

Guildford Road School Lane



October 2021

The purpose of this document

Snapshot assessment



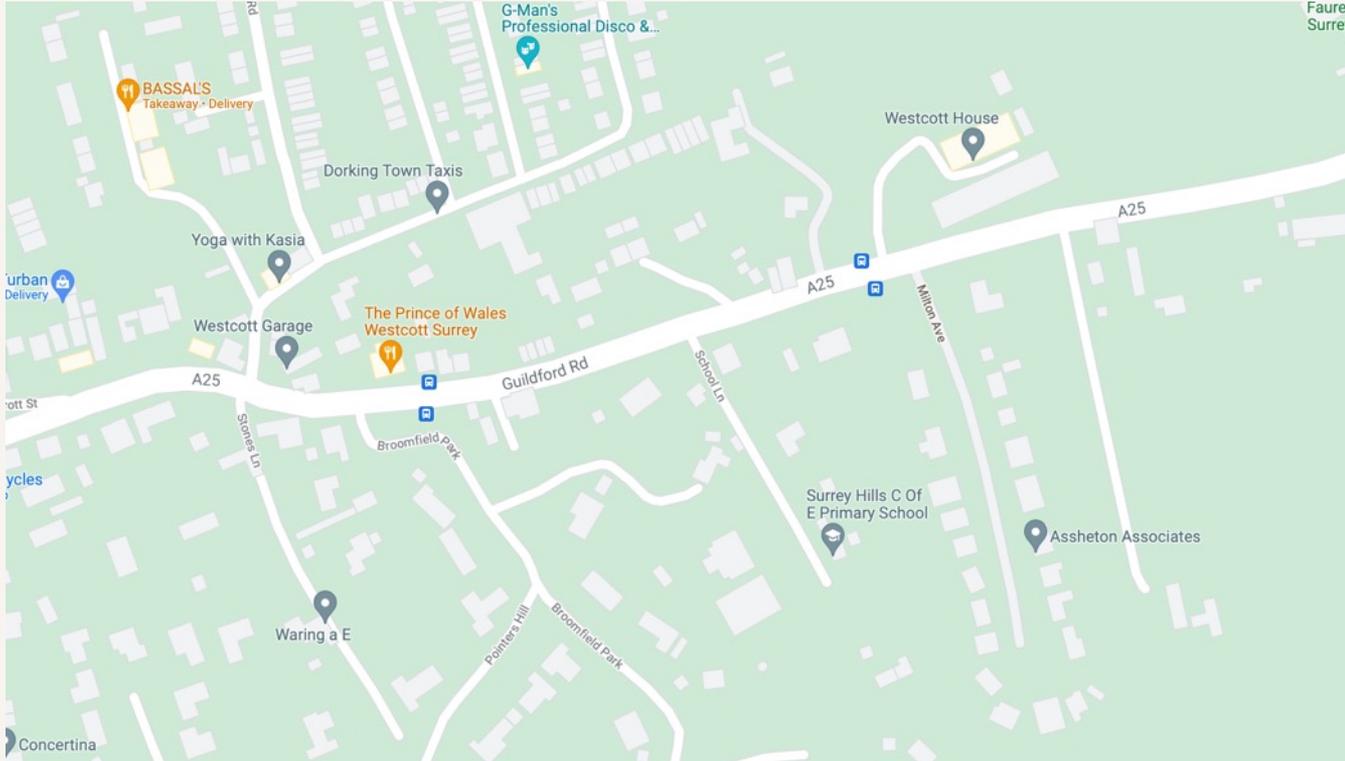
- This document is intended to provide a snapshot assessment of the current road traffic safety and speed measures along Guildford Road (Westcott), with specific reference to the School Lane turning (towards Surrey Hills Primary School)
- It is a snapshot of the current reality, as well a stimulus for further dialogue and consequent action (at a local and district level)
- It has not been completed by a trained Highways professional and its recommendations should be treated accordingly
- The snapshot assessment described was conducted at 10:45 – 11:15 on Tuesday 19th October 2021

Area of interest

Snapshot assessment



10:45 – 11:15 on Tuesday 19th October 2021



Contents

Snapshot assessment



- Executive summary
- Documentary evidence of existing road markings and signage
- Recommended Immediate Actions

Page 18

Executive summary



enigma
strategic communications

Executive summary

Snapshot assessment



- Surrey Police Traffic Evaluation data demonstrates that speeding along the Guildford Road, in/out of Westcott is most prevalent along the stretch that encompasses the School Lane entrance (to/from Dorking)
- Existing road markings and road signage in and around this area (School Lane) are variously worn, obstructed or damaged. They are lacking the required degree of visibility
- A refresh of existing road markings and signage is therefore a priority, to establish whether this, in and of itself, will influence overall speeding averages
- Further behavioural solutions may wish to be considered to further-reduce speeding (in addition to the necessary refresh of existing markings and signage)

Documentary evidence of existing road markings and signage



Signage and safety

Snapshot assessment



Location: School Lane turning.

