Report to: Southport Area Committee  
Date of Meeting: 24 September 2014

Subject: Hesketh Park Area, Southport - Proposed 20 mph Speed Limits - Consultation Results and Objections

Report of: Director of Built Environment  
Wards Affected: Cambridge & Meols

Is this a Key Decision? No  
Is it included in the Forward Plan? No

Exempt/Confidential No

Purpose/Summary

To advise Members of the results of the recent consultation with residents regarding the proposed 20 mph speed limits in the Hesketh Park area of Southport.

Recommendation(s)

It is recommended that:

(i) Members note the results of the consultation.

(ii) Request Cabinet Member Transportation to:

   a) Approve the introduction of the 20 mph speed limits as shown on the plan in Annex A.

   b) Approve the revocation of all existing Traffic Regulation Orders, as described in paragraph 5.3.

   c) Authorise the progression of the necessary Traffic Regulation Orders, including those of public consultation and advertising the Council’s intention to advertise the Order;

How does the decision contribute to the Council’s Corporate Objectives?

<table>
<thead>
<tr>
<th>Corporate Objective</th>
<th>Positive Impact</th>
<th>Neutral Impact</th>
<th>Negative Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Creating a Learning Community</td>
<td>√</td>
<td></td>
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<tr>
<td>2 Jobs and Prosperity</td>
<td></td>
<td>√</td>
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<tr>
<td>3 Environmental Sustainability</td>
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<td>4 Health and Well-Being</td>
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<tr>
<td>5 Children and Young People</td>
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<td>√</td>
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<tr>
<td>6 Creating Safe Communities</td>
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<td></td>
<td>√</td>
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<tr>
<td>7 Creating Inclusive Communities</td>
<td></td>
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</tr>
<tr>
<td>8 Improving the Quality of Council Services and Strengthening Local Democracy</td>
<td></td>
<td></td>
<td>√</td>
</tr>
</tbody>
</table>

SAC 24th September 2014 Dwyer
**Reasons for the Recommendation:** The Council has the power to make Traffic Regulation Orders under Section 1 of the Road Traffic Regulation Act 1984. The Council has the power to revoke Traffic Regulation Orders under Part IV of Schedule 9 to the Road Traffic Regulation Act 1984.

Area Committees have delegated powers to consider the outcome of consultation and the resultant proposals in respect of the making of traffic regulation orders, details of improvements to highways and cycle routes and can approve the scheme as proposed or with minor amendments but otherwise must refer the scheme to the Cabinet Member Transportation indicating the Area Committee’s view on how the scheme should be progressed.

**What will it cost and how will it be financed?**

(A) **Revenue Costs**

Nil

(B) **Capital Costs**

The cost of all implementation, legal and administrative procedures for the introduction of the 20 mph speed limits within the Hesketh Park area, Southport amounting to approximately £24,500 will be funded from 2014/15 Capital Local Safety Scheme budget.

**Implications:**

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

<table>
<thead>
<tr>
<th>Legal</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resources</td>
<td>None</td>
</tr>
<tr>
<td><strong>Equality</strong></td>
<td></td>
</tr>
<tr>
<td>1. No Equality Implication</td>
<td>✓</td>
</tr>
<tr>
<td>2. Equality Implications identified and mitigated</td>
<td></td>
</tr>
<tr>
<td>3. Equality Implication identified and risk remains</td>
<td></td>
</tr>
</tbody>
</table>

**Impact on Service Delivery:** Nil

**What consultations have taken place on the proposals and when?**

The Head of Corporate Finance and ICT (FD3172/14) has been consulted on the report. It is noted the estimated cost of implementing 20 mph speed limits within the Hesketh Park area, will be funded from 2014/15 Capital Local Safety Scheme budget.

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The Head of Corporate Legal Services (LD 2464/14) have been consulted and have no comments on the report.

Are there any other options available for consideration?
No

**Implementation Date for the Decision**
Immediately following this committee meeting.

**Contact Officer:** Joe Dwyer – Senior Engineer (Traffic Management & Road Safety)
**Tel:** 0151 934 4394
**Email:** joe.dwyer@sefton.gov.uk

**Background Papers:** Cabinet Member- Transportation 26th February 2014 entitled ‘Proposed 20mph speed limit programme for 2014/15

**Introduction**

1.1 At his meeting of the 26th February 2014, Cabinet Member- Transportation approved the progression of the Local Safety Scheme Programme to include 20 mph speed limit areas. Eight, 20 mph speed limit areas were identified in the 2014/15 Local Safety Scheme Review. One of the residential areas identified was the Hesketh Park area, Southport. The areas were prioritised based on the number of recorded injury accidents in the last three years. At the time of the review the area revealed 11 recorded injury accidents in the last three years, one accident resulted in serious injury. This placed the Hesketh Park area at number five in the priority list.

