

Cabinet Member for City Services

23rd July 2025

Name of Cabinet Member:

Cabinet Member for City Services – Councillor P Hetherton

Director Approving Submission of the report:

Director of Regeneration and Economy

Ward(s) affected:

Woodlands
Westwood

Title:

Petition E27/24-25 Broad Lane – Traffic Calming

Is this a key decision?

No

Executive Summary:

A petition with five (5) signatures was received requesting the installation of traffic calming measures on Broad Lane

In accordance with the City Council's procedure for dealing with petitions, those relating to road safety are heard by the Cabinet Member for City Services. The Cabinet Member had considered the petition prior to this meeting and requested that the petition was dealt with by letter (determination letter) rather than a formal report being submitted to a meeting, to be able to deal with the matter more efficiently. The petition organiser has requested that the issue be considered at a Cabinet Member for City Services meeting.

The agreed determination letter was sent on 8th May 2025 to explain how locations are assessed, and schemes are prioritised, and that Broad Lane has been added to the list for consideration for inclusion in the safety scheme programme. Locations on the list are prioritised each year according to their collision history. Broad Lane has not yet been prioritised for inclusion in the programme. However, it will continue to be monitored as part of the citywide annual review of personal injury collisions.

The report provides details of several speed surveys conducted on Broad Lane to establish current trends. It also provides an update on planned resurfacing works which are scheduled to take place later this year and which will enable the current road lining, much of which would benefit from renewal, to be reviewed and refreshed which will aid and encourage further compliance with the existing 30mph speed limit.

Recommendations:

Cabinet Member for City Services is recommended to:

- 1) Note the petitioners' concerns.
- 2) Endorse the actions which had been agreed to be issued by determination letter to the petition organisers as detailed in paragraph 1.5 – 1.8 of the report.
- 3) Note planned resurfacing works on Broad Lane which will facilitate the review and renewal of existing carriage lining.

List of Appendices included:

Appendix A – Location plan
Appendix B – Determination Letter
Appendix C - Speed Survey Results

Background Papers:

None

Other useful documents:

None

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Report title: Petition – Broad Lane – Traffic Calming

1. Context (or background)

- 1.1 A petition with five (5) signatures was received requesting traffic calming measures on Broad Lane.
- 1.2 The petition was as follows:

“Broad Lane, specifically during the evening, experiences vehicles regularly driving in excess of the speed limit. Measures need to be taken to control vehicle speeds thereby contributing to the safety of vehicle drivers, residents and animals/wildlife”.
- 1.3 Broad Lane is a local distributor road that runs in two sections. The first between its junction with the B4101 Tile Hill Lane and the A45 and the section between the A45 and the city boundary. This report considers the section of road running between the A45 and Banner Lane. This section of the road is mainly residential in nature with properties set back from the carriageway. The road has a weekday average traffic flow of approximately 5000 vehicles a day. The section of Broad Lane between Hawthorn Lane and Banner Lane benefits from an off carriageway segregated two-way cycle route.
- 1.4 Limbrick Primary school is to the south of Broad Lane and there are junctions with Banner Lane, Hockley Lane and Job’s Lane, as well as several estate roads. There are controlled crossing facilities in place at the junction with the A45, between Nod Rise and Beech Tree Avenue, between Job’s Lane and Alderminster Road, east of the Farcroft Avenue junction outside Woodlands School and west of the Banner Lane junction. The crossing at Farcroft Avenue is being upgraded to an intelligent Puffin Crossing to aid pedestrian safety and will aid the flow of traffic on Broad Lane. Puffin crossings use sensors to detect when a pedestrian has finished crossing, adjusting the traffic light sequence accordingly, rather than operate on a timer as the present crossing does. There are Vehicle Activated Signs at the City Boundary, east of Eastern Green Road and west of Jardine Crescent.
- 1.5 In accordance with the City Council's procedure for dealing with petitions, those relating to parking and road safety are heard by the Cabinet Member for City Services. The Cabinet Member had considered the petition prior to this meeting and requested that the petition was dealt with by letter (determination letter). The petition organiser has requested that the issue be considered at a Cabinet Member for City Services meeting.
- 1.6 In originally investigating this request, an analysis of the personal injury collision (PIC) history shows that there was a total of eight PICs. The data has been reviewed and a further two collisions have been identified, making ten PICs in total on the section of Broad Lane between the city boundary and the A45 between February 2022 and February 2025. Of these, seven were slight, and three were serious. One of the serious PICs was in the vicinity of the Farcroft Avenue junction, a car turned into another vehicle. The other two were near Broadmere Rise, where a motorcycle collided with another vehicle and east of Alandale Avenue, where there was a loss of vehicle control in wet conditions.

