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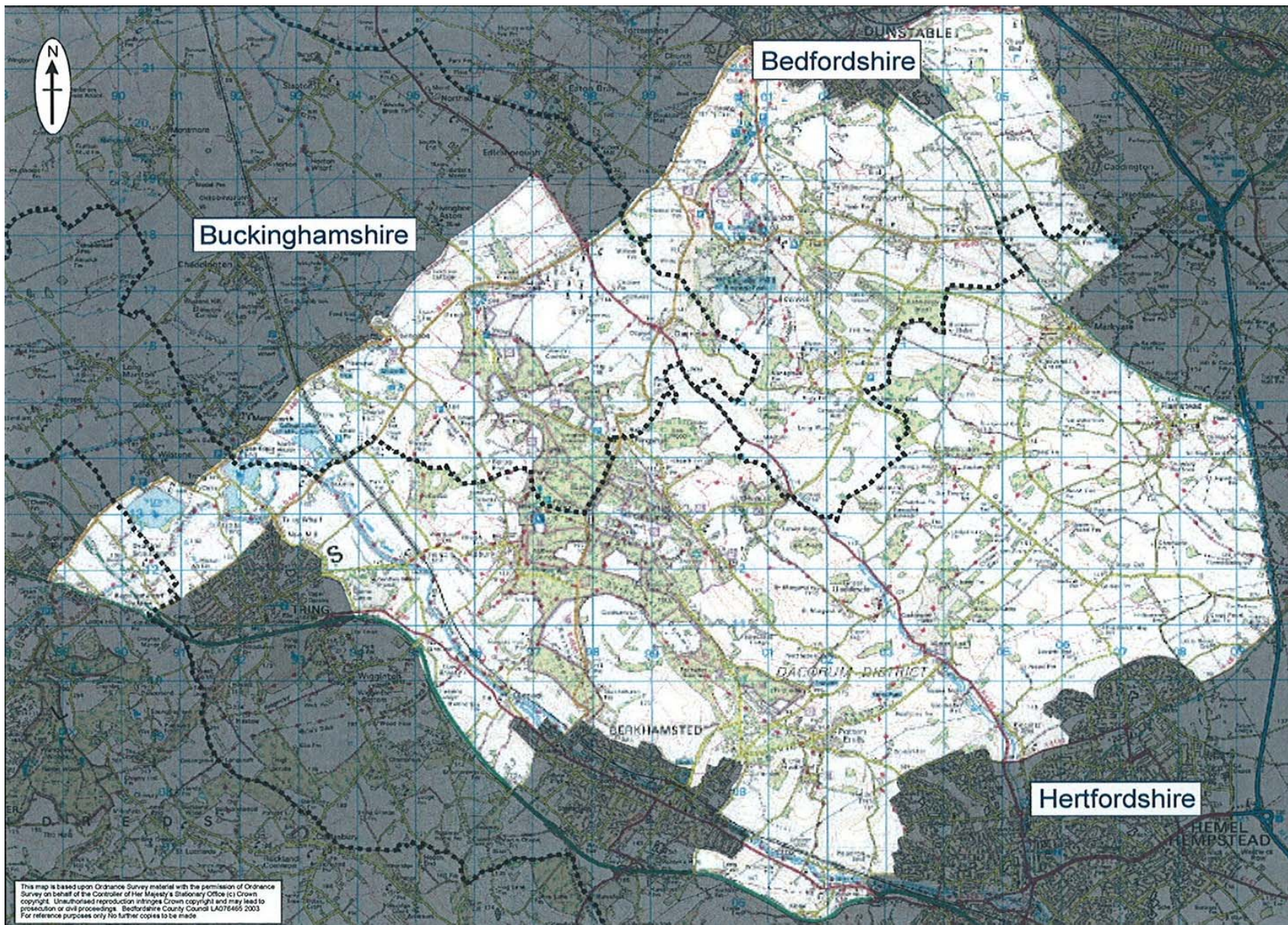
Traffic Management Measures within the Three Counties Area

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Introduction

- Three Counties (Herts, Beds & Bucks), National Trust and Chilterns Conservation Board Partnership – 2003
- Traffic Management Study led to a report which raised current issues in the Chilterns AONB
- Issues in the Study Area included:
 - Speeding through Ashridge Estate
 - High number of deer/vehicle collisions (DVC's)





What did we do to address the issues?

