Village Road Safety Engagement

Avening Parish Council.

16th May 2026

Agenda

1. How we can manage speeding – inc. 20 is plenty
2. How we can manage parking
3. Feedback and discussion

How we can manage speeding

- **Parish councils** represent local concerns and can initiate requests for speed limiting but do not have legal authority to set limits or change roads.
- **Gloucestershire Country Council** have statutory responsibility for speed limits in Avening
- Successful speed changes rely on **cooperation** between parish councils, residents, elected members, and highways officers.

- Traffic authorities set speed limits using these core principles:
  - Speed limits must be **evidence-led** and self-explaining, so drivers understand the safe speed based on the road's design and surroundings, **not just signs**.
  - Speed limits should be seen as a **maximum speed**, not a target.
  - Authorities should apply **"the right speed in the right place**", encouraging natural compliance rather than relying heavily on enforcement.
  - Introducing an **unrealistically low limit is discouraged**, as it risks non-compliance and loss of credibility.

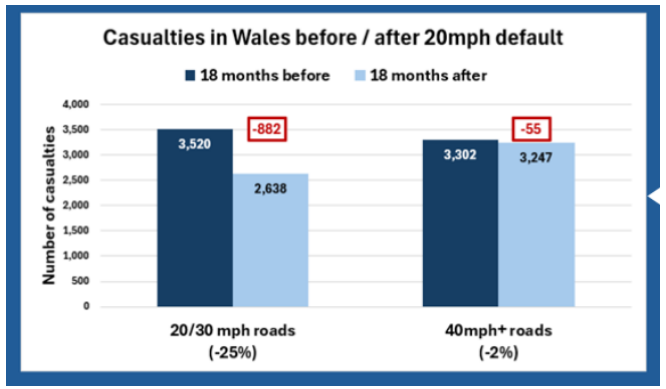
20's Plenty Campaign

20's Plenty for Us

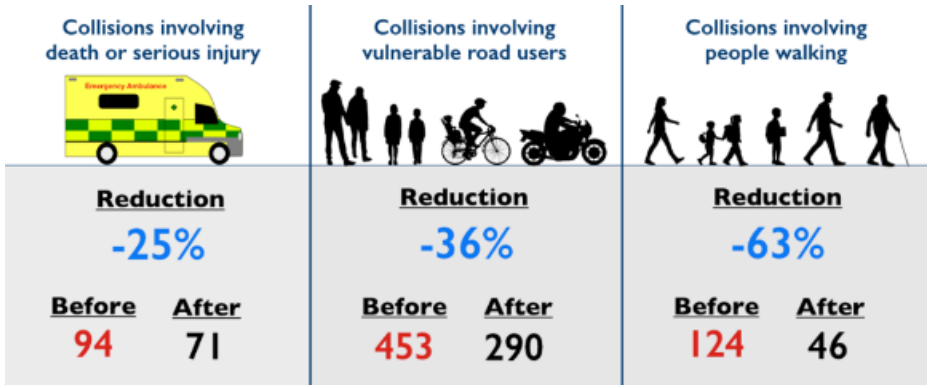
20mph for Safer Streets:
Evidence, Delivery and Impact

20's Plenty *is a* 'not for profit' Community Interest Company that supports and advises local communities and authorities wanting 'better places to be'. Apolitical, we work with organisations and individuals that are trying to get a 20mph speed limit in their cities, towns and villages. We receive no government or political party funding.

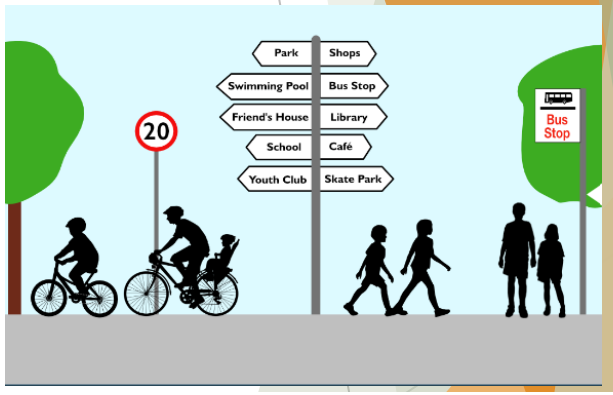
- Nearly 30 million people in the UK live in places committed to 20mph
- In its Road Safety Strategy, the UK government's Safe System approach implies a commitment to 20mph where people and motor vehicles mix, in line with the UN General Assembly's endorsement of 20mph speed limits
- On 7th December 2023, Scotland announced 20mph on all appropriate roads by 2025
- On 17th September 2023, Wales implemented a 20mph national default for residential roads..



