

## **Cabinet**

**9 July 2024**

### **Safer Healthier Streets Programme – Tranche 2 Moving Traffic Enforcement**

Portfolio Holder: Councillor Simon Curry, Portfolio Holder for Climate Change and Strategic Regeneration

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#### **Summary**

As part of the renewed emphasis on quality of life and place shaping in local neighbourhoods, Medway Council is focused on building a better-connected transport network to ensure everyone can get to where they need to go reliably and safely. The Council is doing this by investing in its Safer Healthier Streets programme.

Tranche 2 of our Safer Healthier Streets key initiative is the addition of 17 existing moving traffic restrictions for ANPR Moving Traffic Enforcement, this will enable residents, visitors, and businesses to move around Medway's network safely and with the benefit of improved journey times. The initiative will reduce congestion across the road network by allowing more efficient traffic flows.

This report provides Cabinet with the details of the Moving Traffic Enforcement initiative including the results of the recent informal public consultation and proposed next steps.

The report seeks approval to take forward to implementation the enforcement of the Moving Traffic Offences.

#### **1. Recommendations**

1.1 The Cabinet is asked to:

1.1.1 Note the results of the consultation as set out in the report and appendix A.

1.1.2 Agree to progress to implementation of the Moving Traffic Enforcement of the 16 locations outlined below and in paragraph 4.5 of this report.

- Chatham High Street – Access point from Batchelor Street, Chatham
- Chatham High Street - Access from Church Street/Whittaker Street, Chatham
- Chatham High Street - Access point from Clover Street, Chatham
- Gillingham High Street (Green St access point to Gillingham High Street)
- Gillingham High Street (Kings Street, access onto Gillingham High Street)
- Gillingham High Street (James St access points to Gillingham High Street)
- A2 High Street junction with B2002 Station Road, Strood.
- Chatham Hill junction with Luton Road, Chatham
- Maidstone Road, Chatham, Bus Interchange
- A2 Corporation Street junction with Esplanade, Rochester
- Station Road junction with Friary Place, Strood
- A2 London Road junction with Gravesend Road, Strood
- A2 High Street, Strood junction with Esplanade, Strood
- A2 Corporation Street junction with Gas House Road, Rochester
- A2 Corporation Street junction with Bardell Terrace
- A2 junction with Castle View Road, Strood

1.1.3 Agree to undertake the required statutory process for the existing No right turn ban from Rochester High Street junction with Star Hill Rochester and delegate authority to the Director of Place, in consultation with the Portfolio Holder for Climate Change and Strategic Regeneration to proceed with necessary infrastructure work and implementation

## 2. Suggested reasons for decisions

2.1 Moving Traffic Enforcement initiative, within the Safer Healthier Streets Programme, meet several key strategic policies and action plans set out by the Council. The implementation of the recommendations will create a more reliable and safer road network.

## 3. Budget and policy framework

3.1 The introduction of Moving Traffic Enforcement will help the Council manage the road network, improving safety and traffic flow at specific locations during key parts of the day. The core objectives of the initiatives are to:

- Reduce congestion, making journeys more reliable
- Prevent indiscriminate, illegal and unsafe driving improving road safety
- Contribute to decreasing idling and slow-moving traffic, a key contributor to poor air quality
- Reduce delays on essential services such as public transport and blue light services.

3.2 Moving Traffic Enforcement will support the Council priorities and contribute to key priorities in the Medway Council Strategy 2023 to 2024 including:

- Tackling congestion hotspots through transport and public realm improvements will enable residents, visitors, and businesses to move around Medway easily.
  - Making Medway a place that residents and businesses are proud of. Maintaining a clean and green environment, enabling residents, visitors, and businesses to move around Medway easily by tackling congestion hotspots will enhance the public realm and street scene.
- 3.3 The initiatives will also contribute to key objectives in the Local Transport Plan including:
- More efficient management of the highway network and car parks, together with highway improvements that focus on congestion and air quality hotspots, thereby improving the reliability and environmental impact of the transport network.
  - Improve travel safety by road safety interventions, incorporating highway schemes, education, publicity, promotion and enforcement, safer routes to school projects and public safety initiatives.
- 3.4 They will support the Medway Air Quality Action Plan by reducing slow-moving, stop/start and idling traffic, a key contributor to poor air quality.
- Slow-moving vehicles during congestion periods give rise to a high proportion of emissions relative to moving traffic. Congestion is a known issue in the Medway AQMAs. Consequently, measures to reduce traffic queues are likely to reduce emissions.

