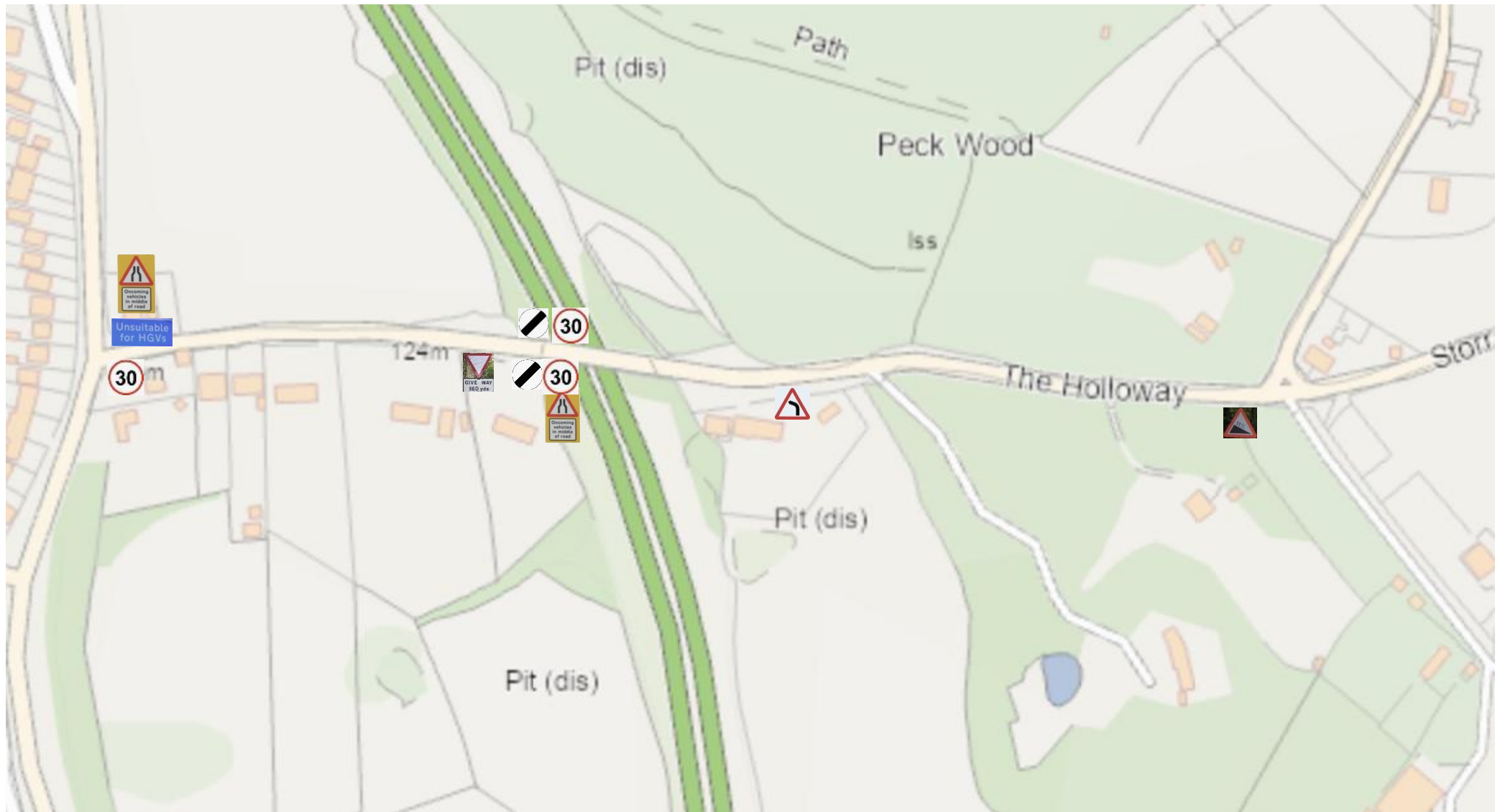
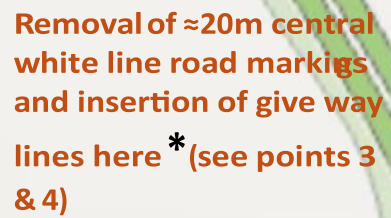


