Long Marston Village Traffic trends 2024/2025

Long Marston currently has two traffic calming "Vehicle Activated Signs", (VAS units) located at either end of the village. These two VAS units work in conjunction with the two "Traffic Calming Build Outs" to slow driver's speed as they drive through the village. The traffic calming VAS units have one main purpose, to show drivers their actual speed as they approach the unit with a display message, such as "Slow Down" or "Thank You" when they are within the speed limit. The two traffic calming display units have proved successful in slowing vehicles driven through the village.

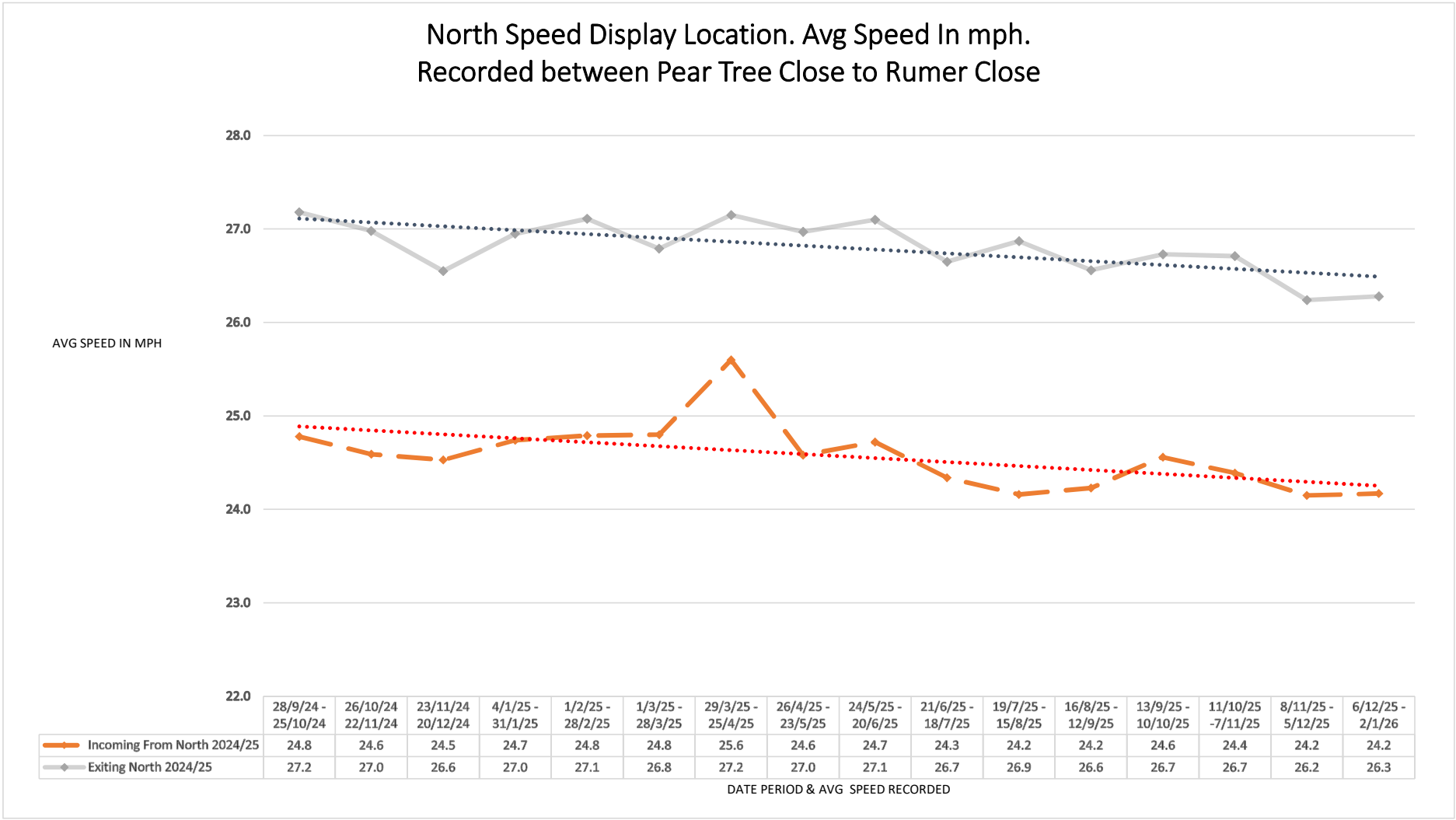
They also have a secondary function in the software, which is to collect and collate data. The software is not designed, nor intended, for specific individual vehicle analysis. However, it does provide automatically collated statistical data for trend comparisons of driving behaviour and speeds. This data is captured 24 hrs/day, 7 days a week using the same data collection machines from the same collection points, giving constancy comparisons to be made.

The following charts show the traffic trends and speeds through the village .

All charts show the data collated for both incoming vehicles and exiting vehicles as they pass the Vehicle Activated Signs (VAS units) at each end of the village.

AVERAGE SPEEDS (Trends shows by the dotted lines)

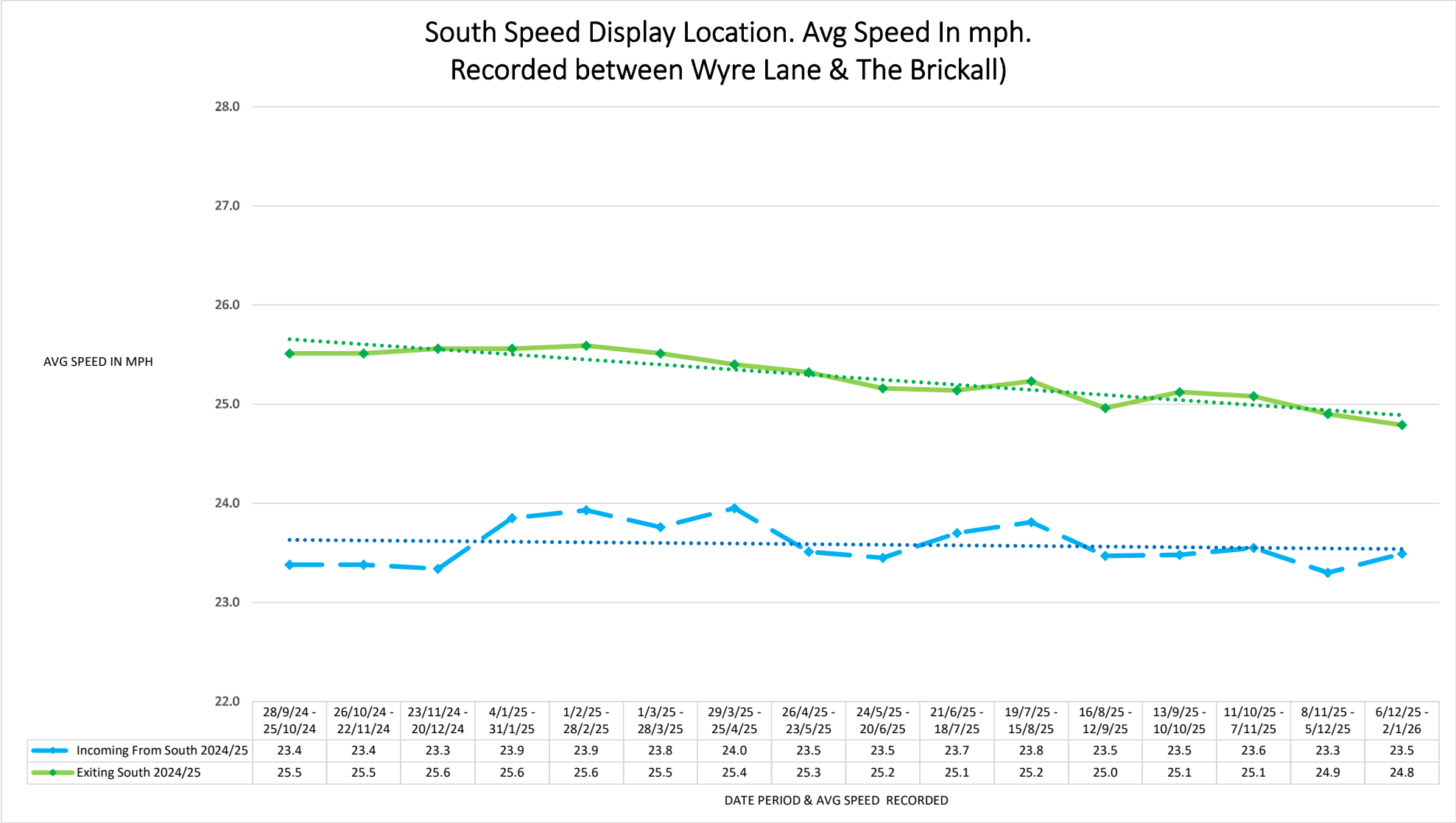
The North end VAS data (of incoming and outgoing traffic passing Rummer Close) show a positive trend of lower drivers average speeds.



