

Record of operational decision

Decision title:	Traffic Regulation Order Scheme: Proposed Extension to Existing 30mph Speed Limit on U73019, Stretton Sugwas, 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:	Credenhill
Consultation:	<p>A Formal (Statutory) Consultation process was undertaken from 30th April 2025 to 21st May 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 A.</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 B. The responses from Statutory Consultees are also summarised below.</p> <p>Ward Councillor – Requests that the 30mph speed limit is extended further along the C1197.</p> <p>Parish Council – Requests that the 30mph speed limit is extended further along the C1197.</p> <p>Traffic Management Advisor (TMA), West Mercia Police – Offered no objections to the proposals.</p> <p>Cabinet Member – Issued no response to the consultation.</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>BBLP Locality Steward – Offered no objections to the proposals.</p>
Decision made:	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 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 westerly extension to the existing 30mph speed limit on the U73019 in Stretton Sugwas.

	<p>The Notice of Proposal documents including a full schedule of the proposals is included as Appendix C.</p>
<p>Reasons for decision:</p>	<p>The scheme originated in response to concerns raised by the Parish Council regarding the suitability of the existing national speed limit on the U73019, which currently ends at the junction with the C1197 (Roman Road). Vehicles accessing the properties at New Barnfields, and coaches using the nearby depot regularly use this section of the carriageway. Officers met online with the Parish Council and the Ward Councillor to understand their concerns regarding the existing situation. The Ward Councillor mentioned that they would like the existing 40mph speed limit on the C1197, south-west of the junction with the U73019, reduced to a 30mph speed limit.</p> <p>An on-site assessment was undertaken in March 2025. During the assessment, officers considered the extent of the speed limit with particular consideration for drivers accessing and egressing New Barnfields. Officers noted the narrow carriageway and the lack of pavements on either side of the road and identified that there is an inherent danger to pedestrians walking along this section of the U73019. The surrounding environment and road geometry were also considered along with where it was practicable to site new terminal signage.</p> <p>Officers noted that this section of carriageway qualifies for a 30mph speed limit under DfT Setting Local Speed Limits guidance, as there is a high density of properties fronting the carriageway at the westernmost end the U73019. Additionally, the properties at the junction of the U73019 and the C1197 mean that drivers travelling westbound along the U73019 after turning in from the C1197 do not get the impression that they are leaving a built-up area. Therefore, drivers are not encouraged by a lack of roadside development to increase their speed when entering the U73019.</p> <p>Officers also assessed the existing 40mph speed limit on the C1197 and concluded that this section of the carriageway would not qualify for a 30mph speed limit as per DfT's Setting Local Speed Limits guidance. This guidance states that a 30mph speed limit should be the norm through villages. The Traffic Advisory Leaflet 01/04 (DfT, 2004) provides the minimum criteria for defining a village for the purpose of applying a 30mph speed limit, which is 20 or more houses on one or both sides of the road over a minimum length of 600 metres. Officers observed that there are no properties fronting the C1197 within the 40mph extent. It was noted that there would be a significant risk that due to the lack of roadside development and pedestrian movements on this stretch of the C1197, compliance with a 30mph speed limit would not be high enough for the speed limit to be self-enforcing.</p> <p>Additionally, DfT's Setting Local Speed Limits document states that on stretches of carriageway where the village criteria is not met, but a 60mph speed limit is not considered appropriate, traffic authorities should consider a 40mph or 50mph speed limit. This suggests that the current 40mph speed limit is appropriate.</p> <p>Following the completion of the initial assessment, a Formal (Statutory) Consultation process was undertaken from 30th April 2025 to 21st May 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 stated that they had no objections, and the Parish Council confirmed their support for the proposals. A summary of the responses received during the Formal (Statutory) Consultation process is included as Appendix A.</p> <p>The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from 10th July 2025</p>

	<p>to 1st August 2025. During this process no objections were raised from the Statutory Consultees nor from members of the public. The Parish Council confirmed their support for the current proposals, and along with the Ward Councillor, requested that the 30mph speed limit on the C1197 was extended further in a south-westerly direction to replace the existing 40mph speed limit in place. A summary of the responses received during the Notice of Proposal stage is included as Appendix B.</p> <p>As mentioned above, the implementation of a 30mph on the C1197 where the 40mph speed limit is currently in place would be in conflict with the guidance set out in DfT's Setting Local Speed Limits guidance, and during their site assessment, officers were concerned that compliance with a 30mph speed limit would not be sufficient enough to implement this.</p> <p>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> <p>Department for Transport's (DfT) 'Setting Local Speed Limits' guidance states that 'fear of traffic can affect people's quality of life in villages, and it is self-evident that villages should have comparable speed limits to similar roads in urban areas. It is, therefore, government policy that a 30mph speed limit should be the norm through villages.' The proposals align 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 vehicles and local residents of New Barnfields. No objection has been raised by West Mercia Police, and the Ward Councillor did not object to the 30mph extension on the U73019. Finally, the Parish Council confirmed their support for the proposals but requested the 40mph speed limit on the C1197 is reduced to a 30mph speed limit.</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 extension to the existing 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</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>

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.

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.

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.

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

Resource implications

The cost of the implementation of the proposals is approximately £13,000. This includes costs for statutory consultation, preparing and making the Traffic Order, signage 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 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. 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,

	<p>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.</p> <p>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 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 Stretton Sugwas.</p> <p>There is a small risk that the proposals may not achieve routine compliance. However, given the prominent locations of repeater signage, and that properties in the village will be visible from the road thereby changing the roadside environment, it should be clear to drivers that they are remaining within a more built-up environment. The risk of non-compliance is therefore negligible.</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 purpose of the proposal – to improve road safety for vehicles and pedestrians on the U73019, which is narrow in places and does not have any pavement. It is, therefore, prudent that the existing 30mph speed limit be extended to cover the U73019 and the junction with New Barnfields. The proposals seek to improve road safety and amenity for vehicles and pedestrians in alignment with Section 122 of the Road Traffic Regulation Act 1984. Furthermore, not to implement the extension of the 30mph speed limit would be in contravention to the desires of the Parish Council and local residents, none of which objected to the proposals, suggesting that they deem the proposals to be acceptable.</p>

Details of any declarations of interest made:	None
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Signed..... Date: 13 October 2025

Please ensure that signatures are redacted before publishing.