

A4 West Kennett, Avebury

Wiltshire

Speed Limit Assessment

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1.0 Introduction and background

This assessment has been undertaken at the request of the Marlborough Local Highway and Footway Improvement Group (LHFIG) following concerns raised by the three Parish Councils (i.e. Avebury, Kennet Valley and Preshute Parish Council) and residents of West Kennett hamlet.

The Parish Councils have requested a speed limit assessment on the A4 between the Beckhampton Road Roundabout and Manton to be undertaken, for a total length of 8.6km. Concerns have been raised about the speeds of vehicles along the A4, particularly through the hamlet of West Kennett and at the junction where a side road joins the A4 near West Overton. There is also concern about the speed of vehicles on the eastern section of the route near the hamlet of Clatford.

Reference has been to a number of previous studies undertaken in connection to this route. These are as follows:

- Avebury World Heritage Site Transport Study (2015) prepared by Atkins on behalf of Wiltshire Council.
- West Kennett & The Avenue (B4003) Traffic Plan prepared by West Kennett residents and Avebury Council on behalf of MP Danny Kruger and Wiltshire Council.
- Preliminary Highway Improvement plans (2019) for West Kennett hamlet (including junction with B4003) and A4 Beckhampton prepared by Atkins on behalf of Wiltshire Council.

The A4 forms part of the A road network and is classed as a '3A – Main Distributor' in the hierarchy of the road function. This means that the function of the road is as part of the strategic network, providing an inter-urban link. The A4 is a key route connecting Chippenham, Calne and Marlborough. The A4 bisects the Avebury World Heritage site.

The Department for Transport Circular 01/13 Setting Local Speed Limits sets out guidance as a basis for assessments of local speed limits, traffic authorities set local speed limits in situations where local needs and conditions suggest a speed limit which is lower than the national speed limit. Speed limits should be evidence-led and self-explaining and seek to reinforce people's assessment of what is a safe speed to travel. Speed limits should be seen by drivers as the maximum rather than a target speed.

Speed limits should not be used to attempt to solve the problem of isolated hazards, such as a single road junction or reduced forward visibility. The principal aim in determining appropriate speed limits should be to provide a consistent message between speed limits and what the road environments looks like, therefore, changes in speed limit need to be reflective of changes in the road layout and characteristics. This approach will provide consistency across the country for drivers.

The underlying aim should be to achieve a 'safe' distribution of speeds. The key factors that should be considered in any decisions on local speed limits are:

- History of collisions;
- Road geometry and engineering;
- Road function;
- Composition of road users;
- Existing traffic speeds; and
- Road environment.

While these factors need to be considered for all road types, they may be weighted differently in urban

or rural areas. The impact on community and environmental outcomes should also be considered.

Circular 01/2013 Setting Local Speed Limits states that whilst traffic authorities should continue to routinely collect and assess both mean and 85th percentile speeds, mean averages should be used as the basis for determining local speed limits.

For clarity, the distinction between the mean and 85th percentile value is:

- Mean speeds are the average speeds that vehicles travel at
- 85th percentile speeds are the speeds at or below which 85% of vehicles are observed to travel under free-flowing conditions. This is the nationally recognised method of assessing traffic speeds. (Setting local speed limits, 2013).

What is a village?

The criterion for a 30mph limit is detailed in the Department for Transport Traffic Advisory Leaflet 01/04; Village Speed Limits, and is based on the amount of frontage development, with a requirement for 20 or more houses over a minimum length of 600 metres. This length may be reduced to 400 metres when the level of development density over this shorter length exceeds the 20 or more houses criterion and in exceptional circumstances a reduction to 300 metres is permissible. If there are just fewer than 20 houses, then the Highway Authority can make extra allowance for key buildings, such as a church, shop or school. The measurement of frontage development is based only on those houses that front onto the main road. It does not include groups of houses that access the main road from a side road. Frontage development density has to achieve an average of three houses per 100 metres throughout the length but particularly at the entrances to the limit. This ensures appropriate reinforcement of a village environment to the motorist. Please refer to Figure 1 below for an example. (DfT Traffic Advisory Leaflet 01/04 Village Speed Limits, 2004)

