

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Executive Director
(Neighbourhoods & Environment)

to

**Traffic Regulation Working Party
and Cabinet Committee**

on

2nd November 2020

Report prepared by Sharon Harrington,
Head of Traffic Management & Highways Network

Eastern Avenue Safety Scheme

**Cabinet Member: Councillor Woodley
Part 1 Public Agenda Item**

1. Purpose of Report

- 1.1 To inform the Traffic Regulation Working Party and the Cabinet Committee of the findings of an independent Road Safety Review (RSR) on the westbound carriageway of Eastern Avenue between Weybourne Gardens and Sutton Road.
- 1.2 To respond to the Notice of Motion received by Council at its meeting on 10th September 2020 (Minute 320 refers). A copy of the Notice of Motion is set out in Appendix 1.

2. Recommendation

- 2.1 **That the Traffic Regulation Working Party consider the options outlined below and in accordance with the detail provided, that Option A or Option C are agreed as actions as these options reflect the outcome of the Road Safety Review.**

3. Background

In September 2017 a report was considered by the Cabinet Committee following requests for safety cameras to be positioned in Eastern Avenue. Officers liaised with the Safer Essex Roads Partnership (SERP) regarding the site at the time.

Following investigation, Members of the Committee were advised that the proposed location did not meet the criteria set out by the SERP, and therefore the request for the deployment of a fixed safety camera at this location was not recommended. This recommendation was agreed by the Committee and no further action was taken.

In August 2020, following a further collision, requests were received from Ward Members and residents to reduce the speed of this road and install safety cameras.

A notice of motion has been received to install speed cameras along Eastern Avenue. This has been proposed by Cllr Nelson and Cllr Buck and seconded by 17 other Cllrs

- 3.2 The notice of motion alleges that urgent action needs to be taken as residents walls have been knocked down, cars written off and constant excessive speeding witnessed along this stretch of dual carriageway.

As a result of the request, further investigation has been undertaken by officers and independent road safety professionals along with consulting SERP as to the safety camera criteria.

SERP are in the process of agreeing a new policy to be used Essex wide for the installation of safety cameras. The revised policy features a relaxation of some requirements and SERP have assessed the site against these proposed criteria. We have asked when this will be ready but have not received a response to date.

SERP examined the westbound carriageway between Fossetts Way and Sutton Road on 24th August 2020. They advised based on the three year period for collision data, the site does not meet either the existing or proposed criteria.

An independent Road Safety Review (RSR) was undertaken between 24th August and 13th October 2020 for the westbound carriageway of the A1159 Eastern Avenue from Weybourne Gardens to Sutton Road.

Vehicle speed data was collected on Friday 4th, Saturday 5th, Sunday 6th and Monday 7th September 2020 prior to the utility works implemented traffic management measures and Vehicle speeds were collected on Eastern Avenue (near no. 88) approximately 285m east of Sutton Road roundabout. The results by lane and lanes combined are shown in Table 1-1 below for this period. . Comparing the speed measurements from 2016 to the 2020 readings shows a small decrease in vehicle speeds.

TABLE 1 - Vehicle speeds comparing 2016 and 2020 readings.

The vehicle speeds were collected on Eastern Avenue (near no. 88) approximately 285m east of Sutton Road roundabout. The results by lane and lanes combined are shown in Table 1 below for the period 4th – 7th September 2020.

TABLE 1 - Vehicle speeds comparing 2016 and 2020 readings.

Month/Year	Average Speed	85 th Percentile Speed	Average Vehicle Flow	Percentage of Vehicles Exceeding Speed Limit
June 2016	31.3 mph	37.4 mph	14054	5.6%
September 2020	29.5 mph	36.0 mph	18303	6.3%

Collisions resulting in personal injury were reviewed for the 10-year period 1st July 2010 to 30th June 2020 for the westbound carriageway of the A1159 Eastern Avenue from Weybourne Gardens (inclusive) to the give-way lines at Sutton Road Roundabout. A long-term period was chosen to counter the effects of changes in reporting procedures. Collisions are recorded as Slight, Serious or Fatal depending on the personal injuries sustained as a result of the collision.

The collisions occurred at three main locations:

- A1159 Eastern Avenue from Sutton Road Roundabout eastwards to the bends;
- A1159 Eastern Avenue from Bournemouth Park Road to Cromwell Road and;
- A1159 Eastern Avenue/Bournemouth Park Road.

During the 10-year study period, a total of 14 personal injury collisions were recorded on the A1159 westbound carriageway from Weybourne Gardens to Sutton Road. Of the 14 collisions, six were classified as serious and eight as slight; no fatal collisions were recorded.

