

# Speed Indicator Report for Kings Bromley Parish Council September 2025

- The following pages provide analysis captured from the Kings Bromley Speed Indicator Devices (SID)
- There are two SIDs in Kings Bromley on the A515, and they are located:
  - Opposite Bradbury Lane – Indicator board facing traffic **entering** the village – **Display On**
  - Opposite Leofric Close – Indicator board facing traffic **entering** the village – **Display On**
- The data was captured for every vehicle during the following period for August 2025 (accurate to each second and +/- 1%)
  - Bradbury Lane between 00:00 on 1st August 2025 to 23:59 31<sup>st</sup> August 2025
  - Leofric Close between 00:00 on 1st August 2025 to 23:59 31<sup>st</sup> August 2025



# SUMMARY REPORT 1<sup>st</sup> to 31<sup>st</sup> August 2025



Vehicle Count Bradbury Lane				245,378
Speed Bracket	Inbound	Outbound	Totals	
0-20	1,257	389	1,646	
21-30	97,723	59,145	156,868	
31-35	10,089	46,443	56,532	
36-40	2,523	19,843	22,366	
41-50	800	6,552	7,352	
51-60	48	484	532	
>60	10	72	82	
<b>Totals</b>	<b>112,450</b>	<b>132,928</b>	<b>245,378</b>	

Law Enforcement Requirement	Inbound	Outbound	Category
<b>Compliant</b>	<b>98,980</b>	<b>59,534</b>	-
Non Compliant Warning/Fine	10,089	46,443	Band A Fine
Non Compliant Fixed Penalty	2,523	19,843	Band B Fine
Non Compliant Ban	858	7,108	Band C Fine
<b>Total Law Enforcement Required</b>	<b>13,470</b>	<b>73,394</b>	

Vehicle Count Leofric Close				174,853
Speed Bracket	Inbound	Outbound	Totals	
0-20	2,979	621	3,600	
21-30	74,540	54,805	129,345	
31-35	5,519	25,026	30,545	
36-40	1,365	7,405	8,770	
41-50	374	2,017	2,391	
51-60	20	142	162	
>60	2	38	40	
<b>Totals</b>	<b>84,799</b>	<b>90,054</b>	<b>174,853</b>	

Law Enforcement Requirement	Inbound	Outbound	Category
<b>Compliant</b>	<b>77,519</b>	<b>55,426</b>	-
Non Compliant Warning/Fine	5,519	25,026	Band A Fine
Non Compliant Fixed Penalty	1,365	7,405	Band B Fine
Non Compliant Ban	396	2,197	Band C Fine
<b>Total Law Enforcement Required</b>	<b>7,280</b>	<b>34,628</b>	

## **Traffic Speed Analysis - A515 Trunk Road**

**Date:** September 3, 2025

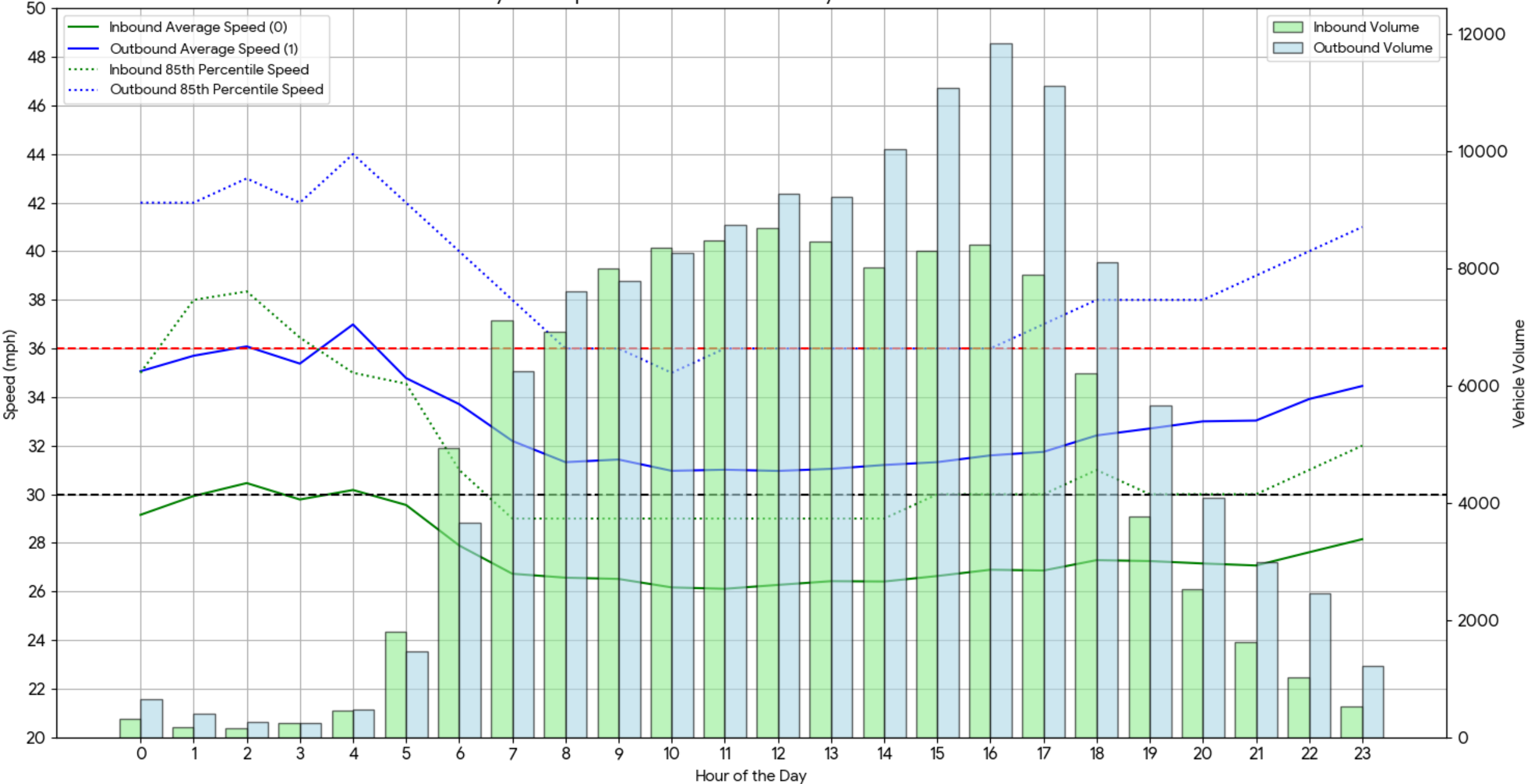
### **Summary of Findings for August 2025 SID Data Review:**

This report presents an analysis of vehicle speed and volume data collected by two Speed Indicator Devices (SIDs) on the A515 trunk road passing through Kings Bromley, near the junctions of Bradbury Lane and Leofric Close, during August 2025. The data clearly demonstrates a significant and persistent speeding issue, with a substantial portion of vehicles traveling well above the 30 mph speed limit, despite existing speed reduction measures (see accompanying Data Analysis).

