DELEGATED ITEM

Take Care Get There Project – Proposed Zebra Crossing – Chadderton Way

Report to Executive Director, Economy Place and Skills

Portfolio Holder:
Neighbourhoods – Councillor J Stretton

Officer Contact: Ian Matfen
Ext. 1866

Purpose of Report
To seek approval to establish a Zebra crossing on Chadderton Way at a position different from the location originally proposed within the Authority’s Take Care Get There project.

Executive Summary
The Take Care Get There project aimed, through an education approach, to informally engage mainly with adults, to improve their road safety knowledge and skills. This would help them travel more safely, both as drivers and pedestrians and also ensure that the messages, influence and examples that they pass on to their children match those given in road safety work in schools, so promoting good behaviour on the road. This included advice on finding safer routes when walking in the areas concerned. However, the absence of formal pedestrian crossings is a barrier to this. It was therefore proposed to establish a network of Zebra pedestrian crossings, the locations of which have been determined largely through consultations with local people.

Through this process two Zebra crossings were proposed on Chadderton Way, one to the east of Ruskin Street and one to the west of Grange Street.

Bearing in mind that the site selection process involved the public in wide areas around each proposed crossing, it was proposed that further public consultations, also involving Ward Members as appropriate, were undertaken on a very local basis with frontagers in the immediate vicinity of each proposal only, in order to resolve precise siting details and access to properties.
The outcome of the consultation exercise with the frontagers is that the Zebra crossing initially proposed to the east of Ruskin Street is now proposed to the west of Ruskin Street.

**Recommendation**

It is recommended that the Zebra crossing proposed in the vicinity of Ruskin Street is constructed to the west of Ruskin Street at a location shown on the attached drawing number 1025158/A3/1/021 Rev D.
Take Care Get There Project – Proposed Zebra Crossing – Chadderton Way

1 Background

1.1 In January 2007, Oldham Council was successful in bidding for a Road Safety Partnership Grant from the Department for Transport for the 3 ‘til 7 project, payable over two years from April 2007 to March 2009. This grant amounted to £330,000 and the project was concerned with providing enhanced and innovative road safety education and training to child pedestrians, with the aim of significantly reducing such casualties, over 60% of them occurring between the hours of 3pm and 7pm. The project operated on a Borough-wide basis, although activity was concentrated in areas with the largest numbers of such casualties. Out of about 150 highway authorities in England, 65 submitted bids for the 2007/08 allocation, of which 25 were successful, Oldham receiving the fifth highest award.

1.2 As the 3 ‘til 7 project was drawing to an end, a further bid was prepared by the Unity Partnership on behalf of the Council and submitted to the Department for Transport in November 2008 under the same initiative for a new project to carry on from the first. On this occasion, the Council were awarded one of only eight grants, in our case covering the full amount requested of £480,000 over two years, from April 2009 to March 2011, comprising £290,000 Revenue, for road safety education and training and £190,000 Capital. The latter element, with some match funding, is intended to provide up to thirty Zebra crossings. Oldham Council is one of only five authorities to receive two awards under the Road Safety Partnership Grant initiative.

1.3 The working title for the new project was Safer Travel for At-Risk Families but it was subsequently renamed Take Care Get There. For this new project, five areas were identified where many residents can be said to have additional needs as regards road safety. This is because our research showed that a significant number of casualties and drivers involved in accidents tend to live in these areas. Interviews with families in some of the deprived areas of the Borough, undertaken as part of the independent research for the earlier project, have identified a significant lack of road safety awareness amongst adults to the extent that many, often on their own admission, would have difficulty in both providing appropriate advice to their children and setting a good example.
1.4 The five areas were:

1. Glodwick
2. North-west Oldham (comprising Westwood, Burnley Brow and part of Coldhurst)
3. Clarksfield and New Earth
4. Coppice
5. Limeside

1.5 In this new project, we aimed, through an education approach, to informally engage mainly with the adults in these communities, to improve their road safety knowledge and skills. This would help them travel more safely, both as drivers and pedestrians and help ensure that the messages, influence and examples that they pass on to their children match those given in road safety work in schools, so promoting good behaviour on the road. We built on our experience with the 3 'til 7 project in partnership with a number of organisations, both established and new, to engage with local communities in an informal way.

1.6 Our work includes advice on finding safer routes when walking in the areas concerned. However, the absence of formal pedestrian crossings is a barrier to this in all five areas. We therefore propose to establish a network of up to thirty Zebra pedestrian crossings on the busier minor roads in the five areas, the locations of which have been determined largely through consultations with local people.

2 Site Selection

2.1 For the first tranche, eight Zebra crossing sites were identified, comprising two in Glodwick, two in north-west Oldham and four in Limeside. A second tranche of Zebra crossings identified a further five sites.

