

**Traffic Surveys required for Speed Indicating Devices (SID)**

- 1. Purpose of report**
  - 1.1 To inform members of the process of obtaining traffic surveys for the use of Speed Indicating devices
- 2. Background**
  - 2.1 P&E has agreed to explore speed management through SID devices. Dep Town Clerk has researched the requirements from LHFIG and Wiltshire Council surveys.
- 3. Financial Implications**
  - 3.1 No financial implications at this stage
- 4. Proposal**
  - 4.1 Police have advised Filands, Tetbury Hill and the A429 by Waitrose coming from the 60mph provide the best results for speed checks.
  - 4.2 LHFIG advised the first stage is a Traffic Survey Request to be completed to ascertain if speed through the site makes the location suitable for SID devices.
  - 4.3 P&E members to review the Survey Request Instructions as to what is acceptable as there conditions to where surveys can be installed.
  - 4.4 P&E members to agree locations.
  - 4.5 Once survey completed, the information of speeding through the site will show if the site is suitable for Speed Indicating Devices.
  - 4.6 LHFIG can then advise if further action is needed.

# **Traffic Survey Request Form & Instructions**

Instructions for ordering Traffic Surveys  
for Wiltshire Council

## **Appendices**

1. Overview of Traffic Surveys
2. Area Board/SEPM & Traffic Engineer Information
3. Site Selection Criteria for Traffic Surveys
4. Survey Results and example
5. What3Words Instructions

## Appendix 1

### Overview of Traffic Surveys

Previously known as 'Metro Counts', the traffic surveys we undertake use equipment placed on carriageways which comprises of two rubber tubes stretched across the carriageway and a data box which is secured to street furniture. Data is collected for 24 hours per day over a 7-day period on the speed, volume and classification of vehicles. The equipment may be on site for up to two weeks with surveys only being conducted during school term times\*.

Wiltshire Council receives a large number of traffic survey requests over the year from Town and Parish Councils and from internal teams within the Council, to assist with transport related projects.

If you are a member of the public who would like to request a traffic survey, this should be made **via your local Town or Parish Council who will submit an application form to Wiltshire Council on your behalf - we do not accept the request forms directly from individual members of the public.**

Wiltshire Council will send traffic survey requests to our contractor in batches of 20 approximately once per month. Once the surveys have been completed, Wiltshire Council then process the survey data before it is distributed to the relevant town or parish council, Wiltshire Police's Community Speed Watch Team and the relevant Traffic Engineer for the area to ensure that our Highways are monitored and that everyone with interest remains informed.

The following information has been provided in order to guide you through the process of completing a Traffic Survey Request. Please read this carefully and provide as much detail as possible. Once the traffic survey has been commissioned, **it cannot be cancelled, relocated or repeated. Please also note that traffic surveys cannot be repeated within a year on the same road.**

If you have any queries, please contact [trafficsurveys@wiltshire.gov.uk](mailto:trafficsurveys@wiltshire.gov.uk).

*\*Some traffic surveys may be requested during off-peak periods of the year by other teams within the Council. Please ensure that you check that they are happy for the surveys to be conducted out of the term-time period as this can impact the results significantly.*

## Appendix 2

### Area Board/Strategic Engagement & Partnership Managers (SEPM) & Traffic Engineer Information

Area Board	SEPM	WC Traffic Engineer
Stonehenge (Amesbury)	Graeme Morrison	Kate Davey
Bradford on Avon	Liam Cripps	Kirsty Rose
Calne	Ros Griffiths	Mark Stansby
Chippenham	Ros Griffiths	Kirsty Rose
Corsham	Ros Griffiths	Sarah Dearden
Devizes	Richard Rogers	Gareth Rogers/Jamie Mundy
Malmesbury	Andrew Jack	Steve Hind
Marlborough	Andrew Jack	Steve Hind
Melksham	Richard Rogers	Martin Rose
Pewsey	Richard Rogers	Mark Stansby
RWB & Cricklade	Andrew Jack	Martin Rose
Salisbury	Karen Linaker	Paul Shaddock
Southern Wiltshire	Karen Linaker	Rhiann Surgenor
Southwest Wiltshire	Karen Linaker	Paul Shaddock
Tidworth	Graeme Morrison	Rhiann Surgenor
Trowbridge	Liam Cripps	Jamie Mundy
Warminster	Liam Cripps	Sarah Dearden
Westbury	Graeme Morrison	Kate Davey

