

# **Briefing Notes on an Extra-Ordinary Meeting of Hulland Ward Parish Council to Discuss Feedback from a Speed Sign Trial – Held on Tuesday 17 March at 7:00 pm**

Attendees from Holbrook Parish Council: Gail Brocklehurst and Paul Roberts

Present at the meeting were 4 members of Hulland Ward Parish Council (HWPC), Irene Ratcliffe (Derbyshire County Councillor for HWPC), representatives of around six local parish councils (such as Ildridgehay, Fenny Bentley, Baslow), 2 or 3 residents, and 3 representatives from Unipart Dorman

## **Background:**

- The long straight road through Hulland Ward results in a high incidence of motorists breaking the 30mph speed limit.
- The old fixed indicated speed sign system was expensive and is now no longer considered effective.
- HWPC are looking with 2 or 3 companies at ways of reducing speeds on the road. Unipart Dorman is one of those companies.

## **Unipart Dorman Involvement:**

- HWPC had seen an email from Unipart Dorman offering support to parish councils in running a pilot scheme for one week.
- HWPC took up this offer and, during the resulting trial, villagers noticed a reduction in vehicle speed and, as a result, road noise. (It is claimed there is a 40% reduction in noise for a 6mph reduction in speed in the 20 to 35mph range).

## **Unipart Dorman System (DF11):**

- The system provides a true indication of motorists' speed through a high intensity LED flashing light display.
- The 'trigger' speed can be set in one mph increments, e.g. for speeds above 28mph.
- The unit can be mounted on poles, walls, or street lights with a locking clamp system.
- Besides the very bright flashing indication, Unipart Dorman claims that the system's portability allows the unit to be rotated around set locations in the vicinity. This refreshes the effectiveness of the speed indication effect on motorists.
- The system includes data logging of all motorists' speeds, including date and time. Data can be downloaded wirelessly to a computer or via a wired link if the user prefers this option.
- See separate attachment for technical specification, but other key points are: - the unit weighs around 12 kg, it measures approx. 500mm x 400mm x 75mm, there is an option fitted with rechargeable batteries allowing it to be removed by the user every 10 days and mains-charged for 6 hours. The unit can then be refitted or put on one of the other fixed sites in the vicinity.
- Costs include: £2000 - £2200 for each unit; additional mounting plates are around £50 each; a 5 year maintenance, training and support package costs £800.
- There is a 5 year warranty provided, batteries last about 5 years, LEDs might last 10 to 20 years.
- Other options and future developments include: number plate recognition; air quality monitoring; ice and flood warning. Solar powered battery recharging. Bespoke fascia plates can be produced and the reverse side of the unit can be fitted with other displays, e.g. school warning signs.

## **HWPC Trial Results:**

- Data logging of approx. 25,000 vehicles with speeds, dates and time.
- Maximum vehicle speed: 2 at 65mph.

- 85 percentile speed: 37.1mph.
- Around 10,000 vehicles stick to the speed limit; 14,000 vehicles were over the speed limit; 1,000 vehicles were over 45mph.

#### **The Case for the Unipart Dorman System:**

- A bright flashing speed indicator, coupled with portability allowing a regular change of location, results in 'grabbing' the motorists' attention thereby getting them to immediately moderate their speed.
- Claims for a 20% reduction in the over-speed figure.
- Comprehensive support package.
- No need for a hard wired electrical supply as the units can have rechargeable batteries.
- Comprehensive data logging with over 50 choices of downloaded screen display.
- Provides powerful evidence to present to Police and local authorities to support action.
- There are over 400 parish councils in Lincolnshire of which over 80 have adopted the DF11. Unipart Dorman is claiming that many of them are enthusiastic about the improvements they are seeing.

#### **Some Concerns Expressed Over the Unipart Dorman System:**

- No evidence available from the Hulland Ward trial regarding the longevity of the speed reduction improvement or whether, once the location of the device has been changed, speed increases again at the previous site.
- A resident and one HW Parish councillor expressed concerns over the cost against unknown long term gains.
- Presentation of comprehensive results to the Police had, despite initial positive indications, not resulted in any further action on their behalf regarding speed traps or portable speed camera campaigns etc.
- There is a perceived view that no approval will be given for these devices in areas that are no prone to accidents (see DCC view below).

#### **Other Issues:**

- Units will not be allowed to be fitted on telegraph poles.
- Getting approval to fit these items is a long process and funding will have to come from the individual parish councils. The Derbyshire County Councillor present at the meeting claimed there was a new willingness to work with parish councils to gain approval for such schemes. However, her choice of words made it difficult to gain a firm impression of the level of commitment.
- It is advisable to consult and liaise with the Road Safety Partnership, Derbyshire County Council and other authorities in gaining agreement to site these roadside items. A legal agreement will need to be obtained from the County Council. It is not a quick process.
- Unipart Dorman can assist with preparation of risk assessments and will provide contacts for individuals who have experience of operating / installing these systems and the processes needed for their approval. Insurance is a parish council responsibility.
- Unipart Dorman Contact: Jill Taylor. Tel. No: 01704 518 138. Mob: 07725 163 480 email: jill.taylor@unipartdorman.co.uk

Written by: Paul Roberts and Gail Brocklehurst.

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Attachments – see separate pdf document including:

- DF11 – Description and Technical Specification
- Unipart Dorman – Road Safety Partnership
- Highways Magazine Article. Traffic Calming - Influencing Driver Behaviour
- Ashbourne News Telegraph Article. 'New high-tech speed alert sign for drivers passing through Hulland Ward'