

CARS

Community Approaches to Road Safety

TOOLKIT

Practical ideas for improving road safety in Gloucestershire, produced by GRCC in association with Gloucestershire communities and the Gloucestershire Road Safety Community Hub



Edition 3 | 2022

Jointly funded by Gloucestershire County Council
and the Office for the Police and Crime Commissioner.

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Introduction

Community Approaches to Road Safety (CARS)

Road safety is one of the most important topics for communities across Gloucestershire, featuring as an issue in the majority of community-led plans in the county. Communities recognise that statutory authorities cannot fund non-priority schemes and that police enforcement resources are limited. Communities are therefore keen to investigate road safety measures they can take forward to influence driver behaviour, including those relating to traffic calming and speed reduction.

Empowering Safer Communities is a priority area in Gloucestershire's [Police and Crime Prevention Plan](#) covering 2021-2025, as part of this road safety is highlighted as a key concern raised by communities.

This third edition of the CARS Toolkit has been jointly funded by Gloucestershire County Council and the Office of the Police and Crime Commissioner (OPCC). The first edition, in 2012, was developed following workshops with communities to explore options available to them to help reduce traffic speed and to encourage driving at appropriate speeds. These events were supported by members of the Gloucestershire Road Safety Community Partnership, including Gloucestershire Constabulary and Gloucestershire County Council.

Suggestions and contributions from communities gathered over the last 10 years are featured in this toolkit, together with links and examples to illustrate what can be done at a community level. Many innovative initiatives are being undertaken in Gloucestershire and there is great interest in monitoring their progress and impact.



Road safety is about more than just traffic speed, therefore this edition also highlights action in relation to other driver behaviour (e.g. mobile phone use, driving according to conditions, visibility, pedestrian behaviour and road layout).

It is vital to remember that a fundamental solution to road safety is for each and every road-user (vehicle drivers, horse riders, cyclists, motorbike riders, pedestrians) to take responsibility for their own behaviour on and around our roads and to respect fellow road-users.

Changes in Gloucestershire since the second edition of the CARS toolkit was published include:

- Gloucestershire County Council awarded the Highways contracts Professional Services to Atkins and Term Maintenance to Ringway from April 2019
- Continued reduction in public resources available
- New Police and Crime Commissioner elected in 2021
- Gloucestershire County Council and the Office for the Police and Crime Commissioner jointly launched the Community Speedwatch fund that communities and groups can apply to
- Gloucestershire County Council drafted a Road Safety Policy which was subject to public consultation in late summer 2022

Full links for all websites referred to throughout the toolkit can be found on page 23.



Foreword

We are delighted that the Police and Crime Commissioner for Gloucestershire, Chris Nelson, and Cllr Dave Norman, cabinet member for Road Safety Policy at Gloucestershire County Council, and Deputy PCC, Nick Evans, fully endorse this toolkit and recognise the important contribution of community-led initiatives to improving road safety. Previous versions of this toolkit were also endorsed by His Royal Highness, Prince Michael of Kent.

"Persistent speeding is a pernicious problem that blights too many communities across Gloucestershire. It's raised with us time and time again and it harms the quality of life of our residents, making us feel unsafe in our own communities. But this is more than just about feelings of safety, because in Gloucestershire you are more likely to die on our roads than be a victim of homicide. That real threat to life, and preventing serious injury is why we want to make our roads safer, and see this objective as part of the mission to cut anti-social behaviour because of the terrible impact it can have on communities.

"That's why we are strengthening the Constabulary with more officers and better technology to catch and convict persistent speeders, as well as empowering communities through our joint £600,000 Community Speedwatch Fund to ensure the Constabulary, our Highways teams, and every community is working together to make our County's roads safer. We're very pleased to be able to support the updating of this toolkit, because it provides real practical solutions to communities, highlighting the best practice that has worked in our County already, from low cost remedies, to those that require more investment. We're particularly pleased to see it highlight the Community Speedwatch initiative.

"By working together, and developing solutions that work on the roads in our area, we really can make Gloucestershire safer."

Chris Nelson, Gloucestershire Police and Crime Commissioner
 County Councillor **Dave Norman MBE**, Cabinet Member for Road Safety Policy



 KENSINGTON PALACE,
LONDON, W.8.

