

# North Tyneside Council Report to Cabinet Date: 13<sup>th</sup> August 2012

**ITEM 5(a)(iii)**  
Title: Traffic Regulation  
Order (Proposed  
residential 20 mph zone –  
Whitley Lodge Area)

**Portfolio(s):** Transport and the  
Environment

**Cabinet Member(s):** Cllr E Hodson

**Report from Directorate:** Chief Executive's Office

**Report Author:** Ken Wilson, Head of Regeneration,  
Development and Regulatory Services (Tel: 0191 643 6091)

**Wards affected:** St Mary's

## **PART 1**

### **1.1 Purpose:**

The purpose of this report is to detail, and request Cabinet to set aside, four objections received to the proposal to introduce a 20 mph zone on residential streets in the Whitley Lodge area.

### **1.2 Recommendation(s):**

It is recommended that Cabinet:

- i. consider the objections received;
- ii. set aside the objections in the interests of road safety; and
- iii. approve the proposals as shown on the plan attached as Appendix 3.

### **1.3 Forward Plan:**

This report appears on the Forward Plan for the period 1 August - 30 November 2012.

### **1.4 Council Plan and Policy Framework**

This report does not directly relate to any of the priorities in the Council Strategic Plan 2012-2015.

### **1.5 Information:**

#### 1.5.1 Background

- 1.5.1.1 The Council is now in the final year of a five-year programme to introduce 20mph zones in residential areas and outside schools in the borough. The introduction of 20mph zones is a key element of the Council's Road Safety Strategy, approved by Cabinet on 11 January 2010, as are other road safety measures including education, enforcement and infrastructure works as appropriate. North Tyneside has a long and successful history of addressing road safety issues and since the late 1990s the Council has introduced numerous traffic calming measures, including 20mph zones, in response to concerns about road casualties and speeding problems. As a result the long-term trend in the borough shows a continuing decline in the number of deaths and serious injuries on our roads despite rising levels of car ownership and use in the borough. The proposal is to introduce a 20mph zone bounded by the area of Claremont Road and Monkseaton Drive and is one of three remaining schemes to be completed as part of the borough-wide programme.
- 1.5.1.2 When an area is to be designated as a 20mph zone, traffic speed surveys are first undertaken to determine the existing average speeds. Using the standard national assessment criteria, if the average speed is over 24mph then measures such as road markings or physical traffic calming may be included in order to reduce the average speed below 24mph.
- 1.5.2 Statutory Consultation
- 1.5.2.1 Regulations made under the Road Traffic Regulation Act 1984 require that all schemes involving a change in speed limit must be advertised on site and in the local press. This enables members of the public to object to the proposal. Any objectors are first sent a detailed response and invited to reconsider their objection. Any objections not withdrawn are referred to Cabinet for its consideration.
- 1.5.2.2 A copy of the statutory notice as advertised on site is attached as Appendix 2.
- 1.5.3 Summary of Objectors
- 1.5.3.1 **OBJECTION 1:** An objection was received on the 5<sup>th</sup> August 2011 from Mr H. He has objected to the 20 mph zone on the grounds that the side streets are cul de sacs and that the signs are an unnecessary cost; these signs are often large and add to street clutter; and the possible inclusion of Claremont Rd would reduce the number of signs required. The full text of Mr H's objection is included in Appendix 1.
- 1.5.3.2 Officers responded and explained that as part of North Tyneside Council's policy on the reduction of accidents and speeding, a programme of 20mph zones in residential areas is being implemented in line with national best practice. The policy to introduce 20mph zones in residential areas is part of a proactive approach to keep the numbers of accidents low. Following discussions with local ward councillors it was agreed to review the number of streets within the proposed 20 mph zone to see if there was a way to reduce the number of road signs. Woodburn Drive has now been included within the zone to reduce the number of signs and therefore reduce the cost of the overall scheme. Full text of the officer response is also included in Appendix 1.
- 1.5.3.3 Mr H did not wish to withdraw his objection.
- 1.5.3.4 **OBJECTION 2:** An objection was received on the 4<sup>th</sup> August 2011 from Mr H. He has objected to the blanket imposition of 20 mph zone on the grounds that the side streets

are cul de sacs and that the signs are an unnecessary cost. The speed limit will be ignored like it is on Claremont Rd, and he is not aware of an accident problem in the area. The full text of Mr H's objection is included in Appendix 1.

- 1.5.3.5 Officers responded and explained that as part of North Tyneside Council's policy on the reduction of accidents and speeding, a programme of 20mph zones in residential areas is being implemented in line with national best practice. The policy to introduce 20mph zones in residential areas is part of a proactive approach to keep the numbers of accidents low. Following discussions with local ward councillors it was agreed to review the number of streets within the proposed 20 mph zone to see if there was a way to reduce the number of road signs. Woodburn Drive has now been included within the zone to reduce the number of signs and therefore reduce the cost of the overall scheme. Full text of the officer response is also included in Appendix 1.
- 1.5.3.6 Mr H did not wish to withdraw his objection.
- 1.5.3.7 **OBJECTION 3:** An objection was received on the 21st July 2011 from Mr P. He believed that the cost of erecting the necessary signage, and the detrimental effect that such street furniture would have on the locality and on road safety, totally outweighs any benefit that may arise and considered it a waste of public money. The full text of Mr P's objection is included in Appendix 1.
- 1.5.3.8 Officers responded and explained that as part of North Tyneside Council's policy on the reduction of accidents and speeding, a programme of 20mph zones in residential areas is being implemented in line with national best practice. The policy to introduce 20mph zones in residential areas is part of a proactive approach to keep the numbers of accidents low. Following discussions with local ward councillors it was agreed to review the number of streets within the proposed 20 mph zone to see if there was a way to reduce the number of road signs. Woodburn Drive has now been included within the zone to reduce the number of signs and therefore reduce the cost of the overall scheme. Full text of the officer response is also included in Appendix 1.
- 1.5.3.9 Mr P withdrew his objection.
- 1.5.3.10 **OBJECTION 4:** An objection was received on the 27th July 2011 from Mr S. He believes the money could be better spent on maintaining roads and footpaths. Mr S does not believe it will change drivers' behaviour with regard to speeding. The full text of Mr S's objection is included in Appendix 1.
- 1.5.3.11 Officers responded and explained that as part of North Tyneside Council's policy on the reduction of accidents and speeding, a programme of 20mph zones in residential areas is being implemented in line with national best practice. The policy to introduce 20mph zones in residential areas is part of a proactive approach to keep the numbers of accidents low. Following discussions with local ward councillors it was agreed to review the number of streets within the proposed 20 mph zone to see if there was a way to reduce the number of road signs. Woodburn Drive has now been included within the zone to reduce the number of signs and therefore reduce the cost of the overall scheme. Full text of the officer response is also included in Appendix 1.
- 1.5.3.12 Mr S did not wish to withdraw his objection.
- 1.5.3.13 **OBJECTION 5:** An objection was received on the 21st July 2011 from Mr T. He has objected to the blanket imposition of 20 mph zones. He understands that safety