Signage type and position as per July 2026

Signage type and position as per July 2026



Proposed changes to signage and location



Relocated give way sign

New wildlife warning sign

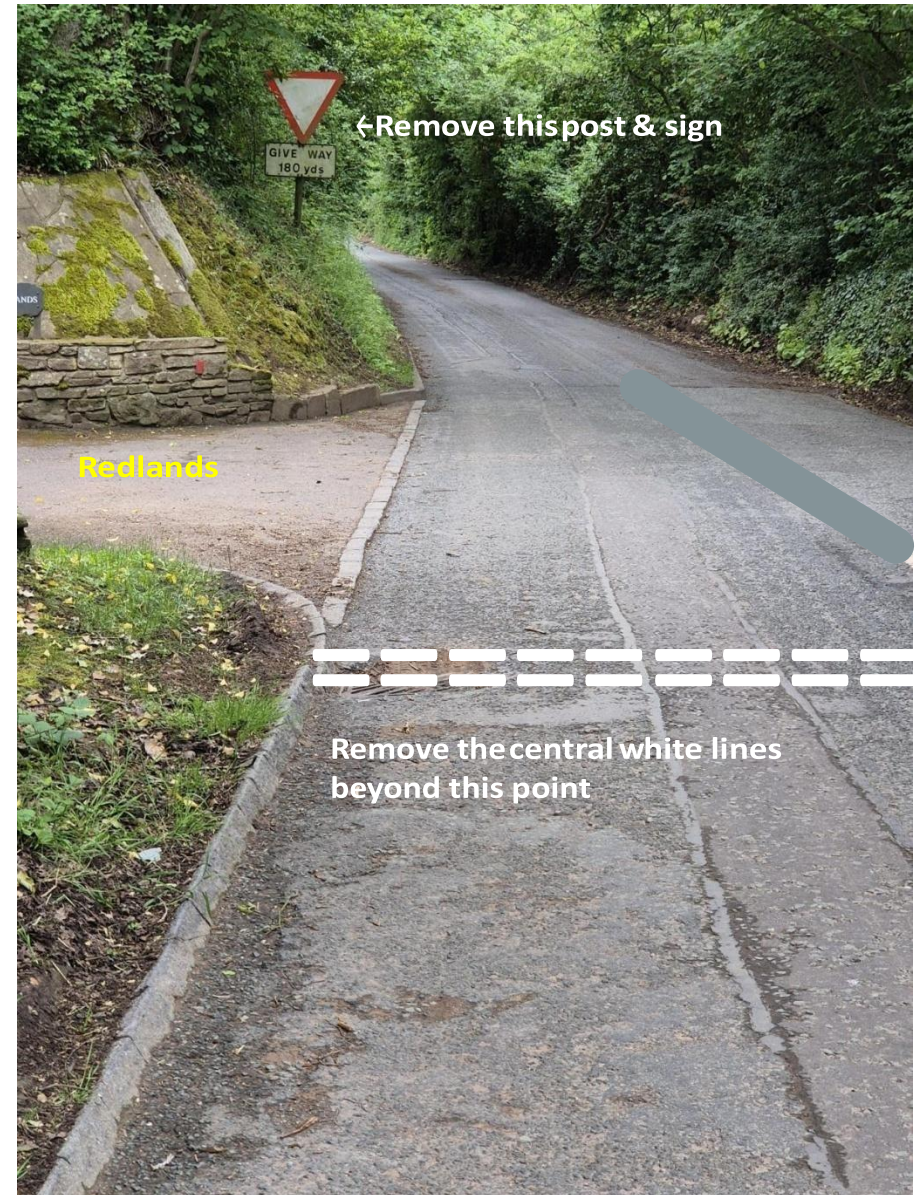
3. The Holloway

Current road markings at the bridge / pinch point



4. The Holloway

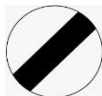
Proposed changes to road markings at the bridge / pinch point



