

4.0: Proposals Overview

v 1.0 – 16/10/19

4.0 Overview:

The initial approach of the Environment Committee was to consider the road safety issues reported by residents in Adderbury, and a range of potentially viable options for improving safety. These were predominantly but not exclusively speed reduction measures. These were discussed at an early stage with the appropriate staff at OCC Highways, so that we could verify viability and acceptability. OCC are effectively the 'owners' of the county roads in Oxfordshire, and thus need to be content with any proposals before their implementation.

Following these discussions and consideration of the evidence referred to in section 3.0 of this report, the first draft was compiled of the summary spreadsheet "Potential and Existing Traffic Calming Measures" (generally referred to as the multi-coloured spreadsheet). The latest version of this is in Section 4.4 of this report. This identified which measures were most likely to be applicable to address the issues in different parts of the village, and included some either/or options.

In December 2018, OCC Highways and the APC EC held an extended walk through of the village roads, and considered the options listed, plus a few additions and variations. The spreadsheet was updated and shared with the APC main committee, and our respective District and County Councillors. It has subsequently been discussed with Thames Valley Police. The proposals have been widely supported, and APC subsequently delegated authority to the Environment Committee to decide on and implement the spending priorities for those funds allocated to road safety that were directly under APC control (c. £5,000) to enable small works to commence.

4.1 Initial Actions:

The environment committee prioritised some early actions to initiate safety improvements, focussing primarily on asking Adderbury residents to lead by example and be good neighbours. Amongst the reasons for this was the awareness that during previous enforcement initiatives by Thames Valley Police, a significant proportion of those exceeding the speed limits in the village were found to be Adderbury residents. Specific actions taken:

- **An article** was published in 'Contact', which is delivered to all properties in Adderbury. Residents were asked to support and assist in addressing this issue, which itself had been raised by residents. Road safety has been covered in the APC reports of most subsequent issues of Contact, in order to keep up the focus.
- **Letters** were sent to all 63 registered businesses in the parish of Adderbury. This took the same message, and widened it to also cover those that work within the village. Specific mention was made of our request to TVP for enhanced enforcement. Avoiding speeding convictions should be important to all drivers, especially those who need to drive to or at work. Any businesses that require 'O' licences in order to operate should be particularly focussed on not committing offences.
- **Annual Parish Meeting.** A presentation was given on the outline proposals, which included the need for residents to lead by example and driver considerately. There was a very large turnout at the meeting, with many attendees demonstrating that improvements to road

safety in the village was of the highest priority for them. Attendees from Thames Valley Police and Cherwell District Council were able to witness the strength of feeling first-hand.

- **Temporary signage.** 30mph wheelie bin stickers were made available to those who wished to display them, and OCC Highways considerate driving signage was also refreshed.

4.2 Calming Measures:

Approximately 85% of drivers seek to be considerate and law abiding, and are likely to respond positively to measures that reduce or remove any misunderstandings over the speeds at which it is safe to drive. The following 19 calming measures have been considered, and many are in development where appropriate:

1. **Foliage Clearance.** Some existing signs can get obscured by foliage, preventing drivers from explicitly seeing that they are entering (or have not yet exited) a speed restriction. Work to clear offending foliage was undertaken by both OCC and APC in spring 2019, and will be repeated in future years if and as required. Some signs have also been cleaned to reinstate the retro-reflectivity of the signs.
2. **Gateways.** These were introduced a few years ago at most village entrances to increase the visual impact of moving from a rural high speed road into a residential low speed road. Existing gates have been painted white to significantly improve the impact, and some signage may be enhanced. Gates are to be installed on Oxford Road as a priority, to provide the same impact as at the other village entrances.
3. **Red Asphalt to enhance White Roundels.** Although historically used in places such as Adderbury and Deddington, OCC Highways have a current policy against the use of red asphalt. Therefore a specific Departure from Standard would be needed to secure approval for its use. As this is the only aspect of our proposals that did not get OCC support, we have put this proposal on hold and are focussing on other options. White roundels are still used, but are painted directly onto the black asphalt surface.
4. **30mph reminder signs.** These are only permitted when the road is unlit, as the presence of streetlighting is itself confirmation that the speed limit is 30mph (unless otherwise signed). However, when used in conjunction with speed enforcement, the diagram 880 sign is permitted – speed camera and 30mph roundel on a blue background. These should be used on roads where enforcement is carried out, and consequently provision of these is proposed in the vicinity of all enforcement sites. Up to two signs are permitted on each road in each directions, both before and after the actual enforcement site.
5. **White Repeater Roundels.** These are permitted when used in conjunction with the diagram 880 signs.
6. **No Overtaking on Approaches to Gateways.** A number of potentially very serious near misses have occurred as a result of vehicles overtaking within the 30mph zone, particularly when entering or leaving the village. Anecdotal evidence indicates that drivers are more likely to comply with a solid white centreline than with the speed limit, so extending or introducing no overtaking each side of a gateway may deter those motorist who are inclined to overtake other vehicles that are driving at or within the limit.

