

Decision maker:	Assistant director environment and place
Decision date:	Wednesday 18 April 2018
Title of report:	A480 Credenhill 30mph extension
Report by:	Engineering manager

Classification

Open

Decision type

Non-key

Wards affected

Credenhill

Purpose and summary

To consider objections put forward during a consultation on the proposed extension of a 30mph speed restriction on the A480 at Credenhill.

There are road safety concerns from a planned new access from the Taste for Adventure site onto this section of the A480, with its existing 40mph limit. This proposal is included in the Credenhill Pedestrian Safety Improvements programme supported by the Parish Council and local residents. The proposal was discussed and agreed with West Mercia Police and the Ward Member Councillor Matthews on 8 August 2017. This section of the A480 is of strategic importance and lower speeds would reduce the risk of serious or fatal accidents that could involve road closures.

There are concerns over whether the signing and lining measures will be effective. Post implementation speed surveys will assist in assessing the reduction in vehicle speeds and whether additional speed reduction measures should be considered.

Recommendation(s)

That:-

- a) **having considered the objections raised, the A480 30mph speed restriction extension, from the east of Credenhill village south east to 207m from Priory**

Road (known as Priory Lane), as advertised, under The County of Herefordshire District Council (A480 Credenhill Hereford) (30 and 40 mph Speed Limit) Order 2017 (see Appendix 4) be implemented at a cost of £15,000; and

- b) in light of the concerns expressed, the Engineering Manager be authorised to arrange for speed surveys within 3-6 months after implementation on the A480 to assess the effectiveness of the new limit and to review any additional measures that may be appropriate.

Alternative options

1. To uphold the objection and to maintain the current 40mph speed limit, though this would not address the road safety concerns related to the redevelopment of the Taste for Adventure site and promote safer cycling and pedestrian routes, as intended by the Parish Council.

Key considerations

2. The Taste for Adventure site and camp entrances are located on the inside of a bend on the A480 east of Credenhill. The accesses have restricted visibility to and from approaching traffic. Whilst planning permission for the redevelopment of the Taste for Adventure site was approved with improvements to the access arrangements, the initial planning appraisal (application number 161826) highlighted concerns over road safety with higher vehicle flows entering the A480. A higher number of vehicles accessing may lead to vehicle queuing with limited stopping sight distance, particularly westbound.
3. Department for Transport (DfT) research *Relationship between Speed and Risk of Fatal Injury: Pedestrians and Car Occupants* in 2010 highlighted that the risk of a pedestrian fatality from a frontal collision increases from 7% at 30mph to 31% at 40mph. Accidents involving fatalities require investigation by the Police, which generally involves extended road closures. Aside from the human cost, this is a strategic route used by military vehicles for which access needs to be maintained.
4. The DfT guidance for single carriageway rural roads is that “...the aim of speed management actions is to deliver a balance between safety objectives for all road users and mobility objectives to ensure efficient travel, as well as environmental and community outcomes. So every effort should be made to achieve an appropriate balance between actual vehicle speeds, speed limits, road design and other measures”. This presents a challenge in terms of reducing the current 85th percentile speed of 41.4mph in this locality.
5. This section of the A480 has a system of street lighting as defined in TSRGD 2016 (i.e. *the presence on a road of at least three lamps, lit by electricity, provided for the purposes of illuminating the road, and placed no more than— 183 metres apart in England and Wales*). The TSRGD 2016 further states that highway authorities may not install repeater signs when a road is subject to a maximum speed limit of 30 mph and has a system of carriageway lighting.

Objection (from Resident)

6. The following correspondence was received in response to the proposed A480 Credenhill 30mph extension. It also includes references to proposals for speed reduction in Station Road which is outside the scope of this decision paper.

