

Traffic Calming for Swallowcliffe

14th December 2017

THE WAY AHEAD

Why are we here?

- The impact of traffic in Swallowcliffe's narrow lanes has long been an issue
- Following last year's Village Meeting your Parish Council has been working on your behalf to see what can be done to improve matters
- A major effort has gone into translating the feeling most of us have that traffic is "going too fast" into measures that can make things better
- We are now at the point when we have a plan and can seek your views and support

Remembering that

- Unfortunately, nothing comes for free – anything we do has to be paid for in money and effort
- There is no “Silver Bullet” here – we believe a mix of measures will be necessary to reduce traffic speeds

Swallowcliffe Traffic Safety Group

- Graham Ewer
- Barry Fitzpatrick
- Gerry Blundell
- Lou Eastham

What are “the facts”?

- Repeat of the 2008 traffic survey conducted in the village in March this year and a review of village Black Spots
 - Traffic levels now up to that experienced when Court Street Bridge closed in Tisbury and the Salisbury traffic “rat run” came through here
 - Speeds not that much faster as road constrictions slow traffic
 - Drivers go more slowly through the West End and Middledean than past the Cravenplan/Higher Farm area

What has your Parish Council been doing?

- Throughout this year, we have been playing our part in the positive work of the South West Wiltshire Area Board to tackle speeding in rural areas
- In conjunction with Ansty and Fovant, we will run a Speed Indicator Device (SID) scheme to warn drivers who go above the speed limit
- We have followed up the offer of part funding for a 20mph limit feasibility study
- More about these initiatives later

The key point is....

- We are now at a point where we need to invest (temporarily) at a higher level than has been usual in Swallowcliffe in recent years if we are to make a real difference
- This is an opportunity that we should not miss
- But, if we are to get the best from this opportunity, it is important the village as a whole is engaged and supportive

Where are we now (1)

Road Markings



- The existing limit signs on the roads will be refurbished in time
- Village entry “Gates” have been successful in some villages, such as on the A30 in Fovant, where there are no natural hazards
- We have natural hazards, like the “Narrows” in West End, Middledean, Old Forge Corner
- Road markings cost between £500 to £1,000 each
- We think the money could be better spent on something more effective

Where are we now (2)

Speed Indicator Devices (SIDs)

- SIDs are becoming a familiar sight – they remind drivers that somebody might be watching!
- Shared Community SID will be purchased and jointly owned and managed with Fovant and Ansty



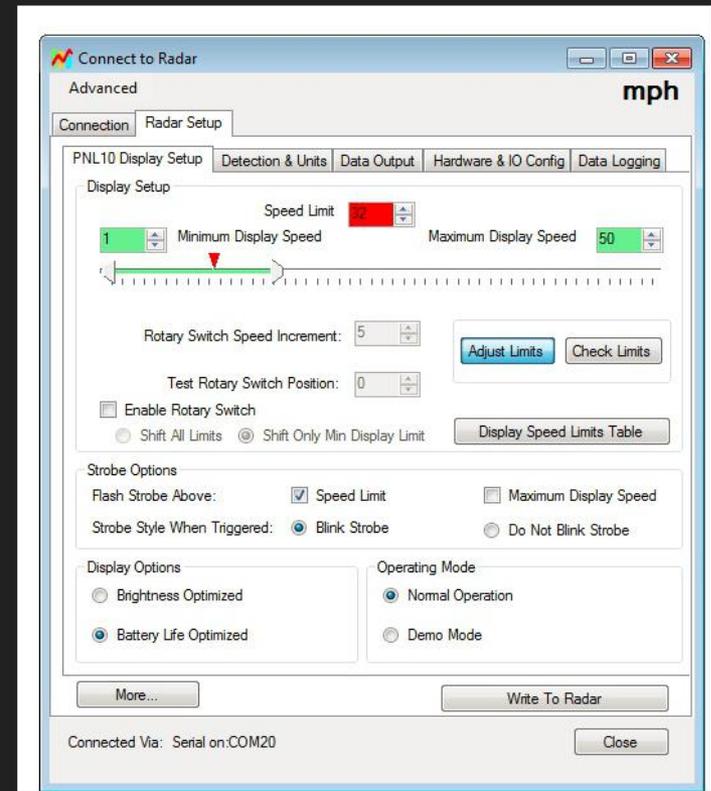
Lots of SIDs on the market

- Key features we decided upon
 - Suitable for 20 mph and 30 mph areas
 - Solar Panel powered
 - Vehicle Speed Data Logging

