

# **Speed Reduction Initiative**

For some time now the Parish Council has been aware of a number of issues relating to vehicles travelling at excess speed through the villages within the Parish boundary. This has an effect on the residents living in the village and other road users. Whilst the police have been visiting various sites within the area conducting speed enforcement, it is not possible for them to be there all the time.

The Parish Council have looked at other ways to influence driver behaviour and have been in consultation with the County Council and surrounding Parish Councils to see what can be done to tackle the problem. With the help of Ilchester Parish Council we have been able to hire from them a Speed Indicator Device (SID), which some of you may have seen appearing around the Parish.

This device measures and records the speed of approaching vehicles and displays a speed and a green, happy face if the vehicle is below the posted speed limit, or a red, sad face and speed if it is above the speed limit. This does have an effect on driver behaviour and provides a reminder that you may have strayed over the speed limit.

In March 2021 the SID was sited in the 30mph section of road in Podimore as vehicles enter the village from the A303 slip road (travelling west). It was in place for 8 days and recorded a total of 1881 vehicles passing through the village in that direction. Of those vehicles, 84.3% were exceeding the 30mph speed limit with the highest speed being recorded at 65mph between 8 and 9am!

In April 2021 the SID was sited in Bridgehampton within the 30mph speed limit, detecting vehicles travelling from Stockwich Cross towards Queen Camel. It was in place for 7 days and recorded 2837 vehicles passing through. Of these vehicles, 74.7% were exceeding the speed limit; the highest speed was 58mph between 6 and 7pm.

A snapshot showing the summary of the data recorded for both sites is shown below. I am sure that most people would agree that excessive speed in

residential areas is not only anti-social but also dangerous for the residents that live there and other road users. Due to the rural environment around us, we have a fairly high proportion of horse riders and cyclists using our roads, so we must all take extra care when out and about. Reducing your speed only takes a small effort of concentration and is better for the environment, your wallet and the wear and tear on your car. It is up to all of us to help make a difference.

Traffic Report Podimore  
Main through road exiting village facing east  
Traffic Overview from Sun Mar 7 2021 to Mon Mar 15 2021  
Vehicle Speed Classes (Mph)

	<15	15 20	20 25	25 30	30 35	35 40	40 45	45 50	50 55	55 60	60 65	65 70	>70	Total	85th Percentile
00:00	0	0	1	0	3	2	6	1	1	0	0	0	0	14	42.0
01:00	0	0	0	0	3	7	5	6	1	2	0	0	0	24	48.7
02:00	0	0	1	0	0	5	2	4	2	2	0	0	0	16	52.2
03:00	0	0	0	1	0	5	1	0	1	1	1	0	0	10	54.5
04:00	0	0	0	2	2	9	4	7	1	2	0	0	0	27	47.5
05:00	0	0	0	0	2	7	4	5	0	1	1	0	0	20	48.0
06:00	0	0	0	2	6	5	3	3	1	0	0	0	0	20	45.0
07:00	0	0	3	12	23	16	13	10	1	0	0	0	0	78	43.3
08:00	0	1	3	22	34	34	20	9	1	0	0	1	0	125	41.6
09:00	0	0	1	8	36	26	12	3	1	0	0	0	0	87	40.5
10:00	0	1	2	15	29	22	12	6	2	0	0	0	0	89	41.9
11:00	0	1	0	24	50	44	17	4	1	0	0	0	0	141	39.1
12:00	0	4	2	24	63	38	17	9	2	1	0	0	0	160	40.0
13:00	1	0	4	18	43	28	12	10	2	0	0	0	0	118	40.4
14:00	0	1	3	18	30	28	17	16	3	0	0	0	0	116	44.5
15:00	0	3	2	27	65	32	26	11	3	1	0	0	0	170	42.1
16:00	0	2	2	27	59	36	30	11	2	2	0	0	0	171	42.0
17:00	1	0	3	17	50	49	26	13	7	4	0	0	0	170	43.7
18:00	0	0	3	15	12	20	10	6	0	1	0	0	0	67	42.0
19:00	0	0	1	7	11	6	8	6	4	2	0	0	0	45	46.8
20:00	0	0	0	3	5	7	6	2	3	0	1	0	0	27	46.9
21:00	0	0	0	4	17	30	21	11	5	3	0	0	0	91	46.7
22:00	0	0	0	2	9	19	18	9	4	0	3	0	0	64	47.6
23:00	0	0	0	1	4	11	10	3	1	1	0	0	0	31	44.1
AM Total	0	3	11	86	188	182	99	58	13	8	2	1	0		
PM Total	2	10	20	163	368	304	201	107	36	15	4	0	0		
Total	2	13	31	249	556	486	300	165	49	23	6	1	0		
Percent	0.11%	0.69%	1.65%	13.24%	29.56%	25.84%	15.95%	8.77%	2.60%	1.22%	0.32%	0.05%	0.00%		