Data from the Welsh government shows how the 20mph default speed limit on built-up roads has meant 882 (25%) fewer casualties in the first 18 months



Recent data from the Transport for London showed speeds reduced by 1.7mph to 5mph when 20mph was introduced on arterial roads, with casualties falling reducing by 25% to 64% for different severities and road user types



Just 2 in 10 child casualties occur when walking or cycling to school.
The true risk for children "at the school gate" is even lower.
20mph is needed wherever children are.

20MPH IS LOW COST AND BRINGS WIDE BENEFITS
Councillors choosing how to improve their locality must compare their options on both popularity and value for money. Wide area solutions such as 20mph limits offer far more utility than location specific works as small improvements for many people outweigh large benefits for a few.

Speed Limiting - The Process

We are here!

Identifying the Speed-Related Problem

- Focus on specific roads or road sections.
- Issues often include excessive speed, poor crossing conditions, or safety near schools and village centres

Gathering Local Evidence

- Useful evidence includes resident complaints, parish meeting minutes, near-miss observations, and photographs or maps.
- Lack of collision data does not mean lack of risk.

Building Community Support

- Discuss proposals at Parish Council meetings and **pass a formal resolution.** 20 is plenty have a template for this
- Engage residents, schools, and local organisations to demonstrate consensus.

Engaging County or Unitary Councillors

- Councillors can influence highways priorities, advocate internally, and help access locality funding.
- Early engagement strengthens proposals.

Contacting the Highway Authority

- Requests should include a description of the proposed change, maps, reasons for the request, and evidence of support.

Highway Authority Assessment

- Officers assess existing speeds, road function, layout, collision history, frontage, and vulnerable road user activity.

Funding the Scheme

- Parish councils may need to fund signage, markings, gateway features, or supporting traffic calming.
- Funding sources include parish precepts, locality budgets, developer contributions, and grants.

Traffic Regulation Order Process

- If supported, the Highway Authority drafts and advertises a TRO, considers objections, and confirms or amends the order.
- Parish councils can support by responding to objections.

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Installation

- Signs and markings are installed by the Highway Authority.
- Parish councils can support resident communications and awareness.

After Installation

- Monitor feedback, support Community Speedwatch, report issues, and request reviews if concerns persist.

Common pitfalls

1. **Unrealistic aims and goals. C**onsider how roads are used, by whom, and why. This won't change.
2. **Assuming signs will suffice.** Speed limits should be part of a broader speed management package (engineering + education + information)
3. **Fragmented designs. W**ork should consider the whole village
4. **Not managing the side effects. C**onsider what the impact is to all users (cyclists, commuters, HGVs, delivery drivers etc…)
5. **Weak delivery discipline.** Acquire robust data, engage experts early

How we can manage parking

- **Parish Councils can**: gather **evidence**; lead **consultation**; coordinate **stakeholders**; set **priorities**; fund **measures**; **request** action; **support** volunteers; influence **planning**
- **Parish council cannot**: directly introduce legal parking restrictions on the public highway; enforce parking on-street; issue tickets.

- The Highway Authority (Gloucestershire County Council) makes **Traffic Regulation Orders (TROs) – this is the key!**
- **Enforcement**
  - **Parking on yellow lines – Gloucestershire County Council**
  - **Obstruction / dangerous parking – Gloucestershire Constabulary**
  - *By late 2026, local councils across England are set to gain new powers to issue fines (up to £130) for pavement parking, taking over enforcement from police to improve pedestrian safety. This major crackdown, enabled by the English Devolution and Community Empowerment Act, will allow Civil Enforcement Officers (CEOs) to clamp down on sidewalk obstructions.*

Parking management - The Process

We are here!

Create a clear problem statement

- What is happening
- Where
- When
- Who is affected
- What is the impact

Gathering Local Evidence

- Parking beat surveys
- Photo log
- Resident/visitor complaints
- Key route checks

Identify who must be involved

- Highway Authority
- District/Borough
- Police/PCSOs
- School leadership
- Bus operators / waste collection / emergency services – access constraints.
- Local businesses

Building Community Support

- Discuss proposals at Parish Council meetings and pass a formal resolution.
- Engage residents, schools, and local organisations to demonstrate consensus.

