

Record of operational decision

Decision title:	Proposed Experimental Traffic Order Scheme to implement a 40mph speed limit on the A465/B4348 in the vicinity of Locks Garage, Herefordshire.
Date of decision:	10 th October 2025
Decision maker:	Group Manager - Streetscene, Public Rights of Way and Traffic Management
Authority for delegated decision:	<p>Economy and Environment Scheme – Highways and Transport 75. To act on behalf of the council in respect of the legislation specified in the Road Traffic Regulation Act 1984.</p> <p>The authorisation limit is within the financial procedure rules and is sufficient for the decision and that the officer has authority under the contract procedure rules.</p>
Ward:	Wormside
Consultation:	<p>A Formal (Statutory) Consultation process was undertaken from 17th September 2025 to 10th October 2025, whereby an initial consultation letter and proposal plan were sent to all Statutory Consultees via email. During this process, no objections were raised.</p> <p>A summary of the responses received during the Formal (Statutory) Consultation process is included as Appendix A, and also summarised below:</p> <p>Kilpeck Parish Council – Fully supports the proposals.</p> <p>Traffic Management Advisor (TMA), West Mercia Police – offered no objection to the proposals</p> <p>Hereford and Worcester Fire and Rescue Service – Fully supports the proposals.</p> <p>Road Haulage Association – Issued no response to the consultation.</p> <p>Freight Transport Association – Issued no response to the consultation.</p> <p>West Midlands Ambulance Service – Issued no response to the consultation</p>
Decision made:	<p>Considering no objections have been made as part of the Formal (Statutory) Consultation, a new Experimental Traffic Order be introduced under Section 84 and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 and the Traffic Management Act 2004, the effect of which will be to implement a 40mph speed limit on the A465/B4348 in the vicinity of Locks Garage. The Experimental Traffic Order will remain in place for a minimum of 12 months. A decision will then be taken to make the order permanent or return to the existing layout.</p> <p>The Proposal Plan is included as Appendix B and the Statement of Reasons is included as Appendix C.</p>
Reasons for decision:	The A465 J/W B4348 Locks Garage Crossroads has been identified by Herefordshire Council as one of the most prolific road traffic collision sites on the county road network over many years. In line with Herefordshire Councils current agreed road safety strategy as documented in our existing Local Transport Plan (based upon national best practice guidance) this has resulted in numerous low-cost safety interventions involving various

improvements of signs, lines, road markings, minor realignments and resurfacing during this time, in a bid to better influence driver behaviour and improve overall road safety over the years. Notwithstanding these works and the various ongoing reductions in collision numbers they have brought about compared to previous periods, during the most recent 5+ year period from Jan 2020 to May 2025 there have been 9 reported personal injury collisions including 1 fatality, 3 serious and 5 slight severity incidents.

These incidents have understandably generated significant road safety concerns among members of the public and local councillors, who have called for further measures to improve safety at this site.

A key factor to review before implementing speed limits are 'current traffic speeds'. Therefore, as part of the site assessment phase, Automatic Traffic Count (ATC) Surveys were undertaken in order to ascertain the current vehicle speeds throughout proposed speed limit extents. Speed data comprising 85th percentile vehicle speeds (mph) are summarised in the table below.

	Northbound	Southbound
A465 (North)	58.2	49.0
A465 (South)	59.8	53.7
B4348 (West)	41.4	33.7
	Eastbound	Westbound
B4348 (East)	43.8	44.6

The speed surveys demonstrate that 85th percentile speeds, on the A465, are above the Association of Chief Police Officers (ACPO) guideline intervention level of 46mph for a 40mph speed limit. This raise concerns regarding whether signage alone will be sufficient to reduce vehicle speeds to the desired threshold. While the scheme has been designed to ensure that signage provides maximum effectiveness and visual impact, the scheme will be closely monitored throughout.

Department for Transport (DfT) guidance recommends that the introduction of speed limits alone should not be used to address isolated hazards, as this approach can, in some cases, have an adverse effect on safety outcomes. However, the guidance also states that if high collision rates persist despite the use of engineering measures, then lower limits may also be considered.

Given that the range of low-cost engineering measures implemented to date has improved but not fully resolved the collision issues, it has been agreed that a 40mph speed limit will be introduced on a trial basis. The scheme will be closely monitored to evaluate its effectiveness and gather data on the impact of a reduced speed limit at this collision site.

The aim of speed management actions is to deliver a balance between safety objectives for all road users and mobility objectives to ensure efficient travel, as well as environmental and community outcomes. The implementation of an experimental 40mph speed limit demonstrates Herefordshire Councils commitment towards these objectives and offers the flexibility to make changes if data demonstrates a negative impact on these objectives.

According to the Road Traffic Regulation Act (RTRA) 1984, it is the duty of a highway authority to 'manage their road network' and 'to improve road safety'. Section 122 of the RTRA 1984 states that local authorities must, so far as is practicable, exercise their functions under the RTRA so as to 'secure the expeditious, convenient and safe movement of traffic'.