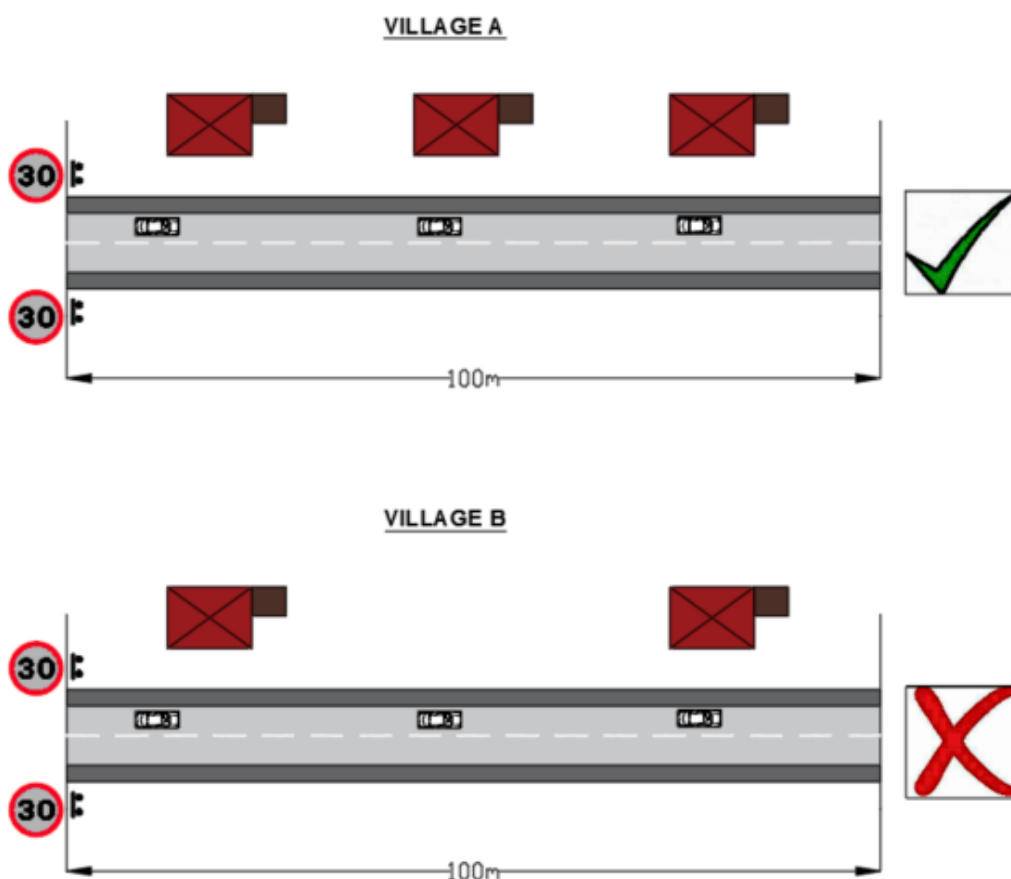


Figure 1 example of measure of density

Method of Analysis

The speed limit assessment process requires the calculation of time over distance to establish an average speed for each section of road being reviewed rather than the use of point speed data at a single location as would be collected by a traffic count survey. Generally, a total of seven journeys in each direction are made for each section of road under review and an average speed calculated from this analysis. The method of journey time analysis is considered a more robust analysis of vehicle speeds over the full length of each section to determine average speeds throughout the route rather than to rely on the use of point speeds which only offer a reading for vehicle speed at a single point of the route. This method ensures data is recorded for free-flowing traffic conditions.

Collision Data

The measurement of collisions is undertaken by establishing the number of recorded collisions that have taken place that have resulted in personal injury. Damage only and unrecorded incidents are not a material consideration. Collision data covering a 6-year period is used for assessment purposes, which is sourced from the Police Stats19 database

The use of personal injury collisions is universal across the United Kingdom not only in the assessment of speed limits but also in identifying schemes to improve highway safety. This accords with the principles set out in the Road Safety Code of Good Practice. (A Road Safety Good Practice Guide for Highway Authorities, 2006)

Legal Traffic Regulation Order Process

There must be a legal basis for any speed limit change, it must meet the required criteria otherwise the restriction can be challenged in court. As a moving vehicle offence, the enforcement authority for speed limits is the Police, therefore agreement and support must be sought from them before any changes are implemented.

