

Report to Decision Making Session for the Cabinet Member for Environment & Highways

19 December 2023

Subject:	Objection and Petition received arising from the public consultation on A4030 Safer Roads Fund Scheme – Objection to the installation of a Zebra Crossing located outside the Red Cow Public House, High Street, Smethwick.
Cabinet Member:	Environment and Highways Councillor Danny Millard
Director:	Alice Davey, Borough Economy Tony McGovern, Regeneration and Growth
Key Decision:	No
Lead Officer:	Simon Chadwick – Highways Network Development & Road Safety Manager. simon_chadwick@sandwell.gov.uk , Mervyn Bartlett Interim Assistant Director, Highways Services, mervyn_Bartlett@sandwell.gov.uk

1 Recommendations

- 1.1 The objection and petition received via the public consultation process are noted but that approval is given to implement the Zebra Crossing located along the A4030 High Street in Smethwick outside the Red Cow Public House, as advertised and shown on drawing No. 41152 S/1 (Rev A).
- 1.2 That subject to 1.1, the Director – Borough Economy be authorised to complete the necessary statutory procedures.



1.3 That the Director – Borough Economy informs objectors of the decision of the Cabinet Member for Environment and Highways.

2 Reasons for Recommendations




2.1 Sandwell MBC has consulted with residents, traders and ward members on the details for the Safer Roads Fund Scheme located along the A4030 between Toll House Way and Hagley Road West. A decision relating to the objection is required.

2.2 A Public Consultation was carried out on the proposals along the route between 16th November 2023 and 7th December 2023. Ward members along with all residents and traders affected by the proposals received a letter and a plan of the proposals for consideration.



2.3 2 objections were received from the same resident. A Subsequent 26 signature petition from residents and traders, also arranged by the resident was received on 6th December.

2.4 It is felt that with a net gain of 3 parking spaces on the High Street and the benefits the a New Zebra crossing will bring to the safety of shoppers and the wider residential community, it is recommended that the scheme continues as originally proposed.

3 How does this deliver objectives of the Corporate Plan?

	<p>Best start in life for children and young people</p> <p>The proposals will provide a much safer highway environment in which children and young people can walk and cycle.</p>
	<p>People Live Well and Age Well</p> <p>The installation will help reduce the potential for road harm and provide facilities to encourage greater use of sustainable travel modes such as walking and cycling, which will have the added benefit of improving health and wellbeing.</p>
	<p>Strong Resilient Communities</p>



	An improved highway safety environment will make our communities feel safer, more protected, and confident in their homes and neighbourhoods.
	<p>A Strong and Inclusive Economy</p> <p>Our local highways are the arteries of our communities. They connect our residents to employment, education, local services and indeed the wider world.</p>
	<p>A Connected and Accessible Sandwell</p> <p>The scheme will provide facilities to encourage greater use of modes such as walking and cycling, linking safely with local bus and rail routes.</p>

4 Context and Key Issues

- 4.1 Following approval by the Director of Borough Economy and the Section 151 officer, a capital funding bid was made to the Department for Transport (DfT) in Round 3 of the Safer Roads Fund for the A4030 in Smethwick and Bearwood.
- 4.2 The Capital Funding bid was successful, and consequently Sandwell MBC received a Grant Agreement in the amount of £750,000.
- 4.3 The Department for Transport's (DfT) Safer Roads Fund was established to treat the 50 highest risk local 'A' roads in England with remedial road safety engineering interventions. The roads were selected from both traffic flow and casualty data combined by the Road Safety Foundation (RSF) to establish an overall risk rating.
- 4.4 Round 3 of the Safer Roads Fund, through risk analysis by the Road Safety Foundation, identified the A4030 Sandwell as needing improvement to reduce the risk of road accidents along A4030 between the A456 Hagley Road and A457 Tollhouse Way in Smethwick.
- 4.5 A Public Consultation was carried out on the proposals along the route between 16th November 2023 and 7th December 2023. Ward members along with all residents and traders affected by the proposals received a letter and a plan of the proposals for consideration.



