

**Thornton Corridor Study**  
**Ince Road, Brook Road, Virgins Lane and Southport Road**  
**Consultation Results – Members Briefing**  
**July 2018**

## 1.0 Introduction

The opening of Broom's Cross Road in August 2015, brought changes to traffic and travel patterns in the Thornton area. Since the road opened residents have been getting in contact and telling us about the issues they are experiencing. Some of the issues we are hearing about are long standing issues and some appear to be due to recent changes in travel patterns. In response to this the Council has undertaken an extensive assessment of the traffic conditions within the area in order to address the issues raised. The outcome of this work is the Thornton Corridor Study. From this corridor study a short term action plan was developed.

This short term action plan included options to alleviate the problems with speeding and rat-running traffic which residents have been telling us about along Ince Road, Brook Road, Virgins Lane and Southport Road. Residents of those roads were consulted on proposed traffic calming measures in December 2017- January 2018. This report sets out the results of the consultation. The analysis and reporting of the consultation results was delayed while the monitoring and consultation on the Edgemoor Drive trial closure was carried out.

## 2.0 The Consultation

2.1 During December 2017, 239 properties in the consultation area as shown in **Appendix A** received a consultation pack, which outlined the options to be considered as part of this consultation. The consultation pack which is included in **Appendix B**, was delivered by hand to each household in the consultation area. The consultation provided 2 options for residents, as shown below in Table 1. Residents were able to respond to the consultation by returning the paper form to Sefton Council in the pre-paid envelope included in the consultation pack, or to fill in an electronic form on the Sefton Council Website. The consultation pack was offered in the following formats:

- Large Print
- Easy Read
- Audio
- Different languages

The closing date for the consultation was Friday 2<sup>nd</sup> February 2018.



	<b>Table 1</b> Description	Your preferred option
A	<b>Traffic Calming on Ince Road, Brook Road, Virgins Lane and Southport Road:</b> Install traffic calming features such as speed cushions, humps or raised tables.	
B	<b>No immediate action:</b> No measures implemented. Traffic conditions will be kept under review and further surveys undertaken over the next year.	

2.2 The following statutory bodies were also consulted and received a consultation pack:

- Merseyside Police
- North West Ambulance Service
- Merseyside Fire & Rescue Service

2.3 The numbers of responses received are summarised below.

- A total of 186 responses were received
- A total of 143 responses were made by paper forms and 43 via the online form
- A total of 181 valid responses were received from residents both on line and via postal returns
- 5 recorded responses were invalid because they were either a duplicate response (i.e. filled out on line and via paper form) or no name or address was provided.
- 1 respondent was not within the consultation area
- Many detailed responses and comments were also provided



### 3.0 Consultation Results

- 3.1 Overall there were 181 responses to the Consultation. One respondent was from outside the consultation area and voted Option A Traffic Calming. Of the responses within the consultation area 107 respondents from 75 households voted for Option A Traffic Calming and 73 responses from 52 households voted for Option B No Immediate Action. There was a clear majority in favour of introducing traffic calming.
- 3.2 **Table 1.0** sets out the consultation results by road within the consultation area. As the table illustrates, the responses from five different roads were in favour of **Option A – Traffic calming** as follows:
1. Ince Road
  2. Sefton Drive
  3. Brenda Crescent
  4. Woodland View
  5. Southport Road
- 3.3 Of those five roads, traffic calming was proposed on two roads, Ince Road and Southport Road
- 3.4 Two roads had a 50/50 split in responses as follows:
1. Virgins Lane
  2. Quarry Road
- 3.5 Although the number of responses from Virgins Lane and Quarry Road seems low in comparison to other roads, the number of returns is reflective of the numbers of properties along the road. Virgins Lane has 11 properties along the length of the road which were all consulted and 5 households provided a response, this is a response rate of 45%. Seven properties along Quarry Road were consulted and responses from 3 households were received, a response rate of 42%.
- 3.6 Of the two roads which had a 50/50% split, traffic calming was proposed on one of the roads; Virgins Lane.
- 3.7 Four roads were in favour of **Option B – No Immediate Action** as follows:
1. Brook Road
  2. Chellowdene
  3. Park Drive
  4. Park View
- 3.8 Of those four roads above which were in favour of Option B no immediate action, traffic calming was proposed on one of those roads; Brook Road. The returns from Brook Road may seem low but again this is reflects the fact there are 6 houses along this road. A total of 5 households provided a response making a response rate of 83%.

