



COMMUNITY SPEEDWATCH REPORT

A report of the SPEEDWATCH campaign undertaken
during September and October 2013

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Community Engagement Officer
14th November 2013

With thanks to our Speedwatch Volunteers:

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Allan Smart – Assistant Community Speedwatch Coordinator for Leicestershire

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Background

Community Speed Watch is a scheme to help people reduce speeding traffic through their community. The scheme enables volunteers to work within their community to raise awareness of the dangers of speeding and to help control the problem locally.

Community Speed Watch [Be a Local Hero] is a partnership initiative operating **only** in Leicester, Leicestershire & Rutland using the combined efforts of the local residents and supported by the Leicester, Leicestershire and Rutland Road Safety Partnership.

Community Speed Watch incorporates poster campaigns and a pledge system linked to direct action using radar speed guns and Vehicle Activated Signs, all under the supervision of the County Council. The use of the radar devices will not lead to prosecution – drivers will get a letter from the police instead – but will help to underline the community's commitment to reducing speed.

Why Hugglescote and Donington le Heath?

The parish has four main roads taking traffic in and out of the village which all meet at a set of traffic lights in the centre of Hugglescote. There have been accidents on all four of these roads and residents report that traffic is regularly going above the set speed limits of 30mph. Further, one of these roads, Ashburton, is the site of the local school where large volumes of parked cars occur during the start and end of the school day. In the opposite direction on Grange Road, a relatively new Doctors surgery attracts parking and turning vehicles constantly throughout the day which can be hazardous with large amounts of traffic using this road to exit the parish. The number of concerns about all of these roads, and some minor roads, has prompted the Parish Council to undertake a Speedwatch Campaign via its Community Engagement Programme. The Community Engagement Officer managed the scheme administration and volunteers.

In addition, the proposed build of hundreds of new homes at the edge of Hugglescote has seen a number of proposals for adaptations to the existing roads, in particular, Grange Road to cope with the inevitable increase in traffic that such developments will create. It is sensible then, to use the speeds recorded and numbers of traffic using the roads to add to the information required to assess what is needed for safe traffic flow through the parish.

Signatures

It is a requirement of the scheme to collect 200 signatures in support of the campaign before it can be undertaken and this process was carried out over a four week period. The intention to run the campaign was publicised in the Local Voice (the village newsletter) which is delivered to every home in Hugglescote and Donington le Heath. A small number of people came into the office to sign the sheet, all of which were very keen, and they all signed up as Speedwatch Volunteers. The remainder were collected inside or outside local shops and during classes held at the Community Centre with the vast majority being collected at a stand set up within the school grounds at after-school collection time. Everyone was very supportive, particularly young parents with children. The rest of the volunteers were collected via persuasion during signature collection.

Training

Speedwatch campaigns are free to run and so demand for them is high. A first come, first served process is used and so after registering our interest and qualification through signatures collected, a number of time slots were given. The September/October slot was chosen as some of our volunteers were parents of young children so this allowed them to volunteer during school hours, the nights still remained light allowing for longer days to enable the 5 o'clock work-end slot to be incorporated and hopefully, the weather would remain kind. The radars cannot be used during rain as this affects their operation.

The training was undertaken on a Tuesday evening with 14 people attending. Allan Smart, Assistant Community Speedwatch Coordinator for Leicestershire, showed a video of other campaigns and explained the way the campaign worked and how to use the equipment. All attendees had a go at using the equipment. It was made clear that all volunteer groups must have at least one person who had undertaken the training.

The training pointed out:

- Volunteers should not engage in arguments with car drivers but give them information of who to contact should this be an option
- Any 'speeders' would not receive speeding fines but a warning letter from the local police of their speed, the time they were recorded and the road on which they were on
- Recordings must contain a time, road, vehicle registration number which must match the make of the car and also the colour of the vehicle
- Only designated spots on each road were to be used
- All results must be reported within 2 days of being collected
- Time was then taken to plan the times and venues for volunteers to record data

Before the campaign began

Two months before the campaign, roads with potential speeding problems were given to LCC and their coordinator carried out a risk assessment to determine suitable and safe spots for the recording to take place. Whilst it would seem pertinent to be hidden from the unsuspecting vehicles to be recorded, it is against the law to not be visible when checking speeds. In addition, yellow jackets are provided to be worn by all 18 volunteers.

Two weeks before the recording were due to take place, numerous signs were posted around the parish by LCC to warn motorists that they were entering a Speedwatch area – these were to remain in place for six weeks. In addition, black boxes were deployed around the village to capture the number of vehicles using the roads over a one 3 day period and their travelling speeds. This information is known as covert data.

