



# Cabinet

**Date:** Thursday, 19 March 2009

**Time:** 6.15 pm

**Venue:** Committee Room 1 - Wallasey Town Hall

**Contact Officer:** Andrea Grant  
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**Website:** <http://www.wirral.gov.uk>

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## AGENDA

36.1 COMMUNITY SPEED INITIATIVE (ACCIDENTS 2zer0) -  
UPDATED REPORT

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# Agenda Item 36a

**WIRRAL COUNCIL**

**CABINET – 19<sup>TH</sup> MARCH 2009**

**REPORT OF THE DIRECTOR OF TECHNICAL SERVICES**

**COMMUNITY SPEED INITIATIVE (ACCIDENTS 2zer0)**

## **1.0 EXECUTIVE SUMMARY**

- 1.1 This report informs Cabinet of the results of further consultation with Community Forums and Members over requests for the next round of areas within the Community Speed Initiative (Bring Accidents Down 2zer0) programme.
- 1.2 The report seeks approval from Cabinet to move the initial trial areas scheme to a further seven areas identified within the report.

## **2.0 BACKGROUND**

- 2.1 Members may recall my update of the successful Community Speed Initiative which I reported to Cabinet on 16<sup>th</sup> October 2008. The scheme aims to encourage a greater awareness of vehicle speeds amongst drivers through innovative signing in a number of discrete areas.
- 2.2 The initial seven pilot areas were as follows:-
  1. Acre Lane, Bromborough
  2. New Ferry Road, New Ferry
  3. Oxton Village, Oxton
  4. Rigby Drive, Greasby
  5. Westbourne Road, West Kirby
  6. Cleveley Road, Meols
  7. Withens Lane, Liscard/New Brighton
- 2.2 As part of my initial evaluation, I had reported the results of both residents and driver surveys which indicated overall that the views were positive towards this type of scheme. This type of scheme raises awareness of both residents and drivers to the risks that inappropriate speed can have as contributory factors in road accidents.
- 2.3 At its meeting of 16<sup>th</sup> October 2008 Cabinet (Minute 239) resolved that:
  - (1) the report be noted and it be acknowledged that overall the initiative had received positive support from both motorists and residents;
  - (2) the continuation of the initiative by moving the scheme from the seven pilot areas to another seven areas throughout the Borough be endorsed;

(3) Officers to engage with communities via Area Forums over the possibility of moving the initiative on into other local areas, mindful of the broad criteria associated with this initiative; and

(4) Elected Members be encouraged to offer assistance in identifying community groups which could be contacted in their Wards to assist in the Community Speed Watch initiative.

### **3.0 CONSULTATION**

3.1 I have consulted with each of the 11 Area Forums, together with all elected Members seeking proposals from each, new areas within which to develop this Community Speed Initiative. In addition to the views of Members and those expressed via Community Forums, I have also included suggestions that have been received from individual members of the public who have seen the original pilot scheme.

3.2 Whilst I have had a wide range of suggestions for new areas, I do not consider that all these would be suitable or practical (based on type of road; no sensible area to be found). The criteria for this type of scheme has previously been agreed and is based on the following:-

- Residential areas which are self-contained and consist of traffic flows/speeds which are likely to be influenced by this type of initiative and lead to success;
- Road safety records – together with road safety enquiries, petitions etc received by the Dept and the overall history of road safety concerns;
- Presence of schools and School Travel Plan (Safer Routes to School initiatives);
- Presence of local community groups to take ownership and help drive and promote the initiative;

3.3 Over 240 roads or areas have now been suggested as part of my ongoing consultations. Each of these has been plotted, to better enable the identification of potential new locations. **Appendix A** lists these roads and **Appendix B** identifies the next 14 generic areas which it is proposed to roll out the scheme in two phases as indicated in paragraph 4.2.

3.4 It is proposed that seven of these areas will be identified through the Member briefing process and will be reported to Cabinet on the night. These seven will be rolled out during April/May 2009 and be on site until October 2009 after which the remaining sites will be treated.

### **4.0 PROPOSED NEW AREAS**

4.1 Based on the consultation together with requests and officer input, a further 14 discrete areas have been identified. These areas are as follows:

1. Orrysdale Road/Lang Lane, West Kirby
2. Bertram Drive, Meols
3. Bermuda Road, Moreton

4. Borrowdale Road, Moreton
  5. Pasture Avenue, Moreton
  6. Sandbrook Lane, Moreton
  7. Holmlands Drive, Prenton
  8. Waterpark Road, Prenton
  9. Station Road, Liscard
  10. Limekiln Lane, Seacombe
  11. Deveraux Drive, Seacombe
  12. Devonshire Park, Prenton
  13. Townfield Lane, Bebington
  14. Mill Park Drive, Eastham
- 4.2 I consider it important that complacency and familiarity does not set in and it is both the officers' view, supported by the public that the signs should be moved around as part of a rolling programme.
- 4.3 Subject to agreement by Cabinet it is proposed that seven of the fourteen listed sites are subject to this initiative from May to October 2009 and the remaining seven from November 2009 to April 2010.
- 4.4 From April 2010 onwards, it is proposed that the rolling programme continue by returning to the initial seven pilot areas and thereafter the programme of twenty one sites would continue on a six month rotation basis.
- 4.5 Further areas could be added to this rolling programme however this would require either more investment in new signs or the frequency of this initiative at the twenty one sites would have to decrease.

## **5.0 STAFFING IMPLICATIONS**

- 5.1 Existing staff resources will be utilised in the delivery of this initiative.

## **6.0 FINANCIAL IMPLICATIONS**

- 6.1 The estimated cost of moving signs, together with necessary publicity of £10,000 p.a. will be met from the Technical Services Revenue Budget.

## **7.0 EQUAL OPPORTUNITIES IMPLICATIONS**

- 7.1 There are no implications under this heading.

## **8.0 PLANNING IMPLICATIONS**

- 8.1 There are no specific planning implications arising directly from this report.

## **9.0 COMMUNITY SAFETY IMPLICATIONS**

- 9.1 There are no direct Community Safety implications however this initiative is likely to increase public awareness of road safety issues.

## **10.0 HUMAN RIGHTS IMPLICATIONS**

10.1 There are no specific human rights implications arising directly from this report.

## **11.0 LOCAL AGENDA 21 IMPLICATIONS**

11.1 There are no implications under this heading.

## **12.0 SOCIAL INCLUSION IMPLICATIONS**

12.1 There are no direct Social Inclusion implications

## **13.0 ANTI-POVERTY IMPLICATIONS**

13.1 There are no specific anti-poverty implications arising directly from this report.

## **14.0 ACCESS TO INFORMATION ACT**

14.1 No background papers have been used.

## **15.0 LOCAL MEMBER SUPPORT IMPLICATIONS**

15.1 This report has Borough-wide implications, and therefore has implications for all ward members.

## **16.0 RECOMMENDATIONS**

16.1 Cabinet is requested to:

- (1) Note the content of the report in respect of the consultation which has taken place so far;
- (2) Approve that the Director of Technical Services investigate suitable additional areas as necessary adding to the programme as necessary;
- (3) Endorse a programme of rotation of areas for the Bring Accidents Down 2zer0 scheme as indicated in the report.

DAVID GREEN, DIRECTOR  
TECHNICAL SERVICES

## Requests for consideration of Bring Accidents Down 2zero

## APPENDIX A

Road	Area	Originator
Lang Lane Area	Hoylake & Meols	Cllr Jeff Green
Jubilee Drive	Hoylake & Meols	Cllr Jeff Green
Broughton Avenue	Hoylake & Meols	Cllr Jeff Green
Greenhow Avenue	Hoylake & Meols	Cllr Jeff Green
Hillview Avenue	Hoylake & Meols	Cllr Jeff Green
Marine Park	Hoylake & Meols	Cllr Jeff Green
Birkett Road	Hoylake & Meols	Cllr Jeff Green
Grainger Avenue	Hoylake & Meols	Cllr Jeff Green
Boulton Avenue	Hoylake & Meols	Cllr Jeff Green
Broxton Avenue	Hoylake & Meols	Cllr Jeff Green
Raeburn Avenue	Hoylake & Meols	Cllr Jeff Green
Gresford Avenue	Hoylake & Meols	Cllr Jeff Green
Redhouse Lane	Hoylake & Meols	Cllr Jeff Green
Bentont Road	Hoylake & Meols	Cllr Jeff Green
Claymount Road	Hoylake & Meols	Cllr Jeff Green
Leyton Road	Hoylake & Meols	Cllr Jeff Green
Diamonds Green	Hoylake & Meols	Cllr Jeff Green
Bridge Road	Hoylake & Meols	Cllr Jeff Green
Queens Drive Area	Hoylake & Meols	Individual Member of Public
Bertram Drive	Hoylake & Meols	Individual Member of Public
Queens Drive	Hoylake & Meols	Individual Member of Public
Banks Avenue	Hoylake & Meols	Individual Member of Public
Bertam Drive North	Hoylake & Meols	Individual Member of Public
Leighton Avenue	Hoylake & Meols	Individual Member of Public
Mannington Close	Hoylake & Meols	Individual Member of Public
Kings Avenue	Hoylake & Meols	Individual Member of Public
Bermuda Road	Moreton	Cllr Chris Blakeley
Millhouse Lane	Moreton	Cllr Chris Blakeley
Town Meadow Lane	Moreton	Cllr Chris Blakeley
Kestrel Road	Moreton	Cllr Chris Blakeley
Edgehill Road	Moreton	Cllr Chris Blakeley

