
Cabinet Member for City Services

24th September 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:

Binley and Willenhall, Cheylesmore

Title:

Weight Restriction on London Road (B4110)

Is this a key decision?

No

Executive summary:

At present some heavy goods vehicles (HGVs) are using the section of London Road (B4110) between ASDA Roundabout and Tollbar End for direct access between A45 / A46 and the north. Residents in Whitley and Willenhall have expressed concerns about the adverse traffic and environmental impacts caused by these vehicles on the neighbourhood and requested that HGVs should be prevented from using this section of London Road as a through traffic route.

The Council has investigated different options to address these concerns. It is suggested that a 7.5 tonnes weight restriction is introduced using an experimental traffic regulation order (ETRO). This enables the Council to trial the prohibition for 18 months before deciding whether to make the weight restriction permanent or remove it.

Recommendations:

The Cabinet Member for City Services is recommended to:

1. Note the intention to introduce an ETRO weight restriction on London Road which is to be advertised and brought into force in autumn 2025 at the earliest.
2. Request that officers monitor the performance of ETRO and produce a follow-up report to consider any representations received and make recommendations as to whether the weight restriction should be made permanent in the future.

List of Appendices included:

Appendix A – Location of the Proposed Weight Restriction

Appendix B – Signage Scheme for the Proposed Weight Restriction

Appendix C – Summary of Consultation with the Local Businesses

Background papers:

None

Other useful documents:

None

Has it or will it be considered by Scrutiny?

No

Has it 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: Weight Restriction on London Road (B4110)

1. Context (or background)

- 1.1 During the engagement process with Whitley Residents Group for the various cycleway and junction improvement schemes under the Coventry South Sustainable Transport Package, residents in Whitley and Willenhall expressed concerns about the volumes of heavy goods vehicles (HGV) using the section of London Road (B4110) between ASDA roundabout and Tollbar End. Their concerns mainly pertain to the traffic impact on the local road network as well as the environmental impacts on the neighbourhood caused by the HGVs.
- 1.2 Data collected by smart traffic sensors deployed on the local network indicated that HGVs accounts for approximately 1.3% of total traffic entering London Road southbound from ASDA Roundabout and 1.2% of total traffic entering London Road northbound from Tollbar End. Around 40% of these HGVs are currently using this section of London Road for direct access between the south (via A45 / A46) and the north (which includes the city centre among other locations at the north of ASDA Roundabout). The remainder (60%) are servicing properties or land located off of this section of London Road. HGV through traffic adds pressure to existing traffic conditions on London Road, in particular long vehicles may block junctions and cause difficulties for residents making turns out of / into the side roads. HGVs may also contribute to adverse air quality and noise impacts when using this section of road. Residents have requested that HGVs be prevented from using this section of London Road as a through route.
- 1.3 If introduced this prohibition would divert some HGV traffic away from this section of road. This aligns with the wider objectives of the Coventry South Sustainable Transport Package, which aims to reduce traffic volumes on the London Road corridor, improve journey times and enhance service reliability for public transport users.
- 1.4 The section of London Road concerned is a local distributor road and has a formal classification as B road. Department for Transport (DfT) literature describes B roads as intended to connect different areas, and to feed traffic between A roads and smaller roads on the network. They will still be of significance to traffic (including through traffic), but less so than an A road. The road also forms part of the regional Key Route Network, providing north to south regional connectivity, across Coventry and into Warwickshire. As part of the North and South Coventry route, roads forming part of this route have been included in recognition of their role in providing important connectivity for commuters, leisure, and for supporting supply chains access to key industries. In response to the residents' request, the Council has taken this into account when investigating the feasibility of introducing a weight restriction along the concerned road section.

2. Options considered and recommended proposal

- 2.1 Different options for introducing the weight restriction have been explored. These included putting in a point restriction on either St James Lane at the railway bridge or on London Road at Willenhall Bridge. However, none of these locations provides a readily available alternative route for HGV drivers and are considered impractical from

an operational perspective.