7. **Triangular Hazard Signs.** Some of these are in use in the village, and highlight particular hazards such as the increased presence of children or infirm people close to specific facilities. Some additional signage may be beneficial at specific locations.
8. **Advisory Signage.** Where statutory signage is not appropriate or permitted, but we wish to draw attention to the need for considerate driving, an array of advisory signs are permissible. In addition to the 'wheelie bin stickers' and OCC considerate driving signs already in use, options include Black-on-Yellow bespoke messages (the hard-hitting "*Kill your speed, not our children*" has been seen elsewhere) and Green-on-White "20's Plenty" signs.
9. **Vehicle Activated Signs.** These have been installed on all the roads in and out of the village, except for Oxford Road. Although of high initial impact, feedback on the ongoing effectiveness of these is mixed. Residents report that they are frequently triggered – if motorist immediately slow to the limit then they are effective; if they continue to speed then they are not. Although clearly of some merit, the cost is such that there are probably higher priorities for our limited funding so no extra VASs are currently proposed. The limited options for dealing with Oxford Road (the worst in the village) means that we may need to revisit provision of a VAS here if other options are not viable or are insufficiently effective.
10. **Relocation of 30mph Commencement, Berry Hill Road.** The change from 40mph to 30mph on Berry Hill Road is immediately at the junction with Oxford Road. Consequently, motorists who are focussing on the road may miss the signs, which are not in natural sight lines. This omission may be compounded by turning on to what is initially a tree-lined road with fields each side, leading to the residential section with wide verges and a lack of obvious streetlighting. With no signage, motorists could legitimately believe that they are on a derestricted road. The proposed solution to this is to move the 30mph commencement back a short distance along Berry Hill Road, so that the signs are clearly visible. OCC have proposed a further improvement – to also move the gateway forward, and to locate the gates and 30mph commencement under the first streetlight, in order to maximise visibility. The precise location may need to be moved if the proposed new development goes ahead.
11. **Speed bumps, humps, etc.** These could be effective to reduce speed on the residential 'D' roads in Twyford or the High Street to Horn Hill Road link. However, they introduce the detrimental consequence of noise and vibration from the vehicles that bump over them. Therefore express agreement would be needed from any residents in the immediate vicinity. OCC will not permit their use on any of the primary roads through the village. For these reasons, we are not currently proposing their use, but they remain an option at some locations if other measures are insufficiently effective.
12. **Constraints, Islands, chicanes, etc.** Various options are available and suitable versions can probably be found for most of the roads. They are however some of the more expensive options under consideration, and would need to be considered on a prioritised case-by-case basis. There are versions of these that are more suited to the characteristics of rural villages, and those introduced approaching and within Aynho are considered to be a good basis for options that might suit Adderbury.
13. **20mph zones.** These could also be effective to reduce speed on the residential 'D' roads in Twyford or the High Street to Horn Hill Road link. OCC will not permit their use on any of

the primary roads through the village. 20mph zones need to be 'self-enforcing', so generally involve significant quantities of build-outs, chicanes and signage. This can significantly alter the visual characteristics of a street, and although safety should be our top priority, the potential detrimental effect on e.g. house prices is likely to mean that significant objections were raised by residents. TVP have indicated that enforcement of 20mph zones is not a priority for them. 20mph zones are also amongst the most costly of options, and given the relative severity of speed issues on the main roads, it is not currently envisaged that a six-figure sum could be justified to install 20mph zones on the roads for which they could be suited. Other more suitable options have therefore been proposed.