**Wastdale Drive**

Moreton  
Cllr Chris Blakeley

Borrowdale Road  
Overchurch Road  
Meadowbrook Road  
Cobham Road  
Rosslyn Drive  
Seaforth Drive  
Cartmel Drive  
Beech Avenue  
Elm Avenue  
Kingfisher Way  
Action Lane  
Overchurch Road  
Birch Avenue

Moreton  
Greasby, Irby, Frankby, Upton & Woodchurch  
Moreton  
Moreton  
Community Rep Jean Robinson  
Cllr Chris Blakeley

Ivy Lane  
Kingsmead Road  
Daneswell Drive  
Pasture Avenue  
Danger Lane  
Ivy Lane  
West Way

Leasowe & Moreton  
Leasowe & Moreton  
Leasowe & Moreton & Saughall Massie  
Leasowe & Moreton  
Leasowe & Moreton & Saughall Massie  
Leasowe & Moreton & Saughall Massie  
Leasowe & Moreton & Saughall Massie  
Cllr Chris Blakeley

Sandbrook Lane  
Chapelhill Road  
Stavordale Road  
Croft Drive  
Chapelhill Road  
Pinetree Grove  
Cherry Tree Road

Leasowe & Moreton  
Leasowe & Moreton  
Leasowe & Moreton  
Leasowe & Moreton  
Leasowe & Moreton & Saughall Massie  
Leasowe & Moreton & Saughall Massie  
Leasowe & Moreton & Saughall Massie  
Councillor Ian Lewis

Holmlands Drive  
Holmlands Drive  
Prestbury Avenue  
Banbury Way

Prenton  
Prenton  
Prenton  
Prenton  
Cllr Stuart Kelly

Aylesbury Avenue

Prenton

Cllr Stuart Kelly

Waterpark Road  
Waterpark Road  
Cecil Road  
Elm Road North  
Curzon Road  
Cambridge Road  
Brynhaston Road  
Osmaston Road  
Carlaw Road  
Gresford Avenue  
Pulford Avenue  
Malpas Avenue  
Broxton Avenue  
Northwood Road  
Swan Court  
Gronger Avenue  
Hey Hey Road  
Prenton Village Road  
Dickens Avenue  
Goldsmith Way  
Edinburgh Drive  
Bramwell Avenue  
Cornwall Drive  
Queens Drive  
Glenavon Road  
Reservoir Road North  
St Stephens Road  
Elm Road

Devereux Drive  
Erskine Road

Leasowe & Moreton

Licasrd Councillors / Area Forum Community Representative  
Licasrd Councillors / Area Forum Community Representative

Community Representative Joe Lee  
Community Representative Joe Lee

Clifford Road  
Kingsley Road  
Broughton Road

Liscard & Seacombe

Community Representative Joe Lee  
Community Representative Joe Lee  
Community Representative Joe Lee

Cllr Jerry Williams  
Bebington  
Bebington  
Bebington  
Bebington  
Bebington  
Bebington  
Bebington  
Barlow Avenue  
Beresford Avenue  
Stonehill Avenue  
Oaklands Drive  
Townfield Lane  
Wellington Road

Dunham Close  
Bramhall Drive

Bromborough & Eastham  
Bromborough & Eastham

NOT INCLUDED

Garden Hey Road  
Saughall Road incl SM Village  
Saughall Massie Road  
Upton Road  
Banks Road  
Broad Lane  
Wittering Lane  
Deeview Road  
Delavor Road  
Thurstaston Road  
Village Road  
Gayton Road  
Dewhham Road South  
Dewhham Road North  
Whitfield Lane  
Mather Road  
Farn Hall Road  
Mere Lane  
Irby Road  
Pensby Road  
Gills Lane  
Fishers Lane  
Cornelius Drive  
Ridgewood Drive  
Kylemore Drive  
Barnston Dale  
"Tate Triangle" Area  
Limekiln Lane  
Moreley Road  
Balfour Road  
Chamberlin Street  
Kendal Road

Councillor Dave Mitchell  
Councillor Dave Mitchell

Austin Street	Bidston & St James
Sherlock Lane	Bidston & St James
Rankin Street	Bidston & St James
Clayton Lane	Bidston & St James
Old Barn Road	Bidston & St James
Surrey Street	Bidston & St James
Egerton Street Area	New Brighton
Virginia Road	New Brighton
Victoria Road	New Brighton
Hope Street	New Brighton
Tollemache Street	New Brighton
Egerton Street	New Brighton
Waterloo Road	New Brighton
Windsor Street	New Brighton
Richmond Street	New Brighton
Belmont Street	New Brighton
Bonoral Road	New Brighton
Albert Street	New Brighton
Mason Street	New Brighton
Grosvenor Road	New Brighton
Duke Street	New Brighton
Seymour Street	New Brighton
Molyneux Drive	New Brighton
Grosvenor Drive	New Brighton
Circular Drive	Greasby
Circular Drive	Greasby
Pickerill Road	Greasby
Norwood Court	Greasby
Allport Road	Bromborough
Gleggside	West Kirby
Sandfield Road	New Brighton
School Lane	Hoylake & Meols
Windermere Road	Bidston & St James
Barnhey Crescent	Hoylake & Meols
Grosvenor Street	Leasowe & Moreton
Belgrave Street	Leasowe & Moreton

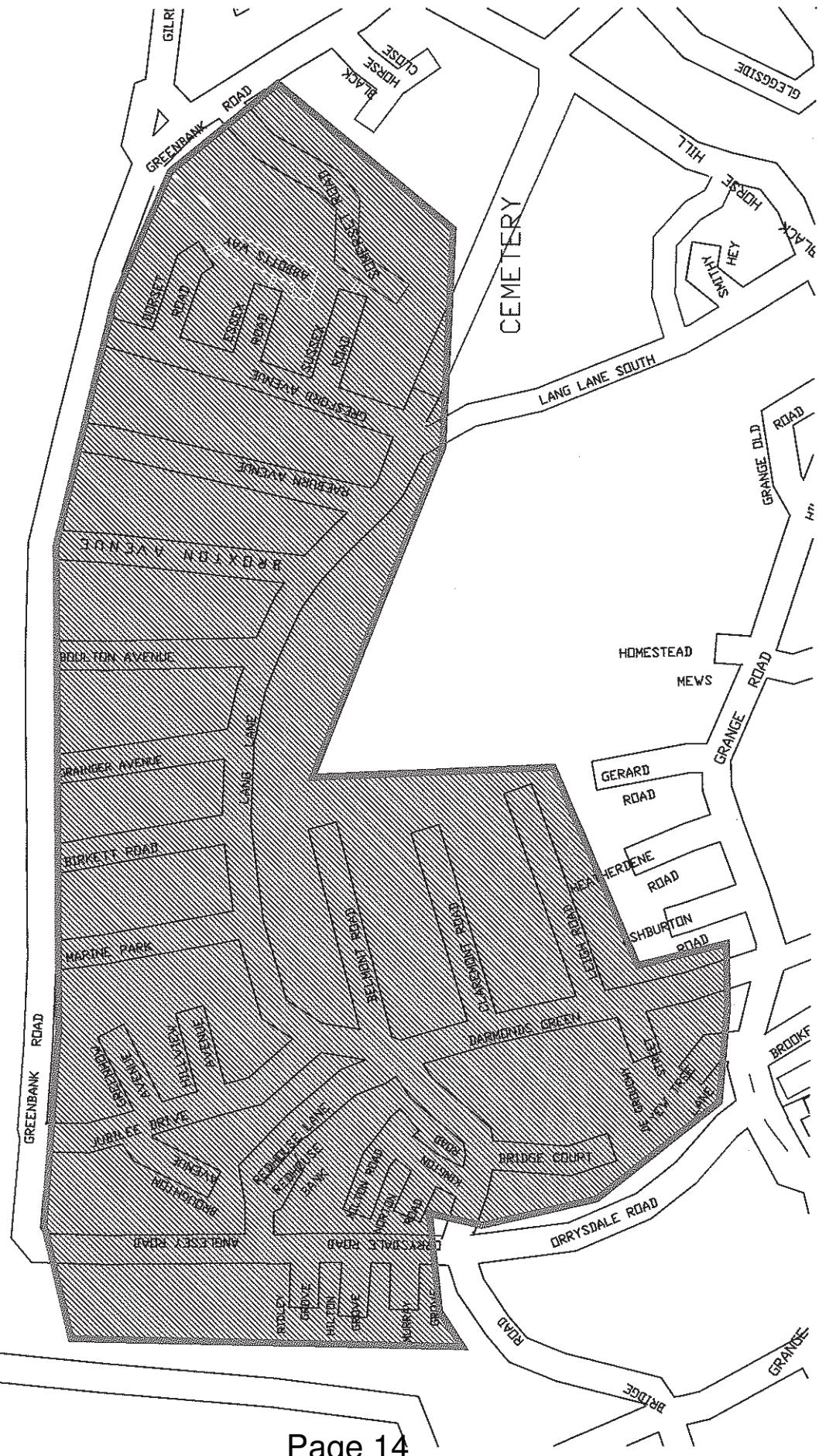
Cllr John Salter  
Cllr Pat Hackett  
Cllr Jeff Green  
Cllr David Mitchell

