

# Walberswick Common Lands Charity

Founded 1901 - Registered Charity No. 206095

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30 November 2017

Mrs Mary Mitson-Woods  
Clerk to Walberswick Parish Council  
Rose Farm Cottage  
Mutton Lane  
Brandeston  
Suffolk  
IP13 7AR

Dear Mary

## **20 MPH - SPEED INDICATOR DISPLAY ("SID")**

Further to our letter of 29 September thank you very much for the support that we have received on the SID project from Councillors Sutton and Winyard.

The purpose of this letter is to update the Councillors on progress and recommend the next steps.

### **Progress**

1. The Trustees remain committed to funding 100% of the cost of a SID and necessary ancillary equipment. The cost is currently looking to be in the order of £3,600 including VAT.
2. Working with Councillors Sutton and Winyard, five potential SID sites have been identified. Their location is shown on the attached maps and the rationale is as follows:
  - a. The Street adjoining Adams Lane (both directions)

The Adams Lane area has the highest concentration of children in the Village. It is also the spot where motorists are either slowing down as they enter the Village or speeding up as they see the 30 mph sign ahead.

b. The Street, east of Lodge Road junction (both directions)

The Street in this area is more open, which encourages speeding. Motorists travelling eastwards speed up once they have cleared the 'narrows' by the junction with Lodge Road. Motorists travelling westward speed up once they have cleared any obstructions around the Tuck Shop.

c. The Street, by former chapel opposite Millfield Road (eastwards traffic only)

This straight stretch encourages speeding ahead of the virtually blind junction with Millfield Road. Plus this is also an area where pedestrians are in a confined road with no verge on which to shelter.

3. Mr Ben Rourke has kindly undertaken research into the various types of SID available and their cost. The preferred option is a discrete mini-SID where the vehicle's speed is shown alternating with the appropriate sad or smiley face. The reason for this choice is that a sign simply informing a motorist they are doing 25 mph, might not immediately remind them that they are exceeding the 20 mph limit. This is because most people are accustomed to 30 mph limits. Whereas a 'sad face' would remind them to slow down.

Depending upon the final choice of SID it may be possible that it will work in both directions from a single pole. This would obviate the need for second poles at Adams Lane and in The Street by Lodge Road, reducing the number of sites to three.

The proposed SID will have a data recording capability, which means that statistics on speeding can be produced. This will help identify the danger spots and enable more informed policy making on speeding in the future. The data can also be used to keep the Village informed of driving habits.

4. Consultation is underway with information signs at each of the proposed SID sites, posters are on the notice boards and on the Village web site. A bespoke email address (walberswickSID@btinternet.com) has been set up for consultation feedback with a deadline of 8 December. At the time of writing this letter no feedback has been received, we will provide a further update on 8 December.

In addition the Charity informed the Village of the proposed SID in the November Village News. Only one piece of (positive) feedback was received suggesting that a 'smiley face' SID would be the most effective. Overall, anecdotal evidence is that the reception to the SID has been very positive.

5. Thank you for your introduction to Councillor Paul Kirton at Brandeston PC. He was very helpful and provided extremely positive feedback on their experience. Most importantly their SID has resulted in a measured reduction in average speed.

## **Recommendation**

Research by Transport for London shows that a properly erected and managed SID can reduce average speeds by 10%. A reduction at this level would be a great result for Walberswick and the progress we have made to date appears to show that there are viable locations where a SID would be of benefit. Therefore we recommend that the Council:

1. Accepts the Charity's offer to purchase a SID for the Village.
2. Approves the five proposed locations for the SID.
3. Applies to Suffolk County Council for approval of the SID sites and requests that the County Council erects the required mounting poles.
4. Continues to work with the Charity to finalise the design and specification of the SID as well as a management plan for operation of the SID.

Please let me know if there are any further questions or information you require ahead of your meeting.

Best wishes

Yours sincerely



**James Darkins**  
Chairman of Trustees

APPENDIX I

MAPS SHOWING PROPOSED SID LOCATIONS

2. a The Street adjoining Adams Lane (both directions)



2. b The Street, east of Lodge Road junction (both directions)



2. c The Street, by former chapel opposite Millfield Road (eastwards traffic only)



Note: Ideally the SID would be attached to the existing wooden telecom pole