



SPEED AWARENESS MONITOR (SAM) POLICY

Drayton Parish Council

Version 1.0

Approval Date:	August 2025	Approval Route:	Council
Review Date:	+4 years	Document Holder:	Environment & Highways Committee

Document Change History

This is version 1.0 of the Speed Awareness Monitor (SAM) Policy and it is the responsibility of the Parish Clerk to ensure that new versions are communicated to Council and made available per the adopted Publication Scheme.

It is the responsibility of the reader to familiarise themselves with this version of the document.

This document is subject to revision and is maintained electronically. Electronic copies are version controlled and printed copies are not subject to this control.

Summary of Changes

Version 1.0 August 2025	
Ref.	Change
N/A	None

Purpose

Drayton Parish Council recognises the importance of road safety and acknowledges the concerns of many residents regarding speeding in the village. The aim of the Speed Awareness Monitor (SAM) Policy is to outline the purpose of the SAM2 unit and the principles and responsibilities associated with its use.

The SAM2 unit is a vehicle activated sign that displays the speed of an approaching vehicle. If the vehicle exceeds the speed limit a 'SLOW DOWN' message is shown, once the limit is exceeded by 10mph the 'SLOW DOWN' message remains, but the speed is no longer shown in order to reduce the temptation for some drivers to register high speeds. The SAM2 unit will be used to record the volume and speed of traffic in specific locations within Drayton. The Parish Council will analyse the data collected, noting where and when speeding occurs. This information will be utilised to inform the Norfolk Constabulary and Norfolk Highways Team where any areas of concern are identified.

It is anticipated that the presence of the SAM2 unit will enhance road safety in high risk or sensitive areas by encouraging drivers to reduce speed, and that the regular relocation of the unit will ensure that drivers do not become over-familiar or complacent with warning messaging.

The Council will manage and regulate the operation of the SAM2 unit, including the collection and analysis of data.

Principles

The Council will:

1. Ensure that the SAM unit is only used at sites pre-approved by the Norfolk County Council Highway Engineer.
2. Ensure that the SAM unit remains at one site for a maximum of four weeks and does not return to that site within eight weeks (rotating the device to face the alternative direction is classified as a new site).
3. Ensure that the SAM unit is installed safely at each site.
4. Establish clear responsibility for the monitoring, maintenance and calibration of the SAM unit to ensure accurate speed detection and clear display.
5. Establish clear responsibility for the collection, analysis and response to SAM2 unit data.

Scope

This policy applies to Speed Awareness Monitors owned and operated by Drayton Parish Council at the following sites:

- Sites 1 & 2: School Road between Vawdrey Road and Cator Road within the 30mph limit in both directions.
- Sites 3 & 4: School Road outside Drayton Community Infant School within the 20mph limit in both directions.
- Sites 5 & 6: Longdale Road near Winners Walk within the 30mph limit in both directions.

- Site 7: Hall Lane near Binney Road within the 30mph limit recording traffic travelling up the hill towards the pinch point.

Responsibilities

The Council is responsible for:

- ✓ Approval of this policy and supporting procedures.

The Policy Holder is responsible for:

- ✓ The review of this policy and supporting procedures and recommendations to Council for amendment.
- ✓ Monitoring and maintaining overall compliance with this policy
- ✓ Regular review and response to unit data.

The Deputy Clerk & Facilities Manager is responsible for:

- ✓ Day to day management of compliance with this policy.
- ✓ Responding to and coordinating all correspondence regarding the SAM2 unit and the administration of internal monitoring and record keeping in accordance with the approved procedures.
- ✓ Advising the Policy Holder on the resources and arrangements necessary to fulfil the Council's responsibilities under this policy.
- ✓ Producing reports and recommendations as required to support policy monitoring, review and approval processes.
- ✓ Updating this policy and supporting documentation as required.

The Councillors are responsible for:

- ✓ Familiarising themselves with this policy and supporting documentation.

Further Information and Supporting Documents

General Data Protection Regulation (GDPR)

The SAM2 unit is compliant with GDPR as it has no facility to collect identifying information such as car registration or photographic images of approaching cars. The data collected shows the time of day and approaching speeds only, and will be stored electronically. The data will be retained for as long as it is deemed useful.

Health & Safety

A risk assessment covering the unit and operation of tasks has been carried out. A copy of which shall be retained by the Parish Office and distributed to any staff involved in the operation of the unit.

Policy Monitoring, Review and Approval

To ensure the Council continues to meet the principles laid out in this policy, the Policy Holder will:

1. Review this policy and supporting documentation every 4 years and in response to relevant changes to legislation and/or government guidance.
2. Review this Policy and supporting documentation as a result of any other relevant significant change or event.
3. Adopt a structured approach to the management of the Speed Awareness Monitor (SAM) Policy in the Parish to ensure that essential records of the Council's activities are maintained in appropriate detail.
4. Produce an annual report to Council, assessing and evaluating the Speed Awareness Monitor (SAM) Policy compliance with procedure and make recommendations as appropriate.