Diagnose root causes

- School run peaks
- Insufficient or poorly managed off-street parking
- Road geometry encourages parking too close to junctions

Quick wins

- Refresh road markings
- Improve signage
- School communications
- Volunteer Community Speed/Parking Watch
- Letter campaign + social media 'parking courtesy'

Medium-term measures

- Formalised school 'keep clear' marking
- Junction protection (e.g., double yellows near corners)
- Footway parking restrictions

Long-term solutions

- Off-street carpark
- Resident permit / controlled parking zone
- Development-led solutions via planning conditions/Section 106

We'll almost always need a Traffic Regulation Order.

- Strong evidence /clear maps
- Pre-empt objections
- Partial funding where possible;
- Keep communications calm and factual.

If the issue is mainly school-run congestion

- School travel plan refresh
- Parent communications
- 'Park & stride' area
- Timed restrictions
- Marshals / volunteers during peak times

Common pitfalls

1. **Jumping to double yellow lines** → Start with evidence, root causes, and a phased package.
2. **Not involving the Highway Authority early** → Early feasibility meeting prevents wasted effort.
3. **Consultation that feels 'done to people'** → Publish 'You Said / We Heard' and show trade-offs.
4. **No plan for displacement** → Monitor and look for solutions
5. **Assuming enforcement will solve everything** → Pair restrictions with design, clarity, and behaviour change.

Road Safety Assessment

Avening Parish Council 2026

Contents

Summary, Scope & Objectives

Summary

- This document is for informal purposes – it is not a strategy or decision
- It uses a structured approach to assess risk from the highways in Avening
- It identifies opportunity to improve safety and make internal recommendations for treatment of risks
- It identifies the regulatory framework in which treatment must be made

Scope

- This document is owned by Avening Parish Council and not for external distribution
- It only convers roads within the Parish boundaries

Objectives

- Identify and classify hazards and risks
- Make recommendations with estimates of effort to implement

Regulations

Road Traffic Regulation Act 1984

- A Traffic Regulation Order (TRO) is a legal instrument used by UK traffic authorities to regulate, restrict, or prohibit the use of roads by vehicles or pedestrians. It is made under the Road Traffic Regulation Act 1984 and is the mechanism behind most day-to-day traffic controls. Local authorities must follow a legal process (drafting, public consultation, objections, final approval) before it becomes enforceable
- ROs enable local authorities to introduce measures such as:
  - Speed limits
  - Parking restrictions
  - One-way system

Highways (Traffic Calming) Regulations 1999

- The Highways (Traffic Calming) Regulations 1999 set out the legal framework that allows UK highway authorities to design, install, and regulate traffic calming measures—features that slow down vehicle speeds and improve road safety. These regulations were introduced under sections 90A–90I of the Highways Act 1980 to modernise and expand the types of traffic calming permitted. The Regulations aim to support slower vehicle speeds, improved road safety, more flexibility for councils
- The regulations permit a wide range of physical traffic calming features, including:
  - Speed humps, cushions, and thermoplastic devices
  - Rumble strips
  - Chicanes and horizontal deflections
  - Bollards, trees, fences, pillars, and other environmental features incorporated into calming schemes

