OFFICER DECISION REPORT – NEW PEDESTRIAN CROSSING (TRAFFIC REGULATION NOTICE) (TRO)

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PRELIMINARY CONSULTATION (Cabinet Member for Sustainable Transport Delivery)

PREPARED BY: Traffic Management Team, Highways and Traffic Group

TITLE OF REPORT:	**A367 Wells Road, Westfield**
PROPOSAL:	**Zebra Pedestrian Crossing**
SCHEME REF No:	**26-071**
REPORT AUTHOR:	**Gina West**

1. DELEGATION

*The delegation to be exercised in this report is contained within **Part 2 Section 2.35** of the Constitution under the **Delegations of Functions to Officers,** as follows:*

Section A	*The Chief Executive, Executive Director - Chief Operating Officer, Directors and Heads of Service have delegated power to take any decision falling within their area of responsibility…."*
Section B	*Without prejudice to the generality of this, Officers are authorised to:* *serve any notices and make, amend or revoke any orders falling within their area of responsibility.*
Section D	*An Officer to whom a power, duty or function is delegated may nominate or authorise another Officer to exercise that power, duty or function, provided that Officer reports to or is responsible to the delegator.*

For the purposes of this report, the Director of Place Management and the Head of Highways Delivery hold the delegated power to make, amend or revoke any Orders.

2. LEGAL AUTHORITY

This proposal is made in accordance with the Road Traffic Regulation Act 1984, which under Section 23 enables local highway authorities to establish crossings for pedestrians.

3. PROPOSAL

To introduce a new zebra pedestrian crossing on A367 Wells Road, Westfield just west of the junction of Orchard Close.

The proposals are shown on the attached drawing.

4. REASON

Please refer to the Statement of Reasons.

The Council has had in mind and discharged the duty (as set out in section 122(1) of the Road Traffic Regulation Act 1984) to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) so far as practicable. It has also had regard to the factors which point in favour of imposing a Zebra Pedestrian Crossing. It has balanced the various considerations and concluded that it is appropriate to promote a Zebra Crossing. The Council has also considered and discharged its network management duty under section 16 of the Traffic Management Act 2004. It has concluded that the proposed Zebra Pedestrian Crossing is consistent with that duty, having regard to its other policies and objectives.

5. IMPACT ON EQUALITIES

An Equality Impact Assessment has been undertaken in relation to the introduction of pedestrian crossing facilities, which is available upon request. The Council has had due regard to the needs set out in section 149(1) of the Equality Act 2010. It considers that the proposed Order is consistent with the section 149 public sector equality duty, which it has discharged.

6. IMPACT ON HUMAN RIGHTS

The proposals are considered to have a minimal impact on human rights (such as the right to respect for private and family life and the right to peaceful enjoyment of property). However, the Council is entitled to affect these rights where it is in accordance with the law, necessary (in the interests of public safety or economic well-being, to prevent disorder and crime, to protect health, or to protect the rights and freedoms of others), in pursuit of a legitimate aim and proportionate to do so. The proposal(s) within this report are considered to be in accordance with the law, necessary, in pursuit of a legitimate aim and proportionate.

7. SOURCE OF FINANCE

This proposal is being funded through the 2026/27 Local Active Travel and Safety Programme.

8. CONSULTATION REQUIREMENT

The proposal requires consultation with the Chief Constable, Emergency Services, Road Haulage Association, Freight Transport Association (Logistics UK), Parking Services, Waste Services, Ward Members and the Cabinet Member for Sustainable Transport Delivery.

9. COMMENTS RECEIVED TO DATE

Chief Constable – It is understood from the Statement of Reasons that "*Funding has been secured to install a zebra pedestrian crossing at A367 Wells Road, Westfield. This proposal aims to improve pedestrian access to local amenities and encourage active travel.*
A zebra pedestrian crossing is considered to be the most suitable form of pedestrian facility at this location, having due regard for the number of pedestrians, volume of traffic, topography, and character of the road."

It is not possible to dedicate an enforcement presence to such a restriction. The signage to be introduced to heighten motorist awareness of the proposed pedestrian crossing is therefore of importance. Any enforcement will be targeted, and intelligence led.

The proposal should meet the aspirations behind its introduction.

Emergency Services – No comment.

Road Haulage Association – No comment.

Freight Transport Association – No comment.

Parking Services – No comment.

Waste Services – No comment.

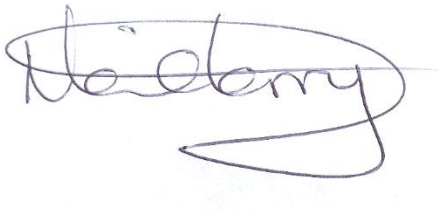
Public Transport - No comment.

Ward Members

Councillor Eleanor Jackson - No comment.

Councillor Robin Moss – No comment.

REPORT APPROVED FOR CIRCULATION TO CABINET MEMBER FOR SUSTAINABLE TRANSPORT DELIVERY.



Neil Terry
Team Manager - Traffic Management & Network

Date: 28/10/2026