

Kings Bromley Parish Council: Nine-Month SID Analysis of Vehicles over 35 mph (non-compliant) on the A515.

Executive Summary

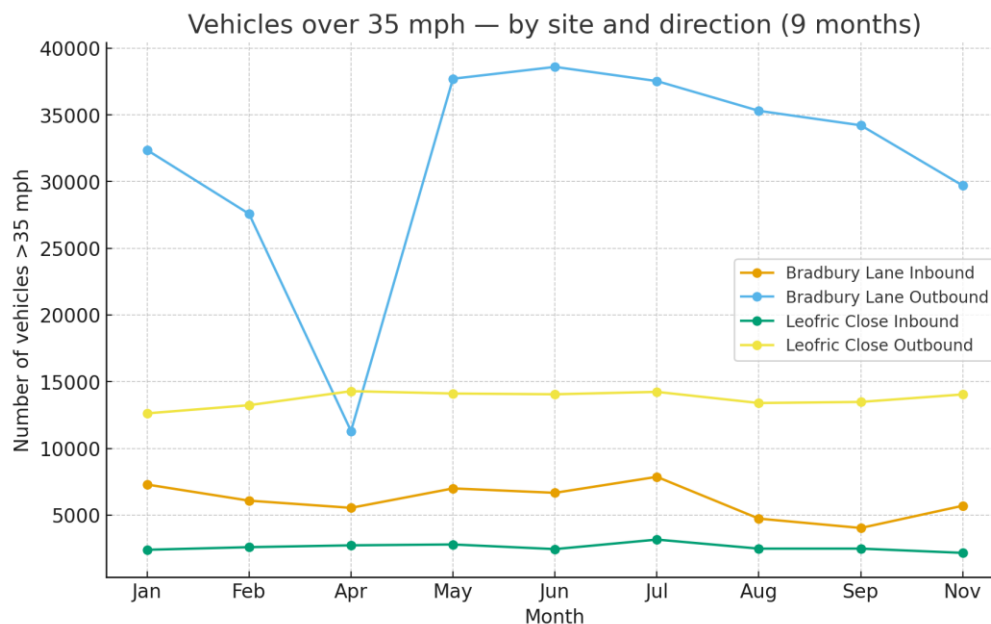
This report analyses SID (Speed Indicator Device) data gathered over 9 out of the last 11 months monitored at two sites — Bradbury Lane and Leofric Close on the A515 passing through King Bromley — in both inbound and outbound directions. The focus is on non-compliant traffic defined as vehicles recorded at speeds over 35 mph. The analysis uses the SID summary data and spreadsheet provided by Kings Bromley Parish Council. Key findings include monthly totals, site/direction breakdowns, and trend observations. Two months, March and October saw significant road works on the A515 which significantly skewed the recorded data and was deemed to be unrepresentative of the norm and were therefore excluded. This report was written with the assistance of Chat GPT.