Assessment Methodology

Assessment approach

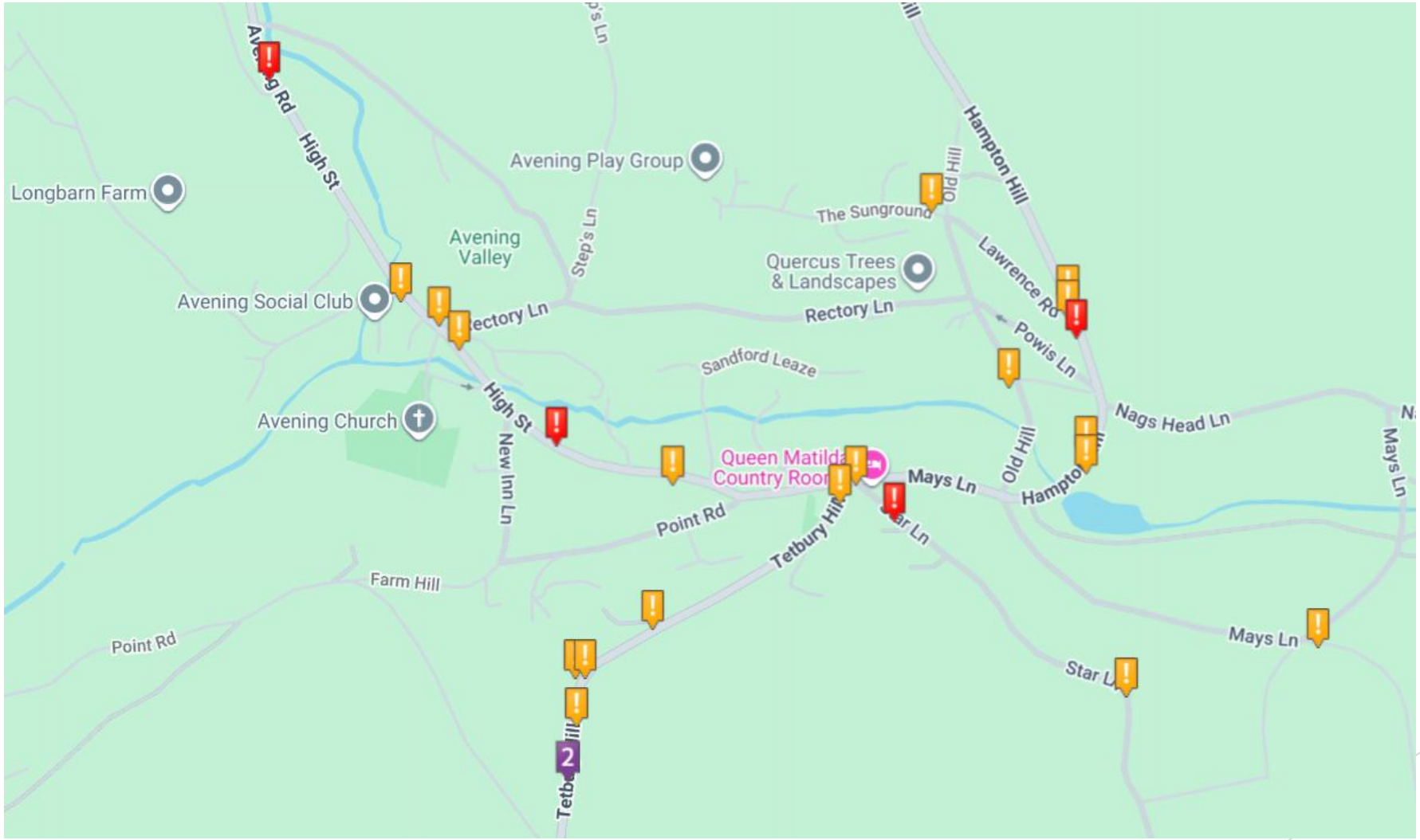
- The assessment of hazards combines both historical data and observation risk assessment
- Impacts are assessed as High, Medium or Low in across different impact types
- Frequency is assessed against how often we would expect the highest impact type to occur
  - Likely – greater than once per year
  - Possible – expected 1-5 years
  - Unlikely – +5 years between accidents

	Impact to vehicles and passengers	Impact to cyclists and horse traffic	Impact to foot traffic	Impact to emergency access
High Risk	• High-speed collisions involving multiple vehicles possible • Historical fatalities	• Risk of death	• Risk of death	• Prevents access to residencies • Historical instances of harm caused
Medium Risk	• Moderate-speed vehicle collisions possible • Collisions in last 3 years	• Risk of multiple accidents	• Risk of multiple accidents	• Restricts access to residencies • Would require emergency services to take alternative routes
Low Risk	• Bumps and scrapes possible • No collisions in the last 3 years	• Inconvenience for horses and cyclists	• Inconvenience for pedestrians	• Would cause a minor hinderance to emergency access

Historical assessment

Issue	Location description	What 3 Words Location Ref	Number of recorded incidents at location in (1999 - 2026) Dept For Transport database			Existing safety and restriction measures	Historic Incident Risk Score
			Slight	Serious	Fatal		
Narrow pavement / Narrowing road / Speeding	Lower Hampton Hill (Lawerence Road Turning) to Queen Matilda Pub	///arranges.waxing.nightcap	4	1	0	30mph zone	Medium
Speeding / Congestion	Tetbury Hill - Queen Matilda Pub to Village Boundary (Tetbury end)	///milky.motivates.guests	6	1	0	30mph zone	Medium
Parked cars restricting turning	Old Hill to Lawrence Road junction	///warbler.artichoke.former	0	0	0	30mph zone	Low
Parked cars restricting turning	Point Road to High Street junction	///intruders.sprinkler.decide	0	0	0	30mph zone	Low
Parked cars restricting turning	High Street / Mays Lane – Matilda junction	///sifts.ticket.proved	1	0	0		Low
Congestion around School	High Street to village exit (Nailsworth end)	///oppose.opened.spans	3	2	0	20mph zone during peak school times Flashing lights to alert drivers of school peak times Electronic LED speed advisory on entry to village	Medium