I am all too aware of the negative impact that speeding drivers can have on the quality of life of people living in rural areas. In my capacity as Patron of the Prince Michael of Kent International Road Safety Awards and President of RoadSafe, I know that the prime objective of many initiatives at home and around the world is to reduce traffic speed.

To improve on our success, we need to work more closely with communities and encourage them to play a lead role in improving safety and enhancing quality of life. Such increased collaboration will enable people to join with local authorities to come up with fresh ideas.

I commend this initiative to you.


HRH Prince Michael of Kent

Top Ten Tips

Provided by Duncan McGaw, S.A.F.E.R (Salterley Action Force to Enhance our Roads), Coberley

1. Set clear objectives and coordinate actions
2. Build relationships, don't be confrontational
3. Ensure support by parish, district and county councillors
4. Form a group and create an emotive name. This raises your profile, provides a focus and maximises visibility
5. Work with the media
6. Communicate clearly
7. Remember the authorities are under big cost restraints
8. Be prepared to compromise and seek alternatives
9. Accept slow progress
10. Always keep up momentum, don't give up!

For more information on the S.A.F.E.R action group,
<https://sites.google.com/site/safercampaign/>



Action 1

Fact finding

A: Existing data

How?

Collision data can be accessed via the Gloucestershire County Council Highways Road Safety web pages. The [Road Safety Community Hub](#) is part of the Partnership and brings together data held by Gloucestershire agencies, such as speed surveys by Gloucestershire Constabulary and traffic counts by Gloucestershire County Council, to make it more accessible to communities.

Parish and town councils may have access to data gathered by the community and some planning applications contain details of road safety surveys conducted by developers.

Pros and cons:

- ✓ Data collected can be discussed within the community to establish the extent of the issue and to inform future action plans
- ✓ Historic data can be used to provide a baseline for comparison
- ✗ Traffic and speed data can include the percentage of those speeding, but individuals exceeding the speed limit are not identified
- ✗ Collision data does not include 'near misses' and refers only to incidents involving personal injury

Contact:

Road Safety and Transport Monitoring Team
Local Policing Team
Gloucestershire County Council Local Highways Manager 08000 514 514.



Examples / resources:

- The [Road Safety Community Hub](#) will be able to provide collision data plus some existing speed data collected by partner organisations. Use the web enabled form to request information or find [online collision records](#)
- Traffic surveys available from [Road Safety Team](#) e.g. number of vehicles using roads and junctions
- National organisations also collate and present statistics on collisions and safety. Examples include:
 - [Crashmap](#)
 - [Making the Link](#)
 - [Royal Society for the Prevention of Accidents \(ROSPA\)](#)
 - [Department for Transport](#)
 - [Road Safety MAST](#) (Market Analysis & Segmentation Tools – free open data access)

Action 1

Fact finding

B: Request a new survey

How?

Before embarking on a new survey, check with your parish/town council (or Neighbourhood Coordination Group in urban areas) to see if they have any plans to carry out a survey in your neighbourhood. The [Road Safety Team and Transport Monitoring Team](#) will be able to provide information on any surveys planned by Gloucestershire Constabulary and Gloucestershire County Council.

Surveys on traffic speed and volume, parking etc can be commissioned from Gloucestershire County Council Transport Monitoring Team, and a Products and Services list is available [online](#).

Commercial companies will also conduct surveys.



Pros and cons:

- ✓ Provides data on incidents of speeding, traffic volumes/peaks and types of vehicle
- ✓ Data collected can be discussed within the community to establish the extent of the issue and to inform future action plans
- ✓ If baseline evidence is collected, the impact of changes introduced can be measured
- ✗ Traffic and speed data can include the percentage of those speeding, but individuals exceeding the speed limit are not identified
- ✗ There may be a cost attached to carrying out the survey
- ✗ A survey can provide traffic and speed data, including total percentage of those speeding but individual vehicles exceeding speed limits are not identified

Cost to the community

Potential survey costs.

Contact:

[Gloucestershire County Council Local Highways Manager](#) 08000 514 514

[Road Safety and Transport Monitoring Team](#).

Examples / resources:

[GCC Highways Your Way Products and Services Pricelist](#).

