REPORT TO THE HEAD OF HIGHWAY MANAGEMENT
REPRESENTATION TO AN ADVERTISED TRAFFIC REGULATION ORDER

The Metropolitan Borough of Solihull
(Avenue Road, Grove Road, Knowlewood Road and Middlefield Avenue)
(Prohibition of Waiting) Order 2025

2 March 2026

LEAD OFFICER: Jane Williams

1. Purpose of Report

1.1. To consider representations received to a permanent Traffic Regulation Order (TRO) to introduce new parking restrictions on Avenue Road, Grove Road, Knowlewood Road and Middlefield Avenue).

2. Background

2.1. Through the council's established Traffic Regulation Order Framework process the above locations were identified as priority locations in the 2025/26 works programme to be considered for the introduction of new or amended parking restrictions.

The restrictions are proposed in response to concerns from residents and aim to regulate on-street parking and help to facilitate the free passage of traffic.

The proposals as advertised are detailed on plan 9633-app A in Appendix A.

3. Matters for Consideration

3.1. The proposals were formally advertised on 7th November 2025 and the closing date for receipt of representations was 28th November 2025.

3.2. Nineteen representations to the Order were received during the consultation period, two supportive and seventeen objecting. The comments and suggestions received have been fully considered. The tables below summarise these representations.

Representations Support	Officers Comments/ Response (refer to paragraph)
I disagree with the club's official stance and believe that the parking restrictions are necessary and will be an improvement to the area.	N/A
I am fully in favour of the proposed parking restrictions; I would also be in favour of a speed hump between the two roundabouts on Grove Rd.	3.3

Number of this comment	Representations Objections/Requests	Officers Comments/ Response (refer to paragraph)
8	Double yellow lines to be installed on the footway side only to allow parking on the verge side.	3.4
1	Impose parking restrictions in times of peak traffic flows, say, between the hours of 08.00 hours and 18.00 hours only.	3.5
6	The restriction will move the parking elsewhere which will have negative consequences for the wider neighbourhood	3.6
7	Disappointed that SMBC has undertaken no engagement with the Cricket Club before publishing the TRO. What steps have been taken by the council to directly notify impacted residents? It does not appear that those of us most affected have been consulted or informed.	3.7
4	As a club with 850 members, parking is a priority for us. Residents and club members generally park responsibly, and usage of Grove Road for parking is overwhelmingly occasional — mainly during short periods linked to sporting fixtures or junior training sessions. When parking does occur, it is typically respectful of driveways, visibility, and pedestrian access.	3.8
5	Possibility to have a material negative impact on local businesses, with no impact assessment published by SMBC.	3.9
5	There is no enforcement of the existing TRO by SMBC on Grove Road/Station Road.	3.10
5	Poor maintenance of the existing TRO by SMBC i.e. faded out double yellow lines and leaf/road debris covering the existing yellow lines on Grove Road and Station Road.	3.11
5	Poor maintenance of the existing grass verge by SMBC. The Cricket Club maintain the verge as a good will gesture.	3.12
6	The cricket club takes active steps to prevent inconsiderate pavement parking on the footway on Grove Road. When there are cricket matches on, the Cricket Club always put cones on the side nearest the houses and it works perfectly well.	3.13
2	Increases in vehicle speed between the Station Road roundabout and the Middlefield/Knowle Wood Road roundabout, which will only cause increased danger to pedestrians especially children, crossing the road to or from the pavement side, at the Racquets Club entrance and from the houses and apartments on Grove Road and from Fletcher Grove.	3.14
3	It should also be borne in mind that the cricket club provides community sporting facilities for all. All this Order would do is create unnecessary inconvenience and more importantly even discourage the cricketers, coaches, parents, and members from attending.	3.8 & 3.9
1	It would be a lot safer and would aid traffic flow if double yellow lines were implemented along Widney Road in Bentley Heath from the shops by Slater Road to Tilehouse Green Lane.	3.15

Officer Comments/Responses

3.3. Providing traffic calming measures is outside of the scope of these proposals.

3.4. The proposed restrictions have been proposed to discourage obstructive parking on both sides of Grove Road.
A vehicle parked on the verge side of the road would still be causing an obstruction to the free flow of traffic.
In addition to exit the vehicle would mean stepping into live traffic, which we appreciate has been done in the past, but we cannot actively condone this or stepping on to the grass verge.

