

**Calne Without Parish Council**  
**Recommendation for Purchase and Deployment of Vehicle Activated Speed Signs**

## **1. Background**

Vehicle Activated Speed Signs (VASS) are electric signs which display a message or speed when triggered by vehicles travelling at excessive speeds. The signs are intended to prompt drivers to correct and lower their speed.

There are three main types:

- Speed Indicator Device (SID) – display the speed of oncoming vehicles, along with a “Slow Down” message when they are travelling over the set speed limit.
- Smiley Activated Message (SAM) - display the speed of oncoming vehicles, along with visual feedback through the use of a ‘red sad face’ for speeding vehicles, and a ‘green smiley face’ for those not speeding.
- Speed Limit Reminder (SLR) - activated by speeding vehicles and, when triggered, will display the road’s speed limit with a “Slow Down” message.

The signs can be powered through a variety of power sources – mains (via street lighting), rechargeable battery and solar. A key capability is the ability to record and store data which can be downloaded to provide evidence about the speed and volume of traffic.

The Parish Council Meeting of 12<sup>th</sup> October 2020 agreed to progress the acquisition of up to 3 Vehicle Activated Speed Signs for deployment within the Parish, at an estimated cost of £7,500 to £12,000 (excl VAT).

## **2. Deployment**

Deployment of Speed Indicator Devices within Wiltshire is governed by a practice note.

Key points from this Practice note are as follows:

- SIDs should be deployed on a temporary basis, normally in place at a site for a period of 2-8 weeks and should not be redeployed at a site until a minimum time of 4 weeks has elapsed. The rationale to this is research indicates that the signs have a maximum effect during the first two weeks of deployment, with diminishing effectiveness thereafter.
- SIDs should only be deployed on roads subject to 20, 30 or 40 mph speed limits. Enforcement activities on roads with higher speed limits remains solely within the remit of the Police.
- SIDs should be deployed only on eligible sites where traffic count data demonstrates a speeding issue, as shown in the table:
- However, Town & Parish Councils may, at their discretion, choose to add sites that have been subject to an automatic traffic count, but that do not meet the eligibility criteria, if they consider such deployment justifiable.

	<b>Speed Indication Device (SID)</b>
<b>20 mph limit</b>	85 <sup>th</sup> ile speed 24.1 mph and over
<b>30 mph limit</b>	85 <sup>th</sup> ile speed 35.1 mph and over
<b>40 mph limit</b>	85 <sup>th</sup> ile speed 46.1 mph and over

Wiltshire Council run a free online training module that trains councillors and volunteers on the deployment of SIDs. Successful completion of the training will accredit the individuals to work on the highway for the purpose of installing or de-installing a SID. Cllrs Barnes, MacInnes and Price, and the Parish Clerk, have all offered to undertake this training.

### 3. Preferences

The Highways, Transport and Road Safety Working Group have reviewed the previous work done, and had the following preferences:

- **Type.** There was a clear preference with the SID or SAM type, over the SLR type, with a slight preference with the SAM (Smiley Activated Message) type.
- **Power Source.** There was a clear preference for the battery-powered or solar/battery-powered types over the mains-powered types, for ease of deployment. Following further consideration, the solar battery types introduce additional cost, with no advantage, as the batteries can be recharged using fixed solar PV panels.
- **Number.** The preference was to procure two units, which would enable deployment (& traffic measurement) in both directions at any chosen location.

### 4. Quotes

Quotes have been obtained from the following manufacturers:

Supplier	Description	Price (excl. VAT)	Price (incl. VAT)
Messagemaker	Smiley (Battery Powered) Speed Indicator Device; SAM- Smiley Activated Message; 430mm x 700mm; 300mm Digit Height with Happy or Sad Face; Weight (excluding Batteries) 7Kgs; Trigger Speed 5-45Mph/KPH; Display Time 0 - 7.5secs; Operating Range 90metres; Auto Dimming for Nighttime use; Fully Weatherproof. Includes: Internal 12V 22Ahr Rechargeable Battery; Battery Charger; Custom Post Mounting Plate; 2 x Fixing Brackets for 76mm posts **6 Year Return to Base Warranty**. Dimensions: (700 x 430 x 110). 2 @ £2,100.00. Data Capture option – 2 @ £300.00 Carriage – 1 @ £50.00	£4,850.00	£5,820.00
Messagemaker	As above, but with second rechargeable battery @ £72.00 each, increasing the typical operating duration between recharging from 45,000 to 90,000 triggers.	£4,994.00	£5,992.80

Supplier	Description	Price (excl. VAT)	Price (incl. VAT)
Mallatite	Viasis Plus Smile Speed Information & Display - 2 @ £2,266.41 Battery 12v/22Ah – 2 @ £125.88 Battery Charger – 1 @ £107.07 Lockable Mounting kit to suit poles 40-160mm dia – 2 @ £128.16 Carriage – 1 @ £110.00	£5,257.97	£6,309.56
TWM Traffic Control	Mini300+ Dual Colour SDU with Amber Happy/Sad Face, c/w battery – 2 @ £2,226.55. Mini300 230v Battery Charger – 1 @ £78.75 USB cable – 1 @ £17.33 Standard 200m data collection radar - 2 @ £262.50 Easy mount clip set – 3 @ £26.25. Delivery – 1 @ £115.50. 2-year warranty.	£5,322.18	£6,386.62
Start Traffic	SID Vario Radar Speed Sign With Message Function – 2 @ £2,795. Mounting bracket @ £78.57 each	£5,747.14	£6,896.57
Westcotec	2nr Portable Speed Indicator Device (SID) with Smiley / Angry Face beneath, battery powered complete with spare Lead Acid battery, 'intelligent' charger, sign weatherproof cover and bracket set – 2 @ £2,900.00. Data Collection Unit – 2 @ £250. Bracket Sets – 2 @ £50. Set of three padlocks at £29.95 Delivery included. 3-year warranty.	£6,429.95	£7,715.94

## 5. Recommendation

It is recommended that the Council approves the purchase of 2nr Smiley (Battery Powered) Speed Indicator Devices from Messagemaker, including the Data Capture option and additional batteries, at a cost of £4,994.00 excluding VAT (£5,992.80 including VAT), to be funded from the Road Safety Budget using the CIL Reserve as the funding source.

Cllr Barnes  
Chair of the Highways, Transport & Road Safety Working Group