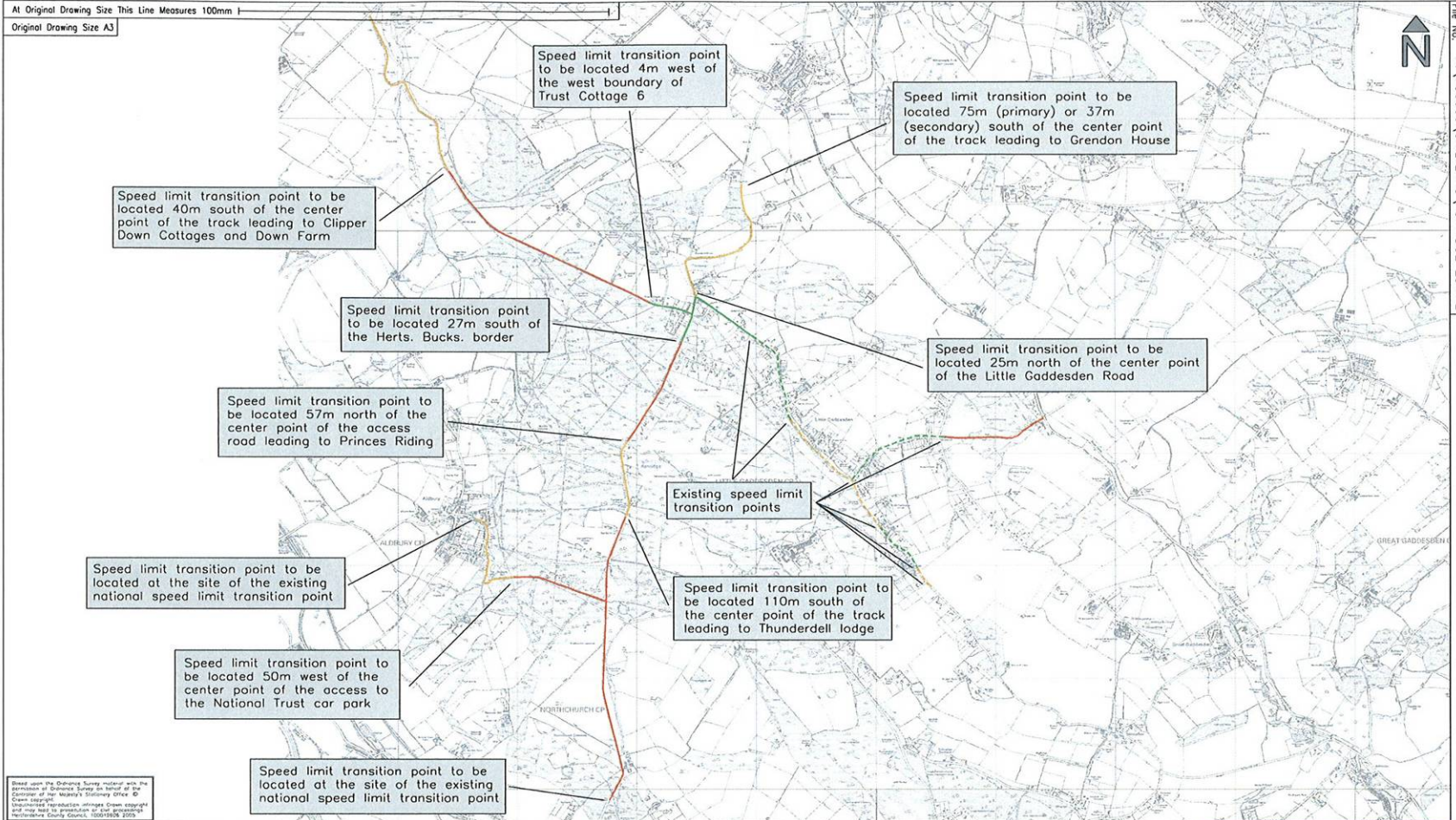
- Addressing the issues through a range of Traffic Management measures in and around the Ashridge Estate
- Measures implemented was sympathetic to the area's status of AONB, *Ashridge Woods and Commons Site of Special Scientific Interest (SSSI)* and *Chiltern Beechwood's Special Area of Conservation (SAC)*, which is a European designation.



