

Report title: Objections to Proposed Earlsdon Liveable Neighbourhood Scheme

Appendix B: Objections raised not against specific proposals, but highlighting concerns with the scheme in general.

Summary of objection	Response
20mph is pointless if not enforced	The zone is designed to be largely “self-enforcing” and aimed at reducing average speeds across the whole area. Traffic calming is targeted at locations with the highest speed, and driver behaviour is also nudged through traffic management changes such as the zebra crossing, road narrowings, and point closures.
Congestion is caused by illegal parking, which is not enforced, and this will be made worse by the scheme	Enforcement is careful balance. To ensure that drivers are not legitimately stopped to undertaken lawful loading –which is permitted on most yellow lines – an observation period is required. This can give the impression that “illegally parked” vehicles are not being ticketed quickly enough or at all, but this is just given adequate time for enforcement officers to be satisfied that a ticket is being issued correctly. It is often the case that drivers would simply drive away at this time. There is a cost to enforcement, and we must ensure that enforcement is carried out fairly across the city, so it is not possible to be always in one location, nor be as reactive as we may like.
Not enough consultation	The volume of consultation responses document in the two consultation reports, and the number of drop-in sessions held which were incredibly well-attended, does not bear out the suggestion that people have not been adequately informed. We were aware of pockets of non-delivery of leaflets, and substitute material was sent to these addresses. Local media such as Coventry Telegraph, ECHO and local councillors’ social media feeds also carried promotional material. Posters were also displayed shops, at the library, and in the community noticeboard outside City Arms.
No data supplied to back up the decisions	The design process is a balance between data and what residents tell us. Data showing the traffic flows in residential streets was presented in the consultation in order to help residents contextualise the designs.
The proposals are complex and should be introduced incrementally	The measures are designed to work together, not least because of the need for the 20mph zone to be self-enforcing to be effective. Introducing in a piecemeal fashion is not effective, and more costly. This would also be time-consuming and would risk funding not being available due to this being time limited.

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Difficult to understand the plans	The statutory consultation is the final step in the consultation process. Two previous consultations took place, including multiple drop-in sessions where people were able to speak to officers to ask questions about the scheme.
No plans are provided for the narrowing of Earlsdon Avenue North and Earlsdon Avenue South	These changes are not subject to a statutory consultation process, as they form part of the Highway Authority's defined powers under the Highways Act. Proposals drawings were widely available at the second round of consultation, and the proposals generally well-supported.
Traffic flow after the completion of the works at Junction 7 has not been considered	Traffic data has not been the only deciding factor in developing the scheme. The proposals also reflect the views expressed across a wide cross-section of the community over two rounds of public engagement. Historic traffic data collected before the start of the Junction 7 works does not suggest that the completion of that scheme would suddenly mean a huge drop in traffic flows in Earlsdon.
Things like bins and more street cleaning should be done instead of traffic changes	Those things are an important part of any local area, but they in themselves do not make people feel safer walking or cycling. The council in its function has to consider a wide range of interventions, and the money available for the liveable neighbourhood scheme is principally target at highway improvements and can't be used for activities such as cleaning or basic maintenance.