Bradford on Avon Town Council's Speed Awareness campaign

SID/SAM update

The SAM (Smiley Activation Machine) continues to be popular with residents. The town council has received further requests to site it in locations around town. We are currently exploring the option to install it on Belcombe Road via a retention socket and pole.

Unfortunately requests of this nature for the Bath Road, Frome Road and Newtown have not been approved by LHFIG. These sites do not have appropriate lampposts for installation either.

The Belcombe Road request has been made to Wiltshire Council traffic engineers to review the location as there are no recommendations from LHFIG to improve traffic calming in the narrow section on Newtown and the presence of the SAM on Belcombe could potentially help.

Following the speed awareness campaign group meeting on 12 November 2026, some SAM data has been summarised via AI software Claude. A raw data log file for 24 hours on the Winsley Road November 2025 was analysed. The following summary was given:

- *Volume: 2,882 vehicles. It's quiet overnight, with only 6–13 per hour between 01:00 and 06:00. Traffic builds from 08:00, peaks at about 270–290 per hour between 14:00 and 16:00, then tails off in the evening.*
- *Speeds: the average of the 4th column (the presumed max) is about 29.6, and the full range runs from about 7 to 52.6.*
    - *1,148 vehicles (40%) went over 30*
    - *241 (8%) went over 35*
    - *38 (1.3%) went over 40*
    - *The fastest was 52.58, a little after 19:00.*
- *Night-time speeds are a bit higher on average (30–33) than daytime speeds (about 28), which you'd expect on emptier roads.*
- *Battery: it drifts down from 11.71 V to a low of 11.34 V around 19:00, then recovers slightly to about 11.4 V. That's consistent with a 12 V battery on a slow drain, possibly with solar top-up. It's fine for now, but worth watching over several days.*

Gaps: the longest stretches with no vehicles are about 15–24 minutes, all between 02:00 and 05:00. That looks like quiet roads rather than the device dropping out.

Previously reports have been presented as tables/charts using software designed by the manufacturer of the SAM. An example covering the week including the 29/11/25 is at appendix I. If the Town Council can satisfy itself that the summary is sufficiently accurate this presentation of the data may be more appealing and could form part of a regular update.

The town council are also continuing to explore provision of SAM data to the police. A SAM location in Bradford on Avon has been submitted via the registration process and we await the outcome.

ASW (Autospeedwatch) camera

This camera continues to capture speeding vehicles on the Trowbridge Road and since the campaign began around 200 cautionary letters and emails have been sent out to the owners of commercial vehicles caught speeding. During the summer months around 400-500 vehicles (commercial and domestic) need to be verified each week. Many thanks to the band of volunteers who help with the verification process.

There is still no opportunity to contact speeding owners of domestic vehicles using this particular data despite help from Brian Mathew M.P. who has kindly written on our behalf to the Police and Crime Commissioner.

Next Steps?

Following the speed awareness campaign group meeting on the 12 November, the town council are now considering a campaign on social media illustrating the efforts of the town council to highlight speeding issues using the ASW camera statistics as well as SAM data. A petition may follow to encourage the police to think again.

Recommendation

Explore the options for using ‘Claude’ to help summarise SAM data to facilitate regular updates.

Committee Clerk
18 November 2026