## Appendix 3

### Site Selection Criteria for Traffic Surveys

The following points **MUST** be followed when selecting a survey site. If the criteria are not met, the data quality will be poor, and results may not provide any evidence of the issues you have raised.

- ☐ **For Community Speed Watch and community concern sites**, traffic surveys will **only** be approved in 20mph, 30mph and 40mph limits, **over 100m** from a change in speed limit, with **no traffic calming** in place. Any sites that meet the criteria for a CSW scheme which are surveyed within 100m, **will be rejected** by the Community Speed Watch Team.
- ☐ **Any locations with a posted speed limit of 50mph or 60mph will need approval from a Wiltshire Council Traffic Engineer** before a survey is commissioned (please see Appendix 2 for a list of our Traffic Engineers and the Area Boards they manage). Please contact the relevant Traffic Engineer for your Community Area in the first instance, **before** submitting your request.
- ☐ **Select sites where most traffic is travelling at a constant speed across the tubes.** Wherever possible please avoid the following locations;
  - roads where vehicles are accelerating or decelerating due to sharp bends and steep inclines
  - do not choose locations near traffic signals, junctions or near pedestrian crossings
  - roads with on-street parking
  - and sites where vehicles may need to stop over the tubes.
- ☐ **Ensure that traffic will cross at right angles to the tubes as far as possible.** Avoid sites where vehicles may turn across the tubes or where vehicles may change lanes.
- ☐ **Ensure there is a suitable securing point for the roadside unit.** This could be road signs, street furniture or street lights. The data box is secured with a padlock and chain - any posts must be tall enough so that the chain cannot be lifted over the top. Use of posts on private property will require permission from the landowner. Please see next point.
- ☐ **Acceptable** street furniture could be;

Various road signs, speed limit signs (with the exemption of speed terminals)  
Directional signs, street lights and trees that are on the highway and easily accessible



- ☐ **Unacceptable** street furniture;

Bollards/posts and private property such as fencing/gates (can only be used with owners permission – contact details will be required)



- ☐ **Consideration for the safety of the deployment officers is paramount.** Any location deemed too high risk for deployment will not be completed – notification of this will come from our contractors via Wiltshire Council and the relevant Town/Parish Council will be notified with an alternative suggestion.
- ☐ **Please include as much information for the location as possible,** including house numbers, official road name and/or number and maps. In addition, please include a [www.what3words.com](http://www.what3words.com) link for the location, as this helps us and our external contractors to identify specific locations, particularly in rural areas. **Please see Appendix 5 for further instructions.**
- ☐ **Locations are not eligible for repeat survey within a 12-month period,** unless there are exceptional circumstances and approval from the Highways Officer.
- ☐ A desktop exercise will be performed by Wiltshire Council to ensure that all of the relevant information has been included on the form and check each location for site suitability. If there are any issues with the location you have selected, you will be contacted to discuss via email to confirm, prior to the survey. **Incomplete forms without the above information will be returned to the corresponding Town/Parish Council.**
- ☐ **PLEASE NOTE** – There may be instances where the location that you have selected cannot be surveyed, and an alternative is deployed. In these instances, our contractor may raise concerns that were not apparent during the desktop exercise. The reasons for this may be due to poor visibility to carry out the installation safely, high volumes of traffic or the speed of traffic. However, our contractors will endeavour to relocate the survey equipment as close as reasonably possible to the requested location and are responsible for informing us as soon as the installation has taken place. **We will of course do our utmost to keep you informed as soon as this information is made available to us.**

A Wiltshire Council Highways Officer will try to answer any questions regarding the above points but are **unable to visit sites in person**. Please contact [trafficsurveys@wiltshire.gov.uk](mailto:trafficsurveys@wiltshire.gov.uk) for further help.

