



OXFORDSHIRE COUNTY COUNCIL

- 1. (A4260 KIDLINGTON TO ADDERBURY) (50 MPH SPEED LIMIT) ORDER 20****
- 2. (BANBURY AREA) (SPEED LIMITS) ORDER 20****
- 3. (BLETCHINGDON, KIRTLINGTON AND SHIPTON-ON-CHERWELL AREAS) (SPEED LIMITS) ORDER 20****
- 4. (BODICOTE PARISH) (SPEED LIMITS) ORDER 20****
- 5. (STEEPLE ASTON PARISH) (SPEED LIMITS) ORDER 20***
- 6. (STEEPLE BARTON & WESTCOT BARTON PARISHES) (SPEED LIMITS) ORDER 20****
- 7. (TACKLEY PARISH) (SPEED LIMITS) ORDER 20****
- 8. (NORTH ASTON PARISH) (SPEED LIMIT) ORDER 20****

STATEMENT OF REASONS

As part of Oxfordshire County Councils 'Vision Zero' strategy, it is planned to reduce speed limits on & along the A4260 corridor between Kidlington & Banbury. Specifically, the proposals comprise of:

1. 30mph speed limits on the A4260 Oxford Road at Bodicote & Banbury.
2. 40mph speed limits on the:
 - a. A4260 Oxford/Banbury Road at Hopcrofts Holt,
 - b. B4030 at Hopcrofts Holt,
 - c. A420 Banbury Road at Shipton-on-Cherwell, and
 - d. A4095 Bunkers Hill & Upper Campsfield Road at Shipton-on-Cherwell
3. 50mph speed limits on the:
 - a. A4260 Banbury Road at Shipton-on-Cherwell,
 - b. A4260 Banbury Road at Rousham,
 - c. A4260 Oxford Road at Steeple Aston,
 - d. A4260 Oxford Road at North Aston,
 - e. A4260 Banbury Road at Deddington, and
 - f. B4027 at Tackley.
4. 60mph speed limits on the A4260 Oxford Road (Northbound carriageway only) at Middle Aston.

The proposals are being put forward for road safety reasons as part of the County Council's commitment to 'Vision Zero', which includes the elimination of deaths & serious injuries from road traffic collisions in Oxfordshire by 2050. The Vision Zero program aims to ensure the highway network is safely designed, implemented, improved and maintained with Vision Zero at the heart of all decision making.

Vision Zero focuses on a whole safe system approach, rooted in the belief that every death reflects a human failure in the system. This ensures that the programme is not just a technical solution but also encourages a behaviour change and cultural shift towards a more human-based approach to road safety.

The proposed reduction in the speed of vehicles engenders safer driving and an improved ability to react positively to emergency situations, thereby reducing potential dangers.

The County Council continues its responsibility to consider the provision of convenient and safe movement of motor vehicles and other traffic, and the proposed measures are aimed at ensuring that danger is minimised whilst facilitating the effective and safe passage of traffic.

Date: 5 June 2025

Traffic Regulation Order & Schemes
for the Director of Environment & Highways
Oxfordshire County Council
County Hall
New Road
Oxford
OX1 1ND.