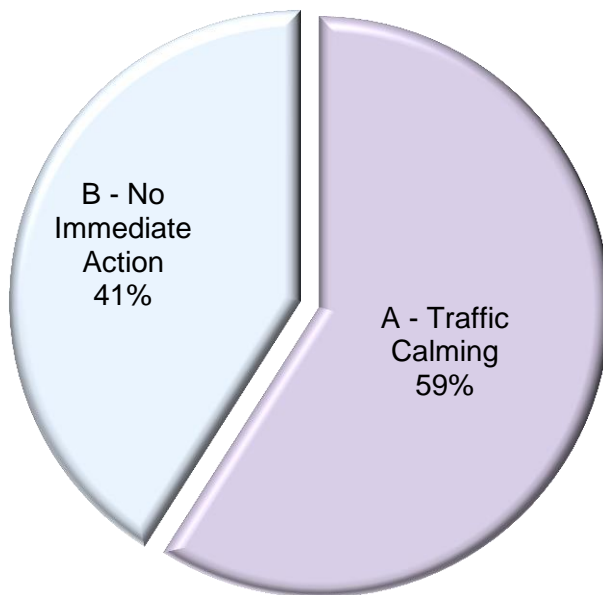


Within Table 2.0 below the heading 'Responses received' is the number of valid responses in favour of that particular option, 'P' is the number of properties who returned a valid response.

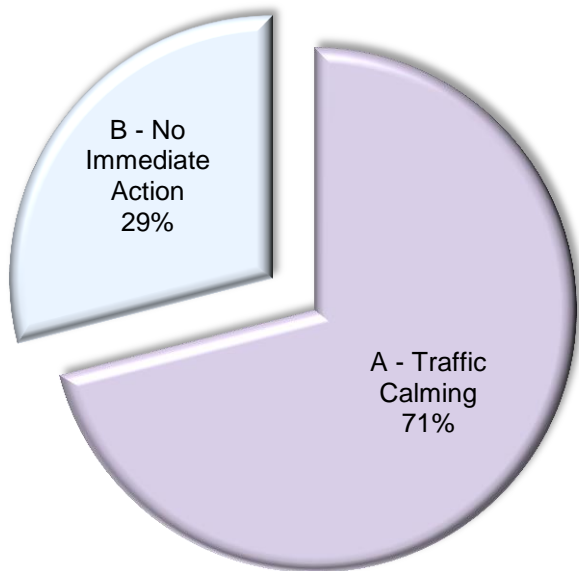
<b>Table 2.0 Responses within the consultation area by road</b>			<b>A – Traffic Calming</b>			<b>B – No Immediate Action</b>		
Road	Responses received	P	Responses received	P	%	Responses received	H/H	%
Virgins Lane	6	5	3	3	50%	3	2	50%
Ince Road	58	38	41	25	71%	17	13	29%
Brook Road	9	5	3	2	33%	6	3	67%
Chellowdene	9	6	2	1	22%	7	5	78%
Sefton Drive	17	13	12	9	71%	5	4	29%
Brenda Crescent	23	17	13	10	57%	10	7	43%
Woodland View	17	12	10	8	59%	7	4	41%
Park Drive	6	5	2	2	33%	4	3	67%
Park View	4	4	1	1	25%	3	3	75%
Southport Road	27	19	18	13	67%	9	6	33%
Quarry Road	4	3	2	1	50%	2	2	50%
Total	180	127	107	75	59%	73	52	41%
<input type="checkbox"/> Option A Vote			<input type="checkbox"/> Split Vote			<input type="checkbox"/> Option B Vote		