## Appendix 4

### Survey Results

Wiltshire Council are part of regional contract that covers the Southwest of the UK, along with many other Local Authorities. The aim of this contract is that one supplier is used for commissioning the traffic surveys for all contract members, to enable costs to be kept to a minimum and to ensure best value for money. This contract is renewed every two years; therefore, the presentation of the survey results you receive once your request has been completed, may vary during this time.

The survey results will be supplied via email to the corresponding Town/Parish Council and will provide details as previously. Please see **Figures 1 & 2** below for an example of a traffic survey report from one of our previous contractors and a more recent one from our current contractor.

#### ☐ Speed Data

The traffic survey will record 85<sup>th</sup> percentile speed for each vehicle and this will be used to determine if the site enters the thresholds for intervention and detailed as follows;

Speed Limit (MPH)	No further action (85 <sup>th</sup> ile)	Considered for Community Speed Watch (85 <sup>th</sup> ile)	Police Enforcement (85 <sup>th</sup> ile)
20mph	20 mph to 24 mph	24.1 mph to 38.9 mph	Over 39 mph
30mph	30 mph to 35 mph	35.1 mph to 41.9 mph	Over 42 mph
40mph	40 mph to 46 mph	46.1 mph to 49.9 mph	Over 50 mph

The 85<sup>th</sup> percentile is the speed at or below which 85% of the traffic is travelling. This is the standard method of assessing traffic speed in the UK. ***Please note that Community Speed Watch teams cannot operate in areas with a speed limit over 40mph.***

In addition to the recorded **85<sup>th</sup> percentile**, speed results are also provided to illustrate;

- Directional speed data
- Weekly average speed data
- Percentage of vehicles travelling over PSL (Posted Speed Limit).

#### ☐ Traffic Volumes

Traffic volumes are recorded hourly and split into northbound/southbound or eastbound/westbound directions. These results are also categorised as follows;


- Combined vehicle volume
- Weekday average volume
- Weekly average volume
- Weekly total volume



## Vehicle Classification



The classification of each vehicle is recorded during the traffic survey by measuring the distance between front and rear axles as they travel over the two tubes. Again, this information is provided as a summary over the survey period and split into vehicle classifications.

Figure 1 – An example of a traffic survey report from our latest contractor Intelligent Data

**Intelligent Data Collection Limited**


**Client:** Wiltshire Council  
**Project Number:** ID-0924-0005  
**Site Number:** Site 1

<b>Project Number</b>	ID-0924-0005	
<b>what3words</b>	<a href="https://what3words.com/camera assess skyll">https://what3words.com/camera assess skyll</a>	
<b>Road Name</b>	A342	
<b>Town/Village</b>	Everleigh	
<b>Easting/Northing (X/Y)</b>	<b>Easting</b>	<b>Northing</b>
	420219	153747
<b>Survey Start/End Dates</b>	<b>Start Date</b>	<b>End Date</b>
	30/09/2024	08/10/2024

<b>Posted Speed Limit (mph)</b>	50
<b>Combined 85th/90th Speed (mph)</b>	48.75
<b>Total Vehicles</b>	25224
<b>% Exceeding PSL</b>	10.2%