Total Vehicles : 1881  
30th Percentile : 31.5 MPH  
50th Percentile : 34.9 MPH  
85th Percentile : 43.0 MPH

Traffic Report  
Road through village  
Traffic Overview from Sun Apr 18 2021 to Sun Apr 25 2021  
Vehicle Speed Classes (Mph)

	<15	15 20	20 25	25 30	30 35	35 40	40 45	45 50	50 55	55 60	60 65	65 70	>70	Total	85th Percentile
00:00	0	0	0	0	0	0	0	0	1	1	0	0	0	2	55.2
01:00	0	0	0	1	0	1	0	1	1	0	0	0	0	4	49.6
02:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
03:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
04:00	0	0	0	0	1	0	0	1	0	0	0	0	0	2	41.1
05:00	0	0	0	1	0	0	2	0	0	0	0	0	0	3	43.1
06:00	0	1	3	2	12	10	10	0	1	0	0	0	0	39	40.6
07:00	0	1	6	29	39	33	11	1	1	0	0	0	0	121	38.3
08:00	3	8	4	32	69	36	15	8	0	0	0	0	0	175	38.3
09:00	1	3	7	37	82	37	17	3	1	0	0	0	0	188	38.0
10:00	3	9	4	40	70	29	8	2	0	0	0	0	0	165	36.2
11:00	4	2	7	40	93	41	9	5	0	1	0	0	0	202	35.5
12:00	1	8	5	37	103	49	17	3	0	0	0	0	0	223	36.9
13:00	2	5	7	50	86	26	14	0	1	0	0	0	0	191	35.9
14:00	1	4	12	49	70	47	18	5	1	0	0	0	0	207	37.7
15:00	1	2	10	56	104	64	16	3	2	0	0	0	0	258	37.5
16:00	2	3	5	84	195	85	35	6	2	0	0	0	0	417	36.9
17:00	2	0	6	53	100	73	20	3	2	0	0	0	0	259	37.6
18:00	0	3	5	24	78	38	19	5	0	1	0	0	0	173	38.8
19:00	0	0	3	17	36	29	9	5	1	0	0	0	0	100	39.0
20:00	0	0	1	6	25	13	10	2	0	0	0	0	0	57	40.4
21:00	1	0	1	2	5	9	5	5	0	0	0	0	0	28	45.4
22:00	0	0	0	1	3	3	4	1	1	0	0	0	0	13	43.1
23:00	0	0	0	1	2	1	1	3	1	1	0	0	0	10	51.0
AM Total	11	24	31	182	366	187	72	21	5	2	0	0	0		
PM Total	10	25	55	380	807	437	168	41	11	2	0	0	0		
Total	21	49	86	562	1173	624	240	62	16	4	0	0	0		
Percent	0.74%	1.73%	3.03%	19.81%	41.35%	22.00%	8.46%	2.19%	0.56%	0.14%	0.00%	0.00%	0.00%		

Total Vehicles : 2837  
30th Percentile : 29.6 MPH  
50th Percentile : 31.8 MPH  
85th Percentile : 37.8 MPH  
95th Percentile : 42.1 MPH  
Average Speed : 32.7 MPH  
Highest Speed : 58.1 MPH  
Total Over Speed Limit : 74.7 % (2119 / 2837)