During the campaign, which could be undertaken over a four week period, groups of volunteers (minimum of 3) stood at designated spots and recorded the traffic speed using the hand held radar gun. They also captured the make, colour, vehicle registration number and time that the car was recorded speeding. Sessions lasted little more than an hour at a time and took place at all times during the day to get a good all round recording of speeding activity. A complicated system of dropping off, charging and picking up of the equipment worked very well to ensure that everyone had everything they needed at the right time.

Venues

Ashburton Road, Grange Road, Station Road, Central Road were the main roads campaigned. The minor roads of Manor Road, Dennis Street and The Green were also campaigned but did not record any speeding vehicles. Volunteers reported that there were either too many parked cars which slowed the traffic down or volunteers were so visible that traffic slowed down to the speed limit before reaching them.

Feedback from volunteers

The 17 volunteers who took part played an excellent role and worked together to form small groups and to charge and pass on the radar gun and other equipment. Some undertook additional hours and others had to change their slots due to the rain. The feedback was always positive with little aggravation, other than gestures, experienced from motorists. Some quotes were:

'although we did not catch anyone speeding in Dennis St, what we did note was, cars were speeding up until they saw us, then their speed started to drop. When the cars drove passed us we noticed that their brake lights were on, indicating that if we were not there the car would have broken the speed limit. So with this in mind we did make a difference even if it was for that hour only.'

'I can say that the experience I had of the campaign was very positive lots of encouragement from residents and no negative comments at all.

I believe that this is likely to have had an impact in slowing drivers down to safer less noisy and less stressful speeds.'

'...also whilst speedwatching on Station Rd we had a number of car drivers stop and ask how they could get involved in speedwatch.'

'Like the others have said, we noticed that once people saw us they did break so I agree, I think we did make a difference.'

'I really enjoyed the speedwatch campaign and would definitely like to volunteer again for next year. I don't actually believe it has made any difference to most motorists as the speeds that I have seen since on Ashburton Road have been the same, if not higher than before...We will only know when the boxes are back up and the figures have been compared.

The comments we got when we were out were only positive ones, apart from one, on a bicycle, that gestured rude marks with his hands, and told us to 'get a life'. I only hope he doesn't have an accident in the future involving a speeding motorist...

We noticed that a couple of cars actually speeded up (after we had taken their details) on purpose. I believe that a flashing sign would be beneficial but think the site should be more into the centre of the village, say on the corner of Ashburton Road and the Donington Le Heath turn, as since the campaign, there has been a crash on Ashburton Road near to this junction and a cat has been killed again.'

It is intended to meet up with all Speedwatch Volunteers after the second covert recordings are in to undertake an evaluation of the scheme. The findings of this will inform any future schemes which most of the volunteers are keen to be involved in.

What does covert data show and explanations of the results:

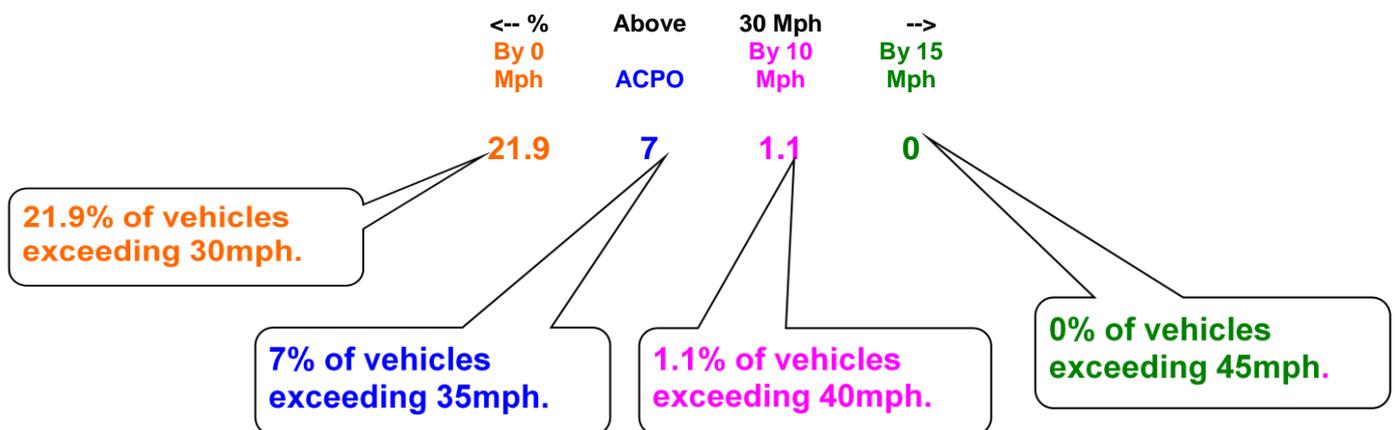
Covert data gives a picture of what traffic volumes and speed are before and after Speedwatch. Data is analysed for all of Tuesday, Wednesday and Thursday during one week and the data given represents the average of the 3 days. The graphs show the V85 (or the 85th percentile) per hour, and are the average for the dates listed. The direction of traffic flows is indicated as different colours with a key to the right. The 85th percentile is the speed at which 85% of the traffic is travelling at or below.

