

Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism & the
Environment

to
Traffic & Parking Working Party and
Cabinet Committee

on
22 February 2010

Agenda
Item No.

Report prepared by: Peter Holmes, Community Projects
Coordinator

**Road Safety Scheme - Poynings Avenue, Southend:
Proposed Introduction of Junction Protection
(funded by Safer Journeys to School & Olympus KeyMed Ltd)
Executive Councillor: Councillor Waite
*A Part 1 Public Agenda Item***

1. Purpose of Report

To consider the proposal to install junction protection in the form of 24 hour parking restrictions at all junctions in Poynings Avenue, and to seek approval to advertise the necessary statutory Traffic Regulation Order (TRO).

2. Recommendation

2.1 That the following be supported:

- The Cabinet Committee resolves that the Chief Executive and Town Clerk be authorised to advertise the relevant TRO for the parking restrictions, in conjunction with localised public consultations on the proposals.
- Should no objections be received, the proposals be implemented.

3. Background

Poynings Avenue is a residential road that links the housing estates in Newington Avenue with those in Hamstel Road.

It is subject to a 30mph speed limit and, as there are few parking restrictions in the road (the sole ones being junction protection at Hamstel Road and the 'School Keep Clear Markings' associated with Hamstel Junior & Infant Schools), residents can park freely along its length any time of the day.

The 'School Keep Clear' markings protect the pedestrian entrance to the schools, but this attracts parental parking in Poynings Avenue and at the end of the school day some of the junctions - notably those at Castleton Road and Sackville Road – are choked with cars compromising visibility for drivers turning into Poynings Avenue – see **Appendix 1**.

To assist in improving sighting distances at the junctions, the introduction of junction protection in the form of 24 hour parking restrictions is proposed – the restrictions extending 10 metres either side of and into the junctions, as recommended in the Highway Code.

For purposes of consistency, it is recommended that all the junctions in Poynings Avenue are treated similarly.

For details of the proposals, see **Appendix 2**.

4. Other Options

None

5. Reasons for Recommendations

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 funding of the consultation processes, project implementation – which will be met from the Safer Journeys to School budget - and ongoing revenue costs. Design costs will be met by Olympus KeyMed.

6.3 Legal Implications

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

Any enforcement with respect to the parking restrictions is a matter for the Council.

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.

6.9 Value for Money

Value for money is implicit in the project being developed and implemented in support of the Council's road safety policy and through Olympus KeyMed's sponsorship.

7. Background Papers

None

8. Appendices

Appendix 1: Photograph at the junction of Poynings Avenue & Sackville Road

Appendix 2: Plan of the Proposals