

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Regeneration and Environment
2.	Date:	15 November 2010
3.	Title:	Proposal to extend School Keep Clear markings Traffic Regulation Orders to all areas of Rotherham
4.	Programme Area:	Environment and Development Services

5. Summary

To report on a proposal to introduce permanent clearway orders on School Keep Clear markings, in areas of the borough where they are not already in place, on an area by area phased approach.

6. Recommendations

- i) **Clearway Traffic Regulation Orders are introduced on all School Keep Clear markings, in areas of the borough where they are not already in place, and these are implemented on an area by area phased approach in accordance with the programme on page 2.**
- ii) **The next area in which clearway Traffic Regulation Orders are introduced to cover School Keep Clear markings is the remainder of the Wentworth Valley area, part of which has already been dealt with when clearway orders were introduced in the Maltby Ward and part of Hellaby Ward, and Wentworth South.**

7. Proposals and Details

A proposal to implement clearway Traffic Regulation Orders on a trial basis on all School Keep Clear markings in the Maltby Ward and on some in the Hellaby Ward was reported to the Cabinet Member for Environment and Regeneration on 21st May 2007 (minute No 301 refers). The results of this trial were reported to Cabinet Member on 20th April 2009 (minute No 222 refers) following which the trial was made permanent. The same report also recommended that clearway Traffic Regulation Orders be introduced on all School Keep Clear markings across the borough on an area by area phased approach starting with the Wentworth North area, and that the programme for treating the remainder be reported to a future Cabinet Member meeting.

Clearway orders have recently been successfully introduced on School Keep Clear markings in Wentworth North and a programme for treating the remainder has now been devised and is set out below:-

Area	Year
Wentworth Valley and Wentworth South	2011/12
Rotherham South and Rotherham North	2012/13
Rother Valley South and Rother Valley South	2013/14

This programme has been drawn up based on the work undertaken for the joint Children and Young People and Regeneration scrutiny review into road safety outside schools which involved carrying out a risk assessment of all school entrances. Due to the amount of work and costs involved it is proposed to treat two areas per year.

The enforcement of waiting restrictions is the key to their success, especially where they are known to be abused on a regular basis, such as outside schools. Consequently, close co-operation between Safer Neighbourhood Teams (SNTs) and the Council's Parking Services is important if clearway Traffic Regulation Orders are to be extended to other areas as this will further stretch the resources of Parking Services. Every Police Community Support Officer (PCSO) in an SNT has an allocated beat area and within that area may be one or more schools which are 'adopted' by the PCSO. The PCSO will have regular contact with staff, children, parents and residents and can therefore continually assess whether parking and road safety issues require more or less enforcement for a particular school and/or time of the day. Sharing this information would help Parking Services to carry out targeted enforcement and hence make the best use of staff resources.

8. Finance

It is estimated to cost £50000 to introduce clearway Traffic Regulation Orders in the remainder of the Wentworth Valley area together with the Wentworth South area. This will be made available from the Local Transport Plan Integrated Transport Programme for 2011/12. It is estimated that each of the remaining areas will cost £30000 to treat, with two areas, costing a total of £60000, being treated in each of the subsequent two financial years. It is expected that funding will be made available for these areas from the respective years Local Transport Plan Integrated Transport Programme.

9. Risks and Uncertainties

Objections to proposals for the introduction of clearway orders on School Keep Clear Markings may be forthcoming. Any objections will be reported to Cabinet Member.

The success of the scheme in dissuading parents from parking on the markings will depend on parents being informed and aware of the restrictions and the effectiveness of enforcement activity. Under the Council's decriminalised parking enforcement regime the Council's Civil Enforcement Officers have responsibility for enforcing these restrictions.

Funding for the 2011/12 Integrated Transport programme is still subject to the final settlement announcements that are expected in December 2010.

10. Policy and Performance Agenda Implications

The scheme is in line with objectives set out in the South Yorkshire Local Transport Plan, and the associated Road Safety and Casualty Reduction Strategy, for improving road safety and managing traffic. In addition, the proposal is in line with the Councils' main themes of Alive, Safe and Achieving; and also accords with the Equalities Policy.

11. Background Papers and Consultation

Consultation with ward members, Parish councils, emergency services and general public will be undertaken in each of the areas.

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