

**THE HAMPSHIRE (B3349 NEW ODIHAM ROAD, THE AVENUE, FROYLE ROAD)
(40 MILES PER HOUR SPEED LIMIT) ORDER 2026**

NOTICE IS HEREBY GIVEN that Hampshire County Council made the above-mentioned Order on Tuesday 6th October 2026, in exercise of its powers and duties under Sections 84 and 122 of the Road Traffic Regulation Act 1984 (“the Act”), Part IV of Schedule 9 of the Act and of all other enabling powers, after consultation with the Chief Officer of Police in accordance with Part III of Schedule 9 of the Act, and having discharged its duty under section 122 of the Act.

GENERAL NATURE AND EFFECTS OF THE ORDER: Will be to implement a 40mph speed limit (previously 60mph) as described below:

- (i) B3349 Odiham Road/Alton Road between a point 420 metres south of its junction with C70 Froyle Road and a point 1070 metres north of that point.
- (ii) C70 The Avenue between its junction with B3349 New Odiham Road and a point 140 metres west of that point.

This order will revoke and reinstate: “The Hampshire (C70 Froyle Road And C124 Old Odiham Road, Golden Pot/Shalden) (40 Miles Per Hour Speed Limit) Order 2008” with no change of substance.

DATE OF OPERATION: The order will come into force on Friday 23rd October 2026.

FURTHER DETAILS: A copy of this notice, the order as made, a map showing the location and effect of the order, a statement of reasons and the order to be revoked may be viewed at <https://www.hants.gov.uk/community/publicnotices> or inspected during the usual office hours at the following places:

- (i) Alton Library, Vicarage Hill, Alton, GU34 1HT (Opening hours: Mondays: 09:30 – 13:30; Tuesdays & Thursdays to Saturdays: 09:30 – 17:00)
- (ii) Hampshire County Council Headquarters, The Castle, Winchester, SO23 8UJ (Opening hours: Mondays to Thursdays 8.30 – 17.15; Fridays 8.30 – 16.45)
- (iii) Copies of the order as made, plan and statement of reasons can also be obtained by e-mailing public.notices@hants.gov.uk or by writing to Traffic Orders Team, Safer Roads and Parking, Universal Services, 2nd Floor, Elizabeth II Court West, The Castle, Winchester SO23 8UD quoting reference: C880/SV

PATRICK BLOGG Director of Universal Services, The Castle, Winchester, SO23 8UD

**HAMPSHIRE COUNTY COUNCIL
ROAD TRAFFIC REGULATION ACT 1984**

**THE HAMPSHIRE (B3349 NEW ODIHAM ROAD, THE AVENUE AND FROYLE
ROAD, GOLDEN POT)
(40 MILES PER HOUR SPEED LIMIT) ORDER 2026**

Hampshire County Council in exercise of its powers and duties under Sections 84 and 122 of the Road Traffic Regulation Act 1984, Part IV of Schedule 9 to the Act and of all other enabling powers, and after consultation with the Chief Officer of Police in accordance with Part III of Schedule 9 to the Act, hereby makes the following order:

1. In this order, and the preamble and schedule hereto:

"the Act" means the Road Traffic Regulation Act 1984;
"mph" means miles per hour;
"road" means any length of highway or any other length of road to which the public has access, and includes bridges over which a road passes; and
"special forces" has the same meaning as defined in The Road Traffic Exemptions (Special Forces) (Variation and Amendment) Regulations 2011
2. No person shall drive any vehicle at a speed exceeding 40 mph on any of those roads specified in the schedule to this order.
3. No speed limit imposed by this order applies to vehicles falling within regulation 3(4) of the Road Traffic Exemptions (Special Forces) (Variation and Amendment) Regulations 2011 when used in accordance with regulation 3(5) of those Regulations.
4. "The Hampshire (C70 Froyle Road and C124 Old Odiham Road, Golden Pot/Shalden) (40 Miles Per Hour Speed Limit) Order 2008" is hereby revoked in its entirety.
6. This order shall come into force on 23rd October 2026 and may be cited as "The Hampshire (B3349 New Odiham Road, The Avenue and Froyle Road, Golden Pot) (40 Miles Per Hour Speed Limit) Order 2026."