- 2.2 A zonal restriction with weight limit signs and Automatic Number Plate Recognition (ANPR) enforcement cameras installed at the Airport Retail Park roundabout, the ASDA Roundabout and Langbank Avenue/Willenhall Lane junction was also considered. The area affected is extensive and encompasses a considerable number of premises which may require access by HGVs for deliveries or other work-related services from time to time. This would add significant complexity to the enforcement even with ANPR cameras in place and is unlikely to be practical to implement and enforce on the scale necessary.
- 2.3 Consequently, the recommended option is to introduce an experimental weight restriction between ASDA Roundabout and Tonbridge Road, as shown in **Appendix A**. On the southbound carriageway, HGVs over 7.5 tonnes are to be banned from turning into London Road at ASDA Roundabout which will prevent them from using this road as a through route travelling south. The roundabout itself will provide straightforward access to alternative routes for HGVs over the 7.5 tonnes weight limit. On the northbound carriageway the experimental weight restriction will be introduced after the junction at Tonbridge Road with advanced information signs installed prior to the junction with St James Lane. This would enable drivers to choose an alternative route prior to reaching the restriction. The position of this restriction would allow HGV drivers to use St James Lane, Abbey Road, Burnham Road and Tonbridge Road as alternative routes and it is likely that HGV usage on these routes will increase following the implementation of this restriction which effectively stops HGV drivers from utilising London Road as a direct route travelling northwards.
- 2.4 It is the intention that HGV through traffic from Tollbar End should use the A45 and A444 heading westwards, or A46 heading eastwards as a direct replacement to using London Road and connected local roads to navigate to destinations to the north of ASDA Roundabout. Similar behaviours will also be sought for HGV through traffic heading southbound to the weight restriction.
- 2.5 The above arrangements can still allow other HGVs to access Whitley and Willenhall locally via Tollbar End, thus minimising impact on the needs of both drivers and residents. It is however noted that the impact on individual journeys will depend on the start and end points, the particularly relevant given that survey data indicates that over 60% of all HGV traffic utilising London Road does so to access property on or directly off of the road and which journeys will also be impacted by the proposed restriction. To sufficiently advise HGV drivers about the location of the weight restriction and guide them to alternative routes, advanced signs will be required on the approach roads as indicated in **Appendix B**.
- 2.6 To assess the effects of this measure and evaluate its impact on local roads, it is suggested that the weight restriction is introduced using an experimental traffic regulation order (ETRO). The ETRO will remain in place for a maximum period of 18 months. This period allows people to see the effects of the scheme and to object if they wish to. Any objections are heard by the Cabinet Member for City Services and a decision be made on whether the order can be made permanent.
- 2.7 It is also important to note that the ETRO will rely primarily on the self-compliance of

drivers and whilst the restriction is enforceable by colleagues at West Midlands Police, we do not anticipate there being regular, if any enforcement of this restriction. Prominent signing will therefore be required to encourage compliance with the restriction. The effectiveness of the weight restriction will be monitored and evaluated during the experimental period. Consideration will also be given to the effects on neighbouring roads in the area, such as an increase in HGV usage on the alternative routes. Personal injury collision (PIC) data will also be compared to see if the increase in HGV movements at the junctions on the alternative routes have a detrimental effect. Amendments or adjustments of the operational details may be further considered and tested before the final recommendation of the order is made.

3. Results of consultation undertaken

- 3.1 The Cabinet Member for City Services and Ward Members of affected wards have been briefed on the preliminary proposal of the weight restriction. Local residents have been involved in the deliberation of the proposal throughout. Local businesses who are potentially affected by the proposal have also been consulted in March 2025. A summary of the engagement is given below.
- Ongoing bi-monthly meetings with Ward Members of Cheylesmore, Ward Members of Binley and Willenhall and Whitley Residents Association
 - Surveys conducted with businesses in Airport Retail Park, Pilot Business Park, Seven Stars Industrial Estate, on London Road (near Tollbar End and at ASDA Roundabout) in March 2025
 - Public drop-in sessions on Coventry South Sustainable Transport Package held on 30th April and 1st & 7th May 2025
- 3.2 The weight restrictions have primarily been proposed following the request by the local residents. The options had been deliberated at the meetings with the Whitley Residents Association and the recommended option was generally supported.
- 3.3 A total of 38 businesses in the locality provided responses either during the face-to-face survey or via an online survey. 21 nos. of them suggested that the weight restriction would not impact their business. 13 were uncertain whether they would be impacted as they did not have knowledge of the transport route adopted by the delivery vehicles for their business. Only 4 businesses explicitly expressed that they would be impacted by the proposal. They were car/truck dealerships (3 nos.) who worried that the weight restriction would hinder access to their premises and a mailing service provider who considered that their level of service would be affected due to longer journey times made by the delivery vehicles. A breakdown of the survey results is provided in **Appendix C**.
- 3.4 Colleagues at National Highways who manage the strategic road network have also been engaged on this proposal as London Road is currently identified as an emergency diversion route in the event of an incident or emergency on the A45/A46. National Highways use of this route would be impacted as a result of this proposal and as such discussions are ongoing with them to identify alternative arrangements as necessary.

4. Timetable for implementing this decision

- 4.1 The ETRO is scheduled to be advertised and brought into force in autumn 2025 at the earliest, and is subject to finalisation of the order details, completion of the signage design and the associated procurement process for installation of the signage.
- 4.2 An ETRO has a maximum duration of 18 months. During the first 6 months of the order a statutory consultation (objection) period will operate. In the proceeding 6 months any amendments identified can be implemented before a final decision is taken on whether to make the order permanent by month 18. It should be noted that if a decision fails to be made by month 18 the order would elapse and cease to be operational.

