

Cabinet Member for City Services

8th December 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

Title:

Petition E09/25-26 – Eastern Green Traffic Calming

Is this a key decision?

No

Executive Summary:

A petition with 6 signatures was received requesting traffic calming in the Eastern Green area comprising Upper Eastern Green Road, Lower Eastern Green Lane, Sutton Avenue, Farcroft Avenue and 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 3rd October 2025 to explain that measures are under development to mitigate the impact of nearby developments. While Broad Lane has been considered for inclusion into the Local Safety Scheme Programme, it has not been included to date as it does not fulfil the Council's prioritisation criteria. However, Broad Lane will continue to be monitored as part of the citywide annual review of personal injury collisions and will be considered for inclusion as part of the Average Speed Enforcement (ASE) Programme, subject to satisfying the criteria.

The report provides details about road safety engineering schemes proposed in the Eastern Green area, including Lower Eastern Green Lane. An overview of how Broad Lane will be considered for ASE and how we assess locations for ASE is highlighted.

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 Appendix B.
- 3) Note the proposed road safety engineering schemes in the Eastern Green area, and the criteria for Broad Lane to be considered for ASE.

List of Appendices included:

Appendix A – Plan of Proposed Road Safety Engineering Measures
Appendix B - Determination Letter

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 – Eastern Green Traffic Calming

1. Context (or background)

1.1 A petition with six (6) signatures was received requesting traffic calming in Eastern Green.

1.2 The petition was as follows:

“We the undersigned petition the Council to introduce traffic calming in Eastern Green. Roads needing some form of calming are Upper and Lower Eastern Green Road, Sutton Ave, Farcroft Ave and Broad Lane. Traffic will be increasing as more houses are built in the area. There have been 2 car collisions on Broad Lane in the last couple of months”

1.3 This report is considered in two parts. The first part considers traffic calming on Upper Eastern Green Lane, Lower Eastern Green Lane, Sutton Avenue and Farcroft Avenue. The second part considers Broad Lane and its suitability for ASE. The report examines the criteria used to determine the suitability of traffic calming on the highlighted roads. This report also describes the proposed road safety engineering measures currently being considered in the Eastern Green area of the city. The final section of this report highlights the intention to examine Broad Lane for ASE and explores the national criteria that is considered as part of the ASE process.

1.4 Upper Eastern Green Lane, Lower Eastern Green Lane, Sutton Avenue and Farcroft Avenue are residential roads located in the Eastern Green area of the city. These roads are all located to the north of Broad Lane and provide access links to Pickford Green and the A45. There are several schools in the area including Park Hill Primary School on Lower Eastern Green Road.

1.5 To ensure the effective deployment of limited resources, traffic calming measures are prioritised at locations with a documented history of personal injury collisions, or where their implementation would significantly enhance safety for vulnerable road users, particularly in the vicinity of schools or other sensitive areas.

1.6 This targeted approach helps maximise the impact of interventions and supports the council's commitment to making roads as safe as possible. The Council assesses locations for traffic calming by analysing personal injury collision data to ensure the funding we have is used carefully. A review of the recorded personal injury collision history on Upper Eastern Green Lane, Sutton Road and Farcroft Avenue has shown that there was one personal injury collision recorded by the Police on Upper Eastern Green Lane over the last three-year period. This collision was slight in nature and further analysis revealed the causation factor was “driver error”. Therefore, these roads do not satisfy the criteria for traffic calming measures, however these roads will continue to be considered as part of the annual personal injury collision analysis process.

1.7 Road safety engineering measures are however being proposed on Lower Eastern Green Lane, Alspath Lane and Alderminster Road. These proposals are currently under development following prioritisation as part of the current 2025/2026 Local

Network Improvement Programme (LNIP); a draft of these proposals is presented in Appendix A. Following usual processes, ward members and local residents will be consulted in the coming months. If supported by residents, the engineering measures will be constructed by summer 2026. The proposals include:

- Installation of kerbed build-outs to reduce the length of corner radii - this is aimed at reducing vehicular speeds;
- Installation of road narrowing on Lower Eastern Green Lane to accommodate pedestrian crossing to reduce vehicular speeds;
- Localised alterations to existing single and double yellow lines and other road markings in the area;
- Changes to the existing mini-roundabouts to optimise speed compliance;
- Introduction of new mini-roundabouts on Alderminster Road's junction with Sutherland Avenue and Alspath Lane's junction with Unicorn Avenue.
- Proposed extension of the 20mph zone to include Alspath Lane's junction with Unicorn Avenue and Upper Eastern Green Lane;

