Report on the installation and operation of Speed Indicator Devices (SIDs) around Ledbury.

Introduction

LTC has been working on a project to install additional speed indicator devices at key points around approaches to the town to improve traffic safety. A Previous town council administration had already installed an SID point on the Hereford Rd some time ago.

Location of SIDs

Taking into account views expressed by residents, it was decided to install two further SID sites, one on the Southend on the approach to John Masefield School, and the other on the A417 on the approach to Parkway. Including the existing Hereford Rd location, we now have three operational sites for SIDs.

The site on the Hereford road was operation beginning in March 2021, but it has taken several months of follow-ups, cajoling and reminders to get the other sites prepared and completed even though LTC paid for these installations some time ago.

Image showing SID currently installed (May 2021) on the incoming Southend on the approach to John Masefield School
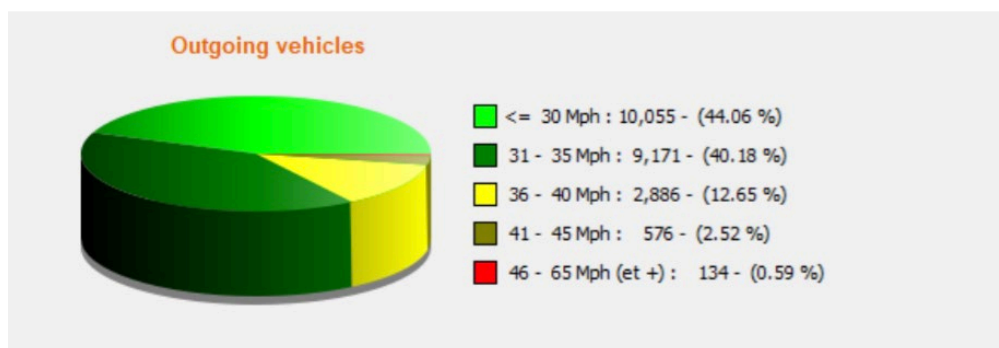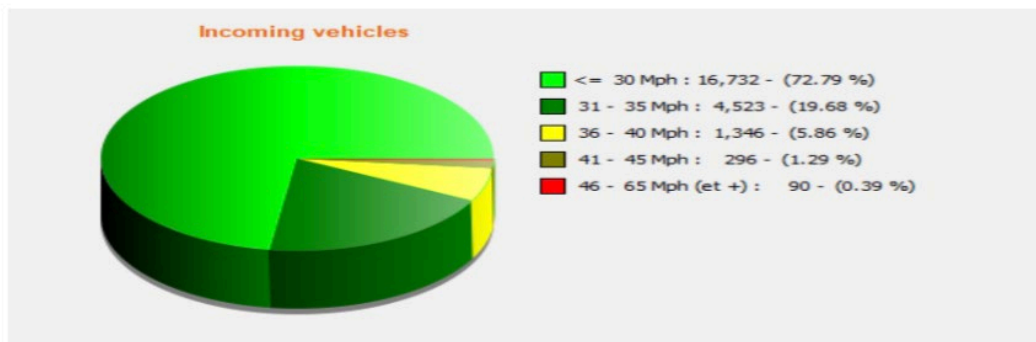
Method of Operation

The way the system is managed is that a single SID unit is rotated around the three locations spending one month at each site in a continuous cycle and so returning to each site every 3 months. The SIDs measure vehicle speed and display this in green if the vehicle speed is under or at the speed limit, and in Red if the speed measured is over the limit. The unit records all vehicle speeds and the time of transit and LTC is issued with a report every month which provides an analysis of the data including traffic volume.

Data analysis

LTC thought that residents might be interested to see this data so it is our intention to publish this on this site every month. We will provide a synopsis of the monthly data here and copies can be downloaded off the Ledbury Town Council website. We hope to be able to assess the impact of SIDs on driving speed to determine if these devices are cost effective at improving safety.

We now have data for the period 1 -31 March 2021 for the Hereford Rd site and we have the following analysis.