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

5.1. Financial Implications

- 5.1.1 The weight restriction under the proposed ETRO will be implemented as part of the Coventry South Sustainable Transport Package, which is funded through the City Region Sustainable Transport Settlements (CRSTS) capital grant. The capital grant allocation of £21.075 million for the Coventry South Sustainable Transport Package was approved by the Cabinet on 30th August 2022, which has the estimated cost of £60k budgeted.

If the weight restriction is to become permanent, it would be implemented as part of the Coventry South Sustainable Transport Package. Funding will be allowed for in the budget of the remaining works within the package. The cost to make the restriction permanent is currently estimated at £75k.

5.2. Legal Implications

- 5.2.1 The Road Traffic Regulation Act 1984 allows the Council to make a Traffic Order, including an experimental order, on various grounds e.g. improving safety, improving traffic flow and preserving or improving the amenities of an area provided it has given due consideration to the effect of such an order.
- 5.2.2 In accordance with Section 122 of the Road Traffic Regulation Act 1984, when considering whether it would be expedient to make a traffic order the Council is under a duty to have regard to and balance various potentially conflicting factors e.g. the convenient and safe movement of traffic (including pedestrians), adequate parking, improving or preserving local amenity, air quality and/or public transport provision.
- 5.2.3 An experimental order takes effect 7 days after public notice is given and can remain in force for up to 18 months. Objections may be made during the first 6 months of operation and any objections must be considered before any decision to make the order permanent.
- 5.2.4 The 1984 Act provides that once a Traffic Order has been made it may only be challenged further via the High Court on a point of law (i.e. that the Order does not comply with the Act for some reason).

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>)

The introduction of weight restriction on the road section concerned contributes to the Council's target to create a sustainable transport infrastructure. This will promote more effective use of the road network and improve the level of service of public transport. When combined with the cycleway scheme on London Road, it helps create an environment which is much more suitable for walking and cycling.

6.2 How is risk being managed?

There are no significant risks associated with the proposal.

6.3 What is the impact on the organisation?

There are no significant risks associated with the proposal.

6.4 What is the impact on the organisation?

None.

6.5 Equalities / EIA (Equalities Impact Assessment)?

No specific equalities impact assessment has been carried out.

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

The proposed measure will divert some HGV through traffic away from the section of London Road which is surrounded by residential properties. This will have a positive impact on the living environment of the residents.

6.7 Implications for partner organisations?

Enforcement of the proposed measure will require Police resources.

The section of London Road concerned is currently a signed Strategic Road Network emergency diversion route for incidents on A45. Liaison with National Highways is ongoing because of the need to relocate the emergency diversion route if the weight restriction becomes permanent.