Assessment Area



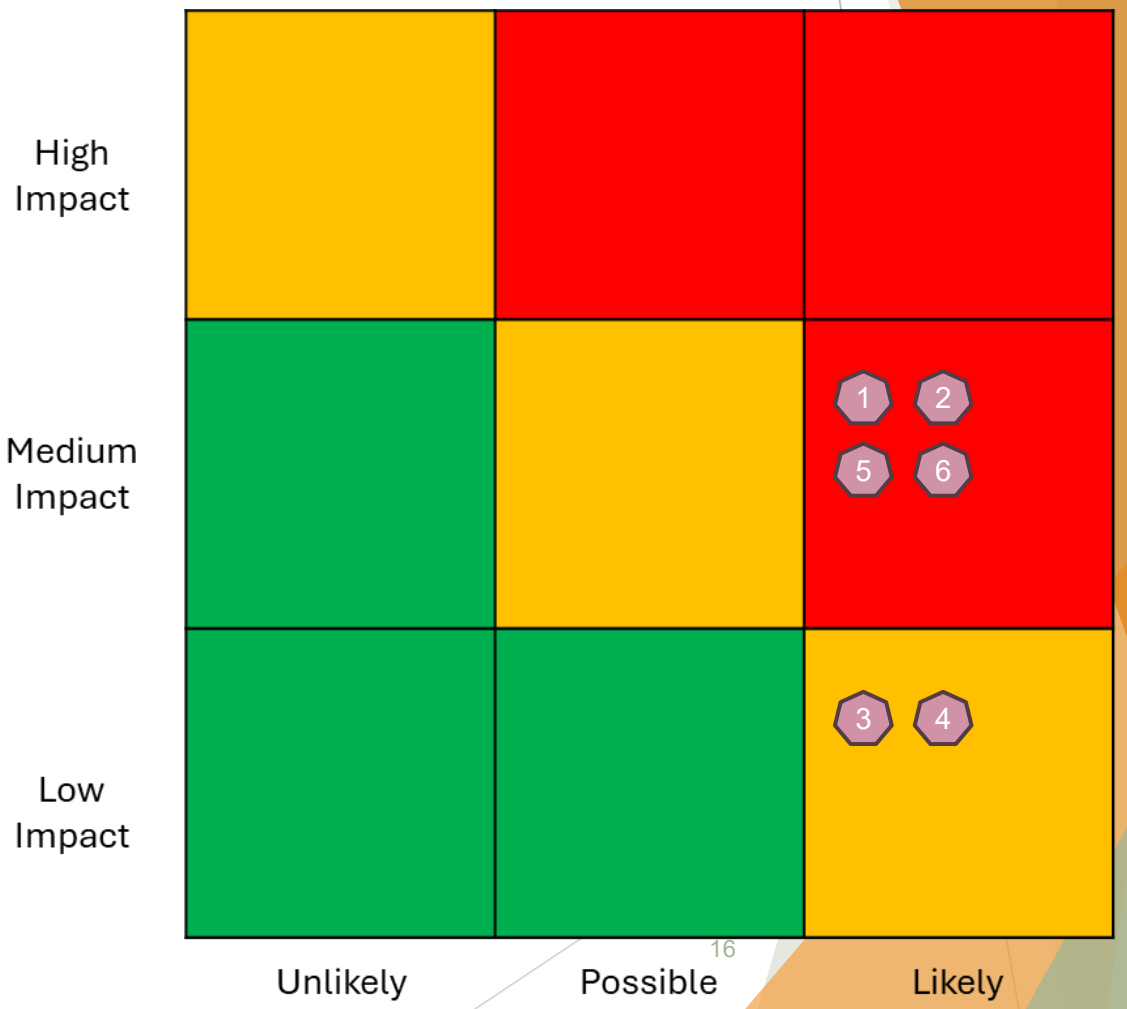
Observational Assessments

Issue	Location description	What 3 Words Location Ref	Observed Hazards	Level of pedestrian footfall (H/M/L)	Level of vehicular traffic	Known sub-reportable incidents?	Potential incident severity	Potential Likelihood
Narrow pavement / Narrowing road / Speeding	Lower Hampton Hill (Lawerence Road Turning) to Queen Matilda Pub	///arranges.waxing.nightcap	• Cars enter the village at speed (>30mph) descending Hampton Hill. • There is a single narrow pavement which is congested with bins • There is a bus stop used by children, on an unlit corner, without a crossing point	M	H	Y	Medium	Likely
Speeding / Congestion	Tetbury Hill - Queen Matilda Pub to Village Boundary (Tetbury end)	///milky.motivates.guests	• Cars enter the village at speed (>30mph) descending Tetbury Hill. • Greenway Head exit has poor visibility • Parked cars narrow the available road	M	H	Y	Medium	Likely
Parked cars restricting turning	Old Hill to Lawrence Road junction	///warbler.artichoke.former	• Parked cars on the corner prevent vehicles turning. Potential risk to emergency service access	M	L	Y	Low	Possible
Parked cars restricting turning	Point Road to High Street junction	///intruders.sprinkler.decide	• Parked cars limiting visibility	H	L	N	Low	Possible
Parked cars restricting turning	High Street / Mays Lane – Matilda junction	///sifts.ticket.proved	• Parked cars limiting visibility and obstruct turning • 4-way junction	H	H	Y	Medium	Likely
Congestion around School	High Street to village exit (Nailsworth end)	///oppose.opened.spans	• High volume of children crossing a well used road twice a day • Number of parked cars limits visibility and access	H	H	Y	Medium	Likely

Heatmap

Red = Take action
Amber = Consider action
Green = Consider action – low priority

	Issue	Location description	Historic Incident Risk Score	Potential Incident severity	Potential Likely-hood
1	Narrow pavement / Narrowing road / Speeding	Lower Hampton Hill (Lawerence Road Turning) to Queen Matilda Pub	Medium	Medium	Likely
2	Speeding / Congestion	Tetbury Hill - Queen Matilda Pub to Village Boundary	Medium	Medium	Likely
3	Parked cars restricting turning	Old Hill to Lawrence Road junction	Low	Low	Likely
4	Parked cars restricting turning	Point Road to High Street junction	Low	Low	Likely
5	Parked cars restricting turning	High Street / Matilda junction	Low	Medium	Likely