1.2 In April, this year, approval was sought to consult with residents living in the Hesketh Park area, Southport. Members approved the proposed consultation. In June / July this year 4147 consultation packs were hand delivered to residents and businesses in the area. The closing date for returned questionnaires was Friday 1st August 2014.

2.0 **Consultation results**

2.1 Out of the 4147 consultation packs delivered, a total of 1121 questionnaires were returned. This equates to a return rate of 27%.

2.2 Residents were asked one specific question: “Are you in favour of the proposed 20 mph speed limit?” YES / NO, the results of the consultation is shown below in Table 1.

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>% Yes</th>
<th>% No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you in favour of the proposed 20 mph speed limits?</td>
<td>710</td>
<td>411</td>
<td>63%</td>
<td>37%</td>
</tr>
</tbody>
</table>

**Table 1 Hesketh Park area, Southport – Resident’s response, (Yes/No), for proposed 20 mph speed limits**

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Results based on 1121 returned questionnaires, a return rate of 27%

2.3 The above findings in Table 1 reveal that a large majority, (63%) of residents who returned their questionnaires are in favour of a 20 mph speed limit for the roads contained in the area as shown on the plan in Annex A.

2.4 As part of the consultation exercise, the views of the Emergency Services, the Fire Service and Ambulance Service raised no objections nor made any comments. The latest statement from Merseyside Police applies to all proposed 20 mph speed limit areas in Sefton, not just Southport, and is as follows:

“Merseyside Police supports any measures that improve Road Safety, or benefit members of the community. Merseyside Police welcome any reduction in speed, which may drive down the number of people killed or seriously injured on our roads. However, these zones need to be managed carefully in order to avoid raising the community’s expectations that the police will automatically enforce them if recidivist offenders ignore the signs. We will continue to work closely with local road safety teams to make the roads of Merseyside a safer place and to deal positively with a small number of offenders who continue to drive with a complete disregard for others.

Merseyside Police will take a responsible and proportionate approach to enforcement of 20mph limits based on their assessment of risk to individuals, property and the seriousness of any breach. With the above in mind Merseyside Police have no objections to your proposals.”

2.5 Although the Emergency Services did not raise any objections, Merseytravel did object to category A and B roads being made 20 mph where such roads formed part of a bus route. Their objection dated 14th August 2014 is detailed below in paragraph 3.3.

3.0 Objections

3.1 Consultation documents were delivered between 30/6/2014 and 11/7/2014, giving residents 3 weeks to return their questionnaires by Friday 1st August 2014. The consultation documents provided residents with an opportunity to object during this period. In addition to the consultation documentation, legal adverts were placed in local newspapers and site notices were erected throughout the area advertising the council’s intentions. The objection period advertised in the local press ended Friday 22nd August 2014.

3.2 There were many enquiries and emails in relation to all the 20 mph schemes and this scheme attracted many positive comments from residents in support of the lower speed limit. However, there were a total of 60 individual letters of objection received from the Hesketh Park area, which were submitted as a result of the circulation of the consultation documents. In addition a further objection was received from an individual who lives outside the consultation area. Many residents raised similar objections and some residents raised more than one objection within the content of their letter. The same ‘type of objection’ was counted from the 61 individual responses. The total number of ‘same type objection’ is shown in brackets after the particular objection. Paragraphs 3.9 –
3.26 provide a summary of the objections received and officers responses. An objection was also received from Merseytravel and this is considered in paragraphs 3.3 – 3.7.

3.3 **Merseytravel’s objection as follows:**

“With reference to the Traffic Regulation Orders dated 24th July 2014 for the majority of roads listed, Merseytravel has no objections to your proposals.

However there are a number of A and B roads contained on the list. I can appreciate that these types of roads should have temporary restrictions imposed (if they are outside a school etc at specific times of day) but not outside these times.

Buses operate on various road categories throughout the area and through built up housing estates 20mph should be the norm which we would naturally support.

*But not on the roads commented on above*."

3.4 Members should be aware that the ‘A’ roads in the Hesketh Park area that Merseytravel are objecting to are:

A5267 ‘little’ Cambridge Road / Manor Road and Mill Lane and the ‘B’ roads are: B5280 Park Crescent and Queens Road.

