

Agenda Item:

Regulatory Committee



Dorset County Council



Date of Meeting	19 October 2017
<u>Local Members:</u> Cllr Tony Ferrari Member for Lodmoor Cllr Nick Ireland Member for Linden Lea <u>Lead Officer</u> Mike Potter, Collision Reduction Team Manager, Dorset Highways	
Subject of Report	Proposed Speed Limit Reduction A353 White Horse Hill
Executive Summary	Following the consultation for the proposed change to the speed limit on the A353 at White Horse Hill from 60mph to 40 mph an objection was received. This report considers the objection and whether the proposed speed limit change should be implemented.
Impact Assessment:	Equalities Impact Assessment:
	Use of Evidence: Site investigations, traffic and collision data, primary consultation and support of Local Members, Parish Council and the Police.
	Budget: The cost of making the Order is estimated at £2,750 inclusive of advertising charges.
	Risk Assessment: Having considered the risks associated with this decision using the County Council's approved risk management methodology, the level of risk has been identified as:

	Current Risk: LOW Residual Risk: LOW
Other Implications	None
Recommendation	That having considered the objection received, Cabinet be recommended to approve the proposed new speed limit of 40mph for the A352.
Reason for Recommendation	The proposals will regulate or reduce the speed of vehicles to a level which drivers can readily meet the general dangers which may be expected on this road. Also, to fulfil our obligation to review speed limits in light of changes in DFT (Department for Transport) guidance “Setting local speed limits”.
Appendices	Appendix 1 – Location plan of the proposed speed reduction from 60mph to 40mph.
Background Papers	The letters of response are available in the Members Room prior to the meeting. Consultation responses from the District and Parish Councils, Dorset Police and the local County Councillors are held on file in the Environment and the Economy Directorate.
Report Originator and Contact	Name: Mike Potter Collision Reduction Team Manager, Dorset Highways Tel: 01305 221767 Email: m.potter@dorsetcc.gov.uk

1 Background

- 1.1 The stretch of road at White Horse Hill currently has a speed limit of 60mph between the 30mph speed limits in Preston and Osmington. The section of road has entrances to three farms (Northdown, White Horse and Eweleaze) and three businesses (White Horse Holiday Park, Top Gear Garage and the adjacent car sales operation). In the summer holiday season both Eweleaze and White Horse farms operate successful and very busy camp sites and during this period there is an increase in the traffic accessing these sites. There have been a number of injury collisions on this route where excessive speed has been the contributory factor.
- 1.2 Proposals were advertised and an objection was received.

2 Information

- 2.1 The existing speed limit for the stretch of road in question is 60mph. County Council officers propose that a 40mph speed limit should be applied to the stretch of road, as shown in drawing in Appendix 1. The length of the 40mph limit would be approximately 0.7 of a mile.
- 2.2 It is felt that the use, length and layout of this section of the A353 meets with Department for Transport guidance adopted by the County Council as Policy for a 40mph speed limit.
- 2.3 Speed survey data has been reviewed and the mean average and 85th percentile speeds recorded were close to what would be considered reasonable for the speed limit to be reduced to 40mph limit as per DfT guidance which the County Council adopts as policy.

A speed survey was conducted between 17 October and 29 October 2014. The results of this survey are felt to still be representative of current traffic speeds. Table 1 shows the recorded speeds for an average 24 hour period for each direction; the survey took place on the A353 at the access points for a car service/sales business and holiday park.

Table 1 – Speed survey results for existing national (60mph) speed limit on the A353, Osmington Hill:

	85th%ile*	Mean avg.
Eastbound	48mph	41mph
Westbound	46mph	39mph
All directions	47mph	40mph

*Speed at which 85% of vehicles were travel at or below.

3 Law

- 3.1 Section 84 (1) and (2) of the Road Traffic Regulation Act 1984 allow the County Council to make an Order prohibiting the driving of motor vehicles on the road(s) at a speed exceeding that specified in the order.

4 Consultation

- 4.1 Under Dorset County Council's procedure, primary consultation was carried out on the proposed scheme and support was received from the Local Members, Osmington Parish Council and the Police. An objection was received from the District Council stating there seemed no logic to the proposal and the money would be better used to produce a footpath away from the traffic. As an objection from a primary consultee was received a report was taken to Regulatory Committee held on 6 April 2017 and a decision to proceed to public advert stage was approved. After the proposals were advertised one objection was received from a member of the public.

5 Objection received

- 5.1 The main points of the one objection received are as follows – “It is totally unwarranted and unnecessary as the current mean average speed of traffic is at 39.5mph & 41.1mph so traffic is already self-regulating to very close to the proposed 40mph. DCC have been unable to produce any evidence to support the need to lower the current limit to 40mph, or to show what quantifiable benefits other than pleasing the local members and Parish Council. The support expressed by the elected member and the Parish Council cannot, due to the total lack of evidence available, be based on anything other than their own personal feelings and opinion rather than evidenced facts”.
- 5.2 A 40mph limit on this section of the A353 is considered necessary by officers as it meets with the criteria set out in DfT guidance which the County Council adopts as its speed limit policy.
- 5.3 The results of the traffic survey outlined earlier in the report show that the majority of drivers using this section of the A353 are traveling close to 40mph. A 40mph limit on this section of road would serve to reinforce the typical speeds to drivers currently choosing to travel notably faster than the norm.
- 5.4 The collision history on this section of the A353 is further evidence for justifying a 40mph limit. DfT guidance states that changes to speed limits should be a last resort with speed management measures implemented as a primary measure. Speed management measures such as warning signs and markings have been exhausted on this section of the A353 and collisions have continued to occur at conflict points after their installation. This provides further justification for proposing to reduce the speed limit to 40mph.

6 Conclusion

- 6.1 The Department of Transport stated in their circular 01/2013 “Setting local speed limits” the following; “There is clear evidence of the effect of reducing traffic speeds on the reduction of collisions and casualties, as collision frequency is lower at lower speeds and where collisions do occur, there is a lower risk of fatal injury at lower speeds”.
- 6.2 Therefore, while we cannot say 100% that the road in question will be safer, it would be reasonable to suggest that there is the evidence to indicate that it will be. Within the stretch of road in question there are farms and businesses which the County Council feel would benefit from a reduced speed limit.
- 6.3 Having considered the objection it is proposed that the Regulatory Committee recommend that Cabinet approve the proposal.

Andrew Martin

Service Director Highways October 2017

