

Broadwas and Cotheridge Parish Council

Report for Agenda item 26/99 - 10.5.26 6

A44 Improvements to safety and speed limit enforcement

At the instigation of Cllr Fordington we received coverage in the Worcester News highlighting the recent fatalities on the A44



Caption

This coverage will support our ongoing efforts to encourage the County Council to come forward with positive and proactive measures to improve safety and conditions. The response to the article from the County Council was disappointing as it misrepresented factual information and could be seen to suggest that they do not consider the loss of life as a serious matter.

The Parish Council has purchased 3 new Vehicle Activated Signs to replace those in Broadwas and we are waiting for advice from the County Council re instillation. It is hoped these will be installed shortly. The new signs will be clearer and offer more direct

feedback, they will also provide us with a higher level of data and information.

Otherwise the situation remains as follows

- We are waiting for the County Council to inform us of the proposed improvements to road markings and signage as a result of the Road Study they undertook in 2025, and when this will take place.
- We are continuing to press for a reduction from the national speed limit in Cotheridge. To date the County Council has declined to consider this, citing road traffic data and Government guidance. Re the latter we now understand that this guidance is discretionary, and therefore continue to believe that there is a reasonable and a strong case for a reduction in the speed limit.
- The County Council have yet to engage with our proposals for Broadwas in terms of speed reduction “buffer zone” each side of the village and revised road architecture.
- The Police continue to enforce on a regular basis speed limits and it is planned to meet with them shortly following their offer of motor bike based enforcement and the recent introduction of new technology. <https://www.westmercia-pcc.gov.uk/posts/pcc-backs-tougher-action-on-speeding>
- The ‘TRUCAM ’is a state-of-the-art camera that captures digital evidence of traffic offences and streamlines the process of issuing fines.
- We also need to review the current position with the County Council as despite continued efforts they show little sign of changing their current position.

Parish Councillors are therefore asked to

- Consider any further steps of measures that could be considered in order to achieve our goals.

Richard Burrows

Chair

