

Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism & the
Environment

to
Traffic & Parking Working Party and
Cabinet Committee

on
11th January 2010

Agenda
Item No.

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Coordinator

**Road Safety Scheme, Chandlers Way, Southend on Sea:
Proposed Installation of Zebra Pedestrian Crossings,
East of Stock Road
(funded by Olympus KeyMed Ltd)
Executive Councillor Waite
*A Part 1 Public Agenda Item***

1. Purpose of Report

To consider the proposal to install zebra crossings in Chandlers Way, east of its junction with Stock Road, and to seek approval to advertise the necessary Statutory Notice.

2. Recommendation

2.1 That the following be supported:

- The detailed design for the zebras 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 crossings, in conjunction with localised public consultations on the proposals.
- Should no objections be received, the proposals be implemented.

3. Background

Chandlers Way is the main route into the Temple Farm Industrial Estate, connecting Sutton Road to Journeymans Way - as a result it is used by a high number of heavy goods vehicles (HGV) throughout the working day and is the main exit route for vehicles leaving Stock Road.

The carriageway in the vicinity of the proposed crossing is 7.5 metres in width and subject to a 30mph speed restriction.

Olympus KeyMed is one of the major employers in the town and its main manufacturing centres are on the Temple Farm Estate.

The Company's headquarters, however, are located in Stock Road and as a result many pedestrian journeys are generated between the sites, which entail crossing Chandlers Way in the vicinity of the proposed zebra.

The proposal has arisen as a result of a request from the company's employees, but such a crossing would be of benefit to others who need to access Stock Road from the Industrial Estate.

It is proposed that a 1.2 metre wide, central pedestrian refuge be constructed as part of the scheme, to enhance pedestrian safety and, in narrowing the running lanes to 3.1 metres in each direction, the island will act as a traffic calming feature, helping to reduce vehicle speeds on approach to the zebra and the busy Stock Road junction.

For details of the proposals, see **Appendix 1**.

4. Other Options

None

5. Reasons for Recommendations

It is recommended that the proposals be implemented to improve road safety.

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. Olympus 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 crossings' 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 Olympus KeyMed.

6.9 Value for Money

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

7. Background Papers

None

8. Appendices

Appendix 1: Plan of the Proposals