

WIRRAL COUNCIL

CABINET – 19TH 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 16th 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 16th 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. Limekilm 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