Incoming vehicles

<= 30 Mph : 16,732 - (72.79 %)
31 - 35 Mph : 4,523 - (19.68 %)
36 - 40 Mph : 1,346 - (5.86 %)
41 - 45 Mph : 296 - (1.29 %)
46 - 65 Mph (et +) : 90 - (0.39 %)

Outgoing vehicles

<= 30 Mph : 10,055 - (44.06 %)
31 - 35 Mph : 9,171 - (40.18 %)
36 - 40 Mph : 2,886 - (12.65 %)
41 - 45 Mph : 576 - (2.52 %)
46 - 65 Mph (et +) : 134 - (0.59 %)

It is interesting that 72.79% of incoming vehicles travel at less than or equal to 30mph, while only 44.06% of outgoing vehicles travel at this speed. Currently, due to COVID 19, the speed limit on the Hereford Road has been reduced to 20mph, but this pie-chart data doesn't give this data as it is broad average. Looking at the raw data we have much more detail about the individual vehicle speeds as shown below.

Average speeds

Incoming direction (27.46 Mph) — Outgoing direction (30.74 Mph)
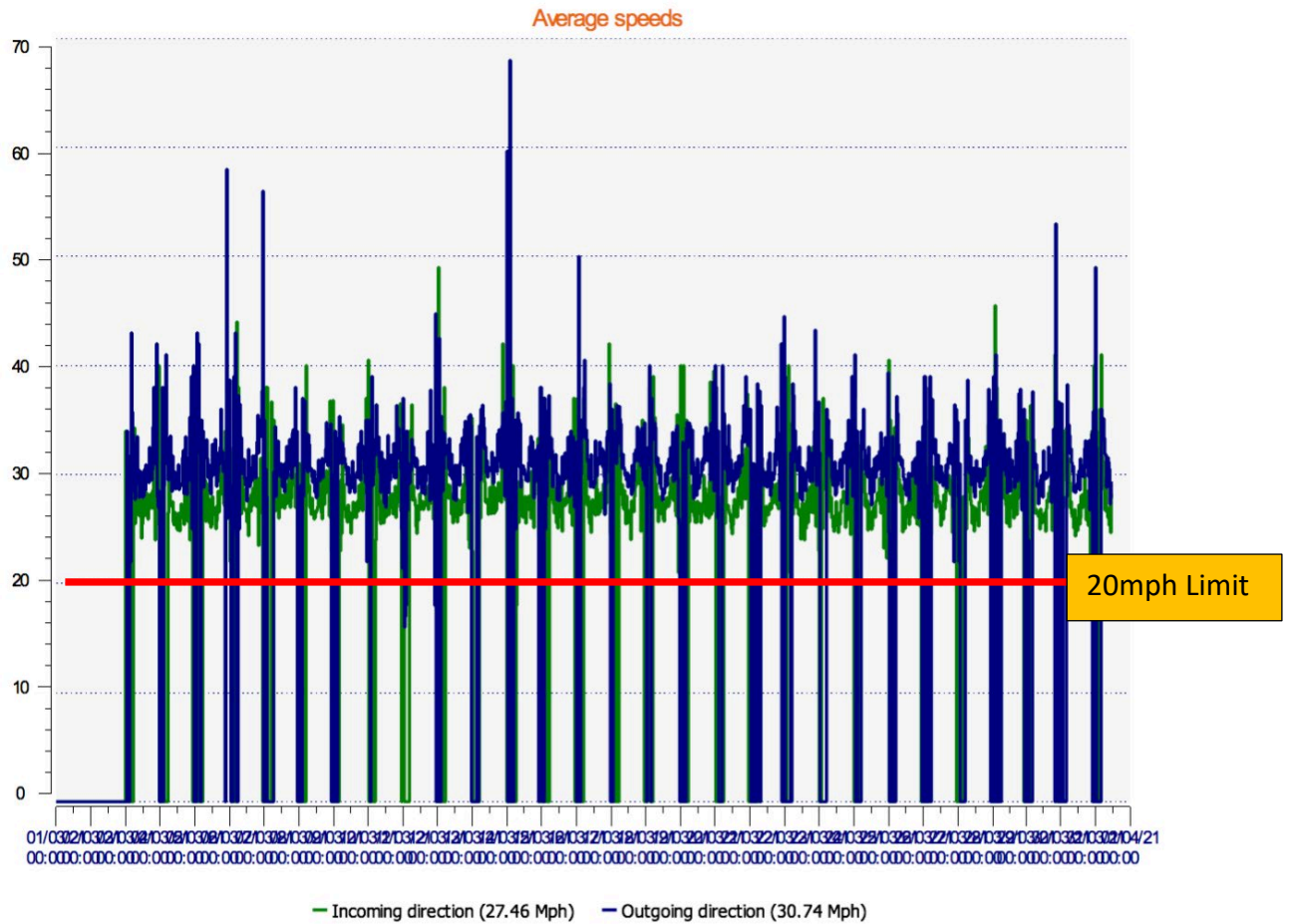