Marlowe Road	Leasowe & Moreton	Licasrd Councillors / Area Forum Community Representative
Seabank Road	Leasowe & Moreton & Saughall Massie	Local Area Forum & Joe Lee Community Representative
Shakleton Road	Liscard & Seacombe	Community Representative Joe Lee
Rice Lane	Liscard & Seacombe	Community Representative Joe Lee
Lea Road	Liscard & Seacombe	Community Representative Joe Lee
Charlotte Road	Liscard & Seacombe	Community Representative Joe Lee
King Street	Liscard & Seacombe	Community Representative Joe Lee
Trafalgar Road	Liscard & Seacombe	Community Representative Joe Lee
Percy Road	Liscard & Seacombe	Community Representative Joe Lee
Hatherley Street	Liscard & Seacombe	Community Representative Joe Lee
Oakdale Road	Liscard & Seacombe	Community Representative Joe Lee
Norwood Road	Liscard & Seacombe	Councillor John Salter
Church Street	Bromborough & Eastham	Cllr Phil Gilchrist
Adaston Avenue	Bromborough & Eastham	Cllr Phil Gilchrist
Grampian Way	Bromborough & Eastham	Cllr Phil Gilchrist
Glenburn Avenue	Bromborough & Eastham	Cllr Phil Gilchrist
<del>Lyndale Avenue</del>	Bromborough & Eastham	Cllr Phil Gilchrist
Hawgarth Road	Bromborough & Eastham	Cllr Phil Gilchrist
Beele Road	Bromborough & Eastham	Cllr Phil Gilchrist
Playford Avenue	Bromborough & Eastham	Cllr Phil Gilchrist
<del>Eastham Rake</del>	Bromborough & Eastham	Cllr Phil Gilchrist
Royden Road	Greasby, Irby, Frankby, Upton & Woodchurch	Community Rep Jean Robinson
Manor Road	Greasby, Irby, Frankby, Upton & Woodchurch	Community Rep Jean Robinson
Abingdon Road	Greasby, Irby, Frankby, Upton & Woodchurch	Community Rep Jean Robinson
Hillview Road	Greasby, Irby, Frankby, Upton & Woodchurch	Community Rep Jean Robinson
Ford Road	Greasby, Irby, Frankby, Upton & Woodchurch	Community Rep Jean Robinson
Norman Street	Claughton	Councillors Foulkes, Davies and Roberts
Upper Brassey Street	Claughton	Councillors Foulkes, Davies and Roberts
Elfet Street	Claughton	Councillors Foulkes, Davies and Roberts
Colwyn Street	Claughton	Councillors Foulkes, Davies and Roberts
Clifford Street	Claughton	Councillors Foulkes, Davies and Roberts
Kingsley Street	Claughton	Councillors Foulkes, Davies and Roberts
Portland Street	Claughton	Councillors Foulkes, Davies and Roberts
Maaby Street	Claughton	Councillors Foulkes, Davies and Roberts
Vaughan Street	Claughton	Councillors Foulkes, Davies and Roberts
Deakin Street	Claughton	Councillors Foulkes, Davies and Roberts

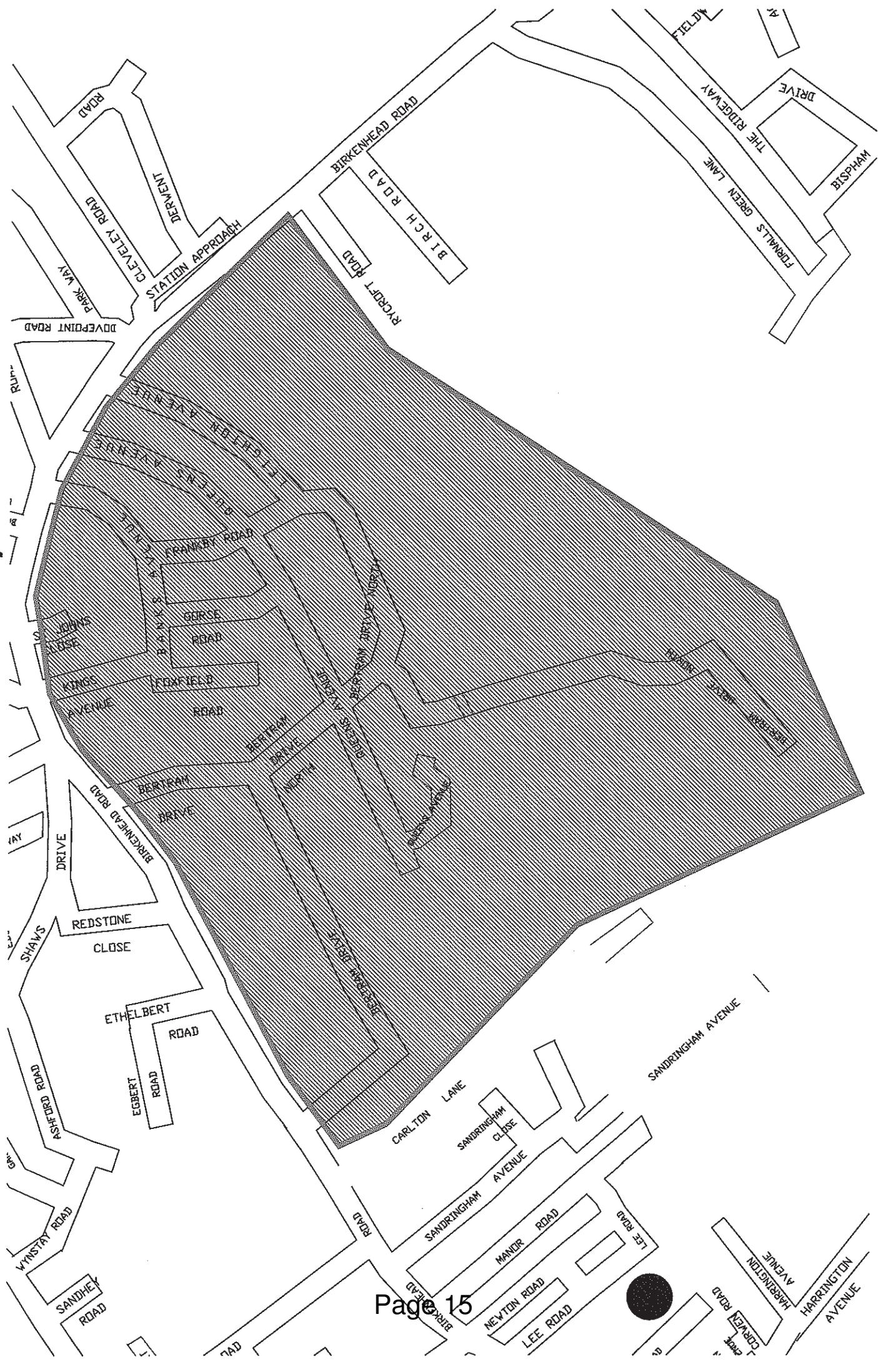
Landsdowne Road	Claughton	Councillors Foulkes, Davies and Roberts
Elm Park Road	New Brighton & Wallasey	Representative Martin Revans
Stoneby Drive	New Brighton & Wallasey	Representative Martin Revans
Mount Pleasant Road	New Brighton & Wallasey	Representative Martin Revans
Kings Road	Bebington & Clatterbridge	Councillor Sheila Clarke
Teehey Lane	Bebington & Clatterbridge	Councillor Sheila Clarke
Heath Road	Bebington & Clatterbridge	Councillor Sheila Clarke
Dacre Hill	Bebington & Clatterbridge	Councillor Sheila Clarke
Combe Road	Greasby, Irby, Frankby	Councillors Jean Quinn and Gill Gardiner
Heathbank Avenue	Greasby, Irby, Frankby	Councillors Jean Quinn and Gill Gardiner
Denning Drive	Greasby, Irby, Frankby	Councillors Jean Quinn and Gill Gardiner
Glenwood Drive	Greasby, Irby, Frankby	Councillors Jean Quinn and Gill Gardiner
Roslin Road	Greasby, Irby, Frankby	Councillors Jean Quinn and Gill Gardiner
Seaview Avenue	Greasby, Irby, Frankby	Councillors Jean Quinn and Gill Gardiner
Hazel Grove	Greasby, Irby, Frankby	Councillors Jean Quinn and Gill Gardiner
Lamburnum Grove	Greasby, Irby, Frankby	Councillors Jean Quinn and Gill Gardiner

