



SID/SAM Device

The town council purchased a Smiley Activated Message device in the last year and after a false start, with a minor repair required, it was installed along the Winsley Road for a trial period. This was popular with local residents who commented on its departure when it was moved to the Trowbridge Road.

The Town Council then sought approval from Wiltshire Council to attach the SAM to various lamppost units around the town namely on: Winsley Road, Trowbridge Road, Moulton Drive, New Road and Holt Road.

Currently there is not a suitable location on the Bath Road.

We are compiling a list off additional sites for approval: an additional site on the Trowbridge Road and St Margaret's Street in the 20mph section.

Reports can and have been generated covering a week to 28 days' worth of data to show traffic activity. A sample has been attached at Appendix B.

It is currently on the Trowbridge Road and will be moved on to a new site within the next week.