6	Congestion around School	High Street	Low	Medium	Likely



Treatment recommendations

Issue	Location description	What 3 Words Location Ref	Risk score	Treatment aims	Proposed treatment approach	Regulatory Framework
Narrow pavement / Narrowing road / Speeding	Lower Hampton Hill (Lawerence Road Turning) to Queen Matilda Pub	///arranges.waxing.nightcap		Reduce vehicle speed	Traffic Calming	Highways Regulation – Formal request
Speeding / Congestion	Tetbury Hill - Queen Matilda Pub to Village Boundary	///milky.motivates.guests		Reduce vehicle speed	Traffic Calming	Highways Regulation – Formal request
Parked cars restricting turning	Old Hill to Lawrence Road junction	///warbler.artichoke.former		Manage parking	Parking Restrictions	Road Traffic Regulation Act – TRO
Parked cars restricting turning	Point Road to High Street junction	///intruders.sprinkler.decide		Manage parking	Parking Restrictions	Road Traffic Regulation Act – TRO
Parked cars restricting turning	High Street / Mays Lane – Matilda junction	///sifts.ticket.proved		Manage parking	Parking Restrictions	Road Traffic Regulation Act – TRO
Lack of crossing point outside the School and Hall	High Street / Church Steet Triangle	///oppose.opened.spans		Improve pedestrian crossing	Traffic Calming Crossing Point(s)	Highways Regulation – Formal request

Notes & Considerations

- Data is restricted for the village due to low volumes and lack of major roads
- Further accident detail can be acquired at a relatively low cost
- All forms of regulated change to highways involves a significant input and effort

	Traffic Regulation Order (TRO)	Traffic Calming Measures	Zebra / Pelican Crossing
Primary Goal	• Legal backing for restrictions or controls on road use	• Reduce vehicle speeds and improve safety	• Provide safe pedestrian priority crossing
Estimated Cost	Low–Medium £3k - £7k	Medium–High £10k - £25k per set	High £50 - £100k
Difficulty to Implement	Medium – Mostly paperwork and new signs	Medium–High – Needs designs, drainage, lighting and infrastructure development	Medium - High – Requires infrastructure, PV2 Maths agreed and agreements
Legal Steps	• Formal statutory process with consultation and sealing	• Consultation recommended; some measures require TRO • Section 90 of Highways	• Must meet design guidelines; assessments required • Section 23 Notice
Maintenance	Low	Medium	Medium