It can be clearly seen that the 20mph limit is being widely ignored by motorist, but the incoming (Green line) is less than 30mph which was the previous speed limit. It may be that the signage is inadequate, or that it is just difficult and requires concentration and determination to drive at 20mph on this road. Comparing the beginning and end of the month, we don't see any reduction in the speed of traffic so it looks like the SID is currently not changing driver behaviour at this location.
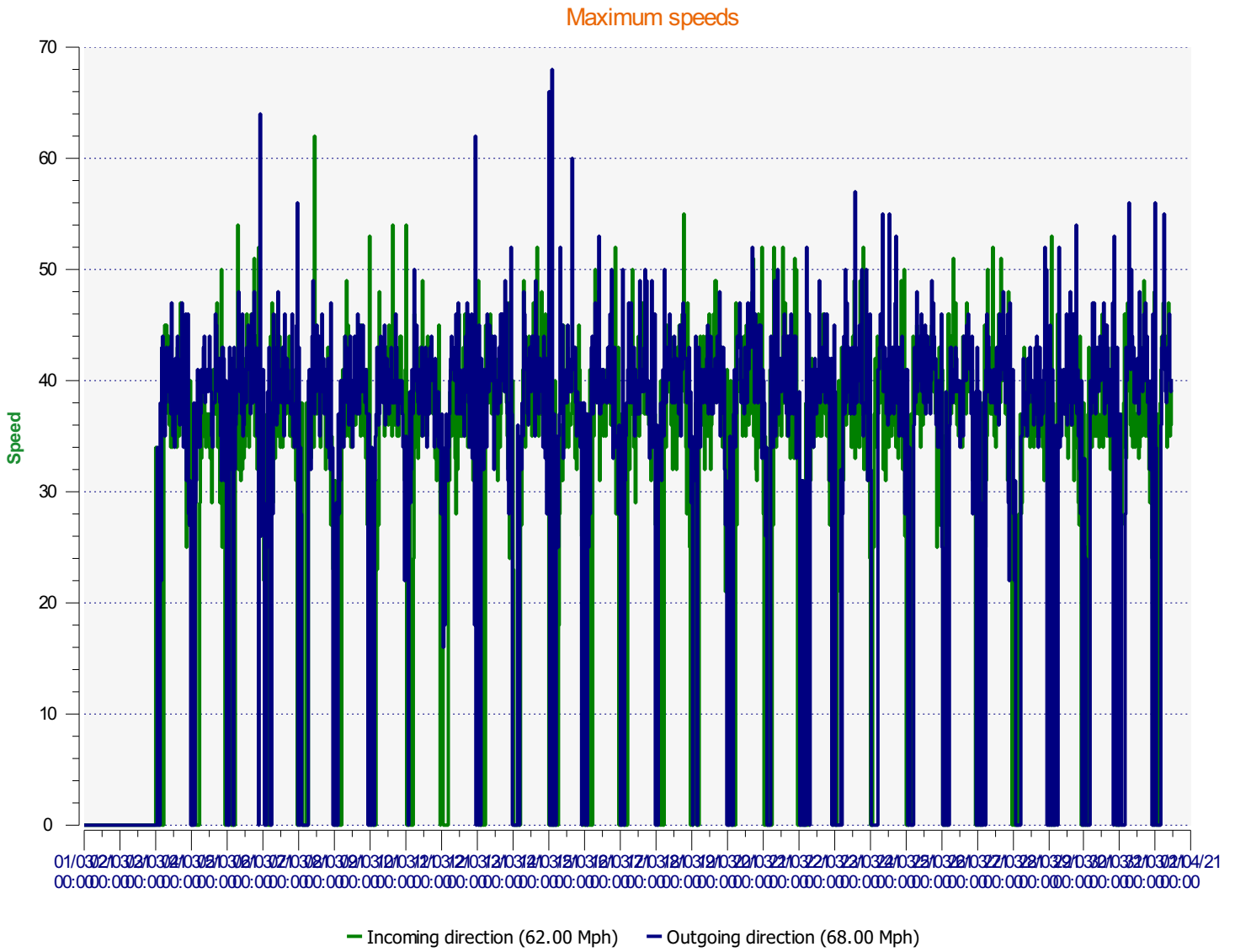
End of Report

