

# Speed Indicator Devices in Hollington

Update: June 2025

C. Ward  
Hollington Parish Council

# Introduction

- Derbyshire's Police and Crime Commissioner has supported Hollington Parish Council with a grant of 50% toward the cost of Speed Indicator Devices (SIDs) to monitor and dissuade drivers from exceeding the 30mph limit in place through the village
  - This is part of a pilot scheme to learn about the use of SIDs in rural areas
- Two SIDs have been procured by HPC, mountable across four posts which have been sited with the support of Derbyshire Highways.
- This report provides an update on progress of the project and findings from the data generated.
- Authors note: The data and commentary in this report is that of Hollington Parish Council and no attempt is made to represent on behalf of any other body, organisation, manufacturer or supplier. Information herein is presented for the benefit of private individuals associated with the Parish of Hollington, Asbourne, and for the Office of the Police and Crime Commissioner of Derbyshire. No consent is given for use by any party or individual for any purpose without the express permission of either HPC or Derbyshire PCC. © HPC, 27<sup>th</sup> May 2025. All rights reserved

# Project Status

- SIDs in place and operate as intended
  - All Plans and licenses complete ✓
  - All expected costs have been received and paid ✓
  - Posts installed ✓
  - Safety and installation equipment procured ✓
  - SIDs procured and delivered ✓
- SIDs installed on 1<sup>st</sup> February 2025
  - Run 1 week with indication off to acquire baseline data, after which speed indication was enabled
  - Data for an equivalent 7-day period from the following week has been analysed
  - Results for a following 8 weeks have been compared with the early data

# SID Locations

- Four posts installed per locations shown
- Each have brackets for SID and solar panel, facing traffic considered to be of the greater concern (orange arrow)
- SIDs installed in locations 1 and 3 for first 9 weeks

## POST REFERENCES and DIRECTION OF TRAFFIC IF FITTED NORMALLY

Post Ref Faces toward

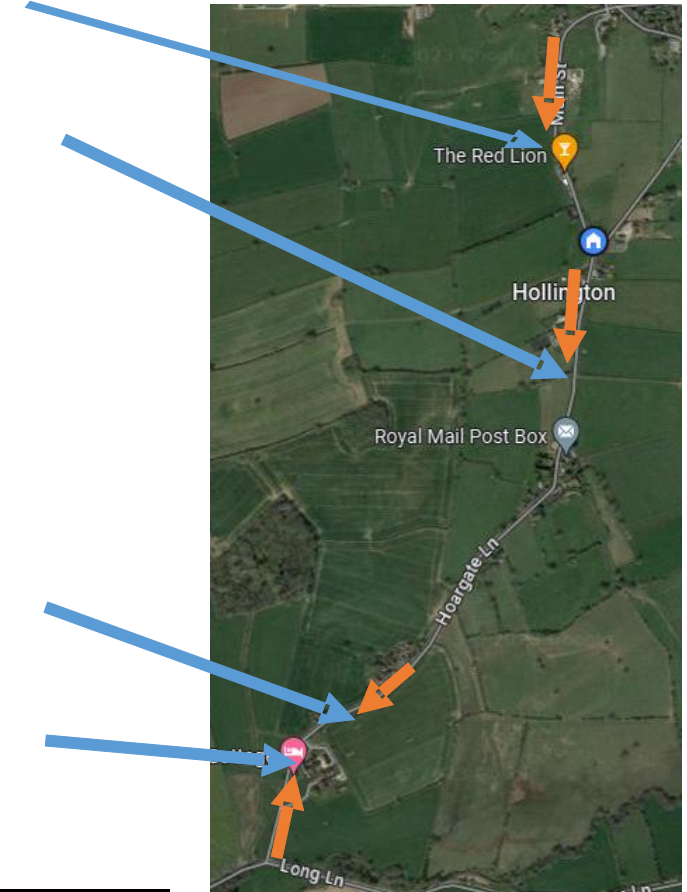
1 Southbound traffic

2 Southbound traffic

3 Southbound traffic

4 Northbound Traffic

 Indicates detected traffic direction



Credit: Google Maps

# Initial Results: Comparable 7-day period in Feb 2025

## #1: Red Lion Southbound

- Week 1 – Indications switched off
  - # Vehicles = 2210
  - Exceeding 30mph = 26%
  - Exceeding 40mph = 0.2%
- Week 2 – Signs Operating
  - # Vehicles = 2266
  - Exceeding 30mph = 19%
  - Exceeding 40mph = 0.4%