Action 1

Fact finding

C: Gather the facts yourself

i) Traffic surveys and data collection using low or no cost methods

Communities can conduct their own traffic surveys manually or there are apps which can be used to measure speed. They can also check other 'pinch points' in the community e.g. waiting times at busy junctions or locations of parking issues. This information can build up a picture of where future action needs to be concentrated, can provide evidence and can be used to check perception. The Gloucestershire [Think Travel Toolkit](#) contains guidance and templates for conducting surveys – e.g. traffic counts, parking.

Pros and cons:

- ✓ A reasonably cheap way to gather data
- ✓ If the data shows there is an issue and more formal data is required, commission a survey from the Transport Monitoring Team
- ✓ Draws in people who might not otherwise volunteer in the community
- ✓ Tests whether perception is accurate
- ✗ Volunteer time and effort involved
- ✗ Volunteers may consider their time has been wasted if the facts from the data do not back up perception
- ✗ Mistakes may be made in data collection
- ✗ Any data sourced from auto-counts will

be considered to be more robust than volunteer-gathered data, e.g. in planning application appeals

Cost to the community

- Cost of apps
- Any applicable insurance for volunteers

Examples / resources:

- [County Council Road Safety Data](#)
- [Think Travel Toolkit](#) contains guidance on carrying out surveys
- [Police Data](#)



Action 1

Fact finding

C: Gather the facts yourself

ii) Community Speedwatch

Hand-held speed detection equipment is available on loan from your local policing team. This will enable you to measure the speed of vehicles travelling on roads in your community. Data on vehicles travelling over the speed limit can then be presented to the police for the appropriate follow-up action. Residents often form themselves into a Community Speedwatch Groups which are set up with guidance, support and training from local policing teams. Such groups should communicate with parish/town councils and, in urban areas, Neighbourhood Co-ordination Groups.

Pros and cons:

- ✓ Provides data on incidents of speeding
- ✓ Local presence, visibility and involvement
- ✓ Involvement of Constabulary adds gravitas
- ✓ Can build up a picture of those regularly driving above the speed limit
- ✓ If a significant issue is identified at a particular time, the police may be able to target repeat offenders
- ✗ Volunteer time and effort
- ✗ Abuse from members of the public
- ✗ Potential for dismissing any communication sent from the community

Contact

Local policing teams.
Gloucestershire Police Community Speedwatch.

Examples / resources:

Community Speedwatch Guidance.



Action 2

Community campaigns

A: Raise awareness

How?

There are many facets of irresponsible driving that can be highlighted through community campaigns – from the dangers of speeding to being aware of pedestrians and dangers of mobile phone use. It is possible to have safety campaigns at dangerous junctions and bends.

Local campaigns e.g. 'Be Cow Aware', particularly targeted at those driving on Common Land routes continue to be run in the county along with national campaigns e.g. 'Brake before the bend, not on it' which concentrated on educating people to drive safely on country roads with sharp bends and blind bends. Remember, if you plan to install anything on a highway it needs approval from Gloucestershire Highways.

Ideas for activities include:

- Publish statistics and data from Community Speedwatch traffic counts or other sources in parish newsletters/websites/magazines
- '20 is Plenty' campaigns

- At local events e.g. fêtes, ask people to describe the main road safety 'areas of concern'
- Publish quotes from young and older people / horse riders/ cyclists/pedestrians about dangers and experiences

Pros and cons:

- ✓ Real life, local stories are relevant to readers
- ✓ High quality publicity material available to accompany national and county campaigns
- ✓ Identifies and creates awareness of hot spots so that efforts can be concentrated on these areas
- ✓ Can be used to publicise a Speedwatch campaign if used
- ✗ Volunteer effort to organise and run stalls at events or to publicise data

Cost to the community

Maps.

Examples / resources:

- Road Safety Team
- Brake road safety charity
- Roadpeace roadcrash victims' charity.



Action 2

Community campaigns

B: Set up an action group

How?

An action group can be set up as a neighbourhood group or as a parish/town council working party. It is recommended that links are built with parish/town councils where they exist. Volunteers can be recruited via community newsletters, social media, posters and word of mouth and the group can be given a name to provide identity and focus for communications.