- 1.7 It is also noted that in addition to the recorded personal injury collisions referenced above, residents report that there have been a number of damage only collisions have on Broad Lane.
- 1.8 Broad Lane has previously been added to the list for consideration for inclusion in the safety scheme programme. Locations on the list are prioritised each year according to their collision history. Due to the number and dispersed nature of the collisions reported, no suitable scheme has been identified and Broad Lane has not yet been prioritised for inclusion in the programme. However, it will continue to be monitored as part of the citywide annual review of personal injury collisions.

2. Options considered and recommended proposal

- 2.1 The recommended action in response to the issues contained within the petition are detailed in section 1.5 and 1.8 of this report above. Section 2.4 below outlines additional measures in response to the matters raised within the petition. Further speed readings have been undertaken on Broad Lane and these results are shown in Appendix C. Given the length of the road it was deemed appropriate to conduct multiple surveys at various points to ensure an accurate picture of speeds was obtained. The results show a generally consistent speed along the length of the road and overall the results are considered typical for a road with a 30mph speed limit of this nature. This is particularly the case noting that roadside development on Broad Lane is typically set well back and the road has a generally straight alignment.
- 2.2 Reviewing the survey data further shows that the highest speeds recorded were on the section of road west of Hawthorn Lane where average mean speeds of 32.1 mph were recorded. This section of road predominately has residential development on one side of the road only with the southern side of the road fronting the segregated cycle facility and established treeline.
- 2.3 During recent site surveys it has been noted that carriageway markings throughout this section of Broad Lane have significantly faded and would benefit from renewal. Lining can be an effective mechanism to encourage improved compliance and renewing the existing line could prove an effective mechanism to reduce speeds and enhance drive behaviour.
- 2.4 Maintenance works are proposed on sections of Broad Lane later this year which will involve large sections of carriageway resurfacing. As part of these works the lining throughout will be refreshed, with a review being undertaken to identify if revised road markings to reduce carriageway widths can be achieved. This work will specifically focus on the length between Hawthorn Lane and Farcroft Avenue, where the highest speeds have been observed. The location of the vehicle actuated flashing sign (VAS) on this corridor will also be reviewed and if appropriate could be repositioned further south to provide additional compliance with the speed limit.

3. Results of consultation undertaken

- 3.1 No formal consultation has been undertaken.

4. Timetable for implementing this decision

- 4.1 The agreed actions can be implemented with immediate effect. The proposed maintenance works set out in section 2.4 above are scheduled to be completed in the Autumn/Winter of 2025 and will dictate the timescales for the implementation of the lining refresh referenced.

5. Comments from the Director of Finance and Resources and the Director of Law and Governance

5.1 Financial implications

There are no direct financial implications to the Council of the recommended action.

The costs associated with reviewing and moving the existing VAS sign on this corridor will be funded from the Local Network Improvement Plan from the City Region Sustainable Transport Settlement (CRSTS).

The costs associated with the maintenance and lining refresh will be funded from Highways Capital Program Carriageway Resurface budget for 2025 / 2026.

5.2 Legal implications

There are no legal implications of the recommended proposal.

