



Planning & Highways Committee

Wednesday 6th May 2026

Agenda Item 12 – Speed Indicator Devices Progress Update

Purpose of the Report

Members are asked to:

- NOTE the update on the investigatory work recently undertaken to install Speed Indicator Devices (SIDs) at locations in the parish, particularly on Church Hill.
- AGREE to the recommendation to explore other, more suitable locations in the parish for the installation of a SID or Smiley Activated Message (SAM).

Background

At its meeting on 20 March 2024, the P&H Committee RESOLVED to:

- Ask the then Deputy Clerk to request speed data from Swindon Borough Council (SBC) for the four main roads in and out of Wroughton.
- Bring the data back to a future meeting for members to consider.
- Put the purchase and installation of SIDs onto the committee's Strategic Priority List.
- Contact other parish councils and SBC in order to gather more information around SID suppliers, costs and legal permissions.

Following this work, members of the P&H Committee, at the meeting on 1 October 2025, NOTED that:

- A £5,000 budget had been set aside by Full Council on 17 March 2025 for the purchase of a Smiley Activated Message (SAM) sign, that shows live speeds with an accompanying happy or sad face, for installation on the A4361 Church Hill northbound, after the minor road junction towards the church.

Following this, at its meeting on 15 October 2025, the P&H Committee further NOTED that:

- £5,000 had been set aside for a SAM for Church Hill north.
- Another request had been sent by a resident for a VAS on the southward section of Church Hill, and that SBC had responded to say they would not support interventions at that additional location.

At that meeting, members then RESOLVED to:



- Obtain further details of the actual speeds recorded so that members could understand the data before considering whether to progress work to install a SAM at Church Hill. This speed data is attached.

Update – April 2026

In a communication to the Deputy Clerk on 29 April 2026, SBC confirmed that they will not support any further interventions at the identified location on Church Hill. The speed data does not support the view that traffic speeds at that location are too high.

The survey results indicate that the 85th percentile speed is within the prescribed range for a restricted 30mph road. Under the Borough's Speed Indicator Device (SID) Policy, this falls within the 'No Further Action' band (30–35mph), meaning the site does not meet the eligibility threshold for the introduction of a SID or SAM device.

In addition, the recorded speeds do not meet the thresholds required to support Community Speed Watch or further enforcement measures.

Taking all of the above into account, there are currently no further engineering measures at Church Hill that would comply with policy or national guidance.

Proposal

As there is no evidence to support the installation of a SID or SAM at Church Hill, the parish council is seeking alternative locations for the siting of speed interventions.

Other locations in the parish previously identified by committee members are:

- Brimble Hill/ Marlborough Road (speed limit range 50mph – 30mph)
- Priors Hill (only public road to Thorney Park & Langton Park) (speed limit range 50mph – 20mph)
- Wharf Road (speed limit range 50mph – 30mph)
- Swindon Road/Moormead Road (speed limit currently 30mph along the length noting this includes the temporary restrictions in the area adjacent to the junction with Woodland View)

Further investigatory work may not be confined to the above list. Any interventions, however, must be evidence-led and supported by the relevant data.

Recommendations

1. To identify a location that might be suitable for the installation of a SID or SAM device.
2. To ask the Deputy Clerk to carry out investigatory work on one or more agreed location.
3. For the Deputy Clerk to bring a progress report back to a future meeting.



Matters for future consideration

Should the committee agree a location for further investigatory work, members should be aware of the requirements of Swindon Borough Council's Speed Indicator Device Policy (copy attached), and ensure that the necessary permissions are obtained.

Fees will apply for speed surveys, site assessments and utility searches.