

Cabinet Member for City Services

5 November 2025

Name of Cabinet Member:

Cabinet Member for City Services – Councillor P Hetherton

Director Approving Submission of the report:

Director of City Services and Commercial

Ward(s) affected:

Cheylesmore

Title:

Petition – William Bristow Road – Speed Reduction Displays

Is this a key decision?

No

Executive Summary:

A petition with twenty-three (23) signatures was received requesting speed reduction displays (Vehicle Activated Signs – VAS) on William Bristow Road.

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. On receipt of the determination letter, the petition organiser requested that the issue be considered at a Cabinet Member for City Services meeting.

The determination letter advised that locations where there have been six or more personal injury collisions recorded by the Police in the previous three years are considered for inclusion in the safety scheme programme. The latest annual review of recorded personal injury collisions identified forty-eight (48) roads or junctions in the city where there have been six (6) or more recorded personal injury collisions.

A review of the recorded personal injury collision history for William Bristow Road has shown that there were two (2) personal injury collisions recorded by the Police on William Bristow Road in the last three years. Therefore, it does not meet the criteria to be considered for inclusion in the safety scheme programme.

However, noting the concerns of local residents, it was proposed to carry out a speed survey on the road, which has now been completed, and subsequently add the location to the mini speed visor programme, which will see the deployment of a mobile vehicle activated sign of a rolling programme, which will highlight driver speed and aid compliance with the speed limit.

Recommendations:

Cabinet Member for City Services is recommended to:

- 1) Note the petitioners' concerns.
- 2) Endorse the actions which have been agreed to be issued by determination letter to the petition organisers as detailed in paragraph 1.6 of the report.

List of Appendices included:

Appendix A – Location plan
Appendix B – Text of 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 – William Bristow Road – Speed Reduction Displays

1. Context (or background)

- 1.1 A petition with twenty-three (23) signatures (E51-24-25) was received requesting speed reduction displays on William Bristow Road. The petition is sponsored by Councillor R Bailey.

- 1.2 The petition reads as follows:

“We the undersigned petition the Council to implement speed reduction monitors on William Bristow Road. This will ease the reduction in speeding traffic as this road is used as a bus route and a main route cars use to get on to London Road as they are unable to turn right at the top of Daventry Road. I am a resident on William Bristow Road, observing with alarm the increase in speeding vehicles coming from the Mount and traversing up and down our particular neighbourhood. This matter affects not just mine, but every resident's life, especially when we consider the safety of our children at risk. The situation equally mirrors the one on the Mount Road. However, the installation of a speed reduction monitor there has drastically reduced the rate of careless driving. If similar measures are enforced here, it will do much to safeguard our community. According to the Royal Society for the Prevention of Accidents, speed is a contributing factor in 31% of fatal road accidents and 18% of reported accidents have involved exceeding the speed limit (RoSPA, 2020). Therefore, I kindly ask for your backing to implement a speed reduction monitor on William Bristow Road. The happiness, security, and well-being of our neighbourhood depend on action like this being taken, helping to create a safer space for children and all residents. Please sign this petition and support us in reducing speed and increasing safety on William Bristow Road.”

- 1.3 William Bristow Road is a local distributor road situated between The Mount and Black Prince Avenue. It is subject to a 30mph speed limit and is located in Cheylesmore Ward. A location plan is shown in Appendix A to the report.
- 1.4 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.
- 1.5 A review of the most recent three full year personal injury collision statistics indicate that there have been two (2) recorded collisions on William Bristow Road. Speed surveys have now been conducted in June 2025 in line with the actions set out in the determination letter. The average weekday speeds recorded on the road are as follows:
Northbound – 26.7 mph; Southbound – 26.4 mph. These speeds are in line with speeds typically seen and anticipated on a road with a 30mph speed limit.
- 1.6 Based on the available evidence as outlined above, and recognising the concerns expressed by the local community through the submitted petition, William Bristow Road has been added to the Council's mini speed visor programme which will see

the deployment of a temporary mobile vehicle activated sign. These signs are deployed across the city in response to concerns raised over speeding by local residents and are rotated on a rolling programme to sites in order to highlight driver speed and aid compliance with the speed limit. We have found these signs to have a positive impact on driver behaviour and we would welcome the input of the petition lead to determine the appropriate position/s along the road for the deployment of this sign.

2. Options considered and recommended proposal

- 2.1 The recommended actions in response to the issues raised have already been agreed and are detailed in paragraph 1.6 of this report.

3. Results of consultation undertaken

- 3.1 No formal consultation has been undertaken.

4. Timetable for implementing this decision

- 4.1 William Bristow Road has been added to the mobile vehicle-activated speed sign programme.

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

5.1 Financial implications

The cost of adding this location to the mobile vehicle activated signage programme will be funded from the Local Network Improvement Programme from the City Region Sustainable Transport Settlement (CRSTS).

5.2 Legal implications

There are no legal implications connected with the recommended action (paragraph 1.6 of the report).

Section 39 of the Road Traffic Act 1988 requires the Council to investigate road accidents involving vehicles and to develop a rational programme of measures (such as the Safety Scheme programme) for preventing their recurrence.