	A-B	B-A	Total
<b>Total Vehicles by Direction</b>	12876	12348	25224

	A-B	B-A	Total
<b>5-day Average Speeds (mph)</b>	43.64	43.77	43.71

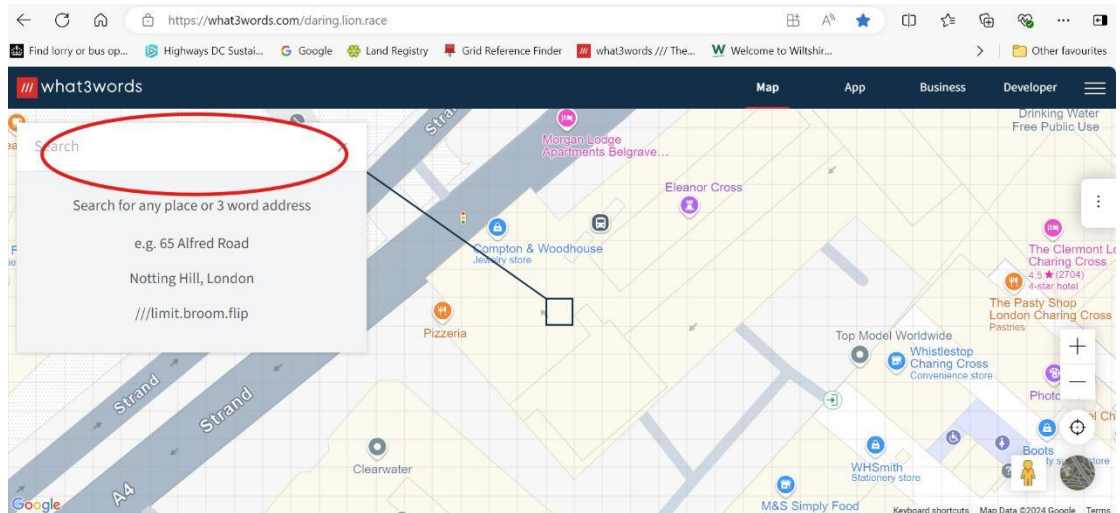
	A-B	B-A	Total
<b>7-day Average Speeds (mph)</b>	43.61	43.71	43.66

Class	Vehicle Type	Total Vehicles by Class (A-B)	Total Vehicles by Class (B-A)	Total Vehicles by Class (Total)
1	Cycle	8	6	14
2	Motor Cycle	158	128	286
3	Car	9905	9189	19094
4	LGV	2057	2250	4307
5	2 Axled Rigid	498	525	1023
6	3 Axled Rigid	45	52	97
7	4 Axled Rigid	4	3	7
8	3 Axled Artic	68	72	140
9	4 Axled Artic	0	3	3
10	5+ Axled Artic	91	72	163
11	Bus	42	48	90