outside the school is important but feels that the money should be used on safe crossing points or railings and road safety education. The full text of Mr T's objection is included in Appendix 1.

- 1.5.3.14 Officers responded and explained that as part of North Tyneside Council's policy on the reduction of accidents and speeding, a programme of 20mph zones in residential areas is being implemented in line with national best practice. The policy to introduce 20mph zones in residential areas is part of a proactive approach to keep the numbers of accidents low. Following discussions with local ward councillors it was agreed to review the number of streets within the proposed 20 mph zone to see if there was a way to reduce the number of road signs. Woodburn Drive has now been included within the zone to reduce the number of signs and therefore reduce the cost of the overall scheme. Full text of the officer response is also included in Appendix 1.
- 1.5.3.15 Mr T did not wish to withdraw his objection.
- 1.5.3.16 **OBJECTION 6:** An objection was received on the 21st July 2011 from Mrs W. She has objected to the blanket imposition of 20 mph zones. The full text of Mrs W's objection is included in Appendix 1.
- 1.5.3.17 Officers responded and explained that as part of North Tyneside Council's policy on the reduction of accidents and speeding, a programme of 20mph zones in residential areas is being implemented in line with national best practice. The policy to introduce 20mph zones in residential areas is part of a proactive approach to keep the numbers of accidents low. Following discussions with local ward councillors it was agreed to review the number of streets within the proposed 20 mph zone to see if there was a way to reduce the number of road signs. Woodburn Drive has now been included within the zone to reduce the number of signs and therefore reduce the cost of the overall scheme. Full text of the officer response is also included in Appendix 1.
- 1.5.3.18 Mrs W did not wish to withdraw her objection.

## 1.6 Decision options:

Cabinet may:

### Option 1

Approve the recommendations set out in section 1.2.

### Option 2

Not approve the recommendations set out in section 1.2.

Option 1 is the recommended option.

## 1.7 Reasons for recommended option:

Option 1 is recommended in the interests of road safety recognising that the proposals are part of the Council's adopted Road Safety Strategy.

## **1.8 Appendices:**

Appendix 1: Letters / emails of objection and associated correspondence

Appendix 2: Copy of statutory notice as advertised on site

Appendix 3: Plan of scheme (drawing LODGE20/03) A1 sized version is available on the Council website, will be displayed in each group room and will be available for inspection at the Cabinet meeting.

## **1.9 Contact officers:**

Derek Smith, Senior Manager, (0191) 643 6106

Kevin Ridpath, Network and Transportation Manager (0191) 643 6089

Paul Fleming, Team Leader, Traffic and Network Management, (0191) 643 6116

Alison Campbell, Financial Business Manager, (0191) 643 7038

## **1.10 Background information:**

The following background papers/information have been used in the compilation of this report and are available at the office of the author:

(1) North Tyneside Road Safety Strategy 2010 - 2013

(2) Tyne and Wear Local Transport Plan 2011 onwards (LTP3)

(3) Plan of scheme is available on the Council website, will be displayed in each group room and will be available for inspection at Cabinet.

## **PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING**

### **2.1 Finance and other resources**

Funding is available from the Council's Road Safety programme within the Local Transport Plan capital allocation for 2012/13, which was approved by Cabinet on 12 March 2012.

### **2.2 Legal**

Introduction of local highway schemes such as 20mph zones is carried out in compliance with the relevant statutory process under the Road Traffic Regulation Act 1984 and associated regulations.

### **2.3 Consultation/community engagement**

#### **2.3.1 Internal Consultation**

The views of Ward Members are sought at the initial stage of the development of a scheme for a 20mph zone and are taken into account.

#### **2.3.2 External Consultation/Engagement**

Consultation carried out with residents during the development of the scheme is detailed in paragraph 1.5.2.

## 2.4 Human rights

The proposals within this report do not have direct implications in respect of the Human Rights Act 1998.

## 2.5 Equalities and diversity

There are no adverse equalities or diversity issues arising from this report. There are potential positive equal opportunity implications in that physical accessibility, particularly for people with disabilities, may be improved.

## 2.6 Risk management

There are no adverse risk management implications arising from this proposal.

## 2.7 Crime and disorder

There are no direct crime and disorder issues arising from this report.

## 2.8 Environment and sustainability

There are no direct environment and sustainability issues arising from this report.

## PART 3 - SIGN OFF

- Chief Executive
- Mayor/Cabinet Member(s)
- Chief Finance Officer
- Monitoring Officer
- Strategic Manager for Policy and Partnerships

## **Appendix A – Letters of objection received and officer response**

### **Objection 1 – Mr H, 5<sup>th</sup> August 2011**

Dear Ms Geary,

#### **Proposed imposition of 20mph speed zones in North Whitley Bay**

With reference to the above, I would be grateful if you could consider the following prior making a final decision.

1. Of the thirty eight roads involved, none currently appear to suffer with inconsiderate driving. They are mainly narrow and crowded, making driving at any speed in excess of 20mph unlikely at most times in any event. Some of these roads are merely stubby cul-de-sacs a few yards long. The need for slow and careful driving in such scenarios is obvious to everyone.