3.5. Vehicles parked here at any time would be causing an obstruction to the free flow of traffic.

3.6. It is acknowledged that there is potential for displacement into other areas. We will monitor the situation and if necessary, consider further action to mitigate.

3.7. The responses received were to the full public consultation which was undertaken and active between 7th and 28th November. An advertisement was placed in the local press and SMBC's website and legal notices was placed on street in accordance with legislation for consultations of this type.
In addition, those directly affected by the proposed restrictions were written to.

3.8. A carriageway is part of the public highway; its primary purpose is to enable access and to accommodate the flow of traffic. Whilst parking on a public highway, when not causing an obstruction or being in contravention of restrictions, is generally accepted, it cannot be relied on as a source of parking for properties which do not have suitable space or as an overflow car park for businesses.

3.9. A road safety risk has been reported and identified at this location, as such a risk impact assessment for businesses was not necessary as regardless of the impact it has on a business, we cannot allow obstructive parking or potentially dangerous behaviour to continue. We do appreciate the challenges all businesses are experiencing but it is not possible to allow the public highway to be used as an overflow car park and extension to a business especially in light of the risks.

3.10. Enforcement is conducted in line with our commitments across the whole borough. If the proposals are subsequently implemented there will be a proactive push to drive compliance with the new restrictions.

3.11. The existing lines will be renewed either when the new restrictions are implemented or if these proposals are not successful will be reported to the relevant team to be refreshed.

3.12. We appreciate past efforts and going forward we request that the cricket club refrains from 'maintaining' the grass verge as it is preferable that it re-wilds which is in line with environmental requirements.
SMBC will monitor the tree growth and if necessary, cut back if it infringes on the carriageway.

3.13. It is not the responsibility of the cricket club to monitor parking on a public highway, and this comment suggests that the cricket club are aware that there is an issue.
The implementation of the new restrictions will take pressure and liability for the parking from the cricket club.

3.14. There are no plans to change the speed limit at this location, and it will remain at 30mph.

3.15. A consultation for this location has been undertaken recently.

Ward Members' Views

The Ward Members for Dorridge and Hockley Heath & Knowle wards were informed of the proposals and have agreed that the double yellow lines on the southern side of the carriageway being reduced.
This will allow passing places and that the main entrance and exit to this stretch of carriageway is kept clear.

Officer Recommendation

The representations received in respect of the proposed Traffic Regulation Order have been fully considered and responded to accordingly in section 3 of the report.

It is recommended that the proposed Traffic Regulation Order be implemented as modified, and that the full scheme be deferred for two years. If it is found that there is still a road safety issue, then the full scheme will be implemented and interested parties will be notified.
NB. No further consultation will be necessary.

Democratic Services

Democratic Services have confirmed that the proposed order was subject to statutory advertisement on the dates reported and that representations were received as noted above.

Risk Implications

The Corporate Risk Management Approach has been complied with to identify and assess the significant risks associated with this decision / project. This includes (but is not limited to) political, legislation and reputation risks.

The Approach is not intended to eliminate all risks and not all the risks identified can be managed all of the time. Also, risks will still exist that have not been identified.

For Decision

The Head of Highway Management is asked to approve that the Traffic Regulation Order as detailed on plan 9633-app B in appendix B is implemented.

The recommendation as set out above is hereby approved:

Signature: …P.S.Tovey…..**Date:** …3rd March 2026…….

Paul Tovey
Head of Highway Management