

## Record of operational decision

<b>Decision title:</b>	Decision introduce a 30mph speed limit on the B4234 through Kerne Bridge under an Experimental Traffic Regulation Order														
<b>Date of decision:</b>	13 <sup>th</sup> October 2025														
<b>Decision maker:</b>	Chief Operating Officer - Resident Services														
<b>Authority for delegated decision:</b>	<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>														
<b>Ward:</b>	Kerne Bridge														
<b>Consultation:</b>	<p>Statutory consultation was undertaken as part of this review and no objections were received on the proposals. Under an Experimental Traffic Regulation Order, which can be in place for a maximum of 18 months, stakeholders and members of the public have the opportunity to provide their feedback during this period.</p> <p>Responses received during statutory consultation can be viewed in Appendix A.</p> <p>At the conclusion of the trial period (up to 18 months), Herefordshire Council will decide whether to introduce a Permanent Traffic Regulation Order (PTRO) to formalise the 30mph speed limit or revert to the previous 40mph limit if the trial is deemed unsuccessful. A reasonable benchmark for success would be that 85th percentile vehicle speeds at all or the majority of survey locations are at or below 35mph.</p> <p>It is important to note that while public feedback will be carefully considered, the final decision will rest with Herefordshire Council. Significant weight will be given to the results of the speed surveys, ensuring that any decision is based on objective evidence of compliance and effectiveness.</p>														
<b>Decision made:</b>	Following the investigation into a speed limit reduction, it is recommended to introduce a 30mph speed limit under an Experimental Traffic Regulation Order														
<b>Reasons for decision:</b>	<p>Following an assessment guided by the Department for Transport (DfT) Circular 01/13 on Setting Local Speed Limits, the decision has been made to reduce the speed limit from 40 mph to 30 mph on Kerne Bridge in Herefordshire under an Experimental Traffic Regulation Order. This decision considers the existing road conditions, the traffic calming measures already in place, resident concerns and the limited research available on the anticipated speed reductions with the existing traffic calming measures. Results determined in this trial can be used when assessing alternative locations for speed limits across the County.</p> <p>Speed data was collected in July 2024 and can be seen in the summary table below:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Site Number</th> <th style="text-align: center;">Traffic Flow Direction</th> <th style="text-align: center;">85<sup>th</sup> Percentile Speed (mph)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">Northbound</td> <td style="text-align: center;">38.0</td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">Southbound</td> <td style="text-align: center;">36.2</td> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">Northbound</td> <td style="text-align: center;">41.3</td> </tr> </tbody> </table>			Site Number	Traffic Flow Direction	85 <sup>th</sup> Percentile Speed (mph)	1	Northbound	38.0	1	Southbound	36.2	2	Northbound	41.3
Site Number	Traffic Flow Direction	85 <sup>th</sup> Percentile Speed (mph)													
1	Northbound	38.0													
1	Southbound	36.2													
2	Northbound	41.3													

		Southbound	37.7
	3	Northbound	45.4
		Southbound	39.0
<p><b>Highlight any associated risks/finance/legal/equality considerations:</b></p>	<p>It is essential that speed limits are set appropriately for their environment, as inappropriate speed limits can lead to adverse effects such as increased/inappropriate overtaking, tailgating, and driver inattention. As part of any speed limit review, speed surveys must be conducted to assess current traffic conditions. Industry best practice dictates that we analyse the 85th percentile speed, the speed at or below which 85% of motorists travel, as this is widely recognised as an indicator of the speed most drivers consider appropriate given the road’s environment and geometry.</p> <p>The recorded data indicates that the current 40mph speed limit is well observed. However, vehicle speeds remain too high to be confident that reducing the limit to 30mph would result in speeds appropriate for such a restriction. When implementing speed limit changes, the objective should always be to introduce a ‘self-regulating’ limit, as it is in no one’s interest to introduce a limit that relies solely on police enforcement for compliance.</p> <p><b>Community impact</b></p> <p>The recommendations outlined above will have a positive impact on the local community. The implementation of the proposed 30mph 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><b>Environmental Impact</b></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 walk, cycle or ride throughout the area.</p> <p><b>Equality duty</b></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 the reasons for decision are considered to be low impact with regards to equality, thus paying regard to the council’s duty according to the Equality Act 2010 as set out below.</p> <p>section 149 of the Equality Act 2010, the ‘general duty’ on public authorities is set out as follows:  A public authority must, in the exercise of its functions, have due regard to the need to -</p> <ul style="list-style-type: none"> <li>(a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;</li> </ul>		

	<p>(b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;</p> <p>(c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.</p> <p>See Appendix B of this report for Equality Impacts and Needs Assessment (EINA).</p> <p><b>Resource implications</b> 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.</p> <p><b>Legal implications</b> The introduction of a new 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. Part IV of the 1996 Regulations lays out the special procedural provisions for certain orders. Regulation 22 and 23 set out that the requirements on the publication of proposals and objections (which apply to permanent orders) do not apply to an experimental order. 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.  The Council, as highway authority, can proceed to make the order permanent and regulations 6,7 and 8 shall not apply where specified requirements set out in regulation 23 paragraph 3 have been complied with.</p> <p><b>Risk management</b> 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. This is the case at Kerne Bridge.  There is a risk that vehicles may not comply with the new speed limit. However, as this is an experimental traffic order, the decision after the period outlined above can be made to not implement the experimental traffic order as a permanent traffic order.  If the experimental order is deemed unsuccessful and not made permanent, the council will be required to revert all changes back to the original 40mph limit.</p>
<p><b>Details of any alternative options considered and rejected:</b></p>	<p><b>To implement a permanent reduction to 30mph along the B4234 through Kerne Bridge</b> – This is not recommended for a number of reasons outlined in detail in the ‘reasons for decision’ section of this report.</p> <p><b>To not make any changes to the speed limit along the B4234 through Kerne Bridge</b> – This is not recommended to allow valuable research for speed limit reductions across Herefordshire.</p>
<p><b>Details of any declarations of interest made:</b></p>	<p>None</p>

Signed..... Date: 13 October 2025

**Please ensure that signatures are redacted before publishing.**