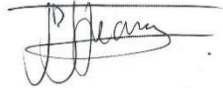


EXECUTIVE DECISION NOTICE

Date of Decision	29 September 2026
Decision Taker(s) Portfolio holder	Councillor Jack Jeanes
Designation	Cabinet Member for Place Services
Subject Matter	Traffic Regulation Order – A354 Blandford Forum 40mph speed limit reduction.
Decision	That having considered the original proposal, public response during public consultation and revised reduced scale proposal, to go ahead with the revised proposal. The scheme will be monitored further to evaluate whether the extended original proposal is needed.
Reason for the Decision	The proposed 40mph is necessary to facilitate the new roundabout with toucan crossings on the A354. The original proposal included the entirety of the A350 and A354, however strong public objection during public consultation resulted in a revised reduced scale proposal, to only included the approach to the new roundabout.
Alternative Options considered and rejected	The original proposal was for speed limit reductions along the entire lengths of the A350 and A354, however after results of public consultation based on replies, the Road Safety team revised the proposal, considerably reducing the proposed affected area, limiting it to the approach of the new roundabout only.
Consultees	• Blandford Town Council • Blandford St Mary Parish Council • Pimperne Parish Council • Dorset Police • Councillor Noc Lacey-Clarke • Councillor Sherry Jespersen • Councillor Barrie Cooper • Councillor Piers Brown • Councillor Byron Quayle • Dorset & Wiltshire Fire and Rescue Service • South Western Ambulance Service • Dorset Chamber of Commerce and Industry • Freight Transport Association • Road Haulage Association • SGN • Southern Electric • South West Water • Wessex Water

	• Dorset bus companies • Statutory 21 days public consultation (site notices, press notice in the Bournemouth Echo and advertisement on Dorset Council website) Thursday 18th June to Friday 10th July 2026.
Budget Implications	N/A
Legal Implications	N/A
Any Conflict of Interest?	No
Reference Documents	Supporting primary consultation emails Public consultation documents – plan, notice, draft order and representations received.

Signed:



Date: 29 September 2026

Designation: Cabinet Member for Place Services