2.2 Leaflets were distributed to all residential and business properties in the areas giving information about the project as a whole and seeking suggested sites for the Zebra crossings. Collection points were established in each of the areas to which the Zebra suggestions, marked on plans supplied, were returned. In a number of cases, the suggestions correspond with requests made by Members on behalf of local people over recent years.

2.3 All sites suggested by more than a minimal number of people have been visited by officers, observations taken of pedestrian crossing activity to establish desire lines and data collected about physical site conditions. Another objective of the investigations at each site, has been to identify existing local pedestrian trip generators so that the subsequent crossing facility provides a link between them at the optimum location. In some cases, counts have been undertaken of the numbers of pedestrians crossing in the busiest four hours of the day over a longer length to help to establish the best location for the crossing. The five-year accident record in the vicinity of each site has also been examined.
2.4 For this project, whilst the numbers of pedestrians crossing is being considered, account is not being taken of the PV squared criteria for the establishment of controlled pedestrian crossings, to justify the crossings. The PV squared value is a measure of the degree of conflict between vehicles and pedestrians at a possible crossing site, with currently in Oldham, such a crossing being considered only if the value obtained is over 50% of the standard value. The PV squared value will however be obtained for each site as part of the monitoring and evaluation arrangements.

2.5 One reason for having criteria is to ensure, as far as possible, that a crossing would be safe at the site in question. With a Zebra crossing, the main threat to the safety of pedestrians is the speed of vehicles. The faster the traffic, the less likely that pedestrians will be able to establish their right-of-way over traffic by standing at the kerb intending to cross. If this were to happen, apart from a higher accident risk, the crossing would clearly not function as an effective aid to crossing the road. The Zebra crossings are therefore proposed only at sites where traffic travels relatively slowly, at or slightly over 20mph. Speed is restricted at all of the proposed sites by traffic calming in the form of road humps.

3 Current Position

3.1 Two Zebra crossings were originally proposed on Chadderton Way along with the first tranche of Zebra crossings. A consultation exercise was carried out with frontage properties within the vicinity of the proposals. This led to objections being received opposing the crossing adjacent to No 96 Chadderton Way (near to Ruskin Street). The basis of the objection was that large vehicles are constantly delivering goods throughout the day, and delivering to the rear of the premises was not possible.

3.2 A meeting was held with the objectors and subsequent site observations carried out to determine the on-street loading activities of the local businesses.

3.3 An alternative proposal was draw up whereby the Zebra crossing was moved eastwards ten metres to a point outside No 92 Chadderton Way. The frontage properties were re-consulted in February 2011 with a hand delivered letter and drawing. There was no response to this second consultation therefore leading us to believe that the frontagers accepted the proposal.

3.4 In July 2011 a letter and petition were received opposing the proposal to site the Zebra crossing outside No 92 Chadderton Way and cited the original location as being the prefer location as this would make deliveries and loading more difficult. The three Ward Members subsequently attended a meeting with officers on behalf of the business holders.
4  **Preferred Option**

4.1 It was decided at the meeting with the three Ward Members that the Zebra crossing should be constructed to the west of Ruskin Street at the point where the school crossing patrol operates.

5  **Proposals and Justification**

5.1 Traffic and pedestrian movements have been carried out on Chadderton Way whilst undertaking the original site assessments. There is a pedestrian desire to cross Chadderton Way in the vicinity of Ruskin Street, the proposed Zebra crossing to the west will formalise this.

5.2 At this proposed location the footway has been built out on the northerly side of the carriageway and two speed cushions sited adjacent to the build-out. It is not possible to relocate the speed cushions due to preceding and following sets of cushions. Therefore the speed cushions are to be removed and replaced with a flat topped road hump upon which the Zebra crossing will be constructed.

6  **Consultations**

6.1 **G.M.P. View** - The Chief Constable has been consulted and has no objection to this proposal.

6.2 **T.f.G.M. View** - The Director General has been consulted and has no comment on this proposal.

6.3 **G.M. Fire Service View** - The County Fire Officer has been consulted and has no comment on this proposal.

6.4 **N.W. Ambulance Service View** - The County Ambulance Officer has been consulted and has no comment on this proposal.

7  **Comments Of Ward Councillors**

7.1 The three Ward Councillors were included in determining the final position of the Zebra crossing as proposed when attending the meeting, discussed above with officers. Following the meeting the proposals were drawn up and drawing number 1025158/A3/1/021 Rev D circulated to the Ward Councillors for their approval. Two Councillors responded positively, the third did not reply.
8 Consultation

8.1 The frontagers along this section of Chadderton Way have been consulted on the proposed Zebra crossing as detailed within this report. This generated a phone call from one of the residents directly adjacent to the Zebra crossing. The resident was concerned that the belisha beacon would be flashing through the bedroom window. It is standard practice to erect a shroud around the belisha beacon when located outside residential properties to prevent the beacon flashing in the property. The resident was satisfied with this arrangement.