<b>Area Number</b>	<b>Area</b>	<b>Ward</b>
1	Orrysdale Road/ Lang Lane, West Kirby	West Kirby & Thurstanston
2	Bertram Drive, Meols	Hoylake & Meols
3	Bermuda Road, Moreton	Hoylake & Meols, Moreton West & Saughall Massie
4	Borrowdale Road, Moreton	Moreton West & Saughall Massie
5	Pasture Avenue, Moreton	Leasowe & Moreton East
6	Sandbrook Lane, Morteon	Leasowe & Moreton East
7	Holmlands Drive, Prenton	Oxton
8	Waterpark Road, Prenton	Prenton
9	Station Road, Liscard	Liscard
10	Limekiln Lane, Poulton	Seacombe
11	Deveraux Drive, Liscard	Seacombe
12	Devonshire Park, Prenton	Prenton
13	Townfield Lane, Bebington	Bebington
14	Mill Park Drive, Eastham	Eastham

# Area 1 - Orrisdale Road / Lang Lane Area West Kirby



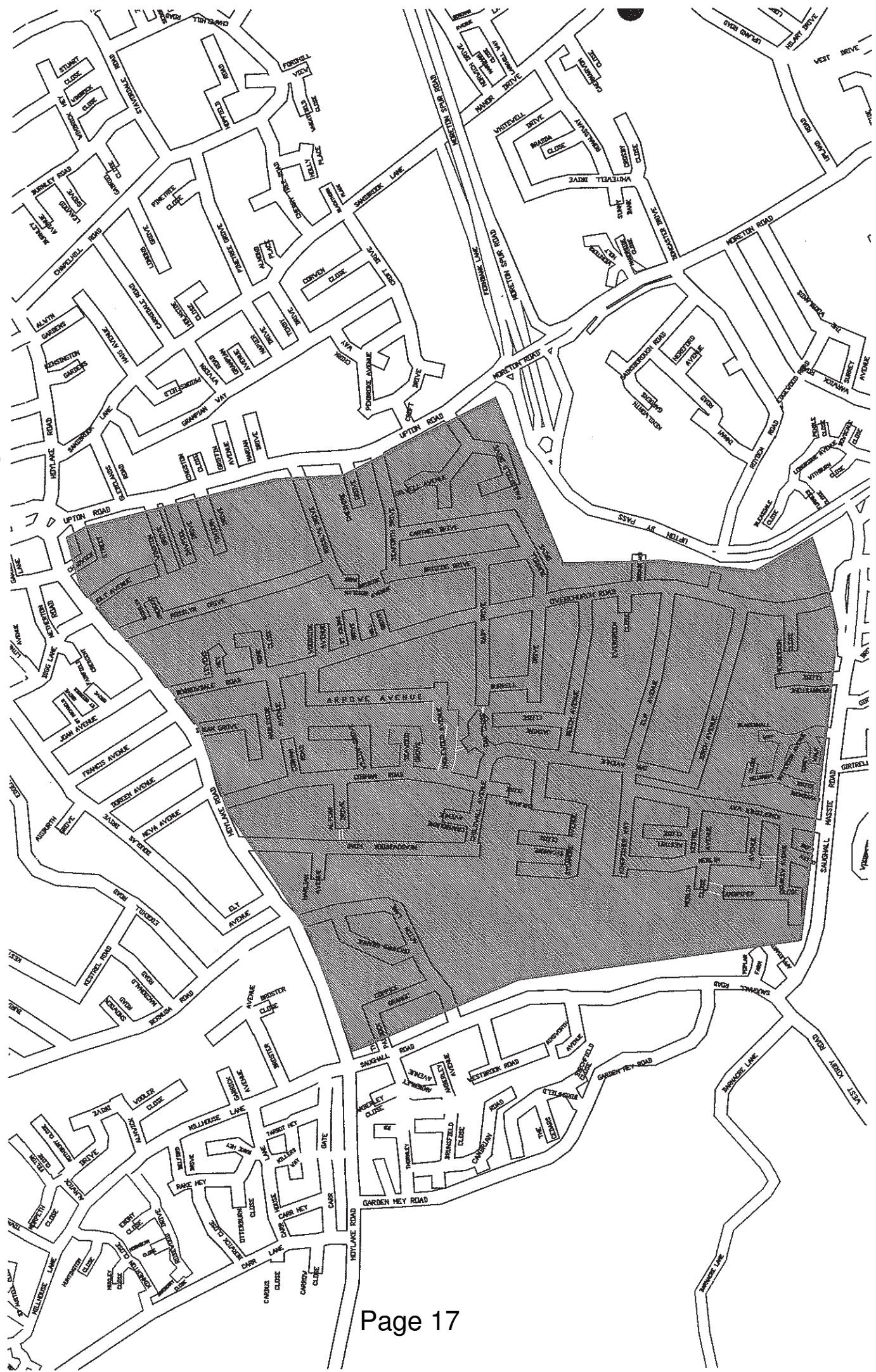
# Area 2 - Bertram Drive Area, Meols



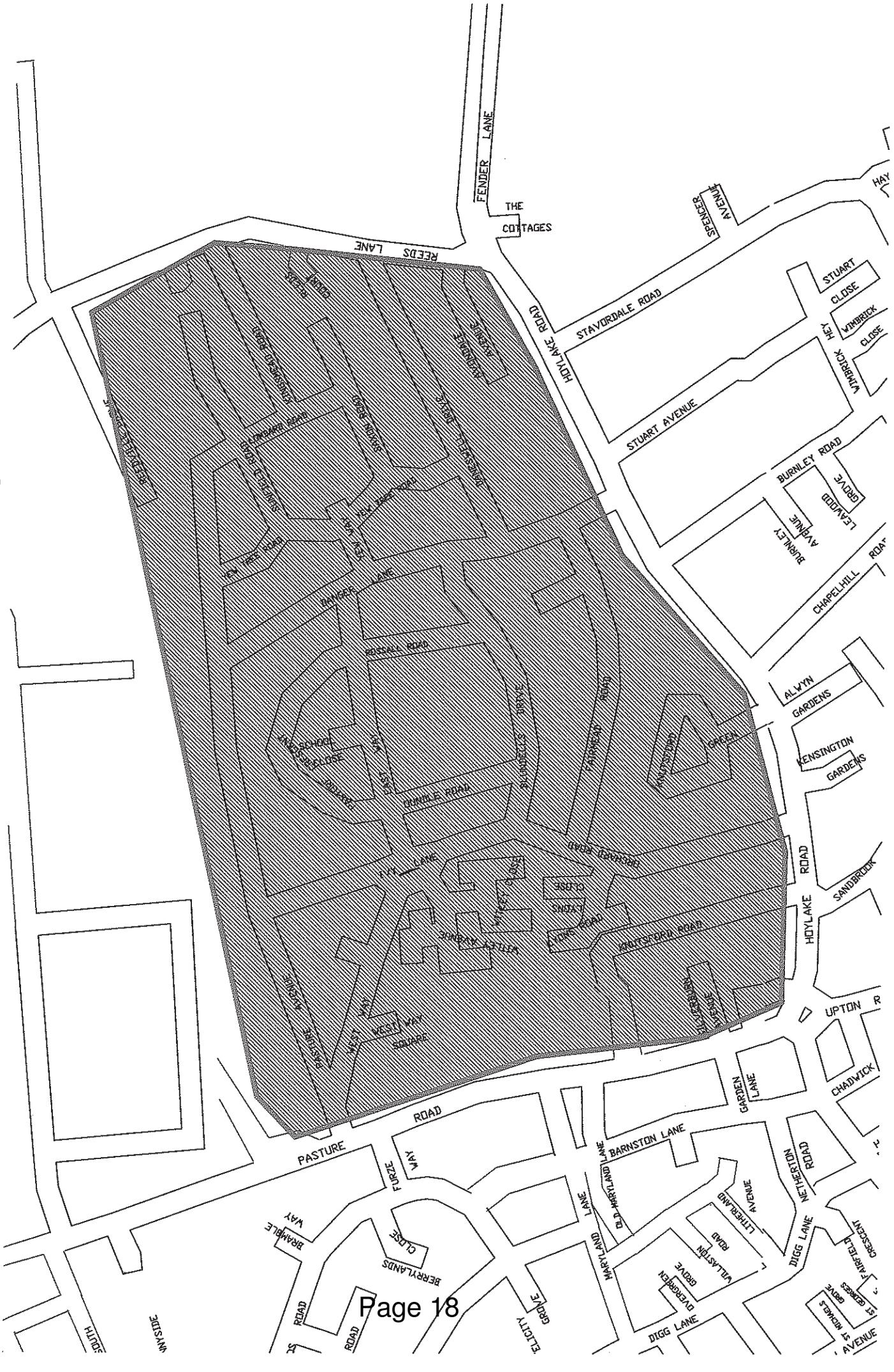
## **Area 3 – Bermuda Road Area, Moreton**