	A	B	C	D	E	F	G	H	I
	Manufacturer	Pandora	Radarlux	Smart Gp	Thermotor	Traffic Technology	TWM Traffic Control Systems	Unipart	
1									
2	Model	PTSC906	TDC1600S EN	"Your Speed plus option B		TT-99.3065		DF11MCB	
3	Price inc VAT	£2910 inc carriage		£1,664.40 inc solar Delivery £42.00	450mm £2280 or 300mm £1704 £90 delivery	£3102	£2760 plus carriage	£2,814	
4	Size - H	740			850mm or 565mm	776		508mm	
5	- W	535			550mm or 470mm	604		406mm	
6	- D					200		76mm	
7	Weight (Kg)				13kg 8kg solar 20/16kg	11.2kg inc battery		12kg exc solar	
8	Image								
9	settable lower speed threshold	Y	Y	?	Y	Y with tablet	Y	Y	
10	settable speed limit threshold	Y	Y	?	Y	Y	Y	Y	
11	Display Speed in mph	Y	Y	Y	Y	Y	Y	Y	

SID Logistics

- Will need volunteer Operations Team to move and setup the SID

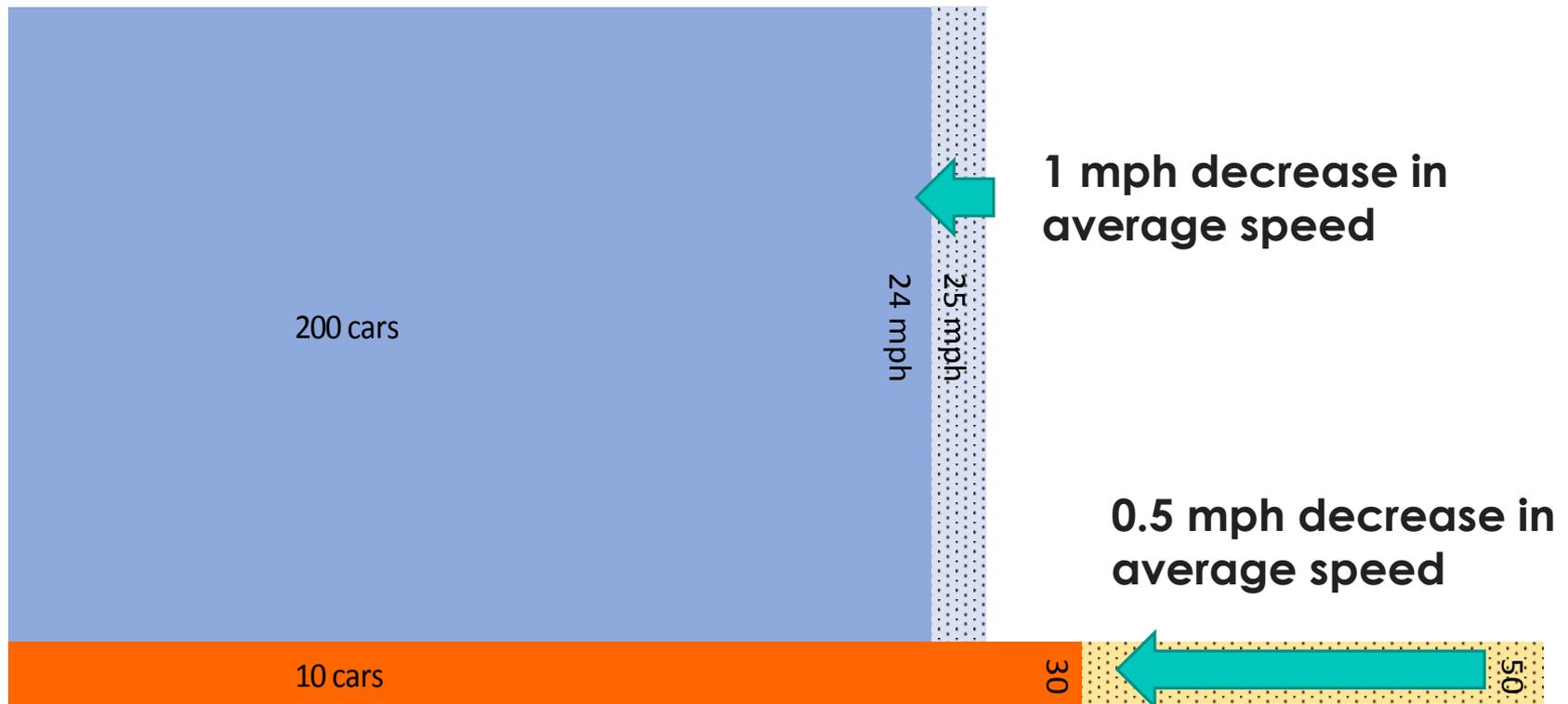


Averages speeds are not the whole story (1)



Hypothetical example for Illustration purposes

Averages speeds are not the whole story (2)



Which would most improve safety?