## #3: Ardsley Barns Southbound

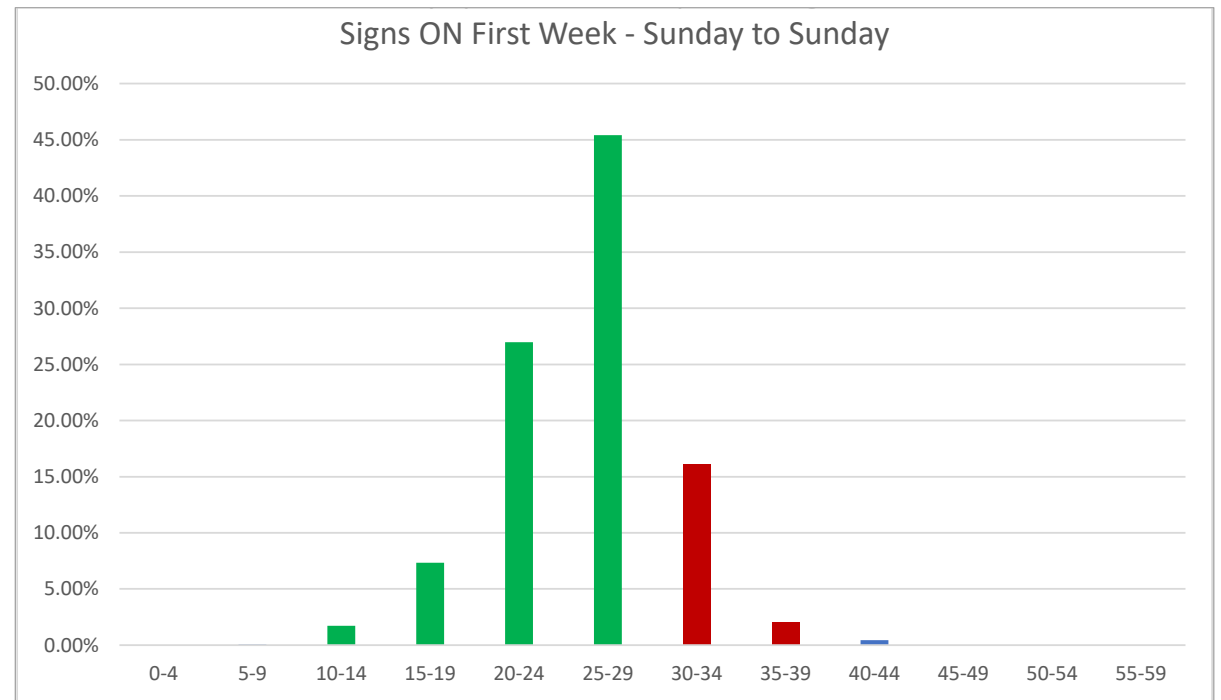
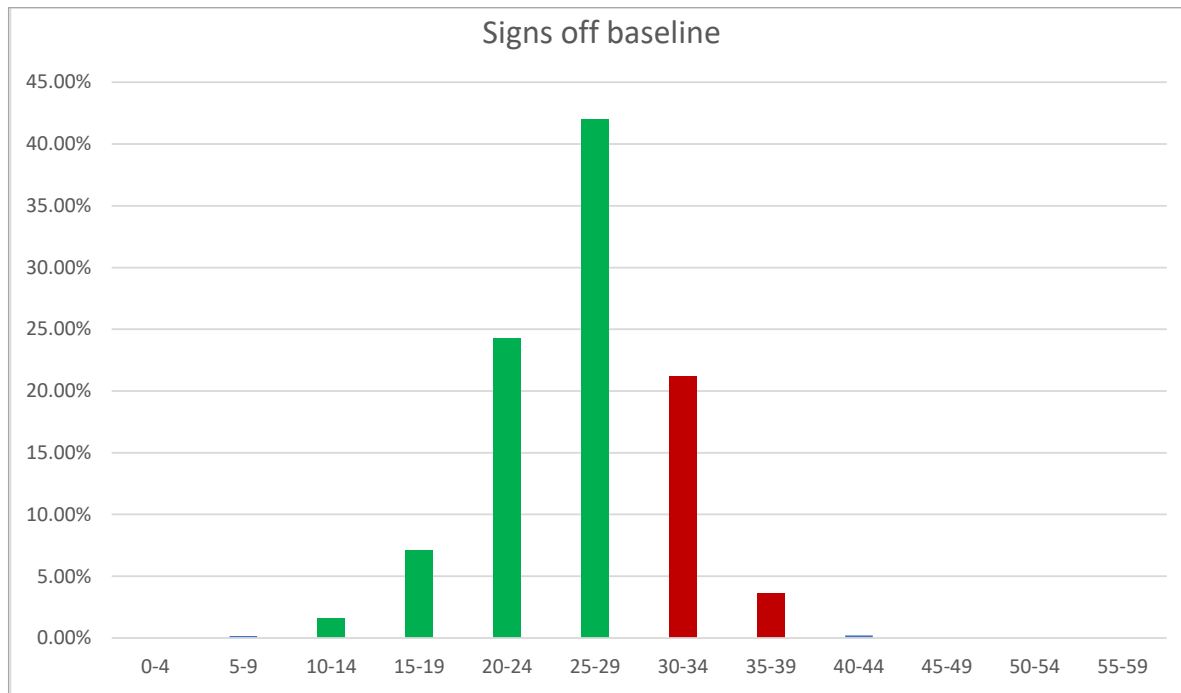
- Week 1 – Indications switched off
  - # Vehicles = 2106
  - Exceeding 30mph = 61%
  - Exceeding 40mph = 5.6%
- Week 2 – Signs Operating
  - # Vehicles = 2046
  - Exceeding 30mph = 53%
  - Exceeding 40mph = 4.7%

