

# Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism & the  
Environment

to

Traffic & Parking Working Party and Cabinet Committee

on

15 July 2009

Agenda  
Item No.

Report prepared by: Peter Holmes,  
Community Projects Coordinator

---

**Road Safety Scheme: Lifstan Way, North of Shaftesbury Avenue –  
Improvements to Crossing Facilities**  
(funded by KeyMed Ltd)  
**Executive Councillor: Councillor Waite**  
***A Part 1 Public Agenda Item***

---

## 1. Purpose of Report

- 1.1 To consider the proposal to install a raised zebra at the location of the existing informal crossing point, north of Shaftesbury Avenue, and to seek approval to advertise the necessary Statutory Notice.

## 2. Recommendation

### 2.1 That the following be supported:

- The detailed design for the installation of the raised zebra crossing and the associated central pedestrian refuge and carriageway works be progressed
- The Cabinet Committee resolves that the Chief Executive and Town Clerk be authorised to advertise the relevant Notice for the zebra crossing, in conjunction with localised public consultations on the proposals.
- Should no objections be received, the proposals be implemented

## 3. Background

Lifstan Way is a busy 30mph road, connecting the A13 (Southchurch Road) in the north to the seafront (Eastern Esplanade) to the south. In the vicinity of Shaftesbury Avenue, it bisects Southchurch Park to the north of the junction and a residential area to the south. As one of the Town's distributor routes, it is a much used cut-through from the seafront to Eastern Avenue, via Hamstel Road.

Drivers in Lifstan Way have priority over those in Shaftesbury Avenue, the junction being subject to regulatory STOP signs in both the eastbound and westbound directions.

To the north of the junction there is an existing, central 1.2 metre wide pedestrian refuge, which provides an important crossing point between the newsagent's on the north east corner and the playground opposite in Southchurch Park.

The crossing is also popular with children going to Thorpe Greenways Infant and Junior Schools from the residential area to the west, as well as residents wishing to access the newsagents.

Concerns have been raised by local councillors with respect to the safety of children using this crossing point, especially as it is so close to the children's playground and a Members' Request has been lodged asking that a formal crossing be installed at this location.

There has been a total of 5 injury accidents in the last 5 years at the intersection of Lifstan Way and Shaftesbury Avenue, 2 of which involved drivers and one a cyclist, who failed to stop at the STOP line in Shaftesbury Avenue.

Following the last incident in October 2006, the conspicuity of the STOP signs was improved by placing them on yellow backing boards and, since this treatment, there have been no further accidents involving drivers failing to stop at the junction.

Although the existing crossing itself has no accident record, it is considered that as the pedestrian refuge is so heavily used, the location would benefit from the installation of a zebra crossing, which would utilise the existing pedestrian refuge facility.

Observation of behaviour has revealed that drivers travelling north from the seafront tend to accelerate down the incline of Lifstan Way and into the junction with Shaftesbury Avenue, travelling through the crossing point at unacceptable speeds.

It is considered therefore that the proposed zebra would benefit from being installed on a raised table, which would help to reduce the speed of vehicles on approach to the crossing from both directions.

Although not on a bus route, this section of Lifstan Way is used by coaches travelling between Eastern Avenue and the seafront, and it is therefore proposed that the speed table should be designed as 'bus friendly', with 1 in 15 on/off ramps and a 6 metre long flat section between.

The proposals will have no effect on the existing parking restrictions.

A plan of the proposals appears in **Appendix 1**.

There are no financial implications on the Council by virtue of the fact that Olympus KeyMed Ltd has agreed to fund the detailed design and implementation of the works, together with the costs of advertising Statutory Notices, for which the company is thanked.

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

The following alternatives were considered:

- Install a Puffin, signal controlled crossing – discounted on the basis that this would necessitate the removal of the pedestrian refuge, which is seen as a strong safety feature of the existing crossing facility.
- Install a zebra without a raised table – discounted on the basis of the benefit in the reduction of vehicle speeds that the speed table will bring.
- Do nothing – not considered an option. Although there is no accident record at the location, there is a perceived danger to pedestrians at this busy crossing point, many of whom are young children with their parents. The provision of a zebra on a raised table will not only provide a formal and, therefore, safer crossing point, but will also help to reduce vehicle speeds at the crossing and through the junction of Lifstan Way with Shaftesbury Avenue.

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

It is recommended that the proposals be adopted to enhance road safety at the crossing by offering pedestrians a formalised crossing point.

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

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

Implementation adds to customer satisfaction by addressing road safety issues. Implementation will also support the Council's priority to develop Community Safety through improved road safety.

##### **6.2 Financial Implications**

The resource implications of this report are limited to the ongoing revenue costs for maintenance. KeyMed is funding the consultation processes and project implementation.

##### **6.3 Legal Implications**

Implementation of the scheme will require Notices which follow a statutory legal process.

Any enforcement with respect to the zebra crossing's controlled zone is a matter for the police.

These matters have been discussed and agreed by an officer within the Department of Legal and Democratic Services

##### **6.4 People Implications**

None

## 6.5 Property Implications

None

## 6.6 Consultation

If the proposals are supported for implementation, a period of formal consultation will follow with any objections to be presented at a future meeting of the T&PWP&CC.

If none are received, it is proposed that the scheme be implemented as soon as possible.

## 6.7 Equalities and Diversity Implications

The proposal will not adversely affect those with certain limitations on physical mobility.

## 6.8 Risk Assessment

The principal risks to the Council from the outcome of this report are a negative impact on Customer Satisfaction and failure to implement the project. Negative effects on customer satisfaction are mitigated through being able to respond to customer concerns in the first instance and subsequently consulting on the proposals. The likelihood of the project not being implemented is mitigated through the longstanding and trusted partnership between the Council and KeyMed.

## 6.9 Value for Money

Value for money is implicit in the project being developed and implemented through KeyMed's sponsorship

## 7. Background Papers

None

## 8. Appendices

**Appendix 1:** Plan of the Proposals