The GRAPHS can be seen in the results by road.

The TABLE shows the average for the dates indicated on the graphs, this time over a 24 hour period so you can see the total volume, the mean average and the 85th percentile.

	Total	Mean	85th	<-- % By 0 Mph	Above ACPO	30 Mph By 10 Mph	--> By 15 Mph		
	Vol.	Ave.	%ile						
24hour	2489	28.8	34.4	32.4	7	0.8	0.1	↓	Weekdays
24hour	2449	27.1	33.1	22	5.5	0.7	0	↑	Weekdays

The following shows compliance with the speed limit. The **first** percentage is vehicles exceeding the limit for the road. The **second** is vehicles going above the ACPO (Association of Chief Police Officers) enforcement guidance threshold i.e. for a 30mph area 10%+2=35mph. The **third** is 10mph above the limit; the **fourth** is 15mph above the limit.

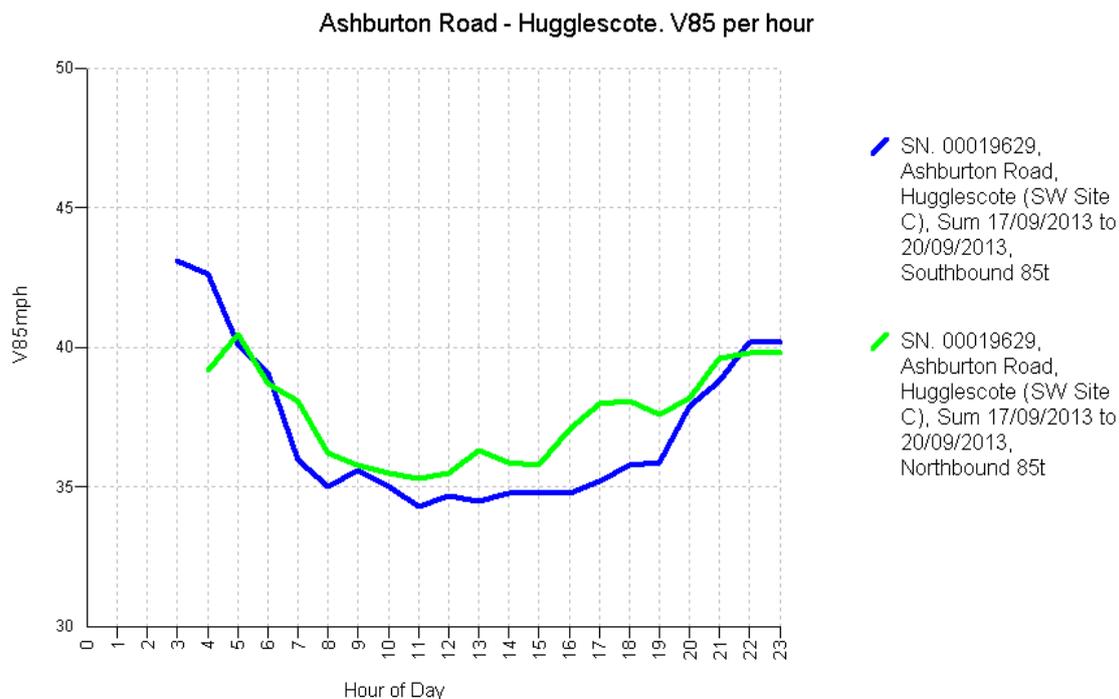


Results by road

The total vehicle records sent to the police were **134**. One person offended twice. One person complained to the LCC co-ordinators that the speed recorded was incorrect.