Pros and cons:

- ✓ An emotive name can attract attention
- ✓ Provides a unified voice – stronger than lots of single voices
- ✓ Can concentrate on any road safety issues, not just speeding
- ✓ Provides a distinct contact point for communication with the community, media and statutory authorities
- ✓ Provides a focus for residents' concerns
- ✗ Volunteer time
- ✗ Objectives may be unrealistic
- ✗ There may not be consensus on the way forward

Cost to the community

- Publicity/ leaflets
- Campaign signs
- Venue hire for meetings

Examples / resources:

- SAFER (Salterley Action Force to Enhance our Roads).
- Royal Society for Prevention of Accidents (ROSPA) Road Safety resources

C: Pledges and Pace Cars

How?

Community members sign a pledge to drive within the speed limit. They may also agree to act as 'pace cars' i.e. driving within the speed limit and slowing down speeding traffic behind them. They could display a sticker in their rear window 'Pace car for xxxx. Please drive within the speed limit'

Pros and cons:

- ✓ Pester power of children/neighbours
- ✓ If the local community changes its behaviour, others follow suit
- ✗ Volunteer time needed to co-ordinate
- ✗ Danger of cars overtaking as they become frustrated by low speeds (unreasonable but could be the case in some instances)

Cost to the community

- Car stickers
- Printing

Examples / resources:

Global road safety campaigns by

- Road Safety Charity [BRAKE](#)



Action 2

Community campaigns

D: Community action to improve local conditions

How?

A community will know the location of areas of concern for road safety, and it is often possible to make small but significant changes in a timely manner. These can include:

i) Improving visibility

Communities can spot instances when vegetation impedes access to footpaths or prevents signs from being visible. A prompt conversation with the landowner or a letter from the parish/town council can lead to positive action. Dangerous bends and junctions can also be improved by clearing vegetation.

Community members from Salterley took the initiative to discuss with the landowner how simple changes could improve visibility on a dangerous bend. Action was taken – community members cleared vegetation and signage was improved. If a sign is dirty, a community can clean it, as long as they bear in mind common sense health and safety guidance.

ii) Tackling road surface issues

Anyone can report a pothole and it is important for people to realise that it is their responsibility to do so. Keeping a log of what has been reported when, for discussion with Highways, is an effective way to monitor action. Communities in Gloucestershire can use Highways Local funding, available through their county councillor, to carry out highway maintenance. Road and pavement surface quality and safety is adversely affected by flooding. A systematic approach to monitoring and tackling blocked gullies, drains and culverts can prevent flooding.

Many communities have systems whereby volunteers (often dog walkers) check gullies etc and report issues via a community group or parish/town council. Communities will also have 'clearing days' to remove debris, working with the landowner.

Pros and cons:

- ✓ Reasonably small scale action can lead to big improvements
- ✓ Working together with Gloucestershire County Council and private landowners can have positive effects for the community at large
- ✓ People who would not normally volunteer may be willing to carry out tasks
- ✗ Volunteer time and effort
- ✗ Co-ordination of systems of reporting
- ✗ Private landowners may not be responsive to requests
- ✗ Improved visibility may increase vehicle speeds

Examples / resources:

- [GCC Report It](#) web page for reporting potholes, street light failure and flooding issues
- [Big Community Offer, Highways Your Way](#)



Action 3

Visual clues and local initiatives

A: Street furniture and/or planting

How?

Street furniture is a collective term for objects and pieces of equipment installed along streets and roads e.g. benches, bins, signs etc. Installing street furniture and use of soft landscaping can reinforce the message that drivers are entering a residential area. It can also give the appearance of narrower road width which contributes to slowing traffic speeds. You could ask local businesses to sponsor an item. Areas of soft landscaping can be cultivated to change a road environment and introduce a sense of place, thus a change in driver behaviour may be possible. If the proposal would affect the physical features of the highway a road safety audit may need to be conducted. Remember you need Highways approval and any relevant licences to install street furniture.

Pros and cons:

- ✓ It could be visually attractive
- ✓ Artefacts and features could be more effective at conveying a message than signs
- ✓ Sponsorship by businesses could cover costs or a local gardening/allotment group could maintain planters
- ✓ Could be eligible for match funding from Gloucestershire County Council
- ✗ It could have a negative impact on the environment (clutter)
- ✗ Possibility of falling foul of planning law or Highways regulations
- ✗ Effort of planting and maintenance
- ✗ Ongoing maintenance costs

- ✗ There will be some restriction on cultivation and street furniture which will need discussion with the Local Highways Manager.