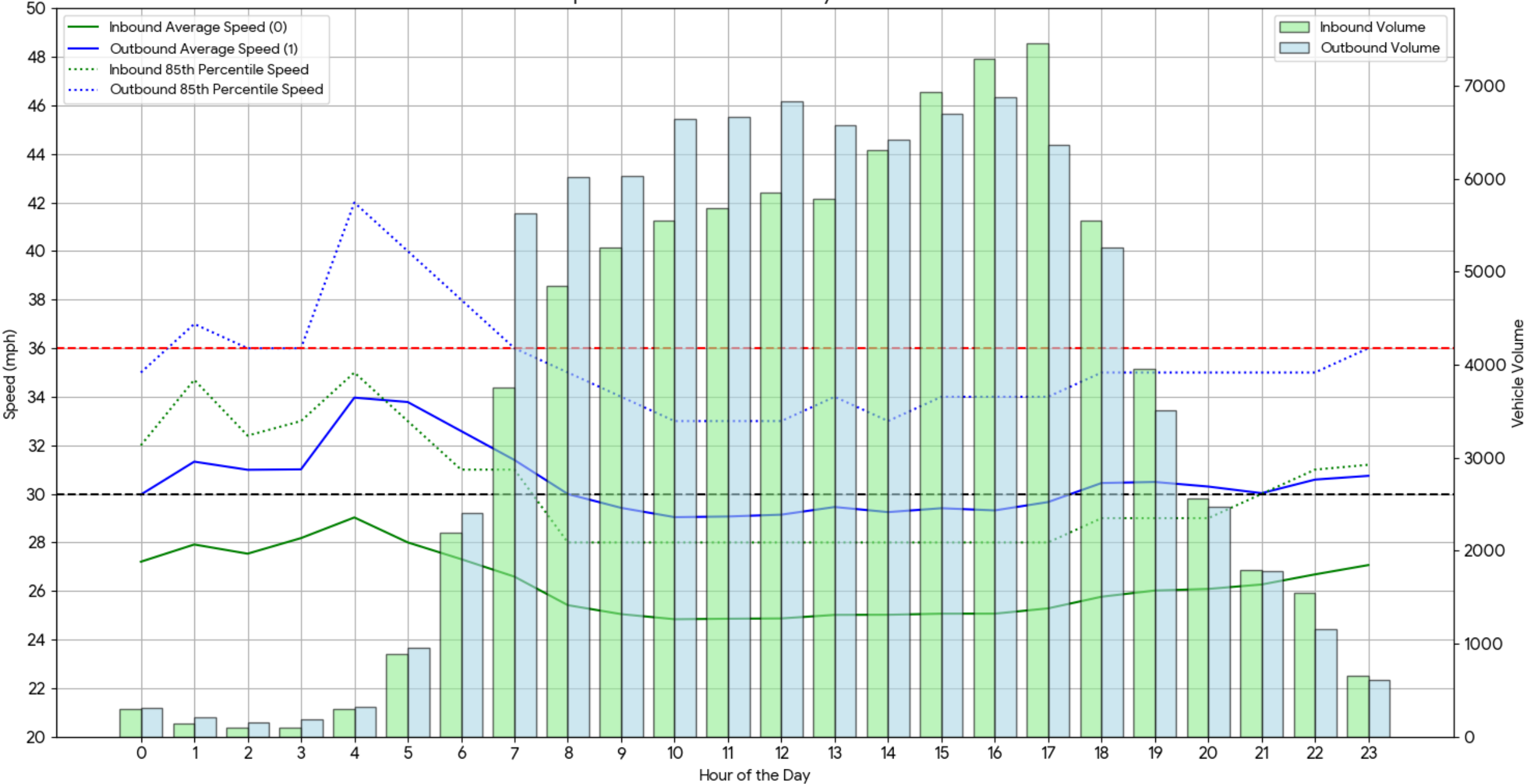
### **Key Data Points:**

- **Total Vehicle Count:** Over 400,000 vehicles were recorded across the two locations, highlighting the high-volume nature of this trunk road.
  - Bradbury Lane: 245,378 vehicles
  - Leofric Close: 174,853 vehicles
- **Non-Compliance:** A large percentage of drivers exceeded the 30 mph speed limit, despite the presence of existing vehicle-activated signs (VASs), a 40 mph gateway zone, and "dragons' teeth" road markings.
  - **Bradbury Lane SID :** The data indicates that 13,470 inbound vehicles and 73,394 outbound vehicles were considered non-compliant for law enforcement purposes, a total of 86,864 non-compliant vehicles representing a significant 23.8% of inbound traffic and a concerning 55.7% of outbound traffic as non-compliant.
  - The highest recorded speed for inbound traffic was 101 mph and the highest recorded speed for outbound traffic was 102 mph.
  - **Leofric Close SID:** A total of 7,280 inbound vehicles and 34,628 outbound vehicles were non-compliant for law enforcement purposes, totalling 41,908 vehicles representing 8.6% of inbound traffic and 38.5% of outbound traffic as non-compliant.
  - The highest recorded speed for inbound traffic was 62 mph and the highest recorded speed for outbound traffic was 92 mph.