With regard to the A5267 ‘little’ Cambridge Road – Mill Lane route, Members will recall that the recommendation in a report to Southport Area Committee dated 4th December 2013, entitled “Southport 20 mph zones - strategic routes was as follows:

“Given the strategic importance of providing a link between Preston New Road and Roe Lane, the relatively good road traffic collision record and acceptable 85%ile speeds, it is considered appropriate that the (Little) Cambridge Road – Manor Road – Botanic Road – Mill Lane route should continue to be identified as one of the Southport distributor roads and that the speed limit should remain 30mph”.

**However, following debate by Southport Area Committee, Members resolved that:**

1. The Cabinet Member - Transportation be requested to approve a reduction in the speed limit to 20mph along the section of the A5267 between the Roe Lane/Mill Lane junction and the Manor Road/Cambridge Road junction;

2. The concerns of residents, particularly in Mill Lane, about the volume and speed of traffic are acknowledged;

3.5 Therefore, because Members resolved in December 2013 to make Mill Lane / Manor Road / Botanic Road and ‘little’ Cambridge Road 20 mph, this has been included in the Hesketh Park and Crossens area consultations.

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3.6 Buses travelling along the length of the A5267 at 30 mph, between Roe Lane and Cambridge road, a distance approximately 0.5 miles would take 1 minute. At 20 mph the same journey would take buses 1 minute and 30 seconds. This 30 second delay is not taking into account time taken at bus stops etc. For this section of the route it is highly unlikely that buses would travel at 30 mph for more than a few seconds anyway. Therefore it is considered that little if any delay will be encountered by buses on this small section of their route as a result of the proposed restriction.

3.7 With regard to the B5280 route of Park Crescent and Queens Road, Ward Members may also recall that in a previous 20 mph consultation they requested that Hoghton Street be subject to 20 mph. Queens Road and Park Crescent is the continuation of Hoghton Street, therefore it makes sense to make these two roads 20 mph for consistency, and to avoid confusion among road users. Queens Road is also a busy residential area with some shops and a 20 mph speed restriction would benefit many visitors to the area. It is also considered that little if any delay will be encountered by buses on this small section of their route as a result of the proposed restriction.

In view of the above it is recommended that Members discount Merseytravel’s objection.

3.8 In addition to the Merseytravel objection the following issues were also raised by individuals in response to the consultation.

3.9 ‘The proposed 20 mph speed limits will not be enforced’ (22 objections of this type)

The police response, shown above in paragraph 2.6, supports 20 mph speed limits in Sefton’s residential areas. A section of the statement reads:

“Merseyside Police will take a responsible and proportionate approach to enforcement of 20mph limits based on their assessment of risk to individuals, property and the seriousness of any breach”.

Therefore, it is clear from the above police statement that speed enforcement will be carried out by the police if appropriate. However, regardless of any police enforcement of the 20 mph speed restriction, statistics from other 20 mph schemes that other councils throughout the country have revealed that 20 mph signed only speed limits in residential areas improve road safety by reducing traffic speed and accidents.

3.10 ‘The proposed 20 mph speed limits are only suitable for minor residential roads’ or only outside schools and shops’ or certain roads should remain 30 mph (26 objections of this type)

DfT Circular Roads – Setting Local Speeds 2013 recommends 20 mph speed limits on residential roads and on roads that are “primarily residential in nature”. In addition, Central government is encouraging local authorities to implement 20 mph ‘signed only schemes’ in residential areas. Many local authorities have taken this up as their ‘default speed limit’ for residential areas because of their relatively low cost, (when compared with traditional area wide traffic calming schemes using speed humps, etc). They are also more popular with the majority
of residents. More importantly they have shown to be effective - as proven by research into earlier 20 mph signed only areas that have been implemented in many parts of the country.

The majority of roads in the Hesketh Park area, Southport are primarily residential in nature therefore it was decided to introduce a blanket 20 mph speed limit because research into earlier 20 mph signed only schemes in many parts of the country found that larger areas are more effective in reducing speed and accidents and lead to less confusion amongst road users as to what the speed limit actually is. Eventually, nearly all of Sefton’s residential roads will be 20 mph making it much easier for road users to acknowledge.

