

Agenda item 4

For information and discussion: Frome's Speed Indicator Device

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Summary

Working directly with Somerset County Council and Frome's Community Speed Watch volunteers and in conjunction with the Police, the Rangers have been moving the town's Speed Indicator Device (SID) around several agreed locations in Frome, gathering data about driver numbers and speeds.

This report shares a selection of the data that's been recorded already.

It also describes the process by which people can propose new locations for the Speed Indicator Device and outlines the role the Speed Indicator Device can play in the future.

At the meeting, there will be a brief presentation by Chris Stringer and commentary on the analysis of the data by Community Speed Watch followed by a discussion about how we might in the future support Community Speed Watch and the installation of SIDs in the town.

Introduction

Speed Indicator Devices (SIDs) measure the speed of oncoming vehicles on the road.

They then do two things:

- **They display these values to drivers in real time**
This makes people aware of the speeds at which they are driving and hopefully, more aware of the posted speed limit where they are driving
A potential outcome of this is that people driving over the speed limit might slow down
- **They record data - essentially the date, time and speed of all the vehicles driving by**
This data can then be analysed to identify patterns and identify concerns
Which could influence future policing – including enforcement, road design, speed limits and town centre and public space design

This means that SIDs are doubly useful, in that they could cause people to slow their driving at the time of seeing the SID and they also record data that can then be analysed and interpreted in the future.



Current locations

At present, the SID moves between the following locations, all of which have been formally agreed with the Traffic Management team at Somerset County Council (SCC)

Posted 30mph locations:

- Culverhill (next to the Dippy)
- Styles Hill
- Warminster Road
- Marston Road (near the junction with Cabell Road)

Posted 20mph locations:

- The town centre bridge (by the estate agents) facing up North Parade
- The town centre bridge (by the estate agents) facing towards the town centre

Currently, we're moving the SID every 2 to 3 weeks so we can regularly collect data from all six locations. However, our current agreement with SCC allows for the SID to remain in one place for up to 4 weeks and we might start to do this in the future.

Each time the SID moves, the data recorded for that period for that location is captured and then recorded. FTC staff then use dedicated software to share this data with SCC and the

Community Speed Watch (CSW) team. In turn, CSW share the data with and have follow-up conversations with the Police.

Data

The data recorded so far is included at [Appendix 1 which can be viewed on the website here](#).

The CSW team is currently analysing the data and it's hoped that they will be able to offer some early analysis and interpretation of this data at the meeting.

It is worth noting that this analysis will be early analysis and in fact it might simply be too early to offer thoughts and to recommend actions for some of the locations the SID has been used. It's also the case that data and statistics can sometimes be misinterpreted or misunderstood – especially when the sets of data available are limited. Hence, CSW are taking time to review the data. These caveats noted, the data has from the town centre already resulted in additional traffic monitoring from the Police within the zomph zone.

As suggested, analysis of the data going forward could highlight concerns and identify patterns that then merit further consideration and action(s). For instance, we could find that certain roads in the town show a clear increase in speeding vehicles at certain times of day. This could then trigger CSW and/or the Police to increase how much time they spend in these roads (or could influence when they spend their time in these roads).

Conversely, data recorded by the SID could highlight that a reported speeding problem is in fact based on perception only.

New locations

Proposals for new locations from residents and members of the public can be made to FTC in the first instance. When this happens, each proposal will be discussed and considered by SCC, CSW and FTC.

Noting that there are some restrictions about where the SID can go – and that SCC has to formally agree new locations:

<https://www.trafficchoices.co.uk/somerset/traffic-schemes/speed-indicator-devices.shtml>

New locations may also be chosen and prioritised by the above organisations based on local knowledge and Police aims.

Next steps

We will continue to move the SID around Frome recording data from all of the current locations. As new locations are (potentially) agreed, these will be added to the rota.

As more and more data is collected and recorded, we'll be able to contribute more and more effectively to the overall picture (complementing the separate data gathered and recorded by CSW, SCC and the Police)

We may also start to use the SID more strategically and with specific purposes to record speeds and traffic volumes at different times and different seasons so that we can build up data around weekend traffic or commutes and school-runs, for instance.

It would then seem sensible to bring regular updates to future Town Matters Committee meetings:

- Presenting the data recorded by the SID
- Offering analysis from CSW (and potentially from the Police and SCC)
- And explaining how the data is being used and the outcomes it's having for Frome

Questions for further discussion

There will be time to ask questions about CSW's analysis of the data so far.

Additionally, Councillors might want to consider:

- How can FTC continue to support (and better support) the CSW volunteers?
- Whether a second portable SID might be a useful investment?
- Any roads and locations where it's felt the SID might be useful