



Sway Parish Council

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June 2018

Sway's Speed Limit Reminder project

Sway has a speeding problem. It is not alone – many other parishes suffer from the same malaise especially when, as Sway does, they have heavily used commuter routes. The volume of traffic is rising and number of vehicles speeding increases accordingly. Statistics gathered across the country suggest that on average, half of all motorists speed, and 20% of all motorists exceed the police reporting threshold of speed limit +10% + 2mph – i.e. 35mph in a 30 mph limit. The authorities tasked with managing traffic do not have sufficient resources. Police budgets are overstretched and HCC our Highways Authority will not spend any money on traffic calming or speed limit reduction unless people are being killed or seriously injured in the area. Just this past week HCC announced that no more 20 mph speed limits will be implemented anywhere in the county. It is being left to the communities to find solutions to this problem.

Speeding traffic poses a major danger and nuisance to other road users and to residents of the roads where the speeding occurs. Even if people are not being killed or seriously injured, they are affected in so many other ways. Locally our roads are shared by many categories of vulnerable user – people cycling, walking (with or without dogs), riding on horseback, driving pony traps, and up on the open forest ponies, donkeys, cattle and other livestock roam freely. There are few if any pedestrian footways so all these vulnerable users must necessarily share the same road space as the traffic.

A survey conducted by Sway Parish Council a few years back asked local residents to prioritise where they would like their money to be spent. “More Road safety measures” came second highest in order of priority. This prompted the Council to invest in equipment for use by Community SpeedWatch.

Sway's Community SpeedWatch volunteers have been monitoring traffic speeds at various locations in the parish for over 4 years.

In 2015 just 52% of all motorists monitored were observed to be driving lawfully at or below the speed limit. In 2016 that percentage had risen to 57%, and in 2017 it rose again to 62%. This highlights the positive effect that Community SpeedWatch has on driver behaviour. However, CSW alone is not enough. The volunteers are very dedicated but with the best will in the world, they cannot be out there all the time. In fact, there is a massive 98.5% of time on average each year during which drivers are not being actively reminded of the need to drive lawfully within the speed limit.

In response to this, Sway Parish Council are now investing in a Speed Limit Reminder device along with all the infrastructure required to deploy it in 3-4 locations around the parish. It will be moved on a regular basis as per Hampshire County Council requirements by suitably authorised and trained volunteers from Sway Community SpeedWatch.

This SLR device will activate when a vehicle approaches too fast and will flash up a message to remind drivers that the speed limit is 30mph. You see them in towns and villages all over the country. Anecdotally they are very effective, and Hampshire County Council state that “On



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average, vehicle-activated signs have proven to have a beneficial effect on traffic speeds and can reduce traffic speeds on 30 mph roads by around 4% to 7%". If this were achieved in Sway, it could mean between a 24% and 44% reduction in the numbers of motorists speeding.

Sway Community SpeedWatch identified 10 sites they believed suitable for deployment of the SLR. However, Sway being a New Forest Village with few if any suitable pieces of street furniture to mount it on, it will be necessary to pay for the installation of post sockets costing around £560+VAT for each location. With such high expenditure per site, it became necessary to choose a short list of 3 or 4 sites for initial deployment. Sway Parish Council decided to consult the residents of Sway regarding this. In a survey conducted between March 23 and May 10 this year, 84 valid responses were received. The survey asked for people's top 3 choices of site in order of preference. The survey also allowed those with other views to voice them.

Summary of results:

86 responses were received, of which 2 were duplicates leaving 84 valid responses. 9 were in 17-34 age group, 61 in the 35-64 age group and 14 over 65s.

Voting was as follows:

Durnstown H&H	Arnewood Bridge	Kitchen Makers	Brighton Road	Pitmore South	Pitmore Middle	Pitmore Cattle Grid	Pitmore North	Durnstown Cattle Grid	Birchy Hill	None of the above	Others	
6	7	4	10	2	0	2	3	8	11	29	4	FIRST CHOICE
11	4	7	12	0	2	3	3	6	2	0	1	SECOND CHOICE
9	2	6	3	2	1	5	2	7	10	0	1	THIRD CHOICE
26	13	17	25	4	3	10	8	21	23	29	6	Unweighted votes
49	31	32	57	8	5	17	17	43	47	87	15	Weighted Votes

Note that weighted votes are calculated by multiplying the number of first choice votes by 3 and second choice by 2.



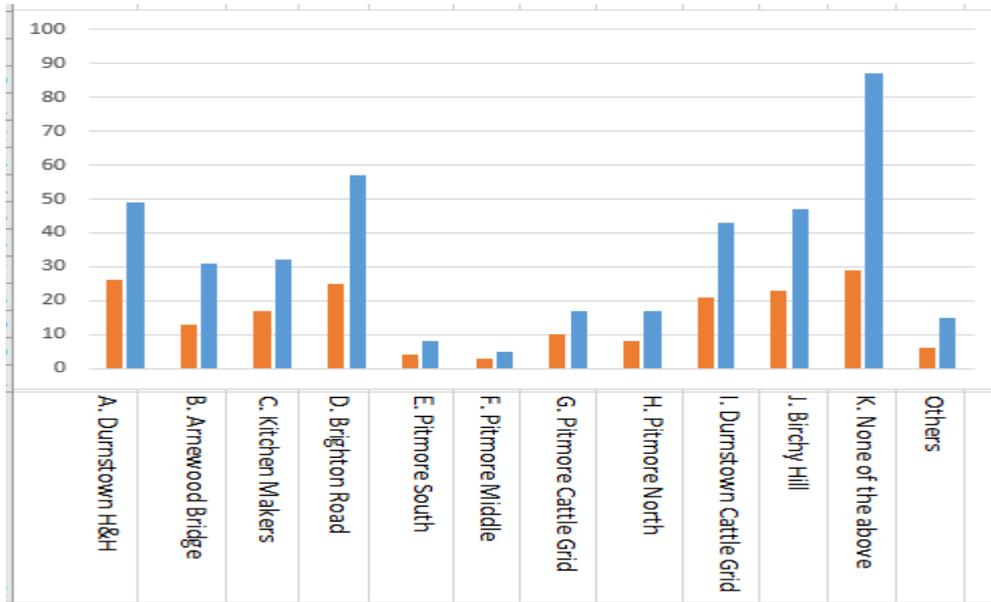
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The results gave Durnstow as top favourite (options A and I), followed by Brighton Road (Option D) and then Birchy Hill (Option J). Since it may be possible to utilise existing street furniture at Durnstow, it may also be possible to implement at a fourth location which from the survey results would be further along the B3055 below Station Road around the location of “Kitchen Makers” (Option C).

Costs associated with the VASLR:

Hampshire spec SLR with x2 batteries	£2650+VAT
Brackets	£60+VAT (one set needed)
Post sockets (supply and fit) approx. (3 needed)	£560+VAT each
Posts (supply) approx.	£172+VAT each (1 needed)
TOTAL:	£4562

For any further information please contact the Parish Clerk.