Ashburton Road 30 mph

Results of covert data (black box) showed the volume and speeds of vehicles as:



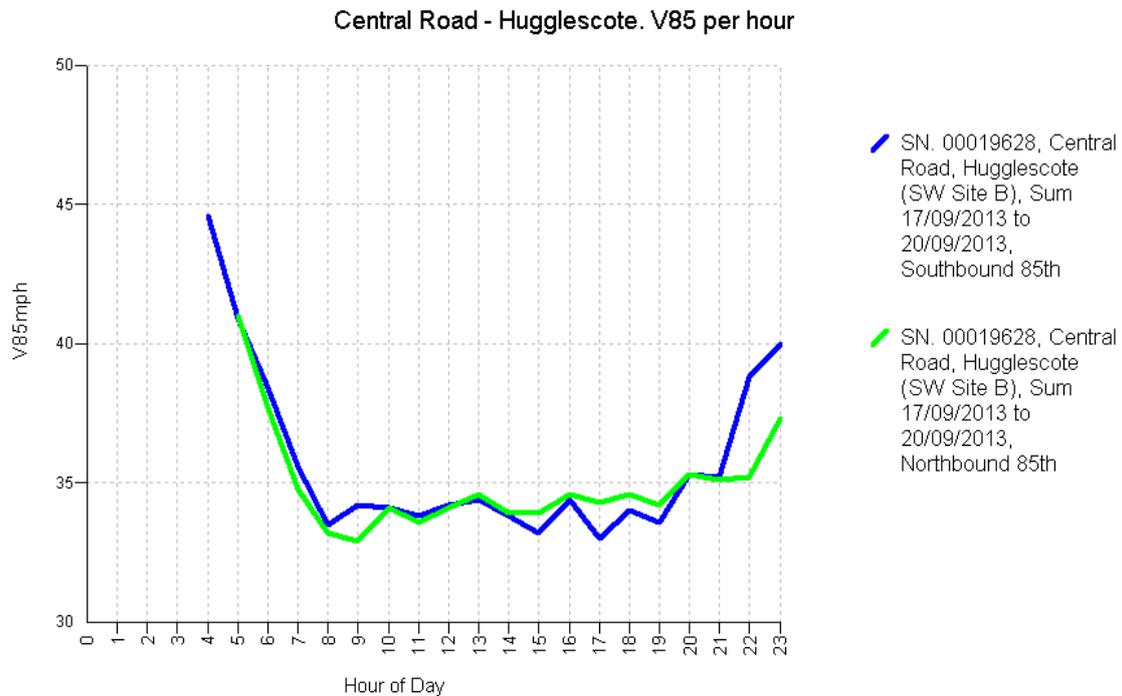
	Total	Mean	85th	<-- %	Above	30 Mph	-->	
	Vol.	Ave.	%ile	By 0	ACPO	By 10	By 15	
				Mph		Mph	Mph	
24hour	4154	30.9	35.7	46.4	12.9	2	0.1	↓ Weekdays
24hour	3703	31.8	37.1	58.2	18.5	2.6	0.1	↑ Weekdays

Results recorded by volunteers using hand held radar showed:

Number of times campaigned	4
Total recorded	28
Average Speed	37.4mph
Highest	40mph
36 to 39mph	25
40+mph	3

Central Road 30 mph

Results of covert data (black box) showed the volume and speeds of vehicles as:



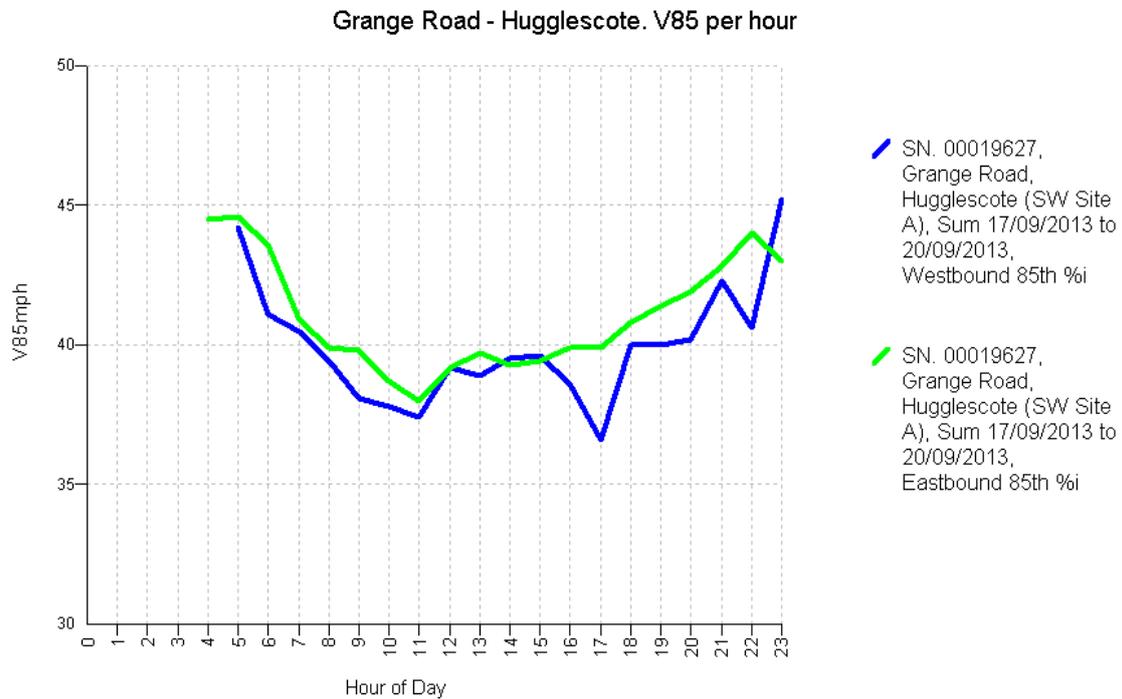
	Total	Mean	85th	<-- %	Above	30 Mph	-->		
	Vol.	Ave.	%ile	By 0	ACPO	By 10	By 15		
				Mph		Mph	Mph		
24hour	3020	28.7	34.8	32.7	9.3	1.9	0.3	↓	Weekdays
24hour	3146	28.3	34.4	29.3	8.1	1.5	0.2	↑	Weekdays