2. Any perceived benefit should be carefully weighed against the detrimental impact - and considerable expense - of erecting two speed warning signs at the entrance and exit of each road. We live in an era where our hitherto attractive neighbourhood is slowly but surely being blighted by street clutter. From adverts on roundabouts to needlessly large and unnecessary signs, bollards and railings. The fewer new blots on the landscape, the better the vicinity will look and feel.

I feel strongly that numerous new signs (often with a superfluous message such as "For A Reason" included) as well as large "20"s painted on roads serve to disfigure our neighbourhoods when there is simply no need.

3. Conscious of the above, and the fact that you presumably hope to increase road safety in a meaningful way, avoid wasting council taxes and keep residential neighbourhoods looking at their best, may I make a suggestion?

If you are minded to implement such a scheme, could it be amended to include Claremont Road?

This seems the one road that suffers from speeding drivers. I am aware of numerous accidents and at least one fatality on this road, in contrast to the others involved in the proposed restriction. School children, the elderly and others frequently cross at various times to shops and schools. If you were to lower the limit to 20mph at the Monkseaton Drive entrance to Claremont Road, you would also only require two ugly signs at the Monkseaton Drive/ Claremont Road intersection, rendering those at the many roads' entrances adjoining Claremont Road redundant. Signs would only be required at the seafront entrances to Links Avenue, St Mary's Avenue and Western Way and not at their exits onto Claremont Road. Ditto their cul-de-sacs and Claremont Crescent. This blanket style arrangement appears to work well in Tynemouth. Most importantly though, it would lower the speed of vehicles on the one road that actually has a serious speeding problem.

I hope you will seriously consider my point of view.

**Objection 1 Response**  
**29<sup>th</sup> March 2012**

**Re: Whitley Lodge Area / Brierdene Area and Red House Farm Area**  
**Proposed Installation of 20mph Zone**

I refer to your email outlining your objection to our proposals to implement a 20mph speed restriction within the residential estates in northern Whitley Bay

The implementation of the 20mph speed restriction within the northern Whitley Bay area forms part of council policy to reduce accidents and vehicle speeds within residential estate's and create a safer environment for the local community. The implementation of this restriction is a proactive measure will help keep speeds low and reduce the chance of a serious incident occurring. Research shows that the speeds at which a vehicle travel is directly linked to the severity of injuries sustained in the event of an accident. Reducing the speed limit to 20mph should have a direct impact on general road safety for all users of the highway whether they choose to walk, cycle or drive.

The 20mph speed limit policy has been adopted by most local authorities across the country and is seen as a measure that will, overtime, have a positive effect on speeds. The local authority is often criticised for waiting for the accident to happen before taking positive steps. The government provides each local council a budget every year for the implementation of road safety schemes with the intention of reducing accidents. The provision of 20mph mph speed limits is seen as a simple and cost effective way of help achieving this objective.

With regard to the objections received to the proposed scheme the major concern from residents was the cost, aesthetic nature of the signs and whether the scheme is necessary.

These issues have been discussed with your local ward councillors and as a consequence modifications to the proposals have been made. The changes we have made to the Whitley Lodge proposal is to include Woodburn Drive as a part of the proposals, this will allow us to reduce the number of signs required on all of the side streets. The proposal will now mean that this has reduced the cost of the scheme but increase the overall size of the zone. The changes should make the 20mph zone clearer to the driver and have less of an environmental impact.

Beaumont Drive / Red House Farm proposal involve the reduction in the number of signs required on all of the side streets off Beaumont Drive and Red Hall Drive. We have looked at every street entrance and assessed whether the street requires the signs based on its length and geometry. The changes have reduced the cost of the scheme.

The Brierdene 20mph zone involves including Astely Drive and Westley Avenue within the proposed zone to reduce the number of signs required and subsequently the cost of the scheme. As with the Whitley Lodge scheme it is envisaged that these inclusions will make the 20mph zone clearer to motorists and have less of an environmental impact

Whilst the majority of drivers do drive sensibly within residential estates it is the next step to try and change driving habits within residential streets (just like the seatbelt is now accepted as normal).

Whilst I appreciate that this action will not address all your concerns regarding the proposals I hope we have demonstrated that we have looked at alternative options to reduce the cost and number of signs but still try and meet our road safety objectives.



I would be grateful if you would withdraw your objection to the proposals, if so could I have it in writing by 10<sup>th</sup> April, if we do not hear from you before then we will assume that you still object to the proposed schemes. If you do not withdraw your objection it will be taken to a forthcoming Council Cabinet Meeting where a decision will be made on whether the proposals will be implemented. Following the Cabinet Meeting a letter will be sent notifying you of the outcome.

Yours sincerely

Gary Walker

## Objection 2 – Mr H, 4<sup>th</sup> August 2011

Dear Sir,

I object to the 'blanket' imposition of a 20mph limit in the Whitley Lodge area.

As a resident of this area for 12 years, a pedestrian, cyclist, motorist and father of a child who plays and cycles in this area, I **am** concerned about road safety.

1) However, I have not been aware of any accidents, near misses, accident black spots or hazardous areas in the vicinity. Appropriate time-limited restrictions already apply near the school.

2) Many of the roads listed are too short, twisty or heavily populated with parked cars for vehicles to travel at more than 20 to 25mph and as such the reduced limit is unnecessary.

3) Children may be lulled into a false sense of security with vehicles travelling at 18mph and, when they do venture onto adjacent 30mph roads\*, may not pay the necessary attention for legitimately faster-moving traffic. Heavy buses will continue to travel at 30mph on the roads listed below, while light traffic will be restricted unnecessarily on side roads.

\*e.g. Woodburn Drive, Claremont Road, Monkseaton Drive

4) I have occasionally seen traffic travelling at ~35-40mph on Claremont Road. If these offenders ignore the 30mph limit, they may also ignore a 20mph limit on the side streets listed. This behaviour is corrected by enforcement of current limits, not imposition of new limits which punishes the law abiding.