Start date: Monday, March 1, 2021 12:00 AM
End date: Wednesday, March 31, 2021 11:00 AM

Location:

Comments:

Average speeds

— Incoming direction (27.46 Mph) — Outgoing direction (30.74 Mph)

| Start date: | Monday, March 1, 2021 12:00 AM |
| End date: | Wednesday, March 31, 2021 11:00 AM |

Location:

Comments:

Maximum speeds

Legend: — Incoming direction (62.00 Mph)   — Outgoing direction (68.00 Mph)

Start date:	Monday, March 1, 2021 12:00 AM
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Location:

Comments:

Vehicles per hour

Legend:
- Incoming vehicles 22987
- Outgoing vehicles 22822

Y-axis: **Number of vehicles**

X-axis: **Time**

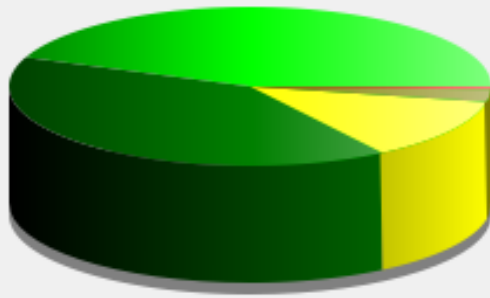|	
Start date:	Monday, March 1, 2021 12:00 AM
End date:	Wednesday, March 31, 2021 11:00 AM
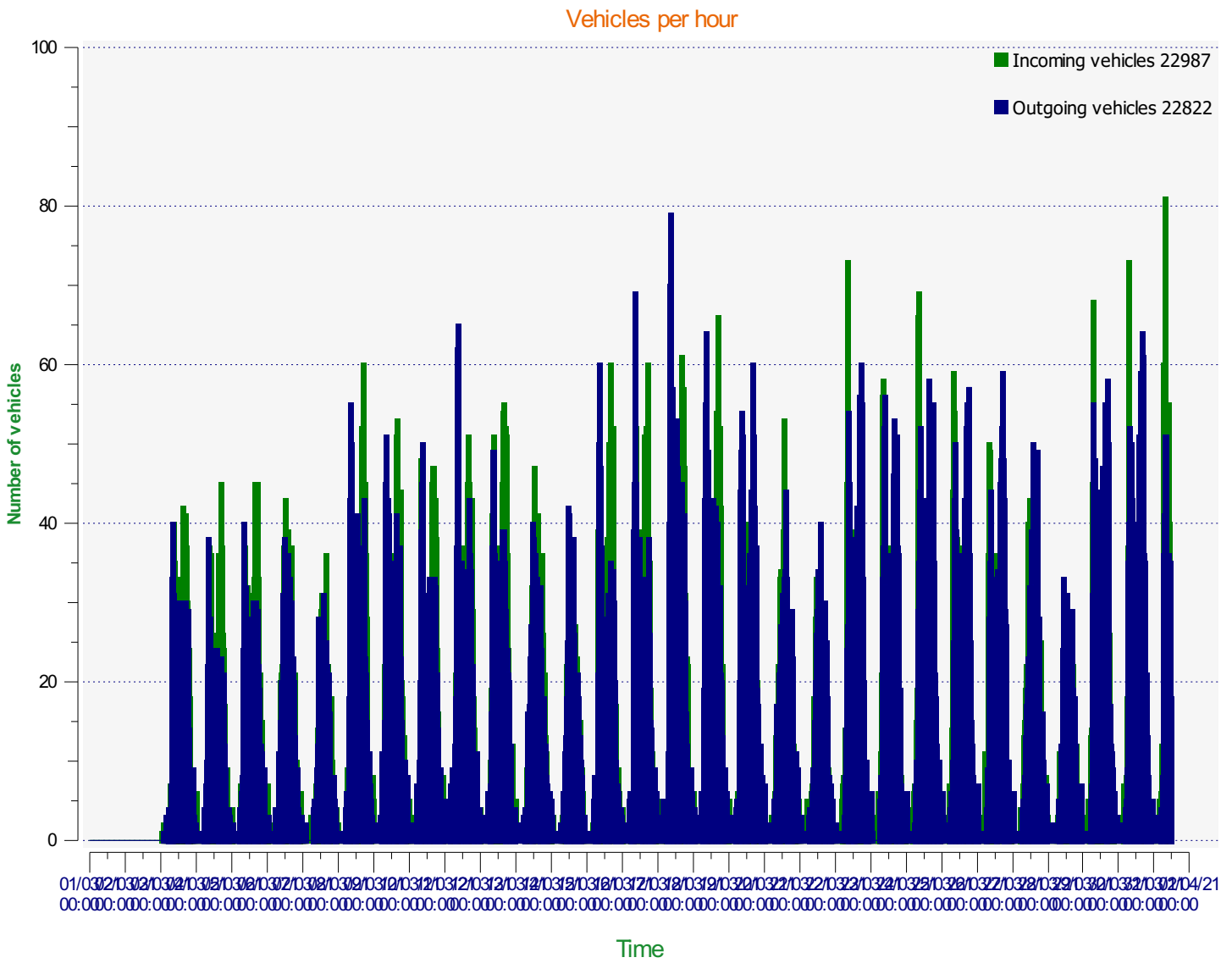
Location:

Comments:

Incoming vehicles
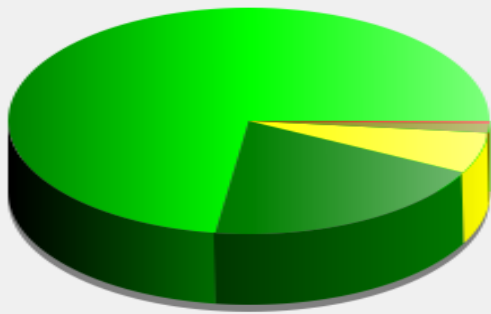
- <= 30 Mph : 16,732 - (72.79 %)
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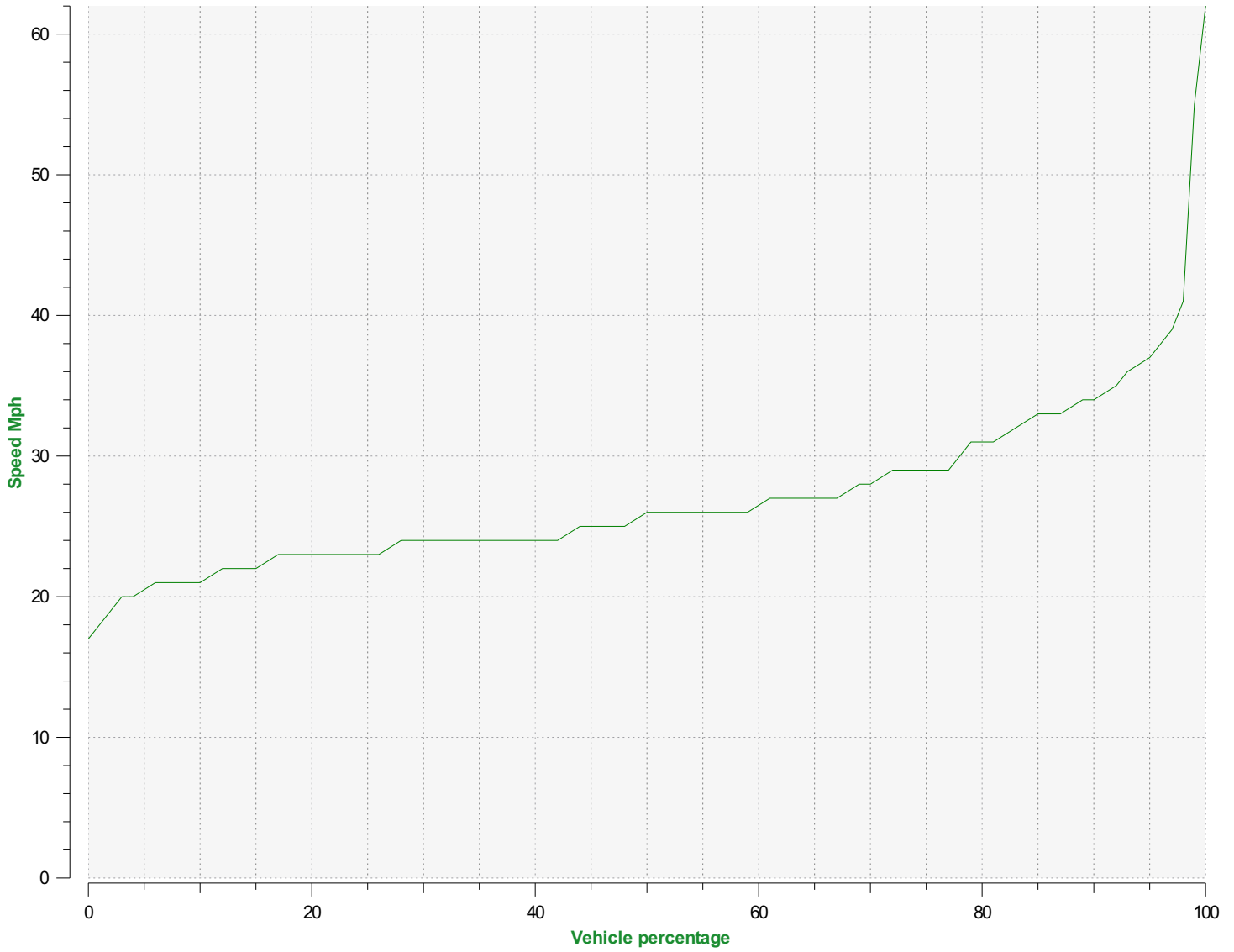**Outgoing vehicles**