9 Financial Implications

9.1 Summary Implications

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<tr>
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<th>Budget £’000s</th>
<th>Report Implications £’000s</th>
<th>Difference £’000s</th>
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<td>Capital</td>
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<td>124</td>
<td>(3)</td>
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<tr>
<td>Financed by:</td>
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<td></td>
</tr>
<tr>
<td>LTP</td>
<td>(127)</td>
<td>(124)</td>
<td>3</td>
</tr>
<tr>
<td>Revenue</td>
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9.2 Capital Implications

The proposed Zebra crossing is part of a larger project and was initially included the report titled ‘Take Care Get There Project – Proposed Zebra Crossings’ approved in the Executive Decision Recording System on 18 June 2010, Reference No 10060115.

The total estimate for all 6 Zebra crossings is currently:

<table>
<thead>
<tr>
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<th>£000’s</th>
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<tr>
<td>Contract</td>
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<td>Fees</td>
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<tr>
<td>Additional street lighting works</td>
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<tr>
<td>Contingency</td>
<td>11</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>124</strong></td>
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The scheme is included in the capital programme and financed by LTP. The estimated saving of £3k will be available to support the Transport capital programme. (Sadrul Alam)

9.3 Revenue Implications

There are no additional revenue implications as a result of changing the site of the zebra crossing. (Sadrul Alam)
10 **Legal Services’ Comments**

10.1 Under S23 of the Road Traffic Regulation Act 1984, the Council may establish crossings on roads for which it is the traffic authority and may alter or remove any such crossings. Before establishing, altering or removing a crossing the Council must consult the chief officer of Police, give public notice of the proposal and inform the Secretary of State in writing. (A Evans)

11 **Cooperative Agenda**

11.1 In respect of the proposed Zebra Crossing there are no Co-operative issues or opportunities arising and the proposals are in line with the Council's Ethical Framework.

12 **Human Resources Comments**

12.1 None.

13 **Risk Assessments**

13.1 This project is concerned with the assessment of risk on a particular section of road and the measures required to manage the identified risk.

14 **IT Implications**

14.1 None.

15 **Property Implications**

15.1 The proposed Zebra crossing is contained entirely within the adopted highway.

16 **Procurement Implications**

16.1 The works will be acquired through the Council’s procurement procedures.

17 **Environmental And Health & Safety Implications**

17.1 Energy – None.

17.2 Transport – As the main objective of the project is to improve safety, the costs of the accidents to society are expected to be reduced. The proposed scheme is intended to promote walking in the areas concerned.

17.3 Pollution – None.

17.4 Consumption and Use of Resources – The project will result in a limited use of natural resources, in accordance with approved specifications.
17.5 Built Environment – Whilst the appearance of the road would be altered, this is not considered to be detrimental. The materials used will be sympathetic to the local settings, subject to budgetary restraints.

17.6 Natural Environment – None.

17.7 Health and Safety – The introduction of a Zebra crossing will reduce the likelihood of road traffic accidents involving pedestrians. The Council has a duty under the Road Traffic Act 1988 to take action to prevent such accidents. The creation of a safer crossing point will encourage an increase in pedestrian activity and hence physical exercise.

18 Equality, Community Cohesion and Crime Implications

18.1 The project should improve road safety in the area for all residents and encourage walking, both of which will have a positive effect on community cohesion and discourage crime.

19 Equality Impact Assessment Completed?

19.1 No.

20 Key Decision

20.1 No.

21 Forward Plan Reference

21.1 Not applicable.

22 Background Papers

22.1 The following is a list of background papers on which this report is based in accordance with the requirements of Section 100(1) of the Local Government Act 1972. It does not include documents which would disclose exempt or confidential information as defined by the Act:

File Ref: 1025158
Name of File: Take Care Get There Project – Zebra Crossings
Records held in Unity Partnership, Henshaw House, Cheapside, Oldham OL1 1NY
Officer Name: Ian Matfen
Contact No: 0161 770 1866
## Schedule 1

### Proposed Zebra Crossings

<table>
<thead>
<tr>
<th>Road</th>
<th>Location</th>
<th>Drawing No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chadderton Way Coldhurst</td>
<td>8 metres northwest of Ruskin Street</td>
<td>1025158/A3/1/021 Rev D</td>
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</table>

Signed _________________________ 
Executive Director 
Economy, Place and Skills

Dated _________________________