	28/9/24 - 25/10/24	26/10/24 22/11/24	23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 -7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming From North 2024/25	24.8	24.6	24.5	24.7	24.8	24.8	25.6	24.6	24.7	24.3	24.2	24.2	24.6	24.4	24.2	24.2
Exiting North 2024/25	27.2	27.0	26.6	27.0	27.1	26.8	27.2	27.0	27.1	26.7	26.9	26.6	26.7	26.7	26.2	26.3

AVERAGE SPEEDS (Trends shows by the dotted lines)

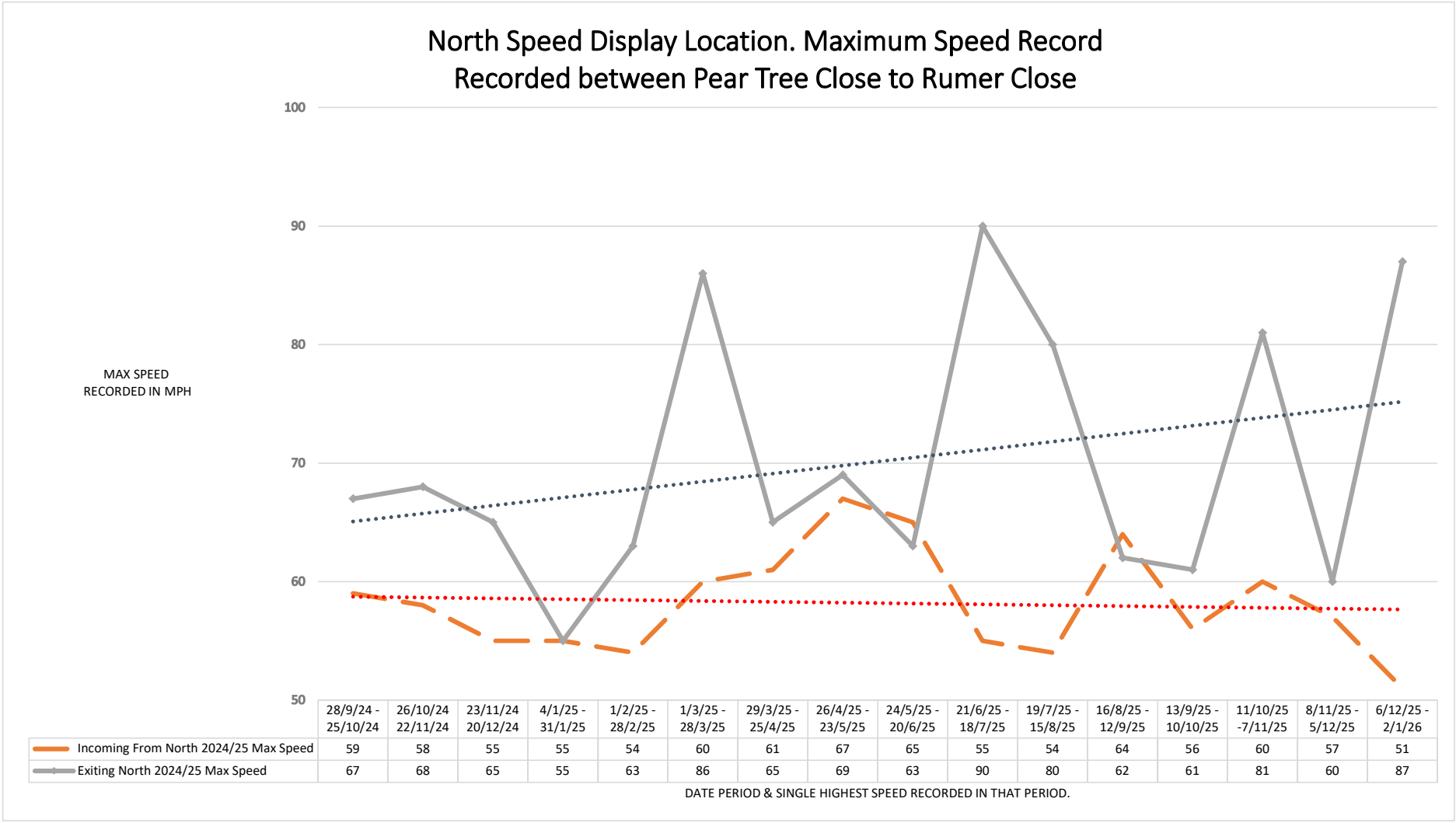
The South end VAS data (of traffic passing The Brickall) shows a positive trend of lower drivers average speeds



	28/9/24 - 25/10/24	26/10/24 - 22/11/24	23/11/24 - 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming From South 2024/25	23.4	23.4	23.3	23.9	23.9	23.8	24.0	23.5	23.5	23.7	23.8	23.5	23.5	23.6	23.3	23.5
Exiting South 2024/25	25.5	25.5	25.6	25.6	25.6	25.5	25.4	25.3	25.2	25.1	25.2	25.0	25.1	25.1	24.9	24.8

MAXIMUM SPEEDS

Each one of these bars on the chart below is the record of the single fastest vehicle, taken from approx 40,000 vehicles driven within the 28 day period. Its simply a record of the single worst driver speed in that 28 day period.

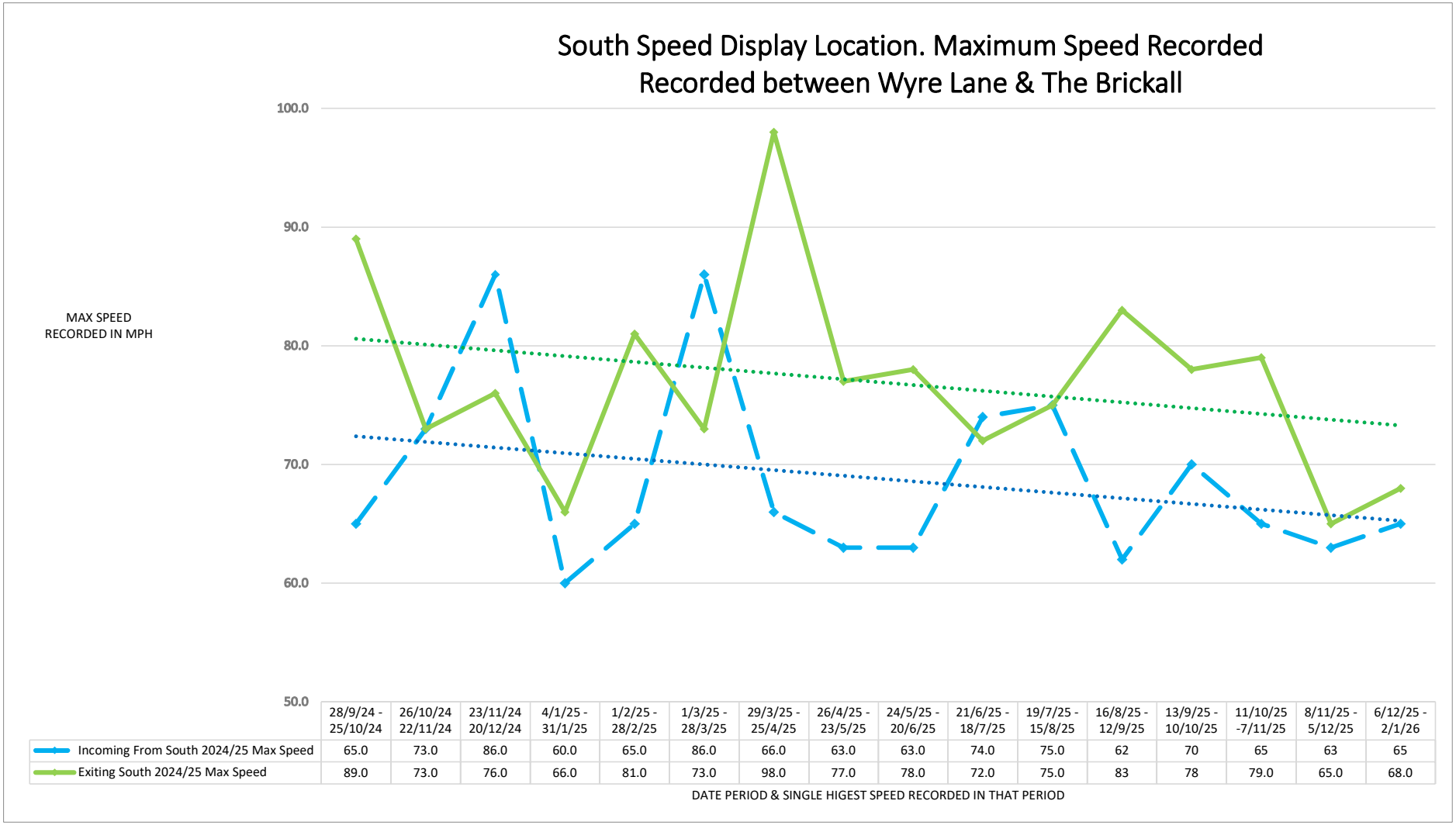


	28/9/24 - 25/10/24	26/10/24 22/11/24	23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 -7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming From North 2024/25 Max Speed	59	58	55	55	54	60	61	67	65	55	54	64	56	60	57	51
Exiting North 2024/25 Max Speed	67	68	65	55	63	86	65	69	63	90	80	62	61	81	60	87

DATE PERIOD & SINGLE HIGHEST SPEED RECORDED IN THAT PERIOD.