🟩	<= 30 Mph : 10,055 - (44.06 %)
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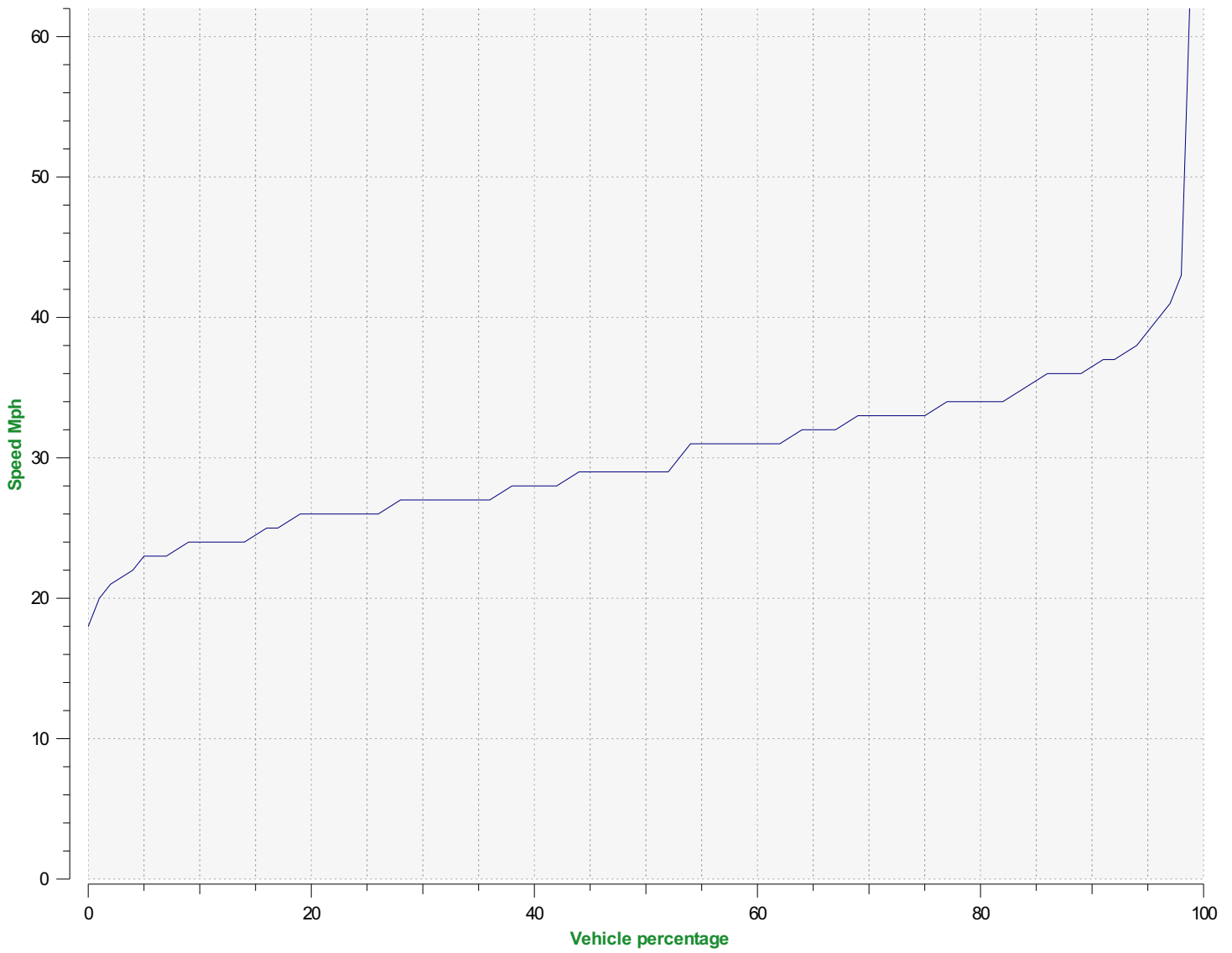**End date:**   Wednesday, March 31, 2021 11:00 AM

Location:

Comments:

Speed percentiles (incoming)

V30: 24.00Mph   **V50:** 26.00Mph   **V85:** 33.00Mph

Start date:	Monday, March 1, 2021 12:00 AM
End date:	Wednesday, March 31, 2021 11:00 AM

Location:

Comments:

Speed percentile(outgoing)

V30: 27.00Mph   **V50:** 29.00Mph   **V85:** 35.00Mph

Start date: Monday, March 1, 2021 12:00 AM
End date: Wednesday, March 31, 2021 11:00 AM

Location:

Comments: