

Broadwas and Cotheridge Parish Council

7.10.26

Report for agenda item 23/154

Road Safety and speeding on the A44

Progress has been limited since the last report, however Councillors may wish to note and consider the following.

1.1 Instillation of new VAS (x3). These were purchased at the end of the last financial year and despite the best efforts of the Clerk we are still some way from instillation. The reasons for this primarily relate to a number of issues that have been raised as a result of the requirement to work closely with the County Council Highways Department. At each stage a number of new issues have arisen which have required the identification of solutions. The present sites are going to be used.

1.2 These include, the need to follow the prescribed process to get landowners to cut back overgrowth in 2 of the 3 locations. The need to identify certified and approved contractors who can install them. The need to replace at least one of the existing posts and obtain brackets to enable the new signs to be erected on posts that do not need to be replaced.

1.3 At the time of writing it is hoped that, 2 of the VAS will be installed shortly (the solar powered one at the west end of Broadwas, this requires a new post and cutting back of overgrowth which have been agreed) and at the east end of the village (a battery mains powered one). The 3rd one which is to be located at the west end of the village between Stone Farm and the Cedars, requires substantial cutting back of overgrowth, before it can be installed.

1.4 The Clerk will be able to answer any questions Councillors may have .

2. Proposed meeting with District and County Councillors and the Police. This is still pending and will be organised once other related priorities have been addressed.

3. The need for more data: The Parish Council has a range of data available to it (speed surveys conducted by the County Council, surveys submitted as a part of planning applications, and some historic data shared by the Police). The new VAS will provide a new source of data once installed. There is also a partial record of reported and non formally reported incidents and photos. Given the Parish Council continues with its efforts to get the Local Authority to institute further measures to improve safety it will be important to focus on ensuring that the data available is as comprehensive as possible.

4. The present position of the Parish Council.

4.1 Although the recent but limited measures implemented by the County Council as a result of the 2025 Road Study exercise, were welcome, these have fallen far short of what the Parish Council has requested and hoped for.

4.2 It therefore remains the case that the Parish Council would look for a reduction in the speed limit between the Cotheridge Village signs and improved signage and road markings and instillation of at least one VAS.

4.3 The Parish Council is not yet reassured that in respect of the site of the 2 recent fatalities, sufficient changes have been identified and implemented. It is understood that the County Council is considering improved drainage on the bend opposite the entrance to Upper Howsen Farm. It is not clear whether the County Council intends to identify and implement further measures in respect of the bends near Hill Top.

4.3 It remains the case that the Parish Council is not satisfied with the refusal of the County Council to consider the introduction of speed limit reductions and improved signage/visibility arrangements at each end of Broadwas. The present arrangements are minimal

and in the view of the Parish Council are not proportionate to the hazard and do not sufficiently assist road users to reduce their speed when entering and therefore when passing through the village.

4.4 The Parish Council remains disappointed that the relevant County Council Committees and the Highways Department remain reluctant to enter into a forward looking dialogue, and that they are prepared to consider innovative and more effective preventative measures, such as those seen in neighbouring authorities.

5. Summary

Our County and District Councillors remain supportive of the efforts we are making to address this issue, which remains a high priority for many residents.

Councillors are asked to consider this report with a view to identifying what continued and any further steps and efforts the Parish Council may wish to take.

Richard Burrows

Chair