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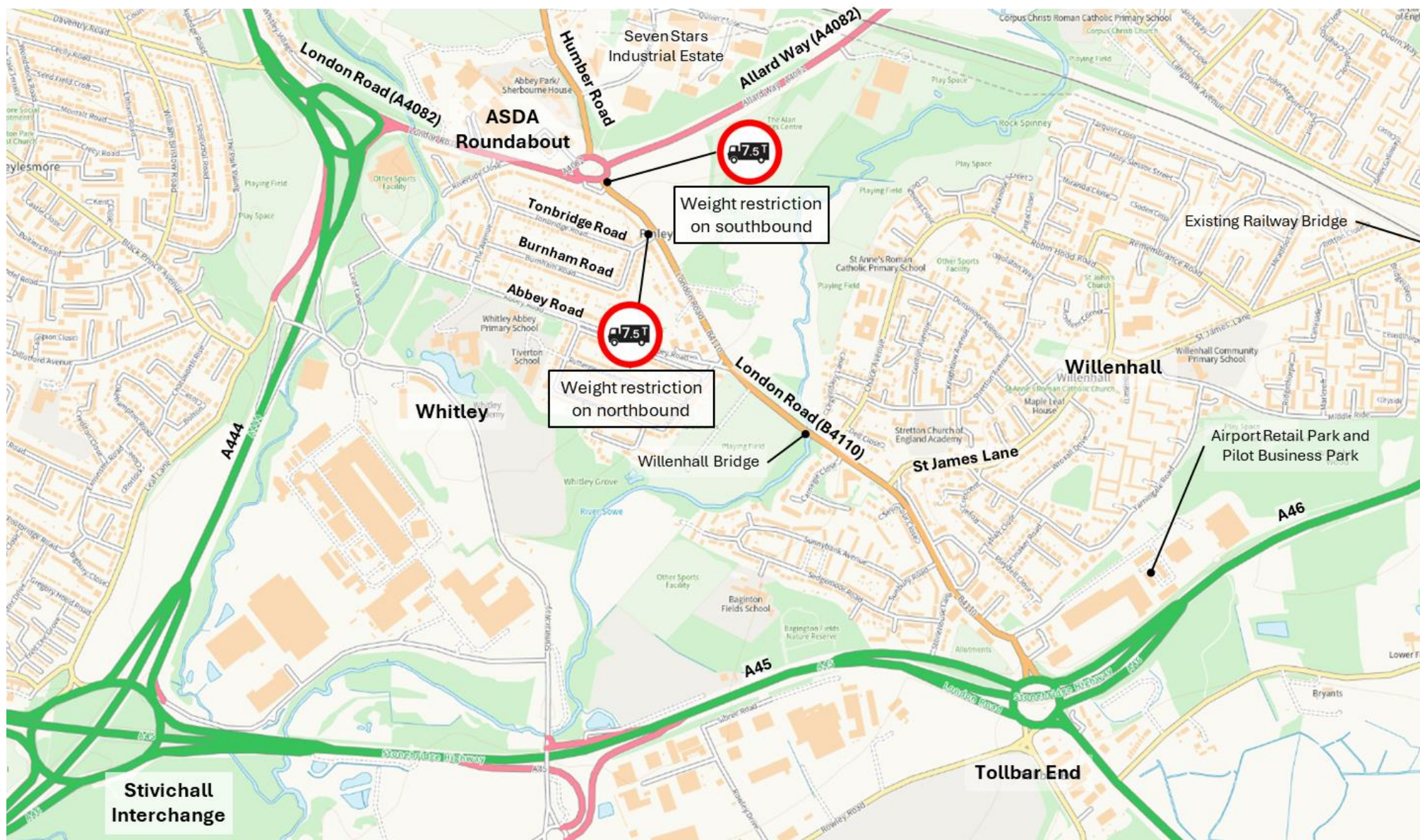
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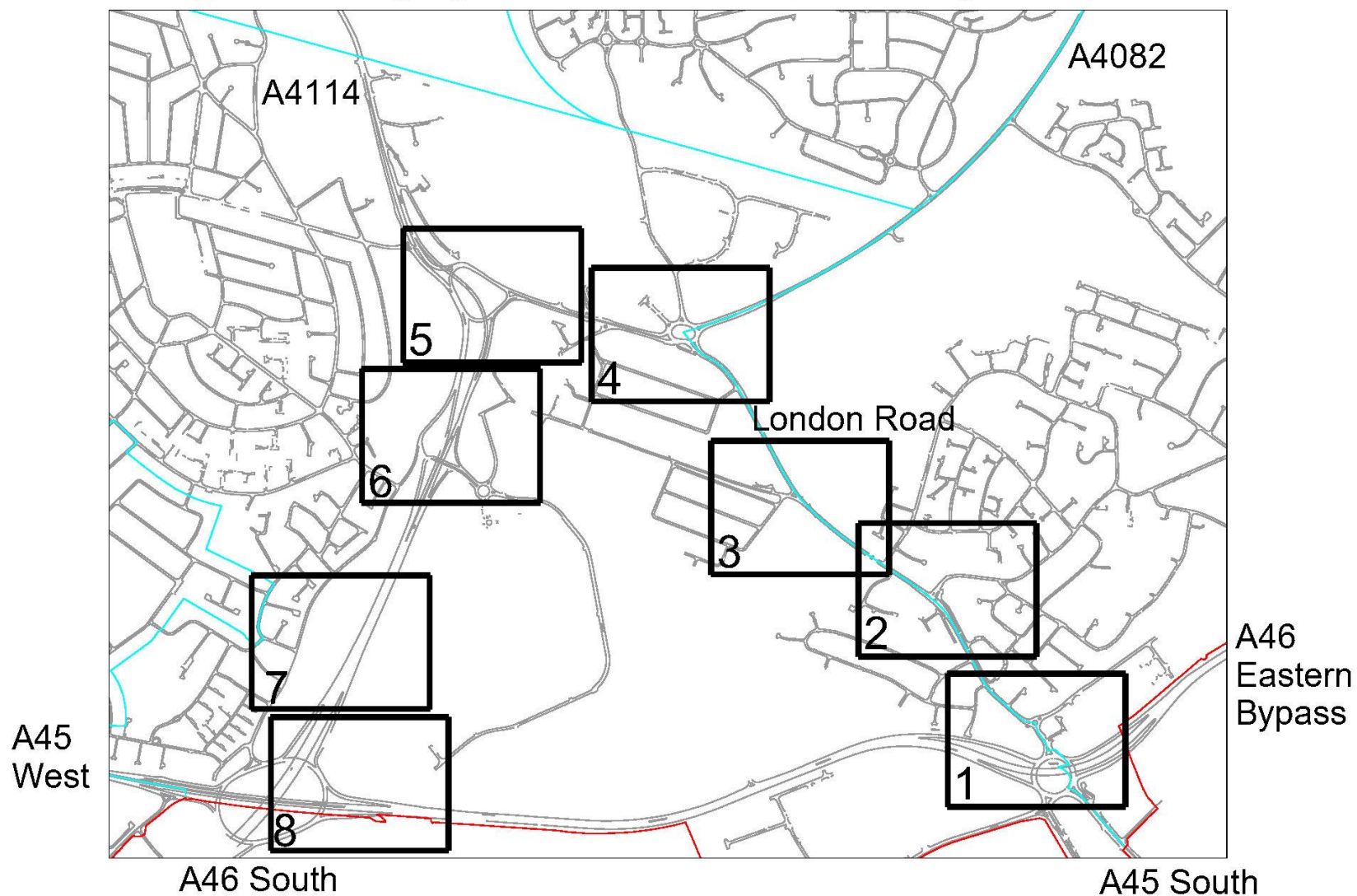
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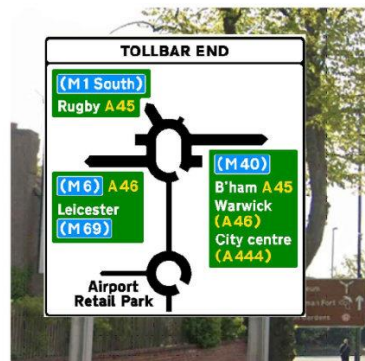


