



SPEEDING THROUGH KINGS BROMLEY – MARCH UPDATE



Over the past few months, the Parish Council has been reviewing detailed traffic data collected from our Speed Indicator Devices (SIDs). The latest data continues to build a consistent picture.

This month in numbers

- **275,000+ vehicles** passed through Bradbury Lane in March
- **Up to 49% of drivers are speeding** on outbound traffic
- **33,000+ vehicles exceeded 35mph** in just one month
- **7,000+ drivers at court-level speeds (41mph+)**, with hundreds over 50mph
- **Peak danger aligns with school times**, highest-risk periods between **7–9am and 3–7pm**
- **Maximum speeds reached 113mph**

This isn't just occasional speeding — it is a consistent pattern of behaviour.

Kings Bromley sits on a particularly unique stretch of road where the A515 and A513 both filter into and converge 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 and other community facilities every day.

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

Despite measures already in place — including SIDs, buffer zones, traffic calming and Community Speed Watch — the data shows that the current arrangements are not delivering consistent compliance or creating a self-enforcing road environment.

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

This is about one thing, Making the village safer — for children going to school, for older residents, and for everyone who lives here. We will continue to keep residents updated.

What happens next

The Parish Council has now taken this forward by requesting a formal meeting with:

- Staffordshire Safer Roads Partnership
- The Police, Fire and Crime Commissioner
- Staffordshire County Council

The aim is to review the evidence and agree what further action is needed to improve safety in the village.

This could include additional enforcement measures and other changes to how traffic is managed through Kings Bromley.

We are also pressing to get permission from SCC Highways to temporarily move the Leofric SID to Alrewas Road to further help our overall understanding of traffic flow and speed behaviour.

How can you support

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

If you can help, contact Pauline Greatrex on 07719 168514.

Kings Bromley Parish Council Speed Indicator Displays Summary Report

SID Data Summary Report Showing Key Metrics		March 2026			
Key Vehicle Data		Bradbury Lane		Leofric Close	
Traffic Volume	Both Directions	275,822		188,593	
Non-Compliant Traffic >30mph	Inbound	14%		9%	
	Outbound	49%		40%	
Number of Vehicles Over 35mph	Inbound	6,714		2,744	
	Outbound	33,108		15,920	
Maximum Traffic Speeds	Inbound	70		65	
	Outbound	113		100	
Key Law Enforcement Opportunity		Bradbury Lane		Leofric Close	
Staffs Police Speed Awareness Eligibility	35 mph - 42 mph	35,076		16,915	
Magistrate Potential Band B Sentencing	41 mph - 50 mph	7,082		2,824	
Magistrate Potential Band C Sentencing	Over 50 mph	690		195	
Key Traffic Times (One Hour Duration)		Bradbury Lane		Leofric Close	
		am	pm	am	pm
Busiest Hour – Peak Traffic Flow	Inbound	9:00	13:00	8:00	16:00
	Outbound	8:00	16:00	7:00	16:00
Highest Non-Compliance Hour (Best Times for Community Speed Watch)	Inbound	5:00	19:00	7:00	17:00
	Outbound	7:00	17:00	7:00	17:00
Most Dangerous Crossing Hour	Both Directions	7:00	16:00	8:00	16:00