The implementation of any new or change to an existing speed limit requires the legal procedure to introduce a Traffic Regulation Order (TRO) to be followed. This process requires formal advertisement and consultation providing members of the public with an opportunity to comment on the proposal. The associated costs with conducting this legal process are in the region of £3,000 (current cost as at October 2022) and it can take between twelve to eighteen months to complete.

2.0 Data Collection

2.1 *Site observations*

For the purpose of the speed limit review, the assessed route has been divided into six sections. The characteristic of the route varies along its length, therefore reviewing these sections separately allows each section to be assessed based on the most appropriate criteria for the nature and setting of that part of the route.

Section 1

The first section commences approximately 250m west of the A361/ A4361 /A4 Beckhampton Roundabout where the 50mph speed limit commences and continue eastward to the where the speed limit changes from 50mph to National Speed Limit (i.e. 60mph), for a total length of 641m.

To the west of the roundabout, it is a single carriageway route with central hatched road markings on the approach to the roundabout. It is relatively straight with gentle curve. There are fields and wide grass verge on both side of the road.

The Beckhampton Stable is located just off the roundabout to the west. A racehorse's crossing point is present about 150m west of the roundabout, before the speed limit transition from 50mph to 60mph. A couple of warning signs are present advising vehicular traffic the presence of equestrians and horses on the road.

To the east of the roundabout, the speed of the road remains as 50mph. There are a couple of businesses on either side of the road. There is a public house, Waggon & Horses, near the end of Section 1 and its customers' car park on the opposite side of the carriageway has direct access onto the A4.

Section 2

This section starts from the 50mph / National Speed Limit (i.e. 60mph) speed limit terminal adjacent to the Waggon & Horses public house. It is a wide rural single carriageway, with shallow grassed verges transition to roadside drainage ditches. The carriageway has a flowing horizontal alignment and follows a gently climbing grade as it ascends the south-eastern flank of Silbury Hill (scheduled ancient monument). Sightlines vary between crest and sag area, with visibility on the ascent reduced around the summit curve. This section ends at the start of West Kennett hamlet gateway sign, for a total length of 1865m.

Currently the national speed limit (60mph) applies.

Section 3

This short section covers the hamlet of West Kennett, starting and ending at its gateway sign. The nature of the road is similar to Section 2, it is a wide rural single carriageway and it slopes downhill towards to the east. There is a mixture of dwellings and farm properties with frontage access to the A4. There are right turn lanes for the junction with the B4003 The Avenue and for the junction with Gunsite Road. There is a layby on the north side of the carriageway which provides access to properties. The B4003 The Avenue leads to the Avebury Henge and Stone Circles, north-west of West Kennett. There is a lay-by to the west of the A4. The national speed limit currently applies on this section.

Section 4

This section commences at the eastern extremity of West Kennett and ending at the 60mph/50mph terminal speed limit sign at Fyfield village gateway sign, for a total length of 2774m. The section is rural in nature with fields on either side with hedges and verges bordering the A4. The horizontal alignment is free flowing with shallow bends. The road ascends to its crest where it reaches the Ridgeway National Trail. There is restricted visibility at the crest of the hill. There is a crossing point and a lay-by for visitor parking for Ridgeway and The Sanctuary on the south side of the A4. On the north side of the A4, there is an access road to a car park to serve visitors using the Ridgeway. There are three other minor road junctions on this section. The most significant, which has a right turn lane, is adjacent to a restaurant, The Burj at The Bell (formerly The Bell public house), where there is a side road to West Overton. There are two properties, excluding the public house which have frontage access onto the A4.

The national speed limit currently applies on this section.

Section 5

This section begins in the west at the 50mph/ 60mph Fyfield village gateway sign and continues eastwards to the 60mph/ 50mph to the village gateway sign at the eastern extremity of the village. There are hedges and trees bordering the A4 until it reaches the village where there is a mixture of dwellings, a church, Petrol Filling Station and some businesses. There are three minor road junctions on this section, two of which have right turn lanes, the most significant is the road to Lockeridge.

