

## SPEED INDICATOR DEVICE - SID



You will have noticed over the past couple of months SID in operation in various locations on the main roads in our Parish. Judging by comments received, it has been a very welcome feature for many of us who are irritated and concerned about speeding traffic on the roads where we live. The most common question asked whenever it is moved is “why can’t it stay where it is?” This article aims to answer this and other questions about SID and let you know how it is performing and why the Parish Council has decided to procure a second SID.

**What is SID?** SID is a battery operated radar device that detects speed of vehicles up to 150m from its position. It indicates speed of vehicles travelling towards the sign with an appropriate message to drivers. It also detects speed of vehicles travelling in the opposite

direction away from the sign.

**What data is recorded by SID?** It has no camera, video or noise detection facility and no means of recording vehicle registration numbers. It records the volume of vehicles passing the sign in either direction at set intervals, the average and maximum speed of vehicles and date/time.

**What messages does SID display?** SID displays a ‘THANK YOU’ message in green to drivers who conform to the speed limit and a ‘SLOW DOWN’ message in red to those who do not. To conserve battery life, SID has been programmed not to display or message drivers travelling below 31mph in a 40mph zone. For vehicles travelling more than 55mph in a 40mph zone SID will flash a red triangle and slow down message but will not display actual speed. This is designed as an ‘anti-racing’ measure.

**What are the legalities of SID?** SID operation is regulated which requires specific written consent of the highway authority (WSCC). This consent is given on the basis that is managed by the Parish Council and is operated as a ‘temporary traffic sign’. It can only operate on roads with a restricted speed limit (ie 30/40/50 mph). Every location where SID can operate was surveyed by WSCC Highways prior to the necessary consent being granted. This ensured each location complied with relevant regulation (ie distance from the kerb, footpaths, road width, height) and to ensure it would not distract driver’s attention with regard to road junctions/narrowing/bends and existing permanent traffic warning or mandatory signs. It was these factors which resulted in the WSCC survey ruling out locations for SID on North Street and others positions in the 30mph zone on the A272 in Rogate.

**What does ‘temporary’ mean?** WSCC Highway’s consent allows for SID to operate for up to 14 days at a time. Some locations allow for SID to operate facing in either direction (indicated by \* in the list below). The 14 day limit applies to the direction it is facing, not the location. A temporary sign means that we have the flexibility to move it around the Parish.

**Why not a permanent sign?** A permanent SID sign is roughly 5 times the cost and subject to far more onerous regulations. WSCC Highways point to evidence that permanent SIDs are not effective over the longer term and made clear that it would not support funding one for the Parish. The permanent SID on the A272 leaving Midhurst in the Rogate direction is used as an example of the ineffectiveness of a permanent SID.

**How many and where are the SID locations?** We have consent for 8 locations. Some are on lampposts (which required separate permission from SSE) and others mounted on existing or new traffic posts. The 8 locations are as follows:

**Rogate (2):** 1. A272/Fyning Lane junction\*. 2. A272/ Garbitts Lane junction.

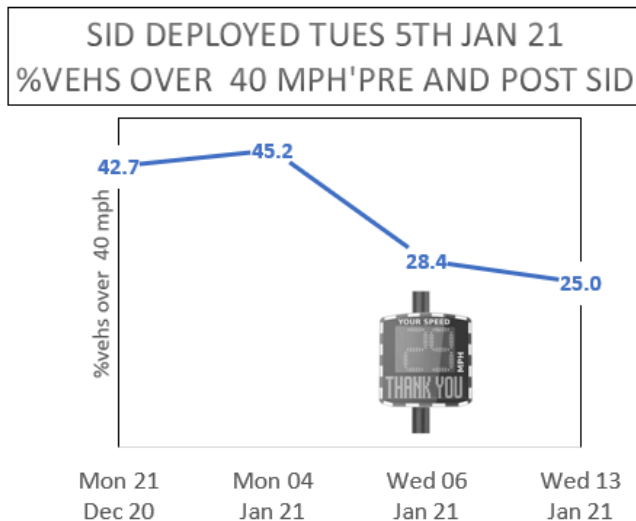
**Rake: B2070 (3).** 1. opposite the Garden Centre\*, 2. Old bus stop by the Flying Bull and 3. Near the Old Chapel/V-Signs.

**Hillbrow(2)** B2070. 1 Opposite the Bentley Garage\*, 2. 50mph zone between Rake and Hillbrow\*

**Hillbrow to Rogate Road (1).** 1 close to the entrance to Durford Wood NT carpark\*.

**What has been the experience of SID so far?**

SID has been moved 9 times and operated in 6 locations so far. The data overall shows average and maximum speed of traffic facing the sign (ie when drivers can see the display) is slower than traffic travelling in the opposite direction. Data is building and we shall be able to analyse the effect of SID at each location over time.



Independent of SID data, we have been able to analyse very precisely the effect of SID at its most recent location opposite the Rake Garden centre. This location coincides with the highways traffic data 'loop' permanently embedded in the road. This system provides a range of traffic data that we can directly access including speed of traffic by volume, time and date. This has enabled us to analyse quite precisely the effect of SID on speed of traffic.

The graph above shows very plainly the positive effect of SID on day 1 of its operation and very significantly, the sustained – even improved - effect 7 days later. Traffic on the B2070 during lockdown 3 has reduced from c4000 pre-pandemic each way per day to under 2000 movements. Even at this lower level of traffic, SID has persuaded about 500 previously speeding drivers to abide by the 40mph limit on each day of operation.

**Why do we need another SID?** A single SID operating 2 weeks at a time would take nearly 4 months to rotate around all 8 locations. This was considered far too infrequent given the beneficial impact of SID has already shown.

**How can I help with SID?**

SID is managed by the Parish Council and relies on volunteers to assist with its deployment. If you would like to get involved either on the practical side with moving and monitoring the sign or by analysing data, please feel free to contact me.

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