

The Parish Council has received a proposal from a resident for the Parish Council to host and to undertake a survey to determine their effectiveness advisory 6 x 20mph signs which are supplied FOC by West Northamptonshire Council. Any additional signs would be charged to the Parish Council.

The Parish Council are being asked to decide if they are will to host and undertake a survey to determine their effectiveness signs as outlined by WNC below and to decide if more than 6 signs should be ordered. It is understood that the first 6 signs will be supplied FOC by WNC and additional signs are available at cost. The Community Liaison Officer at WNC Transport & Highways has advised that there is no cost to the Parish Council as they provide the first 6 signs and the intention would be that they are not left in one place for long periods of time, but moved around the village. Should a Parish Council require further signs, they will need to purchase these direct from the WNC sign supplier.

WNC have advised that the Parish Council are best placed to determine where the signs will be most effective, if we decide they want to use make use of them. We can attach them to existing street signs or streetlights, but not those attached to telegraph poles. It may be, as is the case with a lot of villages around West Northants that we will not have very many suitable posts, but we can put the signs up back to back.

WNC POLICY

Currently West Northants Council have advised that they do not support the introduction of widespread village 20mph limits. However, they recognise that Parish Councils would like to encourage lower speeds, therefore we now offer some advisory 20 signs which villages can use.

Before they can drop any signs over, they need to ensure that their use has the support of the Parish Council as they need to dropped off to them off to them, and they will be responsible for their use.

For information, below is some basic information to be considered in conjunction with their Advisory 20 policy (which is also below):

The signs are a plastic correx sign which are fixed with cable ties. They are intended to be used as a temporary warning which should be taken down and moved around as required. This tends to be more effective as they are not a permanent feature.

The sign size must be no larger than A2 which is large enough to be seen by motorists. Larger signs are difficult to site without causing obstruction to pedestrian / road users and can move about in the wind easier.

Just to advise that when you install the boards you are mindful of a few things;

1. They must be placed above head height we usually aim for about 2.1m, can be slightly lower in a grass verge with no adjacent footway
2. Ensure they do not overhang into the carriageway (keep about 1m from the road edge where possible)
3. Do not leave them up indefinitely, they will lose their impact and become tatty quicker.
4. Be sure to clip the loose ends of the cable ties so they do not protrude out from behind the sign
5. Consider visibility of junctions / accesses for motorists.

20mph Advisory Speed Limit Policy

Formalised 20mph speed limits tend to be contentious as well as emotive and the supporting evidence researched by the Department for Transport is inconclusive in terms of the benefits delivered. In taking a pragmatic view, WNC therefore remains cautious in terms of implementing enforceable 20mph speed restrictions. However, temporary signs of an advisory nature, alerting or reminding motorists to exercise careful speed management in residential environments can have positive benefits and provide public reassurance for a local community.

The Key Characteristics of an Advisory 20mph Limit These may be implemented primarily in a self-contained residential zone carrying low traffic volumes and where a current posted speed limit of 30mph is already in place. The default advisory speed under this scheme is therefore 20 mph in order to encourage motorists to proceed with caution due to the proximity mix of vulnerable road users such as children, cyclists and pedestrians in general.

- Poster signs installed on the public highway are not traffic signs and do not fall under the signing Regulations but are governed by the Town and County Planning (Control of Advertisements) (England) Regulations 2007.
- Poster signs can only be sanctioned by WNC via formal application from Parish Councils that agree to fund and manage a programme of installation, maintenance and movement between locations. Suitable sites will only be identified in agreement with WNC.
- All applications will be given careful consideration and should cover all locations that signs are proposed to be placed given that not all locations will be suitable/acceptable.
- As part of applying for the use of poster signs, Parish Councils agree to undertake a survey to determine their effectiveness. Further details of the survey will be provided to successful Parish Councils.

Duration

When erected, poster signs are generally more effective in the first few weeks whilst they are at their cleanest and drivers are not over-familiar with them. In order to remain effective, poster signs should be moved to other sites periodically and any that are faded or water damaged are replaced. The maximum period that a poster sign would be

authorised to remain at one location is 16 weeks. Assuming signs are moved periodically, signs can be used for a maximum period of 32 weeks in any 52-week period. This is to ensure that drivers do not become over-familiar with them and their effectiveness remains.

Poster Sign Design

The signs provided are the only permissible poster sign. Derivatives, modifications, advertisements, logos, or sponsorship details will not be permitted. Any other poster sign used will constitute a breach of agreement and will be removed.

The sizes of signs acceptable for a poster sign are A4 and A3 (A4: 297x210mm, A3: 420x297mm). For durability, poster signs will be made from corrugated plastic or other composite type material. Corrugated plastic posters should be fitted with plastic cable ties in the centre of the poster sign in order to withstand wind pressure. In addition, extra plastic cable ties may be required for the top and bottom of the poster sign. The colour of the sign must be the correct pantone: RGB 134, 237, 34 CMYK 0.43, 0.00, 0.86, 0.07 Signs can be made by and purchased from Nordis Signs, Cornhill Cl, Lodge Farm Industrial Estate, Northampton NN5 7UB, Tel: 01604 596910

General Requirements for Poster Signs

- The minimum mounting height for signs should be 2.1m in or adjacent to footways and 1.5m in verges;
- There should be a minimum of 0.5m lateral clearance between the edge of carriageway and edge of poster sign frame;
- Ensure that the tail of a cable tie is secured or removed;
- Must not obscure junction or bend sight lines or other road signs/ signals nor should they distract road users at potentially hazardous locations;
- Must be secured so that they cannot be easily twisted around or moved in any way;
- Should be inspected by local community representatives on an ad hoc basis to ensure that they have not become damaged or have moved;
- Care should be taken to ensure that poster signs are not erected in locations that could be seen to intrude upon properties or homes.
- Wherever possible, poster signs should be installed back to back;
- Selected sites should be in “self-enclosed” residential areas used mainly by local residents and with little or no through traffic;
- Roads which carry through traffic, bus routes, or roads which have a significant volume of non-resident traffic are unlikely to be unsuitable because of the difficulty in obtaining widespread support;
- Advisory 20mph speed limits are most likely to be effective where existing speeds are in the range 25-30 mph;
- Support for the proposals should be actively sought from the local community and other interested parties;

- In order to minimise the risk to WNC for each proposed sign location a suitable and sufficient risk assessment is to be carried out to identify the significant hazards and to determine the required control measures;
- Any person or organisation installing a poster sign should ensure that a £5m public liability insurance cover is in place;
- If, in the opinion of the Highway Authority, a poster sign is erected where it presents a hazard to the travelling public, the Highway Authority reserves the right to remove the poster sign, or instruct the applicant to remove the poster sign;
- Must be mounted and maintained in accordance with the standards detailed in this policy.