

Record of operational decision

Decision title:	Decision to introduce a 30mph speed limit in Wilton Village & on Wilton Road, Ross-On-Wye, Herefordshire.
Date of decision:	13 th October 2025
Decision maker:	Chief Operating Officer - Resident Services
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:	Llangarron, Ross West
Consultation:	<p>A formal (Statutory) consultation process was undertaken from 7th April 2025 to 28th April 2025, whereby an initial consultation letter and proposal plan was sent to all Statutory Consultees via email. During this process, no objections were raised. A summary of the responses received during the Formal (Statutory) Consultation process is included as Appendix C.</p> <p>The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from 10th July 2025 to 1st August 2025. During this process no objections were raised from the Statutory Consultees nor from members of the public. A summary of the responses received during the Notice of Proposal stage is included as Appendix D. The responses from Statutory Consultees are also summarised below.</p> <p>Llangarron Ward Councillor – Supports the proposal.</p> <p>Ross West Ward Councillor – Supports the proposal.</p> <p>Cabinet Member - Issued no response to the consultation.</p> <p>Bridstow Parish Council –Supports the proposal.</p> <p>Ross-on-Wye Town Council – Supports the proposal.</p> <p>Traffic Management Advisor (TMA), West Mercia Police – Offered no objections to the proposals but stated the area to the east of the bridge does not have the “look and feel” of a 30mph speed limit. They stated it would be optimistic to expect a sufficient reduction in speeds and that they would refer any requests for enforcement back to the local authority in the first instance, asking for some form of engineering to be carried out before considering any widescale enforcement activity.</p> <p>Hereford and Worcester Fire and Rescue Service – Issued no response to the consultation.</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>

<p>Decision made:</p>	<p>Considering no objections have been made as part of the Formal (Statutory) Consultation and Notice of Proposal stages, a new Traffic Order (TO) be introduced under Sections 82, 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 30mph speed limit by virtue of streetlighting on Wilton Road & Fishermans Reach and by Traffic Order on Wilton Lane & Wye Street.</p> <p>The proposal plan is included as Appendix A. The Notice of Proposal documents including a full schedule of the proposals are included as Appendix B.</p>
<p>Reasons for decision:</p>	<p>This scheme originated as a result of a request made by Bridstow Parish Council to introduce a 30mph speed limit on the B4260 Wilton Lane between Ross-on-Wye & the Wilton Roundabout. Consequently, a review of the situation on the site was undertaken by officers and it was decided that details should be entered onto the prioritised Traffic Regulation Order (TRO) Waiting List.</p> <p>As a result of its entry onto the TRO Waiting List, this scheme was identified for commencement of investigations in the 2024/25 Annual Plan. Therefore, Herefordshire Council set about investigating the potential for a new Traffic Regulation Order that would necessitate any changes within the area under investigation.</p> <p>An on-site assessment was undertaken in March 2025. During the assessment, officers considered the extent of the speed limit in accordance with Department for Transport 'Setting Local Speed Limits' guidance. Particular consideration was given to the properties fronting the road in Wilton Village and the high volume of pedestrian traffic along the B4260, with pedestrians crossing to access the sports centre, the River Wye and the Wilton Road car park. The surrounding environment and road geometry were also considered along with where it was practicable to site new terminal signage and road markings.</p> <p>Additionally, Officers also considered Department for Transport's 'Setting Local Speed Limits' guidance which states 'the minimum length of a speed limit should generally be not less than 600m to avoid too many changes of speed limit along the route'. It also states, 'the final choice of appropriate speed limit for individual sections might need to be adjusted to provide consistency over the route as a whole'. Consequently, to avoid multiple changes in speed limit and to enhance the consistency of the speed limit along the route, as well as on all approaches to Ross-on-Wye, officers considered it prudent to integrate the wider Wilton area into the town-wide 30mph speed limit.</p> <p>Officers identified a suitable location for the commencement of the 30mph speed limit, taking into account the presence of existing street furniture to accommodate terminal signage and ensuring adequate forward visibility for approaching vehicles. At the proposed north-western entry point, drivers would have a clear view of residential properties fronting the road, contributing to the perception of entering a more built-up area. Similarly, at the south-eastern point of the area under consideration, vehicles would be approaching from within an existing 30mph speed limit and within an area that has a minimal change in the roadside environment to that under investigation. Collectively, these factors are expected to support a reduction in vehicle speeds compared to current conditions.</p> <p>Department for Transport's 'Setting Local Speed Limits' document lists key factors for consideration during site assessments regarding local speed limits. One of these is the collision history. Analysis of the collision history</p>

shows that five collisions have occurred from August 2021 to July 2024. Of these, two were classed as 'slight' and three were 'serious'. Detailed collision data is included as Appendix F.

Another key factor in the document for consideration is 'current traffic speeds'. Therefore, as part of the site assessment phase, three Automatic Traffic Count (ATC) Surveys were undertaken on the B4260 Wilton Road, in order to ascertain the current vehicle speeds along the section of road in question. Speed data comprising 85th percentile vehicle speeds (mph) are summarised in the table below.

	North-westbound	South-eastbound
ATC 1 (within Wilton Village)	34.4	36.2
ATC 2 (south-east of the bridge)	40.4	39.8
ATC (south-east of the junction with Wye Street)	40.6	40.5

The speed surveys demonstrate that 85th percentile speeds are above the Association of Chief Police Officers (ACPO) guideline intervention level of 35mph for a 30mph speed limit. However, the speeds are significantly below the intervention level for a 40mph speed limit (46mph) suggesting routine compliance with the existing speed limit. Therefore, it is likely that with high profile signage and changes to the road markings, vehicles would likely reduce their speed to a level within or close to this guidance.