Results recorded by volunteers using hand held radar showed:

Number of times campaigned	2
Total	20
Average Speed	37.2mph
Highest	39mph
36 to 39mph	20
40+mph	0

Grange Road 30 mph

Results of covert data (black box) showed the volume and speeds of vehicles as:



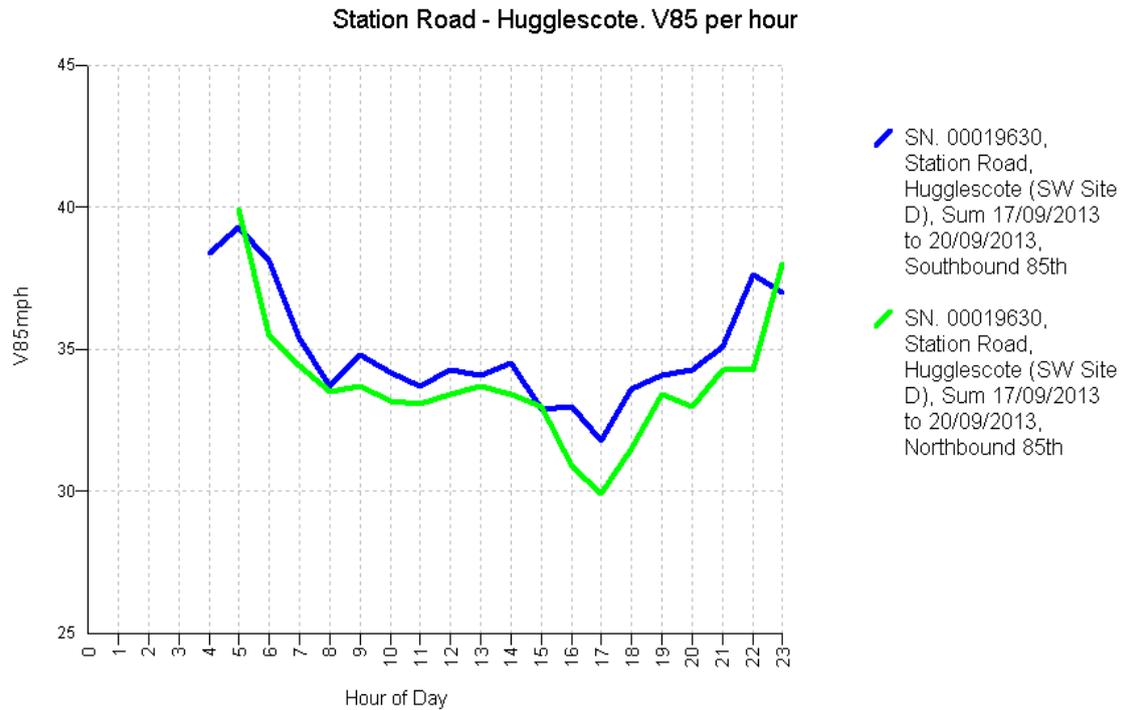
	Total	Mean	85th	<-- %	Above	30 Mph	-->	
	Vol.	Ave.	%ile	By 0	ACPO	By 10	By 15	
				Mph		Mph	Mph	
24hour	2593	31.6	39.4	56.8	29	8.4	1.3	← Weekdays
24hour	2334	33.9	40.6	68.7	39	12.7	2.3	→ Weekdays

Results recorded by volunteers using hand held radar showed:

Number of times campaigned	4
Total	56
Average Speed	39.1mph
Highest	52mph
36 to 39mph	36
40+mph	19
50+mph	1

Station Road 30 mph

Results of covert data (black box) showed the volume and speeds of vehicles as:



	Total	Mean	85th	<-- %	Above	30 Mph	-->		
	Vol.	Ave.	%ile	By 0	ACPO	By 10	By 15		
				Mph		Mph	Mph		
24hour	2489	28.8	34.4	32.4	7	0.8	0.1	↓	Weekdays
24hour	2449	27.1	33.1	22	5.5	0.7	0	↑	Weekdays

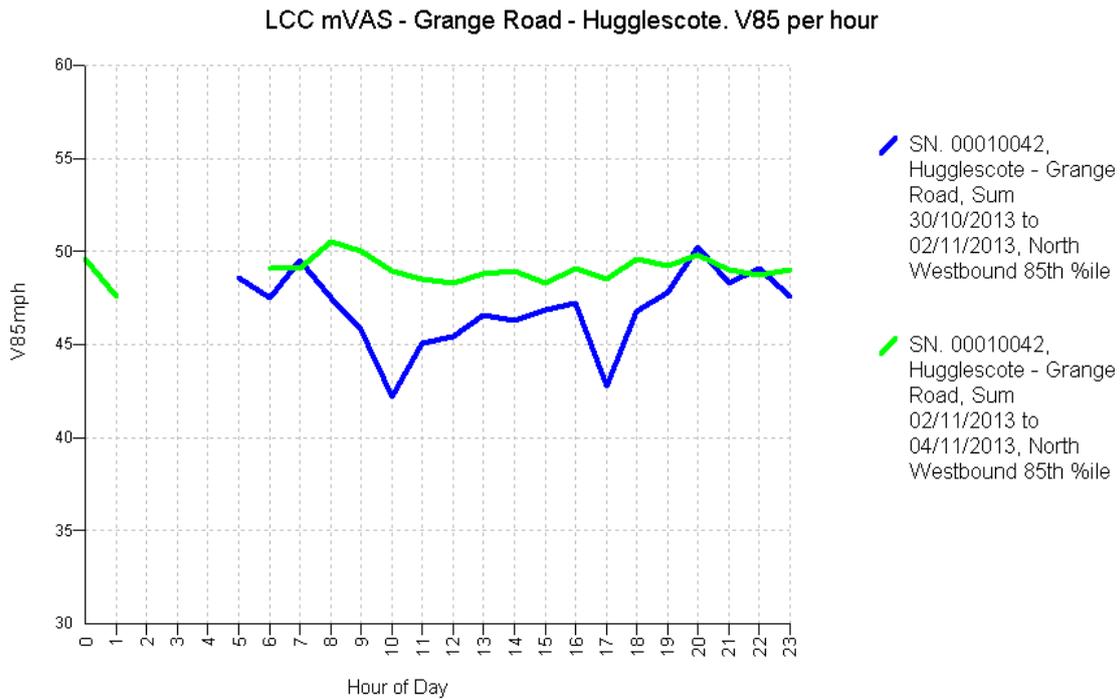
Results recorded by volunteers showed:

Number of times campaigned	3
Total	30
Average Speed	38.1mph
Highest	44mph
36 to 39mph	21
40+mph	9

Testing a Mobile Vehicle Activated Sign

A temporary sign was deployed on 29th October for one week to monitor the traffic entering Hugglescote via Grange Road. The results are given below but a note of caution is attached: ‘The figures are only inbound and some (bigger vehicles especially) were obtained around the 30 sign, which isn’t ideal. The same post the MVAS was on was also used for the covert data but the covert took the speeds almost alongside the post, it’s a different type of radar’.

Results of Temporary Mobile Vehicle Activated Sign (MVAS)



	Total	Mean	85th	<-- %	Above	40 Mph	-->	
	Vol.	Ave.	%ile	By 0	ACPO	By 10	By 15 Mph	
				Mph		Mph		
24hour	1164	40.4	49.1	89.5	69	48.6	27.9	Weekend ↕
24hour	1800	37.5	47.1	80.6	56.7	32.8	18.3	Weekday ↕

Reporting Results

Results are entered onto the provided spreadsheet by the co-ordinator and sent through to Leicestershire County Council. These are then passed on to the police within 7/8 days of being taken. The Police are sent the details of the offending vehicles which are checked on their National Computer to ensure as far as possible that the correct vehicle details have been obtained. They will then consider sending a letter (Appendix i) that explains what has happened and the potential consequences of the driver’s actions. If the offender has already been contacted, a second letter (Appendix ii) can also be sent.