Cost to the community

- Purchase of items
- Installation
- Cultivation licence and/or road safety audit
- Planting
- Maintenance

Contact:

Gloucestershire County Council:

[Local Highways Manager 08000 514514.](#)

Examples / resources:

- [Case studies](#) by Hamilton Baillie: Bibury, Gloucestershire – p26 – use of grass verges to visually narrow the road
- Long Newton, Cotswolds, planted wild flowers on their verges, [BBC News item](#) July 2022



Action 3

Visual clues and local initiatives

B: Creating gateways

How?

Make it clear people are entering your community by creating gateways such as welcome signs and fencing on the main entry and exit routes. You need to work closely with Gloucestershire County Council to ensure that items are suitable and not placed on highways without permissions and need to have the support of town or parish councils or Neighbourhood Coordination Groups (in urban areas). A cultivation licence or safety audit may be needed – see 8a. Check who owns the land/verges for signs to be erected. If you are designing something unique, check there is is consensus within the community.

Pros and cons:

- ✓ Reinforces drivers' status as a 'guest' through the community/area
- ✓ Allows personalisation by communities (within planning constraints)

- ✓ Could be eligible for match funding from Gloucestershire County Council
- ✓ Using flowers/planting at entrance points also creates gateways
- ✗ Upkeep will be by the community
- ✗ Requires approval from Gloucestershire County Council (Highways)
- ✗ Poor choice of planting could lead to maintenance issues
- ✗ Suitable location on the verge cannot always be found for gateways as minimum widths apply

Cost to the community

- Purchase/production/maintenance of gateways/welcome signs

Contact

Gloucestershire County Council:
Local Highways Manager 08000 514514.



Action 3

Visual clues and local initiatives

C: Scarecrows and models

How?

Run a community scarecrow competition with a road safety theme. The entries can be on display in and around the community, although take care not to distract drivers or reduce visibility from the highway.

Pros and cons:

- ✓ Community involvement
- ✓ Eye catching – fun but reinforcing the message from the community to slow down
- ✓ Could be a mobile display
- ✗ Short term impact
- ✗ Visual impact could be a distraction (check with Gloucestershire County Council)

Cost to the community

Materials for participants.

Examples / resources:

- Case studies by [Hamilton Baillie](#): Lockeridge, Wiltshire – use of scarecrows, page 29



Action 3

Visual clues and local initiatives

D: Parking on the road

How?

Residents park legally in a staggered way on the road, so that vehicles need to slow down due to oncoming traffic.

Pros and cons:

- ✓ Creates uncertainty, slowing traffic speed
- ✓ Cost effective solution
- ✓ Avoids the need for engineering measures
- ✗ People may fear that cars parked on the road may get damaged
- ✗ It may be claimed that cars parked on the road are causing an obstruction
- ✗ Cyclists and horse riders have to negotiate oncoming traffic
- ✗ Pedestrians stepping out between cars



E: Working with local businesses

How?

Businesses have a Health and Safety duty to their drivers and road users. If commercial vehicles are an issue, you could start a dialogue with local businesses whose vehicles travel within the area. For example, as part of Community Speedwatch, note the company of business vehicles found speeding. The parish or town council/action group could write to the businesses or visit them. When you discuss the issues, the company may pledge to obey speed limits/drive courteously in your community/find a more appropriate route. The community can also report to the Police the registration/company name of any vehicle over 7.5 tonnes seen in a prohibited zone.

Pros and cons:

- ✓ Employees may respond to an approach from 'the boss'
- ✓ Companies may have 'Safe Driving' parts to Health and Safety and/or Corporate Social Responsibility Policies.
- ✗ If not police enforced, businesses may not take any notice
- ✗ Volunteer time to coordinate and monitor
- ✗ Requires commitment from businesses

Examples / resources:

- [Occupational Road Safety Alliance \(ORSA\)](#) raises awareness and encourages good management of work related road safety. Companies have a duty of care to their drivers
- [Driving for Better Business](#): case studies of what companies have done to improve road safety

Action 4

Messages to motorists

A: Wheelie bin stickers

How?