Bradbury Lane: Speed and Vehicle Volume by Hour with Reference Lines

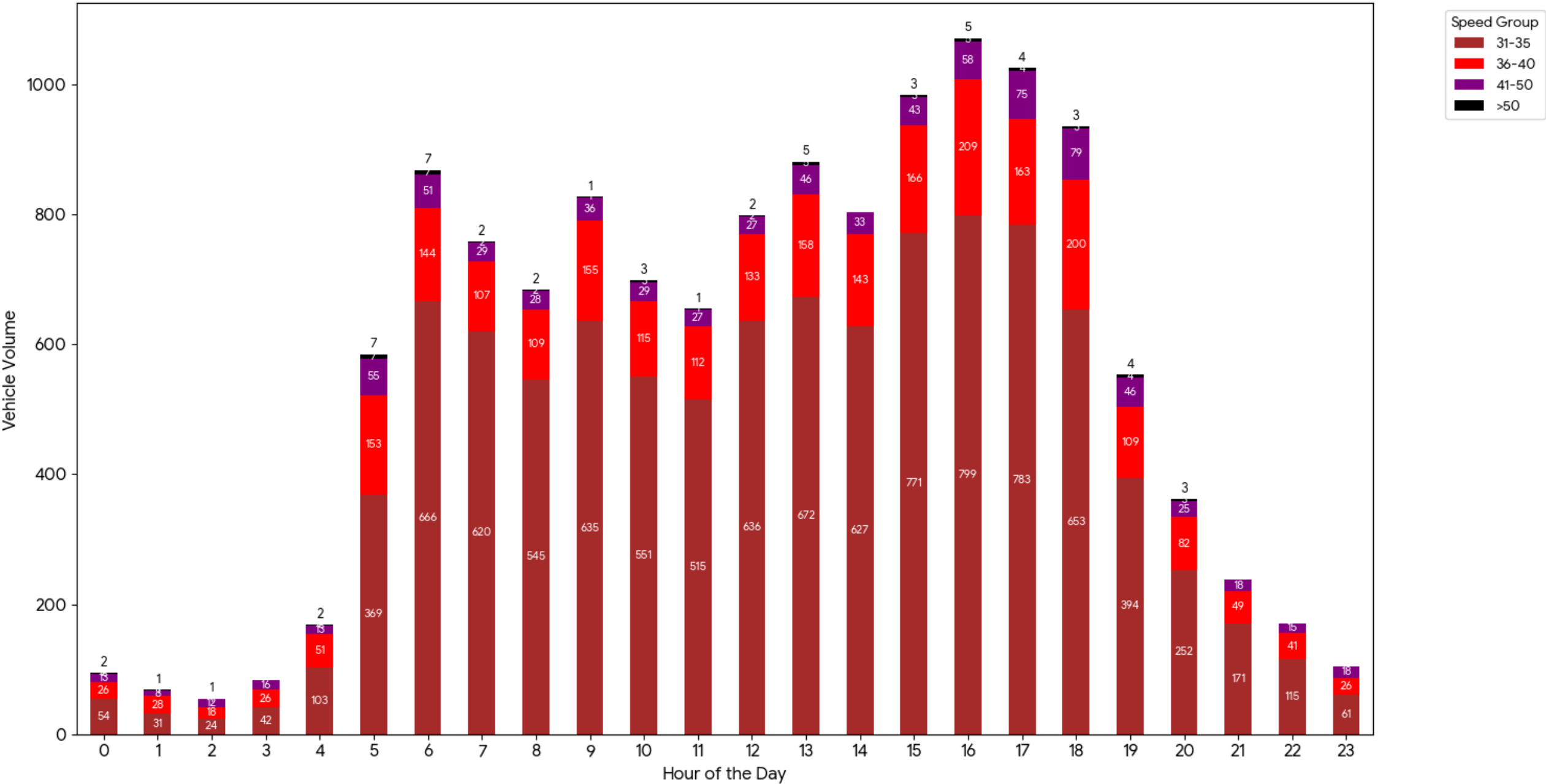


Leofric Close: Speed and Vehicle Volume by Hour with Reference Lines

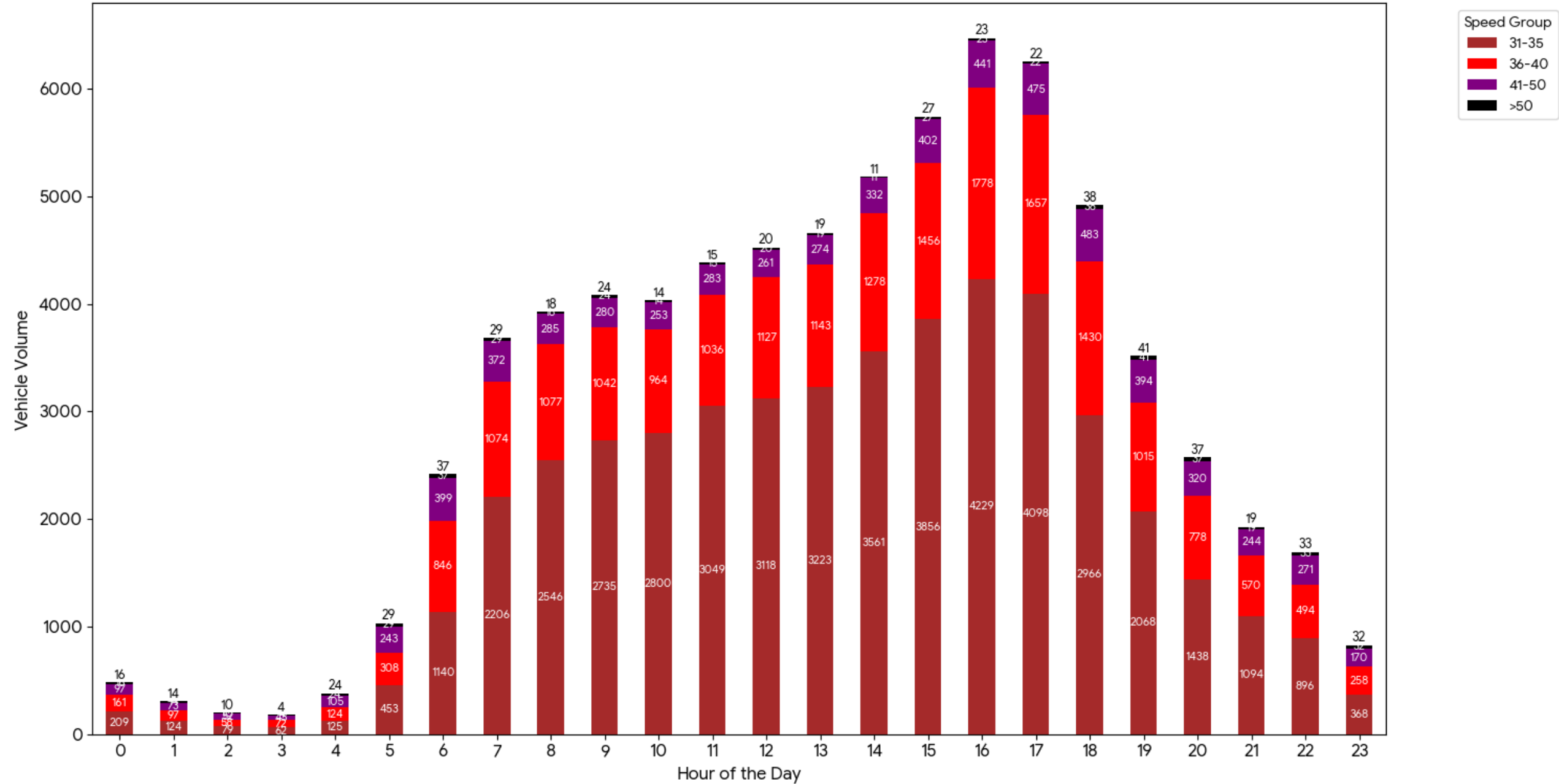


- **85th Percentile Speeds:** The 85th percentile speed, a key metric for determining appropriate speed limits, still shows significant speeding, with a large portion of traffic traveling above the limit.
  - **Bradbury Lane SID:** The 85th percentile speed for inbound traffic is in the **21-30 mph bracket**, while the 85th percentile for outbound traffic is in the **36-40 mph bracket**.
  - **Leofric Close SID:** The 85th percentile speed for inbound traffic is in the **21-30 mph bracket**, while the 85th percentile for outbound traffic is in the **31-35 mph bracket**.
- **Speeding Trends:**
  - **Bradbury Lane SID: Hourly and Daily Observations**
    - **Peak Hours:** The busiest hours for inbound traffic were from 7 AM to 9 AM, with a smaller peak around 4 PM. Outbound traffic was highest from 4 PM to 6 PM, with another smaller peak in the morning commute hours.
    - **Speed Variations:** Average speeds for both inbound and outbound traffic tend to be lower during peak hours due to congestion. Speeds are highest during the early morning hours (1 AM to 5 AM) when traffic volume is minimal.
    - **Busiest Days:** Mid-week, specifically Tuesdays, Wednesdays, and Thursdays, saw the highest vehicle counts. This is consistent with typical commuting patterns.
    - **Weekend Traffic:** Vehicle volume was significantly lower on weekends, particularly on Sundays.
  - **Leofric Close SID: Hourly and Daily Observations**
    - **Peak Hours:** Inbound traffic was highest between 7 AM and 9 AM. Outbound traffic was busiest between 5 PM and 7 PM.
    - **Speed Variations:** Similar to Bradbury Lane, speeds decreased during the peak morning and evening commute hours.
    - **Busiest Days:** The heaviest traffic days were also mid-week, from Tuesday to Thursday.
    - **Weekend Traffic:** As expected, traffic volume dropped considerably on Saturdays and Sundays.

