



SPEEDING THROUGH KINGS BROMLEY – JULY UPDATE



Kings Bromley sits on a particularly unique stretch of road where the A515 and A513 converge into and through the centre of the village, effectively creating a shared transit corridor. This means high volumes of through-traffic pass directly through the heart of the village close to homes, the school, the shop, the pub and the village hall; facilities which are used every day.

Over the past 18 months, the Parish Council has been reviewing detailed traffic data collected from its Speed Indicator Devices (SIDs). July 2026 data continues to reinforce a clear and persistent picture. We can prove we have a persistent number of offenders that need to be educated further, demonstrating additional measures are required.

This month in numbers:

- **Significant increases in volume** of traffic this month compared to last month. Up from 273,407 to 280,742 vehicles on the Lichfield Road and 170,990 to 181,592 vehicles on the Yoxall Road.
- The SIDs recorded **46,977** non-compliant drivers **exceeding the 35mph** legal threshold on the Lichfield Road and **16,886** drivers on the Yoxall Road.
- **Peak danger periods for pedestrians continue to align with school arrival and departure times.**
- **Community Speed Watch activity continues to show a measurable reduction in speeding when active, but more volunteers re needed to increase their effectiveness.**
- **Staffordshire Road Safety Mobile Unit operation unknown in July with SSRP not willing to disclose data on a monthly basis.**

Despite several measures already in place, including SIDs, 40mph buffer zones, 30mph vehicle activated signs, Dragon's Teeth and SLOW road markings, Community Speed Watch and Staffordshire Safer Road Partnership Safety Vehicles, the data shows that the current arrangements are not delivering consistent compliance or creating a self-enforcing road environment.

Our concern is not just speed, but the combination of traffic volume, timing and the close proximity of pedestrians to the road.

The village has, sadly, experienced the real impact of road safety risks in recent years, which remains in people's minds and continues to shape how strongly this issue is felt locally.

What happens next – Update

The Parish Council has met with Deputy Commissioner David Evans and Mel Langdown, Strategic Governance & Commissioning Manager at Staffs Safer Roads Partnership to review the evidence and agree what further action is needed to improve safety in the village. Minutes of the meeting available from the Clerk.

A sustained campaign by KB residents lead by the Parish Council is required to push for Average Speed Cameras throughout the village and a Puffin Controlled Crossing with raised platform between Newton Lane and Bradbury Lane. The Parish Council must also hold the County to account to ensure the deployment of new lighting on the A515 goes ahead before March 2027.

We are still pressing to get permission from SCC Highways to temporarily enable us to move the Leofric SID to Alrewas Road to further help our overall understanding of traffic flow and speed behaviour. **District Councillor Richard Cox who is Chair of the Staffordshire Police, Fire and Crime Panel has requested action from County Councillor Tony Screen and Councillor Janet Higgins to lobby Staffordshire County Council Highways expedite this matter.**

How can you help?

The village Community Speed Watch Team of 10 dedicated villagers is **looking for additional volunteers**. Just 30 minutes a week or month can make a real difference to road safety in our village.

**Please Contact Speed Watch Co-ordinator
Pauline Greatrex at pgreatrex@hotmail.co.uk**

Kings Bromley Parish Council Speed Indicator Displays Summary Report