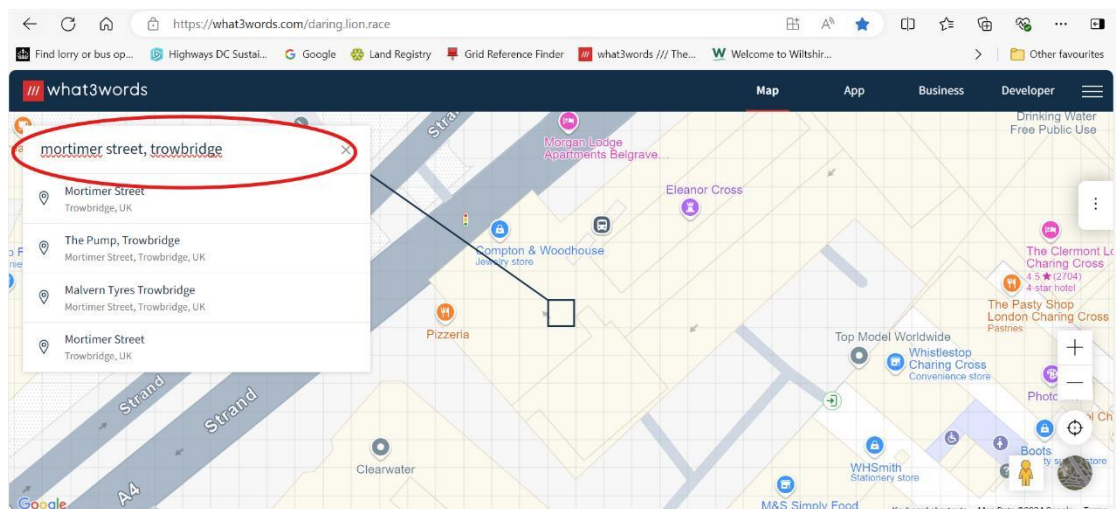
## Appendix 5

### ‘What 3 Words’ Instructions – how to find your site location

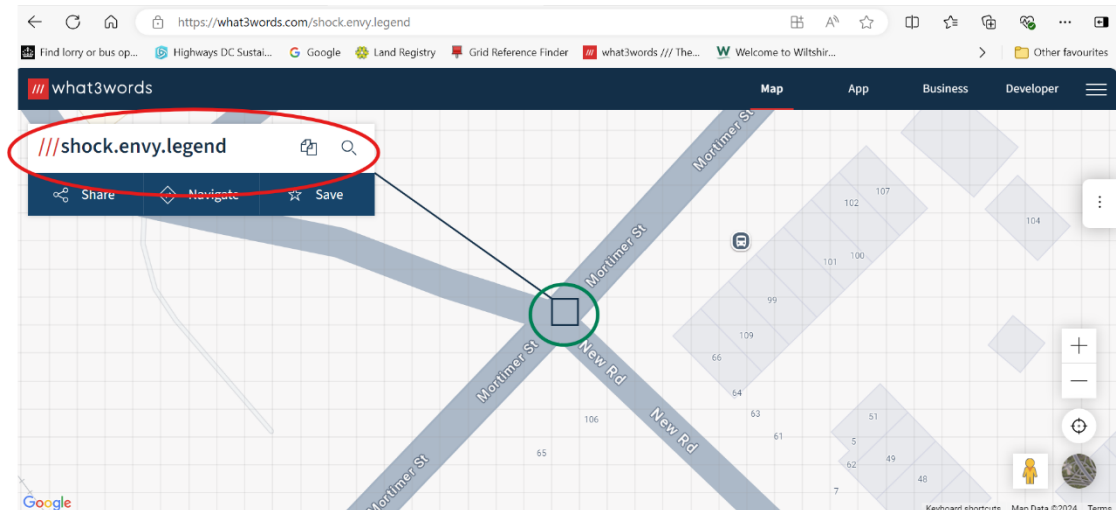
- Navigate to [www.what3words.com](https://www.what3words.com)
- In the search bar at the top left of the screen, type in the address or postcode you are looking for e.g. Mortimer Street, Trowbridge.



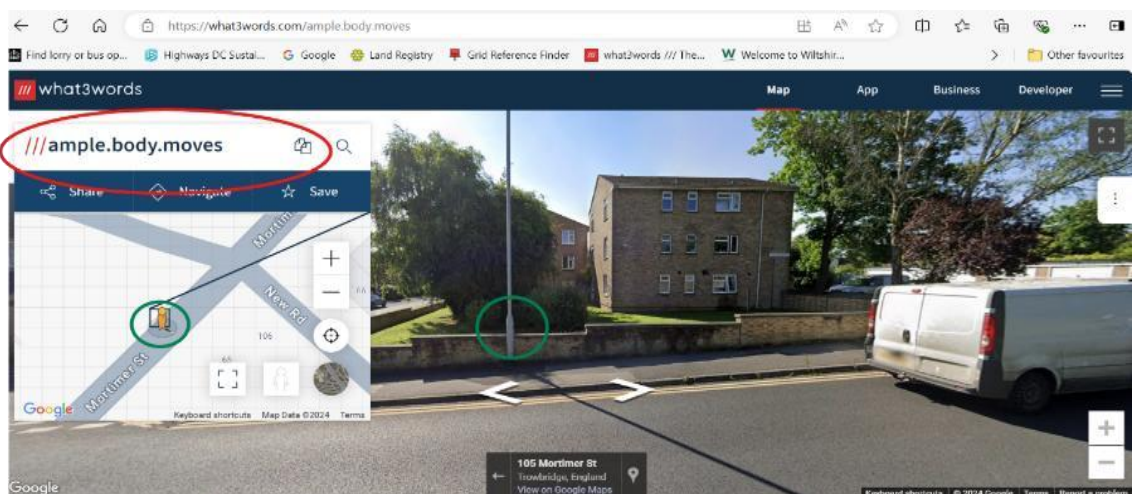
- You will be given a choice of addresses as in the image below. Make your selection from the list and you will automatically be taken to the location on the map as shown in the next image. When given a road name to search, What3Words will automatically select a point on the road which is central. (see red and green highlighted locations on the map).



