

Signage locations, Rowney Green Lane 20.05.2026

Key



30 mph



National speed limit



Unsuitable for HGVs



Oncoming traffic in middle of road



Warning, horses



Warning, no footpath



Warning, deer



Warning, bend in road



Warning, Give way 180 yds



Village welcome sign:

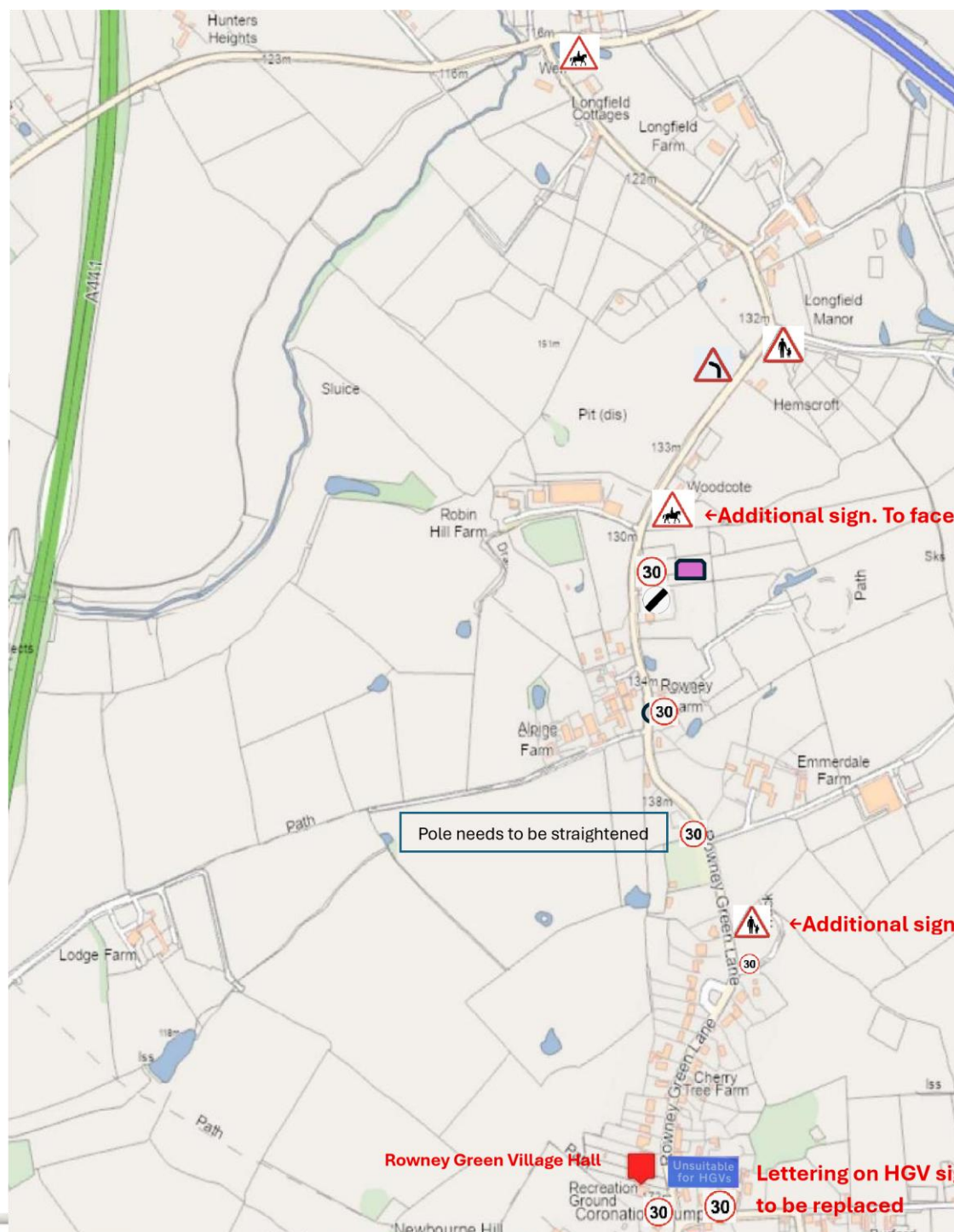


Empty metal signpost available for use or removal

Warning



11% gradient



← Additional sign. To face towards the village

Pole needs to be straightened

← Additional sign. To face towards the village

Lettering on HGV sign in poor condition, needs to be replaced

Pole needs to be straightened →

Additional sign. To face towards → the village

← Additional sign. To face away from the village

Relocate both warning signs to verge opposite the driveway of Applegarth *



County Highways

An introduction to Rowney Green

Rowney Green is a small village in the Parish of Alvechurch with nearly 200 houses, mainly detached, and accommodating a core population of about 500 residents. Nearly 50% of residents are in the 45+ years old age category and of those 27% are retired. With no local shops, everyday goods and services are found in the nearby larger village of Alvechurch.

