCC Traffic Engineering Team, Road Safety Team and the Case Officer were made when considering the respective speed limit proposals prior to the

TO process being started. Careful consideration was given to the design of the proposed speed limit in order to achieve the most appropriate scheme.

- 5.2. As part of the assessment of the proposed speed limits, eight Automatic Traffic Count (ATC) surveys were undertaken in order to ascertain whether a 40mph and 50mph speed limit would be enforceable and complied with by drivers in the section of carriageway currently under a national speed limit. The surveys demonstrated that the vast majority of existing 85th percentile vehicle speeds were within or close to the Association of Chief Police Officers (ACPO) guideline intervention level for 40mph and 50mph speed limits of 46mph and 57mph respectively (See Appendix B).
- 5.3. Analysis of collision data from 1st January 2019 – 30th June 2024 (inclusive) showed 18 personal injury collisions having taken place within the investigation area. Detailed accident reports can be found in Appendix B.

6. Consultation on the proposed TO

- 6.1. Statutory consultation for this proposed TO scheme was undertaken between 18th July 2024 and 9th August 2024. A letter and plan were emailed to the Statutory Consultees and stakeholders explaining the proposals and the reasoning behind them. Consultees were able to respond via email or post.
- 6.2. Public consultation (Notice of Proposal) for this proposed TO scheme was undertaken between 30th October 2024 and 22nd November 2024 with Notices placed on site, in the local newspapers (Stroud News & Journal and Wilts & Glos Standard), on GCC's website and hard copies were placed on deposit at Shire Hall and Chalford Parish Council Offices (see Appendices A & C). The representations made can be found in Appendix D.

7. Objections/Support

- 7.1. The Statutory Consultees responded as follows:

Name	Comments
Stroud Central County Councillor	No comments received
Minchinhampton County Councillor	No comments received
Tetbury County Councillor	No comments received
Cirencester Park County Councillor	No comments received
Stroud District Council	No comments received
Cotswold District Council	No comments received
Freight Haulage Association	No comments received
Road Haulage Association	No comments received
Police	Raised concerns with the proposal (as outlined in Section 8)
Brimscombe & Thrupp Parish Council	No comments received
Chalford Parish Council	Supports the proposal
Minchinhampton Parish Council	No comments received
Sapperton Parish Council	No comments received
Coates Parish Council	No comments received

Cirencester Town Council	No comments received
Fire & Rescue	No comments received
Ambulance Service	No comments received
Parking Enforcement Team	No comments received
Local Highway Manager (Cotswold South)	Offered no objections to the proposal
Local Highway Manager (Stroud South)	No comments received

7.2. Responses received during the Public Consultation (Notice of Proposal):

No responses from members of the public were received.

8. Details of representations and Case Officer’s Response

8.1. The police issued support for some parts of the proposal but raised concerns about other sections along the route.

At Cowcombe Hill, the police raised no objection to the proposed reduction of the speed limit to 40mph.

At the Jolly Nice junction, the police noted that recorded collisions are considered to be primarily associated with the existing junction geometry and the access and egress arrangements serving the Jolly Nice site, rather than vehicle speed alone. They advised that a reduction to a 50mph speed limit along this section, up to Chapmans Cross, would be justifiable but would require supporting engineering measures and enforcement, including the use of cameras, in order to be effective.

For the middle section of the route, the police observed that collision data is minimal and that the road characteristics are not typically associated with a 50mph speed limit environment. On this basis, they advised that this section should remain subject to the existing national speed limit. However, while expressing this view, the police confirmed that they would not formally object to the introduction of a 50mph speed limit along this section.

On the approach to Cirencester from Four Mile Lodge and towards the Royal Agricultural University, the police identified a higher collision risk profile. Therefore, they supported a reduction to a 50mph speed limit in this location, with enforcement through the use of average speed cameras to ensure compliance.

8.2. In response to the concerns raised by the police, the Department for Transport “Setting Local Speed Limits” guidance document states that a 50mph speed limit should be considered for lower-quality A roads with a relatively high number of bends, junctions or accesses, characteristics which are present along this section of the A419. The guidance also notes that the final choice of an appropriate speed limit may need to be adjusted to provide consistency along a route. This 50mph speed limit proposal aligns with this guidance.