GIVEN this 6th day of October 2026

THE COMMON SEAL of HAMPSHIRE)
COUNTY COUNCIL was hereunto affixed)
in the presence of:)

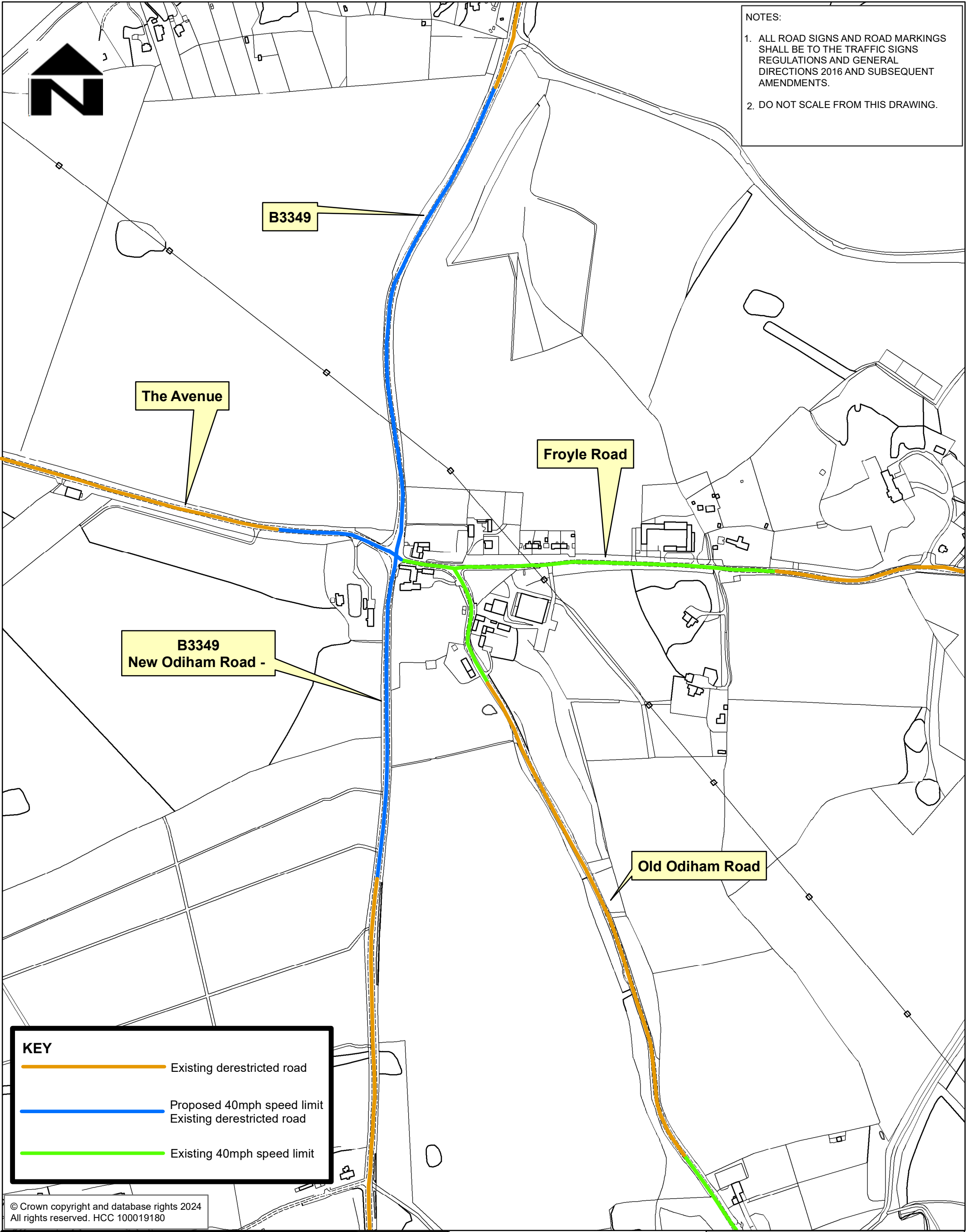
Authorised Signatory



SCHEDULE

Roads at Golden Pot in the District of East Hampshire 40mph Speed Limit

- (i) B3349 Odiham Road/Alton Road between a point 420 metres south of its junction with C70 Froyle Road and a point 1070 metres north of that point.
- (ii) C70 The Avenue between its junction with B3349 New Odiham Road and a point 140 metres west of that point.
- (iii) C70 Froyle Road between its junction with B3349 New Odiham Road and a point 490 metres east thereof.
- (iv) CI24 Old Odiham Road between its junction with C70 Froyle Road and a point 160 metres south of that point.