I really fail to see what changing to 30mph on this will do. The traffic thunders along here with no regard to the 30mph sign already there and when I say traffic I also mean massive trucks/tractors etc. Through Credenhill itself a lot of the time there's no room for these huge vehicles especially overloaded tractors that hurtle through with no regard for pedestrians/ especially during school drop off/pickups people with prams/younger children/dogs and definitely no chance of a motorised scooter coping safely. to be honest there's no room for a car to get past if a large tractor[with or without large trailer]/truck is on other side of road, you have to pull right over and they JUST skid through. And as for speed through village the 30mph already in place is a joke..no one seems to adhere to it..its an accident waiting to happen. Positively a dangerous road..AND we have no white lines through village. Really tractors and large trucks have no place going through the village. Really feel what has been decided is a total waste of time and tax payers money. A better decision is to limit weight allowed through village for a starter and reroute larger vehicles plus sensible wider speed bumps like near Blind College and white lines. As for other road having longer 30mph stretch .wont work nobody will adhere to it sadly.

Representation from West Mercia Police

7. The following representation was received from West Mercia Police:

I refer to your e-mail dated 22 November 2017, seeking the Chief Constables views in respect of a proposal to reduce the speed limit from 40mph to 30mph on sections of the A480 in Credenhill, and the subsequent drawings showing the proposed engineering aimed at reducing the travelled speeds, sent by Thomas Hancock on 9th January 2018. I have examined the proposals and drawings sent in your e-mail dated 22nd November 2017 and the subsequent drawings sent by Tom (Refs MN0125-C-001 & 002), and have visited the location to see it first hand.

Following the meetings held last year to discuss these proposals, I fully understand the reasons behind this request and recognise the need for a lower speed limit. I feel it is essential that the limit has routine driver compliance in order to meet residents' expectations and does not have to rely on enforcement to achieve this.

Having met with James Fishlock and Stuart Nowell to discuss the proposed engineering measures, I understand that there are limitations as to what can be installed here. I acknowledge that what is proposed will have a speed reduction effect, but do not feel that it will be sufficient to reduce speeds to an acceptable level for a 30mph limit. One option open is to relocate the current VAS sign to somewhere closer to the east of the proposed new limit which may have an effect on driver behaviour.

At this point in time I do not offer any objections to the proposal as such, but would ask that speed data is taken 3-6 months post implementation of the scheme to asses it's effectiveness. If speeds have not reduced to an acceptable level for a 30mph speed further measures will need to be considered.

Traffic Management Response

8. The question over the effectiveness of the proposals is an important consideration, as noted in paragraph 6 above and within the responses to the consultation.
9. A high proportion of traffic on the A480 originates from Credenhill or local businesses and service providers. The survey of residents and local stakeholders highlighted a high level of support (76%) for the proposed speed reduction, which is a prerequisite for a *community* speed limit. The principle underpinning this is that a speed limit requested by a local

community will have a higher level of compliance, as it will either be supported or respected by residents as it becomes a shared responsibility. This engagement can also be formalised through establishing a Local Community Speed Watch group, with local residents or stakeholders working with West Mercia Police.

10. The council will use regulatory signs, “SLOW” markings, and other warning signs where appropriate to help highlight the restrictions (see Appendix 5). However, as West Mercia Police have highlighted, the effectiveness of these measures should be assessed by undertaking post implementation measures. Additional steps such as relocating the Vehicle-activated Sign (VAS) or alternative measures such as carriageway narrowing could be considered.
11. It is also important for the council to ensure that public money is being invested appropriately, as the respondent has highlighted. Planning permission (P170188/F) was issued on 12 January 2018 (for a proposed contractors compound, involving engineering operations, access arrangements demolition of all existing structures, fencing and associated buildings and works), following completion of a section 106 agreement pursuant to the Town and Country Planning Act 1990 to provide £23,000 as a planning obligation to make the development acceptable in planning terms.
12. The financial contribution of £23,000 was to be used in determining whether or not a Traffic Regulation Order (“TRO”) could be made and included all reasonable associated costs. Once determined, if appropriate, it would also consist of the making of the TRO and provision of road markings signs and any associated traffic calming measures which arose directly from the development.
13. Paragraph 5 above highlights the increasing risk of a pedestrian fatality, as speed increases from 30 to 40mph. The latest (2016) Department for Transport Accident Prevention Value (APV) is £2,053,814 for a fatal accident. On the basis of this APV the costs of the scheme would be met, if the measures effectively prevented a fatality once in 80 years. Whilst these incidents are rare, on 24th September 2017 there was a fatality from a road traffic accident at the junction of the A438/A417. There was also a fatality on the A438 near to Bridge Sollars on 8 July 2014.