6. Other implications

6.1 How will this contribute to the One Coventry Plan?

(<https://www.coventry.gov.uk/strategies-plans-policies/one-coventry-plan>)

N/A

6.2 How is risk being managed?

N/A

6.3 What is the impact on the organisation?

None

6.4 Equalities / EIA?

No specific equalities impact assessment has been carried out.

6.5 Implications for (or impact on) climate change and the environment?

None identified

6.6 Implications for partner organisations?

None identified

Report author

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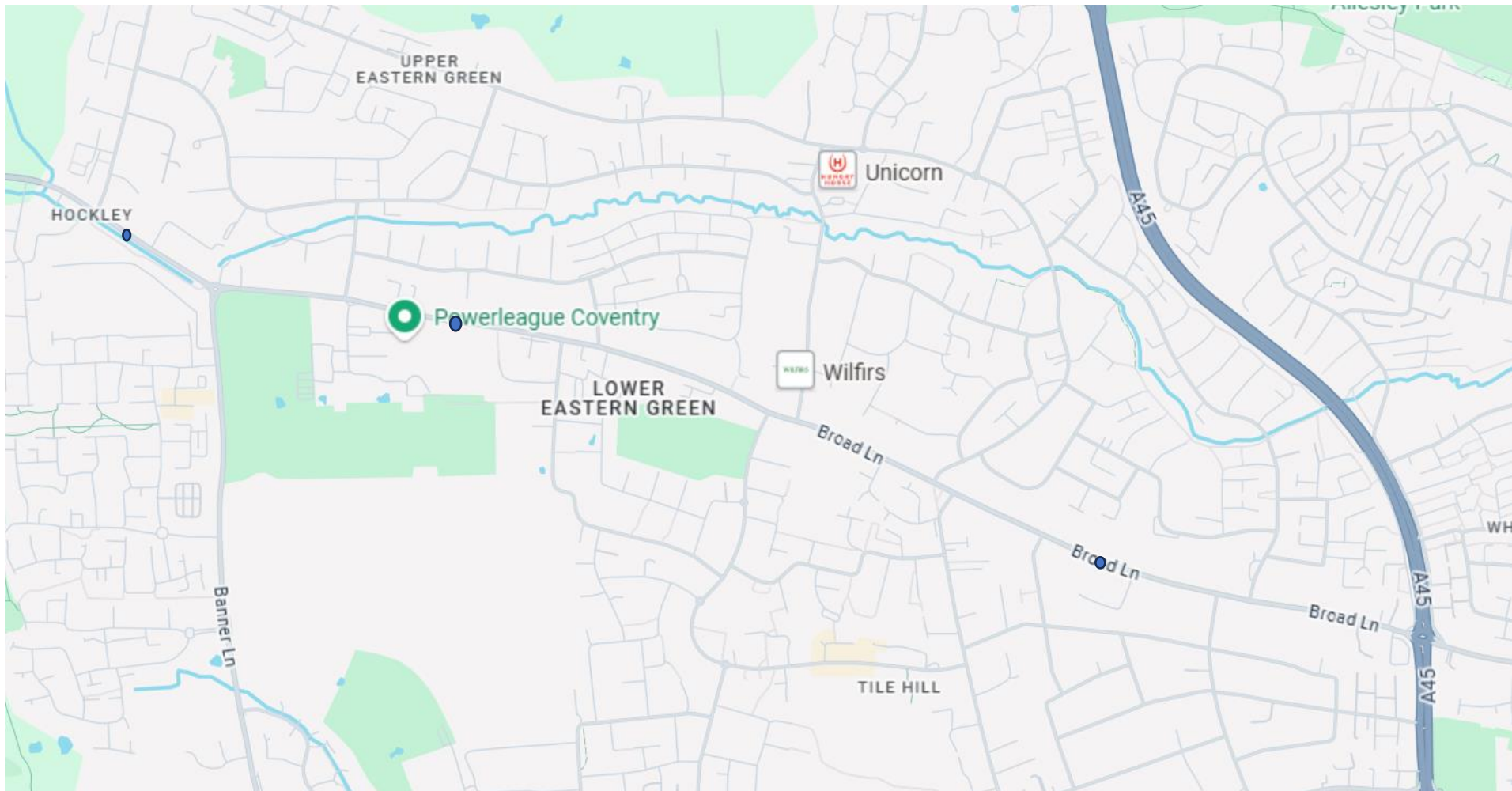
Enquiries should be directed to the above person.