5) My current car is the first that I have owned with cruise control. I regard this as an excellent safety feature as I can set it at 28-29mph and *watch the road ahead* rather than continually checking my speedometer. However, like many other cars, cruise control disengages below 25mph. The choice is simple - I can travel at 28mph and keep my eyes on the road, or at the 20mph limit, I will, as the law demands, be watching my speed frequently so as not to infringe, and during these checks I cannot watch the road.

6) Aesthetics: Our mature, leafy roads will be spoiled by garish signs and road marking - markings which, when wet, become a slip hazard for pedestrians and cyclists.

Road safety for all users would be helped if the appalling potholes and cracked concrete were repaired. Some are so bad as to be potentially damaging to wheels and tyres of cycles, motorcycles and cars as well as a trip hazard for pedestrians.

I would be interesting to know if the '20mph' initiative is based on facts and statistics and what those facts or statistics are or if it is an example of 'grandstanding' where a 'party' (political or otherwise) is wanting to spend a significant sum of taxpayers' money in order to claim the credit for a 'caring' gesture which they hope will stand them in good stead for the next elections.

**Objection 2 Response**  
**29<sup>th</sup> March 2012**

**Re: Whitley Lodge Area**  
**Proposed Installation of 20mph Zone**

I refer to your correspondence outlining your objection to our proposals to implement a 20mph speed restriction within the Whitley Lodge Area

The implementation of the 20mph speed restriction within the Whitley Lodge Area forms part of council policy to reduce accidents and vehicle speeds within residential estate's and create a safer environment for the local community. The implementation of this restriction is a proactive measure will help keep speeds low and reduce the chance of a serious incident occurring. Research shows that the speeds at which a vehicle travel is directly linked to the severity of injuries sustained in the event of an accident. Reducing the speed limit to 20mph should have a direct impact on general road safety for all users of the highway whether they choose to walk, cycle or drive.

The 20mph speed limit policy has been adopted by most local authorities across the country and is seen as a measure that will, overtime, have a positive effect on speeds. The local authority is often criticised for waiting for the accident to happen before taking positive steps. The government provides each local council a budget every year for the implementation of road safety schemes with the intention of reducing accidents. The provision of 20mph mph speed limits is seen as a simple and cost effective way of help achieving this objective.

With regard to the objections received to the proposed scheme the major concern from residents was the cost, aesthetic nature of the signs and whether the scheme is necessary.

These issues have been discussed with your local ward councillors and as a consequence modifications to the proposals have been made. The changes we have made to the Whitley Lodge proposal is to include Woodburn Drive as a part of the proposals, this will allow us to reduce the number of signs required on all of the side streets. The proposal will now mean that this has reduced the cost of the scheme but increase the overall size of the zone. The changes should make the 20mph zone clearer to the driver and have less of an environmental impact.

Whilst the majority of drivers do drive sensibly within residential estates it is the next step to try and change driving habits within residential streets (just like the seatbelt is now accepted as normal).

As we have altered the number of signs required it has been necessary to include Woodburn Drive within the new lower speed limit which in turn needs to be legally advertised. The notice for the inclusion of Woodburn Drive has been advertised on site in February and I can confirm that we have received no objections to the proposed restriction on Woodburn Drive.

Whilst I appreciate that this action will not address all your concerns regarding the proposals I hope we have demonstrated that we have looked at alternative options to reduce the cost and number of signs but still try and meet our road safety objectives.

I would be grateful if you would withdraw your objection to the proposals, if so could I have it in writing by 10<sup>th</sup> April, if we do not hear from you before then we will assume that you still object to the proposed scheme. If you do not withdraw your objection it will be taken to a forthcoming Council Cabinet Meeting where a decision will be made on whether the proposals will be implemented. Following the Cabinet Meeting a letter will be sent notifying you of the outcome.

Yours sincerely

Gary Walker

### **Objection 3 – Mr P, 21<sup>st</sup> July 2011**

Sirs,

I strongly object to the proposal to reduce the speed limit on the 38 thoroughfares on Whitley Lodge estate to 20 miles per hour.

Though I commend any attempt to reduce the risk of accidents occurring in general, in my 32 years of intimate knowledge (by foot, by push bike and by car) of the routes affected (20 as resident), I believe that the cost of erecting the necessary signage, and the detrimental effect that such street furniture would have on the locality and on road safety, totally outweighs any benefit that may arise from such a waste of public money.

Your obedient council tax payer

**Objection 3 Response**  
**29<sup>th</sup> March 2012**

**Re: Whitley Lodge Area**  
**Proposed Installation of 20mph Zone**

I refer to your correspondence outlining your objection to our proposals to implement a 20mph speed restriction within the Whitley Lodge Area

The implementation of the 20mph speed restriction within the Whitley Lodge Area forms part of council policy to reduce accidents and vehicle speeds within residential estate's and create a safer environment for the local community. The implementation of this restriction is a proactive measure will help keep speeds low and reduce the chance of a serious incident occurring. Research shows that the speeds at which a vehicle travel is directly linked to the severity of injuries sustained in the event of an accident. Reducing the speed limit to 20mph should have a direct impact on general road safety for all users of the highway whether they choose to walk, cycle or drive.

The 20mph speed limit policy has been adopted by most local authorities across the country and is seen as a measure that will, overtime, have a positive effect on speeds. The local authority is often criticised for waiting for the accident to happen before taking positive steps. The government provides each local council a budget every year for the implementation of road safety schemes with the intention of reducing accidents. The provision of 20mph mph speed limits is seen as a simple and cost effective way of help achieving this objective.

With regard to the objections received to the proposed scheme the major concern from residents was the cost, aesthetic nature of the signs and whether the scheme is necessary.

These issues have been discussed with your local ward councillors and as a consequence modifications to the proposals have been made. The changes we have made to the Whitley Lodge proposal is to include Woodburn Drive as a part of the proposals, this will allow us to reduce the number of signs required on all of the side streets. The proposal will now mean that this has reduced the cost of the scheme but increase the overall size of the zone. The changes should make the 20mph zone clearer to the driver and have less of an environmental impact.

Whilst the majority of drivers do drive sensibly within residential estates it is the next step to try and change driving habits within residential streets (just like the seatbelt is now accepted as normal).