Following the completion of the initial assessment, a Formal (Statutory) Consultation process was undertaken from 7th April 2025 to 28th April 2025, whereby a consultation letter and proposal plan were sent to all Statutory Consultees via email. During this process, no objections were raised. The Traffic Management Advisor for West Mercia Police offered no objections to the proposals but stated the area to the east of the bridge does not have the "look and feel" of a 30mph speed limit. They stated it would be optimistic to expect a sufficient reduction in speeds and that they would refer any requests for enforcement back to the local authority in the first instance to look at engineering measures, before considering any widescale enforcement activity. A summary of the responses received during the Formal (Statutory) Consultation process is included as Appendix C.

The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from 10th July 2025 to 1st August 2025. During this process no objections were raised from the Statutory Consultees nor from members of the public. The Traffic Management Advisor for West Mercia Police reiterated their previous comments made during the Formal (Statutory) Consultation. A summary of the responses received during the Notice of Proposal stage is included as Appendix D.

In response to the comments made by the Traffic Management Advisor, efforts have been made to enhance the proposals' effectiveness. These include high-profile entry signage with beige/buff road markings, and the removal of the centreline to create a "narrowing" effect. These measures exceed standard guidelines to ensure the speed limit is highly visible and effective at reducing speeds. Therefore, it is expected that these measures will lead to at least a moderate reduction in current vehicle speeds which should bring them within or close to the ACPO guideline intervention level of 35mph for a 30mph speed limit.

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

	<p>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> <p>Department for Transport's 'Setting Local Speed Limits' guidance states 'the minimum length of a speed limit should generally be not less than 600m to avoid too many changes of speed limit along the route'. It also states that 'the final choice of appropriate speed limit for individual sections might need to be adjusted to provide consistency over the route as a whole'. The proposal aligns with this guidance.</p> <p>In conclusion, the proposed 30mph speed limit aligns with guidance set out by Department for Transport's 'Setting Local Speed Limits' document and the duties set out in Section 122 of the Road Traffic Regulation Act 1984. The proposed speed limit will act to improve road safety and amenity for passing vehicles and local residents in the area. A conscious effort has been made during the scheme design to ensure that the proposed speed limit be as prominent and effective as possible to mitigate the concerns of the Traffic Management Advisor. However, these concerns must also be balanced against the unwavering support from the Parish Council & Town Council, Local Members and local residents/businesses throughout the Traffic Order process.</p> <p>It is recommended to survey vehicle speeds on the B4260 Wilton Road, to assess the effectiveness of the 30mph speed limit, 12 months after its implementation.</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 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>Environmental Impact 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>Equality duty 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</p>

safety, thus paying regard to the council's duty according to the Equality Act 2010 as set out below.

Under 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 -

- (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 E of this report for Equality Impacts and Needs Assessment (EINA).

Resource implications

The cost of the implementation of the proposals is approximately £15,000. 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 Traffic Order under Sections 82, 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. Regulations 6 and 7 require the Council as Highway Authority to undertake a formal consultation on the Traffic Order and publish the proposals. Regulation 8 allows for any person or persons to make objections and requires that the Council, as Highway Authority, consider any objections received after the formal statutory consultation process, (which includes advertising in a local newspaper). A subsequent report will include any such objections or comments, for consideration.

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. If any objections received are accepted, in part or whole, and/or a decision is made to modify the original proposals, if such a modification is considered to be substantial, then steps must be taken for those affected by the proposed modifications to be further consulted in accordance with Regulation 14 of the 1996 Regulations. Following consideration of the consultation responses the Council has decided not to modify the proposals.

The Council has received no Objections. Before the Order can be made it will need to be publicised in accordance with the requirements of Regulation 7 of the 1996 Regulations. This includes publication of a notice of the proposals in a newspaper circulating in the locality of the area where the road which is the subject of the Order is located. This must be done within two years of the date the order is first publicised in a newspaper circulating in the locality of the area where the land to which the Order relates is located. Within 14 days of the order being made it is necessary in accordance with

	<p>Regulation 17 of the 1996 Regulations to publish a notice of making in a newspaper circulating in the area in which any road or place to which the Order relates is situated.</p> <p>Once an Order is made by the Council it will need to be publicised in accordance with the requirements of Part 3 of the 1996 Regulations. The Order cannot come into force before the order has been publicised in accordance with these requirements. The time period for challenge is three months from the date of the making of the Order.</p> <p>Risk management</p> <p>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 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. This is the case at Wilton Village & Ross-on-Wye.</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 30mph speed limit is highly visible through the use of prominent entry signage and road markings, as well as creating a “narrowing” effect through the removal of the centreline. The Traffic Management Advisor has stated that any complaints regarding non-compliance will be referred to the local authority, which may recommend additional traffic-calming features before committing to regular enforcement</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: to introduce a 30mph speed limit on the B4260 Wilton Lane between Ross-on-Wye & the Wilton Roundabout. This change aims to improve road safety and the quality of life for residents and recreational users within the area. The proposals align with Section 122 of the Road Traffic Regulation Act 1984. Additionally, not implementing the extension of the 30mph speed limit would contradict the wishes of the Parish Council, Town Council, Local Members, and local residents.</p>
<p>Details of any declarations of interest made:</p>	<p>None</p>

Signed..... Date: 13 October 2025

Please ensure that signatures are redacted before publishing.