The existing speed is 50mph.

Section 6

Section 6 starts at the 50mph / 60mph Fyfield village gateway sign and continues eastward to the 60mph / 40mph speed limit terminal to the west of the junction with Downs Lane, near Manton for a total length of 1714m. The road is rural in nature with hedges, grass verges and trees. The road has a flowing alignment with a number of shallow bends. There are couple of dwellings and farms adjoining to the road.

There are three minor road junctions on this section, all have right turn lanes, the most significant is the road to Clatford.

The national speed limit currently applies on this section.

Historically, prior to the opening of the M4, the A4 was the main route between South Wales/Bristol and London. This gives some context why the highway is of a relatively high standard and is subject to National Speed Limit, for the majority of its length.

2.2 Journey time data

Journey time data has been collected. The method employed is to follow other vehicles, in free flowing traffic conditions, as they travel the route matching their speed. This gives an insight into how drivers using the route behave in terms of driven speeds.

Each section was driven 7 times in both directions, following a variety of vehicles/drivers, and the journey time for that section recorded. It should be noted that the length of each section varies.

<u>Journey Run Number</u>	<u>Section 1</u>	<u>Section 2</u>	<u>Section 3</u>	<u>Section 4</u>	<u>Section 5</u>	<u>Section 6</u>
1	00:46.38	01:22.10	00:32.13	02:11.90	01:01.84	01:24
2	00:40.43	01:35.65	00:32.48	02:13.18	00:58.39	01:27.22
3	00:42.52	01:22.04	00:26.19	01:59.64	00:57.59	01:16.01
4	00:42.58	01:24.81	00:27.23	02:21.02	00:57.11	01:34.67
5	00:42.31	01:27.15	00:29.36	02:14.63	00:57.52	01:25.06
6	00:50.59	01:23.49	00:25.69	01:57.09	00:55.36	01:26.91
7	00:43.66	01:20.72	00:30.29	01:58.95	00:57.72	01:16.09
Average Times:	00:43.49	01:23.92	00:29.04	02:07.66	00:57.67	01:23.92

Table 1: Journey Time Data

Note: The fastest & slowest results from each section timing will be disregarded when calculating the average time for that particular section to produce more reliable results by disregarding outliers.

2.3 Traffic speeds and volumes

The journey time data shown in section 2.2 is used to calculate mean (average) speeds of vehicles on the route. Table 2 shows the mean speeds for each section and the accompanying calculation data.

Vehicle volumes are recorded using a radar device mounted to street furniture. This device captures the number and classification of vehicles as they pass. The speed data collected by this device is not used for the speed limit assessment process as it gives point speeds only.

The devices were located at a one location and a 7 day period in June 2025 was recorded. It was located in Manton at the eastern end of the route, recording an annual average daily traffic (AADT) volume of 11,074 vehicles. These traffic flows are used in the table on the drawing in Appendix A at the end of this report.

Road Sections	Description	Average Journey Time (secs)	Section Length (Metres)	Existing Speed (Metres per Second)	Mean Speed (Miles per Hour)
Section 1	60mph / 50mph speed limit change north of Beckhampton Roundabout to 50mph/ 60mph speed limit change	00:43.49	641	14.7	33
Section 2	50mph / 60mph speed limit change to West Kennett sign	01:23.92	1868	22.3	49.8
Section 3	West Kennett Sign	00:29.04	605	20.83	46.6
Section 4	West Kennett sign to 60mph / 50mph Fyfield village gateway	02:07.66	2774	21.7	48.6
Section 5	60mph / 50mph Fyfield village gateway to 50mph/ 60mph speed limit change	00:57.67	1149	19.9	44.6
Section 6	50mph / 60mph speed limit change at Fyfield village gateway to 60mph/ 40mph change of speed limit	01:23.92	1714	20.42	45.7

Table 2: Mean Vehicle Speeds

2.4 Collision data

An interrogation of the Police collision database indicates there have been 23 reported personal injury collisions in the 72 months (until 28th June 2025 as the most recent data available) preceding this report. Any collisions which occurred subsequent to June 2025 will not yet be available in the Police database. It should be noted that where we have been made aware of specific collisions subsequent to June 2025 then reference has been made to them.