# Area 4 - Borrowdale Road Area, Moreton



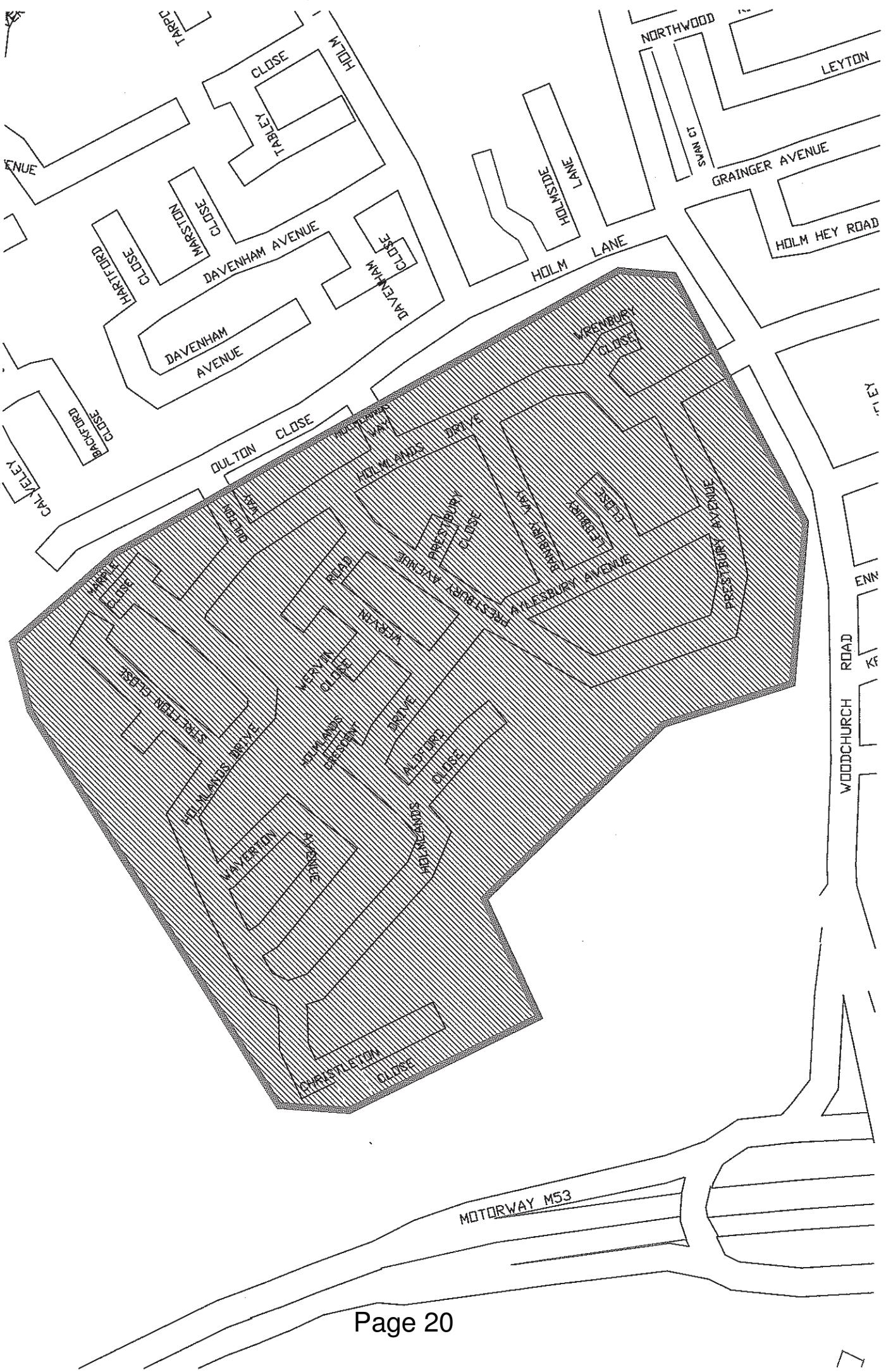
# Area 5 - Pasture Avenue Area, Moreton



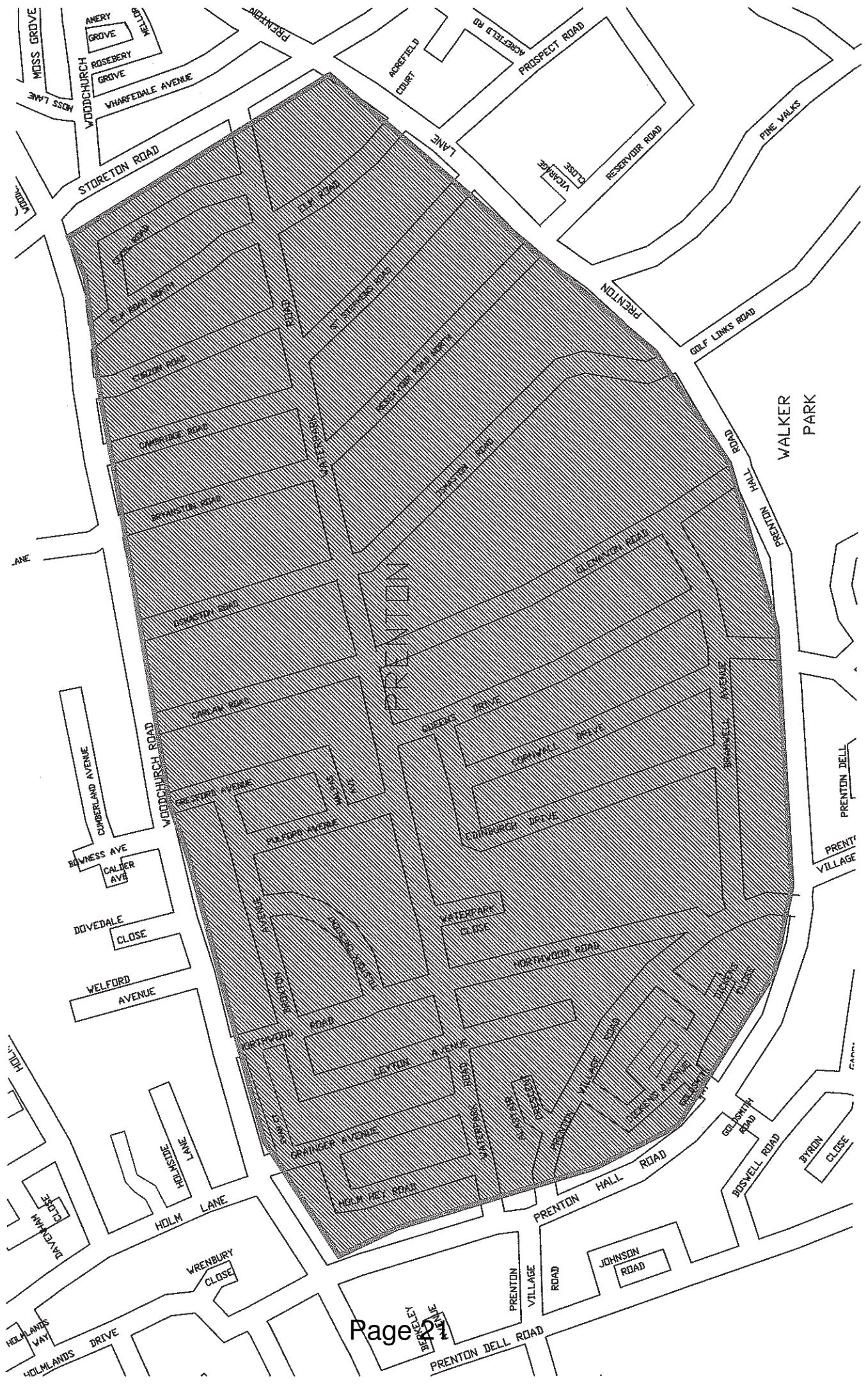
