



Wiltshire Police
Trowbridge Police Station
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Wiltshire
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Wednesday 9th June 2021

Dear Occupier,

I am writing to you with an update regarding the proposed plans to improve the road safety in your local area.

As you are aware the matter of speeding along the A361 High Street, Seend was brought to my attention at the beginning of the year and I have been working alongside partner agencies for the past few months to target the issue.

Thank you to those who have taken the time to return the speeding questionnaire that I sent out in February 2021. This information has helped me to assess the impact that speeding is having in your area. The results that were gathered have been reviewed and shared with Highways and Wiltshire Council, who have outlined the following:

Engineering Solutions suggested from questionnaire
(please see blue text for advice/guidance given by Wiltshire Council)

- **Reduce Speed Limit to 20mph along the A361 High Street, Seend** – Not possible due to the road being an A Class Road.
- **Speed limit to be painted on the road / White lines to narrow the road** - As it's a 30mph Speed Limit with a system of Street Lighting this is not permissible due legislation in the Traffic Signs Regulations & General Direction 2016.
- **Better / More frequent signage promoting the speed limit** - As it's a 30mph Speed Limit with a system of Street Lighting this is not permissible due legislation in the Traffic Signs Regulations & General Direction 2016.
- **Speed Indicator Devices that display the speed vehicles are travelling/ Display smiley or sad faces (SID's)** - The use of Speed Indication Devices (SID's) has been devolved to Parish Councils. An official speeding survey will need to be conducted and pending the results The Parish Council can apply for SID's via CATG (Community Area Transport Group)
- **Speed Bumps** - As an A Class Road this is not considered a feasible option. The A361 forms part of the county's principle network for all vehicles. Whilst there are benefits to the introduction of Traffic Calming, there are also many consequences that people often overlook, increase in vehicle noise, ground borne vibrations to property's with shallow foundations etc.
- **Chicanes/ Priority give way areas** - See above comments.

- **Rumble Strips** – These can be considered as a solution to highlight areas of concern, but again there can also be negative consequences (noise) for residents in the immediate vicinity.
- **Reduce the current 50mph speed limit in Seend Cleeve/ Extend the 30mph speed limit to cover Seend Cleeve.** – Speed Limits are covered by national guidance in Department for Transport Circular 01/13 – Setting Local Speed Limits. The A361 was last reviewed as part of the Countywide review of A and B class roads in 2010. Whilst the guidance has been updated, it fundamentally remains the same set of criteria and unless there has been a substantive change to the surrounding environment, alteration to the limit are unlikely. The Parish Council can request a review to be completed via the CATG.
- **Zebra Crossing/ Traffic lights to allow crossing areas**– The authority has specific guidelines the introduction of pedestrian crossings, and this is based on the level of demand and desire. Parish Councils can formally request an investigation into whether this has been achieved through the CATG process. If the request is related to School Travel, the school has the option of engaging through the Taking Action on School Journeys Initiative.
- **Weight restrictions / Divert HGV's** – Again, the road is part of the authorities, (and national) principal network and as such the introduction of weight limit is unlikely to be possible in the current circumstance.

Following on from the above advice I have been in contact with Seend Parish council. It has been agreed that the most practical solution would be to look at the option of installing Speed Indication Devices (SID's) along the A361 High Street, Seend. For this to take place Wiltshire Council have stipulated that an official speeding survey would need to be conducted. Seend Parish Council are in the process of applying for the speeding survey, however there is a delay with applications due to Covid19.

I have also been in contact with the Community Speed Watch Team. They have advised me that there is no longer a team in place that cover the area. For a new team to be set-up, again a speeding survey would need to be conducted. I have relayed this information to the Parish Council, so that it can be tied in with the survey for the installation of the SID's.

The results from the traffic survey will determine whether the outlined solutions can be implemented. I will update you further once the survey has been conducted.

Finally, as you may be aware, officers from Wiltshire Police have conducted regular patrols and speed checks in the local area. We have given words of advice and issued Fixed Penalty Notices to motorists committing speeding offences and this is something that we will continue to dedicate resources to.

I am confident and hopeful that the above measures will assist in reducing the problem and help improve the road safety in your local area.

Yours Sincerely

PC 0195 Richards
CPT Team 3 Trowbridge Police

