



Welcome to the second edition of the Road Safety Newsletter keeping residents updated on the progress that has been made on the action points listed in Issue 1. These included:

- Determining the extent of 'Rat Run' traffic
- Understanding the extent of speeding on our estate
- Learning lessons from other estates
- Soliciting residents comments, observations and suggestions

Firstly, however, it is worth reiterating: the Estate operates a 20mph speed limit, which has been set as there are no pavements or street lights and there is a need to minimise the risks to pedestrians and cyclists who share the road.

Residents awareness is key. As a pedestrian or cyclist we can wear reflective or light coloured items at night, or carry a torch and always try to face the oncoming traffic. As a driver, we can make a difference, simply and immediately without any cost by proactively being aware of our speed on the Estate and respecting the 20mph limits.



## ***Actions taken by the Working Group***

### ***1. Surveys***

A number of surveys have been completed at various times on weekdays in order to evaluate the level of non-resident through traffic, both private and trade. Further surveys at the weekend are planned, to gain a more complete picture of traffic movement, throughout the week on the Estate.

Surveys to monitor the speed of traffic on the Estate are being undertaken. If you see our resident colleagues undertaking these surveys which are for all our benefit, please be respectful. When these were carried out previously the team were subjected to some unpleasant verbal abuse.

Once all these have been completed, we will be able to analyse the findings, draw conclusions and outline potential options and recommendations. No decisions will be made without consultation with the WRA membership.

### ***2. Lessons learnt from Sea Estate***

There does not appear to be a speeding issue on the Sea Estate and they have also taken measures to reduce through traffic.

Speed humps, whilst not universally popular, were installed and have proved effective in curbing the speed of traffic in Sea Avenue, the longest road on their Estate.

Security gates were installed at the junction of Bushby Avenue with Broadmark Lane. They have proved successful in removing the possibility of traffic using the Sea Estate as a cut through from Littlehampton, avoiding the lights at Rustington, to Station Road. Whilst reducing through traffic, we have no empirical evidence that they reduce traffic speed.

### ***3. Ideas and comments from the membership***

We are really grateful to those residents who have contacted us. In this way we have received very helpful information, useful feedback on existing measures in place and ideas for consideration. We do value your views so, if you feel you can make a contribution in this respect, please get in touch. We would also welcome more volunteers willing to help complete future surveys to make contact. Details of how to contact us are overleaf.

#### **4. Knowledge and evaluation of methods to control speed**

We are currently in the process of building up a knowledge base of different engineering measures, which can be evaluated to create a true 20mph zone across the Estate. Obviously, this has to be cost effective. There are a variety available which may or may not be beneficial on our Estate, so further research is needed, before feedback can be provided to residents.

As stated in the first newsletter, the Working Group is focused on improving Road Safety across the Estate to ensure that all residents and their guests can enjoy the benefits of the Estate and safely walk and cycle without the fear of feeling threatened by excessive vehicle speeds.

#### **5. Information regarding National Road Safety week in November 2017**

The information pack was obtained as a possible aid in efforts to improve road safety on the Estate. Aimed at organisations planning road safety campaigns last November, the concept is to engage the local community in efforts to manage speed within safe limits.

The aims remain the same: dissuading non-resident through traffic, pro-actively encouraging commercial trade vehicles to comply and continuing the "Hearts and Minds" campaign with residents, to maintain the Estate as a safe and welcoming place to live.

#### **What action can be taken now?**

There are a couple of options available to everybody. If you witness excessive speed, inconsiderate driving then it is worth reporting.

The Sussex Police initiative 'Operation Crackdown' enables the public to report incidents. Reporting is via the Crackdown website and the more information available the better but the registration number of the vehicle is required.

<http://www.operationcrackdown.org/>

If the vehicle is easily identifiable, trade or driving school for example, Hobdens will write to the company. Again the more information provided the better.

#### **Who is in the Working Group?**

The working group was formed following last year's AGM. Tony Morris, on behalf of the Board, approached a number of residents who were vocal during the discussions regarding road safety on the Estate, whilst trying to ensure representation from as many roads as possible, within it.

The aim is to be inclusive so, if you wish to help improve road safety on the Willowhayne Estate and would like to help with surveys, contribute ideas and provide feedback on possible solutions, please make contact.

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**We welcome your feedback, thoughts and any suggestions.  
We would also welcome more volunteers to help with the surveys and research.**



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