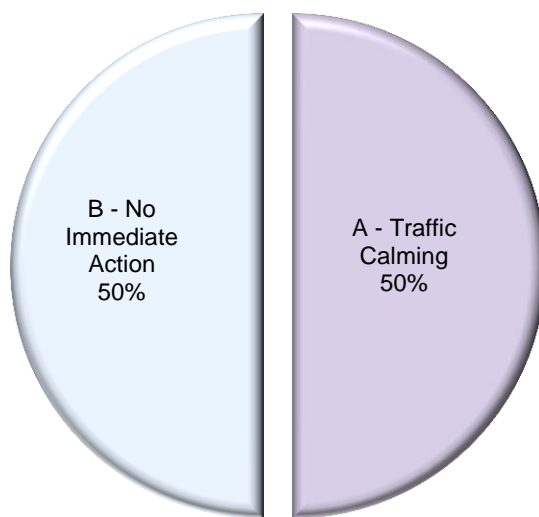
### Responses within the consultation area All Roads



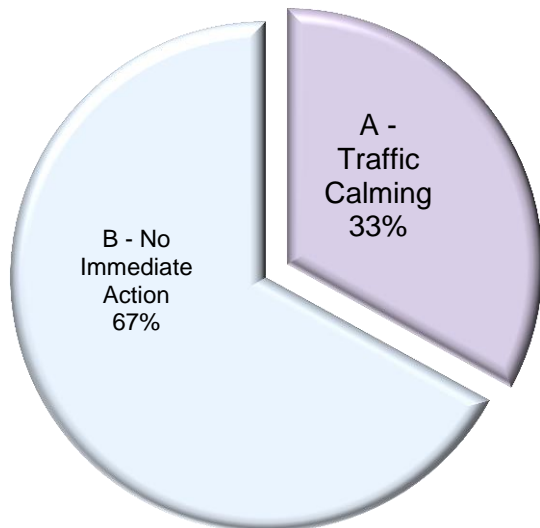
### Responses from Ince Road



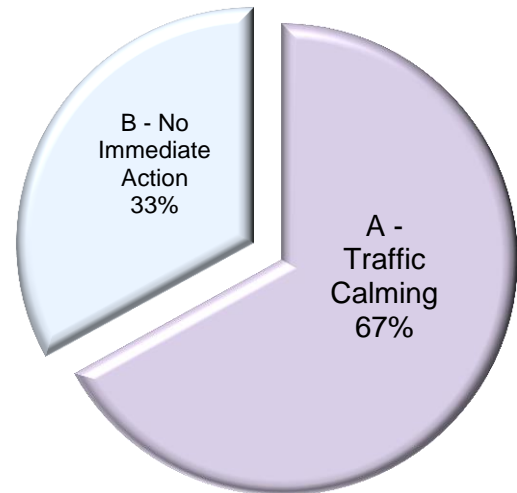
### Responses from Virgins Lane



### Responses from Brook Road



### Responses from Southport Road



## 4.0 Respondents Comments

- 4.1 Many respondents took the time to provide detailed comments on the consultation. Key issues which have been mentioned within the comments have been summarised below to provide an overview of the frequency of mentions. From this we can see that speeding and rat running and are the most mentioned issues.

Issue	Number of Mentions
Speeding	17
Rat-running	8
Poor driver behaviour	5
Footway Parking	4

## 5.0 Suggested Traffic Management Options

- 5.1 Some of the comments received included suggestion for alternative traffic management options as follows:

### 5.2 Closure of Southport Road

This option had previously been considered but was reviewed again following consultation, however the Council decided not to take this forward as the traffic count data and speed data did not provide adequate justification for closing the road.

### 5.3 Variable Message sign

The installation of a variable message sign on the approach to the junction at Moor Lane / Edge Lane / Virgins Lane / Quarry Road is included as an action in the Thornton Corridor Short Term Action Plan.



#### 5.4 **Average speed cameras / improved enforcement of 20 mph speed limit**

Average speed cameras would not be viable for such a short stretch of road due to the installation, monitoring and enforcement costs.

#### 5.5 **Additional and larger speed limit signs**

20 mph signs are standard sizes and are installed at set distances as determined by the Department for Transport. Therefore any larger signs would be classed as non-standard and therefore not permitted.