## 4. Background

- 4.1 As Medway's population has grown, the road network has become increasingly congested with traffic.
- 4.2 Traffic network modelling predicts that vehicle demand will increase 27 per cent by 2026 in Medway and average journey times during the morning peak hour are likely to increase by around 7-8 per cent for the modelled urban network.
- 4.3 With this in mind, and with the intention to future-proof the authority's roads, the Council proposed the introduction of a network of Moving Traffic Enforcement to improve road safety, reduce congestion and improve traffic flow.

### **Moving Traffic Enforcement – Application to Grant Powers**

- 4.4 Application for the powers to enforce Moving Traffic Enforcement was made by Medway Council and accepted by DfT. On 27 June 2023 this was laid before the Parliamentary, Business and Legislation (PBL) Committee and approved. These powers for Medway came into force on 22 July 2023.

- 4.5 Tranche 1 of the Safer Healthier Street programme, we successfully implemented 10 existing restrictions for ANPR enforcement that went live on 5 February 2024.
- 4.6 Medway Council seeks to implement moving traffic enforcement of existing contraventions as part of Tranche 2 of the Safer Healthier Streets programme using the granted powers at the following 17 sites:

<b>Location</b>	<b>Contravention Type</b>	<b>Objective</b>
Chatham High Street – motor vehicle restriction (Pedestrian zone). Access point from Batchelor Street, Chatham	No Motor Vehicles	Improve pedestrian safety (risk reduction)
Whittaker Street/High Street, Chatham, in connection to the above (Chatham High Street).	No Entry	Improve pedestrian safety (risk reduction)
Clover Street/High Street, Chatham, in connection to the above (Chatham High Street).	No Entry	Improve pedestrian safety (risk reduction)
Rochester High Street junction with Star Hill, Rochester	Right turn ban	Tackle network congestion
Gillingham High Street (Green St access point to Gillingham high street)	No Entry	Improve pedestrian safety (risk reduction)
Gillingham High Street (Kings Street, access onto Gillingham high street)	No Entry	Improve pedestrian safety (risk reduction)
Gillingham High Street (James St access points to Gillingham high street)	No Entry	Improve pedestrian safety (risk reduction)
A2 High Street junction with B2002 Station Road, Strood.	Yellow Box Junction	Tackle network congestion
Chatham Hill junction with Luton Road, Chatham	Yellow Box Junction	Tackle network congestion
Maidstone Road, Chatham, Bus Interchange	Yellow Box Junction	Tackle network congestion
A2 Corporation Street junction with Esplanade, Rochester	Yellow Box Junction	Tackle network congestion
Station Road junction with Friary Place, Strood	Yellow Box Junction	Tackle network congestion

A2 London Road junction with Gravesend Road, Strood	Yellow Box Junction	Tackle network congestion
A2 High Street, Strood junction with Esplanade, Strood	Yellow Box Junction	Tackle network congestion
A2 Corporation Street junction with Gas House Road, Rochester	Yellow Box Junction	Tackle network congestion
A2 Corporation Street junction with Bardell Terrace	Yellow Box Junction	Tackle network congestion
A2 junction with Castle View Road, Strood (East End)	Yellow Box Junction	Tackle network congestion

### **Enforcement**

- 4.7 It is proposed the Moving Traffic Enforcement initiative is enforced using Automatic Number Plate Recognition (ANPR) cameras with supporting signage. The use of ANPR enforcement featured in all consultation materials and survey.
- 4.8 Enforcement cameras are not surveillance cameras. They do not continuously record and only provide short clips into a secure review system when a contravention occurs, during the controlled times. Privacy Impact Assessments will be undertaken as part of the installation process to address any privacy risks.