# Area 6 - Sandbrook Lane Area, Moreton



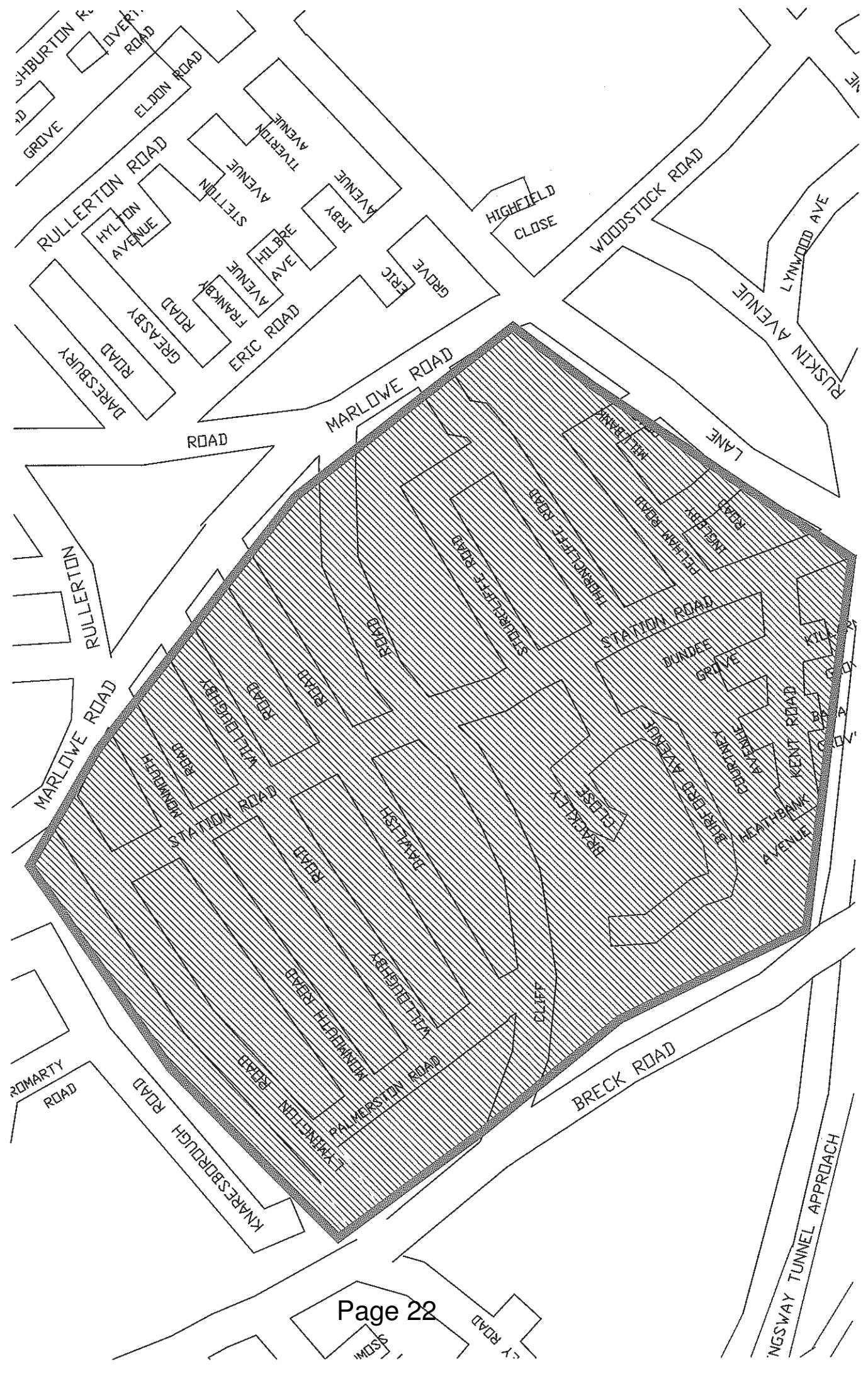
# Area 7 - Holmlands Drive Area, Prenton



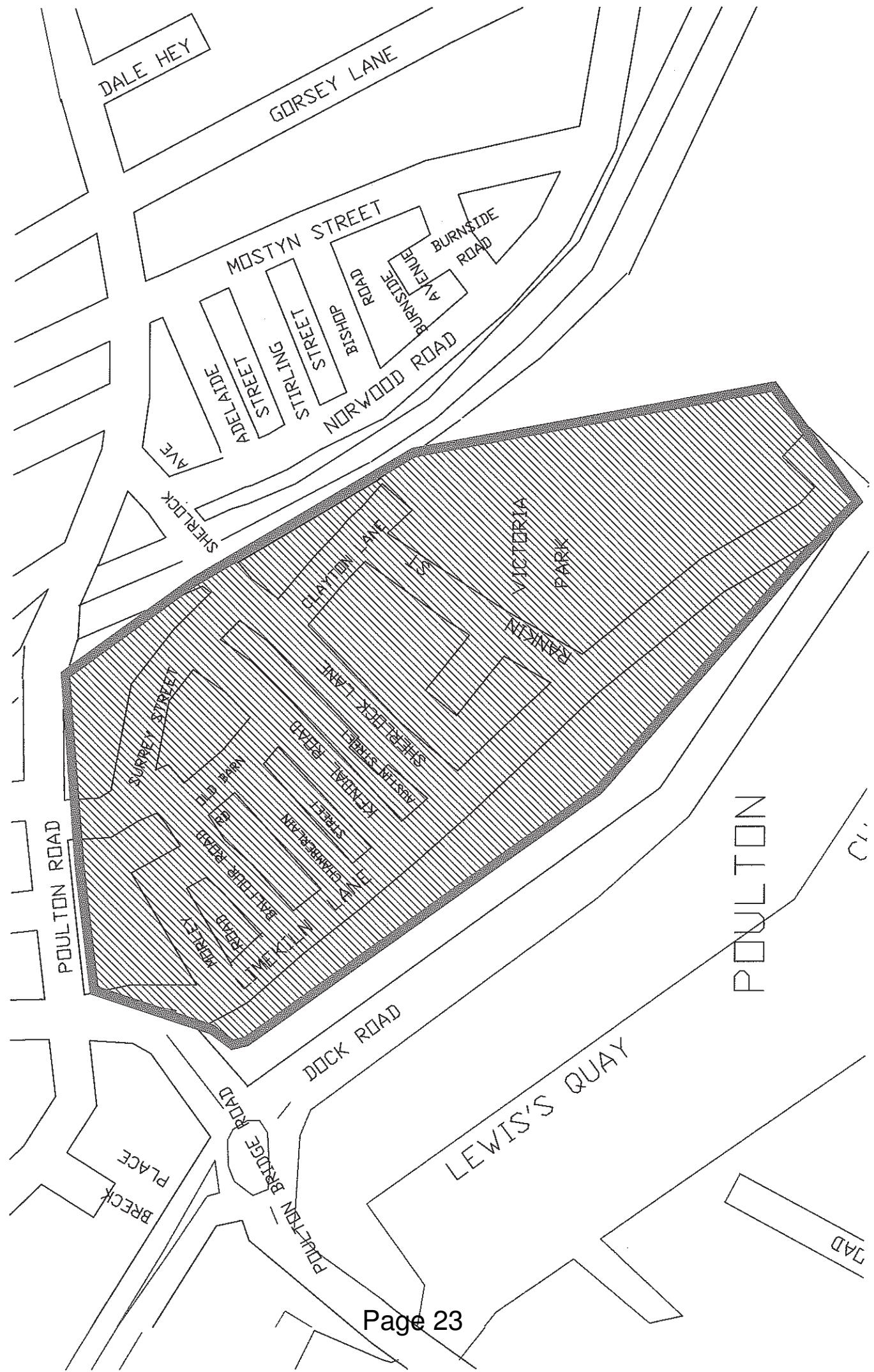
## **Area 8 - Waterpark Road Area, Prenton**



