



Northumberland County Council

RECORD OF DECISION TAKEN BY DIRECTOR OF ENVIRONMENT AND TRANSPORT

Paul Jones - Director of Environment & Transport

PROPOSED 20mph ZONE, FORD DRIVE/SOUTHEND AVENUE, BLYTH

Cabinet Member: Councillor John Riddle, Improving Our Roads & Highways

Purpose of Report

To consider a proposal to provide a 20mph zone in the Ford Drive and Southend Avenue area in Blyth.

Recommendations

It is recommended that the proposed 20mph Zone is implemented.

Link to Corporate Plan

This report is relevant to the following key objectives in the Corporate Plan for 2023-2026:

- 'Tackling Inequalities' - Creating places where there is equity in access to an environment that encourages physical activity and active travel.
- 'Driving Economic Growth' - Introduce measures which make sustainable travel a more attractive, greener, and easy alternative to getting around including cycling and walking.

Key Issues

- Concerns have been received about traffic safety in the area, particularly where roads are bordered by playing fields.
- The local Ward Members have funded initial design work, and the scheme was subsequently submitted as a priority for the Local Transport Plan Programme.

Delegated decisions

Background

1. Concerns have been received via the local Ward Members about traffic safety in the Ford Drive and Southend Avenue areas of Blyth.
2. The area is residential, but also includes a playing field with football pitch, a multi-use games area, a children's play area and the 'Isabella Centre' which is a local community centre that hosts a variety of activities. These facilities attract additional traffic into the area.
3. There have been seven recorded injury accidents in the area in the last five years, including two separate occasions where a vehicle has left the carriageway and crashed into a house.
4. In response to these issues a traffic calming scheme was proposed via the local ward members Local Improvement Schemes Programme.
5. There is one chicane currently in place on Southend Avenue. The traffic calming proposals build on this by adding additional chicanes and reducing the speed limit to 20mph. The area affected is shown in red on the plan in Appendix A.
6. Average speeds in this area are in excess of 24mph. Government Guidance suggests that, where this is the case, physical traffic calming measures are required to reduce traffic speeds. The proposals therefore comprise a "20mph Zone" where physical traffic calming measures are provided to ensure the reduced speed limit is self enforcing.
7. Residents and statutory consultees were consulted on the proposal. Three responses were received, two in favour and one neutral. A summary of the responses is shown in Appendix B.
8. Two specific issues were raised by consultees:
 - ☞ A concern that a chicane was located too close to a driveway. This has been rectified and the location adjusted appropriately.
 - ☞ A concern that there is a section with no chicane due to a bus stop, which is close to the area where incidents have occurred. This has been rectified by relocating the bus stop and installing a chicane.
9. Both local ward members support the revised proposal.
10. It is therefore recommended that the proposed 20mph zone is implemented.

Implications Arising out of the Report

Policy	The proposal is in accordance with relevant guidance.
Finance and value for	The proposal will be funded via the Local Transport Plan

Delegated decisions

money	Programme and Members Local Improvement Scheme.
Legal	Motorists will be required to comply with the Traffic Regulation Order.
Procurement	None
Human Resources	None
Property	None
Equalities (Impact Assessment attached) Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/>	None
Risk Assessment	None
Crime & Disorder	None
Customer Consideration	Statutory consultees have been consulted.
Carbon reduction	None
Wards	Isabella, Cowpen

Background papers:

File ref: HE213517 & HO196631

Report sign off.

Authors must ensure that relevant officers and members have agreed the content of the report:

	initials
Finance Officer	n/a
Monitoring Officer/Legal	n/a
Human Resources	n/a
Procurement	n/a
I.T.	n/a
Director	PJ