MAXIMUM SPEEDS

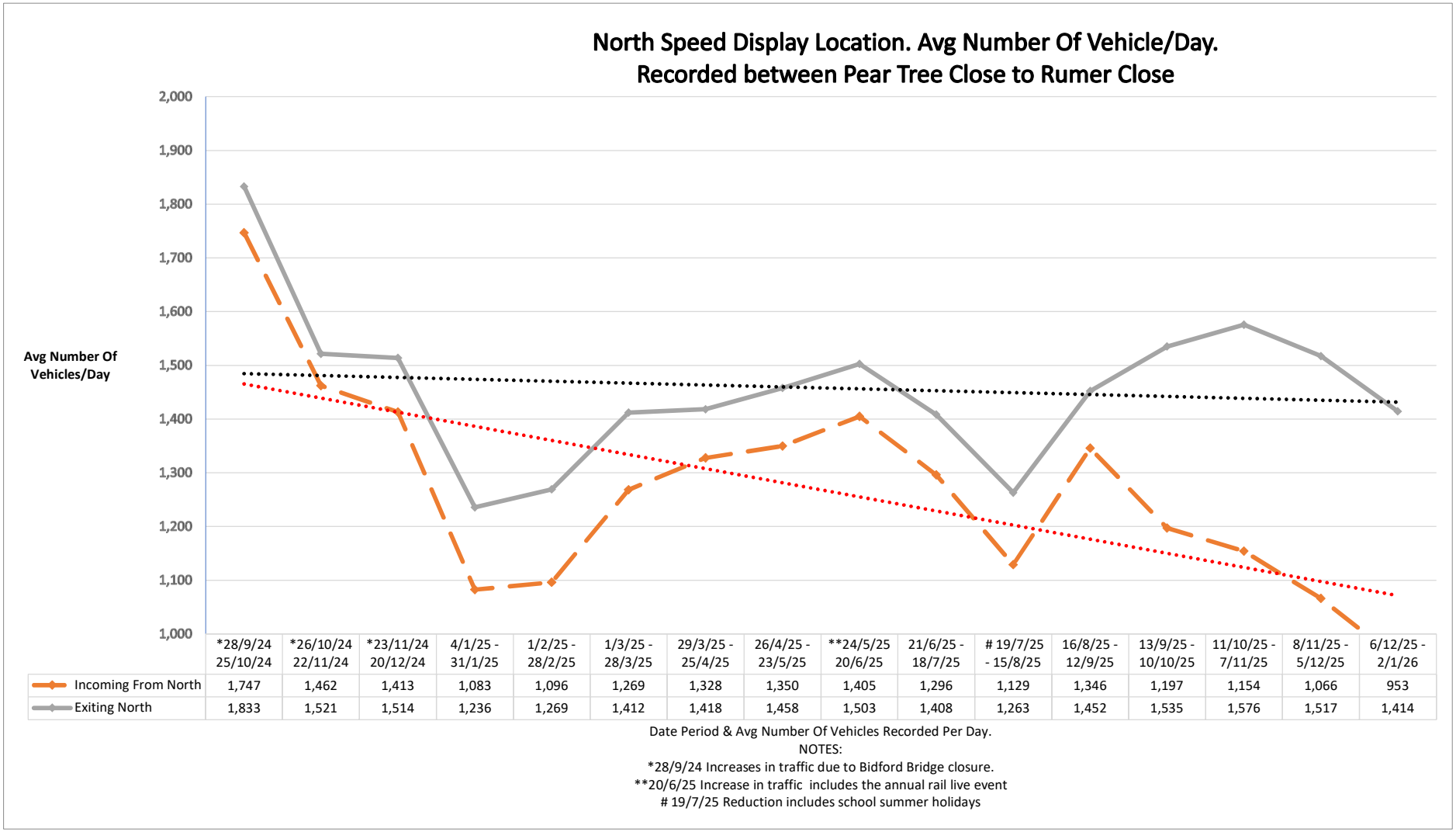
Each one of these bars on the chart below is the record of the single fastest vehicle, taken from approx 40,000 vehicles driven within the 28 day period. Its simply a record of the single worst driver speed in that 28 day period.



	28/9/24 - 25/10/24	26/10/24 22/11/24	23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 -7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming From South 2024/25 Max Speed	65.0	73.0	86.0	60.0	65.0	86.0	66.0	63.0	63.0	74.0	75.0	62	70	65	63	65
Exiting South 2024/25 Max Speed	89.0	73.0	76.0	66.0	81.0	73.0	98.0	77.0	78.0	72.0	75.0	83	78	79.0	65.0	68.0

AVERAGE NUMBER OF VEHICLES PER DAY (Trends shows by the dotted lines)

Both charts show the effect of 3 months on traffic coming through Long Marston while the Binton Bridge was closed at the end of 2024 and the effects of both the rail live event and school holidays.



	*28/9/24 25/10/24	*26/10/24 22/11/24	*23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	**24/5/25 20/6/25	21/6/25 - 18/7/25	# 19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming From North	1,747	1,462	1,413	1,083	1,096	1,269	1,328	1,350	1,405	1,296	1,129	1,346	1,197	1,154	1,066	953
Exiting North	1,833	1,521	1,514	1,236	1,269	1,412	1,418	1,458	1,503	1,408	1,263	1,452	1,535	1,576	1,517	1,414

Date Period & Avg Number Of Vehicles Recorded Per Day.

NOTES:

*28/9/24 Increases in traffic due to Bidford Bridge closure.

**20/6/25 Increase in traffic includes the annual rail live event

19/7/25 Reduction includes school summer holidays

AVERAGE NUMBER OF VEHICLES PER DAY (Trends shows by the dotted lines)

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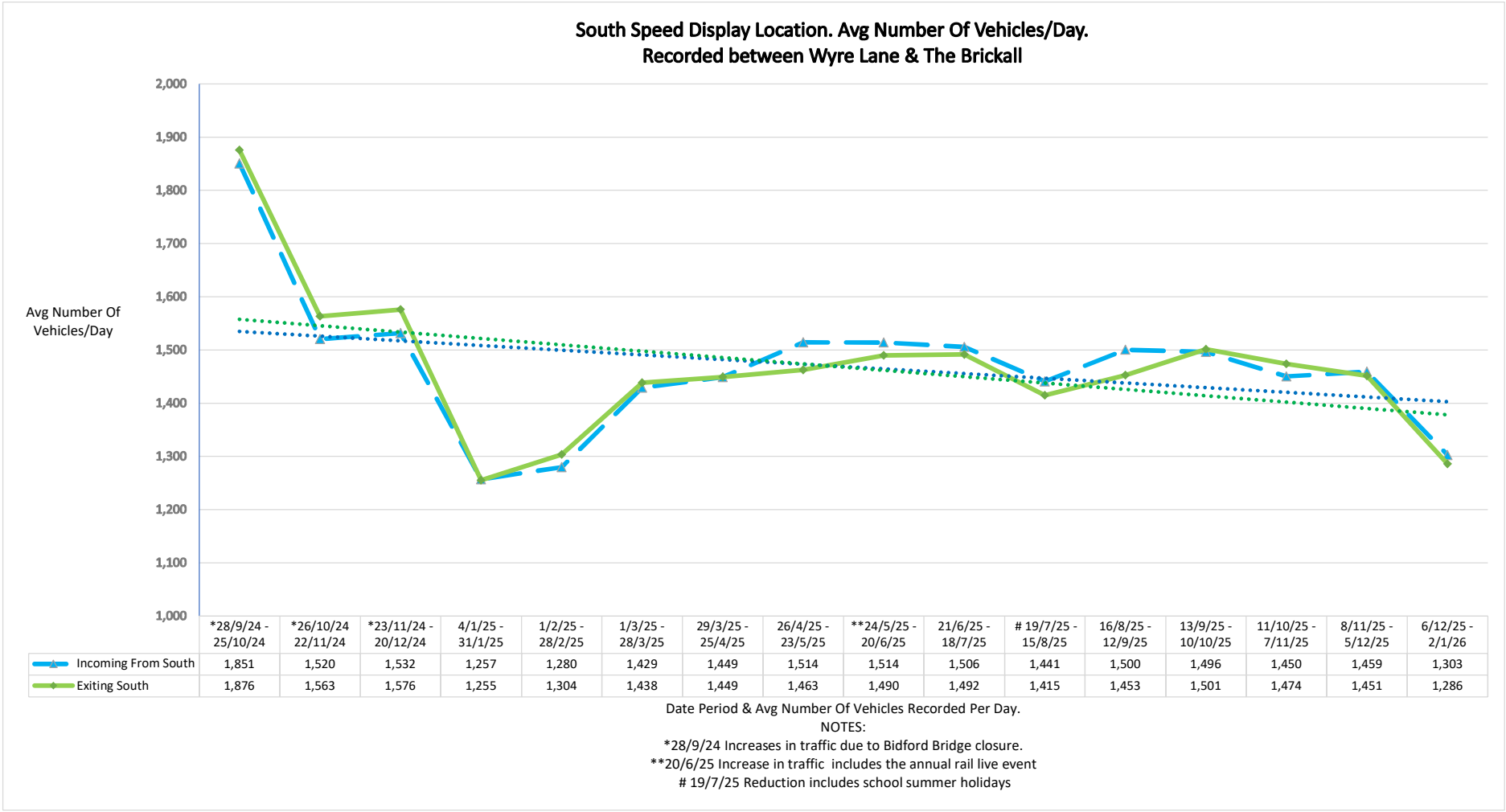


	*28/9/24 - 25/10/24	*26/10/24 22/11/24	*23/11/24 - 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	**24/5/25 - 20/6/25	21/6/25 - 18/7/25	# 19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming From South	1,851	1,520	1,532	1,257	1,280	1,429	1,449	1,514	1,514	1,506	1,441	1,500	1,496	1,450	1,459	1,303
Exiting South	1,876	1,563	1,576	1,255	1,304	1,438	1,449	1,463	1,490	1,492	1,415	1,453	1,501	1,474	1,451	1,286

Date Period & Avg Number Of Vehicles Recorded Per Day.