The 20 mph Speed Limit



- Few concepts have become so surrounded by myth as that of the 20 mph Limit in built up areas! Let's get some these out of the way and in perspective.
- "It can't be enforced" – wrong, just like any other limit, provided it is established properly, it can be
- "It solves all the speeding problems in built up areas overnight" – wrong, it is practically useless unless traffic is going pretty slowly already for other reasons. Put in place where it's obvious that 40 mph would be safe, motorists will ignore it.
- "Traffic speeds are reduced when a 20 limit is in force" – correct, although perhaps less than you think
- "People feel safer" – correct, supported by survey evidence from areas that have a 20 mph limit

What can a 20 mph Limit do for Swallowcliffe?

- Whilst SIDs are a very effective measure to monitor speed, they can only monitor the limit as it stands. It is self evident that reducing speed limits has a central role in reducing traffic speeds
- They work best where traffic speeds are already restricted by existing hazards, and we have got plenty! Our recent traffic census indicates that, with the exception of the area around Higher Farm, the vast majority of traffic is already going sufficiently slowly to be influenced by a 20mph limit and to reduce its speed accordingly

So far ...

- Helpfully, the SW Wilts Area Board has put money aside to joint fund the feasibility study for 20 mph Limits in up to 2 villages in their area
- Swallowcliffe has bid for funds successfully
- The Parish Council has conducted its own survey of the village and is proposing this scheme
- And, it has to be said that whilst an informal audit of accidents indicates that there have been quite a few over the years, which have mainly bent vehicles and not people, this is hardly a case for complacency. The infamous “Murphy’s Law” indicates that it is but a matter of time before somebody gets badly hurt if we remain supine.

Proposed 20 mph Limit

A 20MPH LIMIT FOR SWALLOWCLIFFE



Key Features (1)

- Makes use of existing traffic hazards – such as the Narrows in West End, the corner by the Old Forge etc
- Protects the majority of the village built up areas where there are children and pedestrians
- Covers through routes
- At the same time, the scheme will not be more intrusive aesthetically than existing limits although extra sign sets and associated road markings will be needed

Key Features (2)

- Every prospect that it will work, although the formal survey and feasibility study by Wiltshire Council may result in adjustments to its extent.
- If implemented we should expect to see average speeds come down to 23 mph or less in the proposed 20 mph limit
- This may not sound much, but against the background of our principal Black Spots here, our lack of footpaths, village demography, potential traffic speeds & volumes and the growth in the number of silent electric vehicles....
- **this is a speed reduction worth having that can save lives**

Extra safety does not come cheap...

- Once upon a time, as recently as 5 years ago, this sort of project would have been funded by Wiltshire Council out of the General Rate, but no longer
- Parishes have to pay and, for a village our size, the difficulty is one of cost
- A formal County driven feasibility study is necessary to establish the 20 mph limit – it costs £2,500. We have to find £1,000, the SW Area Board will fund the rest
- The Village has to fund the estimated construction costs of £5,000
- Wiltshire Council will fund the legal side – publishing the new limit, etc

Where next?

- This is quite a tall order for a small village – in a moment Steve will explain how this might be paid for
- But, subject to funding, it should be possible to get the feasibility study done and dusted in early 2018
- On completion of the feasibility study have work under way and completed and paid for in Financial Year 2019/20
- Giving us a safer village by 2019!