As we have altered the number of signs required it has been necessary to include Woodburn Drive within the new lower speed limit which in turn needs to be legally advertised. The notice for the inclusion of Woodburn Drive has been advertised on site in February and I can confirm that we have received no objections to the proposed restriction on Woodburn Drive.

Whilst I appreciate that this action will not address all your concerns regarding the proposals I hope we have demonstrated that we have looked at alternative options to reduce the cost and number of signs but still try and meet our road safety objectives.

I would be grateful if you would withdraw your objection to the proposals, if so could I have it in writing by 10<sup>th</sup> April, if we do not hear from you before then we will assume that you still object to the proposed scheme. If you do not withdraw your objection it will be taken to a forthcoming Council Cabinet Meeting where a decision will be made on whether the proposals will be implemented. Following the Cabinet Meeting a letter will be sent notifying you of the outcome.

Yours sincerely

Gary Walker

**Objection 3 – Mr P, 10<sup>th</sup> April 2012 Objection withdrawal**

Dear Mr. Walker

Your ref. GW/TRMAN

Re: Whitley Lodge Area - Proposed 20 mph Zone

Thank you for your letter of 29<sup>th</sup> March containing information regarding the amendments to the proposed scheme.

In view of these changes, then I formally withdraw my earlier objection.

I do, however, object to the philosophy implied in your third paragraph, whereby money budgeted by central government has to be spent (or in this case, squandered), without regard to necessity. If it were my decision, I would return it, with a suggestion that the money should be put towards an early improvement to the A1 to the north of this region. I can guarantee that this would have a far more quantifiable and positive effect on road safety and save many, many lives.

That is, if there was a real and genuine yearning to improve road safety!



## Objection 4 – Mr S, 27<sup>th</sup> July 2011

Dear Sirs

I wish to lodge a objection to the proposed 20mph speed limit being proposed for the Whitley Lodge Estate.

Whilst I agree with reducing accidents and think the flashing 20mph signs by Whitley Lodge First School is exactly what is needed, though I don't see the point of making all the surrounding streets 20mph for the following reasons.

1. Funding, in these austere times the money could be better spent on frontline services or even maintaining the roads & footpaths which are in a very poor state.
2. The numerous additional traffic signs advising of the new speed limits will be an eyesore
3. I don't believe that the speed limit will change peoples driving habits. Having lived on the estate for 23 years I have noticed that the majority of people drive with due care as they know their or neighbours children will be playing in the streets. The ones that don't take account of this fact are the one who will ignore the reduced speed limit.
4. What if any measures will be put in pace to encore the speed limits? I don't see a speed camera van or police officers targeting Kingston Drive.

**Objection 4 Response**  
**29<sup>th</sup> March 2012**

**Re: Whitley Lodge Area**  
**Proposed Installation of 20mph Zone**

I refer to your correspondence outlining your objection to our proposals to implement a 20mph speed restriction within the Whitley Lodge Area

The implementation of the 20mph speed restriction within the Whitley Lodge Area forms part of council policy to reduce accidents and vehicle speeds within residential estate's and create a safer environment for the local community. The implementation of this restriction is a proactive measure will help keep speeds low and reduce the chance of a serious incident occurring. Research shows that the speeds at which a vehicle travel is directly linked to the severity of injuries sustained in the event of an accident. Reducing the speed limit to 20mph should have a direct impact on general road safety for all users of the highway whether they choose to walk, cycle or drive.

The 20mph speed limit policy has been adopted by most local authorities across the country and is seen as a measure that will, overtime, have a positive effect on speeds. The local authority is often criticised for waiting for the accident to happen before taking positive steps. The government provides each local council a budget every year for the implementation of road safety schemes with the intention of reducing accidents. The provision of 20mph mph speed limits is seen as a simple and cost effective way of help achieving this objective.

With regard to the objections received to the proposed scheme the major concern from residents was the cost, aesthetic nature of the signs and whether the scheme is necessary.

These issues have been discussed with your local ward councillors and as a consequence modifications to the proposals have been made. The changes we have made to the Whitley Lodge proposal is to include Woodburn Drive as a part of the proposals, this will allow us to reduce the number of signs required on all of the side streets. The proposal will now mean that this has reduced the cost of the scheme but increase the overall size of the zone. The changes should make the 20mph zone clearer to the driver and have less of an environmental impact.

Whilst the majority of drivers do drive sensibly within residential estates it is the next step to try and change driving habits within residential streets (just like the seatbelt is now accepted as normal).

As we have altered the number of signs required it has been necessary to include Woodburn Drive within the new lower speed limit which in turn needs to be legally advertised. The notice for the inclusion of Woodburn Drive has been advertised on site in February and I can confirm that we have received no objections to the proposed restriction on Woodburn Drive.

Whilst I appreciate that this action will not address all your concerns regarding the proposals I hope we have demonstrated that we have looked at alternative options to reduce the cost and number of signs but still try and meet our road safety objectives.

I would be grateful if you would withdraw your objection to the proposals, if so could I have it in writing by 10<sup>th</sup> April, if we do not hear from you before then we will assume that you still object to the proposed scheme. If you do not withdraw your objection it will be taken to a forthcoming Council Cabinet Meeting where a decision will be made on whether the proposals will be implemented. Following the Cabinet Meeting a letter will be sent notifying you of the outcome.

Yours sincerely

Gary Walker

## Objection 5 – Mr T, 21<sup>st</sup> July 2011

Dear Sir,

### Proposal to impose 20 mph Speed Limits

I regret to say that I am totally opposed to the proposal to impose 20 mph speed limits in a blanket fashion on all residential streets in the area of my residence - in the northern part of Whitley Bay.

The main stated reason for this proposal is to reduce road accidents, particularly to children. This is entirely laudable. However I would point out that measures have already been taken to ensure their safety in the immediate vicinity of Whitley Lodge School. These include railings along the pavements, a crossing warden, the imposition of 20 mph road markings, and flashing "20 mph when flashing" signs.

The existing 30 mph limit, which has served us well for almost a century, is quite suitable for most residential areas, except in the vicinity of schools where extra safety measures are most welcome. Most of the named streets are not "through routes" and, being encumbered to some degree with parked cars, can not be traversed at speed in any case.