3.11 “There will be an increase in accidents if 20 mph speed limits are introduced due to various factors, such as reckless overtaking / tailgating / looking at speedometer, etc,” (5 objections of this type)

Findings from DfT / Atkins - 20 mph Speed Limits in Portsmouth Final Report, 2010 have proven otherwise with a 13% reduction in accidents and a 15% reduction in casualties. Overall there were 22% fewer casualties in Portsmouth after 2 years of wide-area 20 mph speed limits. In addition, average traffic speed on some roads was reduced by as much as 7 mph. Warrington Borough Council achieved an injury collision reduction in their three combined 20 mph trial areas equating to a “9 injury collision reduction in a 12 month period (1)”. Other councils have found similar successes regarding a reduction in accidents in the 20 mph signed only schemes that they have introduced. This is why Sefton Council made it policy that wherever possible 20 mph should be the speed limit in residential roads.

(1) Taken from Warrington Borough Council, 20 mph Speed Limit Pilots, Evaluation Report 6.10.10.

3.12 “The proposals are a waste of money” or “Money should be spent on services such as libraries, Health Centres, filling pot-holes, more policing, etc”. (24 objections of this type)

Funding for 20 mph speed limit areas is provided by Central Government and is earmarked specifically for accident reduction / traffic calming. It is not taken from local taxes that pay for services such as libraries, fixing potholes, policing, etc. The funding cannot be used on anything else. 20 mph signed only schemes are considerably less expensive than traditional mass traffic calming schemes using speed humps, etc. Currently, DfT Transport Analysis Guidance, ‘The Accidents Sub- Objective, TAG Unit 3.4.1, Table 4a gives an average value of prevention per road accident by severity on all road classes of £104,720 – based on 2010 prices. The taxpayer pays for each of these injury accidents. Therefore, even if only one accident is saved, the scheme will have paid for itself because it cost less than the average cost to the taxpayer of one injury accident. It is very likely that more than one accident will be saved if the scheme goes ahead resulting in even bigger cost savings to the taxpayer.

3.13 “There is no justification for the lower speed limits based on the accident or speeding record in this area” and “the scheme will not work!” (24 objections of this type)
The accident record for the last 3 years explained in paragraph 1.1 of this report revealed 11 accidents. This area of Southport was one of eight residential areas in Sefton identified as having a high number of accidents in the annual local safety scheme review compared with other residential areas in Sefton. The number of accidents occurring in the last three years was enough justification for the proposals. With regard to objections stating “the scheme will not work”, the findings from pilot 20 mph areas and other earlier 20 mph signed only areas have proven otherwise. *(1)* “A trial in Scotland of 20 mph (32 kph) limits without traffic calming measures at 78 sites found reductions in speed and casualties, concluding that such limits offer a low cost option for promoting road safety”. In another study, *(2)* “thirteen 20 mph zones in London were found to have reduced casualties by 41.9%”.

*(1)* Taken from “Pilkington, P. (2009), Lowering the default speed limit in residential areas: opportunities for policy influence and the role of public health professionals, Injury Prevention, 15, 352–353. http://injuryprevention.bmj.com/content/15/5/352.extract”

And


Based on the evidence surrounding the success of 20 mph signed only speed limit areas in other parts of the country as shown above, Sefton Council agreed a policy to make the majority of residential roads 20 mph in 2011.

### 3.14 “There will be an increase in air pollution / fuel consumption / cannot drive big cars in 4th gear.” (7 objections of this type)

A Report entitled ‘An illustrated guide to traffic-calming’, by Dr. Hass-Klau found that fuel use and CO₂ emissions fell by 12% when a 30km/h (18.6 mph) scheme was introduced in Germany. “Car drivers on average changed gears 12% less often, braked 14% less often and required 12% less fuel”. Drivers of cars with larger engines that may labour when driving at 20 mph in 4th gear only need to change to a lower gear. The fuel saving for larger cars in lower gear is still achievable because driving at a steady 20 mph results in less acceleration which in turn saves fuel. Buses have large engines yet there have been no complaints or objections from bus operators. In addition to the allegations of increased CO₂ emissions, Sefton Council’s own Environmental Protection Department’s monitoring of air quality has shown air quality to be within national air quality standards.

### 3.15 “The lower 20 mph speed limit will lead to congestion and much slower journey times” (6 objections of this type)

*Lower speeds increase road capacities, because the bunching effect common at junctions is reduced as traffic flow improves. That’s why urban motorways often have a 40 or 50 mph speed restriction, as opposed to 70 mph. Research has shown that an urban journey of three miles that would normally take 30 minutes in a 30 mph limit would only increase to 33 minutes in a 20 mph speed limit. At*
20 mph cars can take up less space due to shorter gaps, this in turn eases traffic flow. Traffic will still flow but at a slower speed. In addition, it does not take too long driving on residential roads before a main distributor route is found.

