

Speed Indicator Device (SID) on Hewson Road 18 September 2020 – 4 November 2020

SID was positioned on Hewson Road from 18 Sept – 4 Nov 2020. Initially the SID display faced Carholme Road for 6 days and then was reversed to display to traffic coming from West Parade. This allows a measurement of driver behaviour before SID was active, to compare with behaviour when SID was displaying speed data.

Volume Data

Around 4,600 vehicles per week drive from West Parade to Carholme Road along Hewson Road, compared to 1,260 vehicles per week driving in the reverse direction from Carholme Road to West Parade. Traffic is about 20% lighter at weekends compared to weekdays. Note the total volume of vehicles may not be fully accurate as some vehicles in this direction did not exceed 12mph and so would not have been registered.

West Parade to Carholme Road Route

With SID active during the period, 7.3% more vehicles per week (+ 331 vehicles) were driven within the 20mph speed limit. SID works best at driver education, reminding drivers that they are driving a little faster than they should. It had little significant short-term effect on those drivers driving above 35mph as these drivers are generally doing this deliberately and knowingly rather than accidentally or due to inattention.

However, in the final week SID was present, 8.6% more drivers were within the 20mph limit and there were falls in all speed ranges above that with the number of drivers falling from:

- 36-41mph: Drop from 29 vehicles a week down to 16 vehicles
- 42-50mph: Drop from 8 vehicles per week down to 6
- 51-60mph: Drop from 2 vehicles per week down to 1

Status	15-20mph	21-26mph	27-35mph	36-41mph	42-50mph	51-60mph	TOTAL
Percentages in each speed range							
Without SID %	56.5%	35.2%	7.4%	0.6%	0.2%	0.1%	100.0%
With SID %	63.8%	28.9%	6.5%	0.6%	0.2%	0.0%	100.0%
Change in % over period	7.3%	-6.4%	-0.8%	0.0%	0.0%	0.0%	0.0%
With SID, final week only %	65.1%	28.1%	6.3%	0.4%	0.1%	0.0%	100.0%
Change in % final week	8.6%	-7.1%	-1.1%	-0.3%	0.0%	0.0%	0.0%
Volumes in each speed range							
Per week volume without SID	2,578	1,607	336	29	8	2	4,561
Per week volume with SID	2,909	1,316	298	28	9	1	4,561
Change, vehicles	331	-291	-38	-1	1	-2	0
With SID, final week only %	2,969	1,283	286	16	6	1	4,561
Change in vehicles in final week	391	-325	-50	-13	-2	-1	0

To illustrate changes, figures are based on percentages and have been adjusted to reflect a constant volume per week.

Carholme Road to West Parade Route

For the reverse direction, 96% of vehicles were driven at 26mph or below when SID was displaying speeds. This dropped to 92% when SID was not visibly present.

Other Future Locations

Other potential locations for SID have been suggested by WERA and are being explored. SID will be used in the West End for about 8 weeks per year.