In the 72 month period up to 28th June 2025, there has been 17 reported slight injury collisions, 4 reported serious injury collisions and 2 reported fatality collisions.

Within Section 1 there were 5 injury collisions during the recent 6 years period, one of which was serious. The serious collision involved one car pulling out onto the wrong side of the road outside Wagon and Horses and collided with a car on the opposite direction.

There were 6 injury collisions in Section 2, and 2 in Section 3, the severity of all accidents recorded in both sections were slight.

There were 3 reported collisions in Section 4, 2 of which were serious and 1 was fatal. Of the two serious injuries, one involved a motorcycle striking onto a car near to the side road towards West Overton. The other serious injury was at the junction with C73 towards West Kennett, involving a motorcyclist collided with cyclist when the cyclist crossing the carriageway while the motorcyclist travelling at speed on a bend. The fatal collision was linked to a car moving across into the opposite side of the carriageway and collided front on with another vehicle.

There were 6 injury collisions in Section 5, 2 resulted in serious injury and 4 slight injuries. One serious collision was when a pedestrian crossed the road outside Fyfield House and collided with an oncoming vehicle resulting in the casualty fallen to the ground. The other serious collision was involved a motorcyclist collided front with a dead animal in the carriageway and lost control, resulting in the motorcyclist displaced from his motorbike.

In Section 6, two injury collisions were recorded and both were slight.

Kennet Valley Parish Council have provided a schedule of collisions that they are aware of. These have been checked against the police database and as some of the collisions have not been reported to the police, or didn't involve any personal injuries, they haven't been included in this assessment.

The Parish Councils have also reported that there has been a number of collisions recently which have resulted in serious injuries. However, as noted above these recent collisions are not yet within the Police collision database so have not been included within the analysis. However, we are aware of two collisions in particular which resulted in a serious injury and one which resulted in a fatality. The serious collision occurred at the A4 Clatford in September 2025 and involved a flatbed lorry and 2 cars. The fatality occurred on the approach to West Kennett in November 2025. The collision involved a John Deere utility vehicle and a Land Rover Discovery. As with all fatal collisions, the Police will be conducting a comprehensive investigation into the causes of the collision.

2.5 *Local concerns*

This assessment has been undertaken at the request of the Marlborough Local Highway and Footway Improvement Group (LHFIG) following concerns raised by the three Parish Councils i.e. Avebury, Kennet Valley and Preshute Parish Council and also residents of West Kennett.

Avebury Council together with the residents of West Kennett have provided a document 'West Kennett & The Avenue (B4003) Traffic Plan' setting out their concerns (referred to in Section 1). In addition the Parish Councils were offered an opportunity to submit any comments that they wished to be considered as part of the speed limit assessment. All comments submitted were provided to the Council's consultant and considered as part of the assessment process.

Having considered all the comments provided the following local concerns were identified. The Parish Councils were all concerned about the speed of vehicles using the A4. Concerns were raised about specific junctions, including the near The Burj at The Bell restaurant where a side road towards West Overton joins the A4. There is also concern near the hamlet of Clatford, where turning into and out of the private accesses onto the A4 is particularly difficult due to the speed of the traffic especially when it is against the flow of traffic. Also, the number of pedestrians and cyclists crossing the A4 to visit the Clatford Hall and nearby World Heritage Site is also a concern.

The residents at West Kennett were particularly concerned with vehicle speeds through the hamlet making it difficult for pedestrians to cross the road to catch buses, or any other reason. In addition a concern has been raised with the informal crossing point to the east of West Kennett at the Ridgeway where pedestrians have to cross the road at a crest of a hill, where there is limited visibility.

Kennet Valley Parish Council have provided a schedule of collisions that they are aware of. These have been referred to in Section 2.5 above.

3.0 Analysis

It is set out in Circular 01/13 that 'Drivers are likely to expect and respect lower limits and be influenced when deciding on what is an appropriate speed, where they can see there are potential hazards, for example outside schools, in residential areas or villages and in shopping streets.' The DfT therefore state that a principal aim for determining appropriate speed limits should be to provide a consistent message between the speed limit and what the road looks like and for changes in speed limit to be reflective of changes in the road layout and character.