Rowney Green does have an active community which makes full use of the Village Hall and its associated park. Countryside walking and horse riding are popular activities enjoyed both by residents and the many visitors to Rowney Green. A new level of village activity of all kinds can be expected with the completion in the next 2 years of the Bordesley Manor housing development of over 50 homes situated at the southern tip of Rowney Green Lane. This lively community is well supported by an active residents' association, the Rowney Green Association (RGA) with objectives of improving the quality of life for residents, preserving and promoting local history and preserving and improving the environment. Over two thirds of households are in RGA membership.

Its outlying location in the parish, absence of shopping and other every day household needs/services and attractive natural features bringing a variety of visitors, mean significant use by pedestrians and vehicles of the main road way serving Rowney Green. This is Rowney Green Lane which has a central village part of about 1.6 km length that's subject to a 30-mph speed limit.

Rowney Green Lane and its principal features.

A fuller description of the road and its uses and issues follows:

Road function – primarily Rowney Green Lane is for local access purposes, although on occasions when the Birmingham Road/Redditch Road between Alvechurch and Redditch is subject to road works, then Rowney Green Lane is identified and promoted as the diversion route.

Road geometry and engineering – Rowney Green Lane is of variable width and more particularly at several points in the central village area, only of sufficient width for single vehicle passage. There are also a number of "blind bends" and these, with the aforementioned narrow road sections, are often without footpaths. In fact, there are no footpaths along much of the length of Rowney Green Lane and those in its built-up locality are sporadic and of varying widths and surface condition.

Many of the properties which adjoin the highway have driveways with no visual splay to permit a clear view by the property resident of the road to be entered. A few properties have no driveways or an insufficient driveway such that road parking of their vehicles is necessary, sometimes with parking across both footpath and highway. With no footpath or other street lighting in Rowney Green, for many months of the year users of the busy village hall will be walking on the roadway in darkness.

Composition of road users – with nearly 200 residences in Rowney Green, many of these are situated on both sides of Rowney Green Lane itself. Plainly these residents will at times be either pedestrians on the roadway or drivers leaving Rowney Green for business or social purposes in the larger towns and villages beyond.

Rowney Green itself has no retail outlets. In the absence of continuous pavements, at any time and in varying combinations as well as our resident's road users will comprise:

- pedestrians including those who visit Rowney Green for attractive countryside leisure walks or activities at the Village Hall or Peckwood centre.
- horses and their riders (there are many equestrian centres of various scales on or near roads leading into the built-up part of the village).
- many cyclists including those with a leisure interest and club members using a variety of racing machines.
- buses using Rowney Green Lane both in mornings and afternoons providing services for school children and at other times in the day for public use into Bromsgrove and Redditch.
- other heavy vehicles including lorries and vans making deliveries to Rowney Green properties and often parking on bends where a delivery is due to a located property.
- agricultural vehicles passing through Rowney Green or otherwise including tractors and trailers accessing various fields off Rowney Green Lane.

Promoting Road Safety messages – From speed limits to road signs.

In the last few years the RGA, in line with our objective of promoting residents' quality of life, has made several requests to Worcestershire County highways for the 30-mph speed limit on Rowney Green Lane to be replaced by a 20mph limit of the "signs only" kind. Our requests have not been successful but it has been helpful to be aware of the revised WCC policy on speed limits published in the autumn of 2025.

It is clear given the data confirming relatively slow vehicle speeds and the absence of a significant collision history on Rowney Green Lane, coupled with the County policy against signed only 20mph speed limits, the RGA must adopt a different approach in our efforts to promote road safety messages for all users of Rowney Green Lane and for pedestrians and horse riders in particular.

Accordingly, at an RGA meeting in the spring of 2026 we decided to focus our road safety efforts on improved road signage. This would include a review of the number and location of the many signs along the Lane, with a view to reducing the number of less important signs (no road safety contribution), increasing the number of really informative signs for road users, and repositioning signs to where the message they convey will have greater impact on all road users.

The signs review report provides the details of the exercise and identifies the necessary choices of road signs and their locations. We hope this report will gain support from County Highways with its proposed changes taking place in the 2026/27 planning period.

This proposal has been produced on behalf of the Rowney Green Association and with support from Worcestershire County Councillor Alan Bailes, Cabinet Member for Health and Wellbeing.