
NORTHDOWN ROAD, CLIFTONVILLE, MARGATE – CASUALTY REDUCTION MEASURES

To: **Thanet Joint Transportation Board, 12 September 2024**

Main Portfolio Area: **KCC – Growth Environment and Transport**

By: **Director of Highways and Transportation**

Classification: **Unrestricted**

Wards: **Northwood**

Division: **Ramsgate**

Summary: The report summarises the results of a public consultation for a proposed zebra crossing in Margate Road, Ramsgate.

For Recommendation

1.0 Introduction and Background

- 1.1 Kent County Council (KCC) is proposing to install a new zebra crossing to provide a safer crossing point in this part of Margate Road for pedestrians, including students travelling to and from the Royal Harbour Academy (lower site) and children with parents travelling to and from Foreland Fields Primary School.
- 1.2 Concerns had been raised about the safety of pedestrians, particularly school children, at this location. The lower site of the Royal Harbour Academy draws in younger students (years 7 and 8), many from the Newington area and in order to get to the school then have to cross Margate Road.
- 1.3 In the past five years within a 50m radius of the junction there have been three recorded personal injury crashes involving pedestrians, one of which resulted in serious injury.
- 1.4 To determine how many people cross the road at this location, a survey was undertaken at both the pedestrian refuges (traffic islands) using a video survey. The surveys were undertaken on two weekdays and a weekend between 07:00 and 19:00 in May 2022 to minimise the risk of the results being affected by severe adverse weather or school holidays. The results show that there is a strong demand here:

Date	Eastbound crossing	Westbound crossing
Tuesday 10 May 2022	296	260
Thursday 12 May 2022	353	325
Saturday 14 May 2022	195	198

- 1.5 KCC uses an appraisal tool known as PV² which is essentially a ratio between traffic flow and pedestrian crossing demand to determine whether the degree of potential conflict justifies a formal crossing facility. The weekdays flows show that a formal crossing at this location is justified.
- 1.6 A petition requesting a formal crossing at this location was received by KCC following a crash which resulted in serious injury and the school child being airlifted to a London Hospital.

1.7 An officer from our Road Safety and Active Travel Community Engagement Team has met both County Members (Ms Karen Constantine and Mr Trevor Shonk) on site and they have both given their support to the proposal.

1.8 A successful bid was made for this project to be funded through the Local Transport Plan.

2.0 The proposed scheme

2.1 The proposal is to install a new zebra crossing to the south of the junction of Margate Road with Whitehall Road and Newlands Road (see attached plan – appendix A). This has been identified as the ‘desire line’ where most people would wish to cross the road and would not affect any existing vehicle crossovers.

2.2 The southernmost pedestrian refuge would be removed. The northernmost pedestrian refuge would remain.

2.3 Margate Road is quite wide at this point, so the kerb line on the east side of the road would be widened to reduce the crossing distance. To enable large vehicles to turn into Whitehall Road (there are some businesses there that require use of large vehicles), it will be necessary to remove the pedestrian refuge at the junction.

2.4 Bollards would be placed on the widened footways to stop vehicles from parking on them and thereby obstructing intervisibility between car drivers and pedestrians using the proposed zebra crossing.

2.5 Double yellow lines (‘at any time’ waiting restrictions) have recently been placed in Margate Road as part of a bus service improvement in the area. The proposed zebra crossing would not result in any further waiting restrictions, although some sections of double yellow lines on the approaches to the proposed zebra crossing would be changed to white-zag-zags. Vehicles are not permitted to stop on these to load or unload, unlike double yellow lines, and blue badge holders cannot park on them for a limited time, again unlike double yellow lines.

2.6 The road in the area would be resurfaced and high-friction surfacing placed on the approaches to the crossing from each direction.

2.7 The proposed scheme would present several positive impacts:

- A safer location for pedestrians to cross the road.
- Improve links to local schools, in particular the Royal Harbour Academy lower site and Foreland Fields Primary School.
- Improve links to bus stops.
- Improve links to Ramsgate train station.

2.8 An Equality Impact Assessment has been undertaken to ensure that the scheme does not adversely impact of groups with protected characteristics as defined in the Equality Act 2010. These are: age, disability, sex, gender identity, sexual orientation, race, religion, and carer’s responsibilities. Where potential impact has been identified, these have been investigated and mitigated where possible.

2.9 The proposed scheme has undergone stage 1 (outline design) and stage 2 (detailed design) road safety audits and all problems and comments arising from them have been addressed.

3.0 Public Consultation

3.1 A public consultation has been undertaken to inform members of the public and stakeholder organisations of the proposals and enable them to ‘have their say’. The consultation ran from 21 May to 17 June 2024.

- 3.2 Consultation posters were placed in the local area and consultation leaflets were hand-delivered to residents and businesses in the immediate vicinity of the proposed scheme.
- 3.3 Consultation documents were emailed to Ward Members, statutory consultees and stakeholder organisations, and details were sent to registered users of the Let's Talk Kent facility regarding road, traffic and transport scheme consultations.
- 3.4 Posts were also placed on Nextdoor, a neighbourhood social networking platform.
- 3.5 A copy of all the consultation documents were made available on KCC Consultation engagement webpage and respondents were encouraged to register their views online. Hard copies of all consultation material were available on request, and responses could be made by post or e-mail.
- 3.6 A copy of the consultation documents including the questionnaire and the Equality Impact Assessment can be found in Appendix B.

4.0 Public Consultation Results

- 4.1 In total 34 responses were received from the questionnaire, and four emailed responses. One respondent completed the questionnaire and followed up with an email, so only the questionnaire was counted as a response.
- 4.2 In summary (taking into account both questionnaire and email responses) 70% of those who responded are in support ('tend to agree' and 'strongly agree') of the proposed scheme, 27% are not in support ('tend to disagree' and 'strongly disagree') and 3% not specified.
- 4.3 It is worth noting that recently double yellow lines have been placed in Margate Road to improve bus punctuality and help prevent poorly parked vehicles from causing difficulties where the road is narrow (see paragraph 2.5). These restrictions have proved unpopular with local residents and it is possible their installation may have affected results since they were mentioned in three responses, although they are not part of this scheme.
- 4.4 The scheme has the support of the Town Council and the County Members, and all those who responded and live elsewhere in Ramsgate, were in support of the proposed scheme.
- 4.5 A copy of the consultation report, giving full details of the public consultation and an analysis of the responses and comments, can be seen in Appendix C.

5.0 Traffic Regulation Order

- 5.1 In order to place the white zig-zags should the scheme go ahead, it would be necessary to process a traffic regulation order to remove some of the existing double yellow lines where the zig-zags would be placed.
- 5.2 To reduce undue delays should this scheme go ahead, statutory consultation for these works was carried out 5-29 July 2024, and notices relating to these works were placed on site.
- 5.3 There were two objections received. As there are under five objections, the Head of Transportation can approve this order for sealing under their delegated powers.

6.0 For Recommendation

- 6.1 Members are asked to note the contents of this report and the consultation report, with a recommendation to proceed with the proposed zebra crossing given the strong support from the consultation and the likely benefits the scheme would bring.

Contact Officer:	Richard Heaps, Road Safety Er Council
Reporting to:	Tim Read, Head of Transportati

Appendix List

<i>Appendix A</i>	<i>Scheme plan</i>
<i>Appendix B</i>	<i>Consultation Documents – Plan Equality Impact Assessment.</i>
<i>Appendix C</i>	<i>Consultation Report</i>