Contributor/ approver name	Title	Directorate	Date doc sent out	Date response received or approved
Contributors:				
Michael Lal	Senior Engineer	Highways	20/06/2025	25/06/2025
David Keaney	Head of Network Management	Regeneration and Economy	20/06/2025	24/06/2025
Vivian Robert	Traffic & Road Safety Manager	Regeneration and Economy	20/06/2025	20/06/2025
Michelle Salmon/Caroline Taylor	Governance Services Officers	Law and Governance	20/06/2025	23/06/2025
Names of approvers: (officers and members)				
John Seddon	Strategic Lead – Policy & Innovation	Regeneration and Economy	20/06/2025	24/06/2025
Helen Williamson	Finance Manager	Finance and Resources	20/06/2025	23/06/2025
Rob Parkes	Team Leader, Legal Services	Law and Governance	20/06/2025	23/06/2025
Andy Williams	Director of Regeneration and Economy	-	25/06/2025	26/06/2025
Councillor P Hetherton	Cabinet Member for City Services	-	26/06/2025	14/07/2025

This report is published on the council's website: www.coventry.gov.uk/council-meetings

Appendix A – Location plan

 Approximate location of survey tubes



Appendix B – Text of Determination Letter

I am writing with regard to the above petition and your request for traffic calming measures on Broad Lane.

The matter was discussed with Councillor Hetherton, Cabinet Member for City Services, who has requested that this be dealt with by way of letter rather than a formal report being submitted to a future meeting, so that it can be dealt with more quickly.

It is important that we target road safety measures in the city. We do this using personal injury collision data to ensure the funding we have is utilised carefully. Analysis of the personal injury collision history shows that there were eight such collisions on the section of Broad Lane between the city boundary and the A45 in the last three years. Therefore, it has been added to the list for consideration for inclusion in the safety scheme programme. Locations on the list are prioritised each year according to their collision history. Broad Lane has not yet been prioritised for inclusion in the programme. However, it will continue to be monitored as part of the citywide annual review of personal injury collisions.

I would be grateful if you could please confirm in writing, either by email or letter, that you agree that the petition be progressed by way of this letter. If you do not agree, a report responding to your petition will be prepared for consideration at a future Cabinet Member meeting. You will be invited to attend this meeting where you will have the opportunity to speak on behalf of the petitioners. If no response is received within four weeks of the date of this letter, we will record this as your acceptance of the determination letter and the petition will be closed.

Appendix C – Speed and average weekday traffic flow surveys

Survey dates as shown (note dates differ due to roadworks)

From	To	Description	Direction	Weekday Av Speed (mph)	Weekday 85th %ile (mph)	Weekday Average Traffic Flow
24/03/2025	04/04/2025	Broad Lane, east of Hockley Lane, Coventry	Southeast	28.4	32.5	3,875
			Northwest	29.6	34.1	3,475
28/03/2025	04/04/2025	Broad Lane, west of Hawthorn Lane, Coventry	East	31.7	36.0	4,875
			West	32.1	36.4	4,628
28/03/2025	04/04/2025	Broad Lane, east of Larch Tree Avenue, Coventry	East	30.0	34.1	6,459
			West	29.9	33.9	6,864
28/03/2025	04/04/2025	Broad Lane, east of Wildcroft Road. Coventry	East	27.7	31.4	5,670
			West	25.0	30.0	5,173