Intervention: Road marking, 'slow'.

Page 22

Assessment: The 'slow' marking is after, not before, the turning into School Lane. Therefore, traffic is not being invited to slow down ahead of the School Lane turning. The indication of a school / children - and the subsequent behavioural motivation to slow down - is not effective.



ITEM 4

Signage and safety

Snapshot assessment



Location: Ascent to School Lane.

Intervention: Signage, 'School'.

Page 23
Assessment: The 'School' signage is not facing the on-coming traffic and is therefore lacking the required degree of visibility.



Signage and safety

Snapshot assessment



Location: Descent to School Lane.

Intervention: Signage, 'School'.

Page 24

Assessment: The 'School' signage has not been maintained and is therefore lacking the required degree of visibility.



ITEM 4

Signage and safety

Snapshot assessment



Location: School Lane turning.

Intervention: Signage, 'School Lane'.

Page 25
Assessment: The 'School Lane' signage is barely legible and confused by other adjacent messaging. It is also hidden within the verge undergrowth. The indication of a school / children - and the subsequent behavioural motivation to slow down - is not effective.



Signage and safety

Snapshot assessment



Location: School Lane crossing.

Intervention: Dropped kerb.

Page 26

Assessment: A dropped kerb is an invitation to cross at this point (as demonstrated by the dropped kerbs at the lights / junction further down the hill (Prince of Wales Pub)). This creates a seemingly 'authorized' crossing point near the brow of the hill. This is assessed to be undesirable for child safety.



(Opposite School Lane)



(At traffic lights)

Signage and safety

Snapshot assessment



Location: Prince of Wales Pub crossing.

Intervention: Lack of signage.

Page 27

Assessment: Assuming that the flow of children / parents is to be directed away from the roadside pavement, across the road and along the protected walkway, there is a lack of directional signage on the more dangerous, nearside, narrow, pavement.



Signage and safety

Snapshot assessment



ITEM 4

Location: Entire area of interest.

Intervention: Road markings.

Page 28

Assessment: The 'slow' (and directional) road markings along the entire area of interest are demonstrably worn and therefore lacking the required degree of visibility.



Signage and safety

Snapshot assessment



Location: Entire area of interest.

Intervention: Signage visibility.

Page 29
Assessment: Several of the key traffic control / speed signs are obscured by verge trees / foliage / lamp posts etc. They are therefore lacking the required degree of visibility.



Signage and safety

Snapshot assessment



Location: School Lane entrance.

Intervention: School signage.

Page 30

Assessment: The School Lane entrance is barely identifiable as a school access / entrance from either direction. The indication of a school / children - and the subsequent behavioural motivation to slow down - is not effective.



Signage and safety

Snapshot assessment



Location: School Lane entrance.

Intervention: School signage.

Page 31
Assessment: The recessed signage is ineffective as a pre-awareness trigger that may influence speed of approach. The indication of a school / children - and the subsequent behavioural motivation to slow down - is not effective.



Recommended IAs



Recommended actions

Snapshot assessment



Step One

A refresh of all existing road marking and signage along the specific area of interest, supported by a local 'awareness' campaign as to why the refresh is taking place and the necessity for all Westcott residents to play their part, by slowing their speed around the school (which will reduce overall mean speed).



Recommended actions

Snapshot assessment



Step Two

Targeted use of Westcott Speed Watch team to provide a 'before and after' average speed assessment, within the area of specific interest, to establish the degree to which the refresh and awareness has influenced mean speeds (or not).



Recommended actions

Snapshot assessment



Step Three

A 'reporting back' mailshot / local meeting (supported by Westcott Village Magazine) explaining the reasons for the signage refresh, as well as the 'before / after' mean speed results. Use this engagement / data as the platform for step 4.



Recommended actions

Snapshot assessment



Step Four

If necessary (assuming no reduction in mean speed), use the groundswell / awareness, to apply for increased designation of the School Lane turning as a location for children. Use the child-association of the turning as a trigger to reduce passing traffic speed.



Recommended actions

Snapshot assessment



Step Four continued

Introduce a small stretch of multi-coloured barrier along the pavement opposite School Lane entrance, to simultaneously stop parents / children crossing here, but also to show clearly that this is the location of a school (psychological response leading to consequent mean speed reduction).

Page 37



ITEM 4

Recommended actions

Snapshot assessment



Step Four continued

Use multi-coloured brickwork around the edges / entrance to School Lane, to show clearly that this is the location of a school (psychological response leading to consequent mean speed reduction).



Recommended actions

Snapshot assessment



Step Five

Apply for colour-transition tarmacking at speed-change locations in both directions (ascent and descent).

Page 39



ITEM 4

Recommended actions

Snapshot assessment



Step Six

Apply for relocation of 'slow' road marking: to be situated before School Lane turning (when ascending).

Page 40



ITEM 4

Thank you.

sven@enigmastrat.com

www.enigmastrat.com



enigma
strategic communications

This page is intentionally left blank