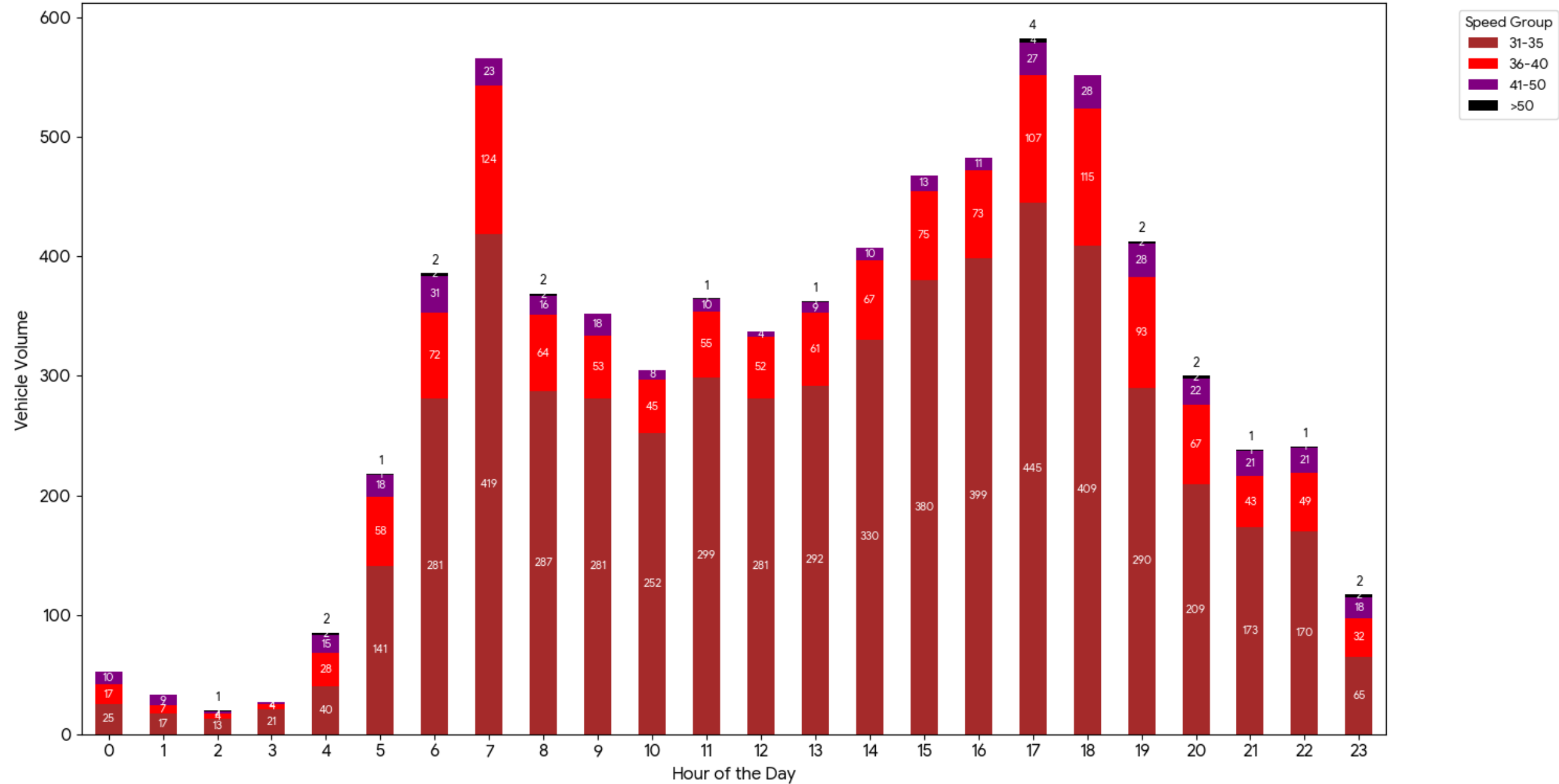
### Hourly Vehicle Volume >30 mph for Bradbury - Inbound



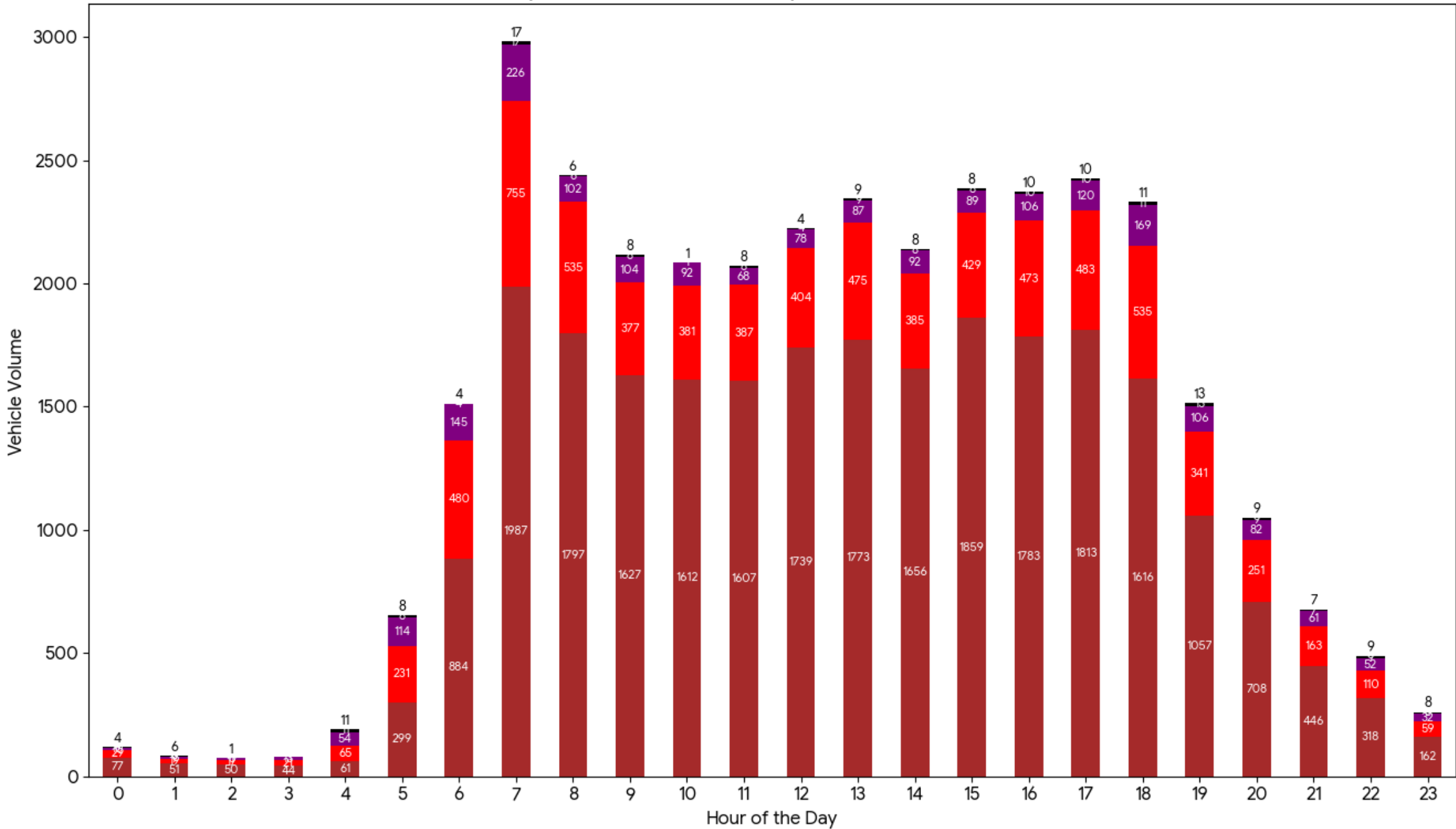
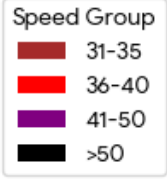
### Hourly Vehicle Volume >30 mph for Bradbury - Outbound



Hourly Vehicle Volume >30 mph for Leofric - Inbound



### Hourly Vehicle Volume >30 mph for Leofric - Outbound



### **Conclusion & Recommendations:**

The data confirms that speeding on this section of the A515 is not an anecdotal issue but a significant, measurable problem. The ineffectiveness of existing measures—including a 40 mph gateway zone, VAs, and "dragons' teeth" markings—further highlights the need for a more direct intervention. Additionally, while the Community Speed Watch is a valuable effort, its limited operational hours and reliance on daylight are insufficient to address the 24/7 nature of this problem.

