

1.0: Executive Summary

v 1.0 – 16/10/19

Road safety is currently the most emotive subject for residents in Adderbury. Significant public pressure has been placed on Adderbury Parish Council (APC) to improve road safety, and in particular to reduce the number of vehicles travelling at excessive speeds through the village.

This report is intended to be the first major step in response: a 'living' document that will develop as proposal progress. Its primary purpose is as the feasibility study for viable road safety improvement in Adderbury. Process, evidence and prioritisation are followed by an overview of proposals, identifying technically feasible measures, and the locations where they can most effectively be deployed. Proposals are then detailed on a Road-by-Road basis, to give an overview of each road and the main issues faced, and complementary measures that could be implemented in mitigation.

Analysis of the traffic data has confirmed that five roads have very significant speeding issues. In descending order of severity these are: Oxford Road, Twyford Road, Berry Hill Road (including Milton Road), Aynho Road and Banbury Road. All are 30mph roads, and each have over 100 vehicles per day exceeding 45mph, and some exceeding 60mph! These roads will benefit most from speed reduction measures. There are also indications of 'rat-running' through both Twyford and the village centre, and specific measures are proposed in order to reduce this.

The common measures proposed are intended to give motorists a consistent approach throughout the village, which in turn should increase compliance. What is clear is that there are measures that can be taken to improve road safety for all the 'through' roads in the village, and that the village needs to be viewed as a whole.

Funding is considered: the road safety funding held by APC, the road safety funding held for Adderbury by Oxfordshire County Council (OCC), and some other potential additional sources. At the request of APC, recommendations on the most effective use of available funds are provided.

The appendices to this report cover the works proposed: some are under development, and some are yet to commence. They list the proposed works in an approximate order of priority – driven by a combination of the evidence of need and their anticipated effectiveness, and tempered by the likely speed, ease and cost of implementation. Each element needs to be developed into a detailed plan, so that once APC, Cherwell District Council, OCC & Thames Valley Police approval has been secured (as appropriate), progress can be made.

There is not yet a draft programme for the works: the rate of progress for each element will depend very much on the people who come forward to make them happen. OCC have made it clear that Adderbury needs to drive every element – including producing detailed designs for approval, carrying out consultations where required, and preparing detailed briefings for contractors. OCC will help, particularly in ensuring technical and legal compliance and supervising works on the carriageway, but this work is not a priority for them compared to their core workload.

The need for road safety improvements has been raised and pressed by the residents of Adderbury, and by our collective effort can be delivered to provide a safer environment for everyone: ourselves, our children, and those who travel through the village.