

(Annex to Minutes from 8 January, 2015)

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Cllr Mark Winnington
Cabinet Member for Economy & Infrastructure
Staffordshire County Council
Cabinet Office
Wedgwood Building
Tipping Street
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9 February 2015

Dear Cllr Winnington

TOWN CENTRE REGENERATION POLICY DEVELOPMENT COMMITTEE
RUGELEY PUBLIC REALM

On behalf of the above Committee, I would like to thank you for your attendance at the meeting on 8 January 2015. Due to unforeseen circumstances, I was unable to attend the meeting personally, but I have been made aware of the discussion that took place. As agreed by the Committee, I have now been asked to write to you to seek your response to a number of issues which were raised during consideration of this particular item. The issues are outlined below:-

Design/Safety Concerns

Members and the Traders Association have noted a number of issues relating to design which could compromise safety as well as objective to improve the function and appearance of Horse Fair. Specifically:-

- Poor visibility of the pedestrian crossing on the Armitage Road side of the railway bridge which has seen a number of minor accidents. Can the crossing be repositioned to reduce the risk of rear end collisions?
- The parking bays are poorly marked which means that some vehicles have been parked informally thus compromising safety. Can the designated parking bays be made more obvious to deter informal parking and also reduce the scope for conflict with passing vehicles, for instance as a result of vehicles reversing into the main carriageway?
- There appears to be a tail-back of traffic travelling north from Brereton for large parts of the day. Did the traffic modelling suggest this would happen? Can traffic flow be improved?

- Has a Traffic Regulation Order been secured to reduce the speed limit to 20mph along Horse Fair? Why was the Order not available to tie in with the completion of the works?
- Signage is poor and needs to be improved. For instance, if the speed limit is 20mph, it needs to be backed by better signage to reflect it. Also, the No Entry sign in the petrol station exit is frequently ignored, but motorists could be deterred via 'No Right Turn' signage/markings on Western Springs Road.
- There is a very low threshold on the kerb stones/edgings in the central reservation with the result that vehicles are performing U-turns and significant parts of the grassed areas have already been damaged. The installation of street furniture will not eradicate all these problems. What else can be done?
- There has been no 'local' input into the Road Safety Audit (RSA) which has already been carried out. Can a further RSA be carried out which could take account of the specific issues outlined above?
- Concern that further disruption will occur later this year when resurfacing work is carried out. When is this due to take place?

Impact upon Businesses

In addition to the above, you will obviously be aware that the implementation of the work along Horse Fair took twice as long as anticipated which had an adverse impact upon the trading position of businesses located in Rugeley Town Centre, particularly those located on Horse Fair itself. With this in mind, the County Council are asked to consider the following:-

- A package of financial support to recognise the additional costs and inconvenience incurred by businesses located on Horse Fair for the period after the programmed completion date until the ultimate completion of the works.
- A package of financial support to be offered to Rugeley Traders Association to enable them to initiate a series of events and activities to encourage people to visit the town centre.

I do hope you will be able to respond positively to the above suggestions.

Yours sincerely

Cllr Alison Spicer
Chairman, Town Centre Regeneration Policy Development Committee