1. Details of Recommendations

1.1 That Members:

(a) note the consultation carried out on the proposal to introduce the 20mph zone - see section 15.

(b) authorise officers to proceed with the introduction of the 20mph zone Option 1, as described in section 3 of this report, subject to the outcome of the statutory consultation.

(c) authorises Officers, where possible, to resolve any objections received to the statutory consultation and implement the scheme and, in the event of any objections remaining unresolved, agrees that the Chair of the Forum be given delegated authority to confirm the traffic management order after consideration of the objections.

If the recommendations are adopted, how will residents benefit?

<table>
<thead>
<tr>
<th>Benefits to residents and reasons why they will benefit, link to Values</th>
<th>Dates by which they can expect to notice a difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in vehicle speeds</td>
<td>Shortly following implementation</td>
</tr>
<tr>
<td>Reduction in accidents</td>
<td>Shortly following implementation. To be measured over a three year period</td>
</tr>
</tbody>
</table>
2. **Report Summary**

1. This report deals with a proposal to introduce a 20mph zone along a section of Hatton Road and the adjacent side road in the vicinity of Bedfont Primary School and Marjory Kinnon School.
2. It recommends that Members note the consultation with residents and agrees to proceed with implementation of the scheme.
3. These recommendations are consistent with the Council’s commitment to reduce road traffic accidents and to address residents’ concerns with current vehicle speeds along Hatton Road.
4. If adopted, the key financial implications for the Council relate to the cost of implementing the 20mph zone which will not exceed £120,000.

3. **Reason for Decision and Options Considered**

3.1 For several years residents within this area have expressed concerns regarding the speed and volume of vehicles travelling along Hatton Road. A traffic survey undertaken in 2011 showed the average speed of vehicles along Hatton Road to be 33mph, with some vehicles exceeding 40mph.

3.2 Further concerns highlighted by residents were the number of accidents. Records show 11 injury accidents have occurred on Hatton Road over the last five year period, with 2 of these being classed as serious and 3 involving pedestrian casualties.

3.3 As part of the Council’s ongoing commitment to improve road safety and improve the quality of life in residential areas, it is proposed that a 20mph zone is introduced to address residents’ concerns and mitigate the instances of indiscriminate driver behaviour.

3.4 The proposed 20mph zone would be centred on the two schools on Hatton Road and would have priority give-way islands as “gateway” features at the entry and exit points on Hatton Road, with 75mm high road tables and 20mph signs.

3.5 The carriageway along Hatton Road within the 20mph zone would be resurfaced, in tandem with Hounslow Highways resurfacing due in 2014, in buff coloured surfacing with the absence of centre road markings in order to create a more distinctive space. The existing zebra crossing would be raised on a 75mm high road table to slow vehicles further at this prominent crossing point.

3.6 The side road junctions of Orchard Avenue, Hazelmere Close, The Gardens and Marriott Close would have 75mm high entry treatments across entrances designed to reduce vehicle speeds and aid pedestrians crossing those side roads.

3.7 For a 20mph zone to be effective it requires “traffic calming measures” across the zone in order to make the new lower speed limit self-enforcing. The Department for Transport has recently made changes in the type of traffic calming features that can be adopted by local authorities. This means in
addition to traditional physical measures such as road humps, local authorities now have the option of introducing 20mph road marking or roundels.

3.8 Due to the low traffic speed and volume, 20mph roundels are proposed as “traffic calming measures” on The Gardens, Edward Road, Unwin Avenue, Iverna Gardens, Cains Lane, Marriott Close, Hazelmere Close and Orchard Avenue.

3.9 Due to Hatton Road having a greater volume of traffic and higher vehicle speeds, two options were presented to residents for consideration:

Option 1:
20mph roundels applied to Hatton Road the carriageway surface at intervals of approximately 60-80m. (Appendix A).

Option 2:
A series of 75mm high speed cushions located in pairs, at approximately 60-80m intervals, with a 75mm high raised junction table at the junction of Hatton Road and Cain’s Lane. (Appendix B)

<table>
<thead>
<tr>
<th>Option</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1: 20mph roundels</td>
<td>These would be slightly cheaper than physical traffic calming features but less effective at reducing vehicle speeds as they would rely on drivers observing the new reduced speed limit to be successful. This option has been chosen because of the response to the consultation.</td>
</tr>
<tr>
<td>Option 2: 75mm high speed cushions</td>
<td>This option would be more effective in reducing vehicle speeds but road humps can be considered by some to be more intrusive with a perceived increase in noise or vibration.</td>
</tr>
</tbody>
</table>

