

Individual Decision

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| Title of Report: | Traffic Management Policies – Vehicle Activated Signs | | |
| Report to be considered by: | Councillor Keith Chopping | on: | 23rd May 2006 |
| Forward Plan Ref: | ID 1189 | | |

Purpose of Report:

To inform the Executive Member for Planning and Highways to consider the draft Vehicle Activated Sign Policy and resolve accordingly.

Recommended Action:

That the Executive Member for Planning and Highways resolves to adopt and implement the Vehicle Activated Sign Policy as set out in this report.

Reason for decision to be taken:

To ensure that the Council's Vehicle Activated Sign Policy is clearly defined. To have an up to date approved Policy in place prior to the introduction of the first sign as part of the Vehicle Activated Signs capital programme for 2006/07.

List of other options considered:

None.

Key background documentation:

None

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Contact Officer Details

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1 Background

- 1.1 Vehicle activated signs (VAS) have been developed to address the problem of inappropriate speed and to provide hazard warnings where conventional signing has not been effective. On rural roads, driving too fast for the conditions is more likely to be a factor in accidents than exceeding the speed limit. Encouraging drivers to adjust their speed to suit the conditions is therefore particularly important.
- 1.2 In the UK, a range of rural road safety engineering measures, including VAS, has been developed to encourage drivers to approach hazards such as bends and junctions at a safe speed, and to encourage them to comply with the speed limit. Drivers exceeding a set threshold speed trigger the VAS indicating the specific hazard or the speed limit. This may be accompanied by the message "SLOW DOWN". When not activated by a vehicle, the sign remains blank.
- 1.3 As part of Council's ongoing road safety work a budget of £50,000 has been set aside in the capital programme for 2006/07 to introduce a number of VAS across the district. The intention is to work with Members, Town and Parish Councils and local communities, to install VAS in locations where there is community concern in respect of road safety. Wherever possible, contributions towards funding VAS will be sought from local Parish and Town Councils where use of VAS has been proposed.

2 Recommendations

- 2.1 In order to ensure that the Council's Vehicle Activated Sign Policy is clearly defined, that there is an up to date approved policy in place prior to the introduction of the first signs from the Vehicle Activated Sign programme and to ensure that all future sign installations are consistent, it is recommended that the draft Policy presented in Appendix 1 be adopted as Council Policy.

Appendices

Appendix A – Draft Vehicle Activated Sign Policy

Implications

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| Policy: | The draft vehicle Activated Sign Policy will be adopted as a new Council policy. The draft document is attached as Appendix 1. |
| Financial: | The implementation of the Vehicle Activated Signs will be funded from the Council's capital budget. |
| Personnel: | None arising from this report. |
| Legal: | None arising from this report. |
| Environmental: | The adoption of the Policy will enable a consistent approach to the introduction of Vehicle Activated Signs, which will improve road safety and therefore provide environmental benefits to local residents. |
| Equalities: | None arising from this report. |
| Partnering: | None arising from this report. |

Consultation Responses

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| Members: | |
| Leader of Council: | Councillor Graham Jones is happy with the draft policy and supports the implementation of Vehicle Activated Signs. |
| PDC Committee Chairmen: | Councillor Quentin Webb is happy with the draft policy and supports the implementation of Vehicle Activated Signs. |
| Ward Members: | Have been consulted as part of the Vehicle Activated Sign programme. |
| Opposition Spokesperson: | Councillor Keith Woodhams is happy with the draft policy and supports the implementation of Vehicle Activated Signs. |
| Advisory Members: | N/A |
| Local Stakeholders: | N/A |
| Officers Consulted: | Mark Cole and Mark Edwards. |
| Trade Union: | N/A |
| Other: | The Transport Task Group has been consulted on the draft VAS policy and supports its introduction. |