Given that this is a trunk road, traditional physical traffic calming is not appropriate. We are therefore seeking the implementation of a full-time, data-supported solution:

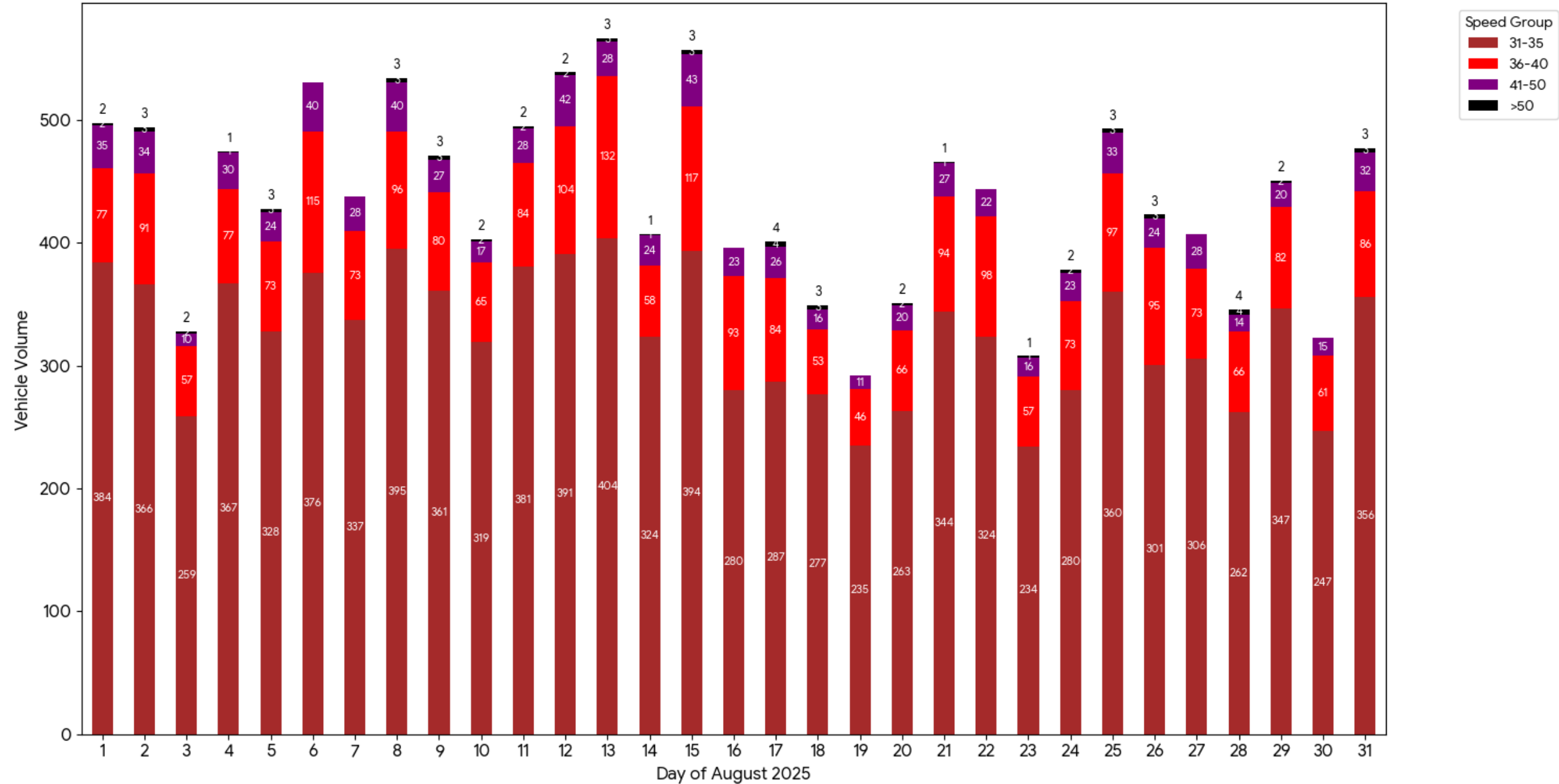
**Automated Speed Enforcement:** The data strongly supports the deployment of a static or average speed camera system on this section of the A515 to ensure continuous driver compliance and improve road safety. This measure is necessary to address the high volume of non-compliant drivers at all hours, particularly during times when the Community Speed Watch is not active. The village would prefer the proven effectiveness of average speed cameras as a permanent deterrent as exhibited by the cameras between Yoxall and Draycott in the Clay on the A515 to the North of Kings Bromley.

This report echoes very similar data to the previous seven (7) months (all available if required).

