



SPEEDING THROUGH KINGS BROMLEY – MAY UPDATE



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.

Over the past 17 months, the Parish Council has been reviewing detailed traffic data collected from our Speed Indicator Devices (SIDs). May 2026 data continues to reinforce a clear and persistent picture.

This month in numbers:

- **Resumption of Normal Monthly Volume of Traffic of 275,394 vehicles on the Lichfield Road**
- **Non-compliance with the 30mph limit increased to 53%, with nearly 93,000 drivers exceeding the 30mph limit on the Lichfield Road alone.**
- **Over 46,000 vehicles in April continue to exceed 35mph well into law enforceable ranges**
- **Over 8,000 drivers were travelling over 41mph that normally attract fines, penalty points or driving bans which is the same as April.**
- **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, halving the number of drivers speeding over 35 mph in the hourly period, even though they only operated for 30 minutes!**
- **Staffordshire Road Safety Mobile Unit was deployed once in May (Opposite Leofric Close) resulting in 1 penalty charge notice but, as importantly from a safety standpoint, a near total cessation of speeders in the 85 minutes of operation!**

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. **Community Highways claim they are out of engineering ideas to assist further and have said that this is a Law Enforcement issue.**

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 requested a formal meeting with the Commissioner of Police, Fire and Crime – a Meeting is being scheduled 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. **Meeting now arranged for 6th July 2026.**

We are also 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 – May 2026

SID Data Summary Report Showing Key Metrics		May 2026			
Key Vehicle Data		Bradbury Lane		Leofric Close	
Traffic Volume	Both Directions	275,394	173,626		
Non-Compliant Traffic >30mph	Inbound	14%	9%		
	Outbound	53%	37%		
Number of Vehicles Over 35mph	Inbound	7,536	2,237		
	Outbound	35,685	12,948		
Maximum Traffic Speeds	Inbound	88	57		
	Outbound	111	94		
Key Law Enforcement Opportunity		Bradbury Lane		Leofric Close	
Staffs Police Speed Awareness Eligibility	35 mph - 42 mph	37,830	13,842		
Magistrate Potential Band B Sentencing	41 mph - 50 mph	8,131	2,126		
Magistrate Potential Band C Sentencing	Over 50 mph	669	166		
Key Traffic Times (One Hour Duration)		Bradbury Lane		Leofric Close	
		am	pm	am	pm
Busiest Hour – Peak Traffic Flow	Inbound	10:00	16:00	11:00	16:00
	Outbound	8:00	16:00	11:00	16:00
Highest Non-Compliance Hour (Best Times for Community Speed Watch)	Inbound	6:00	18:00	6:00	20:00
	Outbound	7:00	17:00	7:00	17:00
Most Dangerous Crossing Hour	Both Directions	7:00	16:00	7:00	16:00