TABLE 2 - Collisions by Year on Eastern Avenue Westbound Carriageway

2010 (part)	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020 (part)	Total
0	1	0	3	3	0	5	1	0	1	0	14

Notes:

Data for 2010 covers the period July – December 2010 and

Data for 2020 covers the period January – June 2020.

Summary of Collisions.

Eastern Avenue from Sutton Road to the bends (4 collisions)

- Eastern Avenue 30 yards east of Sutton Road. A car was queuing in heavy traffic in the offside lane and was hit by the car behind. The collision occurred on 02/07/2014 at 08:35 on a dry road surface and was recorded as a slight injury collision.
- Eastern Avenue 50 metres from Sutton Road. Two cars were apparently ‘racing’ along Eastern Avenue when one car hit a motorcyclist. (The contributory factor ‘aggressive driving’ was attributed to both car drivers by the reporting officer and appears to confirm the racing scenario.) The collision occurred at 06/08/2014 at 19:50 on a dry road surface and was recorded as serious.
- Eastern Avenue 90 metres from Sutton Road. A car lost control for unknown reasons. The car hit a telegraph pole and two parked cars. The collision occurred on 13/01/2016 at 21:50 on a wet road surface and was recorded as slight.
- Eastern Avenue westbound approach to Sutton Road Roundabout, a car pulled on to the roundabout and then stopped suddenly because of an approaching bus. The car behind did not stop and hit the car on the roundabout. The collision occurred on 17/04/2017 at 14:56 on a dry road surface and was recorded as slight.

Eastern Avenue between Bournemouth Park Road and Cromwell Road (2 collisions)

- Eastern Avenue/Cromwell Road. A pedal cycle was travelling east on the Eastern Avenue footway and crossing the Cromwell Road junction. A westbound car on Eastern Avenue was about to turn left into Cromwell Road and the driver braked because of the pedal cycle and was hit by the car behind. The collision occurred on 10/11/2013 at 17:54 and was recorded as slight.
- The location is given as Eastern Avenue only and plotted approximately 40m west of Bournemouth Park Road. The collision involved a nose-to-tail collision between three vehicles in the nearside lane. The collision occurred on 05/06/2016 at 15:16 on a dry road surface and was recorded as slight.

Eastern Avenue/Bournemouth Park Road (8 collisions)

- A car pulled out of Bournemouth Park Road into the nearside lane and a motorcycle approaching on Eastern Avenue moved into the offside lane. The car then moved to the offside lane and collided with the motorcycle. The collision occurred on 16/06/2011 at 16:50 on a dry road surface and was recorded as slight.
- A car turned right from Eastern Avenue towards Bournemouth Park Road and hit a westbound motorcycle. The collision occurred on 29/08/2013 at 15:50 on a dry road surface and was recorded as slight.
- A car turned left out of Bournemouth Park Road and collided with a westbound pedal cyclist on Eastern Avenue. The collision occurred on 31/08/2013 at 13:45 on a dry road surface and was recorded as slight.
- A car turned right from Eastern Avenue towards Bournemouth Park Road and hit a westbound motorcycle. The collision occurred on 03/07/2014 at 13:05 on a dry road surface and was recorded as serious.
- A car and a pedal cycle were traveling westbound on Eastern Avenue approaching a coned-off section towards the Bournemouth Park Road junction. The car collided with the pedal cycle and failed to stop. The collision occurred on 22/02/2016 at 16:35 on a dry road surface and was recorded as serious.
- A car turned right from Eastern Avenue towards Bournemouth Park Road and hit a westbound motorcycle. The collision occurred on 27/05/2016 at 09:46 on a dry road surface and was recorded as serious.
- A car turned right from Eastern Avenue towards Bournemouth Park Road and hit a westbound motorcycle. The collision occurred on 22/06/2016 at 18:20 on a dry road surface and was recorded as serious.
- A car failed to give-way and turned left out of Bournemouth Park Road and was hit by a westbound car on Eastern Avenue. The collision occurred on 26/09/2019 at 06:30 on a wet road surface and was recorded as serious.

As part of the review, four main options were asked to be considered as well as any other appropriate measures which could reduce the occurrence of future collisions.

Option A: Do nothing

Based on the data for collisions resulting personal injury for the latest three-year period ending 30th June 2020, only one personal injury collision was recorded, which is lower than the minimum intervention level applied throughout the borough of four personal injury collisions within a three year period.

This option reflects current practice on intervention levels.

Option B: Reduction in speed limit

An assessment of whether the current speed limit is appropriate to the nature and construction of the road has been undertaken

Given the recorded speeds from both surveys demonstrate that over 93% of vehicles are travelling under the current speed limit a lower speed limit is unlikely to be justified and to gain support from Essex Police.