NOTES:

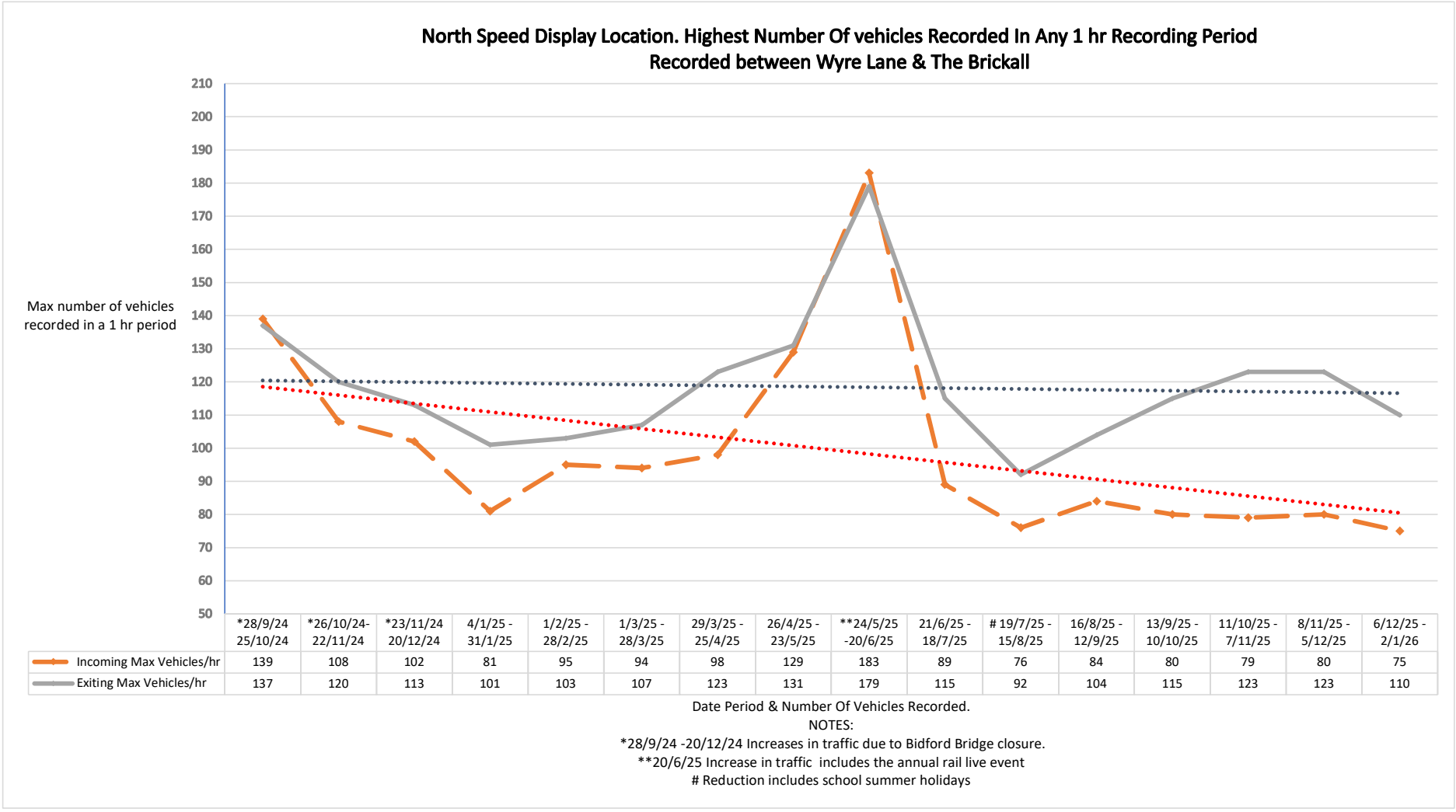
*28/9/24 Increases in traffic due to Bidford Bridge closure.

**20/6/25 Increase in traffic includes the annual rail live event

19/7/25 Reduction includes school summer holidays

MAXIMUM NUMBER OF VEHICLES IN ANY 1 hr PERIOD (Trends shows by the dotted lines)

The highest volume of traffic through the village in any 1 hr period is from the annual Porterbrook Rail Live exhibition in June each year giving a spike of vehicles making their way though Long Marston.



	*28/9/24 25/10/24	*26/10/24- 22/11/24	*23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	**24/5/25 -20/6/25	21/6/25 - 18/7/25	# 19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming Max Vehicles/hr	139	108	102	81	95	94	98	129	183	89	76	84	80	79	80	75
Exiting Max Vehicles/hr	137	120	113	101	103	107	123	131	179	115	92	104	115	123	123	110

Date Period & Number Of Vehicles Recorded.

NOTES:

*28/9/24 -20/12/24 Increases in traffic due to Bidford Bridge closure.

**20/6/25 Increase in traffic includes the annual rail live event

Reduction includes school summer holidays

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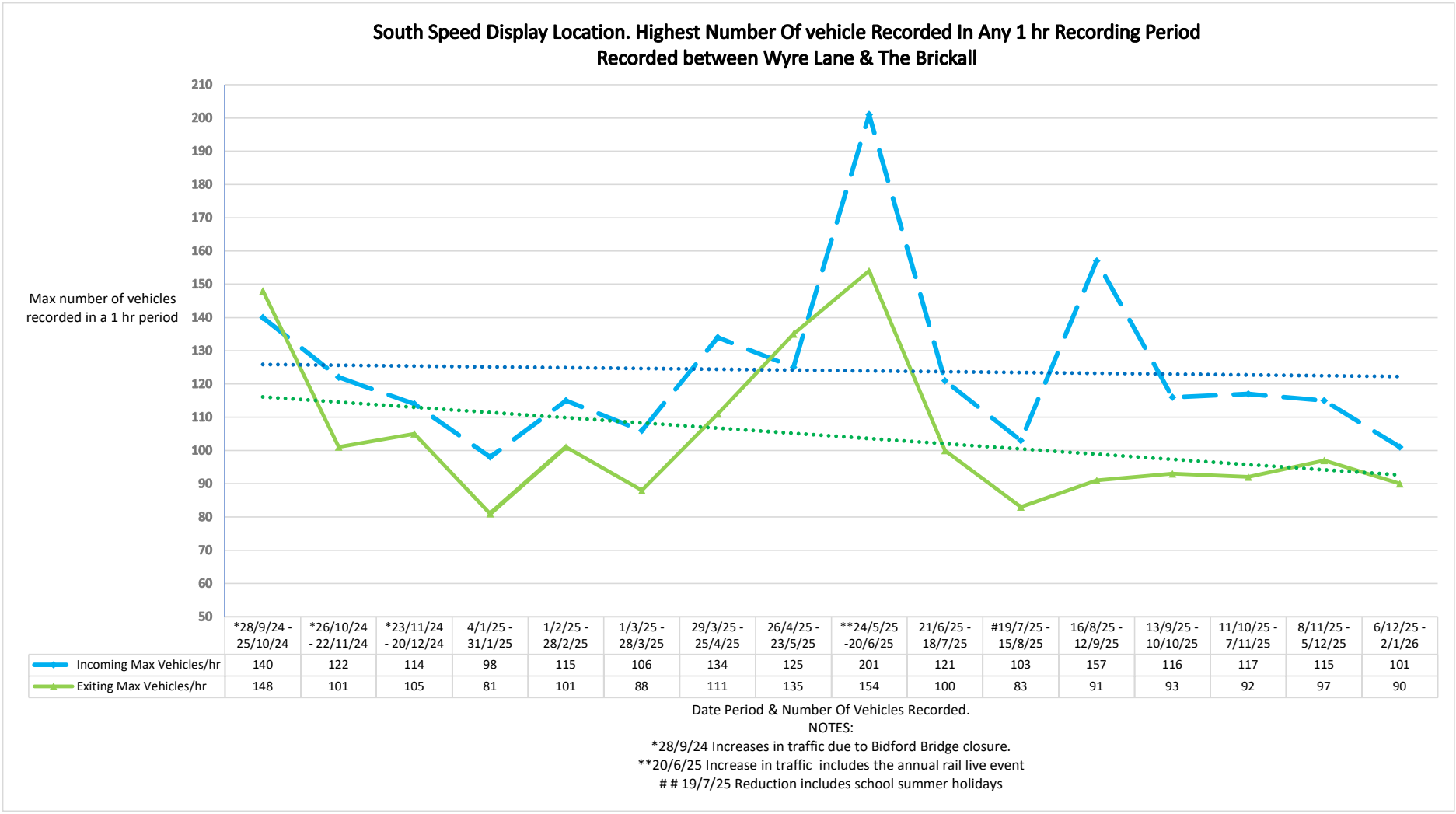


	*28/9/24 - 25/10/24	*26/10/24 - 22/11/24	*23/11/24 - 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	**24/5/25 -20/6/25	21/6/25 - 18/7/25	#19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming Max Vehicles/hr	140	122	114	98	115	106	134	125	201	121	103	157	116	117	115	101
Exiting Max Vehicles/hr	148	101	105	81	101	88	111	135	154	100	83	91	93	92	97	90

Date Period & Number Of Vehicles Recorded.

NOTES:

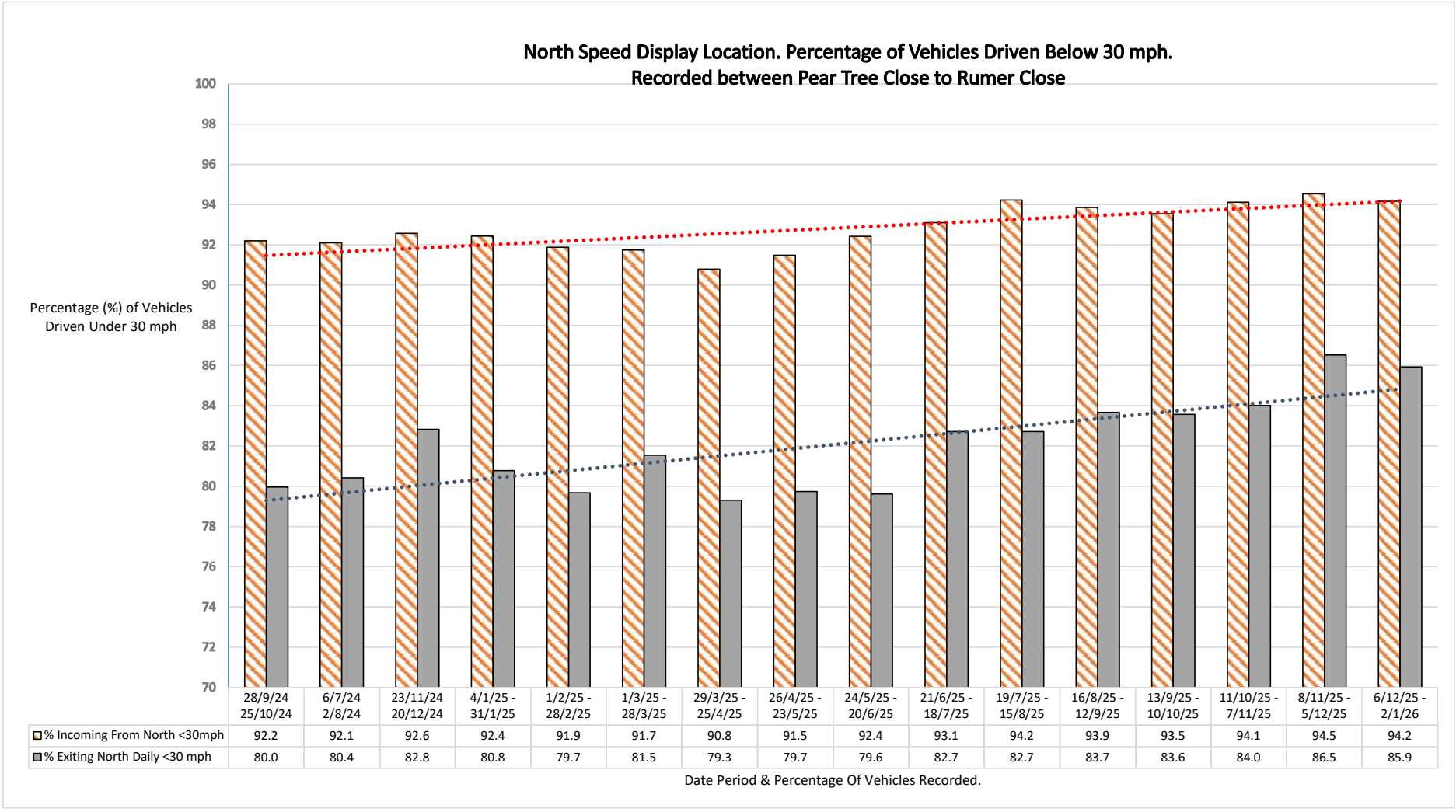
*28/9/24 Increases in traffic due to Bidford Bridge closure.

**20/6/25 Increase in traffic includes the annual rail live event

19/7/25 Reduction includes school summer holidays

PERCENTAGE OF VEHICLES BELOW 30MPH (Trends shows by the dotted lines)

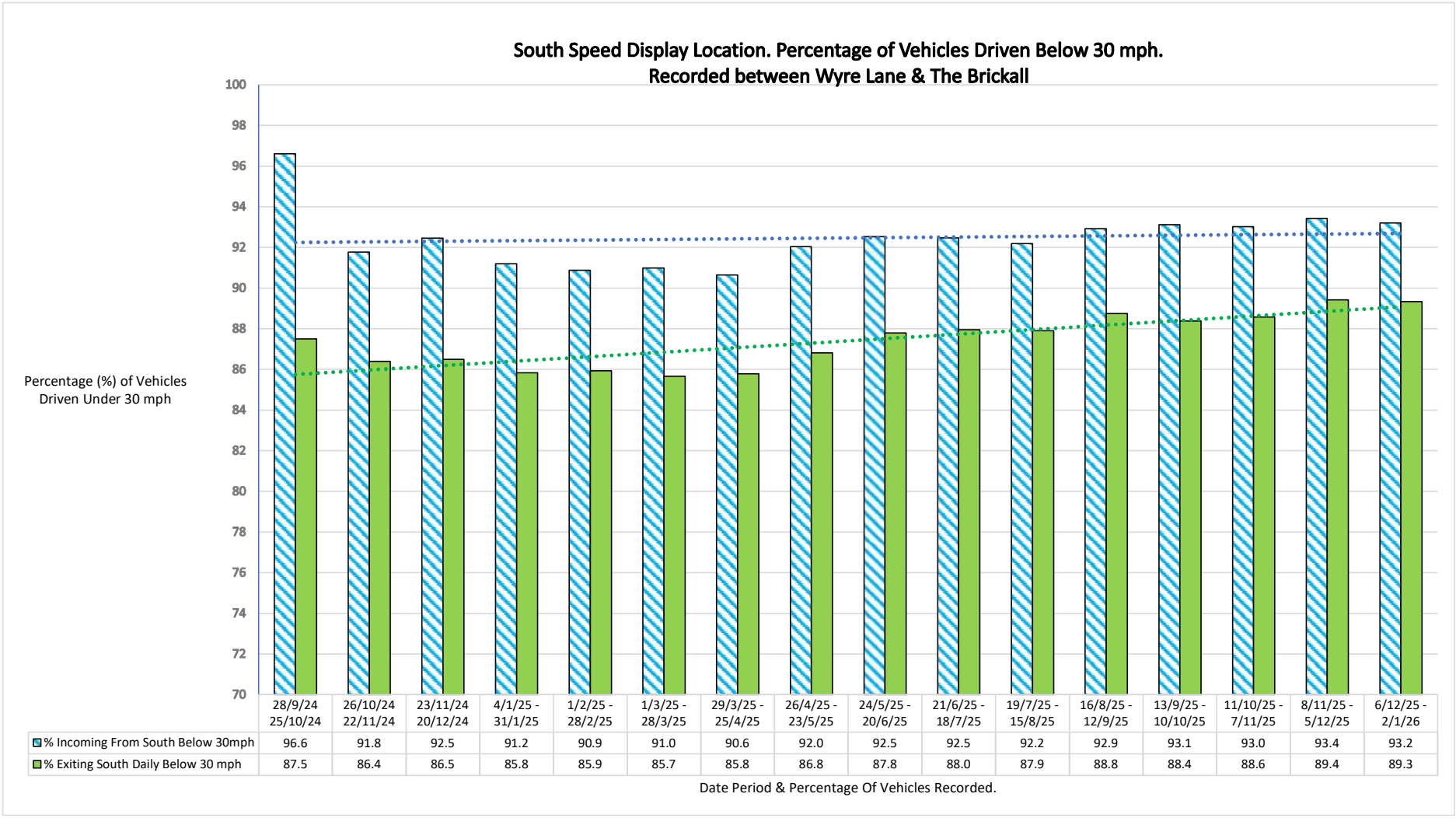
The north incoming and outgoing trend chart show positive trends with more vehicles being driven within the 30mph speed limit over the 12- months charting period.



	28/9/24 25/10/24	6/7/24 2/8/24	23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
% Incoming From North <30mph	92.2	92.1	92.6	92.4	91.9	91.7	90.8	91.5	92.4	93.1	94.2	93.9	93.5	94.1	94.5	94.2
% Exiting North Daily <30 mph	80.0	80.4	82.8	80.8	79.7	81.5	79.3	79.7	79.6	82.7	82.7	83.7	83.6	84.0	86.5	85.9

PERCENTAGE OF VEHICLES BELOW 30MPH (Trends shows by the dotted lines)

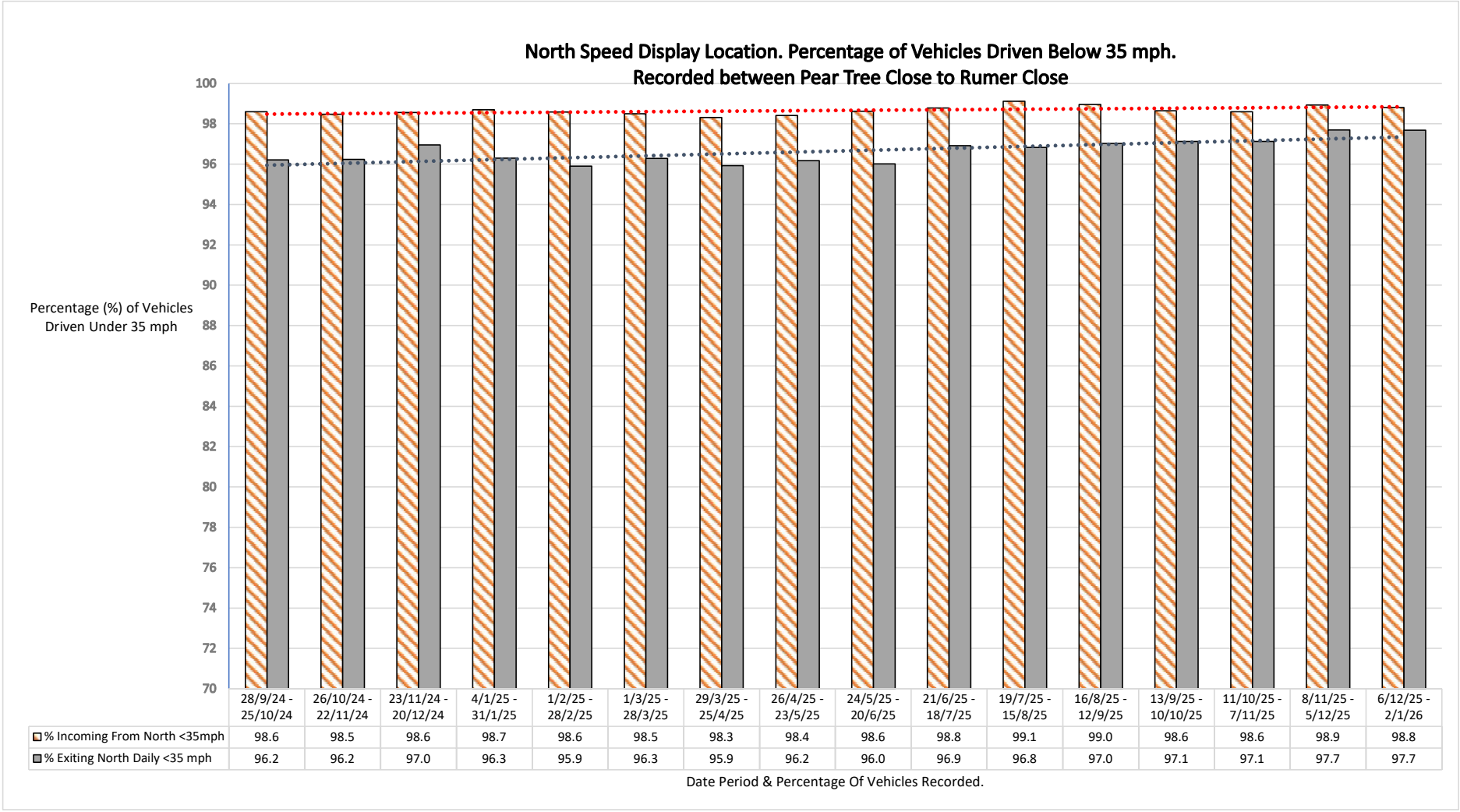
The reason for the lower percentage of exiting vehicles being within the 30mph range (when compared to the incoming percentage) is because the outgoing vehicles do not currently have to slow down to navigate any traffic calming build outs or the speed warning signs