# Area 9 - Station Road Area, Liscard



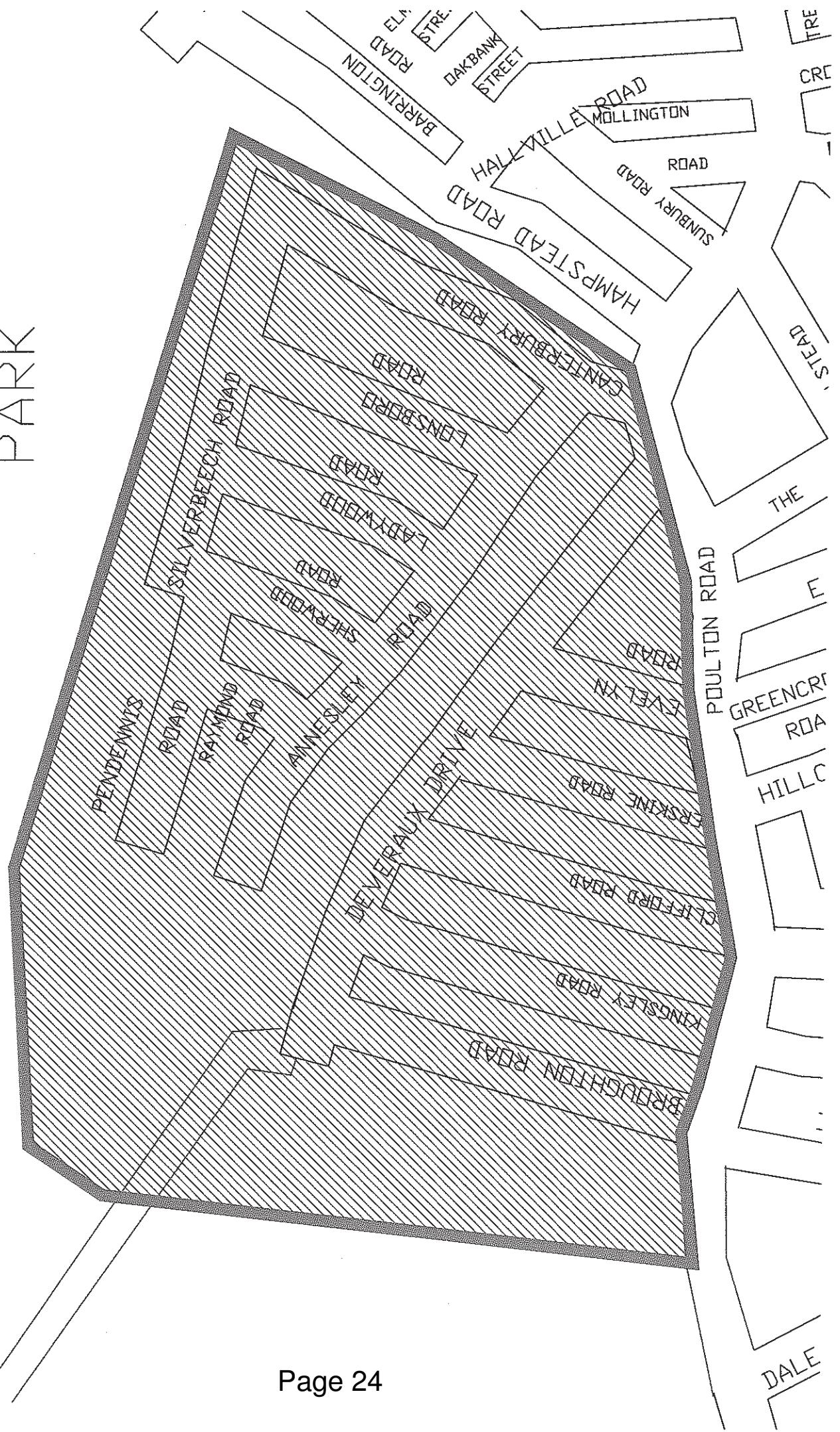
# Area 10 - Limekiln Lane Area, Poulton



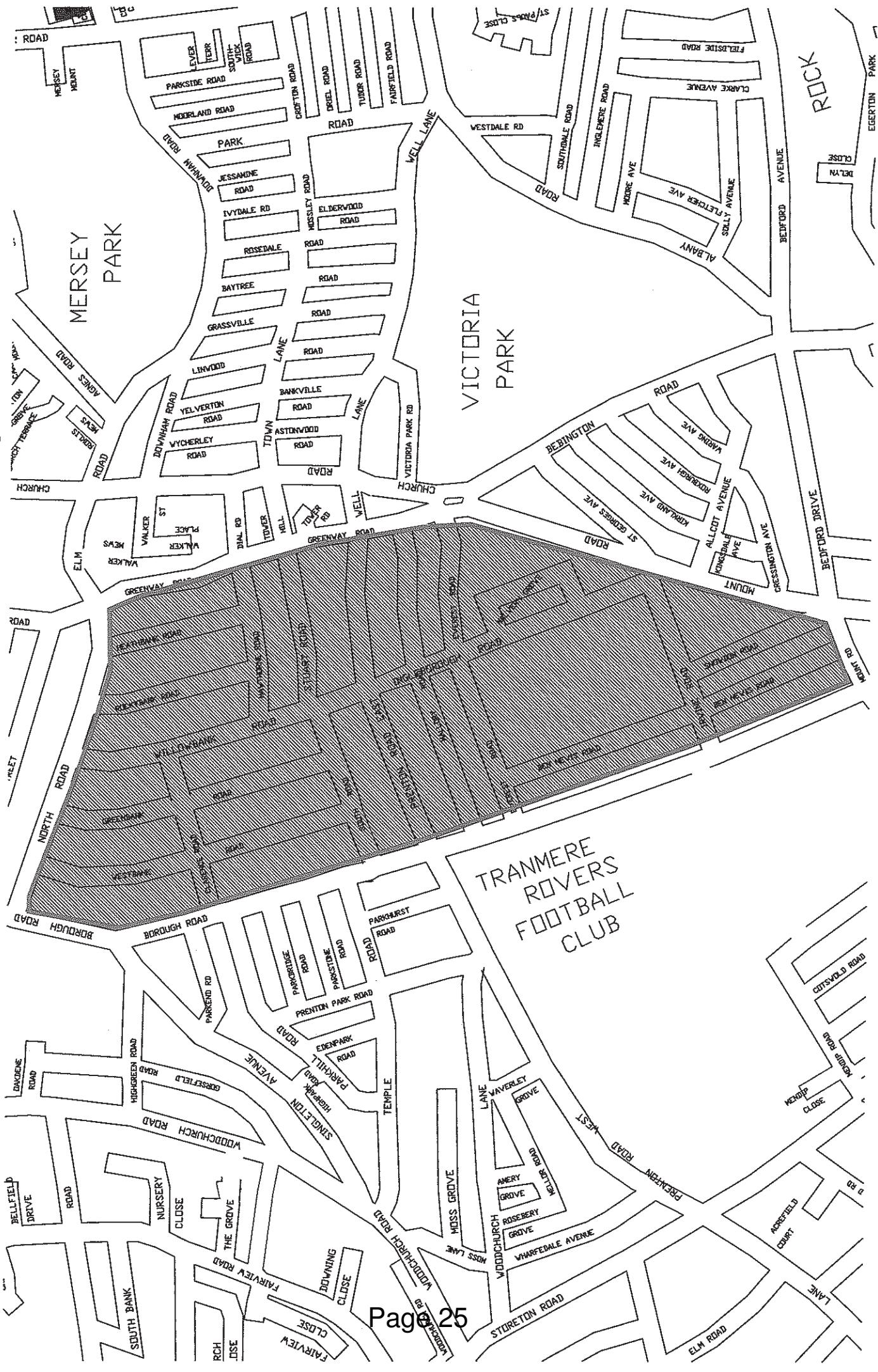
# Area 11 - Deveraux Drive Area, Liscard