## Observations:

- High proportion of drivers are over speed limit.
- SID impact ~7% in range 30-40mph with reduced impact at higher speeds.

# Analysis of speeds – Post 1 Southbound

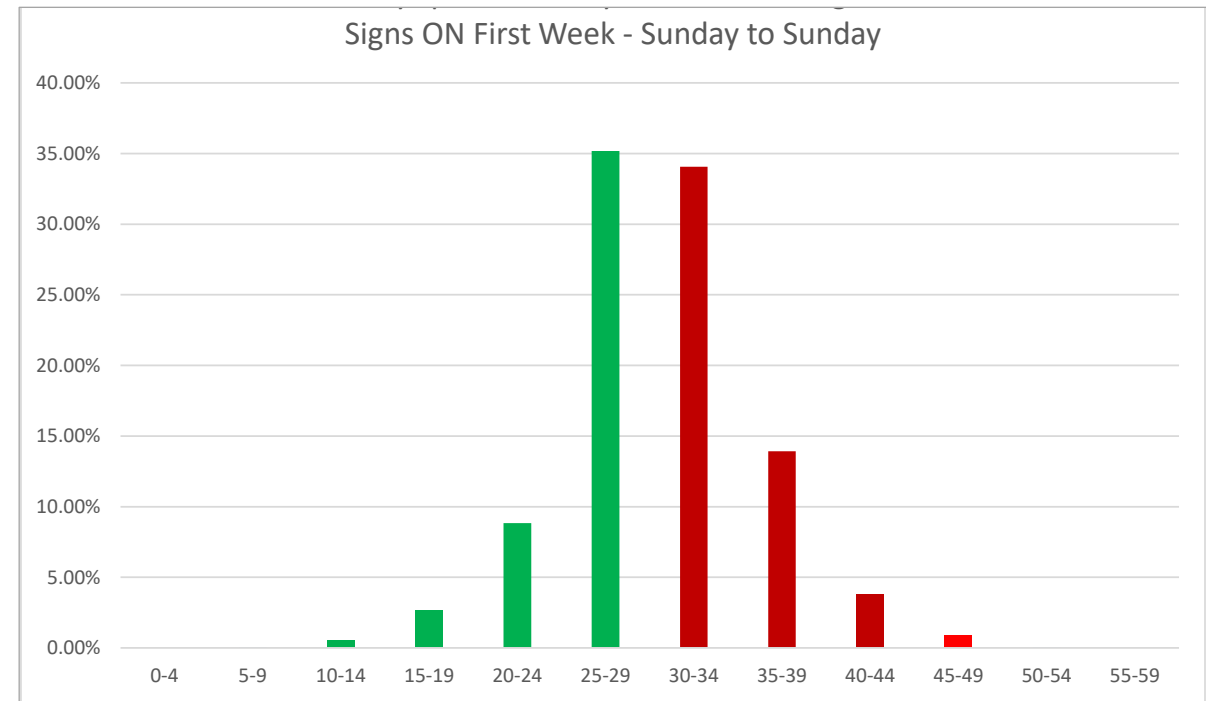
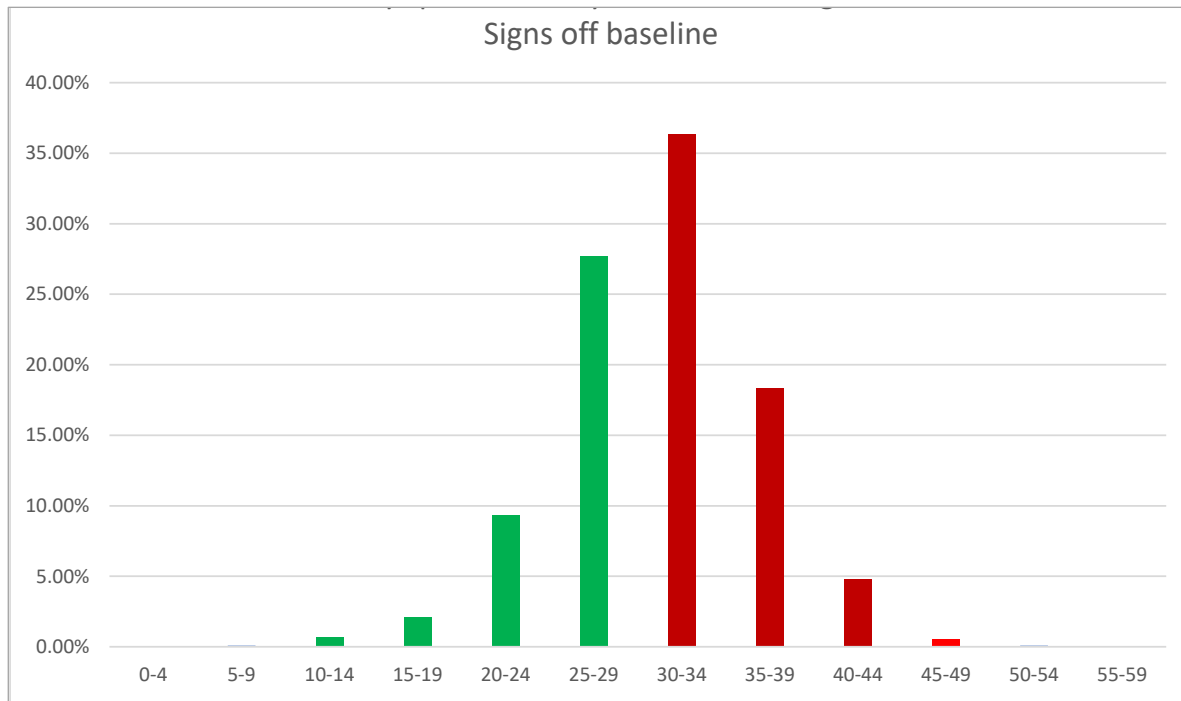
- Baseline (Indications off)
- SID switched on