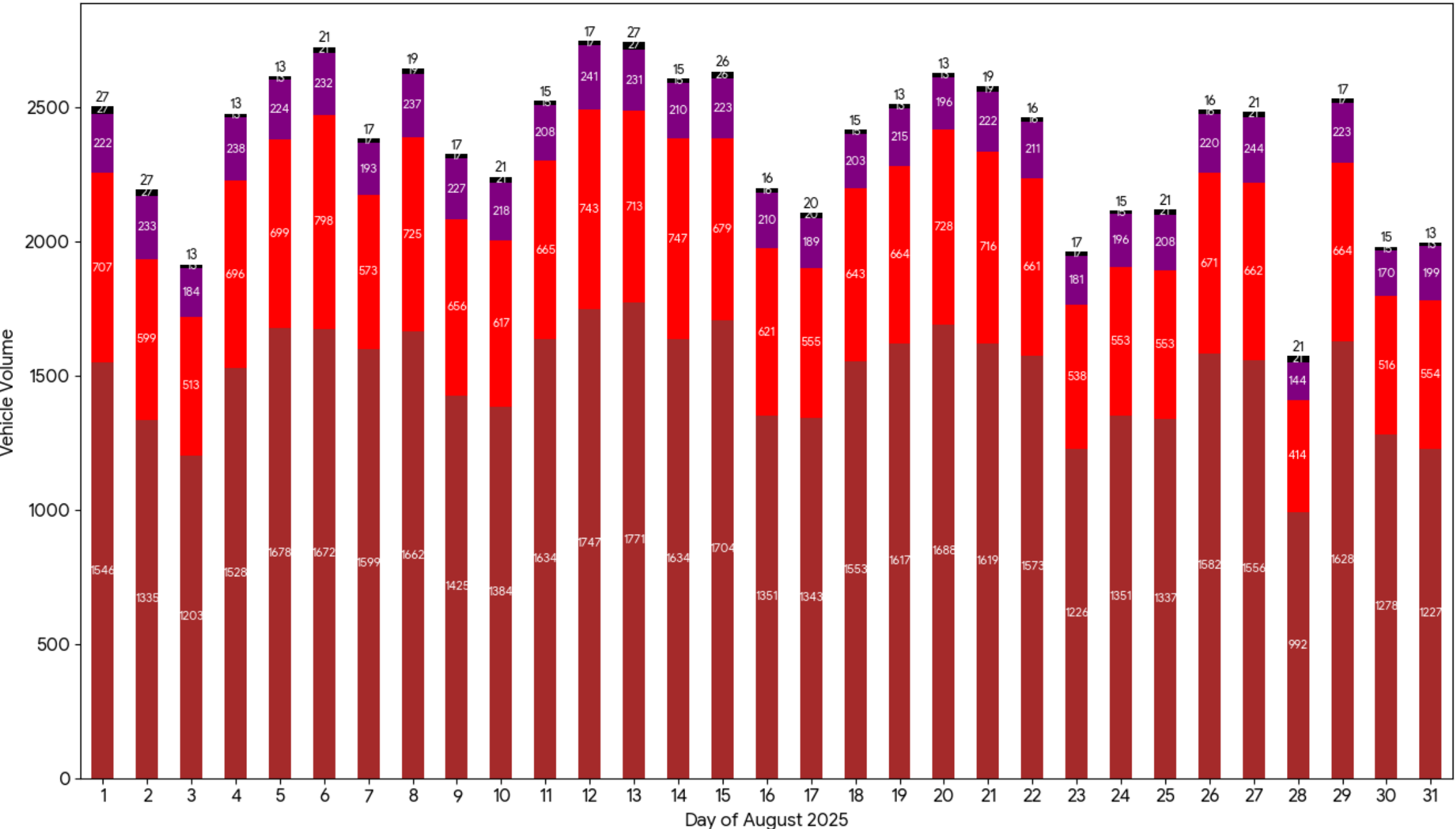
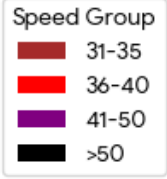
## Non-Compliance Data

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Daily Vehicle Volume >30 mph for Bradbury - Inbound

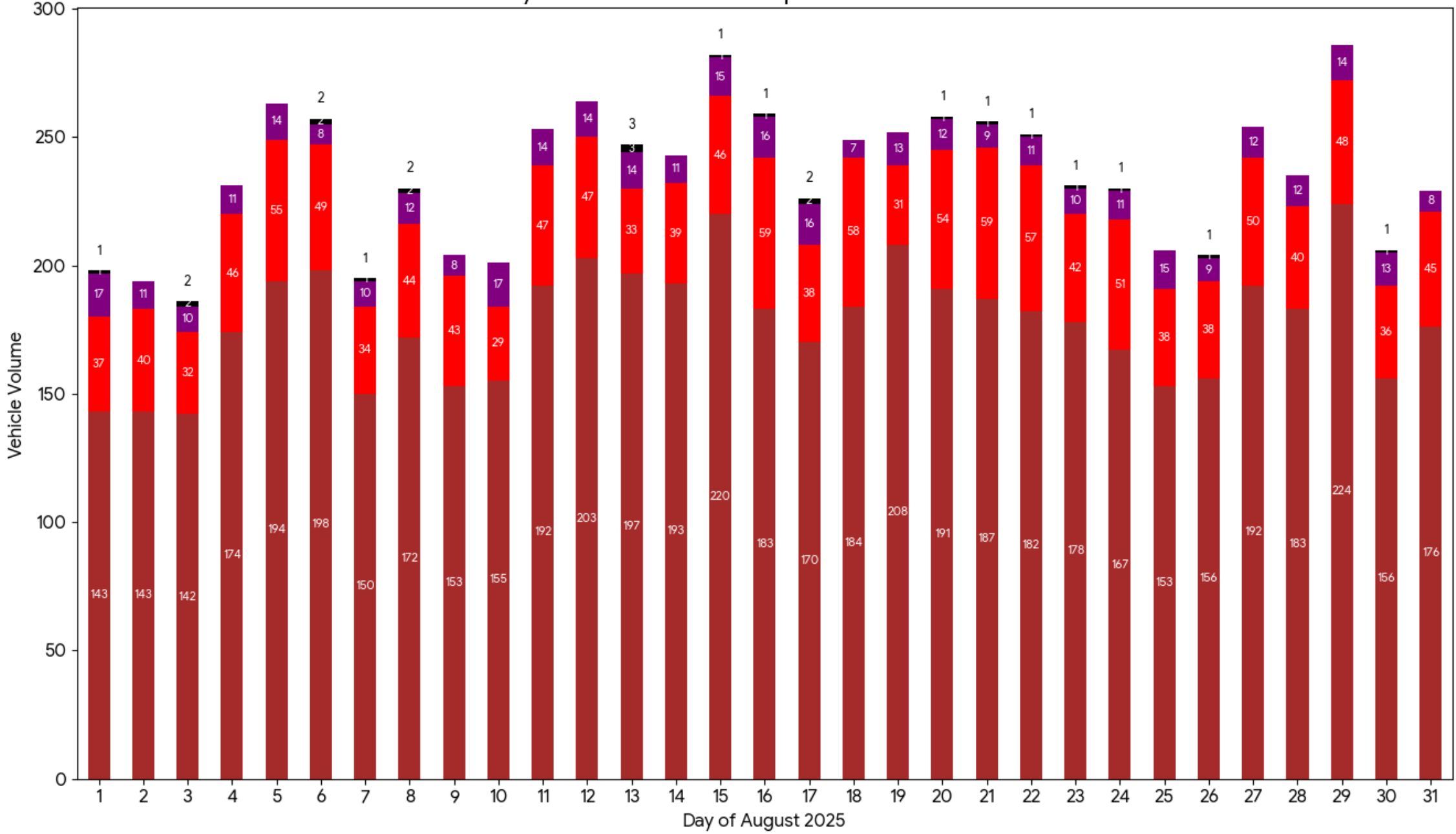
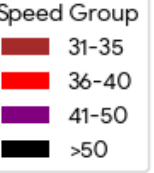