Restricting speed limit reductions only to the sections around Jolly Nice up to Chapmans Cross and from Four Mile Lodge towards the Royal Agricultural University could result in variations in driver behaviour and may increase the risk of collisions along the intervening section. Inconsistent speed limits along a route can encourage risky overtaking manoeuvres, potentially leading to an increased risk of head-on collisions. Such behaviour is generally

reduced where a consistent speed limit is applied. In addition, inconsistent limits can cause driver confusion, reduced compliance and increased instances of speeding.

A consistent speed limit along the route would also support more effective enforcement, particularly through the use of average speed cameras. Journey times are not expected to be significantly affected, as existing vehicle speeds are already close to the enforcement threshold for a 50mph speed limit.

To address the concerns raised by the police, and following further meetings and discussions, GCC have agreed to undertake the following measures:

- Install average speed cameras at appropriate locations within the start and end of the proposed 50mph section.
- Review speed and collision data following the implementation of the speed limit.
- Consider additional engineering measures along the route to enhance compliance with the speed limit.

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 (please see Due Regard Statement in Appendix E).

10. Summary

- 10.1. This TO scheme proposal is to introduce new, lower, consistent speed limits along the A419 Chalford to Cirencester as well as to rectify current anomalies as to what is on street compared to what the existing Traffic Orders say.
- 10.2. The scheme is being proposed primarily to improve road safety and amenity for all highway users, including pedestrians and cyclists on the A419 between Chalford and Cirencester, where there is currently a national speed limit. There have been 18 personal injury collisions on this section of road in the last 5 years. Consequently, this has been flagged up on the Gloucestershire “Hotspot List” as a location that requires intervention. Generally, speed limit reduction reduces the likelihood and severity of road traffic collisions and therefore is one of the pillars of the Safe System which is the approach that Gloucestershire County Council and the Gloucestershire Road Safety Partnership follow.
- 10.3. The new Gloucestershire Road Safety Partnership has launched a casualty reduction programme, which includes the rollout of an average speed limit camera enforcement strategy. A scheme proposal incorporating the A419 has been included into this programme and stretches along the A419 from Chalford to Cirencester. Camera enforcement measures will be used should the speed limit reduction TO be implemented. The purpose of safety cameras is to influence driver behaviour so that they follow the legal rules of the road and do not exceed the maximum safe speed (the speed limit) that has already been established for that road. The overall desired outcome is to reduce the number of killed and seriously injured casualties and where there is a collision, a reduction in its severity. Generally, the lower the speeds, the less likely a collision is and the less severe the resultant impact.

- 10.4. One representation was received during the Statutory Consultation and Notice of Proposal (Public Consultation) process from a Statutory Consultee with regards to the proposed restrictions. No representations were received from members of the public.
- 10.5. The representation has 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.
- 10.6. In considering the assessment under Section 122 of the Road Traffic Regulation Act 1984, the proposed TO 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, 40mph and 50mph Speed Limits are 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. No formal objections were raised during the Notice of Proposal (Public Consultation) process, but the Police issued concerns during the Statutory Consultation process regarding a section of the 50mph speed limit proposal. This representation has been fully outlined in Section 8 and the Police have agreed that their representation should not be classed as an objection.
- 11.3. The proposal (as shown in Appendix A) has been designed, taking the traffic and collision data into account whilst balancing this with GCC's duties under Sections 84 and 122 of the Road Traffic Regulation Act 1984 and with the Department for Transport criteria for the respective speed limits.
- 11.4. It is considered that the proposed 30mph, 40mph and 50mph Speed Limit TO meets GCC's objectives and therefore, it would be beneficial that the TO be made as advertised in October/November 2024.

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 the Police raised concerns about a section of the 50mph speed limit proposal, I am satisfied that these concerns have been duly considered and that a balance has been drawn between the concerns, positive feedback and safety of all road users, given they have offered no formal objection to the introduction of the proposals.

12.4. I recommend that the TO is made permanent as originally advertised in October/November 2024, under delegated authority.

13. Decision by the Assistant Director: 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 October/November 2024.

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 and Active Travel Manager

Date: 5th March 2026

Appendices

Appendix A – Plans of Advertised 30mph, 40mph and 50mph TO

Appendix B – Traffic Data (Speed Survey & Accident History)

Appendix C – Draft Legal Documents for 30mph, 40mph and 50mph TO

Appendix D – Representation received during the Statutory Consultation

Appendix E – Statement of Due Regard