Methodology

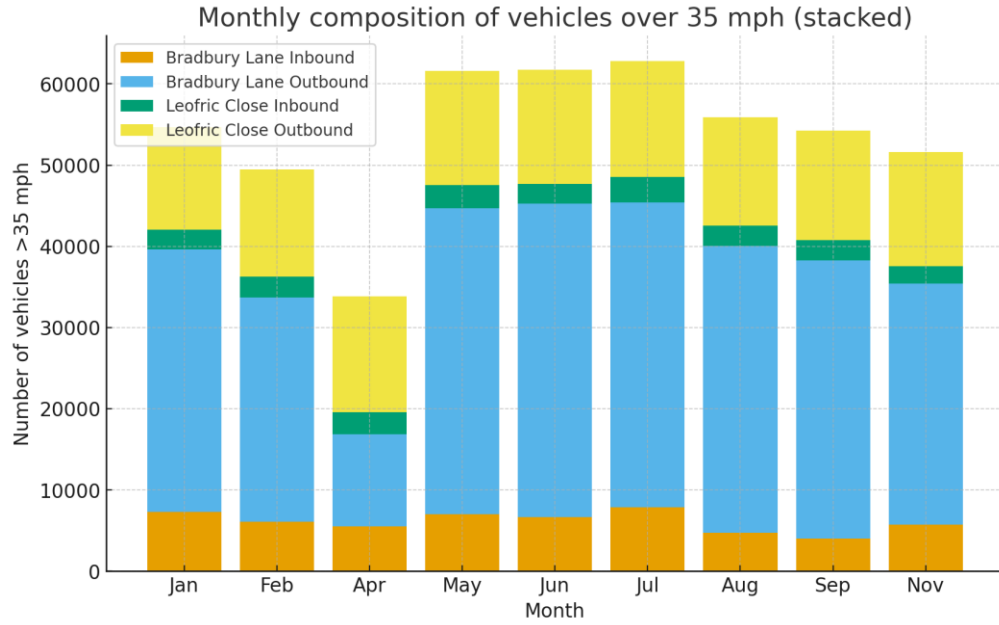
Data source: SID Summary files provided by Kings Bromley Parish Council. The analysis computes monthly totals for vehicles recorded at >35 mph (non-compliant). Charts show time-series trends, stacked composition by site/direction, and overall share by site/direction.

Findings

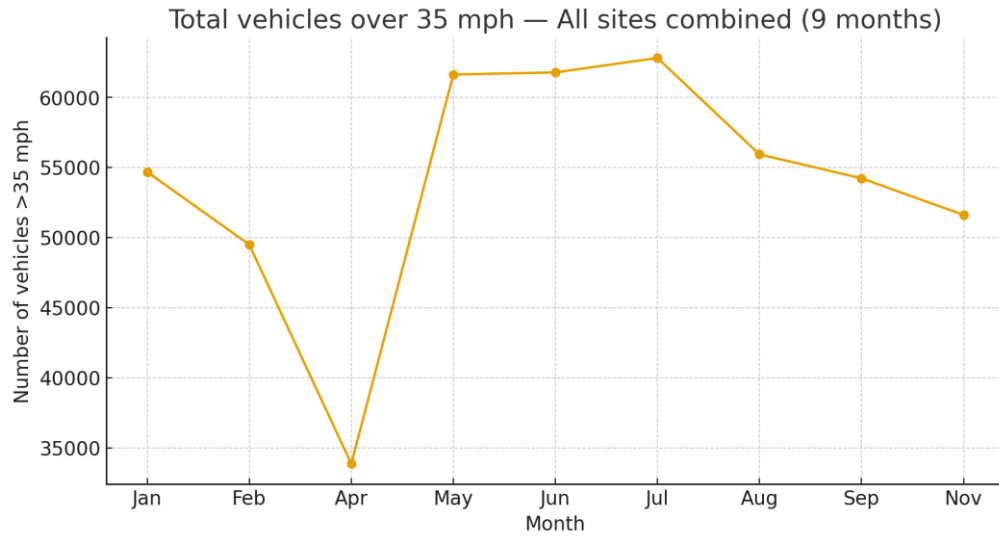
The charts below summarise the non-compliant (>35 mph) traffic across the two sites and both directions.