Executing this plan will involved a vast amount of expensive and unsightly signage and road marking. Furthermore if it is to be enforced properly, and is not just an empty political gesture, regular monitoring of traffic by the police will be necessary together with the provision of speed cameras. This extra expense, and the imposition of yet more bureaucratic regulations, will not be welcomed by the ratepayers, the motoring public or the electorate.

Road accidents are extremely regrettable, especially where children are concerned, but I feel the emphasis should be placed on provision of railings and safe crossing places, and above all on Road Safety education for children.

**Objection 5 Response**  
**29<sup>th</sup> March 2012**

**Re: Whitley Lodge Area**  
**Proposed Installation of 20mph Zone**

I refer to your correspondence outlining your objection to our proposals to implement a 20mph speed restriction within the Whitley Lodge Area

The implementation of the 20mph speed restriction within the Whitley Lodge Area forms part of council policy to reduce accidents and vehicle speeds within residential estate's and create a safer environment for the local community. The implementation of this restriction is a proactive measure will help keep speeds low and reduce the chance of a serious incident occurring. Research shows that the speeds at which a vehicle travel is directly linked to the severity of injuries sustained in the event of an accident. Reducing the speed limit to 20mph should have a direct impact on general road safety for all users of the highway whether they choose to walk, cycle or drive.

The 20mph speed limit policy has been adopted by most local authorities across the country and is seen as a measure that will, overtime, have a positive effect on speeds. The local authority is often criticised for waiting for the accident to happen before taking positive steps. The government provides each local council a budget every year for the implementation of road safety schemes with the intention of reducing accidents. The provision of 20mph mph speed limits is seen as a simple and cost effective way of help achieving this objective.

With regard to the objections received to the proposed scheme the major concern from residents was the cost, aesthetic nature of the signs and whether the scheme is necessary.

These issues have been discussed with your local ward councillors and as a consequence modifications to the proposals have been made. The changes we have made to the Whitley Lodge proposal is to include Woodburn Drive as a part of the proposals, this will allow us to reduce the number of signs required on all of the side streets. The proposal will now mean that this has reduced the cost of the scheme but increase the overall size of the zone. The changes should make the 20mph zone clearer to the driver and have less of an environmental impact.

Whilst the majority of drivers do drive sensibly within residential estates it is the next step to try and change driving habits within residential streets (just like the seatbelt is now accepted as normal).

As we have altered the number of signs required it has been necessary to include Woodburn Drive within the new lower speed limit which in turn needs to be legally advertised. The notice for the inclusion of Woodburn Drive has been advertised on site in February and I can confirm that we have received no objections to the proposed restriction on Woodburn Drive.

Whilst I appreciate that this action will not address all your concerns regarding the proposals I hope we have demonstrated that we have looked at alternative options to reduce the cost and number of signs but still try and meet our road safety objectives.

I would be grateful if you would withdraw your objection to the proposals, if so could I have it in writing by 10<sup>th</sup> April, if we do not hear from you before then we will assume that you still object to the proposed scheme. If you do not withdraw your objection it will be taken to a forthcoming Council Cabinet Meeting where a decision will be made on whether the proposals will be implemented. Following the Cabinet Meeting a letter will be sent notifying you of the outcome.

Yours sincerely

Gary Walker

Objection 6 – Mrs W, 29<sup>th</sup> July 2011

Dear Sir,

As a resident of  
St. Lucia close I object to  
the proposal to instal a 20mph  
Speed limit in the Whitley Lodge  
area of North Tyneside.  
Yours faithfully,

**Objection 6 Response**  
**29<sup>th</sup> March 2012**

**Re: Whitley Lodge Area**  
**Proposed Installation of 20mph Zone**

I refer to your correspondence outlining your objection to our proposals to implement a 20mph speed restriction within the Whitley Lodge Area

The implementation of the 20mph speed restriction within the Whitley Lodge Area forms part of council policy to reduce accidents and vehicle speeds within residential estate's and create a safer environment for the local community. The implementation of this restriction is a proactive measure will help keep speeds low and reduce the chance of a serious incident occurring. Research shows that the speeds at which a vehicle travel is directly linked to the severity of injuries sustained in the event of an accident. Reducing the speed limit to 20mph should have a direct impact on general road safety for all users of the highway whether they choose to walk, cycle or drive.

The 20mph speed limit policy has been adopted by most local authorities across the country and is seen as a measure that will, overtime, have a positive effect on speeds. The local authority is often criticised for waiting for the accident to happen before taking positive steps. The government provides each local council a budget every year for the implementation of road safety schemes with the intention of reducing accidents. The provision of 20mph mph speed limits is seen as a simple and cost effective way of help achieving this objective.

With regard to the objections received to the proposed scheme the major concern from residents was the cost, aesthetic nature of the signs and whether the scheme is necessary.

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I would be grateful if you would withdraw your objection to the proposals, if so could I have it in writing by 10<sup>th</sup> April, if we do not hear from you before then we will assume that you still object to the proposed scheme. If you do not withdraw your objection it will be taken to a forthcoming Council Cabinet Meeting where a decision will be made on whether the proposals will be implemented. Following the Cabinet Meeting a letter will be sent notifying you of the outcome.

Yours sincerely

Gary Walker

**Objection 4 – Mrs W, 5<sup>th</sup> April 2012 confirmation of not withdrawing objection**

Dear Mr Walker,

In reply to your letter of 29<sup>th</sup> March 2012 which I received on Monday 2<sup>nd</sup> April or perhaps Tuesday 3<sup>rd</sup> April 2012.

giving me till 10<sup>th</sup> April 2012 on which to reply. I OBJECT TO THE PROPOSAL TO INSTALL A 20mph SPEED LIMIT ON WOODBURN DRIVE.

It is a long road not really an estate road as such. It is too long to maintain 20mph for people who live and drive locally.

