

# HEMINGTON, LUDDINGTON AND THURNING PARISH COUNCIL

Dear Resident



You may have noticed recently new poles installed in our villages with the sign above attached. Here is what is happening and why:

A number of residents have raised their concerns to members of the Parish Council over the last few years, regarding vehicles speeding in the villages. As a result, the Parish Council worked with North Northamptonshire Council and Kier Transportation to carry out speed surveys in the area. These surveys (using wires across the road) confirmed that there are some locations where speed limits are exceeded, although the recorded speeds were not high enough to seek immediate Police action, it was felt that it would still be beneficial to try to reduce these.

Using this data the Parish Council made an application to the Police, Fire and Crime Commissioner's Road Safety grant scheme and was successful in being awarded funds to instal a Speed Indicator Device (see overleaf) which can be moved around different sites in the villages. Working with Kier, seven sites were identified for poles to be erected, however current funds available through the grant scheme only allow for three to be installed as a starting point – one in each village. These sites are: outside the Village Hall in Hemington (sign can track vehicles travelling in two directions), the outskirts of Luddington when travelling from Hemington and the outskirts of Thurning when travelling from Clopton.



After a suitable market review and procurement exercise, a sign has been purchased from Elan City. This make of sign is also in use in Glapthorn and Warmington, though you will notice other makes in other locations. We can instal with the solar panel, or just with the rechargeable internal batteries. and will be testing different configurations to see which is best for us.

As you will see in the explanation overleaf, the sign will collect (anonymised) data which we can access using an app on a phone or a laptop. This will be reviewed from time to time to assist on deciding how long to leave in a given location and potentially to organise a Police speed exercise.

Please speak to one of the Parish Councillors if you have any questions or concerns.

**Hemington Luddington and Thurning Parish Council**

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## What Are Speed Indicator Devices?

Speed Indicator Devices (SIDs) are portable, radar-based electronic signs designed to improve road safety by alerting drivers to their current speed. These devices are typically mounted on poles or posts at strategic roadside locations and are activated when a vehicle approaches. Unlike static speed limit signs, SIDs are dynamic and interactive—they detect a vehicle’s speed and display it prominently, accompanied by messages like “Slow Down” or “Thank You” depending on compliance.

They are used by local councils, police departments, and community groups to address speeding concerns, especially in residential areas, near schools, and in zones with vulnerable road users.

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### What SIDs Do

- **Display Real-Time Speed:** SIDs use radar to measure the speed of oncoming vehicles and display it instantly on a digital screen. This feedback helps drivers become aware of their speed and adjust accordingly.
  - **Encourage Voluntary Compliance:** By making drivers conscious of their speed, SIDs promote voluntary adherence to posted speed limits without punitive measures.
  - **Raise Awareness:** The visual feedback—often enhanced with emotive symbols or flashing messages—serves as a psychological nudge to slow down, especially for casual or inattentive speeders.
  - **Support Community Safety Initiatives:** SIDs are often deployed as part of local traffic calming programs, sometimes in partnership with parish councils or community groups.
  - **Provide Data Collection:** Some SIDs are equipped to log traffic data, including vehicle counts and speed profiles, which can be used to assess traffic patterns and inform future safety measures.
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### What SIDs Do Not Do

- **Do Not Enforce Speed Limits:** SIDs are not enforcement tools. They cannot issue fines, citations, or legal penalties. Enforcement remains the responsibility of law enforcement agencies.
  - **Do Not Identify Drivers or Vehicles:** Unlike speed cameras, SIDs do not capture license plate information or driver identity.
  - **Do Not Guarantee Speed Reduction:** While effective for many drivers, SIDs rely on voluntary compliance and may not deter habitual or aggressive speeders.
  - **Do Not Replace Permanent Infrastructure:** SIDs are typically temporary installations and are not substitutes for permanent traffic control measures like speed bumps, cameras, or signage.
  - **Do Not Operate Continuously:** Many SIDs are battery-powered and rotated between locations to maintain effectiveness and avoid driver desensitisation.
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