- 1.8 In addition to the measures outlined above, signage improvements are currently being developed to help manage goods traffic traveling north from Banner Lane. These improvements aim to encourage the use of the designated route via Broad Lane to access the A45. While this will not entirely prevent goods vehicles from using roads within Eastern Green such as Hockley Lane, which will remain in use by traffic approaching development sites on Pickford Green Lane from the south, these signs will support traffic management by clearly indicating the preferred route.
- 1.9 Alongside the signing improvements referenced above, proposals are currently being developed to introduce a 30mph speed limit along the full length of Pickford Green Lane, supported by signal control to aid the flow of traffic and discourage its use by goods vehicles. These measures will be developed in 2026.
- 1.10 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 location has recently been resurfaced and all road markings replenished. This included refreshing the lining associated with the existing pedestrian crossing facilities. Both resurfacing and replenishing the road markings will aid traffic flow and encourage speed compliance and will make Broad Lane as safe as possible. The nature of Broad Lane and the volume of traffic make this road a potential candidate to be examined for inclusion into the ASE programme.
- 1.11 ASE is not suitable at all locations and are prioritised at locations that satisfy national criteria. The criterion for selecting an ASE site is very similar to conventional 'fixed' camera enforcement sites and includes the following criteria:
- Locations that have previously had fixed safety cameras.
 - Historical evidence of collisions resulting in casualties.
 - Speed surveys which indicate that speeding vehicles are an issue; and
 - Where there is no alternative realistic and appropriate engineering solution that can be installed to reduce collisions and vehicles exceeding the speed limit.

- 1.12 Based on the above, Broad Lane will be examined to assess its suitability for ASE as per the criteria detailed in 1.11. If suitable, subsequent deployment would be subject to suitable funding being identified, the proposal being supported by West Midlands Police and the scheme being prioritised as part of future phase of ASE deployment in the city.

2. Options considered and recommended proposal

- 2.1 The recommended action in response to the issues contained within the petition are detailed in section 1.6, 1.7 and 1.8 and 1.12 of this report.

3. Results of consultation undertaken

- 3.1 No formal consultation has been undertaken.

4. Timetable for implementing this decision

- 4.1 The road safety engineering measures set out in section 1.7 and illustrated in Appendix A will undergo public and statutory consultation during the winter of 2025/26. Subject to feedback and formal approvals, it is the intention that these measures would be installed by summer 2026.
- 4.2 An assessment of Broad Lane's suitability for inclusion in a future ASE programme will be carried out during winter 2025/26. The findings will inform the prioritisation of sites for consideration within the 2026/27 LNIP. Any subsequent deployment of ASE will be contingent upon meeting relevant criteria, securing adequate funding, and obtaining formal support from West Midlands Police. This process ensures that enforcement measures are targeted where they will deliver the greatest safety benefits.

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 estimated costs of £60k associated with the maintenance and lining refresh will be funded from Highways Capital Programme Carriageway Resurfacing budget for 2025 / 2026.