Traffic Management Measures

Speeding

- Blanket 50mph speed limit throughout the Estate
- Looking at sensitive areas in the Estate and introduced lower speed limits to warn drivers of the dangers
- Areas identified included high personal injury accident sites and high visitor movement areas
- Special authorisation from DfT – carriageway roundels only as repeater signs



Notes

- PROPOSED 50MPH SPEED LIMIT
- PROPOSED 40MPH SPEED LIMIT
- PROPOSED 30MPH SPEED LIMIT
- A DASHED LINE REPRESENTS AN EXISTING SPEED LIMIT

Revision with Dates

Project No. 737755	Drg. No. M/NID/ITP05095/4/002	Rev.												
<table border="1"> <tr> <td>CAD</td> <td>Drawn</td> <td>Checked</td> <td>Approved</td> </tr> <tr> <td>Initials</td> <td>AK</td> <td>AK</td> <td></td> </tr> <tr> <td>Date</td> <td>09/05</td> <td>09/05</td> <td></td> </tr> </table>	CAD	Drawn	Checked	Approved	Initials	AK	AK		Date	09/05	09/05		Project Title RURAL PROGRAMME THREE COUNTIES PROJECT	
CAD	Drawn	Checked	Approved											
Initials	AK	AK												
Date	09/05	09/05												
Dwg. No. 1	Drawing Title ASHRIDGE ESTATE PROPOSED NEW SPEED LIMITS													
Scales NTS														

Hertfordshire Highways

Highways Here
41-45 Broadwater Road
Welwyn Garden City
AL7 3LP

Tel: 01707 354200
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Carriageway Roundels