The following are the figures of letters sent out so far: (awaiting final monthly figures)

CSW SCHEME	LETTERS	N/T	OUT TOWN	OTHER	TOTAL
Hugglescote	68	36	9	9	122

Key

N/T = No trace of the registration number or doesn't match the make of vehicle on the Police computer

Out of Town = registered keeper lives more than one county away (i.e. not a neighbouring county)

Other = usually a hire or lease car

Comparison Stage

Following the recording stage, the covert boxes will be deployed to record 3 more days of traffic to assess any impact of the campaign. These are due to be deployed on **Monday, 2nd Dec.**

Options

There is an option to undertake a second Speedwatch campaign for a two week duration next year (2014) or possibly one in early spring and another in late summer.

Many parishes have purchased their own vehicle activated sign whilst others share with a neighbouring parish having split the purchase cost. The mobile vehicle activated signs can be moved regularly throughout the village which parishes find cost effective and their movement provides a 'shock' element for motorists when they suddenly appear. There are two main suppliers and they are aware of the types of boxes approved for this area.

MVASs are mounted on a suitable post and have a number of ways of being powered: by solar energy, by a battery pack or from the electricity supply within the post itself. Solar comes at an additional cost of just under £40 and using a light post's existing supply entails permission from the supplier and accessing the supply itself. The most commonly used power is the battery pack which lasts up to 14 days depending on the sunlight and length of darkness as the sign varies its light output based on these factors. With regards to management, parishes tend to purchase a second battery pack which they easily insert once the other one is removed for recharging.

Records are retrieved from the sign by plugging it into a PC via a serial cable.

The signs cost approximately £3,000 which includes the sign, mounting hardware, 2 batteries and a charging pack. (More details can be found in the appendix). The sign would need to be covered by the Parish Council's public liability insurance and generally installed by the purchaser.

Has the scheme been successful?

Overall, this has been an excellent scheme. Although time consuming, it was easy to get the 200 signatures required to run the scheme. Of the 14 people who attended the training, all took part in the scheme along with a further 4 volunteers making 18 Speedwatch Heroes. In addition, the

volunteers (who didn't all know each other) became a really good team who communicated with each other regularly to ensure the equipment was available for every campaign. Some have attended other events and have shown interest in becoming involved in further Speedwatch schemes and in supporting other activities and projects.

Thankfully, no volunteers received any complaints from motorists (other than a few gestures) and only one complaint was made by a motorist to the co-ordinators in relation to the warning letter received.

A temporary MVAS was deployed for one week on Grange Road. Visual observation of this by the Community Engagement Officer showed immediate slowing of traffic as it was approached coming into the parish. In just one ten minute period, it was constantly flashing causing all approaching traffic to slow down.

The number of speeding motorists has shown that speeding is a problem on the four main entrance/exit roads in the parish. The outcome so far of the campaign will be reported in the next edition of the Local Voice (winter) along with any decisions made to continue the project. It is hoped that the residents of the parish will see that a long standing (alleged) problem has now been properly investigated and addressed by the Parish Council.

All volunteers have received a small gift to thank them for their work and they should be congratulated on their time and effort given to the campaign. They really are local heroes!

Additional information about the Speedwatch scheme can be found at: www.bealocalhero.co.uk

Appendix

Appendix (i)

Letter to the Registered Keeper 1

Owner
Address
Post Code

Dear

Re: [vehicle make] Motor Vehicle Registered Number [Reg. No]

This vehicle, which is registered to you, was detected at [location] on [date] exceeding the [20/30/40] mph speed limit.

Your vehicle was monitored by Community Speedwatch Volunteers who are working in partnership with Leicestershire Police.

The local community is concerned about the large number of vehicles that are exceeding the speed limit in their area. A reduction of speed will directly contribute to saving lives and will improve the quality of life of people within this area. The initiative is supported by the community, who have voluntarily given their time to carry out the speed checks.

Research has shown that speed is a contributory factor in more than one-third of all road traffic collisions. This means that each year excessive or inappropriate speed, across the Country as a whole, leads to the death of some 600 people and serious injury to more than 8,000 others.

No further action will be taken on this occasion but please ensure that in future you comply with the speed limits. Police enforcement of the speed limit would have resulted in one of the following measures: a four hour Driver Education Workshop; an endorseable fixed penalty notice resulting in a £60 fine and 3 points on your licence; or, possibly, court action with more severe penalties. Leicestershire Police will be monitoring this area, and will carry out enforcement if drivers choose to ignore this advice to curb their speed.

If you were not the driver at the time, or the vehicle is registered to a company, please forward it to the driver at the time of the incident. If you are no longer the Registered Keeper of this vehicle then please inform the DVLA.

Leicester Leicestershire and Rutland Road Safety Partnership consists of a number of strategic organisations committed to working together to reduce the number of vehicle collisions and casualties occurring on our roads.