- 4.6 2 objections were received from the same resident. A Subsequent 26 signature petition from residents and traders, also arranged by the resident was received on 6th December.
- 4.7 The residents and traders are concerned that the introduction of the Zebra Crossing outside the Red Cow Public House will be an inconvenience for shoppers and Traders in the local area. The detail of the representation is shown in the Appendix B, along with the associated response from Highway Services shown in italics.
- 4.8 The proposed zebra crossing outside of the Red Cow Public House is an integral part of the wider Safer Roads Fund scheme. This area is a well used and vibrant shopping street with retail properties lining both sides of the road, bus stops, a large public house and parking bays to the front of the shops. The A4030 is a busy local commuter road that runs through the middle of the shopping area.
- 4.9 The new zebra has been located in the closet possible position to the pedestrian desire line for those people accessing the High Street from Arden Road and Brailsford Drive. There are a significant number of pedestrians crossing between the two sides of the street to reach the various goods on offer. The suggestion to relocate the crossing closer to the Conservative club would not be possible as this would necessitate the relocation of the existing large bus shelter, which again would not be possible due to the existing location of the nearby 5G Mast and the associated cabinets.
- 4.10 In this area there have been 5 recorded injuries in 5 years, one being a serious pedestrian casualty. There is a current crossing to the south of the shopping parade but nothing to the north where there is evidence of people crossing. Therefore, it is evident that a controlled crossing facility is required as the northern end of the shops to provide a safe crossing point for pedestrians and cyclists to gain access to and from the shops. It will also aid residents in safely crossing the road to reach the bus stops on either side of the High Street.



4.11 The Safer Road Fund proposals have been put forward to balance the needs of all highway users and the community in the area. Hence the new Zebra Crossing will be constructed on footway build-outs located on either side of the carriageway which will result in the loss of only one single parking/loading bay spaces on each side. However, to compensate for this it is also proposed to convert an under-utilised existing bus stop bay currently located in front of The Continental Supermarket into 5 additional new limited waiting parking spaces. This will result in a net gain of 3 new additional parking spaces in the area, in the same vicinity for all shoppers, traders and residents to utilise.

4.12 It is felt that with the net gain of 3 parking spaces on the High Street and the benefits of the new Zebra crossing including the safety of shoppers and the wider residential community, it is recommended that the scheme continues as originally proposed.

5 Alternative Options

5.1 Delete the proposal to install a new Zebra Crossing outside The Red Cow Public House from the Safer Road Fund Scheme. However this would also remove the safety benefits associated with the benefits and remove the opportunity to increase parking further along High Street as part of the same scheme.

6 Implications

Resources:	The budget to implement the scheme is approximately £750,000 and will be funded from the Department for Transport, Safer Roads Fund.
Legal and Governance:	The principal legal statutory duties and processes required to implement the highway improvement and traffic management requirements are; <ul style="list-style-type: none"> • The Highways Act 1980. • The Road Traffic Act 1988 • The Traffic Management Act 2004 • The Road Traffic Regulation Act 1984
Risk:	There are no specific risk or resource implications.



Equality:	The introduction of the scheme will help balance the needs of all road users and improve the situation for those with visual and physical disabilities.
Health and Wellbeing:	Improvements to the road safety environment will ensure all users of the highway network are protected and managed safely to reduce the risk of conflict and injury. Greater encouragement of sustainable travel choice will inevitably improve the health and wellbeing of the neighbourhood.
Social Value:	Social Value benefits are derived from the important role a well-maintained and safe highway environment plays in the life of the community, particularly the positive opportunities that they can bring from social inclusion, sustainable travel choice and social interaction.
Climate Change:	Sandwell Council has joined other councils in England that have declared a Climate Emergency and as a result developed and adopted a Climate Change Strategy 2021-2041. Within Sandwell's Climate Change Strategy Action Plan 3 for Transport states that Sandwell Council will "Implement highway measures and transport facilities that fully accommodate and promote the use of public transport, cycling and walking, making journeys by such methods easier, faster and safer, alongside measures to discourage car use. This active travel scheme aims to do this.
Corporate Parenting:	The funding will deliver improved road safety infrastructure along with cycling and walking improvements to public transport services as well as near schools and will encourage active travel which is good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment for children and young people.



7. Appendices

Appendix A - Proposed Zebra Crossing Outside the Red Cow Public House Drawing No 41152 S/1 (Rev A).

Appendix B – Unresolved representations

8. Background Papers

Sandwell's Climate Change Strategy 2021-2041

https://www.sandwell.gov.uk/download/downloads/id/31151/climate_change_strategy.pdf

In accordance with the authority delegated to Cabinet Members to act on matters within the authority delegated to them under Part 3 of the Council's Constitution, I intend to take the action(s) recommended above.

I do/do not have an interest to declare in this matter

Councillor Danny Millard
Cabinet Member for Environmental Services

Date: 19th December 2023