#### 5.6 **Review of junction signals**

The review of the signal timings at the junction of Moor Lane / Edge Lane / Virgins Lane / Quarry Road is included as an action in the Thornton Corridor Short Term Action Plan.

#### 5.7 **Make the whole area resident only or access only**

There are a number of issues associated with this proposal that make this option unlikely to be viable. The primary issue is that an 'Access Only' sign would require a Traffic Regulation Order (TRO) to be requested and advertised. Such a TRO requires the support of Merseyside Police, who no longer support this type of order due to the difficulty (in terms of resources) of enforcing. A traffic restriction of this nature is enforced by the Police and not the Local Authority.

#### 5.8 **Pedestrian crossing at Ince Road / Green Lane junction**

This is being investigated as part of the Thornton Corridor Short Term Action Plan.

### 6.0 **Conclusions**

6.1 The results from the public consultation show that the majority of respondents were in favour of **Option A – Traffic Calming on Ince Road, Brook Road, Virgins Lane and Southport Road**. However, not all the roads included in the proposed traffic calming scheme were in favour. Therefore, it is proposed to develop a traffic calming scheme which includes only those roads who expressed a majority preference in favour of traffic calming – Ince Road and Southport Road.

In-line with the consultation results the Council will be taking forward:

Option A – Traffic Calming on the following roads:

Ince Road

Southport Road

6.2 This option would see the installation of traffic calming features on Ince Road and Southport Road. The features would be dependent on the topography but could include speed cushions, speed humps or raised tables.



The **advantages** of this option are as follows:

- Likely to reduce traffic speeds and make route less attractive for rat-running, reducing rat-running traffic and thus overall traffic volume.

The **disadvantages** of this option are as follows:

- Unlikely to deter all rat-running traffic.

## 7.0 Next Steps

- 7.1 A traffic calming scheme for Ince Road and Southport Road will be developed for discussion with Cabinet Member and Ward Councillors. The scheme will also be the subject of a report to Licensing and Regulation Committee on 24<sup>th</sup> September 2018. Subject to approval at this Committee the work will be implemented, with the aim to substantially complete the works by the end of this financial year.

