

**Proposed Upgrade of an existing Zebra Crossing, to a Signalised
(Puffin) Pedestrian Crossing, Ferrers Road,
South Woodham Ferrers in the City of Chelmsford**

Statement of Reasons

A new signalised pedestrian crossing is proposed on Ferrers Road, to the east of Benbow Drive, in South Woodham Ferrers. This proposal has been brought forward following concerns raised by the local Councillor on behalf of residents regarding the safety of pedestrians—particularly unaccompanied school children—using the existing zebra crossing on Ferrers Road.

The current zebra crossing is heavily used during school travel periods and throughout the day. Observations and feedback indicate that the volume of traffic combined with the high number of young pedestrians creates conditions where a higher level of control would improve safety and driver compliance. A signalised crossing provides clearer priority, reduces mistakes for both drivers and pedestrians, and offers a more controlled environment for vulnerable users.

In line with Essex County Council (ECC) policy, an assessment was undertaken using the Carriageway Daily Pedestrian Volume (CDPV²) methodology. The resulting score exceeded the threshold normally required to justify the installation of a signalised pedestrian crossing. This demonstrates that the location meets, and indeed surpasses, the criteria for enhanced pedestrian protection.

Given the high pedestrian demand, the presence of unaccompanied school children, and the strong CDPV² justification, the provision of a signalised crossing is considered both appropriate and necessary. The proposed scheme will improve safety, encourage sustainable travel to school, and support the wider community by providing a more reliable and controlled crossing point on a busy section of Ferrers Road.