	28/9/24 25/10/24	26/10/24 22/11/24	23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
% Incoming From South Below 30mph	96.6	91.8	92.5	91.2	90.9	91.0	90.6	92.0	92.5	92.5	92.2	92.9	93.1	93.0	93.4	93.2
% Exiting South Daily Below 30 mph	87.5	86.4	86.5	85.8	85.9	85.7	85.8	86.8	87.8	88.0	87.9	88.8	88.4	88.6	89.4	89.3

PERCENTAGE OF VEHICLES BELOW 35MPH (Trends shows by the dotted lines)

The North and south charts of incoming and exiting vehicles shows a steady improvement with more vehicles being driven through the village below 35mph, than at the beginning of the chart period. 35mph is the threshold used for speed enforcementin a 30 mph zone.



	28/9/24 - 25/10/24	26/10/24 - 22/11/24	23/11/24 - 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
% Incoming From North <35mph	98.6	98.5	98.6	98.7	98.6	98.5	98.3	98.4	98.6	98.8	99.1	99.0	98.6	98.6	98.9	98.8
% Exiting North Daily <35 mph	96.2	96.2	97.0	96.3	95.9	96.3	95.9	96.2	96.0	96.9	96.8	97.0	97.1	97.1	97.7	97.7

PERCENTAGE OF VEHICLES BELOW 35MPH (Trends shows by the dotted lines)

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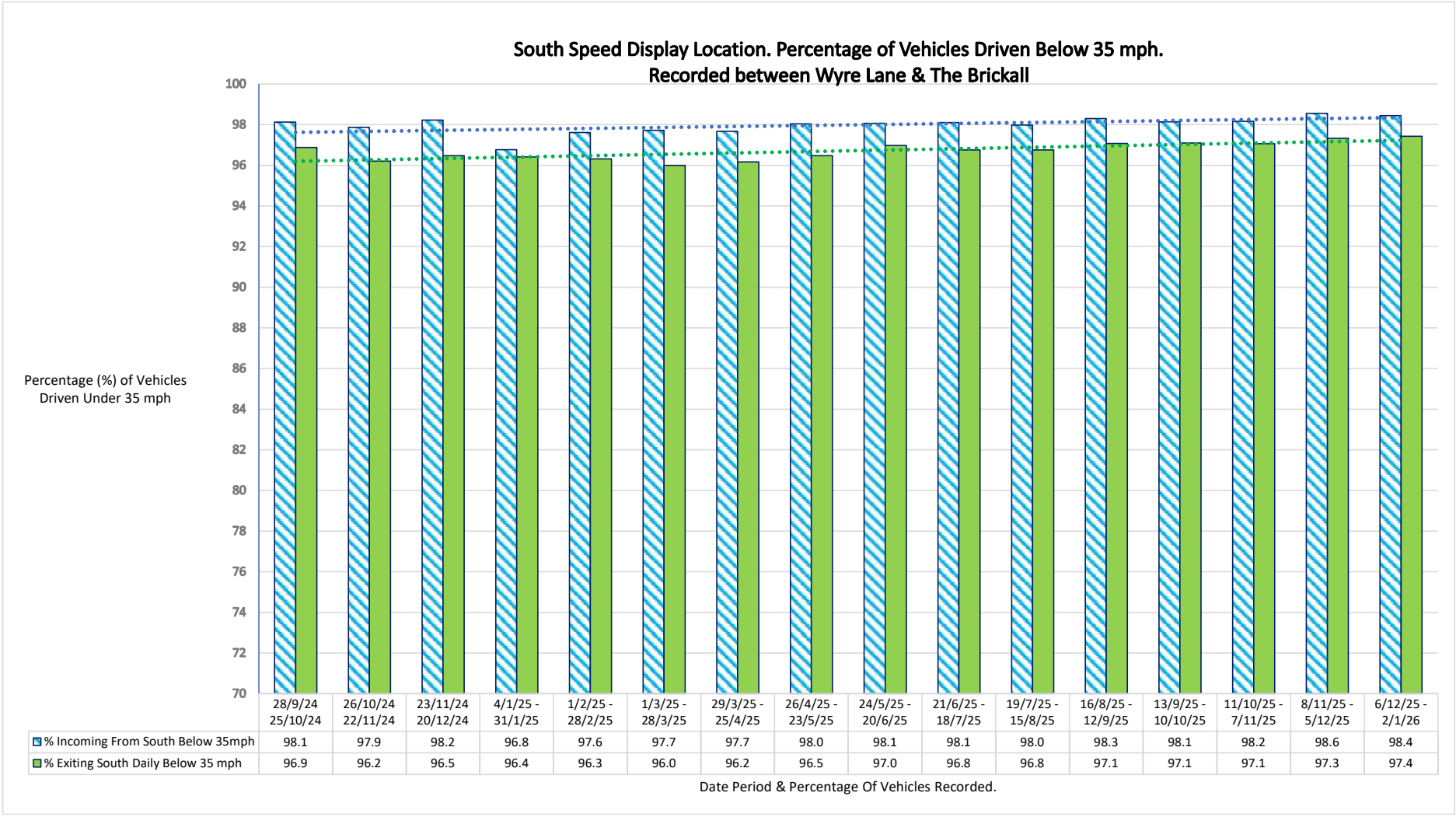
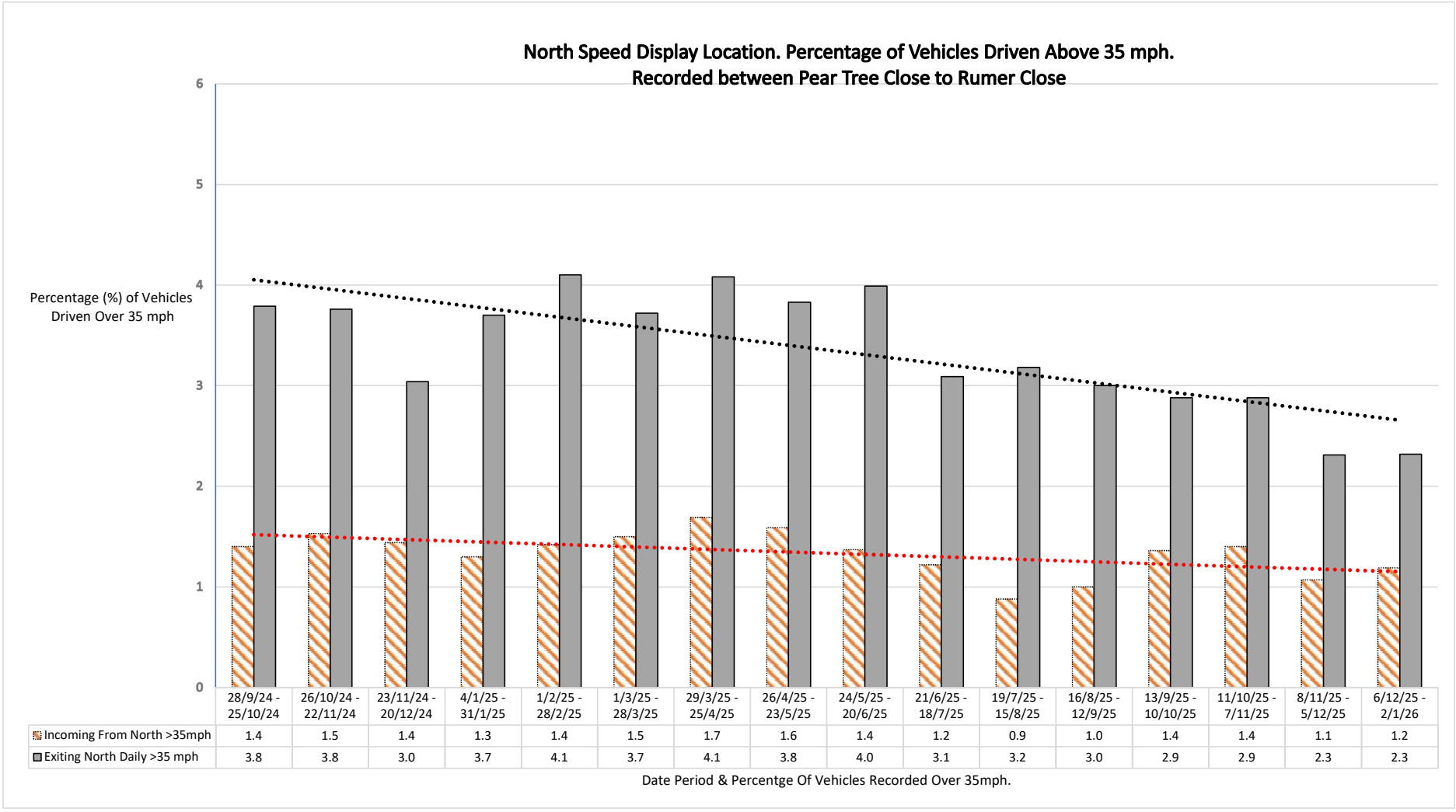