5.2 Legal implications

There are no legal implications connected with 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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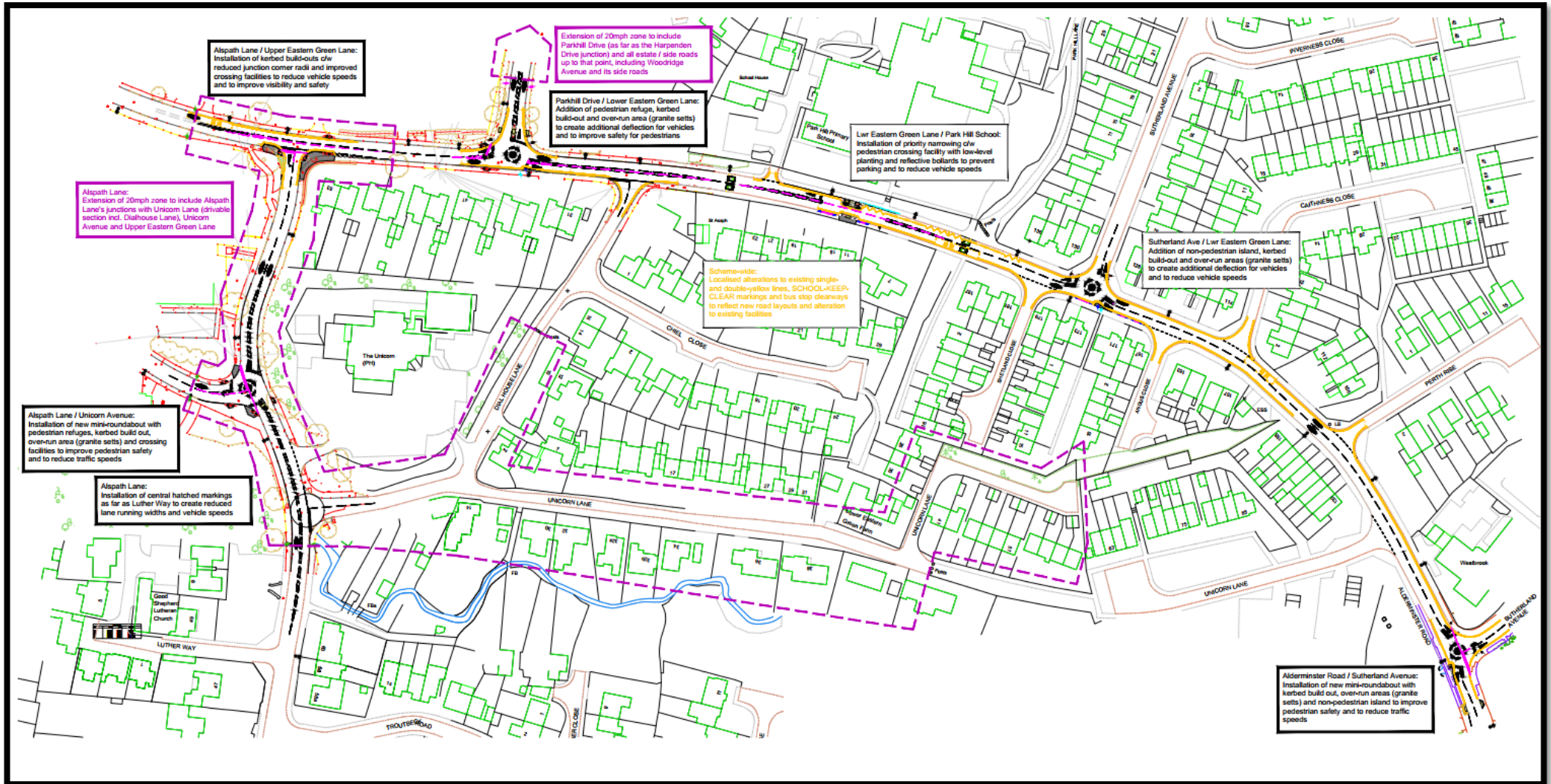
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Enquiries should be directed to the above person.

Contributor/ approver name	Title	Directorate	Date doc sent out	Date response received or approved
Contributors:				
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Vivian Robert	Traffic & Road Safety Manager	Regeneration and Economy	24/10/2025	30/10/2025
Michelle Salmon/Caroline Taylor	Governance Services Officers	Law and Governance	4/11/2025	4/11/2025
Names of approvers: (officers and members)				
John Seddon	Strategic Lead – Policy & Innovation	Regeneration and Economy	4/11/2025	10/11/2025
Helen Williamson	Finance Manager	Finance and Resources	4/11/2025	7/11/2025
Rob Parkes	Team Leader, Legal Services	Law and Governance	4/11/2025	10/11/2025
Andy Williams	Director of Regeneration and Economy	Regeneration and Economy	10/11/2025	10/11/2025
Councillor P Hetherton	Cabinet Member for City Services	-	21/11/2025	21/11/2025

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

Appendix A – Draft Plan of Proposed Road Safety Engineering Improvements



Appendix B – Text of Determination Letter

I am writing with regard to the above petition and your request for traffic calming measures in Eastern Green.

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.

Measures in the local area are under development to mitigate the impact of nearby developments, and 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.

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.