	<p>In conclusion, the implementation of a 40mph experimental speed limit at the A465 / B4348 Locks Garage Crossroads represents a proportionate and evidence-based response to the continued collision history at this site. While recognising the limitations of speed limit reductions as a standalone measure, this intervention provides an opportunity to assess whether a lower limit can contribute to improved driver behaviour and reduced collision frequency in conjunction with existing engineering measures. The scheme aligns with both Department for Transport guidance and Herefordshire Council's Local Transport Plan objectives by prioritising safety, maintaining network efficiency, and ensuring that outcomes are monitored through a robust evaluation process. Findings from the trial will inform any decision regarding the permanent adoption or modification of the speed limit, ensuring that future measures remain data-led, effective, and consistent with statutory duties under the Road Traffic Regulation Act 1984.</p> <p>It is, therefore, advised to progress with the recommendations outlined in this report for the reasons set out above.</p>
<p>Highlight any associated risks/finance/legal/equality considerations:</p>	<p>Community impact</p> <p>The recommendations outlined above will have a positive impact on the local community. The implementation of the proposed experimental 40mph speed limit will seek to improve road safety and amenity. The proposals are therefore in alignment with Section 122 of the Road Traffic Regulation Act 1984.</p> <p>Environmental Impact</p> <p>Herefordshire Council provides and purchases a wide range of services for the people of Herefordshire. Together with partner organisations in the private, public, and voluntary sectors, we share a strong commitment to improving our environmental sustainability, achieving carbon neutrality and to protect and enhance Herefordshire's outstanding natural environment.</p> <p>The development of this project has sought to minimise any adverse environmental impact and will actively seek opportunities to improve and enhance environmental performance.</p> <p>The implementation of the proposals should result in improved road safety and amenity and provide an environment where people feel it is safer to travel throughout the area.</p> <p>Equality duty</p> <p>The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services.</p> <p>The recommendations set out in this report are considered to be low impact with regards to equality. The proposals aim to improve road amenity and safety, thus paying regard to the council's duty according to the Equality Act 2010 as set out below.</p> <p>Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:</p> <p>A public authority must, in the exercise of its functions, have due regard to the need to -</p>

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Any impact as a result of the scheme will be equal to all parties.

See Appendix D of this report for Equality Impacts and Needs Assessment (EINA).

Resource implications

The cost of the implementation of the proposals is approximately £7,000. This includes costs for statutory consultation, preparing and making the TRO, signage, road markings and advertising. This cost has been identified from this year's existing budgets in the current Annual Plan.

Legal implications

The introduction of a new Experimental Traffic Order under Section 84 and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 (the 1984 Act) and the Traffic Management Act 2004 (the 2004 Act) will be required.

Part 2 of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 ('the 1996 Regulations') lays out the procedure prior to making an order. Regulation 6 require the Council as Highway Authority to undertake a formal consultation on the Traffic Order and publish the proposals. The provisions of Regulations 7 and 8 shall not apply to an experimental order. (which includes publication of proposals and allowing receipt of objections before the order is introduced). Following the introduction of the Experimental Traffic Order, there will be a public consultation period for 6 months. A subsequent report will include any such objections or comments, for consideration, to determine the outcome of the Experimental Traffic Order.

The Council has discretion to amend its original proposals if considered desirable, whether or not in the light of any objections or comments received, as a result of such statutory consultation. Following consideration of the statutory consultation responses the Council has decided not to modify the proposals.

Before the Order can be made it will need to be publicised in accordance with the requirements of Regulation 22 of the 1996 Regulations. This includes publication of a notice of making in a newspaper circulating in the locality of the area where the road which is the subject of the Order is located. No provision of an experimental order shall come into force before the expiration of the period of seven days beginning with the day on which a notice of making in relation to the order is published.

Risk management

The Local Transport Plan sets out to reduce the number and severity of casualties on the highway network in Herefordshire and provide a highway network that is safe and efficient. A Key Performance Indicator is contained in this Local Transport Plan and details a locally set target for a reduction in fatal or serious injuries on the highway network. The adoption of the

	<p>recommendations in this report would contribute to these objectives in the Local Transport Plan.</p> <p>It is important for safety, and their effectiveness that speed limits are imposed appropriately having regard to the type of factors considered in this report.</p> <p>There is a risk that vehicles may not comply with the new speed limit. However, significant efforts have been made to ensure the 40mph speed limit is highly visible through the use of prominent entry signage and frequent repeater signs.</p>
<p>Details of any alternative options considered and rejected:</p>	<p>Not to make any changes to the current speed limit arrangement – This is not recommended as it would fail to achieve the primary goal of the proposal. The proposal of the experimental traffic order provides the opportunity for Herefordshire Council to return to the existing/current speed limit arrangement, should the effects not have the intended impact on road safety.</p>
<p>Details of any declarations of interest made:</p>	<p>None</p>

Signed..... Date: 10/10/2025

Please ensure that signatures are redacted before publishing.