SID has greatest impact on drivers at 30-35mph, and less effect on speeds >40mph

# Analysis of speeds – Post 3 Southbound

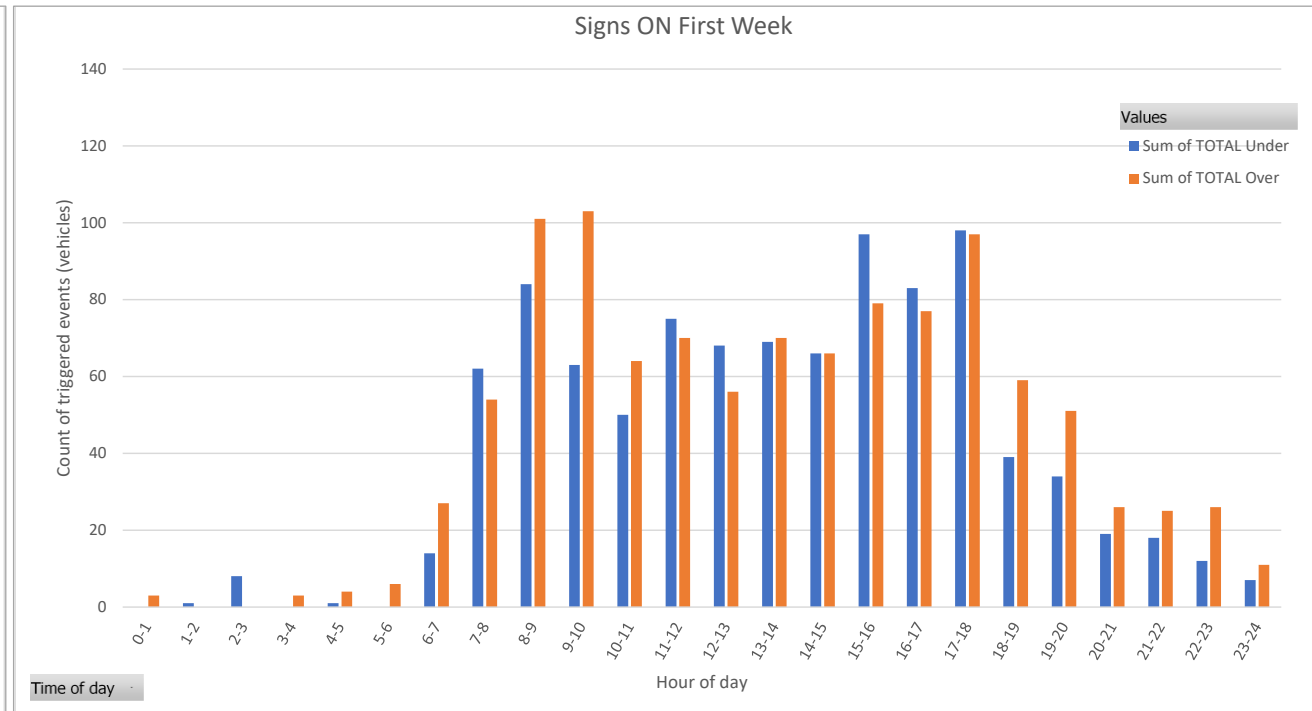
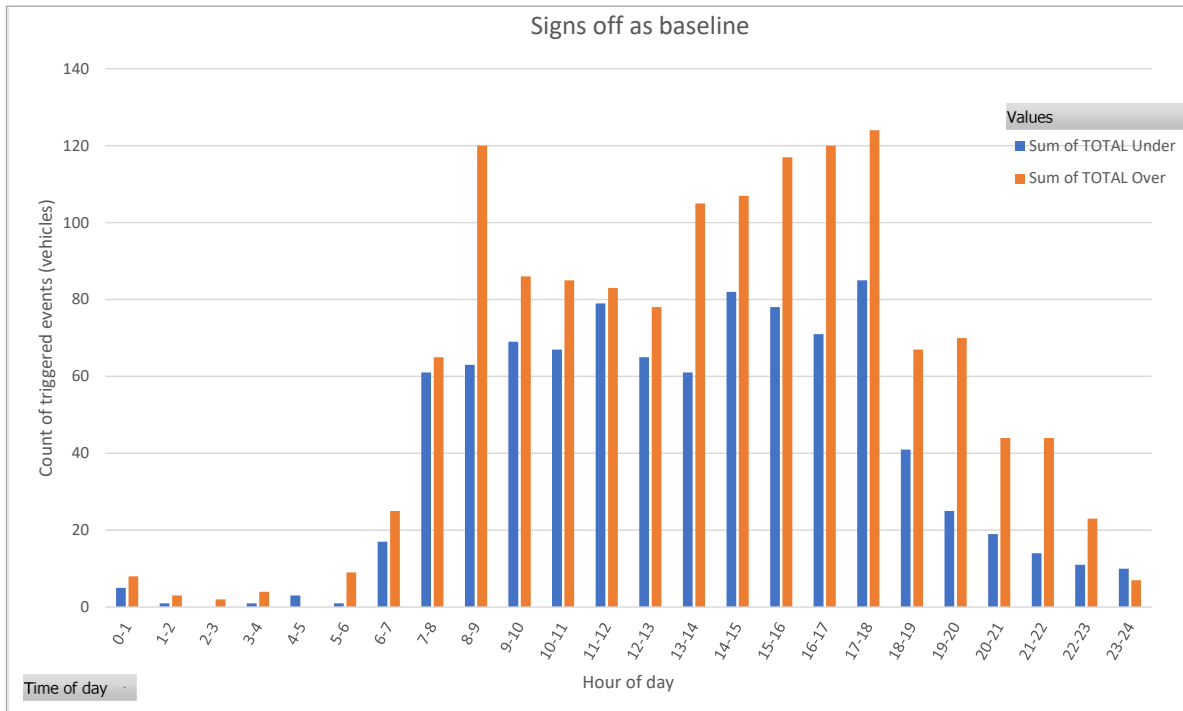
- Baseline (Indications off)
- SID switched on