## **5. Options**

### **Moving Traffic Enforcement**

- 5.1 Option 1: Undertake enforcement. Option 1 is to undertake enforcement of Moving Traffic Restrictions that are currently in place. This includes the 17 locations as identified in paragraph 4.6 of this report. This help improve compliance and will help to improve traffic flow, safety and reduce congestion on the road network.
- 5.2 Option 2: Do Nothing. Option 2 is to not undertake any enforcement of the existing restrictions. The existing restrictions such as banned turns and yellow box junctions are in place to help improve traffic flows, reduce congestion, and improve safety. Without enforcement these restrictions can have limited compliance and therefore reduce any benefit.
- 5.3 The recommended option is Option 1.

## 6. Advice and analysis

- 6.1 The public consultation took place for six weeks between 15 May and 26 June. As of 14 June 2024, this has generated 268 responses. To date:
- 252 of respondents identified themselves as residents to Medway
  - 73% of all respondents felt it was important/very important for Medway Council to help improve safety on the roads in Medway
  - 76% of respondents felt it was important/very important for Medway Council to help tackle congestion on the roads in Medway
- 6.2 Full details of consultation findings, including a breakdown by site, will be provided following the conclusion of the consultation period. For a further breakdown of the consultation to date, please refer to Appendix A.

## 7. Risk management

- 7.1 The table below identifies some potential risk with the programme and the actions to manage that risk.

Risk	Description	Action to avoid or mitigate risk	Risk rating
Purchasing of ANPR cameras	The procurement of the ANPR camera's via year two of current supplier contract, subject to legal sign off.	Discussion are already being held with the legal and procurement teams to ensure all necessary process are put in place ready to action should they be required	BII
Delay to programme due ANPR camera supply	Possibly delays to implementation if required ANPR camera supply not available for purchase.	Once a decision is made, purchase order to be submitted to current contracted supplier.	BII

For risk rating, please refer to the following table (please **retain** table in final report):

Likelihood	Impact:
A Very likely	I Catastrophic
B Likely	II Major
C Unlikely	III Moderate
D Rare	IV Minor

## 8. Consultation

- 8.1 The Moving Traffic Enforcement programme underwent informal public consultation from Wednesday 15 May 2023 to Wednesday 26 June 2024.
- 8.2 Residents and businesses within an agreed distribution area were hand-delivered postcards detailing information on what we were enforcing and where, the benefits and how it is enforced. A QR code to the website was provided where more information was detailed, as well as the link to the survey.
- 8.3 A widespread social media campaign, across Facebook, LinkedIn took place during the consultation period to encourage the community to participate. Post included links to the website and survey. Direct outreach via email and Medway's bulletin *Medway Matters* targeted key stakeholders and established subscription lists, outlining details of the programme and where they could submit feedback.

## 9. Climate change implications

- 9.1 The Moving Traffic initiative will contribute to Medway Council achieving its Climate Change Action Plan. This initiative will help to reduce congestion and improve the flow of travel.

## 10. Financial implications

- 10.1 There are several implementation costs associated with the introduction of the Moving Traffic Enforcement across 17 sites. This includes the design, undertaking engagement and consultation, associated advertisement costs, a statutory consultation, CCTV infrastructure (ANPR Cameras) and signage.
- 10.2 The total implementation cost is approximately £560K. A breakdown of these costs has been set out below:
- £450K for the purchase of ANPR cameras and infrastructure improvements
  - £50K for any required signage and infrastructure upgrades to support the implementation of the enforcement programme.
  - £60K for programme development including design, statutory traffic management orders engagement and communications etc.
- 10.3 The increase in ANPR enforcement will necessitate an expansion of the current back-office exemptions team. This team will process the issuing of exemptions and undertake camera evidence reviews for enforcement.
- 10.4 In line with legislation any surpluses from enforcement of the scheme will be reinvested into Medway's transport network. This includes programmes, such as road and highway improvements, environmental projects or investment into sustainable transport.

## 11. Legal implications

- 11.1 The making of any Traffic Management Order is authorised by the Road Traffic Regulation Act 1984 as amended and sets out which type of orders can be made. In considering whether to make an order the Council can take into account any matters which it considers are relevant.
- 11.2 In processing permanent traffic orders in due course the provisions of The Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996, as amended, will need to be followed.
- 11.3 In making a traffic order a local authority also follows the provisions of The Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996, as amended. Failure to follow all requirements in making a traffic order would expose the Council to risk.

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### Appendices

Appendix A – Consultation results  
Appendix B – Diversity Impact Assessment  
Appendix C – Consultation postcard

### Background papers

None