

Who is SID?



SID (Speed Indicator Device) is a simple display to remind drivers to keep within the speed limits – and all you've got to do is remember to make him smile!

As you drive towards the SID display board, your speed will flash up and if you are within the limit, SID will smile at you.

If you are breaking the limit, your speed will be shown, and SID will show you a sad face.

Speed costs more than money - it's not just a £60 fine and three penalty points on your licence. Speed can cost you your job, your family, your life - or someone else's.

That's why the SSCP is not only installing more speed and red light jumping cameras, but it is also working with SID to remind road users to drive within the limits at all times.

SIDs will be used around Sussex in areas where there are speeding and casualty problems and average speeds are over the posted limit. A trained operator will run the device in each area following a site assessment.

"A young child shot out in front of me on a bicycle - if I hadn't have been driving at just less than 30mph and able to brake quickly, the young boy would have been killed." - Sussex road safety conscious resident.



SID is used to remind people to drive safely but the device does not enforce the law as safety cameras do.

Instead SID is aimed at educating drivers, riders and even their passengers, that driving within speed limits at all times could ultimately reduce the tragically high number of speed-related road deaths in Sussex.

FACT: About 1 in 3 fatal or serious injury road crashes are caused by excess or inappropriate speed – that means about 350 people a year in Sussex are killed or seriously injured by driving or riding too fast.

www.sussexsafetycameras.gov.uk
communications@sussexsafetycameras.gov.uk

Using SID in Sussex strengthens the Safety Camera Partnership's aim to save lives by cutting speeds.