© Crown copyright and database rights 2024
All rights reserved. HCC 100019180

 Hampshire County Council PATRICK BLOGG : DIRECTOR OF UNIVERSAL SERVICES	DESIGNER NE	Scheme B3349 & New Odiham Road, Alton (Golden Pot Crossroads)			TITLE Proposed speed limit reduction scheme	
	CAD					
	CHECKED					
	APPROVED	SCALE 1:4,500 @ A3	DATE 02/12/2025	Sheet number 1 of 1	DRAWING NUMBER	

**THE HAMPSHIRE (B3349 NEW ODIHAM ROAD/ALTON ROAD, C70 FROYLE ROAD/THE AVENUE, SHALDEN) (40MILES PER HOUR SPEED LIMIT)
ORDER 2026**

Statement of reasons

New Odiham Road / B3349 is a long, single-carriageway rural route connecting Odiham to Alton. It passes through several villages and hamlets, including South Warnborough and the C70 crossroads, locally known as the Golden Pot.

At the crossroads, the New Odiham Road / B3349 meets Froyle Road and The Avenue at a junction currently subject to the national speed limit. Froyle Road reduces to 40 mph approximately 40 metres from its junction with the B3349, whereas The Avenue remains subject to the national speed limit.

This junction remains a location of concern regarding road traffic collisions, despite various casualty reduction measures implemented in the past, to which initially reduce the number of collisions, but the pattern returns shortly after. With the continuing personal injury collision record and the presence of a new residential development taking place near this junction, it is anticipated that reducing the speed limit to 40 mph will help reduce the frequency and severity of collisions and assist to alleviate further highway safety concerns.

Local residents have expressed significant concern, and a recent petition requested a reduction in the speed limit. A recent traffic survey indicated 85 percent of the traffic was travelling at or below a speed of 44mph at the junction of the B3349 with Froyle Road and The Avenue.

Given the nature of the road and its collision history, it is proposed that the existing national speed limit be reduced to 40 mph to improve overall safety.

REVOKED

ENV 26C/494

HAMPSHIRE COUNTY COUNCIL

ROAD TRAFFIC REGULATION ACT 1984

THE HAMPSHIRE (C70 FROYLE ROAD AND C124 OLD ODIHAM ROAD,
GOLDEN POT / SHALDEN) (40 MILES PER HOUR SPEED LIMIT) ORDER
2008

Hampshire County Council in exercise of its powers under Section 84 of the Act and of all other enabling powers, and after consultation with the Chief Officer of Police in accordance with Part III of Schedule 9 to the Act, hereby makes the following order:

1. In this order, and the preamble and schedules hereto :

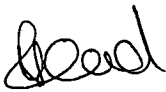
“the Act” means the Road Traffic Regulation Act 1984;

“mph” means miles per hour; and

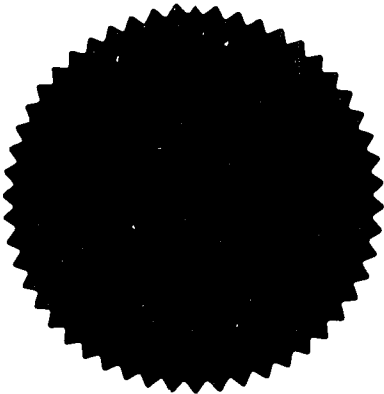
“road” includes any length of road.
2. No person shall drive any vehicle at a speed exceeding 40 mph on any of those roads specified in the schedule to this order.
3. This order shall come into operation on the 28th July 2008 and may be cited as “The Hampshire (C70 Froyle Road and C124 Old Odiham Road, Golden Pot / Shalden) (40 Miles per Hour Speed Limit) Order 2008.”

GIVEN this 7th day of July 2008

THE COMMON SEAL of HAMPSHIRE)
COUNTY COUNCIL was hereunto affixed)
in the presence of:)



Authorised Signatory



36/2773

SCHEDULE

Roads at Golden Pot / Shalden in the District of East Hampshire 40 mph Speed Limit

- (i) C70 Froyle Road between its junction with B3349 New Odiham Road and a point 490 metres east thereof.
- (ii) C124 Old Odiham Road between its junction with C70 Froyle Road and a point 160 metres south of that point.