Location of the Proposed Weight Restriction

Appendix B: Signage Scheme for the Proposed Weight Restriction



Replace existing damaged ADS sign under Residual Services Maintenance



Install diag. 818.4 on A-Frame

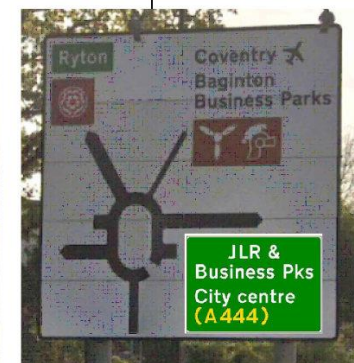
Install diag. 818.4 on A-Frame or lamp column



Install direction sign on A-Frame or lamp column



Install diag. 818.4 on A-Frame



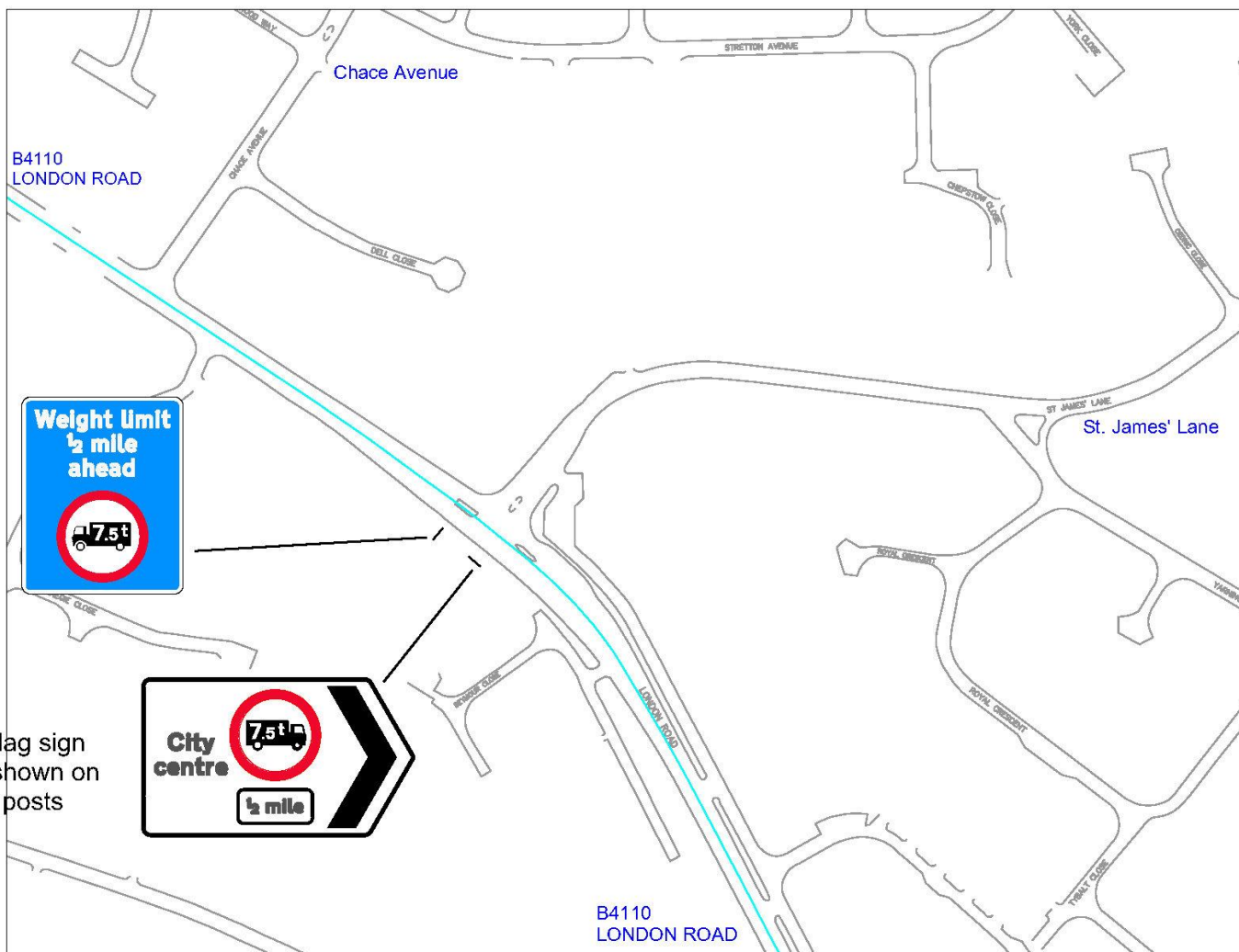
A46 EASTERN BY-PASS

Cover existing right-turn destinations with new primary plate

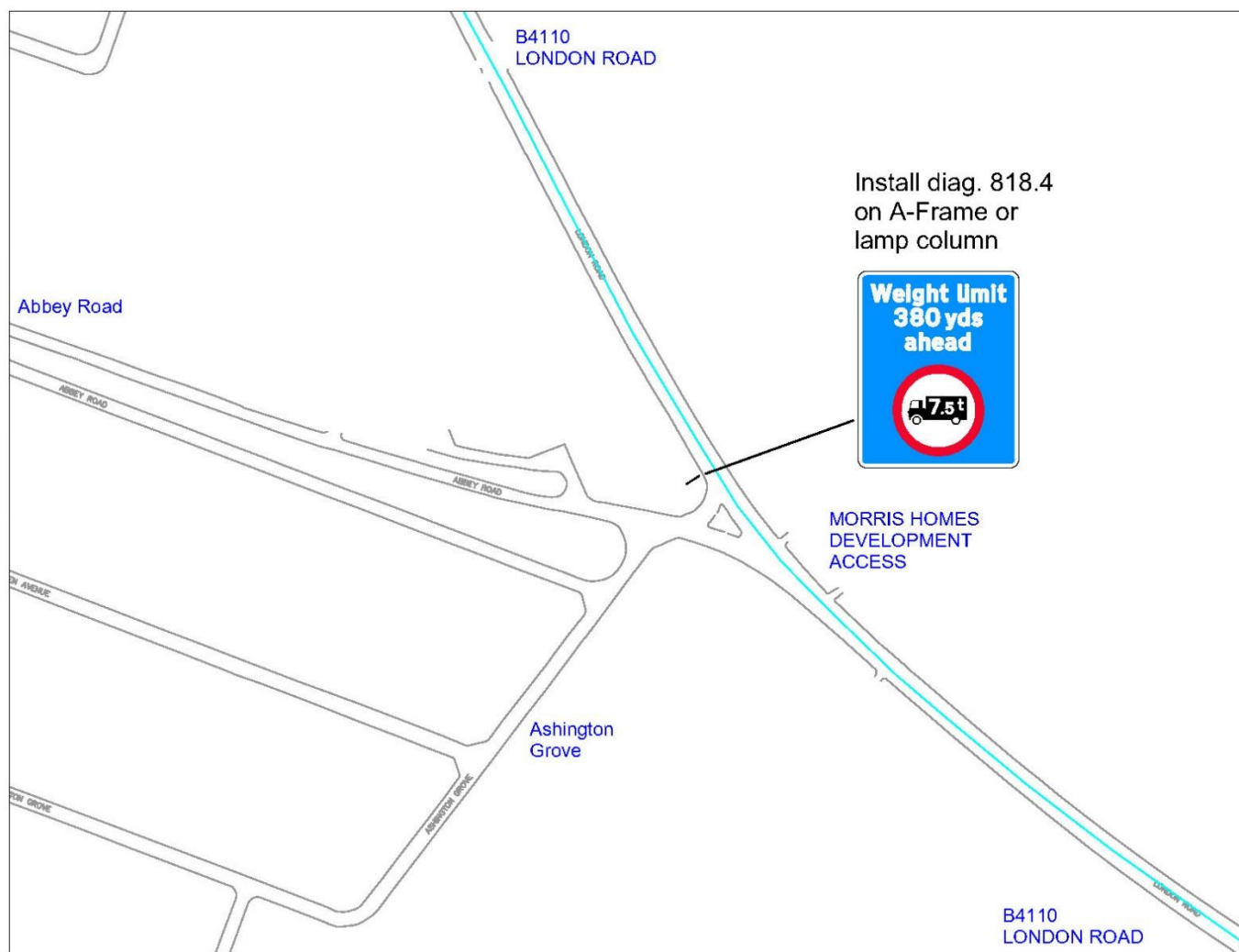
Install diag. 818.4
on A-Frame or
lamp column