SID has greatest impact on drivers at 30-35mph, and less effect on speeds >40mph

# Time of Day analysis: Data from Post 3

- Baseline (Warnings disabled)
- First week after warnings enabled

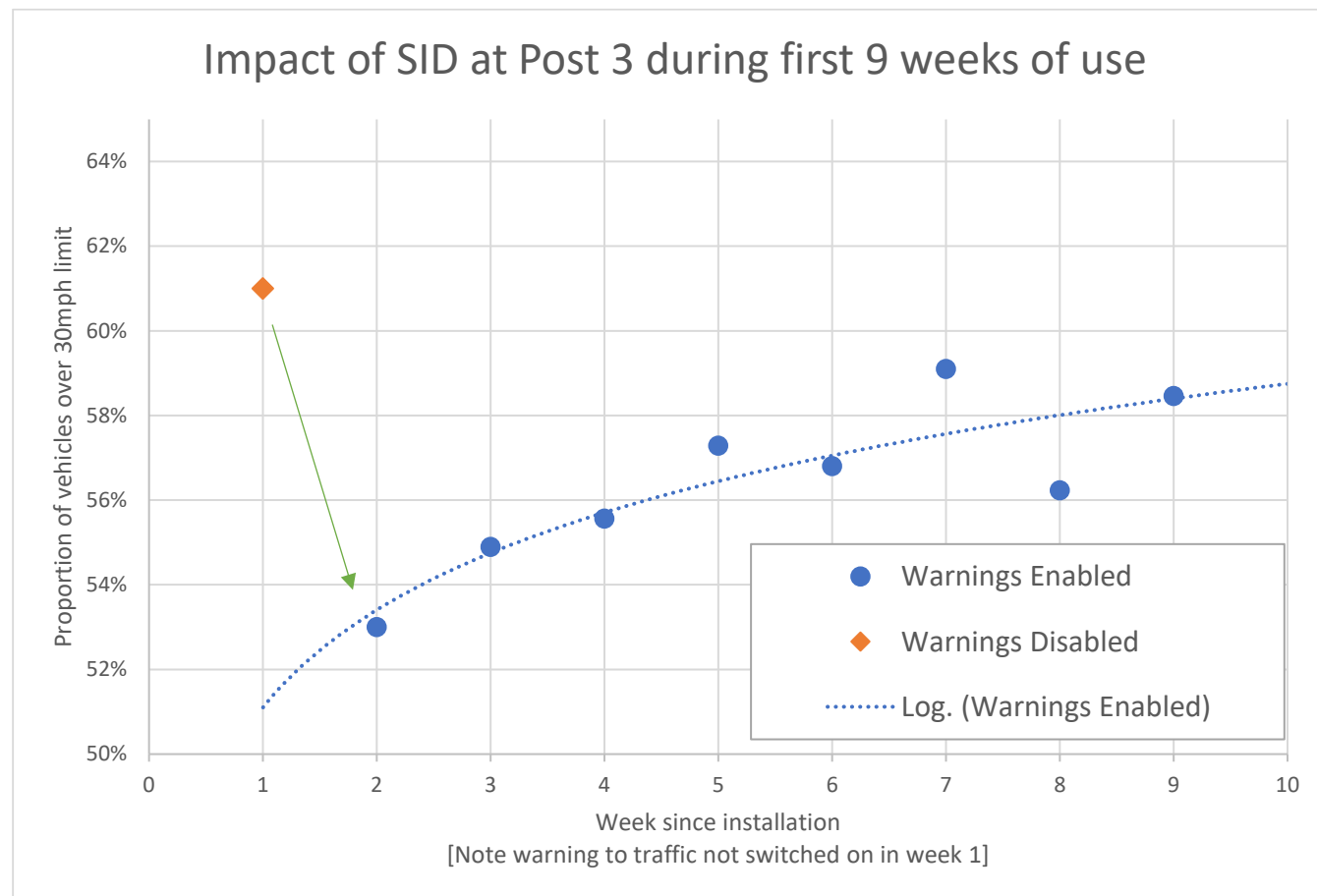


## Observations:

- High speeds evident throughout the 24 hour day. More evident at typical peak times

# Effectiveness of SID following initial 2 weeks

- The SID locations and warning settings were left untouched for a total of 8 weeks after speed indication was enabled
- Post #3 continued to show the highest proportion of excess speed. A week-by-week analysis showed that speed levels increase with time, although remain below the baseline by circa 2.5%
  - Similar trends have been noted in city-based studies, e.g: Walter&Knowles, TRL, 2008 and other Transport For London reports
  - Logarithmic trend line is shown for reference only, based upon best match of the curve fits available. Further data would be required to confirm the actual trend.



**Recommendation: Ensure multiple locations available for SID and change locations every 6-8 weeks**

# Other observations

- SID's provided by Swarco were not difficult to install, but are relatively heavy. Moving them is a 2 person task plus an observer to monitor traffic per safety requirements
- Solar panels seem well matched to requirement and battery state of charge has been good whenever the SID has been checked, noting that they were installed in February
- Data download, whilst somewhat tricky to get settings correct, can be achieved with commonly available equipment
- Data is only available in 5mph blocks. This makes analysis relatively easy but of course makes it difficult to compare with larger studies undertaken over the last 2 decades.

# Summary

- Two SIDs have been installed and are operating
- Comparison of data from two similar 7-day periods shows:
  - *In some areas over 60% of drivers travelling at more than 30mph*
  - *Initial SID effect gives 7% reduction in speeding drivers*
  - *6% of drivers recorded at over 40mph.* Early data suggests SID has a reduced impact on these drivers
- Follow on analysis indicates that speeds increase with time, but that a reduction remains present after 8 weeks
- Study ongoing to assess effect of moving signs to other post locations
  - Initially this entails moving one SID to determine any effect on traffic speed elsewhere, i.e SID moved to Post 2 to assess any benefit at Post 3, upon which the SID remains unaltered