

From: Doug Brodie

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Cc: Amol Pisal <Amol@adltraffic.co.uk>

Subject: B4214 Tenbury Road, Bromyard - speed limit proposal

Dear Councillors

Thank you for your comments in response to the recent consultation regarding the proposed reduction to the existing national speed limit in conjunction with the proposed Porthouse Farm development along the Tenbury Road.

As well as being a lawful requirement it's also vitally important that we consult and liaise with you throughout the whole process to reduce a speed limit and the purpose of this note is to ask for your continued input following further consideration and the receipt of comments from the Police regarding the reduction to the existing national speed limit.

In summary, having reviewed the location and existing speeds the Police have recorded that they ". . . can only support a reduction to 30 mph if significant traffic calming is introduced to reduce the existing speeds to a more acceptable level and would be more supportive of a reduction to 40 mph were that to be considered." They go on to say that, ". . . whilst it may be a duplication of effort, if / when development happens on the western side of Tenbury Road then that may be the right time to reduce the limit to 30 mph as the roadside environment would be significantly different."

An important factor on deciding an appropriate speed limit is the existing 85th percentile speeds, (this being the speed that 85 percent of vehicles do not exceed). There are no hard and fast rules for setting speed limit reductions but there is research that has shown that the safest and most responsible drivers travel at or below the 85th percentile speed and leads to recommendations that proposed speed limits should normally be set at or around the 85th percentile speed.

It's a common and understandable view that lowering a speed limit to any level can only be a move for the better, however setting speed limits at notable variance to the 85th percentile speeds can have drawbacks. It can lead to responsible motorists questioning the appropriateness of the speed limit and can result in vehicles travelling at a wider range of speeds which can cause frustration resulting in overtaking, tailgating, uncertainty of vehicle speeds etc., all of which can see a worsening safety record. Once respect for a speed limit is lost because it is considered to be set too low and / or too far out then that mindset could be carried through to the town centre.

At a point approximately halfway along the proposed speed limit extension the seven day average 85th percentile speeds have been recorded at 45.7 mph northbound and 40.5 mph southbound. This being the case the existing 85th percentile speeds would indicate that a 40 mph limit would be more appropriate than a 30 mph speed limit.

The developers planning consent doesn't tie them in to providing any speed reducing traffic calming features on the Tenbury Road and therefore in all likelihood they would resist any additional costs associated with implementing such features.

The next step in the process to change the speed limit is for Balfour Beatty to make a recommendation in a report for Herefordshire Council's *Assistant Director Environment and Place* to give his decision to proceed to the public advertising of the proposal. Balfour Beatty's and ADL's current thoughts are that making a recommendation for a 40 mph limit rather than a 30 mph

limit is more appropriate, however the other aspect we are considering is the possibility of recommending that a 40 mph speed limit be extended beyond the entrance to the rugby club.

It is important that the report sets out your views to help with the decision making and we would be most grateful to receive your further comments having considered the foregoing.

We would be very pleased to receive any comments that you may have and to ensure your views are fully considered we would be grateful to receive such by Monday 15 January 2018.

Yours sincerely,

Doug Brodie

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