Daily Vehicle Volume >30 mph for Bradbury - Outbound

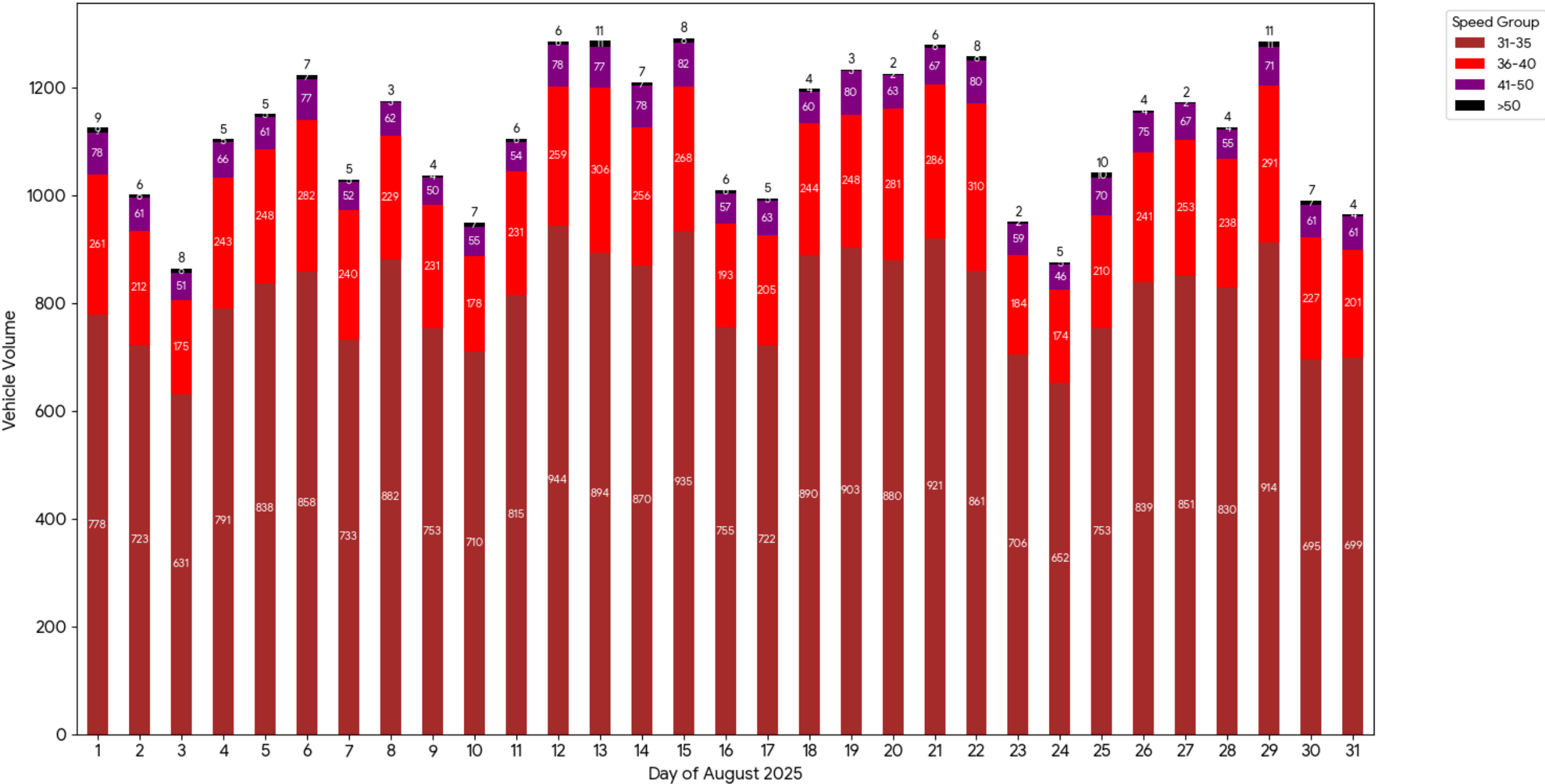


<b>Vehicle Count Leofric Close</b>			<b>174,853</b>
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<b>51-60</b>	20	142	<b>162</b>
<b>&gt;60</b>	2	38	<b>40</b>
<b>Totals</b>	<b>84,799</b>	<b>90,054</b>	<b>174,853</b>
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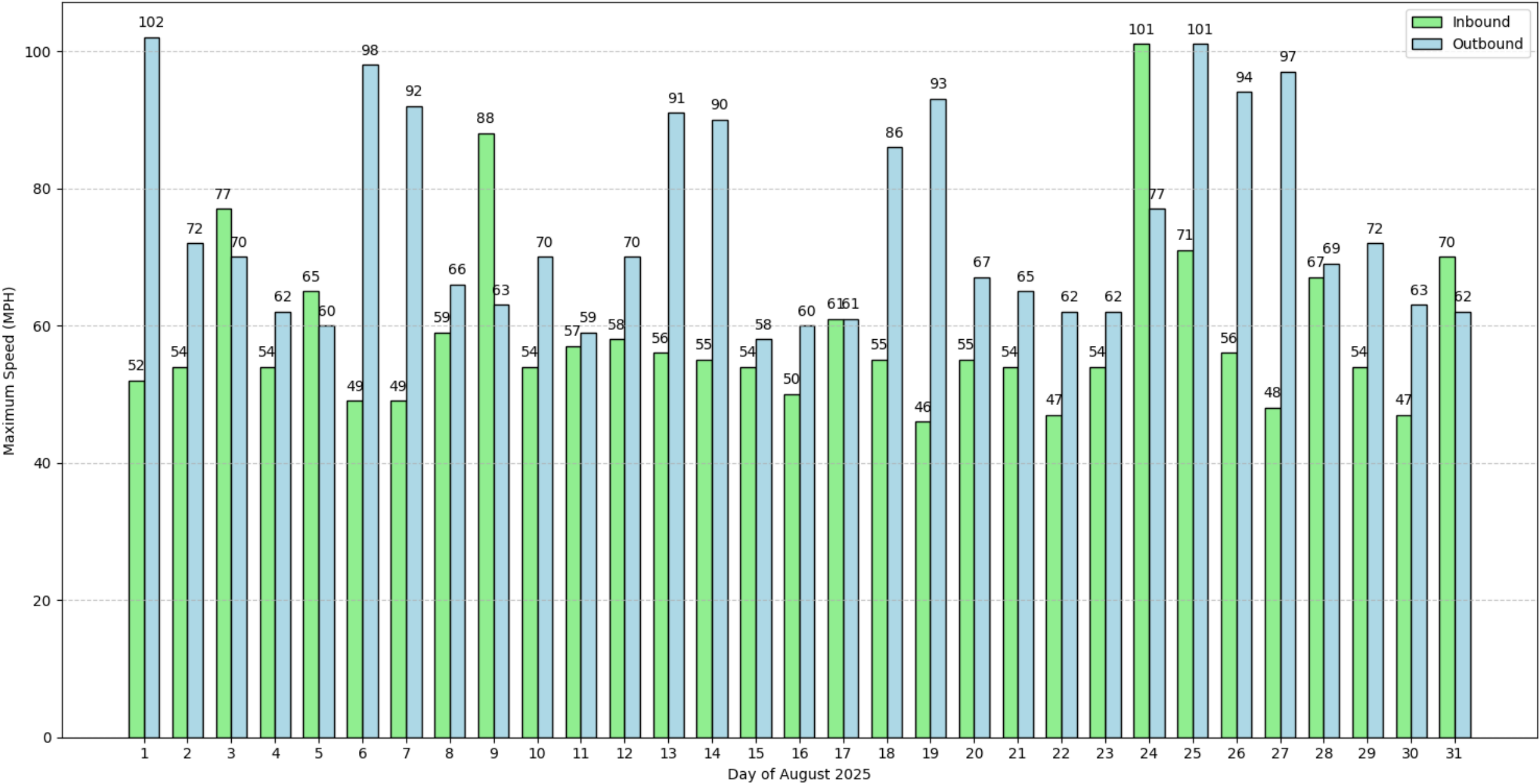
Daily Vehicle Volume >30 mph for Leofric - Inbound