The following are important factors when considering what is an appropriate speed limit.

- history of collisions, including frequency, severity, types and causes
- road geometry and engineering (width, sightlines, bends, junctions, accesses and safety barriers and so on)
- road function (strategic, through traffic, local access et cetera)
- composition of road users (including existing and potential levels of vulnerable road users);
- existing traffic speeds
- road environment, including level of road-side development and possible impacts on residents (e.g. severance, noise, or air quality)

It is recognised within the circular that different road users perceive risks and appropriate speeds differently, with drivers often not having the same perception of the hazards of speeds as people on foot, cycles or horseback. The needs of vulnerable road users must be taken into account.

The guidance does however also state '*Speed limits should not be used to attempt to solve the problem of isolated hazards, for example a single road junction or reduced forward visibility such as at a bend, since speed limits are difficult to enforce over such a short length. Other measures, such as warning signs including vehicle activated signs, carriageway markings, junction improvements, superelevation of bends and new or improved street lighting, are likely to be more effective in addressing such hazards. Similarly, crossings or, in rural areas, the provision of adequate footways can be a more effective means of improving pedestrian safety than lowering a speed limit over a short distance*'.

The guidance also advises that if a speed limit is set unrealistically low for a particular road function and condition, it may be ineffective and drivers may not comply with the speed limit. If many drivers continue to travel at unacceptable speeds, the risk of collisions and injuries would increase.

It may well be that a speed limit need not be changed if the collision rate can be improved or wider quality of life objectives can be achieved through other speed management measures, or other measures. These alternative measures should always be considered before proceeding with a new speed limit.

The following table sets out the speed limits for single carriageway roads in rural locations as would be applicable to these on the A4.

Speed limit (mph)	Where limit should apply:
60	Recommended for most high quality strategic A and B roads with few bends, junctions or accesses.
50	Should be considered for lower quality A and B roads that may have a relatively high number of bends, junctions or accesses. Can also be considered where mean speeds are below 50 mph, so lower limit does not interfere with traffic flow.
40	Should be considered where there are many bends, junctions or accesses, substantial development, a strong environmental or landscape reason, or where there are considerable numbers of vulnerable road users.

Table 3: Rural Speed Limit Criteria - Circular 01/13

Section 1 covers the route from A361/ A4361 /A4 Beckhampton Roundabout where the 50mph speed limit commences and continue eastward to the where the speed limit changes from 50mph to 60mph. The existing speed limit is 50mph and the mean speed was measured at 33mph, which is a consequence of negotiating the Beckhampton Roundabout. There were 4 injury collisions during the recent 6 years period in this section, one serious collision involved one car pulling out onto the wrong side of the road outside Wagon and Horses and collided with a car on the opposite direction.

The assessed speed limit is 50mph and it is recommended that this is the speed limit that can remain. It falls within the 50mph speed limit criteria in Table 3 above, as the mean speed is below 50mph.

Section 2 starts from the 50mph / 60mph speed limit terminal adjacent to the Waggon & Horses public house. The existing speed limit is 60mph while the mean measured speed in this section was 49.8mph. The six collisions recorded in this section in the most recent six years were all recorded as slight. The assessed speed limit is 60mph and it is recommended that this existing speed limit can remain. It falls within the 60mph speed limit criteria in Table 3 above.

Section 3 covers the hamlet of West Kennett. The existing speed restriction is 60mph. The mean measured speed in this section is 46.6mph. There were two collisions recorded in this section in the most recent six years and these were recorded as slight. There is a mixture of dwellings and agricultural properties with frontage access to the A4. The location does not satisfy the criteria for a village due to the limited number of properties. There are also junctions with three lower classification roads in this section, including the B4003. It is acknowledged that the presence of some residential development will generate a need for use of the road for vulnerable road users, however this will be limited due to the minimal development.

There is a strong locally led desire for a reduction in speed limit to 40mph. Whilst there is a small change in the environment due to the hamlet of West Kennett, this fails to address the requirements of the guidance in terms of “many bends, junctions or accesses, substantial development, strong environmental or landscape reasons or where there are considerable numbers of vulnerable road users” justifying a 40mph speed limit. As noted within the guidance, the level of restriction should be recognised as appropriate by the motorist, to actively encourage self-compliance. This is achieved through the cognitive triggers a motorist receives from the environment that they travel through. The provision of a 40mph restriction would require significant engineering measures to alter the

environment and provide this change.