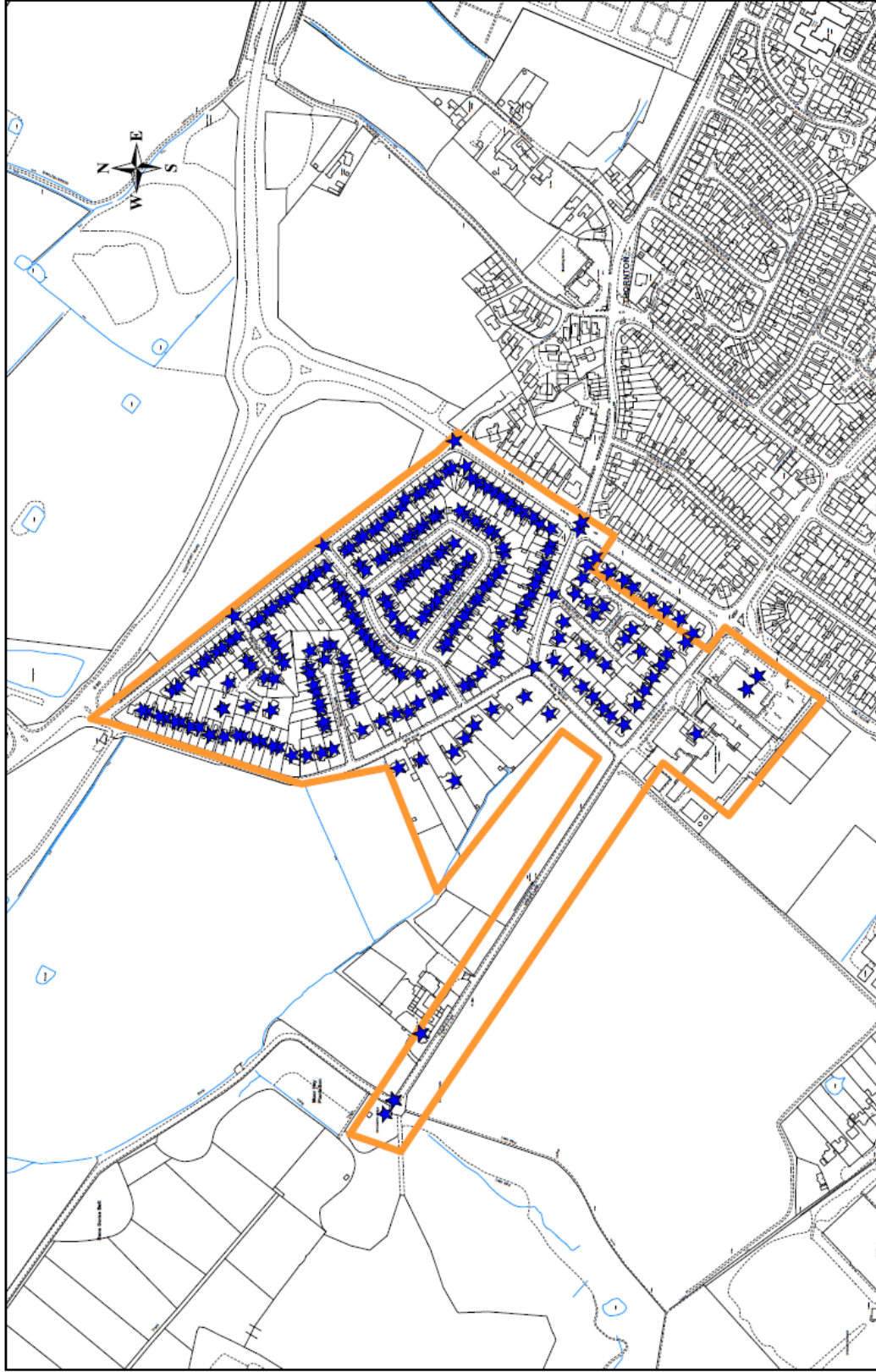




## List of Appendices

- A Consultation Area
- B Consultation Pack





Sefton Council  
Magdalen House  
30 Trinity Road  
Bootle, L20 3NU

**Ince Road / Brook Road / Virgins Lane  
Consultation Area**

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Ordnance Survey

Properties 



# Thornton Corridor Study

## Ince Road, Brook Road, Virgins Lane and Southport Road Consultation

You have told us that there are traffic issues in your area. In response to this we have completed the Thornton Corridor Study. The study looks at the traffic issues in the corridor and looks at options to help to solve the issues. If you would like to read more about this please visit [sefton.gov.uk/thorntoncorridor](http://sefton.gov.uk/thorntoncorridor).

The main issues in your area you have told us about are a general increase in traffic over the last few years, rat-running and speeding vehicles. You have reported this happening along Ince Road and the service road length of Southport Road.

We have collected traffic data for the Thornton Corridor Study and this showed an increase in traffic volumes along Ince Road from 1,000 to 1,350 vehicles per day an increase of 350 vehicles per day, over the last few years. Our data have also told us that vehicles significantly exceed the speed limit of 20 mph.

Along the service road length of Southport Road our traffic data showed an increase in vehicles using the road from 135 to 180 vehicles per day, an increase of 45 vehicles per day, over the last few years. Our data also told us that some vehicles exceed the speed limit of 20mph.

We have discussed the outcome of the Thornton Corridor Study with the Council's Cabinet Member for Locality Services and your local Ward Councillors. Having viewed a range of options for Southport Road and Ince Road area, we have identified traffic calming as the most appropriate treatment to address the problems and issues you told us about.

Alternatives such as road closures or one way systems have been considered but have not been proposed at this stage as the traffic data we have does not justify schemes of that nature. Whilst they would have a positive impact in preventing rat-running, they would also have a detrimental effect on residential traffic, local journey times and access for local residents.