Leicestershire Constabulary

Personal data contained within this letter is subject to the Data Protection Act 1998. It is processed by Leicestershire Police for the purpose of Community Speed Watch Scheme and may also be processed for policing purposes.

Community Speedwatch: www.bealocalhero.com

Appendix (ii)

Letter to the Registered Keeper 2

Owner
Address
Post Code

Dear

Re: [vehicle make] Motor Vehicle Registered Number [Reg. No]

This vehicle, which is registered to you, was detected at [location] on [date] exceeding the [20/30/40] mph speed limit.

This is the second occasion your vehicle has been detected by Community Speedwatch Volunteers who are working in partnership with Leicestershire Police.

The local community is concerned about the large number of vehicles that are exceeding the speed limit in their area. A reduction of speed will directly contribute to saving lives and will improve the quality of life of people within this area. The initiative is supported by the community, who have voluntarily given their time to carry out the speed checks.

Research has shown that speed is a contributory factor in more than one-third of all road collisions. This means that each year excessive or inappropriate speed, across the Country as a whole, leads to the death of some 600 people and serious injury to more than 8,000 others.

This is the final written warning you will receive in relation to driving at excess speed. Leicestershire Police will be monitoring this area, and will carry out enforcement if drivers choose to ignore this advice to curb their speed. Police enforcement of the speed limit would have resulted in one of the following measures: a four hour Driver Education Workshop; an endorseable fixed penalty notice resulting in a £60 fine and 3 points on your licence; or, possibly, court action with more severe penalties.

If you were not the driver at the time, or the vehicle is registered to a company, please forward it to the driver at the time of the incident.

If you are no longer the Registered Keeper of this vehicle then please inform the DVLA.

The Leicester Leicestershire and Rutland Road Safety Partnership consists of a number of strategic organisations committed to working together to reduce the number of vehicle collisions and casualties occurring on our roads.

Leicestershire Constabulary

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Community Speedwatch: www.bealocalhero.com

Appendix (iii)

Cost of equipment

Whilst there are many models of Mobile Activated Vehicle Signs on the market, the following are the two permitted for use in Leicestershire.

Quotation from Radarlux

(This model was temporarily sited on Grange Rd)



Based on your information it would appear that our MiniVisor 230 VAS/SID would be well suited to your requirements. The design of the sign, its lightweight and simple installation make it quick and easy to move from, location to location. The budget figure for a system, which includes the items listed below, is £2,620.00 + VAT

As we import the core sign from our sister company in Germany we are subject to the exchange rate, hence it's a budget price. If you are further interested we can produce a formal quote, which is valid for 30 days.

- 1 x MiniVisor 230 NG VAS/SID
- 1 x Primary Mast Bracket
- 1 x Battery Box
- 1 x 6v Microprocessor Controlled Battery Charger
- 1 x 6v 24A/hr Battery Pack c/w Amp Connector (Approx 5/7 days operation)
- 1 x Security Padlock
- 1 x RS232 Communications Cable
- 1 x Communications Software CD Rom
- 1 x Operators Manual

Extra 6v 24A/hr Battery Pack c/w Amp Connector are £49.62 each

Shipping costs would be in the order of £38.00 depending on the number of batteries ordered.

All prices quoted exclude VAT

[Link to specification PDF](#)

Quotation from Westcotec



To Supply:-

Portable Speed Indicator Device (SID) with SLOW DOWN Legend beneath, battery powered complete with spare battery, 'intelligent' charger, sign cover and clamps for a cost of £2,800.00 each excluding VAT.

OPTIONAL EXTRA:-

Data Collection Unit for a cost of £250.00 per sign excluding VAT.

Additional bracket sets for a cost of £80.00 per set excluding VAT.

☑ The above portable signs come complete with our comprehensive **TWELVE MONTH WARRANTY** which covers everything except vandalism, impact damage and theft.

ALTERNATIVELY:-

To Supply:-

Speed Indicator Device (SID) with SLOW DOWN Legend beneath, mains powered for a cost of £2,500.00 each excluding VAT.

Please note that is option is a permanent fixed sign.

OPTIONAL EXTRA:-

Data Collection Unit for a cost of £250.00 per sign excluding VAT.

Our mains powered signs will require a double pole single fuse isolator fitted within the base compartment of the column prior to installation.

When using a street lighting column, a double pole twin fused isolator is required.

☑ The above fixed sign come complete with our comprehensive **SIX YEAR WARRANTY** which covers everything except vandalism, impact damage and theft.

At present we could deliver the above products within approximately four to six weeks from receipt of written Official Purchase Order. This quotation is valid for a period of thirty days from the above date and is subject to our Terms & Conditions of Trading.