over35 by site

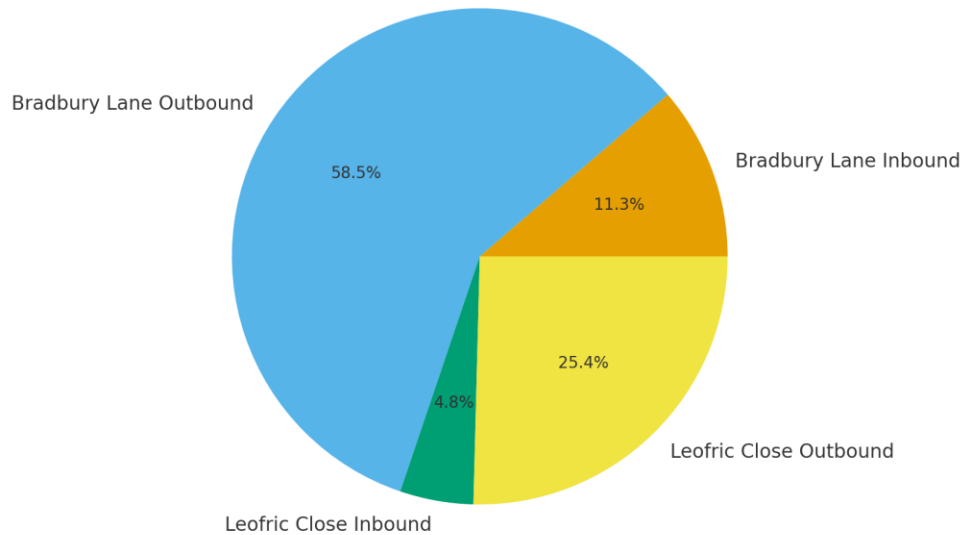


over35 stacked



over35 total

Share of vehicles >35 mph by site/direction (9 months)



over35 share pie

Observations and Trends

- Bradbury Lane Outbound contributes the largest share of vehicles recorded over 35 mph — accounting for approximately 58.5% of all >35 mph events over the nine months.
- Bradbury Lane Inbound shows lower absolute counts but still notable spikes in months such as July and January.
- Leofric Close Outbound has higher non-compliance than Leofric Close Inbound; Leofric Close Inbound remains relatively low.
- Total monthly non-compliance peaks in June/July period in the dataset, with a noticeable dip in April for Bradbury Lane Outbound (likely due to SID display reversal in April as noted in the source).
- Seasonal patterns: Slight increases in summer months (May–July) suggesting either higher flows or speed behaviour changes; evidence of site-specific differences likely driven by road geometry or traffic mix.

Conclusions

Over the nine-month period, the SID recorded a total of 486,005 vehicles exceeding 35 mph across the surveyed sites and directions. Bradbury Lane Outbound is the primary contributor and should be the priority location for remedial measures. Recommended next steps include Targeted Law Enforcement, Automated Speed Watch (particularly at Bradbury Lane), Community Speed Watch engagement, and repeating SID monitoring after interventions.

Kings Bromley Parish Council is campaigning to Staffordshire County Council Highways, Staffordshire Safer Roads Partnership and Staffordshire Police, Fire and Safety Commission to provide an Automatic Speed Watch Camera Pilot on the A515 and A513 roads intersecting the

village (3 off bi-directional photographic, speed calibrated cameras are required for complete protection). If successful, then the numbers of drivers noted below will receive letters detailing their non-compliance and further action from Law Enforcement Authorities where multiple occurrences of non-compliance are recorded.

It is believed by the Parish Council that adding Automatic Speed Watch Cameras is the next logical and progressive step to protect this village from speeding vehicles and augments the significant contribution that our Village Community Speed Watch Team provides.

The Parish Council will continue to monitor traffic speeds following any additional measures deployed and provide definitive evidence showing the effectiveness of any measures deployed to support further law enforcement.

Appendix 1 — Monthly Summary Counts (>35 mph) by site/direction

Month	Bradbury Lane Inbound	Bradbury Lane Outbound	Leofric Close Inbound	Leofric Close Outbound	Total_All_Sites
Jan	7,289	32,367	2,397	12,625	54,678
Feb	6,081	27,584	2,594	13,237	49,496
Apr	5,541	11,301	2,731	14,291	33,864
May	6,999	37,715	2,797	14,113	61,624
Jun	6,668	38,602	2,448	14,057	61,775
Jul	7,866	37,540	3,163	14,237	62,806
Aug	4,734	35,310	2,484	13,401	55,929
Sep	4,032	34,223	2,486	13,482	54,223
Nov	5,698	29,702	2,164	14,046	51,610

Appendix 2 — Monthly Detailed Counts all Speed Brackets by site/direction

See appended report.