

SALISBURY CITY COUNCIL

Report

Subject : Proposal for the Installation of Permanent Speed Indicator Devices (SIDs)
Committee : Environment
Date : 8 December 2025
Author : Marc Read, Head of Environmental Services

1. Report Summary:

- 1.1. This report seeks Councillors' approval to install permanent Speed Indicator Devices (SIDs) in the city, beginning with a proposed installation on Manor Farm Road.
- 1.2. The Milford Area Preservation Group (MAPG) has offered to contribute £1500 towards the cost of the initial permanent SID on Manor Farm Road.
- 1.3. The Council has to date followed best practice for SIDs, which recommends that units be rotated regularly between locations to prevent drivers becoming accustomed to them. However, it remains a decision for Councillors whether to proceed with permanent installations.
- 1.4. The report further proposes that any future requests for permanent SIDs be brought back to the Environment Committee for consideration, approval, and funding as appropriate.

2. Background

- 2.1. Speed Indicator Devices are used to encourage adherence to speed limits by displaying motorists' current speed and reminding them to slow down.
- 2.2. Salisbury City Council currently uses portable, rotating Speed Indicator Devices (SIDs) in accordance with national best practice guidance, which advises against permanent installations because driver response declines over time. Research shows that SIDs are most effective during the first two weeks of deployment, after which vehicle speeds gradually rise as drivers become accustomed to their presence. As a result, a rotation period of approximately two to three weeks is recommended to maintain their effectiveness.
- 2.3. Manor Farm Road has been identified as an area with persistent issues related to vehicle speeds, generating strong community interest in a permanent SID.
- 2.4. As SIDs are installed on highway assets, typically lamp columns, any permanent installation will require liaison and approval from Wiltshire Council (WC), who are the highway authority.

3. Reasons for Proposal

3.1. Community Safety and Speed Reduction

- 3.1.1. Manor Farm Road has ongoing speeding concerns raised by residents.
- 3.1.2. A permanent SID would provide a consistent visual deterrent and may improve compliance with the speed limit.
- 3.1.3. MAPG's offer to contribute financially reduces the initial cost to the Council.

3.2. Best Practice Consideration

- 3.2.1. Evidence indicates that the effectiveness of SIDs can reduce if left in one location for extended periods.
- 3.2.2. However, some communities prefer permanent installations where persistent speeding concerns exist.
- 3.2.3. It is for Council to determine whether permanent devices should supplement or sit alongside the current SID rotation programme.

3.3. Technology Selection

- 3.3.1. Any permanent SIDs installed should be solar-powered, reducing ongoing running costs and avoiding the need to connect to lamp column electrical supplies unless technically required.
- 3.3.2. Many modern SID models allow solar operation with low maintenance requirements

3.4. Future Requests

- 3.4.1. Demand for similar installations may increase following a permanent installation in one area.
- 3.4.2. A clear process for bringing such requests to Committee will ensure consistent decision-making and funding oversight.

4. Considerations

4.1. Operational

- 4.1.1. Demand for similar installations may increase following a permanent installation in one area.
- 4.1.2. Wiltshire Council must review and approve any installation on their assets.
- 4.1.3. Solar-powered SIDs require periodic checks but overall low maintenance.

4.1.4. Installing permanent units may reduce the number of sites available for rotating SIDs, requiring operational adjustments.

4.2. Financial

4.2.1. MAPG's contribution will reduce the cost of the first permanent installation at Manor Farm Road.

4.2.2. Permanent SIDs incur costs for purchase, installation hardware, and ongoing maintenance.

4.2.3. Any future permanent installations will require budget decisions at Committee level.

4.3. Public and Community

4.3.1. Residents often value visible measures addressing road safety.

4.3.2. Clear communication will be required to explain the rationale for permanent installations and the continued benefits of the existing rotating SID scheme.

4.3.3. Community support for the Manor Farm Road installation is strong.

5. Recommendations

5.1. It is recommended that the Committee:

5.1.1. Reject the installation of a permanent, solar-powered Speed Indicator Device on Manor Farm Road.

5.1.2. If Council approves the proposal, agree that suitable budget provision be included for 2026/27 as part of the budget setting process.

5.1.3. Note the financial contribution of £1500 offered by the Milford Area Preservation Group toward the cost of the installation and determine whether to accept this contribution.

5.1.4. Agree that any future requests for permanent SID installations be brought to the Environment Committee for consideration, decision, and allocation of funding as appropriate.

6. Wards Affected:

6.1. The proposed installation primarily affects residents in the Milford area but may inform future decisions across all wards.

7. Background Papers: None

8. Implications:

8.1. Financial:

8.1.1. MAPG's contribution offsets the initial cost.

8.1.2. Further budget provision would be required if additional permanent SIDs are requested.

8.2. Personnel:

8.2.1. Staff will manage installation liaison with Wiltshire Council, undertake site assessments, monitor SID function, and maintain equipment.

8.3. Environment

8.3.1. Solar-powered SIDs reduce energy usage and support carbon-reduction aims.

8.3.2. Speed reduction measures improve safety and the general environment in residential areas.

8.4. Equalities

8.4.1. Improved road safety benefits all road users, including vulnerable pedestrians and cyclists.

8.4.2. Decision-making through Committee ensures consistency and fairness in responding to community requests.