The signs have nothing to do with driving at 20mph. As there is a building site on one end of WOODBURN DRIVE perhaps that is why I missed information about this proposal. No paper on lampposts as I walk past them to shop. I have to cross the road on foot very carefully while "churches" build their new houses. Yours sincerely, M

## **Appendix B – Legal notice displayed on site**

### **NORTH TYNESIDE COUNCIL WHITLEY LODGE AREA, NORTH TYNESIDE**

North Tyneside Council gives notice that it proposes to make an Order under Section 82, 83 and 84 of the Road Traffic Regulation Act 1984, as amended. The effect of the Order, if made, will be to impose a speed limit of 20 mph along the full length of the following:

- |                        |                      |                      |
|------------------------|----------------------|----------------------|
| 1. St Martins Close    | 14. Ross Way         | 27. Hamilton Drive   |
| 2. Grenville Way       | 15. Rothley Way      | 28. Hamilton Way     |
| 3. Ashton Way          | 16. Cragside         | 29. Western Way      |
| 4. Freeman Way         | 17. Woodburn Way     | 30. St David's Way   |
| 5. Woodburn Square     | 18. Carolyn Crescent | 31. St David's Close |
| 6. Rodney Way          | 19. Carolyn Way      | 32. St Kitt's Close  |
| 7. Nevis Way           | 20. Willoughby Drive | 33. Grenada Place    |
| 8. Nevis Close         | 21. Willoughby Way   | 34. St John's Place  |
| 9. St Lucia Close      | 22. St Marys Avenue  | 35. St John's Close  |
| 10. Claremont Crescent | 23. Links Avenue     | 36. Grenada Drive    |
| 11. Lynfield           | 24. Kingston Drive   | 37. Grenada Close    |
| 12. Longridge Drive    | 25. Kingston Close   | 38. St Vincent's Way |
| 13. Monkridge          | 26. Kingston Way     |                      |

The proposed Order is necessary to reduce vehicular speeds and ensure safety of all highway users

Full details of the proposals, together with a map showing the restriction, may be examined at the Quadrant, Silverlink North, Cobalt Business Park between 8.30 am and 4.00 pm on Mondays to Fridays, except Public Holidays.

If you wish to object to the proposed Order, you should send the grounds for your objection in writing to the undersigned, or emailed to [DemocraticSupport@northtyneside.gov.uk](mailto:DemocraticSupport@northtyneside.gov.uk) by 4 August 2011. Any objections received will be placed in the working file and can be viewed by the public if requested.

14 July 2011

V Geary  
Head of Legal, Governance and Commercial Services  
c/o Democratic Services  
Quadrant  
Silverlink North  
Cobalt Business Park  
North Tyneside  
NE27 0BY  
[www.northtyneside.gov.uk](http://www.northtyneside.gov.uk)

## **NORTH TYNESIDE COUNCIL**

### **WOODBURN DRIVE, WHITLEY BAY**

North Tyneside Council gives notice that it proposes to make an Order under Section 82, 83 and 84 of the Road Traffic Regulation Act 1984, as amended.

The effect of the Order, if made, will be to impose a speed limit of 20mph on along the full length of Woodburn Drive The proposed Order is necessary to reduce vehicular speeds and ensure safety of all highway users

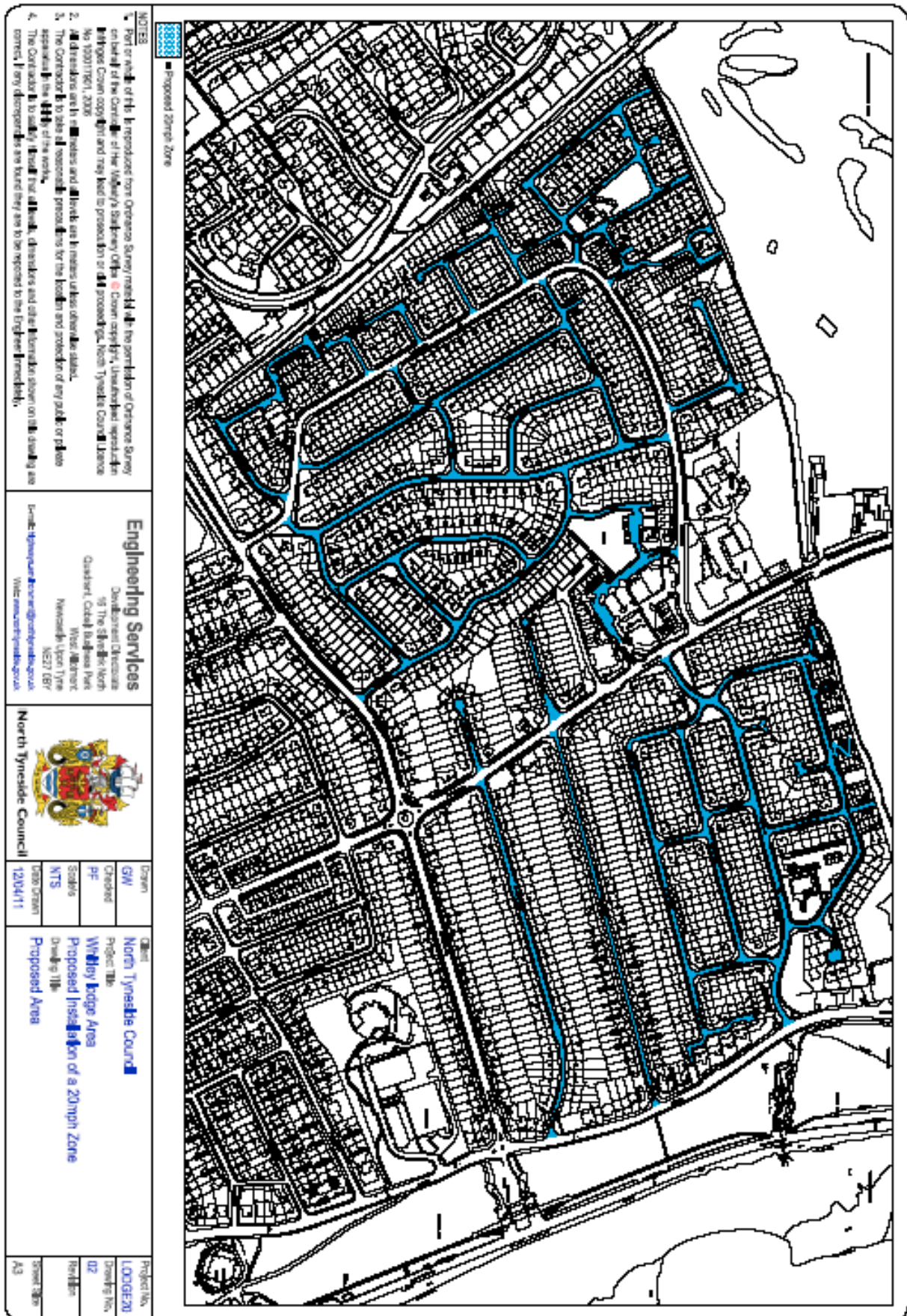
Full details of the proposals, together with a map showing the restriction, may be examined at the Quadrant, Silverlink North, Cobalt Business Park between 8.30 am and 4.00 pm on Mondays to Fridays, except Public Holidays.