	28/9/24 25/10/24	26/10/24 22/11/24	23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
% Incoming From South Below 35mph	98.1	97.9	98.2	96.8	97.6	97.7	97.7	98.0	98.1	98.1	98.0	98.3	98.1	98.2	98.6	98.4
% Exiting South Daily Below 35 mph	96.9	96.2	96.5	96.4	96.3	96.0	96.2	96.5	97.0	96.8	96.8	97.1	97.1	97.1	97.3	97.4

PERCENTAGE OF VEHICLES ABOVE 35MPH (Trends shows by the dotted lines)

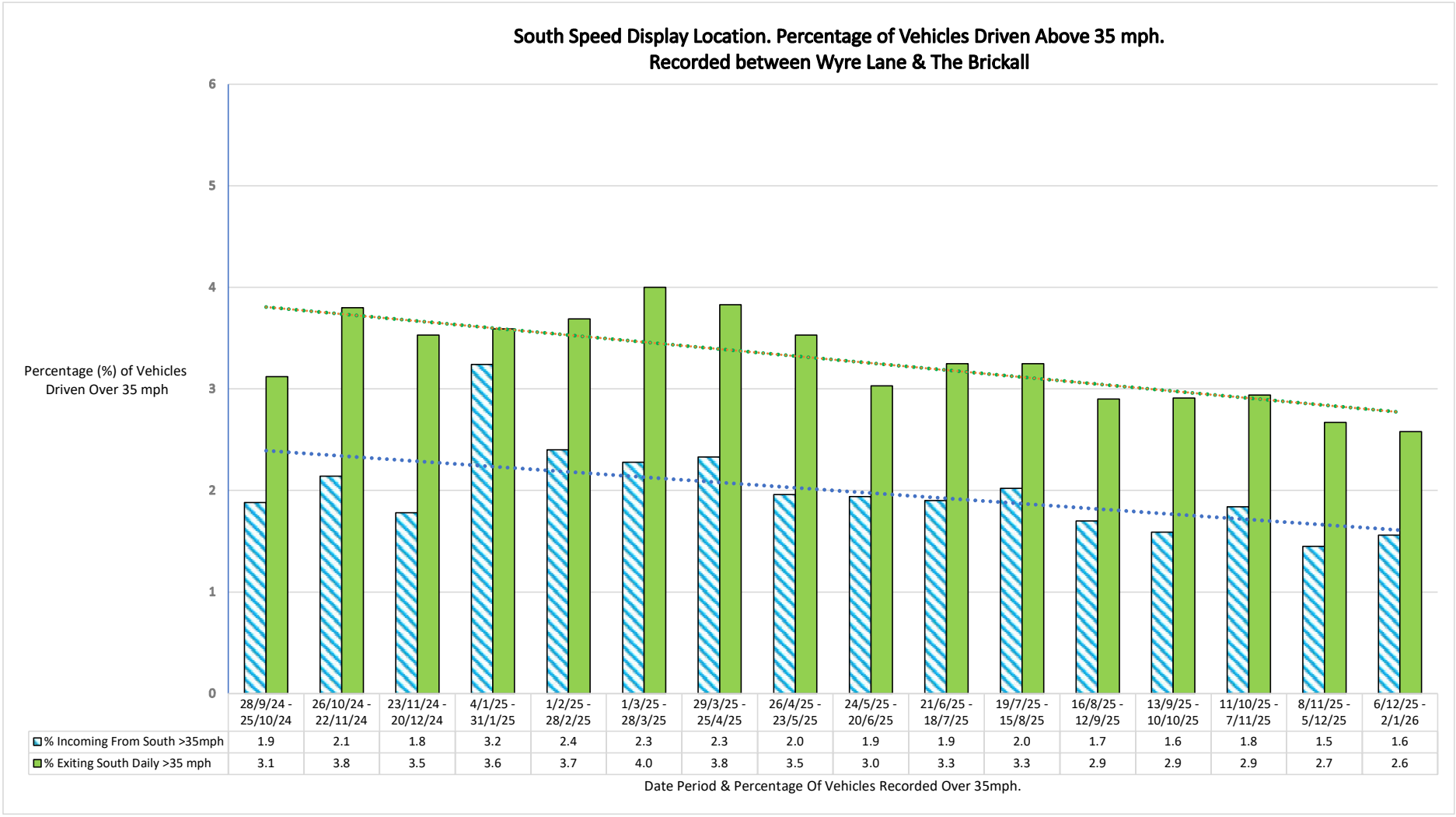
35mph is Association of Chief Police Officers (ACPO) threshold speed measurement, referred to and used by law enforcement for 30mph speed limits. This chart clearly shows a speed reduction trend as more vehicles drive under 35 mph through the village.



	28/9/24 - 25/10/24	26/10/24 - 22/11/24	23/11/24 - 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
Incoming From North >35mph	1.4	1.5	1.4	1.3	1.4	1.5	1.7	1.6	1.4	1.2	0.9	1.0	1.4	1.4	1.1	1.2
Exiting North Daily >35 mph	3.8	3.8	3.0	3.7	4.1	3.7	4.1	3.8	4.0	3.1	3.2	3.0	2.9	2.9	2.3	2.3

PERCENTAGE OF VEHICLES ABOVE 35MPH (Trends shows by the dotted lines)

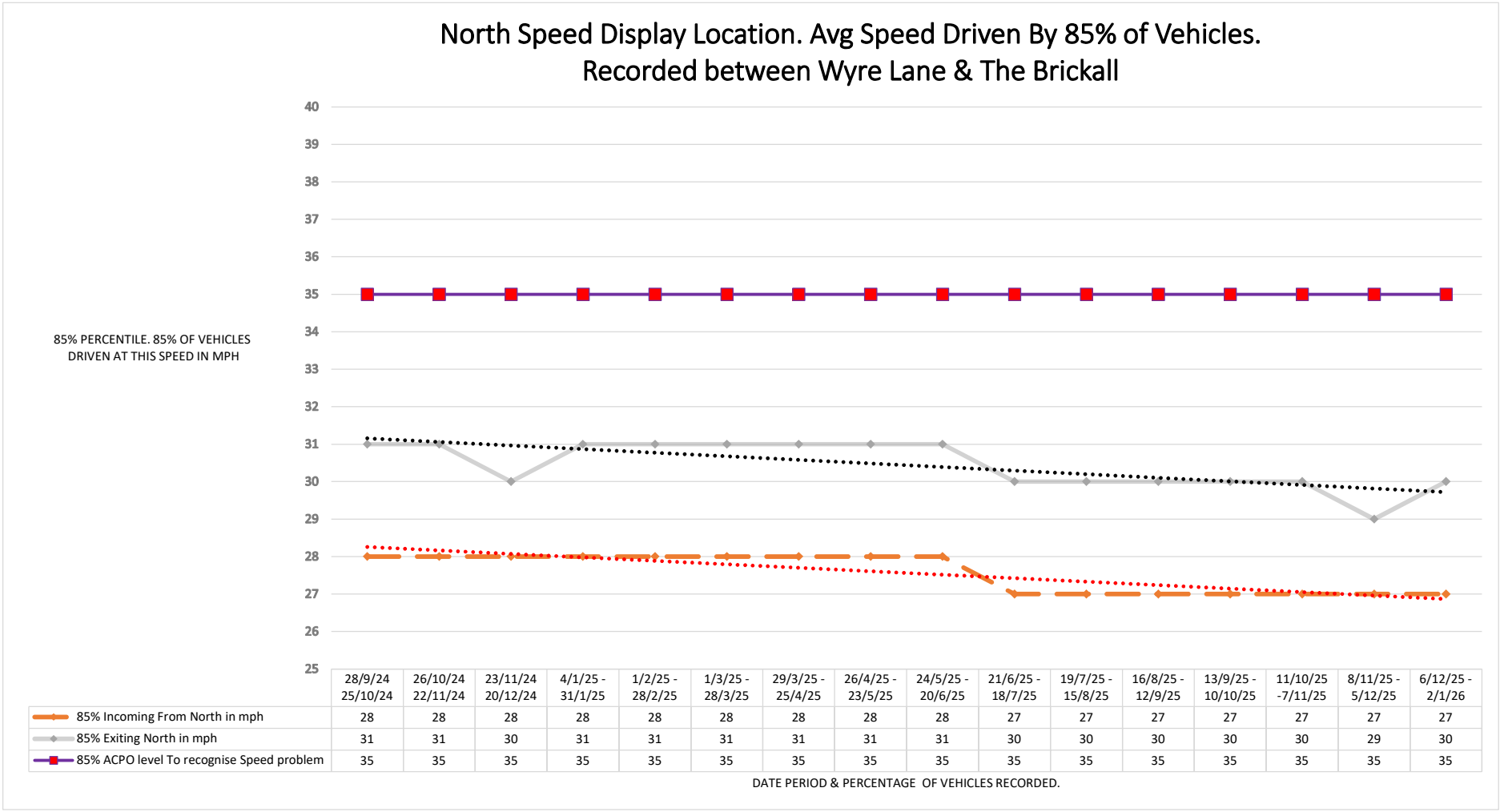
35mph is Association of Chief Police Officers (ACPO) threshold speed measurement referred to and used by law enforcement for 30mph speed limits. This chart clearly shows a speed reduction trend as more vehicles drive under 35 mph through the village.



