

Record of operational decision

Decision title:	Decision to implement an extension to the existing 30mph Speed Limit on the B4230, C1093 and C1094, Weobley.
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:	Weobley
Consultation:	<p>A Formal (Statutory) Consultation process was undertaken from 25th June 2024 to 16th July 2024 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>A further Formal (Statutory) Consultation process, including the extension of the 30mph speed limit on the C1094, was undertaken from 28th November 2024 to 20th December 2024 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 B.</p> <p>The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from 13th February 2025 to 7th March 2025. During this process no objections to the speed limit extension were raised from the Statutory Consultees, nor from members of the public. A summary of the Notice of Proposal responses is included as Appendix C. The responses received from the Statutory Consultees are outlined briefly below.</p> <p>Weobley Parish Council – Issued no response to the consultation.</p> <p>Traffic Management Advisor (TMA), West Mercia Police – Offered no objections to the proposals.</p> <p>Ward Councillor – Issued no response to the consultation.</p> <p>Cabinet Member, Infrastructure and Transport – Offered no objections to the proposals.</p> <p>Locality Steward – 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>

	West Midlands Ambulance Service – Issued no response to the consultation.
Decision made:	<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 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 extend the existing 30mph speed limit in a south-westerly direction on the B4230, and in a north-easterly direction on the C1093 and C1094.</p> <p>The Notice of Proposal documents including a full schedule of the proposals is included as Appendix D.</p>
Reasons for decision:	<p>The scheme originated to compliment recent residential developments on Gadbridge Road (C1093) and Burtonwood (C1094). As part of the planning applications for the new developments, it was agreed under Section 106 and Section 278 that extensions to the existing 30mph speed limit in Weobley should be considered. An extension to the 30mph speed limit will ensure safer movements for vehicles and pedestrians accessing, egressing and passing the new developments on Gadbridge Road and Burtonwood, and also at the children’s playground on Gadbridge Road. Additionally, during a previous review of speed limits in Weobley in 2019, it was requested by stakeholders that the speed limit on the south-western approach was extended up to the existing location of the village name sign, allowing a greater distance of vehicles to slow down to the speed limit before they reach the village centre.</p> <p>An on-site assessment was undertaken in July 2024. During the assessment, officers considered the extent of the speed limit with particular consideration for drivers accessing and egressing Garnstone Drive. The surrounding environment, the positioning of properties fronting the carriageway and road geometry were also considered, along with where it was practicable to site new terminal signage.</p> <p>Officers identified a suitable location at which the 30mph speed limit could commence, given the sufficient verge width available to house terminal signage, and good forward visibility for approaching vehicles. It was also noted that with the inclusion of the new development in the vicinity, the area up to the proposed terminal signs would now qualify for a 30mph speed limit under DfT Setting Local Speed Limits guidance. Additionally, at the proposed entrances to the 30mph speed limit, drivers would be able to see the development ahead of them giving the impression that they are entering a more built-up area, therefore encouraging a reduction in speed.</p> <p>Following the completion of the initial assessment, A Formal (Statutory) Consultation process was undertaken from 25th June 2024 to 16th July 2024 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>Following a request from Highways to extend the 30mph speed limit on Burtonwood to encompass the newly constructed properties on Pepper Plock Ley, a second site assessment was undertaken in November 2024. During the site visit, officers identified a suitable location at which the 30mph speed limit could commence. A suitable location for the terminal signage was also identified. The area up to the proposed terminal signage would now qualify for a 30mph speed limit under DfT Setting Local Speed Limits guidance. At the proposed terminal sign location, drivers would be able to see the development ahead of them, giving the impression they are entering a more built-up area, therefore encouraging a reduction in speed.</p>

	<p>Consequently, a further Formal (Statutory) Consultation process, including the extension of the 30mph speed limit on the C1094, was undertaken from 28th November 2024 to 20th December 2024 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 B.</p> <p>The Notice of Proposal stage allowing the general public and Statutory Consultees to issue comments/concerns was undertaken from 13th February 2025 to 7th March 2025. During this process no objections were raised from the Statutory Consultees, nor from members of the public. A summary of the Notice of Proposal responses is included as Appendix C.</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’. Therefore, as the new developments extend beyond the extent of the existing 30mph speed limit, the speed limit extent should be modified to align with the new village boundary. The proposals align with this guidance.</p> <p>The extension of the 30mph speed limit on the B4230 at the south-west of the village would also align with this guidance, as it would mean all extents of the B4230 within the village boundary signage will be covered by a 30mph speed limit.</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 new developments fronting Gadbridge Road and Burtonwood. No objection to the speed limit extension has been raised by West Mercia Police, nor from the Parish Council, the local member, or from local residents.</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 extensions 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>

The development of this project has sought to minimise any adverse environmental impact and will actively seek opportunities to improve and enhance environmental performance.

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

Resource implications

The cost of the implementation of the proposals is approximately £70,000. This includes costs for statutory consultation, preparing and making the Traffic Order, signage, road markings and advertising. This cost has been identified from the Councils existing S106 programme of works.

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

	<p>process, (which includes advertising in a local newspaper). A subsequent report will include any such objections or comments, for consideration.</p> <p>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.</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 Weobley.</p> <p>There is a small risk that the proposals may not achieve routine compliance. However, given more prominent locations of the speed limit entry locations which will be accompanied by high profile terminal signage and road markings 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 entering 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 ensure that the newly constructed properties on the periphery of the village are adequately protected by the 30mph village speed limit. Currently, the existing 30mph speed limit on the C1093 and C1094 ends whilst there are recently constructed properties fronting the carriageway, meaning vehicles are currently permitted to travel at national speed limit within a short section of the village. Additionally, the existing 30mph terminal</p>

	<p>signs on the B4230 are positioned close to the village centre. The proposed extension of the 30mph speed limit on the B4230 will increase distance for vehicles to slow down from the national speed limit before they reach the village centre.</p> <p>It is, therefore, prudent that the existing 30mph speed limit be extended to accommodate the newly constructed properties on the periphery of the village, as well as to increase distance for vehicles to slow down on approach to the village centre on the B4230. 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 local stakeholders.</p>
Details of any declarations of interest made:	None

Signed..... Date: 13 October 2025

Please ensure that signatures are redacted before publishing.