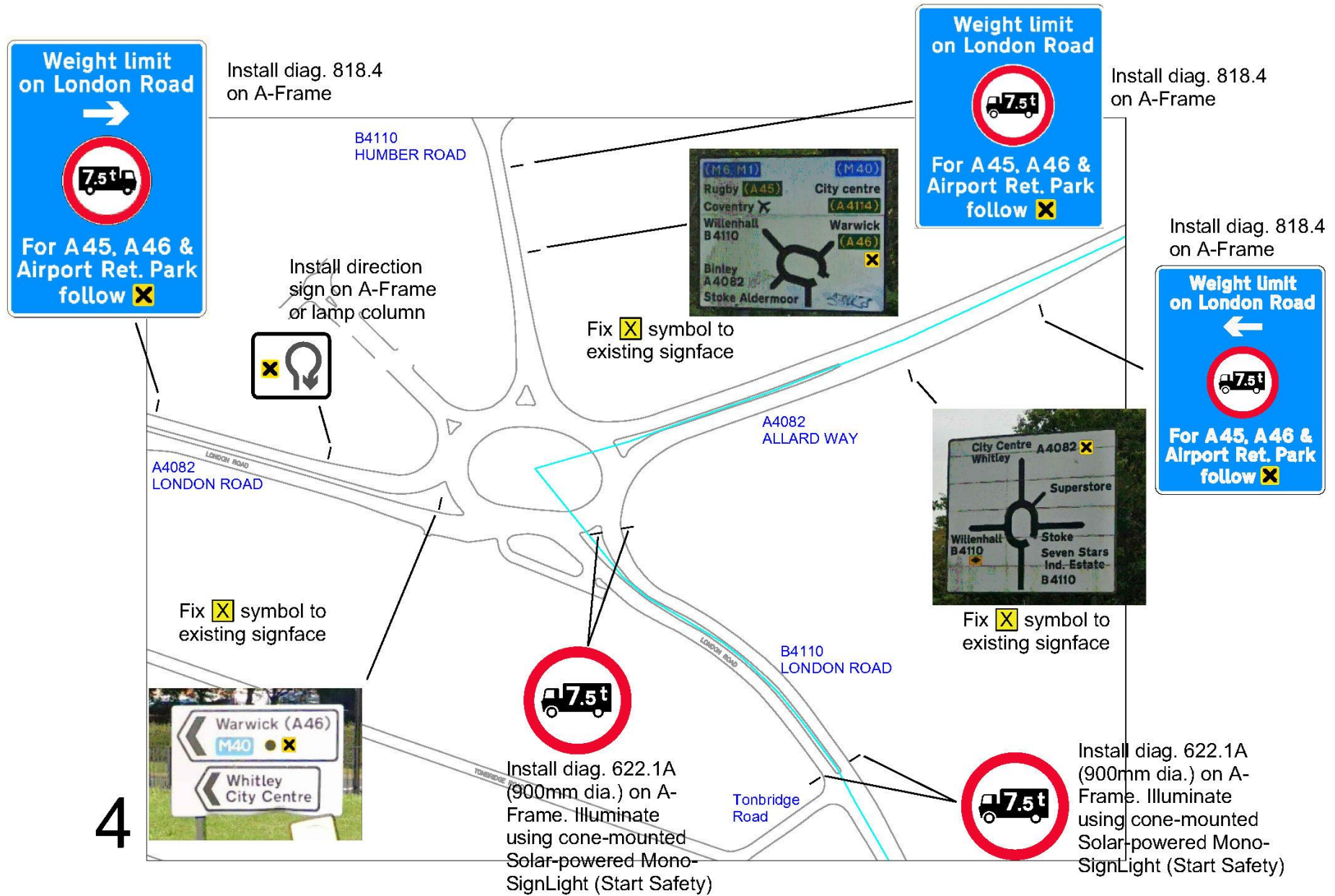
Replace existing flag sign
with new sign as shown on
existing extended posts