Based on this information, this option is not recommended by the service.

Option C: Additional signs, hazard warning posts and road markings

- Install SLOW markings on the approach to the bend near Cromwell Road.
- Install a bend warning sign on both sides on the approach to the bend outside number 90 Eastern Avenue.
- Install hazard marker posts to the bend west of Cromwell Road
- Increase the width of the warning lines from Cromwell Road to the Puffin Crossing.

These measures would help to highlight the bend and to reflect the road layout ahead. A 'double-bend ahead' sign (to diag. 513) might be more appropriate and a 'reduce speed now' warning plate could be added.

These measures are warning drivers of a bend and could be considered.

Option D: Vehicle-Activated Sign

Vehicle Activated Signs have been shown to be effective in rural areas but the effect in urban areas is less well documented and local experience indicates there is little long term impact and therefore this is not an option recommended by the service

Option E: Fixed Safety Camera/Average Speed Camera System

As set out in the background information at Point 3 to this report, the location does not meet the current and proposed criteria set by SERP and therefore this Option is not considered viable and not recommended by the service.

Economic Assessment

The estimated costs of Option C is detailed below. Option A has no cost.

- Option C (Bend warning and ‘SLOW’ markings and hazard marker posts) - £7,000

The first-year economic rate of return (FYERR) was calculated for the recommended option using the scheme costs about the average cost of an accident in 2019 in a built-up area of £86,497.21, taken from Table RAS60002 on the gov.uk website. Of the accidents recorded on this section, the two recorded on the bends are the ones mostly likely to be affected.

The rates of return are given below in Table 3 below based on scheme costs, accident costs and potential accident savings.

Table 3 – Estimated First-Year Economic Rate of Return

Option	Accident Savings Potential	Accident Savings/Year	First-Year Economic Rate of Return
C	30%	0.06	£741.00

Option C gives the best rate of return based on the low scheme costs.

4. Reasons for Recommendations

4.1 The recommended options reflect the outcome of the Road Safety Review and while considering Members and residents’ concerns.

5. Corporate Implications

5.1 Contribution to the Southend 2050 Road Map.

5.1.1 Ensuring traffic is managed safely while maintaining adequate access for emergency vehicles and general traffic flow. This is consistent with the Council’s Vision and Corporate Priorities of Safe, Prosperous and Healthy.

5.2 Financial Implications

5.2.1 Costs for implementing a scheme like this for an average camera system it would be £280k for 8 cameras which a capital would need bid to be agreed.

5.3 Legal Implications

5.3.1 None.

5.4 People Implications

5.4.1 Works required to implement the agreed schemes will be undertaken by existing staff resources.

5.5 Property Implications

5.5.1 None

5.6 Consultation

5.6.1 No public consultation is required for the implementation of the proposals.

5.7 Equalities and Diversity Implications

5.7.1 Any equality implications will be taken into account in designing the schemes.

5.8 Risk Assessment

5.8.1 The proposals are designed to improve highway safety and as such, are likely to have a positive impact.

5.9 Value for Money

5.9.1 Works associated with the proposals will be undertaken by the Council's term contractors, selected through a competitive tendering process to ensure value for money.

5.10 Community Safety Implications

5.10.1 The proposals if implemented could lead to improved highway safety.

5.11 Environmental Impact

5.11.1 There is no significant environmental impact as a result of introducing the proposals.

6. Background Papers

6.1 Deployment of Fixed Safety Cameras considered by the Cabinet Committee on 14th September 2017

7. Appendices

7.1 **Appendix 1** – Notice of motion

NOTICE OF MOTION

Speed Camera on Eastern Avenue

Along the stretch of dual carriageway on Eastern Avenue there has been a history of accidents along this stretch of road. We have seen residents walls knocked down, cars written off and constant excessive speeding.

Urgent action needs to be taken to try and control the excessive speeds on this stretch of dual carriageway and protect those residents whose lives are being put at risk by this antisocial and dangerous behaviour. Acknowledging that a static speed camera would not be affective along the whole stretch of road, we seek a solution that would be affective and works for all the affected residents.

This Council therefore resolves that it should:

1. Install average speed cameras along the stretch of dual carriageway along Eastern Avenue between Hamstel Road and Sutton Road immediately.

Proposed By: Cllr Nelson Cllr Buck

Seconded By:

Cllr Cox
Cllr Boyd
Cllr Burzotta
Cllr Davidson
Cllr Dear
Cllr Evans
Cllr Flewitt
Cllr Folkard
Cllr Garne
Cllr Garston
Cllr Habermel
Cllr Jarvis
Cllr Bright
Cllr McGlone
Cllr Moring
Cllr Salter
Cllr Walker