

WARWICKSHIRE COUNTY COUNCIL

ROAD TRAFFIC REGULATION ACT 1984
SPEED LIMITS

THE WARWICKSHIRE COUNTY COUNCIL (B4455 FOSSE WAY, ETTINGTON,
STRATFORD UPON AVON (50 MPH SPEED LIMIT)
ORDER 2026

STATEMENT OF REASONS

1. BACKGROUND

Pursuant to section 84 of the Road Traffic Regulation Act 1984, Warwickshire County Council is proposing to implement the following Speed Limit Orders as described in Schedule 1, the effect of which will be to introduce a 50mph Speed Limit at the B4455 Fosse Way, at its junction with Banbury Road, Ettington, Stratford upon Avon.

The above speed limit are proposed works as part of a larger scheme taking place on the entire length of the Fosse Way within Warwickshire boundary.

The objective of this scheme is aimed at tackling inappropriate speeding on rural roads, with a particular focus on young drivers. The scheme, developed in collaboration with a behavioural science consultancy is designed to address both legal and inappropriate speeding - especially among young and newly qualified drivers, who are statistically at higher risk of road traffic collisions.

The scheme combines traditional engineering solutions with advanced behavioural science to create a truly innovative strategy for tackling rural speeding. Key features of the initiative include:

- Engineering upgrades such as enhanced signage, road markings, and speed-reducing measures at high-risk junctions and bends.
- Behavioural nudges including instinctive roadside cues designed to subtly guide drivers toward safer speeds.
- Messaging to engage drivers – with particularly emphasis on younger drivers - in adopting safer driving habits.
- Community engagement through digital campaigns and local outreach to shift social norms around rural speeding.

The proposed improvements as listed above, to the road layout will help to reduce the number of personal injury collisions along the highlighted route which will be beneficial to all road users and the local community, especially younger or newly qualified road users, who historically have been involved in a higher percentage of collisions along the route.

Warwickshire County Council is continuously reviewing and monitoring speed limits, and as part of this scheme, aims to make sure speed limits are appropriate for the carriageway and environment. It is believed that by reducing the speed at these locations, motorists will be better able to negotiate the upcoming bends, or junction.

The carriageway referred to in Schedule 1 below, lends itself to a lower speed limit for this stretch and it would benefit the dwellings and junctions it serves to reduce this speed limit. Both sections of carriageway have been assess based on DfT guidelines to determine the most appropriate speed limit, based on KSIs, mean speeds, traffic flow and carriageway environment.

2. PROPOSALS

B4455 Fosse Way, Ettington, Stratford upon Avon

From its junction with A422 Banbury Road in a northern direction for a total distance of 178 metres.

B4455 Fosse Way, Ettington, Stratford upon Avon

From its junction with A422 Banbury Road in a southern direction for a total distance of 178 metres.

3. LEGAL FRAMEWORK

The Road Traffic Regulation Act 1984 enables Warwickshire Council to make Orders prohibiting the driving of motor vehicles on a road at a speed exceeding that specified in the Order, or directing that a road on which there is provided a system of street lighting furnished by means of lamps placed not more than 183 metres apart shall become a restricted road (subject to a speed limit of 30 mph) or that it shall cease to be a restricted road.

Speed Limit Orders and Restricted Road Roads remain in force until superseded or revoked.

The Department for Transport's Circular 01/2013 'Setting Local Speed Limits' should be the basis for assessments of local speed limits, for developing route management strategies and for developing speed management strategies required as part of the Local Transport Plan process. Circular 01/2013 requires that "speed limits should be evidence-led and self-explaining and seek to reinforce people's assessment of what is a safe speed to travel. They should encourage self-compliance. Speed limits should be seen by drivers as the maximum rather than a target speed. Traffic authorities set local speed limits in situations where local needs and conditions suggest a speed limit which is lower than the national speed limit."

In deciding whether or not to make a Traffic Regulation Order, Warwickshire County Council is required to have regard to the matters set out in section 122 of the 1984 Act. Section 122(1) requires the Council to exercise the functions conferred on it by the 1984 Act as (so far as practicable having regard to the matters specified in section 122(2)) to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians), and the provision of suitable and adequate parking facilities on and off the highway. This requires the Council to weigh up several factors when deciding to proceed with a proposal.

The matters to which the Council must have regard are:-

- the desirability of securing and maintaining reasonable access to premises
- the effect on the amenities of any locality affected and 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 roads run
- the national air quality strategy prepared under section 80 of the Environmental Protection Act 1995
- 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

- and any other matters appearing to the Council to be relevant

Therefore, whilst the overall objective of the Council must be to secure the expeditious convenient and safe movement of vehicular traffic this will sometimes need to give way to the objectives in section 122(2) and a balance has to be achieved between the overall objective and the matters set out in section 122(2).

The Council, as the Traffic Authority, is required to have regard to its duty under section 16 of the Traffic Management Act 2004, to manage the local road network to achieve as far as possible:

- securing the expeditious movement of traffic on the local road network; and
- facilitating the expeditious movement of traffic on road networks for which another authority is the Traffic Authority,
- having had regard to its other obligations, objectives and policies as far as possible.

The Council is required to have regard to its duty under section 149 of the Equality Act 2010 in the making of these proposals, and give regard to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it, and in particular, to the need to:

- remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
- take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

Thorough consideration was given to the factors set out in Section 122 of the Road Traffic Regulation Act 1984 and Section 16 of the Traffic Management Act 2004 in proposing this Speed Limit Order.

Thorough consideration was given to the equality's duty of the Council under Section 149 of the Equality Act 2010

3. SCHEDULE

Schedule 1

B4455 Fosse Way, Ettington, Stratford upon Avon

From its junction with A422 Banbury Road in a northern direction for a total distance of 178 metres.

B4455 Fosse Way, Ettington, Stratford upon Avon

From its junction with A422 Banbury Road in a southern direction for a total distance of 178 metres.

4. Existing Order to be revoked.

None

5. Plans

Consultation Plan	Location
TR11440/6	B4455 Fosse Way, Ettington Crossroads

Ends.