



Slow down you're going too fast

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**Driver feedback
Burton
Pembrokeshire
February 2021**



a few notes on a community initiative

A sort of checklist ... These notes are offered to support to other communities thinking about installing 'driver feedback signs'.

What do we call them?

- SID: Speed Indicator Device
- VAS: Vehicle Activated Sign
- DFS: Driver Feedback Sign
- SAS: Speed Activated Sign

**SID DFS
SAS VAS**

The signs ... Our initial research online was confused by the different names given to these signs. After much consideration we opted for a bespoke design [650 x 1000 mm] that was manufactured by [Coeval Ltd.](#)



They display the actual speed and have the words "Diolch / Thanks" or Araf / Slow depending on that speed.

The numbers change from red to green as vehicles slow down.



Choosing a sign ...

Things to consider include:

- The sign needs to be clear;
- Here in Wales it should be bilingual: English and Welsh;
- It should not have logos, messages or scrolling text;
- The cost of the sign, and of installation. Can you reclaim VAT?

Also ...

- What specification for the posts? What will they cost? What will they cost to install? They can only be installed by an approved contractor. Temporary traffic lights might be needed.
- The need for County Council approval for apparatus selected. The need for a Licence for work on the road verge.
- Electricity. Does the location make supply from street lighting difficult? What cabling and digging would be needed? What would that cost? What ongoing cost? Who would pay?
- Would a solar panel be better and more environmentally sound?
- What warranty is on offer?
- Will your insurance cover the sign and related third party liability?



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Proposal in
Burton

Proposal in
Burton Ferry

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Location? ... We decided to have a sign at each end of the village facing incoming traffic. It was surprising how few locations met all the criteria.

Things to consider include:

- Will drivers see the sign clearly well ahead?
- Will the sign be able to 'see' vehicles well before the sign?
- Will the recorded speed be within the 30 mph zone?
- How wide is the verge? Is there space to set it back from the road?
- Who overlooks the sign? Are they OK with it?
- Where is the sun? No shade or shadow if using solar panels.

Process ...

Burton Community Council responded to considerable concern from residents about traffic in Burton Ferry and Burton.

Following our meeting [September 2019] consultation in the community led to several proposals including investigating 'driver feedback signs'

At that stage we would have welcomed a checklist like this.

If we had, we may have taken a different approach to budget and fundraising targets.

We decided use 100watt Solar Panels with a battery box.
We needed 140mm diameter posts.
They are 6 metres in length, 5 metres of which are above the ground.
The posts were purchased and installed by Pembrokeshire County Council.

The project would not have been possible without the energy of people in the village, especially the fund-raising group; the support of the wider Burton community; a grant of £1,000 from Valero Energy Ltd; and the support of Pembrokeshire County Council, Traffic & Road Safety Dept.

Local fundraising was key. In the event that contributed about a third of the overall cost. A local business donated leaflets to explain the proposal and advertise a fundraising evening with a target of £3000.

The Jolly Sailor hosted a curry night with residents and businesses donating many raffle prizes and items for auction. Individual donations were also made to the fund. The target was achieved with a total of £3,165. This was then matched by the Community Council budget.

Both the leaflet and the event in The Jolly Sailor also had an important function in raising debate about the idea and seeking community consensus.

Partnership with PCC was essential to the process. We would recommend early consultation with them.

Covid -19 impacted plans and the supply of both signs and posts. We look forward to celebrating the project in The Jolly Sailor later this year -- if we can.



Installation: the weather was not too good!