	28/9/24 - 25/10/24	26/10/24 - 22/11/24	23/11/24 - 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
% Incoming From South >35mph	1.9	2.1	1.8	3.2	2.4	2.3	2.3	2.0	1.9	1.9	2.0	1.7	1.6	1.8	1.5	1.6
% Exiting South Daily >35 mph	3.1	3.8	3.5	3.6	3.7	4.0	3.8	3.5	3.0	3.3	3.3	2.9	2.9	2.9	2.7	2.6

85TH PERCENTILE (Trends shows by the dotted lines)

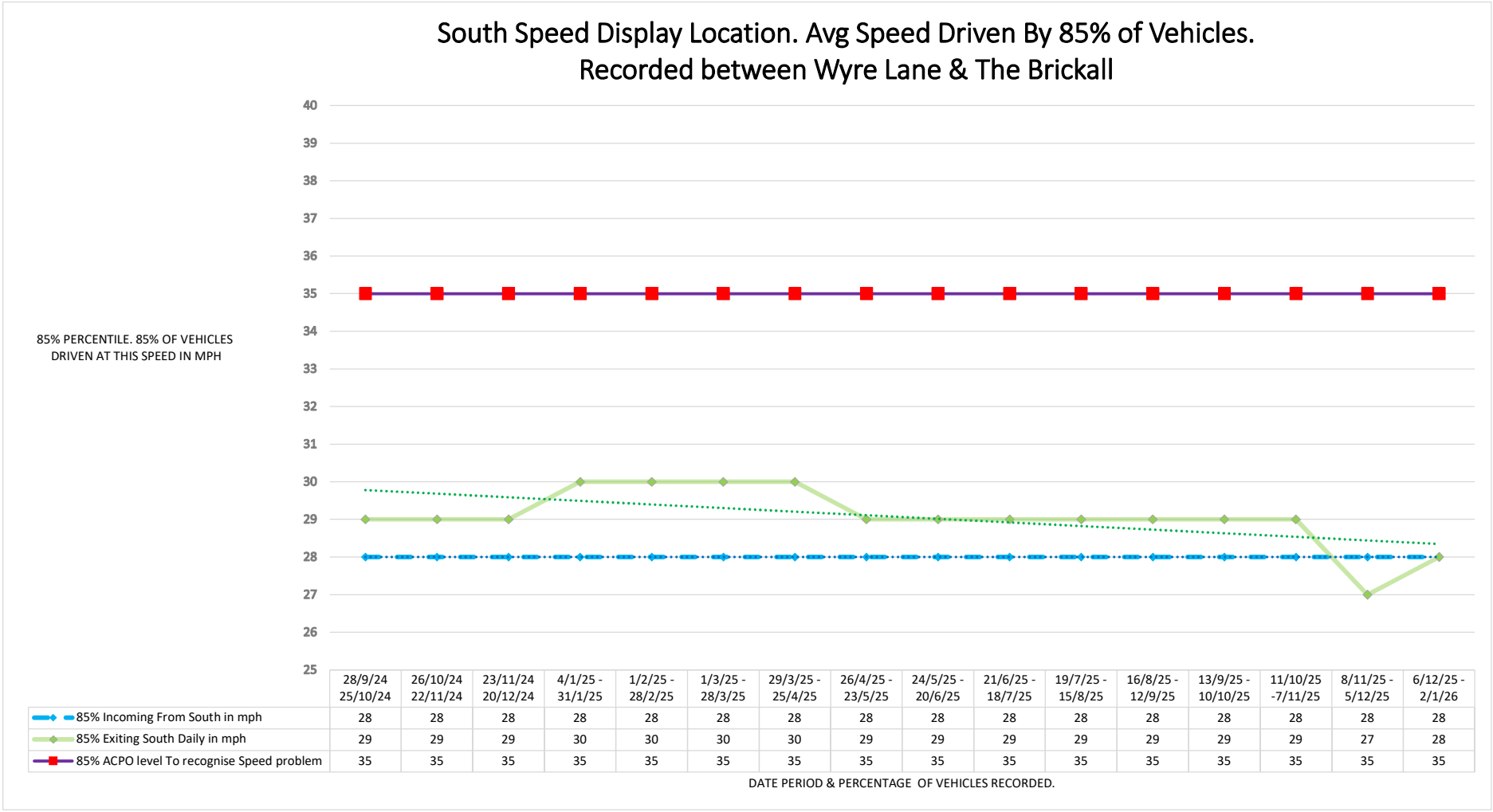
85th percentile is also an important measurement. This chart would need to show an 85% percentile speed greater than 35mph, through significant periods of the day for Long Marston to be recognised by Warwick CC as having a speed problem.



	28/9/24 25/10/24	26/10/24 22/11/24	23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 -7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
85% Incoming From North in mph	28	28	28	28	28	28	28	28	28	27	27	27	27	27	27	27
85% Exiting North in mph	31	31	30	31	31	31	31	31	31	30	30	30	30	30	29	30
85% ACPO level To recognise Speed problem	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35

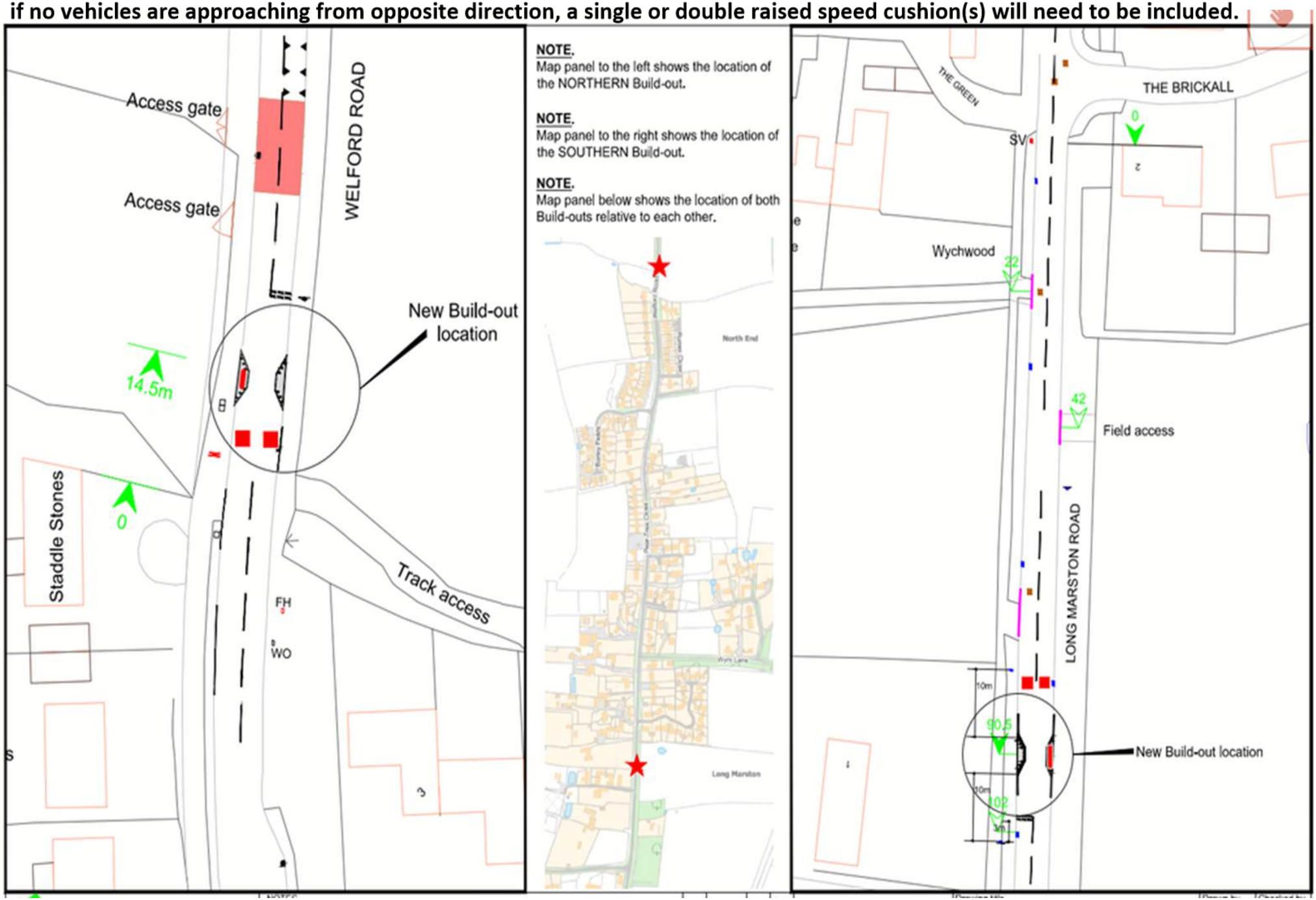
85TH PERCENTILE (Trends shows by the dotted lines)

85th percentile is also an important measurement. This chart would need to show an 85% percentile speed greater than 35mph, through significant periods of the day for Long Marston to be recognised by Warwick CC as having a speed problem.



	28/9/24 25/10/24	26/10/24 22/11/24	23/11/24 20/12/24	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 -7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26
85% Incoming From South in mph	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
85% Exiting South Daily in mph	29	29	29	30	30	30	30	29	29	29	29	29	29	29	27	28
85% ACPO level To recognise Speed problem	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35

Artists impression of 2 Additional Traffic Calming build outs to be added to existing 2 build outs to create a "Traffic Pinch Point" to slow both incoming and outgoing traffic through the village. To deter vehicles from driving through the pinch point at speed if no vehicles are approaching from opposite direction, a single or double raised speed cushion(s) will need to be included.



Who decides if a speed or road problem even exists and needs addressing in Long Marston?

It's important to know that Warwickshire CC have sole authority to evaluate, decide, approve or install any traffic calming measure on Warwickshire CC highways.

Parish Councils, Town Councils, community groups or any type of financial sponsor are prohibited from installing any traffic calming measures, they can only ask WCC.

WCC VAS policy states any new or replacement VAS units will only be considered IF the area demonstrates it meets or exceeding ALL 4 of the criteria below:

- **1. 3 year Personal Injury collision weighted score must be 5 or greater, within 200m**

- **2. 15% of recorded speeds must be OVER 35mph. (ACPO 30mph +10% +2 = 35mph)**
  (LM is around 3%-5% since the introduction of Build-outs and VAS units)

- **3. More than 3,000 vehicles per day (in 24hrs) pass through the village**

- **4. Environmental score min 5 (within 200m of proposed location.**
  (LM score is likely just 2, for crossing outside the village hall)