- 14. Restrict Junction at Oak Tree.** The village centre roads from Horn Hill Road to the High Street are used as a short cut for through-traffic travelling to and from Bloxham. This traffic could be both reduced in both volume and speed by closing the western arm of the triangular junction at the Oak Tree. Through traffic would be more likely to continue along Berry Hill Road and onto Oxford Road, and the residual traffic that wished or needed to go through the village centre would be forced to slow significantly to make a 120 degree turn onto the eastern arm of the junction. This is considered to be far more effective in both impact and cost than a 20mph zone, and is evaluated further in section 5.7.5.
- 15. Count Down Markers.** These provide advance warning of changes to speed limits, and are particularly effective where the speed limit sign is not visible from a good distance. OCC have noted that these are not 'prescribed signs' i.e. not automatically approved for use in England. Given their effective use in Northamptonshire (e.g. Aynho and Croughton) and approval elsewhere (e.g. Scotland), if necessary we will apply for departures to permit their use where we believe they will be most effective – Milton Road and Oxford Road.
- 16. Provide Footway for Pedestrians.** Following the recent installation on Milton Road, footways are now in place on all roads except for Berry Hill Road. This is considered further in section 5.4.6.
- 17. Additional 40mph Repeater Signs.** Signage could be improved in two of the 40mph zones, and may also be needed on the extended 40mph zone when the Berry Hill Road limit position is changed.
- 18. Pedestrian Barriers.** It has been suggested that staggered barriers should be installed at the end of the footpath from Dog Close where it meets Water Lane, to inhibit children from running directly into traffic.
- 19. Sequencing of Traffic Lights.** The traffic lights at the junction of Banbury Road, Aynho Road and Oxford Road are the cause of considerable queueing during the morning and evening peaks. A consequence is that a number of motorists opt to rat run through the residential roads of Twyford. Improving the timing of these lights is expected to reduce the incentive to rat run and cut-off the corner.

4.3 Enforcement Measures:

- 20. Police Camera Van Enforcement.** This is seen as the most effective way of ensuring compliance with speed limits. However, TVP resources are very limited and we are unlikely to get much more van allocation than the periodic visits to Aynho Road. We have asked TVP to use a number of sites around the village, to spread the benefit of whatever resource is available and to increase uncertainty amongst motorists. Coupled with the diagram 880

signage in 4 above, we hope that this will bring village-wide benefits, whether or not a van is actually present on any given day. TVP have to carry out and pass a mobile enforcement risk based assessment for each proposed location, so may not approve all recommended enforcement sites. Hardstandings may need to be provided for two sites on verges.

21. Community Speedwatch. This is TVP's primary method of deterrent, where PC or PCSO support is given to residents who monitor traffic on their behalf. There are two approaches:

- **Speed Indication Device (SID):** Conspicuous volunteers in hi-vis jackets operate a mobile speed measuring device at pre-agreed roadside locations. TVP preference is to avoid any devices that resemble a gun, and instead use a mobile speed indication device (SID) that resembles a road sign with a central visual display of the speed of each vehicle. Volunteers manually note the speed and particulars of the vehicle. After a monitoring session, vehicles that have exceeded the limit by a set amount (at least 5mph) are identified. A volunteer with police security clearance then enters the vehicle details into the national police database and identifies the details of the registered keeper. Those details are then transferred to a stand-alone computer and entered into a pre-drafted TVP letter that informs the keeper of the offence and asks them to refrain from repeating it. If a vehicle is caught for a second time, then a second (less polite) letter will be generated. If the motorist doesn't get the hint and offends for a third time, then a member of the TVP Roads Unit at Bicester will hand deliver the third letter to the offender in order to make the message clear. If at any point vehicles are identified that have other issues (e.g. without tax, insurance or MoT), then the action will pass immediately to the Roads Unit.
- **Sentinel Camera.** This approach is the same as the SID, but instead of conspicuous volunteers at the roadside, a small discreet camera is installed on a post or lamp column to capture the details of offenders. This does not provide the visual deterrent of conspicuous volunteers, but has the advantage of being able to operate at any time, at almost any location, in a range of weathers, captures more realistic driver behaviour, and removes the need for volunteers to stand at the roadside.

22. Gatso/Truvelo Nesting Boxes. Although not something that any authority is likely to officially endorse, realistic imitation camera boxes have the advantage of appearing to be real to the unwary motorist, and if captured in camera monitoring software for satnavs, those satnavs will then warn motorists to slow down at that location. Only after slowing and taking a good look might the motorist note that it isn't real, but the desired effect of slowing them will have been achieved. Given the progress being made with the Sentinel camera, this option is not currently being pursued.

23. Genuine Gatso/Truvelo camera boxes with flash. These are used selectively on UK roads, as the camera is the most expensive component, so is sometimes moved around between boxes that are otherwise operational. Genuine boxes are by definition fully realistic, and the presence of a flash reinforces this appearance. Motorist will not know whether there is no camera, a camera with no film, or a camera that might catch them next time. Given the progress being made with the Sentinel camera, this option is not currently being pursued.

24. Fixed Speed Cameras. TVP are no longer supporting the provision of additional fixed speed cameras. Average speed cameras (e.g. SPECS) are not suited to village locations for a variety of reasons, such as the close spacing of junctions, and that natural slowing for e.g. traffic lights would then permit some very high peak speeds within a compliant average.