Community impact

14. The introduction of a reduced speed limit, as well as promoting road safety, will also benefit the community by encouraging people to walk and cycle with wider health benefits (research shows that keeping physically active can reduce the risk of heart and circulatory disease by as much as 35% and risk of early death by as much as 30%). In supporting the community in providing residents a safe environment, the recommendation aligns and supports the councils corporate plan priorities and objectives.

Equality duty

15. Under section 149 of the Equality Act 2010, the ‘general duty’ on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to -

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;

- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
16. The impact of these proposals is considered to be of low impact as stated in the Equality Impacts and Needs Assessment at Appendix 1 of this report.
17. The proposed safety improvements on the A480 support a wide community of people living in Credenhill and driving through the locality.

Resource implications

18. A S106 contribution of £23,000 has been allocated as part of the planning agreement for the redevelopment of Taste of Adventure site, which is planned to fund the introduction of the Order and appropriate engineering features including signage.

Legal implications

19. The Council as the local highway authority has the powers to make TROs limiting speed under the Road Traffic Regulation Act 1984.
20. The procedure for making such TROs is set out in the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996 as amended (“The Regulations”). This includes the requirements for consultation and how any objections are to be dealt with. Under The Regulations the Council is required to consider any objections received after the formal statutory consultation.
21. Following the consultation the Council has discretion (under Regulation 14 of The Regulations) to amend its original proposals, if felt desirable, whether or not in the light of any objections or comments received, as a result of such statutory consultation. If any objections received are accepted, in part or whole, and/or a decision is made to modify the original proposals, if the Council considers those amendments to be substantial, then steps must be taken for those affected by the proposed modifications to be further consulted and any responses must be considered. It is noted a further report is proposed should there be objections which are not withdrawn or relevant representations received.
22. The making of a TRO is a non- executive function and falls within the remit of the Chief Executive in accordance with Part 3 Section 7 of the Constitution with delegated authority to the Assistant Director Environment and Place for Economy, Communities and Corporate in accordance with officer functions (3.7.13) Row 77 of the ECC scheme of delegation.

Risk management

23. There is risk that the introduction of the reduced speed limit in isolation will only achieve a limited reduction in speeds. Post implementation speed surveys can therefore be used to assess the extent of further education, engineering (signing & lining) and enforcement measures that will be needed, where appropriate.

Consultees

24. 660 residents, local stakeholders and statutory consultees were consulted over road safety measures in Credenhill in March 2017 (see appendices 2 and 3)

25. A meeting was held with the West Mercia Police and the Ward Councillor on 8 August (2017) at which the survey responses and stakeholders concerns were reviewed. The attendees agreed the need for a proposed speed limit reduction, the extent to which it should apply and the range of supporting engineering measures that would be required to support compliance.
26. As part of the regulation process a formal 21 day public consultation was carried out from 2 November 2017. Residents and local stakeholders were informed of the formal proposed design. In addition to this Local Members, Hereford Business Improvement District, the Chief Constable of West Mercia Police, Hereford City Council, Freight Transport Association, Road Haulage Association, Hereford & Worcester Ambulance Service, Hereford & Worcester Combined Fire Authority, and The Royal National College for the Blind were also asked to provide their views. The proposals were also displayed on site notices in the affected street and deposited in the council offices at Plough Lane, Hereford.

Appendices

Appendix 1 – Equality Impacts and Needs Assessment

Appendix 2 – Credenhill Survey Letter

Appendix 3 – Credenhill Survey Form

Appendix 4 – Speed Limit Order Plan

Appendix 5 – Speed Reduction Features

Background papers

None