

Traffic Order Report:

Proposed 50mph Speed Limit; A4135 between Kingscote & Dursley, Gloucestershire.

Version 1 – June 2025

Revision	Description	Author
1	First Issue	WC

Contents

1. Purpose of Report.....	3
2. Recommendation	3
3. Background and Purpose of the Scheme.....	3
4. Law and Policy	4
5. Traffic Data.....	4
6. Consultation on the proposed TO	5
7. Consultation Responses	5
8. Details of Representations and Case Officer's Response	6
9. Equality Impact Assessment.....	7
10. Summary	7
11. View of the Case Officer	8
12. Recommendation by the Senior Case Officer	8
13. Decision by the Traffic Regulation Order Manager	8
Appendices.....	9

Traffic Order Title:

GLOUCESTERSHIRE COUNTY COUNCIL (50 MPH SPEED LIMIT) (A4135) (VARIOUS PARISHES) (STROUD DISTRICT & COTSWOLD DISTRICT) ORDER 2025

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

Senior Case Officer: Tom Hayward, Director, ADL Traffic & Highways Engineering Ltd.

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 Regulation Order 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 2025.

3. Background and Purpose of the Scheme

- 3.1. This is a proposal:
 - To introduce the 50mph speed limit detailed in the schedule below; and
 - To revoke the existing 50mph speed limit Traffic Order on the A4135 at Kingscote and repropose it within this TO to consolidate the speed limits on the A4135 into one TO.

Schedule - 50mph Speed Limit to be Introduced

Road Name & Number	Description
A4135 (known in part as Whiteway Hill & in part as A4135 Whiteway Hill to Kingscote Park & in part as A4135 Kingscote Park to Calcot Crossroads).	From a point approximately 111m south-east of the centreline of its junction with Byron Road (43566) to a point approximately 53m south-east of the centreline of its junction with the C262 (known as 2/262 B4058 to A46 Lasborough).

- 3.2. The scheme is being proposed primarily to improve road safety and amenity for all highway users, including pedestrians and cyclists on the A4135 between Dursley & Kingscote, where there is currently a national speed limit. There have been 11 personal injury collisions on this section of road in the last 5 years. This has been flagged up on the Gloucestershire "Hotspot List" as a location that requires intervention. The proposed changes seek to reduce the number and severity of collisions that have occurred here.
- 3.3. Vehicle speed data gathered during the assessment was within the Association of Chief Police Officers (ACPO) guideline intervention level for a 50mph speed limit of 57mph.

- 3.4. It is also proposed to include the existing 50mph speed limit on the A4135 at Kingscote within this TO to consolidate the speed limits on the A4135 into one TO. There will be no changes to the existing signed 50mph speed limit on-street at Kingscote as part of this TO process.

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.
- 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 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 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 were made by the Case Officer when considering the 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 50mph speed limit on A4135, 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 the existing 85th percentile vehicle speeds were within the Association of Chief Police Officers (ACPO) guideline intervention level for a 50mph speed limit of 57mph. Speed survey data is shown in Appendix B.
- 5.3. Analysis of collision data from 1st January 2019 – 30th September 2024 (inclusive) showed 11 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 17th February 2025 and 10th March 2025. 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 7th May 2025 and 30th May 2025 with Notices placed on site, in the local newspaper (Stroud News & Journal & Gloucester County Gazette), on GCC's website and hard copies were placed on deposit at Shire Hall & Dursley Library (see Appendices A & C). The representations made can be found in Appendix D.

7. Consultation Responses

- 7.1. The Statutory Consultees responded as follows:

Name	Comments
Dursley County Councillor	Supports the Proposal
Wotton-Under-Edge County Councillor	No comments received
Tetbury County Councillor	No comments received
Stroud District Council	Support the proposal but requested the speed limit be further reduced and additional measures included. The council were responded to, with the remit of the project explained and that other measures would be considered during the detailed design stage of the scheme.
Cotswold District Council	No comments received
Freight Haulage Association	No comments received
Road Haulage Association	No comments received
Police	Support the Proposal.
Uley Parish Council	Support the Proposal.
Kingscote Parish Council	Support the Proposal.
Dursley Town Council	No comments received
North Nibley Parish Council	No comments received
Wotton-Under-Edge Town Council	No comments received
Fire & Rescue	No comments received
Ambulance Service	No comments received
Parking Enforcement Team	No comments received
Local Highway Manager	Support the Proposal
Stroud Cycle Campaign	Support the Proposal

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

One objection was received from a member of the public.

8. Details of Representations and Case Officer's Response

- 8.1. The objector stated they have used the A4135 in various capacities, including as a motorist, motorcyclist, cyclist, and pedestrian. While acknowledging the high accident rate and the need for improved road safety, the objector questioned the effectiveness of a speed limit reduction at solving this. They stated that the speed data cited in support of the proposal lacks transparency regarding its collection and analysis, and that current speeds already fall within the proposed limit's ACPO guidelines and yet accidents persist.

