

# NORTHUMBERLAND

Northumberland County Council

## RECORD OF DECISION TAKEN BY CORPORATE DIRECTOR CORPORATE DIRECTOR OF LOCAL SERVICES – BARRY ROWLAND

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### PROPOSED CONVERSION OF ZEBRA TO PUFFIN CROSSING U9520 AMERSHAM ROAD, BLYTH

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#### **Purpose of Report**

To consider the results of the public consultation exercise, regarding the conversion of a Zebra to a Puffin crossing on Amersham Road, Blyth (see attached Consultation Plan in Appendix A).

#### **Recommendations**

##### **It is recommended that:**

Given the outcome of the consultation as well as the comments received it is recommended that the proposals to convert the existing Zebra to a Puffin crossing on Amersham Road, Blyth should proceed.

#### **Key Issues**

1) Following road safety concerns from adjacent schools and parents, residents and other interested organisations were consulted on the proposed conversion of a Zebra to a Puffin crossing.

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Report Author

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# PROPOSED CONVERSION OF ZEBRA TO PUFFIN CROSSING U9520 AMERSHAM ROAD, BLYTH

## Background

## Introduction

1. Concerns have been expressed by residents of South Beach regarding the safe crossing for pedestrians on Amersham Road, Blyth. There is an existing Zebra crossing, however, Puffin crossings aim to improve safety and reduce delays. Given the significant rise in traffic using this road from when the Zebra crossing was first introduced, a Puffin crossing is more suited to roads with a higher flow of traffic.
2. The request for a signal controlled crossing was placed on the Register of requests and was put forward as a priority for the 2013 / 2014 Minor Improvements Program (LTP).

## Consultation

3. A scheme was prepared and was the subject of a consultation, which concluded 2<sup>nd</sup> October 2013.
4. The consultation exercise involved the delivery of a consultation letter together with a plan showing details of the scheme to approximately 72 adjacent households, statutory consultees; County Councillors J Reid and D Campbell, Blyth Town Council; road user organisations; and other interested parties. A plan showing the scheme is attached together with a copy of the consultation letter (see Appendix A).
5. Responses were received from 9 consultees with 8 being in favour and 1 against.
6. There was 1 statutory consultee that responded, The North East Ambulance Service recognised and appreciated the need for restrictions to improve road safety and supported the proposals.
7. Seven of the residents are in favour of the proposals and the general opinion is that the crossing conversion is a good idea and will improve road safety for the public and be more visible at night. Other comments requested that the street lights in the area be improved and also the location of the crossing to be moved further east.
8. One resident objected to the proposal but declined to comment.

## **Conclusion**

- 10.** From the outset, the County Council has endeavoured to respond positively to local concern over road safety in this area and it is inevitable that some sections of the community will be dissatisfied with whichever decision is reached. The assessment of the results in the consultation exercise can be a contentious matter, but experience has shown that when levels of opposition are much above 30% those opposed to the scheme can engender support from neighbours, which can create difficulties in implementing the scheme. The consultation exercise showed that overall 11% of all consultees who responded were against the proposals.
  
- 12.** It is recommended that, in view of the results of the consultation exercise, the scheme to convert the existing Zebra to a Puffin crossing should proceed.

## Background Papers

File Ref: M/C/1/108/10

## Implications Arising Out of the Report

Policy	None
Finance and value for money	Scheme will cost approximately £40,000 and will be financed from the 2013/14 Minor Improvements Programme (LTP)
Human Resources	None
Property	None
Equalities	None
Risk Assessment	Reduced vehicle speeds
Crime & Disorder	None
Customer Considerations	Reduced vehicle speeds
Sustainability	Acceleration and braking of vehicles may increase vehicle emissions
Consultation	The relevant people and organisations were consulted
Wards	Plessey

## DECISION TAKEN

**Title of Executive Member or Officer(s):**

Ian Swithenbank – Policy Board Member,  
Streetcare and Environment  
Barry Rowland - Corporate Director of Local  
Services

**Subject:**

**Proposed Conversion of Zebra to Puffin Crossing  
U9520 Amersham Road, Blyth**

**Consultation**

9 Responses  
8 For  
1 Against

**Decision Taken:**

Given the outcome of the consultation as well as the comments received it is recommended that the Puffin crossing should be provided.

Signature of Corporate Director



**Date**

29/11/13

APPENDIX A

# NORTHUMBERLAND

## Northumberland County Council

County Hall • Morpeth • Northumberland • NE61 2EF  
• Web: [www.northumberland.gov.uk](http://www.northumberland.gov.uk)

Our Ref: M/C/1/108/10  
Your Ref:  
Contact: Mr Stefan Bell  
Direct Line: 01670 624131  
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E-mail: [Stefan.Bell@northumberland.gov.uk](mailto:Stefan.Bell@northumberland.gov.uk)  
Wednesday 21<sup>st</sup> August 2013

Dear Sir/ Madam

### **Amersham Road, Blyth Proposed Conversion of Zebra Crossing to Puffin Crossing**

Following road safety concerns at the above location, the County Council is considering converting the existing Zebra Crossing to a Puffin Crossing facility.

A Puffin Crossing would of course allow pedestrians to cross the road "on demand" by pressing a button and this arrangement would afford greater priority for pedestrians / cyclists.

Puffin crossings aim to improve safety and reduce delays. A Puffin crossing is similar to a pelican crossing, but has sensors which can both allow pedestrians / cyclists longer to cross the road or return the signals to green if the button is pressed and no pedestrians actually cross the road.

The County Council is seeking your views on the proposals shown overleaf and a freepost response form is attached to facilitate the consultation process. It should be stressed that this is a genuine consultation and that comments received will be carefully considered.

Regrettably, it is not possible to reply to individual comments but you may wish to note that comments may be included in a report, to the Corporate Director of Local Services.

The closing date for any comments you may wish to make is shown on the response form. Please visit the following web address <http://trafficconsult.northumberland.gov.uk/> if you wish to respond to this consultation online.

I thank you for your assistance in this matter.

Yours sincerely



**Transport Projects Officer**



Existing lighting, drainage and signage to be reviewed within the vicinity of crossing as part of overall scheme.

REVISION

By	Date/Rev.

CONSULTATION

Client  
NORTHUMBERLAND COUNTY COUNCIL  
COUNTY HALL, MORETH.  
NORTHUMBERLAND, NE61 2EF Tel. 01670 533000

Job Title  
U9520 AMERSHAM ROAD, BLYTH

Drawing Title  
PROPOSED CONVERSION OF ZEBRA CROSSING TO PUFFIN CROSSING

Scales 1:250 / 1:5000

**Northumberland**  
Northumberland County Council  
**SUSTAINABLE TRANSPORT**

Dm	Date	Checked	Passed
S.B	AUG 2013	J.L	J.L
Drawing Number	HE139326/01/U9520		
Negative Number/Job Number/File Number			
Rev			