Community Speed Watch (CSW)



- Wiltshire Council provide the speed gun, the dayglo jackets, etc
- The Village provides the labour!
- It's for the long haul. If the CSW is to work and taken notice of by motorists
 - It has to be out in rain or shine
 - Provide surprise (including inconvenient times)
- Its value to Swallowcliffe is currently limited – Wiltshire Council assessment indicates up by Higher Farm/Cravenplan only, although there may be more sites if we had a 20mph Limit in place

Financials – SID Cost



		Village Costs	Precept Increase (Band D)
Device Cost (ex VAT)	£2,985		
(Less Wilts Council Grant)	(£1,500)		
Sub Total	£1,485		
Third Share		£495	
Mounting arrangements (estimate)		£800	
2018/19 Total		£1,295	£3 per year*
* As funds already accrued			

Financials – 20 mph Limit Costs



	Wilts Council	Village	Precept Increase (Band D)
Study	£1,500	£1,000	
Legal Expenses	100%		
Construction Costs (estimate)	£0	£5,000	
Total		£6,000	
2018/19			£30 per year 12 x £2.50 per month
2019/20			£30 per year 12 x £2.50 per month

Financials - Community Speed Watch Costs



- No costs for programme
- Free Training organized by police for CSW team
- Equipment loaned

Summary

- There is no “Silver Bullet”
- We recommend a package of complementary measures
 - to participate in the SIDs scheme
 - to introduce a 20mph Speed Limit
 - to encourage the formation of a CSW by identifying a champion and volunteers

Next Steps

○ Make your views known on the feedback form or online

At <http://tinyurl.com/y9ykqzja>

TRAFFIC CALMING IN SWALLOWCLIFFE – VILLAGER FEEDBACK

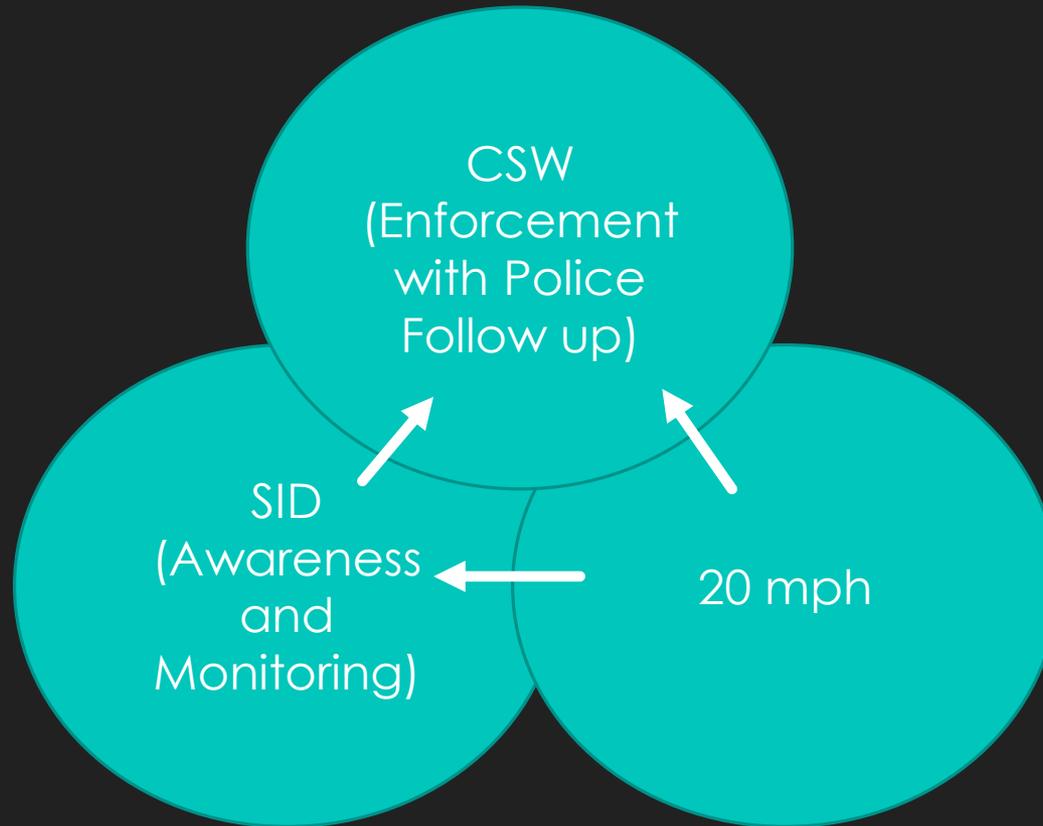
Name(s):

Address:

Are you in favour of an increase in Council Tax to fund a 20 mph limit for Swallowcliffe via the Precept for the Parish? This would be approximately £30 for a Band D property over two years.	Yes/No/Abstain*
Are you interested in finding out more about participating in:	
Speed Indicator Device Team?	Yes/No*
Community Speed Watch Team?	Yes/No*
Other comments:	

* Please delete as applicable

Mutual Synergy



Thank you