In addition a closure at the Southport Road / Park View junction has not been proposed at this stage, as the estimated number of vehicles that this measure would be expected to prevent from rat-running is relatively low compared to the level of inconvenience to residential traffic, and it is therefore difficult to justify at this moment.



To allow you to make an informed decision we have provided information which outlines the advantages and disadvantages of traffic calming and we invite you to think about whether you would like traffic calming or not.

**Please make sure you carefully read over all the information so you can fully understand the advantages and disadvantages of traffic calming before choosing your preferred option.**

The information pack is as follows:

- Scheme descriptions for options A and B outlining the advantages and disadvantages. This is not in any order of preference.
- Scheme plan for option A.
- A Questionnaire for you to complete and return to us by:

**Friday 2<sup>nd</sup> February 2018**



## Descriptions for Options A to B

Option	Proposal	Description	Advantages	Disadvantages
A	<b>Traffic Calming on Ince Road, Brook Road, Virgins Lane and Southport Road</b>	Install traffic calming features such as speed cushions, humps or raised tables. Details to be finalised.	Likely to reduce traffic speeds and make route less attractive for rat-running, reducing rat-running traffic and thus overall traffic volume.	Unlikely to deter all rat-running traffic.
B	<b>No immediate action</b>	No measures are implemented. Traffic conditions will be kept under review and further surveys undertaken over the next year.	No disruption to existing traffic flows.	Does not address the reported issues of ‘rat-running’ and speeding traffic.

**If you would like to talk to someone about this consultation, or get copies of the paper form, please contact us on:**

**0345 140 0845 or email us**

**[transport.planning@sefton.gov.uk](mailto:transport.planning@sefton.gov.uk)**



Name:.....

Address:.....

Post code \_\_\_ / \_\_\_

## Please read all the enclosed information before selecting your preferred option

Please place **one** tick (✓) in your preferred option box

Option	Description	✓ your preferred option
A	<b>Traffic Calming on Ince Road, Brook Road, Virgins Lane and Southport Road.</b> Install traffic calming features such as speed cushions, humps or raised tables	
B	<b>No immediate action.</b> No measures implemented. Traffic conditions will be kept under review and further surveys undertaken over the next year.	

If you tick more than one option your vote **will not** be counted

Each adult in your household can respond to the consultation – Need more forms? Email us at

[transport.planning@sefton.gov.uk](mailto:transport.planning@sefton.gov.uk)

You can also respond to the consultation on line at

[www.sefton.gov.uk/thorntoncorridor](http://www.sefton.gov.uk/thorntoncorridor)







## How we will use your data

We thank you for participating in this consultation and we value your contribution. We do however recognise that the data you provide will be personal.

Any personal information that you provide to the Council as part of this consultation will be handled and used in compliance with the principles of the Data Protection Act 1998. Regardless of whether it is electronic or on paper it will be stored and processed securely, and deleted once it is no longer required.

Sefton Council will not share your personal data. However, we will share the anonymised results of the consultation with partners who we work with to deliver local services. Your contributions will be anonymised on receipt and your comments will then be used for research and consultation purposes. Your identity will not be published by us at any stage without your consent unless we are obliged to do so by law.

When responding to the consultation please avoid sending any personally identifiable information within the comment boxes in the e-panel surveys because we are assuming that these are not personal and can be freely circulated.

Sefton Council may occasionally contact you to further discuss your comments, but we will not use your details for any incompatible purpose such as junk-mail unless we have your consent. The information you give us in response to surveys will form part of a final report but you will never be personally identified in any such report.



Need this information in a  
different way?

Contact us on:

0345 140 0845

[Transport.planning@sefton.gov.uk](mailto:Transport.planning@sefton.gov.uk)

We can provide:

Large Print

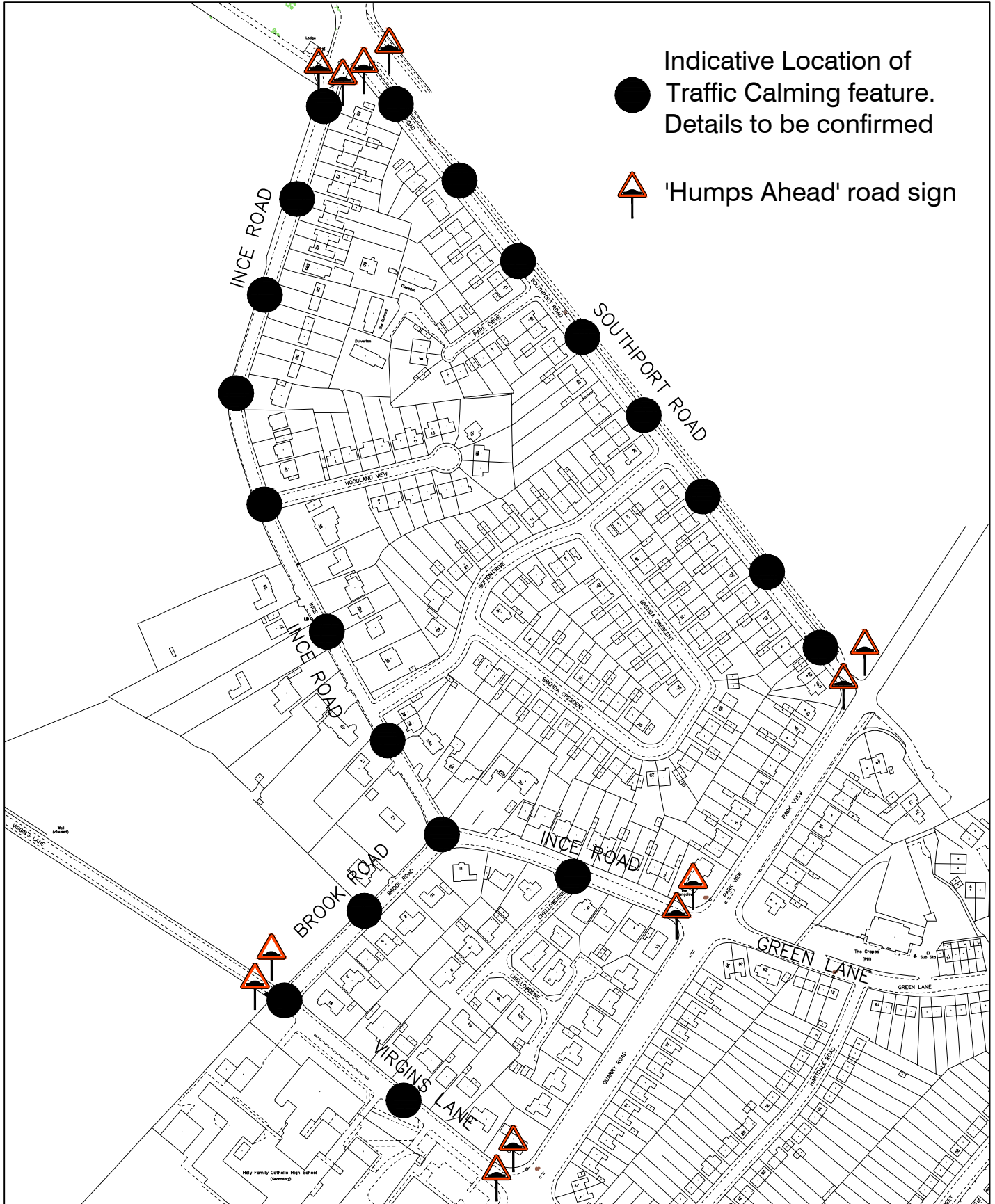
Easy Read

Audio

Different languages



# Option A - Traffic Calming on: Ince Road, Brook Road, Virgins Lane and Southport Road



Scheme  
**THORNTON CORRIDOR STUDY  
 PUBLIC CONSULTATION**

Drawing Title  
**OPTION A**



Magdalen House, 30 Trinity Road, Bootle, Merseyside, L20 3NJ  
 Tel: 0151 934 2000

REGENERATION AND HOUSING

Rev	Description	Date	Drawn	Approved
Designed	Drawn	Checked	Date DEC 2017	
Drawing No. <b>PLAN 1</b>			Rev	Scale NTS@A4