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

6.6 Implications for partner organisations?

None

Report author

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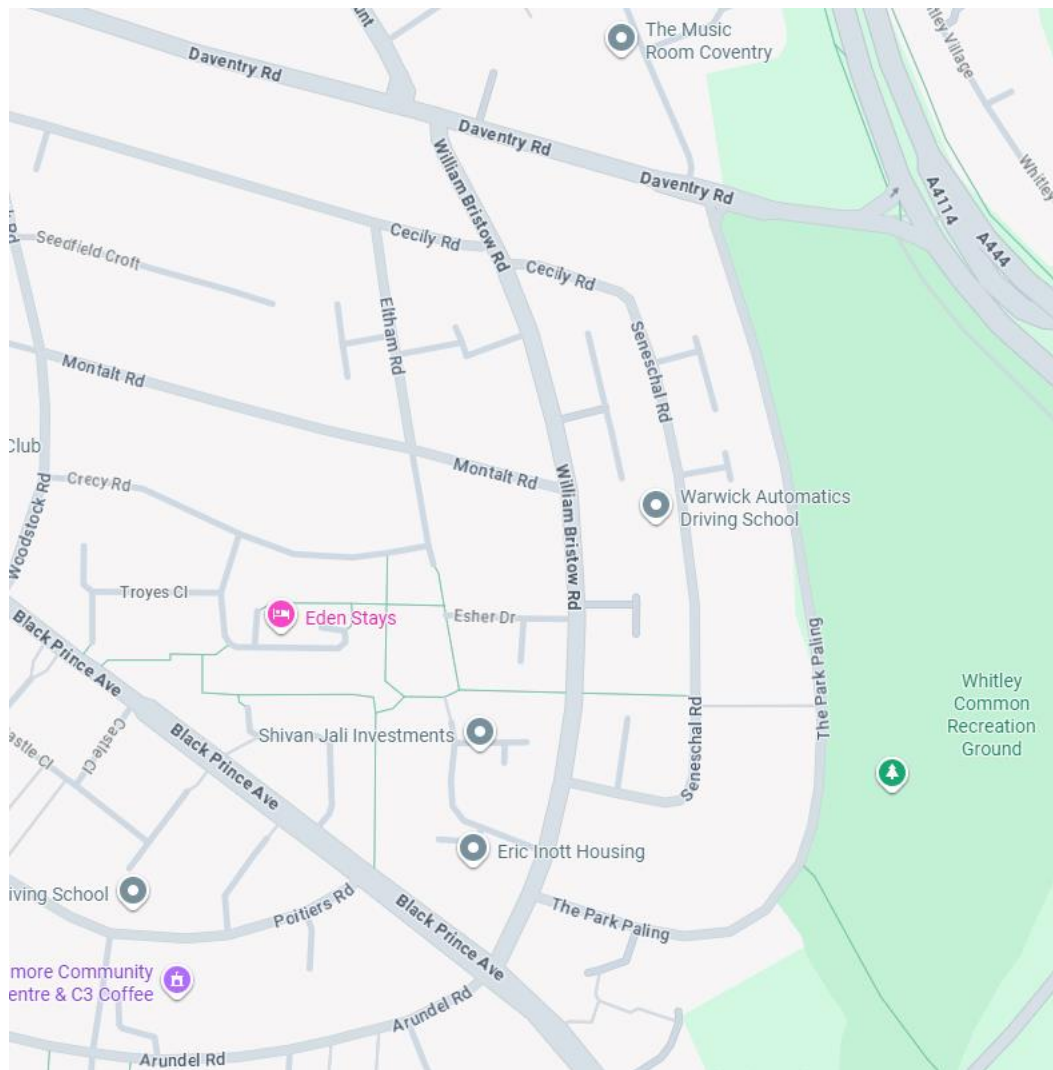
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Enquiries should be directed to the above person.

Contributor/ approver name	Title	Directorate	Date doc sent out	Date response received or approved
Contributors:				
David Keaney	Head of Network Management	Regeneration and Economy	07/10/2025	08/10/2025
Vivian Robert	Traffic & Road Safety Manager	Regeneration and Economy	07/10/2025	08/10/2025
Michelle Salmon/Caroline Taylor	Governance Services Officers	Law and Governance	7.10.25	8.10.25
Names of approvers: (officers and members)				
Helen Williamson	Finance Manager	Finance		
Rob Parkes	Team Leader, Legal Services	Law and Governance	07/10/2025	9.10.2025
John Seddon	Strategic Lead – Policy & Innovation	Regeneration and Economy, Transport and Innovation	08/10/2025	08/10/2025
Andy Williams	Director of Regeneration and Economy	Regeneration and Economy	15/10/2025	16/10/2025
Councillor P Hetherton	Cabinet Member for City Services	-	20/10/25	21/10/25

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

Appendix A – Location plan



Appendix B – Text of Determination Letter

I am writing with regard to the above petition and your request for vehicle-activated speed limit signs on William Bristow Road.

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.

Locations where there have been six or more personal injury collisions recorded by the Police in the previous three years are considered for inclusion in our safety scheme programme. The latest annual review of recorded personal injury collisions identified 48 roads or junctions in the city where there have been six or more recorded personal injury collisions.

A review of the recorded personal injury collision history for William Bristow Road has shown that there were two personal injury collisions recorded by the Police on William Bristow Road in the last three years. Therefore, it does not meet the criteria to be considered for inclusion in the safety scheme programme.

However, noting the concerns of local residents, it is proposed to carry out a speed survey on the road. Should the survey results support it, the location will be added to the mini speed visor programme, which will see the deployment of a mobile vehicle activated sign which will highlight driver speed and aid compliance with the speed limit.

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 survey results – William Bristow Road

Survey date: 11 June 2025 – 19th June 2025

Location	Direction	Weekday Average Speed (mph)	Weekday 85th percentile speed (mph)
William Bristow Road – between Montalt Road and Esher Drive	Northbound	26.7	31.7
	Southbound	26.4	30.6