

# Southend-on-Sea Borough Council

Agenda  
Item No.

6

Report of Corporate Director for Place  
To  
**Traffic & Parking Working Party & Cabinet  
Committee**  
On  
**25<sup>th</sup> June 2015**

Report prepared by:  
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Management and Road Safety Team

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**Petition – Improve Road Safety, Poets Estate, Southend on Sea**  
**Executive Councillor: Councillor Terry**  
***A Part 1 Public Agenda Item***

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**1. Purpose of Report**

- 1.1 To advise Members of a petition received from residents of the Poets Estate requesting improvements to road safety.

**2. Recommendation**

**That the Traffic & Parking Working Party and Cabinet Committee:**

- (i) **Note the petition ; and,**  
(ii) **Note officers comments and consider measures as part of a wider strategic plan to reduce speed limits in residential areas.**

**3. Background**

- 3.1 A petition was received from residents via Councillor Norman requesting improvements to road safety within the Poets Estate.
- 3.2 The estate is a small area located between Sutton Road and Bournemouth Park Road, traffic is generally confined to residential access however access between Sutton Road and Bournemouth Park Road is possible through two of the streets. A plan showing the roads in the area is located in Appendix 1 to this report.
- 3.3 To assess current traffic volume and speed, equipment was installed in four of the streets for twelve days and continuously recorded all traffic movements, the remaining streets are closes or very small streets where the geometry does not allow for excessive speed. The results are set out below.

Road	Average Speed
Byron Avenue	21mph
Browning Avenue	22mph
Ruskin Avenue	24mph
Tennyson Avenue	19mph

- 3.4 Data relating to road traffic collisions was also investigated and found that in the six year period from June 2009 to June 2015, 3 personal injury accidents (resulting in slight injury) were recorded as detailed below.

Date	Location	Summary
27/04/2012	Ruskin Avenue near Sycamore Grove	Vehicle 1 leaves parking place into path of vehicle 2.
29/09/2011	Ruskin Avenue/Eliot Mews	Vehicle 1 reversing to exit the Close and drives into vehicle 2 which is parked on driveway of property.
05/08/2009	Browning Avenue 25m east of Chestnut Grove	Vehicle travelling west, child pedestrian fails to look and runs into path of vehicle

- 3.5 Data is only received relating to accidents resulting in personal injury, damage only accidents where the occupants of the vehicle are unharmed are not recorded.
- 3.6 Accidents resulting in personal injury are attended by the Police and the attending officer will undertake an assessment of the likely contributory factors to the accident. This data is shared with local authorities and enables investigations to be undertaken where a location is subject to a number of accidents. Where accidents are clustered in an area, it is possible to determine possible causes for the accidents by analysis of the accident history and in turn, suggest remedial actions if the likely causes are similar.
- 3.7 The results of both the speed monitoring and accident analysis do not indicate that actual road safety risks are high in this area.
- 3.8 Members will be asked to consider a strategic borough wide approach to residential streets.

#### **4. Other Options**

- 4.1 Take no further action. Accident and speed data do not suggest this area is subject to risks higher than any other area. Many road safety concerns are of perceived rather than actual risk and it can be argued that a perception of hazard is likely to encourage better road user behaviour by exercising appropriate care and caution.

#### **5. Reasons for Recommendations**

- 5.1 To develop a borough wide strategy for the reduction of perceived safety and management of the traffic network.

#### **6. Corporate Implications**

##### *6.1 Contribution to Council's Vision & Corporate Priorities*

- 6.1.1 Local Transport and Implementation Plan, Safe and Prosperous.

## 6.2 *Financial Implications*

6.2.1 If approved, funding will need to be identified.

## 6.3 *Legal Implications*

6.3.1 Any changes to speed limits are progressed in accordance with statutory requirements.

## 6.4 *People Implications*

6.4.1 All necessary works will be undertaken by existing staff.

## 6.5 *Property Implications*

6.5.1 None.

## 6.6 *Consultation*

6.6.1 The recommendation is to develop a borough wide policy with all works subject to statutory consultation processes.

## 6.7 *Equalities and Diversity Implications*

6.7.1 The prioritisation of the Traffic & Parking Working Party's programme is on the basis of improving safety, reducing accidents or improving traffic flows. The objectives of improving safety takes account of all users of the public highway including those with disabilities.

## 6.8 *Risk Assessment*

6.8.1 None.

## 6.9 *Value for Money*

6.9.1 The recommendation is considered to give the best value for money considering the Council's limited resources.

## 6.10 *Community Safety Implications*

6.10.1 The prioritisation of the Councils' Working Party's programme is on the basis of reducing accidents or improving traffic flows and takes into account the implications for community safety.

## 6.11 *Environmental Impact*

6.11.1 All schemes are designed to improve quality of local environment

## **7. Background Papers**

7.1 None

## **8. Appendices**

8.1 None.