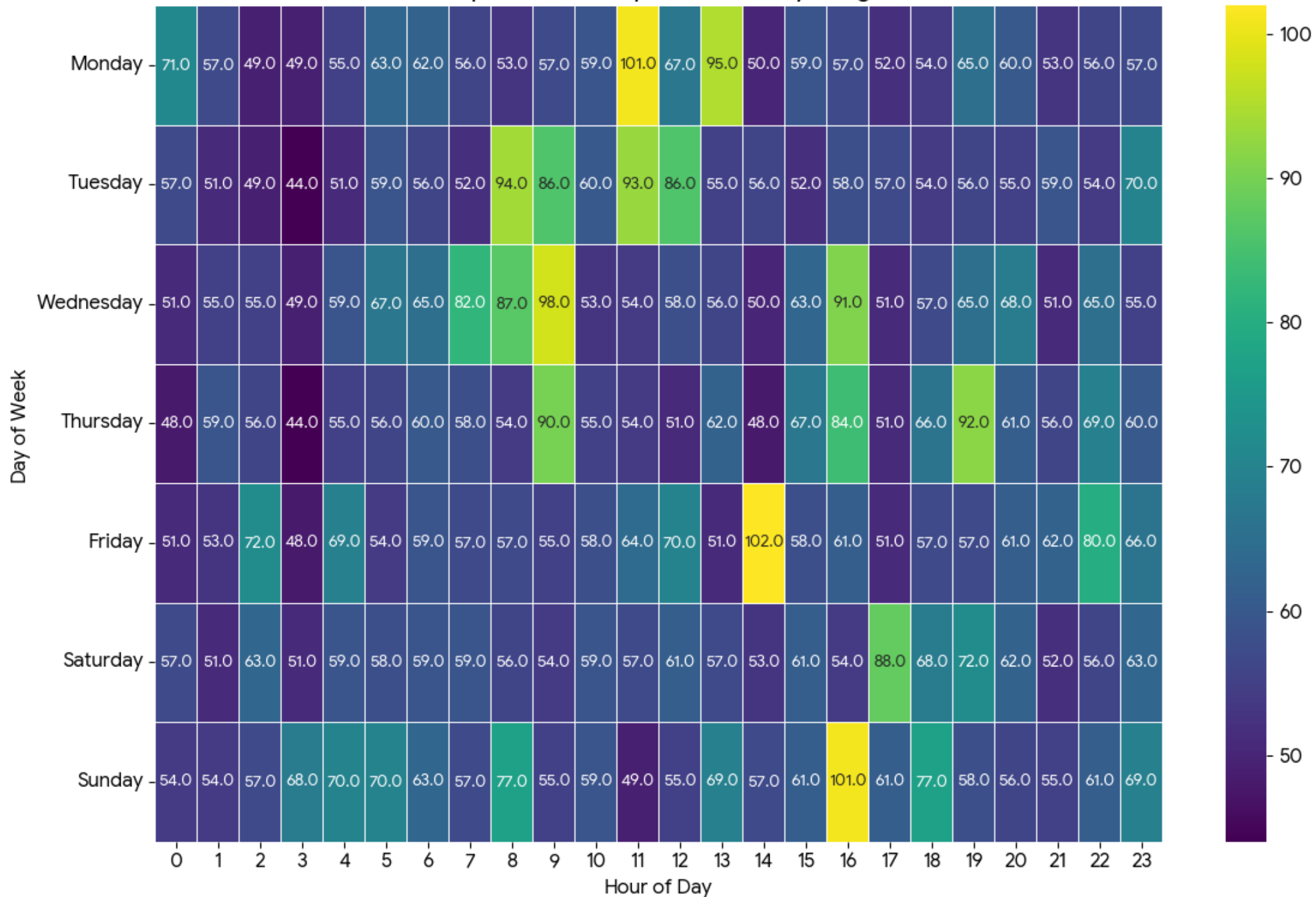
Daily Vehicle Volume >30 mph for Leofric - Outbound



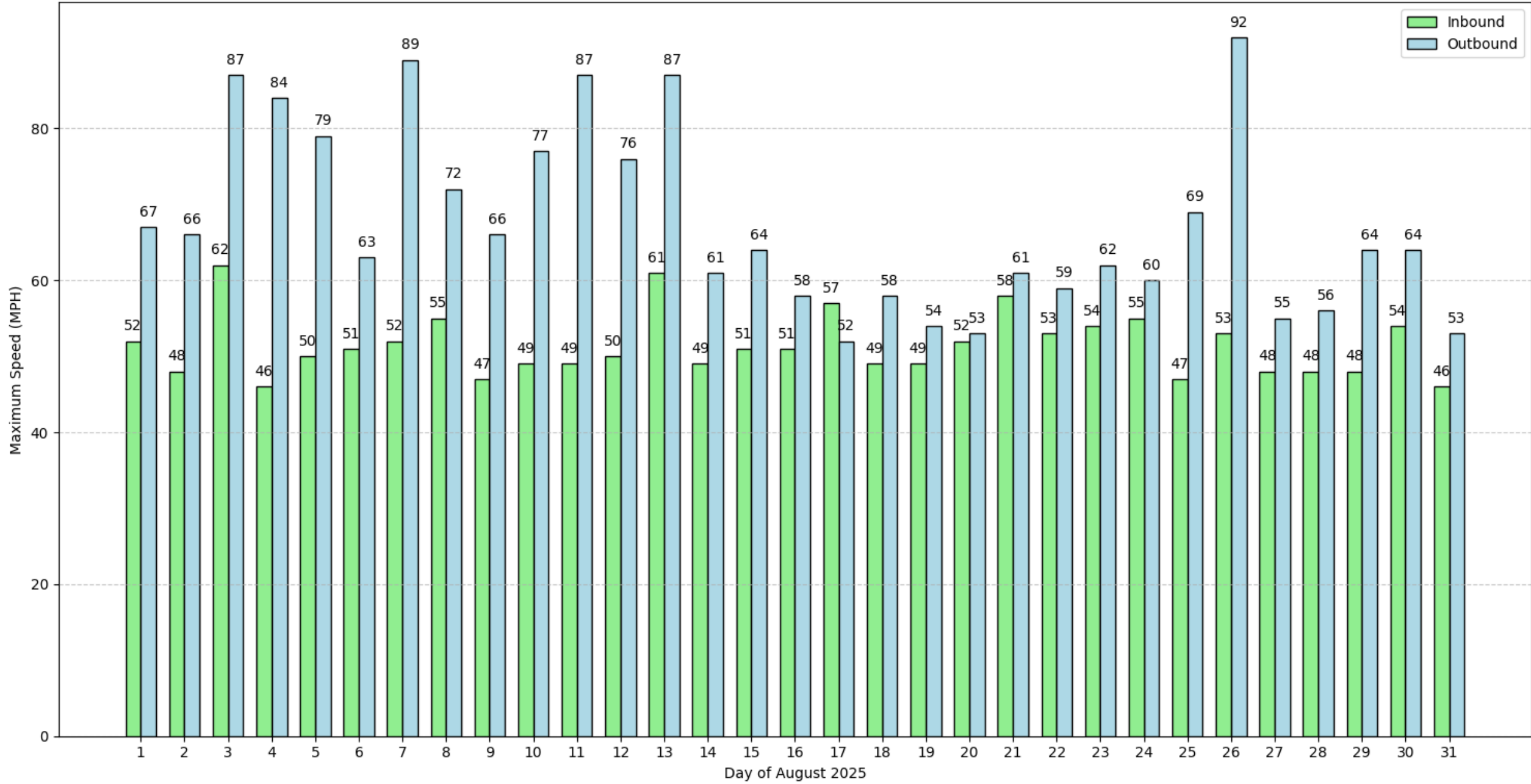
Maximum Speed per Day - Bradbury Lane



### Maximum Speed Heatmap for Bradbury (August 2025)



Maximum Speed per Day - Leofric Close



### Maximum Speed Heatmap for Leofric (August 2025)