Delegated decisions

Portfolio Holder(s)	
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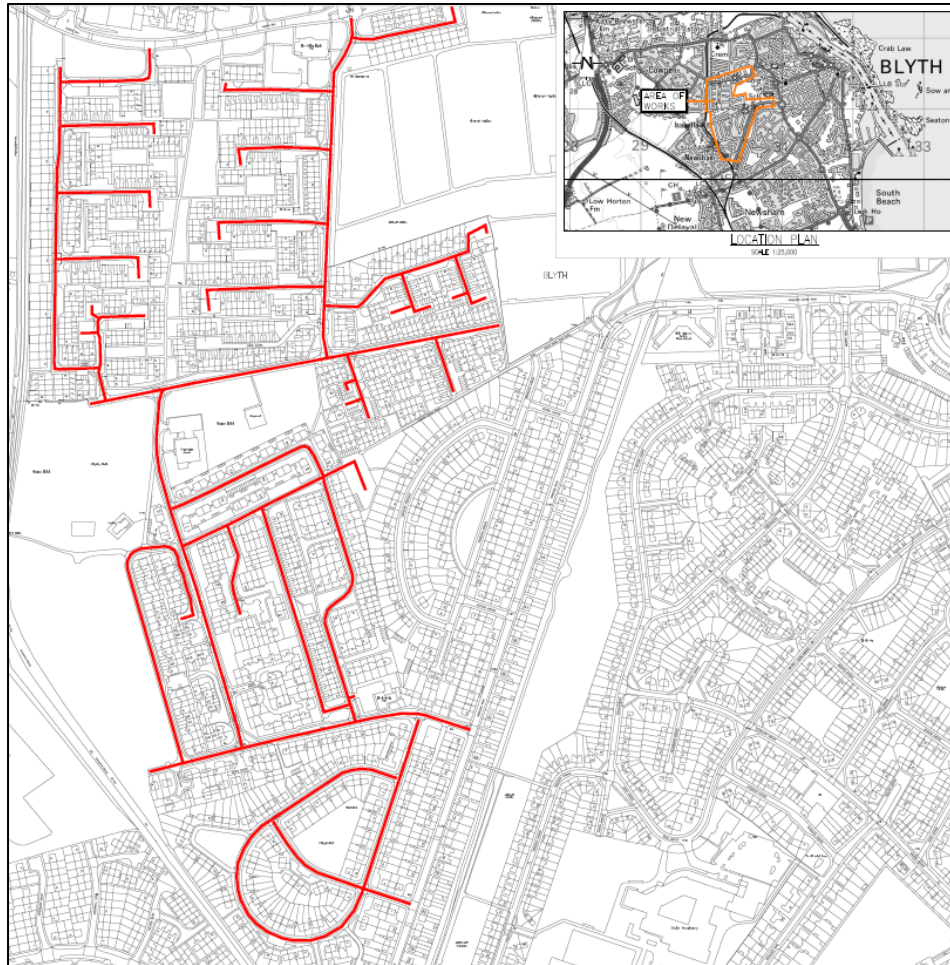
Author and Contact Details

Report Author ***Richard McKenzie – Senior Programmes Officer***

Delegated decisions

Appendix A

Proposed 20mph Zone



Delegated decisions

Appendix B

Consultation Responses

F O R T	A G E	N E I T H E R	Other Relevant Comments
1			<p>Regarding letter dated 16 March for proposed road traffic calming measures. I very much welcome these measures as speeding on the road is horrendous. I have two observations to be discussed. 1. A Chicane is too close to my drive entrance, please move further north. When reversing off the traffic will be driving on opposite side to the road when approaching my drive entrance which could cause a RTC. 2. Stationary traffic (buses) will be queued in front of my drive blocking access 3. What measures are being taken for illegal motor bikes, they are a big problem on Ford Drive at the weekends. 4. Is a speeding monitoring sign being installed?</p>
1			<p>We have received a copy of your proposals for traffic calming on Southend Ave & Ford Dr Blyth. We have been the unfortunate victims of reckless and dangerous driving and witness such activity numerous times on a daily basis. The most notable are the two occasions when cars have left the road at speed and hit a house and cars parked on the driveway. Whilst the house was relatively unscathed the garden and fence needed serious repairs and two cars have been totally written off at the cost of several thousand pounds. I am sure these have been brought to your attention if not directly then via our local councillor. We have been promised action several times but the wheels of bureaucracy do not move with speed of our unwanted visitors so we are pleased to see some traction of a plan. Whilst I generally welcome the proposals I do note that nothing has been proposed for the stretch of road that leads from the current chicane towards the sharp corner on Southend Avenue where we live thus the level of danger to a repeat occurrence has not been diminished and I don't feel that our concerns have been addressed. We do understand that the bus stop on the corner complicates things and we would not want the current proposals reduced in any way but feel that we have been left exposed and our pleas for action have been totally ignored. I have to say that in my opinion buses stopped on that corner are in themselves a risk as cars from both directions have no visibility of oncoming traffic and there have been some near misses. I hope you can take note of our concerns when the plans are reviewed.</p>

Delegated decisions

			<p>I refer to your recent correspondence in which you invite us to offer our comments on the above proposal.</p> <p>I would inform you that as an Emergency Service we may be required to use the above road(s) for access and egress in the event of being activated to attend an emergency call, or to convey patients to hospital for out-patient appointments. Although I appreciate the possible need for restrictions to improve road safety, I must point out that such restrictions would affect this Service in the following way:</p> <ol style="list-style-type: none">1. Ambulances activating to emergencies within the locality could suffer a reduction in response times, although these times may still be within statutory limits;2. Patients being transported from the locality could be subjected to some discomfort as a result of the proposed restriction.3. The maintenance costs of our vehicles may be increased due to the additional usage of shock absorbers and suspension etc. <p>I would thank you for your consultation on this matter and offer our support for the on-going road safety programme</p>
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DECISION TAKEN

**Title of Officer(s) and
Portfolio Holder (where
appropriate):**

Paul Jones - Director of Environment & Transport

Subject:

PROPOSED 20mph ZONE, FORD
DRIVE/SOUTHEND AVENUE, BLYTH

Consultation

3 responses received:

2 in favour

1 neither

0 against

The proposed 20mph zone should be implemented.

Decision Taken:

Signature of Director



Date

14th September 2023