KEY



30 mph



National speed limit



Oncoming vehicles in middle of road



Warning, horses



Warning, deer



Give way 180 yds



Give way to oncoming vehicles



Warning 11% gradient



Unsuitable for HGVs



Warning, no footpath



Warning, bend in road



Village welcome sign

The Holloway:

- The give way sign is on a raised bank outside the driveway to Redlands. Propose that this is removed, the pole re-sited to the opposite side of the driveway (closer to the bridge) and a new sign advising give way to oncoming traffic, supported by dashed white give way lines and removal of central road markings beyond this point.
- Move existing give way sign to nearer the junction.
- Cut back foliage to improve visibility of the signs.
- Additional warning of wildlife sign opposite Edgewood Bungalow as this is an important crossing point for deer and other wildlife.

Improving road safety on The Holloway- A proposal from the Rowney Green Association (RGA) for improved signage and surface markings on this local roadway

Introduction

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 village shops or services, travel is necessary with everyday shopping in the nearby larger village of Alvechurch. Redditch and Bromsgrove serve as the larger centres used by our residents for their major goods and services.

Most residents are car drivers using the two principal roads serving Rowney Green and both present road safety concerns. Rowney Green Lane is the main road passing through the village and it is the subject of a separate RGA request for improved road signage and sign location. The Holloway, the subject of this report, is located at the southern end of the village. As the connecting road between RG lane and Redditch Road, its characteristics present specific road safety concerns.

The Holloway described

In the upperpart of the Holloway a housing development of 50 plus properties is now under construction with first occupancy in September 2026. The occupiers as road users will inevitably add to vehicle traffic numbers on the Holloway. An additional hazard for these residents will be the entrance/ exit arrangement to the development which involve a combination of 3 rural roads (Rowney Green Lane, the Holloway and Storage Lane) with limited traffic visibility and the 60mph speed limit that applies.

The road has a steep descent (11%) from Rowney Green Lane down towards Redditch Road with several bends limiting drivers' forward vision. The road is subject for its greater part to a 60-mph speed limit which changes abruptly to a short 30mph at a pinch point close to the Redditch Road. There is a particularly obscured forward view here with the road having just a single vehicle width and upon which vehicles are often oncoming. In this lower part of the Holloway residents using their cars to enter or exit their properties experience a collision risk from vehicle drivers on the downward descent who have limited visibility of traffic ahead.

Taken together these features of the Holloway make it a hazardous road, especially so for vehicles on the ascent from Redditch Road likely to be confronted with vehicles bearing down on them at speed which is a quite typical scenario.

Road safety measures considered

The RGA has raised with Worcestershire Highways the case for a reduced speed limit on the Holloway where 60mph currently applies. We are unaware of any progress this may be making. It is unlikely there will be sufficient collision data to support speed limit change as the County policy requires even though the road's features and its user categories do indicate a heightened risk of harm to any of these road users (pedestrians in the roadway, mixed with horse riders, cyclists, cars, vans, lorries and buses).

Ahead of any speed limit changes that may be considered and as a necessary interim step, the RGA urges Worcestershire Highways to review the road signs and markings currently in place on the Holloway. Our focus here being particularly on better vehicle management at the pinch point with its adverse safety features earlier described.

Some improvement at the pinch point was discussed on site in Sept 2023 with the county highways officer. Vegetation pruning and replacement and repositioning of signage was approved and funded by the then County Cllr for our ward from his divisional fund, as we were advised in an email to the RGA. However, we have not seen any obvious changes of this kind. We have had more encouragement from our current County Cllr who has indicated that a review of applicable signs and road marking (give way lines / dragons' teeth?) would be appropriate.

The way forward

The RGA view is that the real solution, bearing in mind the Bordesley Hall housing development and increased vehicle traffic on the Holloway, requires traffic management on the downward part at the pinch point through a stop /give way combination of signs and road surface markings.

The accompanying map with details illustrates the solution that we invite County highways to accept and progress, especially as the new residents will be arriving shortly.

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.