2



3





5

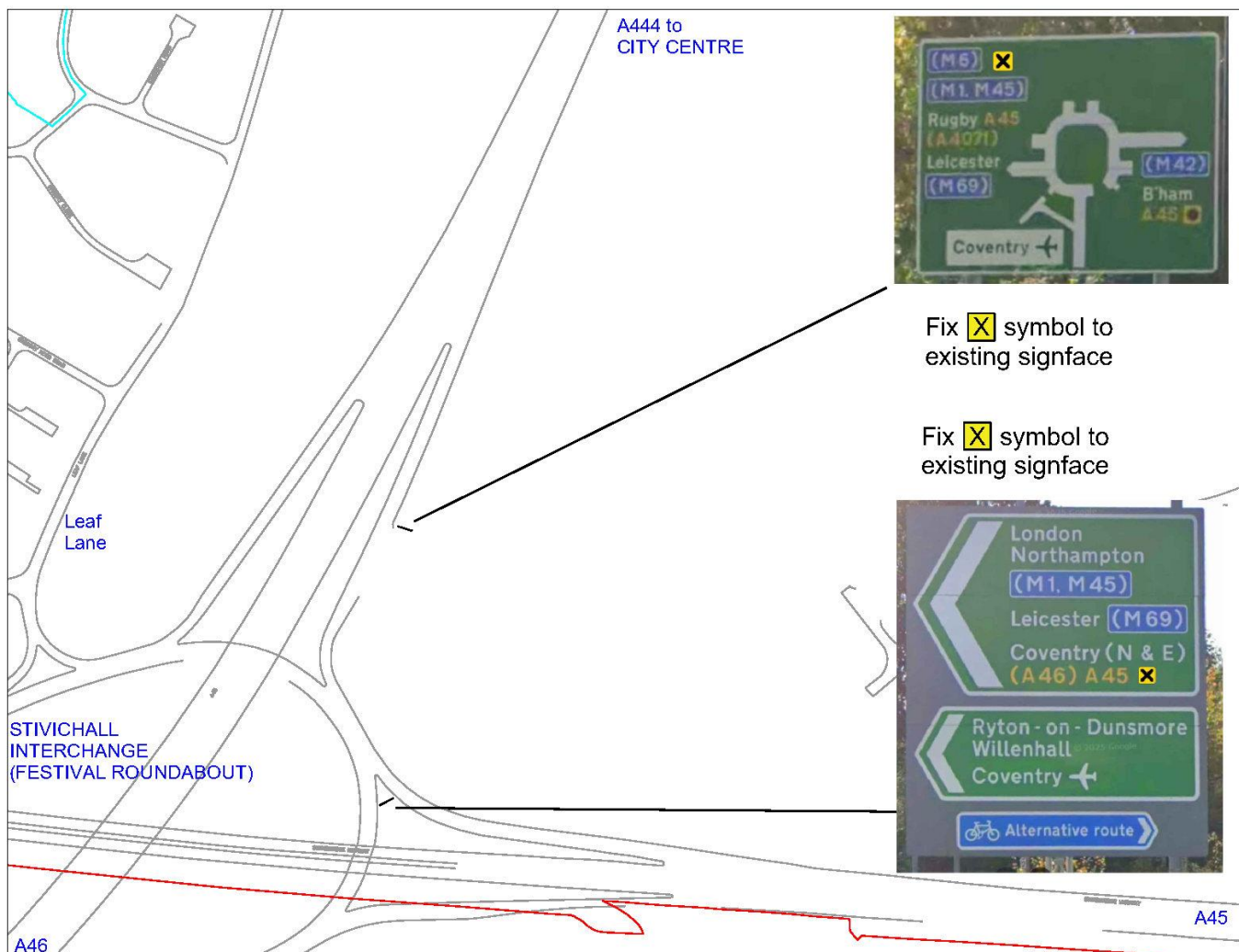


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Survey on possible weight restrictions on London Road (B4110)

- The businesses in Airport Retail Park, Pilot Business Park, Seven Stars Industrial Estate, on London Road (near Tollbar End and at ASDA Roundabout) were visited on 5th March 2025. Interviews were conducted during the visit where possible. The businesses could also respond to the survey either by email or via the online survey form (set up by Survey Monkey platform). Deadline for response by email or via online survey was 23rd March 2025.
- In the survey, the businesses were asked to answer the following questions:
 - What is the name of your business?
 - Does the daily operation of your business involve vehicles with gross weight over 7.5 tonnes travelling to/from your premises via London Road (B4110)?
 - Approximately, how many trips a week does your business make or receive deliveries from using vehicles with a gross weight of over 7.5 tonnes?
 - What is the main purpose of the trips? For example, delivery of goods, transport of plant.
 - Approximately, how many of the trips start or end outside the city?
 - Approximately, how many of the trips start or end in the Whitley or Willenhall area of Coventry?
 - How you think a weight restriction would impact your business?

- Below is the summary of responses on question no. 7:

Location	No of businesses visited	Responded by online form		Responded* (have impact)	Responded * (unsure)	Responded * (no impact)	Not surveyed or no response^	Total
Seven Stars Industrial Estate	26	5		2	4	10	10	26
Airport Retail Park, Pilot Business Park and London Road	27	3		2	9	11	5	27
Total:	53	8		4	13	21	15	53

* Responded either during the visit or via Survey Monkey subsequently

^ The business cannot be reached during the visit and no further response by email or via Survey Monkey is received.

- Detailed response for businesses indicated that their business would be impacted:

Name of Business	How you think a weight restriction would impact your business?
Business A	We are a HGV dealership specialising in repair and maintenance of vehicles over 7.5 tonne. This would affect the business drastically due to access for customers to visit the site from a main entry point at tollbar
Business B	Business mail including NHS letters might be delayed until the following day, if DHL insist on collecting from us earlier because of the longer journey and we will fail SLAs
Business C	massively as our business sells/services over 1000 new and used cars & commercial vehicles per year with at least half of these being delivered on a car transporter

Business D	It would impact our business, as recovery's and transport Lorrie's could not get onsite
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