Communities put stickers on their wheelie bins which, when out for collection, will remind road users of the speed limit or give a message to drive carefully.

Pros and cons:

- ✓ Encourages local involvement
- ✓ Cheap and easy way to remind drivers of the speed limit
- ✓ Can be promoted through local newsletters, schools and organisations
- ✓ Doesn't unduly 'urbanise' rural communities
- ✗ Bins are only out once a week/fortnight

Contact

Gloucestershire Road Safety Community Hub.

Examples / resources:

- A limited supply of stickers can be applied for as part of an application to the [Community Speedwatch Fund](#)



B: Private property signage

How?

Convey your message to motorists by creating signs asking people to slow down/keep to the limit. This could be run as a competition (for young and older) and signs displayed on homeowners' land or throughout the community. There may be planning permission implications, so contact your district council planning department.

Pros and cons:

- ✓ Community involvement
- ✓ Personalised so more likely to have an impact when seen
- ✓ Good immediate impact if used effectively
- ✗ Not legally enforceable
- ✗ Could be a distraction to drivers
- ✗ Danger of obstructing visibility
- ✗ Impact will lessen over time
- ✗ Not to all residents' taste
- ✗ Issues of land ownership and planning could delay the process

Cost to the community

- Promotion and prizes if run as a competition
- Materials for signs

Contact

Your district council planning department.

Examples / resources:

See [SAFER](#) (Salterley Action Force to Enhance our Roads) website for examples of signs.

Action 5

Involving Young People

A: Walking bus

How?

Children walk to school from a central meeting place.

The basic process is:

1. Check if parents are keen to set it up
2. Find an easily accessible central parking area and check if it can be used
3. Source volunteers to accompany the walking bus
4. Source high visibility vests for children – maybe customised
5. School issues awards to regular walking bus users

Pros and cons:

- ✓ Encourages healthy lifestyles/chance for adventure
- ✓ Visible and repeated every day
- ✓ Pupils respond well to incentives
- ✓ Potential for positive media coverage
- ✗ Usage may wane in bad weather
- ✗ Volunteer time to accompany the bus
- ✗ Maintaining parent and child participation

Cost to the community

High visibility vests.

Examples / resources:

Walk to school scheme information and resources are available from:

[Living Streets](#)



Action 5

Involving Young People

B: Mini Police

How?

Students can work with neighbourhood policing teams in a variety of ways. They can operate hand-held devices to check speed or monitor car parking around the school gate at drop off and pick up times. Young people's messages are then conveyed to drivers. Other activities through schools could include maths activities such as calculating vehicle speed using stop watches, and Apps to measure time taken to travel a set distance.

Pros and cons:

- ✓ Powerful and sobering experience to be 'told off' by a child
- ✓ Pester power of children reminding parents and local drivers to stay within speed limits
- ✗ Message may be quickly forgotten unless repeated regularly
- ✗ Police may have limited resources to support your initiative

Contact

Local Policing Team.

C: School gate parking initiative

How?

This initiative is about getting parent drivers to improve their driving and parking behaviour when dropping off or picking up their child, reducing the risk to other school users.

Pros and cons:

- ✓ Safer experience for all school users
- ✓ Encourages an ethos of consideration
- ✗ Usually dependent on goodwill rather than enforcement



Action 6

Technological and Engineering solutions

A: Automatic Number Plate Recognition Cameras and Vehicle Activated Signs

How?

Communities can use Automatic Number Plate Recognition (ANPR) Cameras and software to record vehicles exceeding speed limits. Equipment can be purchased and installed by parish/town councils if they meet the criteria. Gloucestershire County Council has guidance and policies on use of such technology and locations need prior approval by Highways to ensure they are safe.

Volunteers and local police can log into the database which gives details of speed travelled, date and time, and the software displays photographs and the relevant registration number. If the data shows a vehicle has been speeding, a historic search can be conducted to check for other instances of speeding by that vehicle along that stretch. A letter can then be sent to the individual presenting the facts and advising the owner to drive within the speed limit. These technologies are now part of the Community Speedwatch initiative. If a Community Speedwatch group has a camera, the data can be forwarded to the Constabulary for action. These technologies have also been supported through the 2022 Community Speedwatch fund.