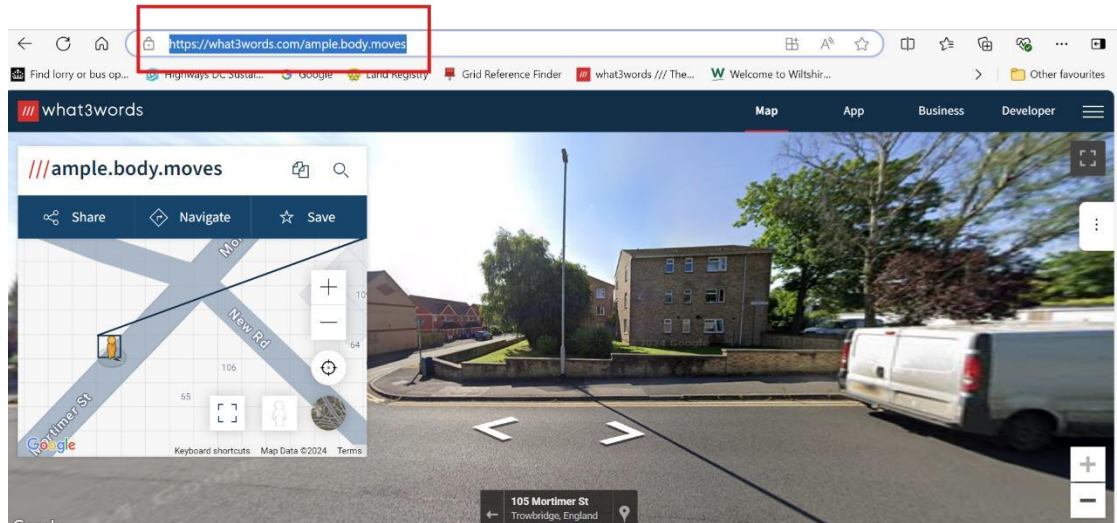
- You will see three completely random words are now in the search box which is where you will find your 'What3Words' location reference and a black box outlined. **However**, this location may not necessarily be the precise location you are looking for (e.g. street light no. 7 outside of numbers 94-96 Mortimer Street, Trowbridge). So, using the 'hand' tool, navigate around the screen to find your chosen location and click onto a box within the grid and ensure it has a black outline - each time you do this you will notice the 3 words in the search box change (you may need to zoom into the map to see the squares appear - please use the zoom +/- button on the bottom right of the map).



- Once you have found your chosen location, please select the 'yellow man' at the bottom right of the screen (also shown in Google Maps). Click and drag him onto the map in the vicinity of your location as shown below. An image of the location will also be shown via Google Maps which will enable you to specify your exact location.
- Continue to navigate the yellow man to your chosen location using the hand tool and arrows and select the relevant box where he is so that the box has a black outline as shown in the next image.



- You'll now see that the What3Words on the top left has changed now that you have selected another box. Once you are happy with your location, please make a note of the What3Words reference (e.g. ///ample.body.moves!) on your traffic survey request form **OR** simply highlight then copy the URL on your web browser as shown in the next image and paste the URL link onto the request form.



- If you have any issues with using [www.what3words.com](https://www.what3words.com) please contact [trafficsurveys@wiltshire.gov.uk](mailto:trafficsurveys@wiltshire.gov.uk).