*Living Streets – Myth buster.

3.16 "Will result in unsightly signs everywhere” (2 objections of this type)

If the 20 mph scheme is progressed the signs will be installed in accordance with the requirements of the Traffic Regulations Manual for speed limits. Two 600mm diameter 20 mph / 30mph roundels will be mounted on poles opposite each other within 20 metres of the junction where there is a change in the speed limit. Throughout the area 300mm diameter 20mph repeaters will be mounted on lamp columns every 200 metres. The council could use road markings on entry and at regular spacing along the roads or bigger entry and bigger repeater signs but this would cost more and increase ‘sign clutter’. However, signage is being kept to a minimum to reduce ‘sign clutter’ but it still needs be in accordance with the regulations, which are mandatory.

3.17 “The lower speed limits are just a means of increasing revenue through more speeding fines” (1 objection of this type)

The police do not receive any revenue through speeding fines. This money goes direct to central government. The level of police enforcement for 20 mph speed limit areas will be the same as 30 mph speed limit areas. The police will only carry out targeted enforcement based on complaints from the community or a rise in accidents.

3.18 “Hesketh Drive and Park Avenue should remain 30 mph as these form part of designated HGV route” – (4 objections of this type)

Although it is acknowledged that both Hesketh Drive and Park Avenue form part of a designated HGV route. Both roads are residential and are centrally located within the proposed 20 mph area. HGV drivers are not exempt from the new 20mph restriction. If the 20 mph speed limit is approved it will, reduce HGV speed as well as other vehicular traffic. This will result in quieter, safer roads.

3.19 “Because Queens Road is to be made 20 mph, traffic will divert along Albert Road” – (4 objections of this type)

Four residents suggested that Queens Road would cope better with the traffic if the speed limit remained at 30mph and argued that Albert Road would not cope with the extra traffic displaced from Queens Road because it has been made 20 mph. In response to this, it should be noted that Albert Road is the ‘through’ route (A565) Lord Street/Albert Road/Park Crescent/Cambridge Road and then Preston New Road. Queens Road is more residential and therefore carries more residential traffic. It is also a busy shopping area. Queens Road also continues onto Hoghton Street which is 20 mph as Members previously requested.

3.20 “The council has not adhered to the guidance given in Department for Transport (DfT) Circular Roads – Setting Local Speeds, January 2013”. (1 objection of this type)

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In response to the above objection, attention is drawn to Paragraph 97 and Table 1 taken from the above DfT document. Summary as follows:

“97. The implementation of 20 mph limits over a larger number of roads, which the previous Speed Limit Circular (01/2006) advised against, should be considered where mean speeds at or below 24 mph are already achieved over a number of roads. Traffic authorities are already free to use additional measures in 20 mph limits to achieve compliance, such as some traffic calming measures and vehicle activated signs, or safety cameras. Average speed cameras may provide a useful tool for enforcing compliance with urban speed limits.

And….

“Table 1 Speed limit in urban areas – summary”

<table>
<thead>
<tr>
<th>“Speed limit”</th>
<th>“Where limit should apply”</th>
</tr>
</thead>
<tbody>
<tr>
<td>20mph</td>
<td>“In streets that are primarily residential and in other town or city streets where pedestrian and cyclist movements are high, such as around schools, shops, markets, playgrounds and other areas, where motor vehicle movement is not the primary function”.</td>
</tr>
</tbody>
</table>

The majority of the roads in the Crossens area are roads where motor vehicle movement is “not the primary function”. Therefore, the council has ‘in the main’ complied with the guidance given above in DfT – Circular Roads, Setting Local Speeds. However, it must be stressed that this is guidance and is not mandatory. Additionally, the average speed in the majority of the residential roads is likely to be at or below 24 mph due to the nature of the road and the number of parked vehicles. Additional measures may be used in future years, (depending on available funding and priorities) if it is found through local safety reviews that speeds and collisions are still high on some of the busier roads contained within the 20 mph area.

3.21 “Members of the public will not be in a position to voice their formal objection to the proposed actions after having allowing proper discussion by elected members or having been present at such discussion in the Area Committee”. (1 objection of this type)

Residents have had ample opportunity to object since the consultation documents were sent out. Residents in the Crossens / Birkdale and Hesketh Park areas of Southport would have received their consultation documents by 14th July 2014. This gave residents in these areas 21 days to return their questionnaires and object if they chose to do so. The closing date for the returned questionnaires and objections being Friday 1st August 2014. In addition site notices were erected and adverts placed in the local press on 30th July 2014 with the closing date for objections being Friday 22nd August 2014. This gave the public or residents living outside the proposed areas 21 days to object. Residents living in the proposed areas have had more than 21 days, i.e. from the 14th July 2014 to 22nd August 2014 to send in their objections. Also the public can raise
questions that can be discussed at the meeting before the area committee meeting commences and these are read out at the meeting.

