

Monthly report	
Subject:	AOB: Bridgend Speed Cushions
Meeting date:	8th March 2021
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The video I have circulated shows an effect of visual perception that formed part of my criticism of the speed cushions on Bridgend. It short – it demonstrates how poor is our perception with events that are on the edge of our vision. There are two features that cause your inability to see the whole street change:

1. you are overtly led to focus on the car and covertly to the woman walking past
2. the brief black interruptions are simulations of blinks and eye-movements

The same circumstances apply to a driver coming down Bridgend. They are focused on steering over the speed cushions and two they make eye-movements from one speed cushion to the next. Consequently they will miss really quite significant events to either side – like a child stepping off the pavement.

If you are interested, replay the video and try very hard to see the changes. My impression is that it is difficult even then. There is nothing negligent or inattentive about this: it is just beyond our ability to perceive.

The legislation around speed cushions requires them to be more than 20m (this figure is from memory) from a pedestrian crossing. The reason is that it was found (in Sweden) that drivers do not notice people waiting to cross if they have just negotiated a speed cushion.