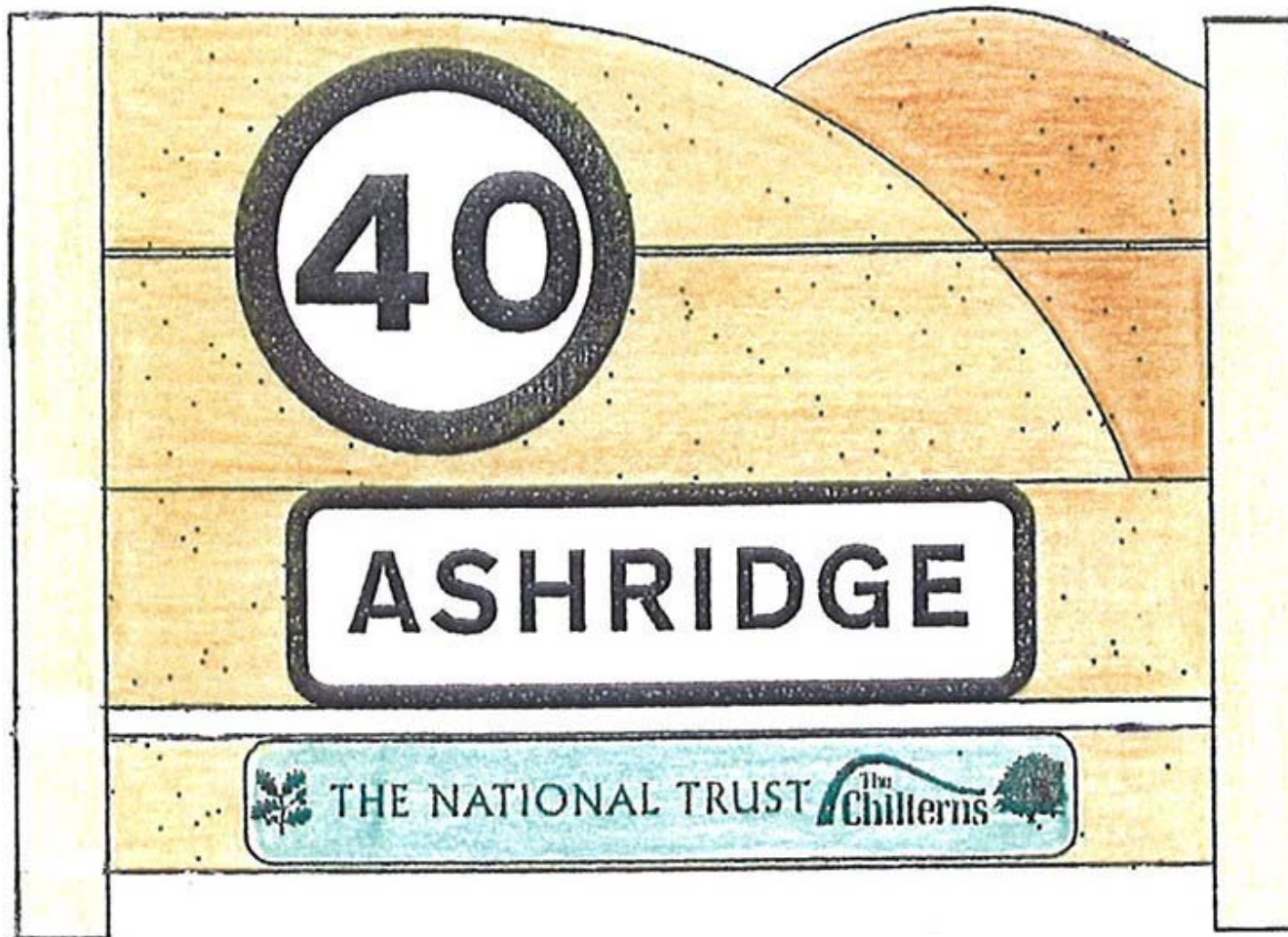




Cattle Grids



Village Gateway Entry Signs





The deer/vehicle collision issue

- Annually around 30,000 deer get killed on our roads
- 2003 – 10 human fatalities & more that 250 human injuries
- Estimated cost of car repairs alone - £11M per year
- Highest number of DVC's occur in the home counties (high traffic volumes, etc)
- Ashridge Estate – 120 p.a. for 5 years since 2000
- Highest number anywhere in the UK (source NDCP – 2005)





Innovation

- Detailed research on measures to reduce DVC's
- Secured the services of Dr Jochen Langbein – National Deer Collisions Project Leader (UK's leading expert on deer)
- Trial of new deterrents over 12 month-period aimed at reducing DVC's
- Two types of deterrents used for Ashridge
 - Wegu Acoustic Reflector
 - Eco Pillar

Deterrents used





How do they work?

- Activated by light through sensors built into the devices
- Solar panels – self charging battery cells
- Wegu Acoustic Reflector emits a high pitched whistling sound
- Eco Pillar is able to emit ultrasound, infrasound and seismological vibrations
- Aim is not to prevent the deer from crossing the road, but to delay their crossing until AFTER a vehicle has passed



How was this monitored?

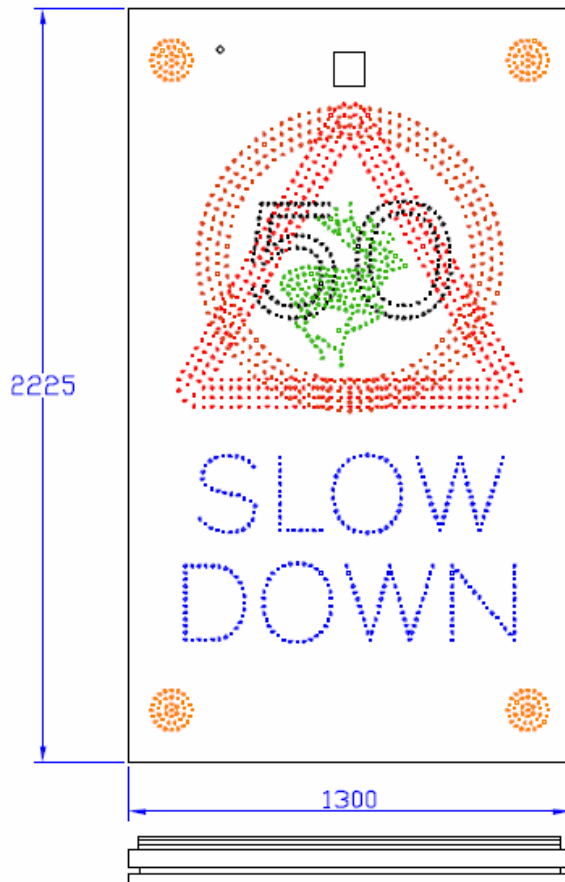
- Dr Langbein looked at the deer behaviour over the trial period
- Special recording equipment will be used to record deer behaviour at a controlled site and at the two deterrent sites
- DVC stats over the monitoring period



Other Innovative Measures Implemented

- Need to warn drivers of the deer crossing in the area
- Inter-active sign activated by either vehicle speed, or animals on the side of the road
- Similar technology to overhead detection systems
- Infra red beam on both sides of the road – 120m
- When beam is broken, sign displays deer crossing warning sign
- If activated by vehicle speed – speed limit will be displayed

Interactive Signs



Raising Awareness

***SLOW DOWN
FOR WILDLIFE***
www.deercollisions.co.uk





Conclusion

- Using a range of measures proved to be the best way to tackle the issues
- Partnership working is essential
- Continual monitoring required



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Thank You