If you wish to object to the proposed Order, you should send the grounds for your objection in writing to the undersigned, or emailed to [DemocraticSupport@northtyneside.gov.uk](mailto:DemocraticSupport@northtyneside.gov.uk) by 23 February 2012. Any objections received will be placed in the working file and can be viewed by the public if requested.

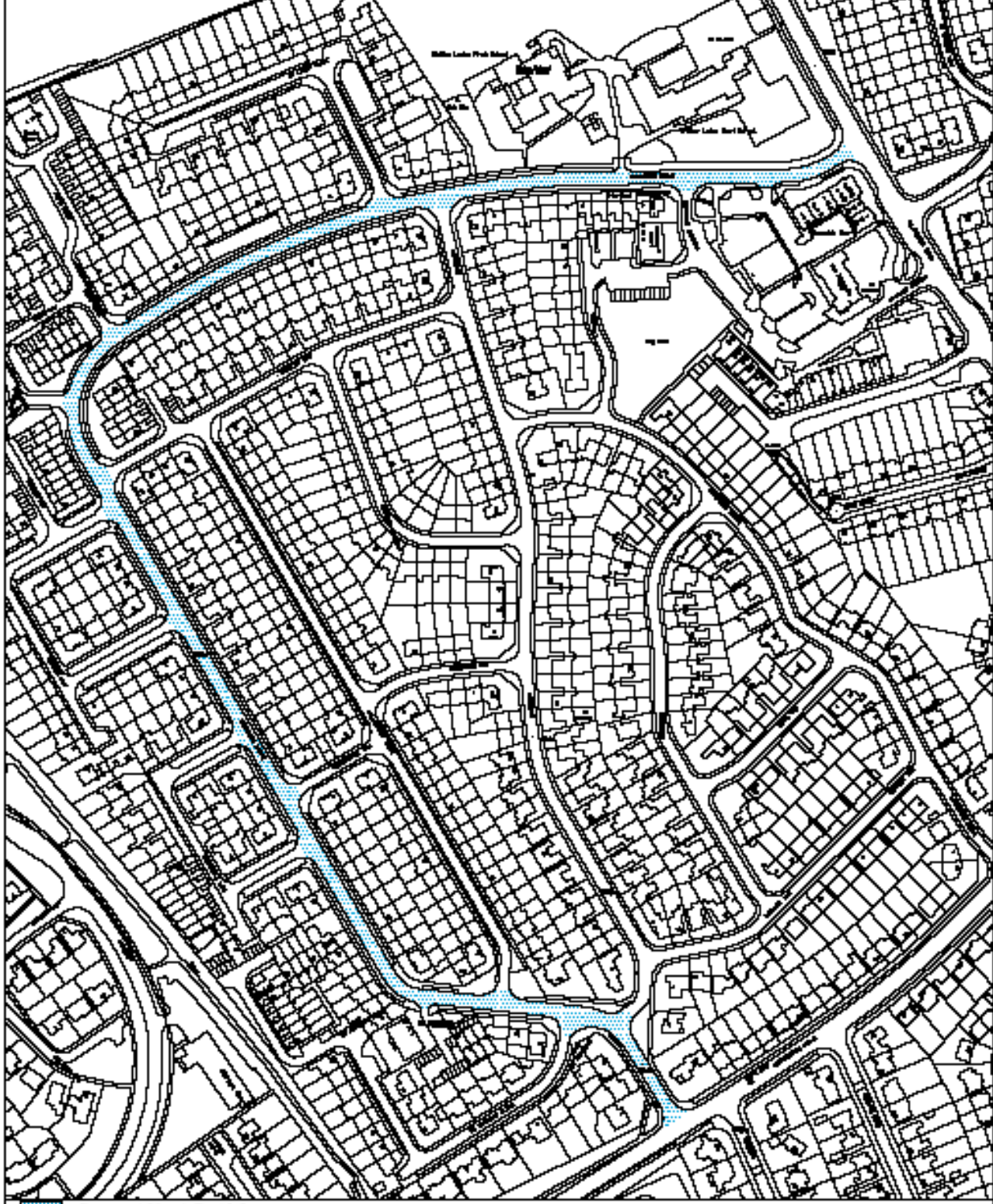
V Geary - Head of Legal, Governance and Commercial Services  
c/o Democratic Services(PW) Quadrant Silverlink North Cobalt Business Park  
North Tyneside NE27 0BY

[www.northtyneside.gov.uk](http://www.northtyneside.gov.uk)

**Appendix C – Plans of Proposed Zones (larger plans will be available to view)**







 = Proposed 20mph Restriction

**Client**  
North Tyneside Council

**Project Title**  
Whitley Lodge Area, Whitley Bay  
Proposed Installation of 20mph Zone

**Drawing Title**  
Proposed Inclusion of Woodburn Drive

Project No. LODGE20	Dwg. No. 03	Drawn By GW	Checked PF
Date 17/11/11	Scale 1:1	Revision	Sheet Size A4

**Engineering Services**  
Development Director  
16 The Silverlink North  
Quadrant, Cobalt Business Park  
West Allerton  
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North Tyneside Council