Communities can also purchase Vehicle Activated Signs (VAS) which indicate to drivers whether they are driving within the speed limit. Some show the actual speed, others show a 'smiley' face, or not! As with ANPR Cameras, communities will need to agree all locations with Highways prior to installation. Sites for these

cameras are agreed between the parish and Gloucestershire County Council and are moved around. Slimbridge parish has purchased three VAS which are moved every two weeks and they have been collecting data since 2020.

Pros and cons:

- ✓ ANPR Cameras come with a strong police warning
- ✓ Safer than volunteers using hand held devices on busy roads
- ✓ Not an enforcement device – no need to publish information on active cameras
- ✓ Possible to have a dummy camera fitted if item moved
- ✗ High cost of camera equipment, installation and maintenance
- ✗ Vehicle Activated Signs are not an enforcement device
- ✗ Limited police time available to monitor and no system in place for generating bulk police letters
- ✗ Equipment may break down
- ✗ Once cameras are moved to a different location, people may revert to speeding
- ✗ A move towards increased surveillance?

Cost to the community

Cost of camera purchase, installation and maintenance.

Examples / resources:

[Rodborough Speed Data updates](#)

[Bourton on the Water Community Speedwatch](#)
[Gloucestershire Community Speedwatch](#)

Action 6

Technological and Engineering solutions

Department of Transport advice is to restrict use of temporary signs. There is strict guidance on what can be installed, anything outside the guidance needs a 'Departure' to be signed off by the Secretary of State and is therefore unlikely to be progressed.

B: Road layout

How?

A variety of engineering options can reduce traffic speed e.g. roundels (speed limits painted on the road), Vehicle Activated Signs (require utility supply) and chicanes and gateway features. All require road safety audits and costs will vary according to complexity, so contact your Local Highways Manager. Some of these engineering works can be expensive and GCC is therefore unlikely to fund items not on its priority list.

Pros and cons: (will differ according to the measure)

- ✓ Speed humps, chicanes etc. may reduce traffic speed
- ✓ Could be eligible for match funding from GCC via the [Highways Local Fund](#)
- ✗ Can have significant cost implications
- ✗ Speed humps can be unpopular with buses and emergency vehicles
- ✗ Permanent engineering works are inflexible
- ✗ Competent and accredited contractor required for highways works
- ✗ Time to achieve
- ✗ Your area may not be a priority for GCC Highways

Cost to the community

Purchase/cost of works.

Contact

Local Highways Manager 08000 514514.

C: Highways signs

How?

Within legal requirements, additional signage or speed limit signs could be purchased to reinforce speed limits. Could include temporary warning signs and advisory speed limits e.g. on bends and junctions. Contact your GCC Local Highways Manager to discuss whether this is appropriate, where signs should be sited and installation costs.

Pros and cons:

- ✓ Regular reminders of speed limits
- ✓ Reinforces that people have entered a residential/community area
- ✓ Upkeep is by Gloucestershire County Council
- ✓ Can be placed in problem areas e.g. bends or junctions where speeding is an issue
- ✓ For temporary signs, removing and reinstalling creates uncertainty – the sign seems 'new'
- ✓ Could be eligible for match funding from Gloucestershire County Council
- ✗ Effect will reduce as people become accustomed to the signage
- ✗ Ongoing maintenance costs
- ✗ Conflicting signs can confuse drivers
- ✗ Sign clutter may become an issue
- ✗ Advisory speed limits not enforceable by law

Cost to the community

Purchase of signage.

Examples/resources

[Signage Explained](#) – mandatory and advisory, speed limits and zones.

Contact

Local Highways Manager 08000 514514.

Useful websites

The following list contains the full web addresses

Key web addresses:

- GRCC Road Safety pages: <https://www.grcc.org.uk/community-projects-and-services-/improve-road-safety>
- Gloucestershire County Council Road Safety: <https://www.gloucestershire.gov.uk/highways/road-safety/road-safety-community-hub/>
- Big Community Offer, Highways your way: <https://www.gloucestershire.gov.uk/highways/communities-and-parishes/big-community-offer/>
- Community Speedwatch: <https://www.gloucestershire.police.uk/advice/advice-and-information/wsi/watch-schemes-initiatives/speedwatch/community-speedwatch/>
- Local Highways Managers information: <https://www.gloucestershire.gov.uk/highways/roads/road-maintenance/>
- Report an issue: www.gloucestershire.gov.uk/roads-parking-and-rights-of-way/roads/report-it/
- Police and Crime Prevention Plan: <https://www.gloucestershire-pcc.gov.uk/police-and-crime-plan-priorities/>
- Local Policing Team: <https://www.gloucestershire.police.uk/area/your-area/>

Action 1. Fact finding

What data is already out there?