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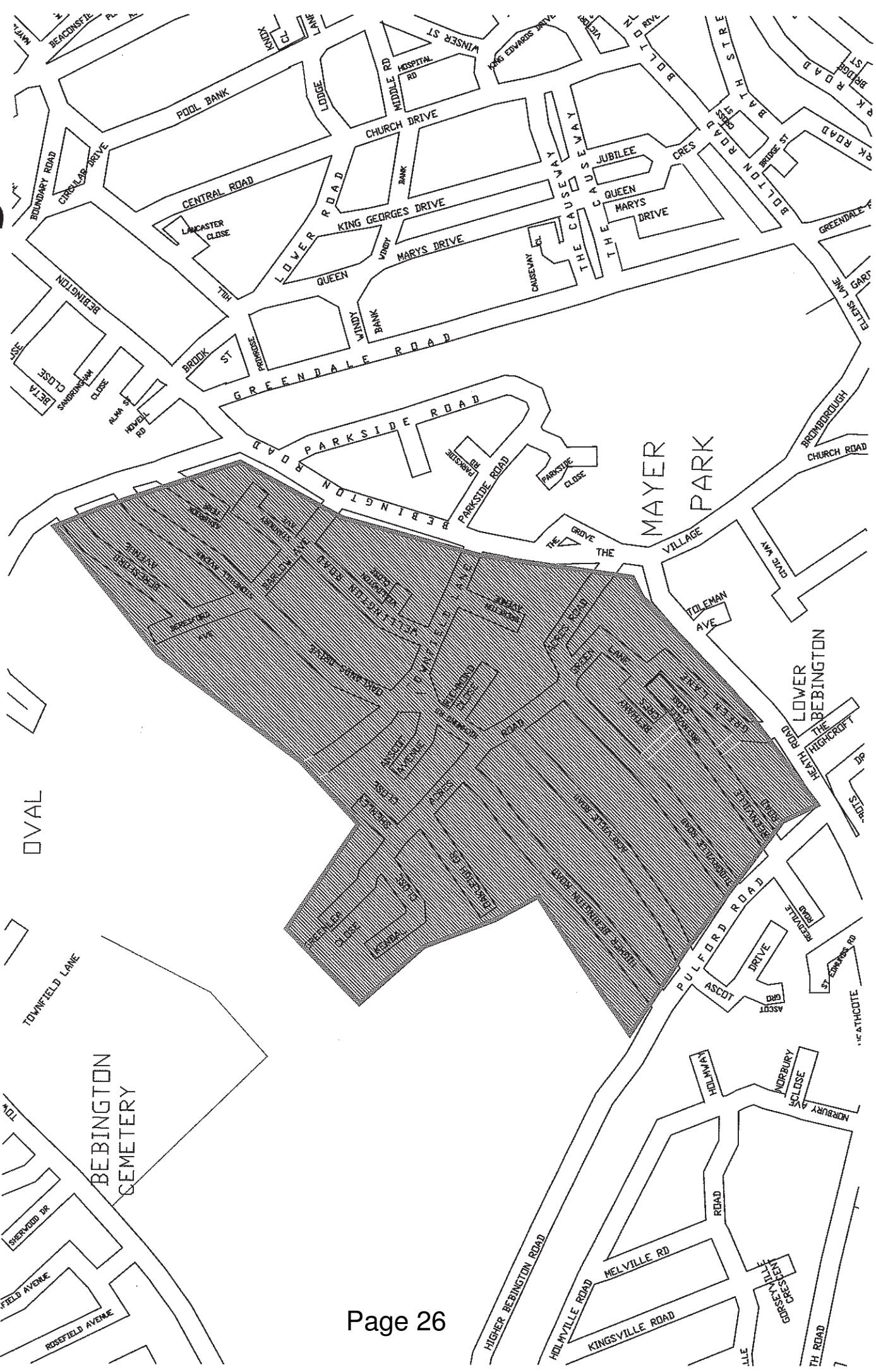
PARK



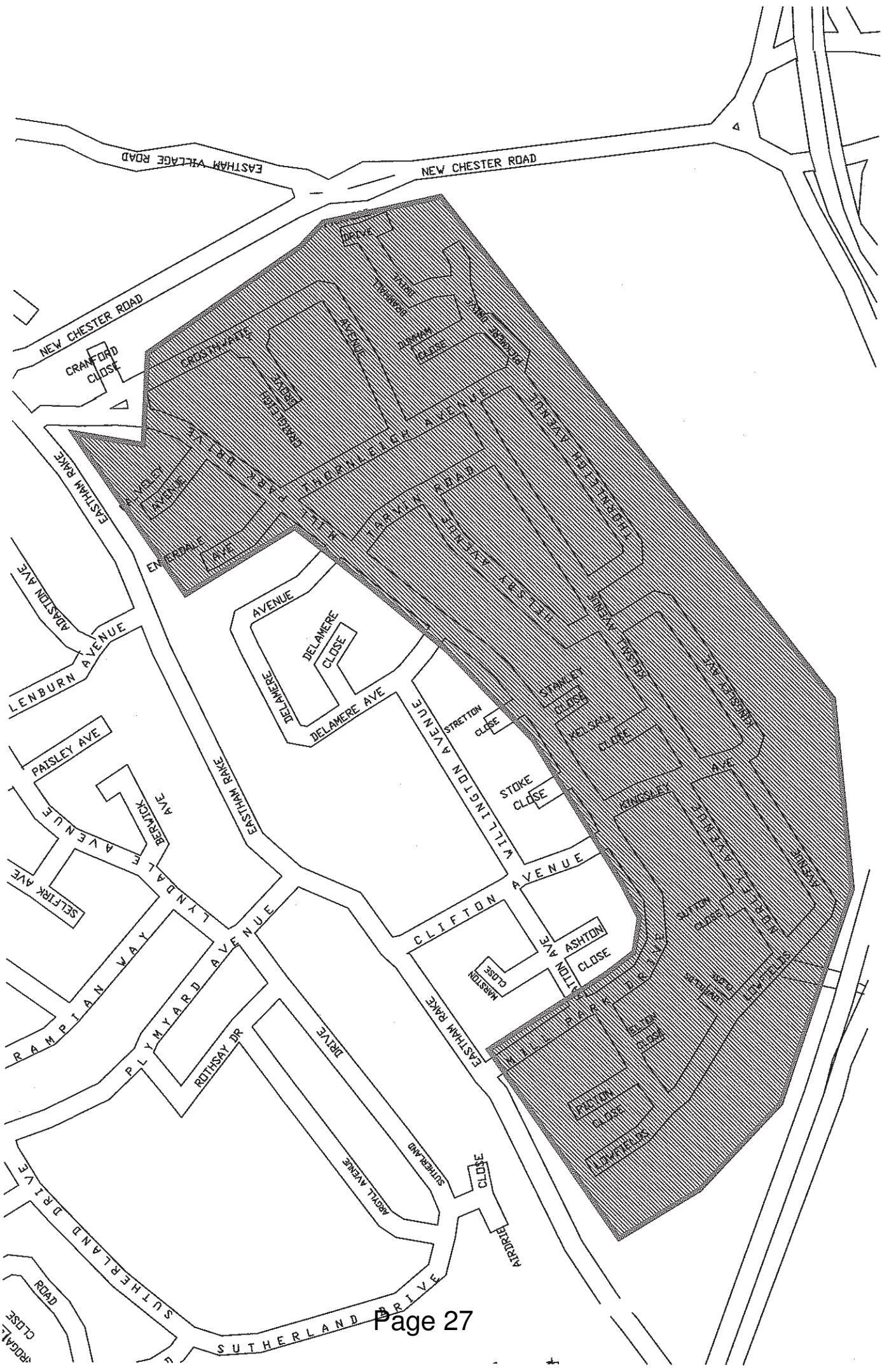
# Area 12 - Devonshire Park Area, Prenton



# Area 13 - Townfield Lane, Area - Bebington



# Area 14 - Mill Park Drive, Area - Eastham



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