The objector also raises concerns that reducing the speed limit could increase the danger of overtaking slower vehicles, due to longer exposure times when overtaking at a slower speed. Instead, they suggest a more targeted approach, including investigating accident clusters (e.g., near Bowcote Farm), improving signage visibility (including chevron signage and road studs) and assessing temporal patterns (e.g., low sun or darkness). They also suggested addressing the road surface, which they believe contributes significantly to unsafe driving conditions and questioned GCCs compliance with Section 122 of the Road Traffic Regulation Act 1984. Finally, the Objector expressed a willingness to collaborate with GCC on more effective safety improvements on this stretch of carriageway.

- 8.2. In response to the objection, this section of the A4135 has been flagged up on the Gloucestershire "Hotspot List" as a location that requires intervention. The proposed speed limit is in alignment with the DfT "setting local speed limits" guidance for a 50mph speed limit and makes the speed limit along this section of carriageway consistent with the existing 50mph speed limit at Kingscote. Additionally, the proposed speed limit reduction forms part of a broader package of measures aimed at reducing accident rates. These include improvements to signage and road markings to better highlight hazards and support safer driving behaviour. Therefore, in order for the package to be as successful as possible, it is imperative that the speed limit reduction proceeds as originally proposed.

In response to the comments surrounding the speed data referenced in the scheme assessment, this was collected using automatic traffic counters (ATC) surveys placed at representative locations along the A4135 over a continuous 7-day period in November 2024. The speed data and the location of the surveys can be found in Appendix B. The data has been analysed in accordance with Department for Transport (DfT) guidelines, focusing on the 85th percentile speeds, to assess compliance with the Association of Chief Police Officers (ACPO) intervention thresholds. This data was shared with the police as part of the scheme assessment and the proposal was supported by the Police, as a result of the speeds recorded.

In response to the concerns regarding overtaking, particularly in relation to slower-moving vehicles, most of this section of the A4135 is deemed unsuitable for overtaking. However, GCC will review the sight lines and consider targeted advisory signage to help mitigate any increased risk. It is worth noting that overtaking decisions ultimately remain the responsibility of individual drivers. Nevertheless, GCC aims to support informed and safe decision-making through appropriate road and information sign design.

In response to the comments regarding the right turn at Bowcote Farm, GCC will review the collision data for this location to determine whether it constitutes a cluster and assess whether

improvements to signage visibility are warranted. GCC has analysed the collision data for temporal patterns, including lighting conditions, of which the preliminary findings indicate that most incidents occurred during daylight hours. GCC inspects road studs routinely as part of its ongoing maintenance programme. However, in response to these concerns a specific review of their condition along this stretch will be arranged.

In response to the concerns regarding the road surface between Dursley and Wotton-under-Edge, this section has been assessed for resurfacing within our routine maintenance programme, ensuring compliance with Section 122 of the Road Traffic Regulation Act 1984.

Finally, in response to the objector's willingness to collaborate with GCC on more effective safety improvements along this section of carriageway, GCC officers will continue dialogue with the objector during the design and build stage of this safety scheme, where appropriate.

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 Statements in Appendix E).

10. Summary

- 10.1. This is a proposal:

- To introduce the 50mph speed limit detailed in the schedule below; and
- To revoke the existing 50mph speed limit Traffic Order on the A4135 at Kingscote and repropose it within this TO to consolidate the speed limits on the A4135 into one TO.

Schedule - 50mph Speed Limit to be Introduced

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- 10.2. The scheme is being proposed primarily to improve road safety and amenity for all highway users, including pedestrians and cyclists on the A4135 between Dursley & Kingscote, where there is currently a national speed limit. There have been 11 personal injury collisions on this section of road in the last 5 years. This has been flagged up on the Gloucestershire "Hotspot List" as a location that requires intervention. The proposed changes seek to reduce the number and severity of collisions that have occurred here.

- 10.3. Vehicle speed data gathered during the assessment was within the Association of Chief Police Officers (ACPO) guideline intervention level for a 50mph speed limit of 57mph.

- 10.4. It is also proposed to include the existing 50mph speed limit on the A4135 at Kingscote within this order to consolidate the speed limits on the A4135 into one TO. There will be no changes to the existing signed 50mph speed limit on-street at Kingscote as part of this TO process.
- 10.5. Representations were received during the Notice of Proposal (Public Consultation) process from members of the public and statutory consultees with regards to the proposed speed limit reduction.
- 10.6. All representations have been outlined and responded to within this report in Sections 7 & 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 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 50mph 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. One objection to the introduction of the 50mph speed limit was 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 representations received, but also 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. The police have also offered their support for the proposal in terms of enforcement of the speed limit.
- 11.4. It is considered that the 50mph speed limit proposed meets GCC's objectives and therefore, it would be beneficial that the TO be made as advertised in May 2025.

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 one objection to the TO was received, I am satisfied that it has been duly considered and that a balance has been drawn between the objection, positive feedback and safety of all road users.

12.4. I recommend that the TO is made permanent as originally advertised in May 2025, under delegated authority.

13. Decision by the Traffic Regulation Order 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 2025.

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: 

Hannah Bassett-Louis – Traffic Regulation Order Manager

Date: 9th July 2025

Appendices

Appendix A – Proposal plans for Advertised TO

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

Appendix C – Draft Legal Documents for TO

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

Appendix E – Statement of Due Regard