- Online Collision Reports: <https://www.gloucestershire.gov.uk/highways/road-safety/>
- Crashmap: <http://www.crashmap.co.uk>
- Making the Link: <https://www.roadsafetyknowledgecentre.org.uk/rskc-24/>
- ROSPA: <https://www.rospa.com/>
- Department for Transport statistics: <https://www.gov.uk/government/organisations/department-for-transport>
- Road Safety MAST: <http://www.roadsafetyanalysis.org/portfolio-item/mast-portal/>

Fact finding – gathering new data

- GCC Transport Monitoring Team <https://www.gloucestershire.gov.uk/highways/road-safety/traffic-data-and-surveys/>
- Think Travel Toolkit: https://www.thinktravel.info/media/13782/cic_thinktravel_toolkit.pdf
- Community Speedwatch: <https://www.gloucestershire.police.uk/advice/advice-and-information/wsi/watch-schemes-initiatives/speedwatch/community-speedwatch/>

2. Community Campaigns

- BRAKE: <http://www.brake.org.uk/info-and-resources/facts-advice-research/road-safety-facts>
- Roadpeace: <http://www.roadpeace.org/>
- Hamilton Bailie case studies: <https://www.dorsetaaonb.org.uk/wp-content/uploads/2020/08/Traffic-in-villages.pdf>
- SAFER: <https://sites.google.com/site/safercampaign/home>

3. Visual Clues & local initiatives

- Occupational Road Safety Alliance (ORSA): <http://www.orsa.org.uk/>
- Driving for Better Business: <https://www.drivingforbetterbusiness.com/>

4. Messages to motorists

- SAFER: <https://sites.google.com/site/safercampaign/home>
- Highways your Way: <https://www.gloucestershire.gov.uk/highways/communities-and-parishes/big-community-offer/>

5. School led initiatives (or youth groups/uniformed organisations)

- Living Streets – walk to school: <https://www.livingstreets.org.uk/walk-to-school>
- Skillzone: <https://skillzone.glosfire.gov.uk/>
- Active Travel Toolkit: <https://schooltravel.gw.govt.nz/assets/Documents/2021/11/Schools-Toolkit.pdf>

6. Technological and Engineering solutions

- Rodborough Speed Data updates: <https://www.rodborough.gov.uk/page/rodborough-speed-data>
- Bourton on the Water Community Speedwatch: <http://www.bourtononthewaterpc.org.uk/community/bourton-on-the-water-parish-council-7919/news/bourton-on-the-water-community-speedwatch-initiative-473#>
- Road signage explained: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/519129/know-your-traffic-signs.pdf

About GRCC and partners involved in producing this toolkit

GRCC has 100 years' experience of supporting the development of community initiatives in Gloucestershire helping those communities to help themselves.

GRCC provides advice and support in the following areas:

- Community-led plans such as Parish Plans and Neighbourhood Development Plans
- Voluntary, Community and Social Enterprise Sector capacity building, including governance, organisational development, business planning and funding advice
- Project development and management advice for parish and town councils and community groups

To find out more about the projects and services GRCC provides visit our website using the link below.

GRCC has a representational and influencing role, working in partnership locally and nationally. It works across urban and rural Gloucestershire but is also a rural specialist and champion.

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This edition of the CARS Toolkit was guided by input from communities including Rodborough, Coberley, Slimbridge, Berkeley and Long Newnton. It was also informed by the engagement GRCC's Community Development Team has had with Bourton-on-the-Water, Moreton-in-Marsh, Stoke Orchard and Tredington, Windrush and Eastington.

GRCC is also grateful to representatives from Gloucestershire County Council and the Office of the Police and Crime Commissioner for their guidance and input throughout.

GRCC is a Limited Company (number 3181755) and a registered charity (number 1054282)