3.22 “The proposed order is flawed as it does not include all the residential roads which are shown in the consultations”. He cites ‘Alexandra Road and Abbey Gardens’ as examples of roads not shown in the press adverts of the Southport and Formby Champion issue date 30/7/2014. (1 objection of this type)

Traffic Services are aware of this. Investigations have shown that the above two roads have been omitted from the press publications. This was an error in the press publications - not the submitted Traffic Regulation Order, (TRO) sent to the press from the Council. The above two roads will be advertised in the local press when the next round of 20 mph speed limit areas are rolled out.

3.23 Suggestion that the three Lord Street Service roads have been omitted from an earlier scheme because “Officers found that in doing so, it was a neat solution in terms of not having to place additional signs in the conservation area”. (1 objection of this type)

The Lord Street Service roads ‘Portland Street to Duke Street’ and ‘Manchester Road to Union Street’ were omitted by mistake from previous schemes that were progressed in 2012/13. As such they need to be advertised in the local press as part of the legal process. To save money it was decided to advertise these ‘missing’ roads in the next round of 20 mph adverts, which in this case, was the advert to Formby and Southport Champion dated 30/7/2014. Therefore the Lord Street Service roads will be signed accordingly for 20 mph speed limits.

3.24 Lord Street Service Roads “are not roads where it was observed that speed was an issue” (1 objection of this type)

The response in paragraph 3.10 above addresses this observation.

3.25 Concerns about the Traffic Regulation Order “Cambridge Road – its entire length” (1 objection of this type)

‘Cambridge Road – its entire length’, is an administrative error in the press advert, Traffic Regulation Order dated 30/7/14. The Order should have read “Cambridge Road – Preston New Road to Botanic Road”. If the scheme is approved at this meeting, the second press advert which confirms the Traffic Regulation Order will state the correct length of road. Members wanted this section of Cambridge Road made 20 mph as resolved at the meeting of Southport Area Committee in December 2013 as explained in paragraph 3.4 of this Report.

3.26 Impact on journey times of local bus services. (1 objection of this type)

The responses in paragraphs 3.4 to 3.7 above addresses this observation.
4.0 Scheme Costs

4.1 The cost of implementing the scheme is funded wholly from the 2014/15 Local Transport Plan, Local Safety Schemes Capital Programme budget. The breakdown of the costs is as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs and poles (approx)</td>
<td>£20426</td>
</tr>
<tr>
<td>Legal / advertising cost for TRO</td>
<td>£1000</td>
</tr>
<tr>
<td>Delivery Cost</td>
<td>£806</td>
</tr>
<tr>
<td>Envelopes</td>
<td>£232</td>
</tr>
<tr>
<td>Printing cost</td>
<td>£1268</td>
</tr>
<tr>
<td>Return mail cost (approx)</td>
<td>£560</td>
</tr>
<tr>
<td><strong>Total, (approx)</strong></td>
<td><strong>£24292</strong></td>
</tr>
</tbody>
</table>

5.0 Proposal / Recommendation

5.1 Due to the overall support for the proposed signed only 20 mph speed restricted area from residents and businesses in the Hesketh Park area, Southport it is recommended that Members support the scheme. 63% of residents who responded were in favour of the proposals.

5.2 Members should be reminded that it is Sefton policy to implement ‘Borough-wide’ 20 mph signed only speed restrictions in residential areas as approved at Southport Area Committee / Cabinet Member Transportation 28/9/2011 and 3/10/2011. It is also worth noting that the main reason they are being introduced is other areas have proven that they are effective in reducing speed and casualties. In addition, they promote and encourage alternative more sustainable forms of transport and produce safer, quieter and cleaner, (less emissions / less traffic noise), communities for all residents.

5.3 In order to simplify Sefton’s Traffic Regulation Orders, current Orders which exist on any of the roads affected by this proposal will be revoked, and new Orders made incorporating the new amendments. In this respect, the following Order will be revoked and replaced with a new Order:-

‘Metropolitan Borough of Sefton (VARIOUS ROADS) (20 MPH SPEED LIMIT) - (No. 2) ORDER, 2013’