

Speed Indicator Device (SID) Policy

Guidance for Town & Parish Councils

Swindon Borough Council – Traffic Management & Road Safety

1. Purpose of this Policy

This document sets out the requirements for Town and Parish Councils wishing to purchase, install, deploy and manage Speed Indicator Devices (SIDs) on the public highway within the Borough.

SIDs are a speed awareness tool only. They are not an enforcement measure.

2. Legal Position

Town and Parish Councils do not have legislative powers under the Highways Act to erect signs on the public highway.

Swindon Borough Council (SBC), as the Highway Authority, may permit SID deployment:

- At approved locations only
- Subject to a signed Licence Agreement
- In accordance with this policy

The Highway Authority retains the final decision on all sites. That decision is final.

SBC accepts no liability for damage, theft, malfunction, vandalism or interference with any SID equipment.

3. General Principles

- SIDs may only be purchased and managed by a Town/Parish Council.
- SIDs are permitted only on 20mph, 30mph or 40mph roads.
- SIDs will not normally be permitted on classified or strategic through-routes.
- No site will be considered without a speed survey.
- The Borough Council cannot contribute funding or resources.
- All costs are the responsibility of the Town/Parish Council.

4. Eligibility Criteria (Speed Thresholds)

Eligibility is based on a one-week speed survey measuring the **85th percentile speed**, in line with NPCC speed enforcement guidance.

20mph Roads

85th Percentile Speed	Outcome
20 – 24mph	No Further Action

85th Percentile Speed	Outcome
24.1 – 38.9mph	Eligible for SID
39mph+	Police enforcement threshold

30mph Roads

85th Percentile Speed	Outcome
30 – 35mph	No Further Action
35.1 – 42mph	Eligible for SID
Over 42mph	Police enforcement threshold

40mph Roads

85th Percentile Speed	Outcome
40 – 46mph	No Further Action
46.1 – 50mph	Eligible for SID
Over 50mph	Police enforcement threshold

If speeds exceed enforcement thresholds, the matter will be referred to Police rather than considered for SID deployment.

5. Site Selection Requirements

All proposed sites must comply with the following:

5.1 Location Criteria

- Minimum 100m inside the speed limit terminal.
- Not positioned on or adjacent to terminal signs or existing Vehicle Activated Speed Devices.
- Straight approach with adequate radar detection.
- Free from dips or obstructions.
- Not under vegetation or affected by glare from structures.
- Not visually intrusive to adjoining properties.

5.2 Visibility Requirements

Minimum forward visibility must be achieved:

85th Percentile Speed	Minimum Clear Visibility
Up to 20mph	45m
21–40mph	60m
41–50mph	75m

85th Percentile Speed	Minimum Clear Visibility
51–60mph	90m
Over 60mph	105m

5.3 Positioning & Mounting

- Minimum 500mm clearance from kerb to the sign face (600mm on central island).
- Mounted at rear of footway where present.
- Minimum mounting height:
 - 2.1m over footway
 - 2.4m over cycleway
- Must not obstruct:
 - Other traffic signs
 - Junction visibility
 - Accesses or driveways
- Normally mounted on the nearside.
- Not mounted on posts hosting other signs (except approved speed reminder posts).

New posts or sockets are at the Town/Parish Council's expense.

6. Deployment Rules

To maintain effectiveness:

- Recommended deployment: 2 weeks
- Maximum deployment: 3 weeks
- Minimum 8-week gap before returning to same site
- Turning the sign to face the opposite direction counts as a separate deployment

Each Town/Parish Council must:

- Produce an annual deployment programme.
- Submit the programme to Swindon Borough Council.
- Update the programme every 12 months.
- Notify SBC of any amendments.

Maintain records of all SID deployments and retain the speed data collected from each deployment.

7. Monitoring and Data Sharing

The primary purpose of Speed Indicator Devices (SIDs) is to encourage compliance with speed limits by providing real-time feedback to drivers. In addition, the data collected by SIDs provides valuable information to assist the Council and Town/Parish Councils in monitoring vehicle speeds, identifying trends and informing future traffic management and road safety initiatives.

As part of the Licence Agreement, Town/Parish Councils are required to:

- Retain the speed data collected from each approved deployment.
- Provide copies of the deployment data to Swindon Borough Council's Traffic Management & Road Safety Team upon request, and in any event at least annually.
- Ensure that the data supplied identifies the deployment location, direction of travel and the dates during which the SID was operational.
- Notify the Council of any significant or persistent speeding issues identified through the data.

The Council may use this information to:

- Monitor the effectiveness of SID deployments.
- Review compliance with the approved deployment programme.
- Inform future highway safety assessments and traffic management schemes.
- Support evidence-based decision making across the highway network.

Failure to provide deployment data, or failure to comply with the approved deployment programme or the conditions of the Licence Agreement, may result in the Council reviewing the continued approval for SID deployment.

8. Power Supply Options

Town/Parish Councils must determine the power source:

Battery (Preferred)

- Typically supports 2-week deployment
- Spare battery packs required
- Ongoing replacement costs apply

Mains

- Connection and disconnection charges apply
- Commuted sums may be required

Solar/Wind

- South-facing aspect required
- May be unreliable

8. Approval Process

Before deployment:

1. Speed survey undertaken (charged service).
2. Sites assessed by Traffic Management & Road Safety Team.

3. Required information submitted:
 - Location plan
 - Photograph or street-view image
 - Road name and description
 - Mounting method and direction
 - Sign specification and dimensions
 - Foundation details (if required)
 - Utility search results (if excavation required)
 - Parish Council contact details
4. Licence Agreement signed.
5. Annual programme agreed.

No deployment may occur until all approvals are complete.

9. Installation & Contractor Requirements

All installation and deployment must:

- Be undertaken by a NRSWA accredited contractor.
- Have minimum £5,000,000 Public Liability Insurance.
- Comply with Safety at Street Works ("Red Book").
- Have relevant Street Works permits where required.
- Include appropriate signing, guarding and temporary traffic management.

Responsibility for contractor checks rests with the Town/Parish Council.

10. Financial Responsibilities

Town/Parish Councils are responsible for:

- Speed survey fees
- Site assessment fees
- Purchase of SID
- Posts, brackets, sockets
- Installation costs
- Street works permits
- Utility searches
- Insurance
- Maintenance and repairs
- Replacement due to damage, theft or vandalism
- Emergency callouts
- Removal costs

11. Health & Safety Responsibilities

Town/Parish Councils must:

- Undertake risk assessments

- Produce method statements
- Ensure PPE is worn
- Ensure safe pedestrian passage
- Remove vehicles from highway during operations
- Ensure competent operatives carry out works

12. Enforcement & Withdrawal

Swindon Borough Council reserves the right to suspend or terminate a Licence Agreement where a Town or Parish Council fails to comply with the requirements of this policy. This includes, but is not limited to:

- Deploying a SID at unapproved locations.
- Failing to adhere to the approved deployment programme.
- Failing to provide deployment data when requested.
- Undertaking installations or deployments that do not comply with the approved licence conditions.
- Undertaking works that compromise highway safety.