Whilst currently this section remains subject to the national speed limit, it is considered to satisfy the circumstances and criteria for a 50mph restriction as set out in Table 3 above, i.e. “lower quality A and B roads that may have a relatively high number of bends, junctions or accesses. Can also be considered where mean speeds are below 50mph”.

It is recommended that the speed limit is reduced to 50mph.

Section 4 covers the section between West Kennett and Fyfield. The existing speed is 60mph, and the assessed calculated speed is 60mph.

The existing speed limit is 60mph while the mean measured speed in this section was 48.6 mph. There were three reported injury collisions, two of which were serious and one was fatal due to driver crossing onto the opposite side of the carriageway as a consequence of excessive speed on a bend.

The assessed speed limit is 60mph and it is recommended that this is the speed limit that can remain. It falls within the 60mph speed limit criteria in Table 3 above.

As is outlined above in Section 2.5/2.6 there have been concerns raised in respect of the number of collisions at the junction of A4 with the road to West Overton near the restaurant The Burj at the Bell. As stated in section 1 Speed limits should not be used to attempt to solve the problem of isolated hazards, such as a single road junction or poor forward visibility.

Concerns were also raised about the informal pedestrian crossing where the Ridgeway crosses the A4. Again speed limits should not be used to attempt to solve the problem of an isolated hazard such as this. The existing crossing point on the Ridgeway is already highlighted on both approaches for motorists through the appropriate highway signage.

Section 5 covers the village of Fyfield. This section has an existing speed limit of 50mph and the measured mean speed is 44.6mph. There were 6 injury collisions in Section 5, 2 resulted in serious injury and 4 slight injuries. One serious collision was when a pedestrian crossed the road outside Fyfield House and collided with an oncoming vehicle resulting in the casualty fallen to the ground

Although the assessed speed limit is 60mph, it meets the criteria for a road with a 50mph speed limit in Table 3 above so the existing limit should be retained.

Section 6 covers the section from Fyfield to Manton. This section has an existing speed limit of 60mph and the mean measured speed in this section was 45.7mph. The two reported collisions in this section in the most recent six years were all recorded as slight. The assessed speed limit is 60mph and it is recommended that this existing speed limit can remain. It falls within the 60mph speed limit criteria in Table 3 above.

These conclusions are shown on the table on the drawing at the end of this report, in Appendix A.

The collision history for the study area does not identify a significant cluster of collisions resulting in personal injury. Most vehicles involved were cars. Speed was not a contributing factor in the majority of the collisions

Taking into consideration the data collected, site observations and assessment against DfT criteria, a case cannot be made to support the change of the speed limits apart from allowing Section 3 to be reduced to 50mph.

The Parish Councils have referred to difficulties accessing the A4 from the side roads and properties. It may be possible to review these junctions to improve visibility where possible. Collision data does not seem to help identify these locations.

There are also several locations on the route where there are large farms, particularly in the area of Kennet Valley – sections 4 and 6). The volume and type of vehicles accessing the farms is not currently known, but it might be advantageous to provide ‘farm traffic’ signs (Traffic Signs Manual Chapter 4, paragraph 9.5) to warn drivers of slow moving vehicles. Any warning signs could be accompanied by standard SLOW carriageways to further reinforce the message to motorists to need to travel in appropriate manner along the A4.

Any improvements identified would align with the DfT assertion that engineering measures should be used to deal with isolated hazards and address the needs of vulnerable road users, rather than a reduction of speed limit where it is not warranted against other criteria.

4.0 Recommendation and Costs

The costed recommendation set out in this report is the introduction of a 50mph speed limit in Section 3 and relocating terminal speed limit signs in Section 1. The likely associated costs for implementation are set out below.

<u>Description</u>	<u>Cost</u>
Traffic Regulation Order (TRO)	£3,000
Temporary Traffic Management	£2,000
Signing	£3,000
Associated electrical costs	Not applicable
Road Markings	Not applicable

Table 4: Cost estimate

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Appendix A – Speed limit assessment plan