

Dear Andrew Prosser,

I write to bring to your attention the deteriorating traffic situation on West End in Witney and the detrimental effects it's having on residents' health and safety. Over the past five years, there have been eight road accidents on West End (one of which was serious) compared with only one minor incident recorded in the previous five years: the council must see this as a warning that the situation is likely to get worse if no immediate action is taken.

This problem has been caused by the significant increases in traffic flows on West End in recent years: standstill traffic spanning the full length of the road is common, posing serious air quality concerns and real health risks to residents.

In addition, the constant flow of traffic frequently makes crossing the road very difficult, raising serious safety concerns to pedestrians. Unfortunately, when the traffic subsides, the safety of residents is compounded by speeding, which has become endemic on West End: this is possibly due to motorists exiting the A4095 in frustration after having been delayed by the chronic congestion there.

Reducing traffic flows on the A4095, and by extension West End, must be a priority for the council. However, I sympathise that this can't be achieved overnight as it will require new roads to debottleneck the area, in addition to significant improvements to public transport and cycling infrastructure, as indicated by the Witney Area Transport Strategy.

By contrast, **critical improvements to road safety can be made immediately** to ensure accidents do not continue to rise at the rates recorded. The residents of West End deserve the following to be duly considered by the council:

- A 20mph speed limit on West End
- Speed bumps to ensure the 20mph speed limit is observed
- Pedestrian crossings, particularly at the A4095 end and near the Elm Tree pub
- A raised pavement at the entrance to West End Industrial Estate
- Giveways to reduce traffic to single file where West End narrows near the Woodgreen end

I look forward to hearing back on the council's considerations of the above safety measures and on its plans for urgently improving road safety on West End. I'd also be grateful if you could provide a progress update on implementation of the council's Witney Area Transport Strategy which will have undoubtedly been affected by the pandemic: its timely implementation, however, remains crucial for the long-term health and safety of residents in the area.