4. Key Implications

4.1 Targets and measures can be summarised as follows:

<table>
<thead>
<tr>
<th>How is success to be measured?</th>
<th>Defined Outcomes</th>
<th>Unmet</th>
<th>Met</th>
<th>Exceeded</th>
<th>Significantly Exceeded</th>
<th>Date they should be deliver by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in road traffic accidents</td>
<td>11 or more accidents in 5 years</td>
<td>Reduction in accidents</td>
<td>*75 % reduction in accidents</td>
<td>**80% reduction in accidents</td>
<td>Analysis of accident data 3 years following implementation</td>
<td></td>
</tr>
<tr>
<td>Reduction in vehicle</td>
<td>No change in vehicle</td>
<td>Reduction in vehicle</td>
<td>Vehicle speeds</td>
<td></td>
<td>Traffic surveys following</td>
<td></td>
</tr>
</tbody>
</table>
speeds through 20mph zone | speed | speeds | reduced to an average below 20mph | implementation

* RoSPA, predicted percentage reduction in accidents for 20mph zones with vertical traffic calming.
** Sunningdale Avenue area 20 mph zone, last 3 years of accidents data for scheme implemented in 2008.

5. Financial Details

a) Financial Impact On The Budget (Mandatory)

The estimated cost of implementing the 20mph zone option 1 (road markings) is £120,000. This can be funded from the 2013/14 Local Implementation Plan funding grant from TfL £100,000 (£60k 2C1281 £40k 2C1293) and the Council’s capital grant for School 20mph Speed Limits £20,000 (2C1282).

b) Financial Background (optional)

None

c) Comments of the Assistant Director Strategic Finance

The funding required to fund this scheme has been confirmed. There is no other direct call on the council’s financial resources as a result of the recommendations in this report.

6. Legal (to be completed in conjunction with the Legal Department)

a) Legal Details

The Council needs to follow the statutory consultation process and consider any objections received before confirming the Traffic Management Order.

b) Comments of the Assistant Director Corporate Governance

The Assistant Director Corporate Governance supports the recommendations.

7. Value for Money

7.1 Cost benefit analysis or First Year Rate of Return (FYRR) based on the figures below calculates a return of:

Option 1: (scheme costs £120,000) 87%
Accidents over 5 years 11
Predicted accidents reduction over 5 years (RoSPA) 1.65 (75%)
Average cost of urban accident (DfT) £63,334
8. **Sustainability Impact Appraisal**

8.1 Sustainability is to be achieved in re-using existing materials so far as possible and using high quality construction materials in accordance with the Hounslow PFI - Street Scene Design Guide.

9. **Risk Management**

<table>
<thead>
<tr>
<th>Risks</th>
<th>Uncontrolled Risk</th>
<th>Controls</th>
<th>Controlled Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction within a public highway</td>
<td>Eliminated through design as far as possible</td>
<td>HSE, Construction Design Management regulations 2007</td>
<td>Principle contractor to implement scheme in accordance with current health and safety guidelines for highway construction projects</td>
</tr>
</tbody>
</table>

10. **Links to Council Priorities**

10.1 Implementation of this scheme would be consistent with the Councils priorities for:
- A Safer Borough
- A clean, green borough
- An ambitious council which improves the lives of residents and works in a transparent and efficient way.

11. **Equalities, Human Rights and Community Cohesion**

11.1 The Council has to give due regard to its Equalities Duties, in particular with respect to general duties arising pursuant to the Equality Act 2010, section 149. Having due regard to the need to advance equality involves, in particular, to the need to remove or minimize disadvantages suffered by persons who share a relevant characteristic that are connected to that characteristic.

11.2 The Council has considered the relevance of the proposal to the provisions of the Equality Act 2010 and the Human Rights Act 1998 and concluded that Equalities Duties and the Human Rights Articles are not engaged by this proposal. As the report does not have any significant bearing on the substantive equality duty it is not considered necessary to undertake an Equality analysis.’

12. **Staffing/Workforce and Accommodation implications:**

12.1 None

13. **Property and Assets**

13.1 Additional assets on the public highway relevant to this scheme are to be constructed and maintained by PFI contractor.

14. **Any Other Implications**
15. **Consultation**

15.1 A consultation was carried out in April 2013 over a period of 21 days, any questionnaires returned after this time period had elapsed were included in the results up to the date of submission of the report.

15.2 410 letters and plans were delivered to residents within the proposed 20mph zone. A total of 102 questionnaires were returned equating to a response of 25%. Of the 102 responses returned:

- 82 were in favour of the 20mph zone (80%)
- 57 supported road markings on Hatton Road (56%)
- 47 supported speed cushions on Hatton Road (46%)

A detailed breakdown of the results is attached in appendix C.

16. **Timetable for Implementation**

16.1 If ratified by the Forum, implementation is scheduled during the 2013 school summer recess and is to be carried out in conjunction with Hounslow Highways programme for footway resurfacing.

17. **Appendices**

   A  Option 1 Hatton Road Traffic calming
   B  Option 2 Hatton Road Traffic Calming
   C  Consultation results

18. **Background Information**

18.1 Documents consulted during design of this scheme:

   RoSPA  Road Safety Engineering Manual
   DfT    Transport Analysis Guidance 3.4.1
   The Highways Agency  Design Manual for Roads and Bridges

**REPORT ENDS**