

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 for the last 15 months. So, we can see the trend over time and also compare the last 3 calendar months to the same 3 months of the prior year to compare any seasonal trends.

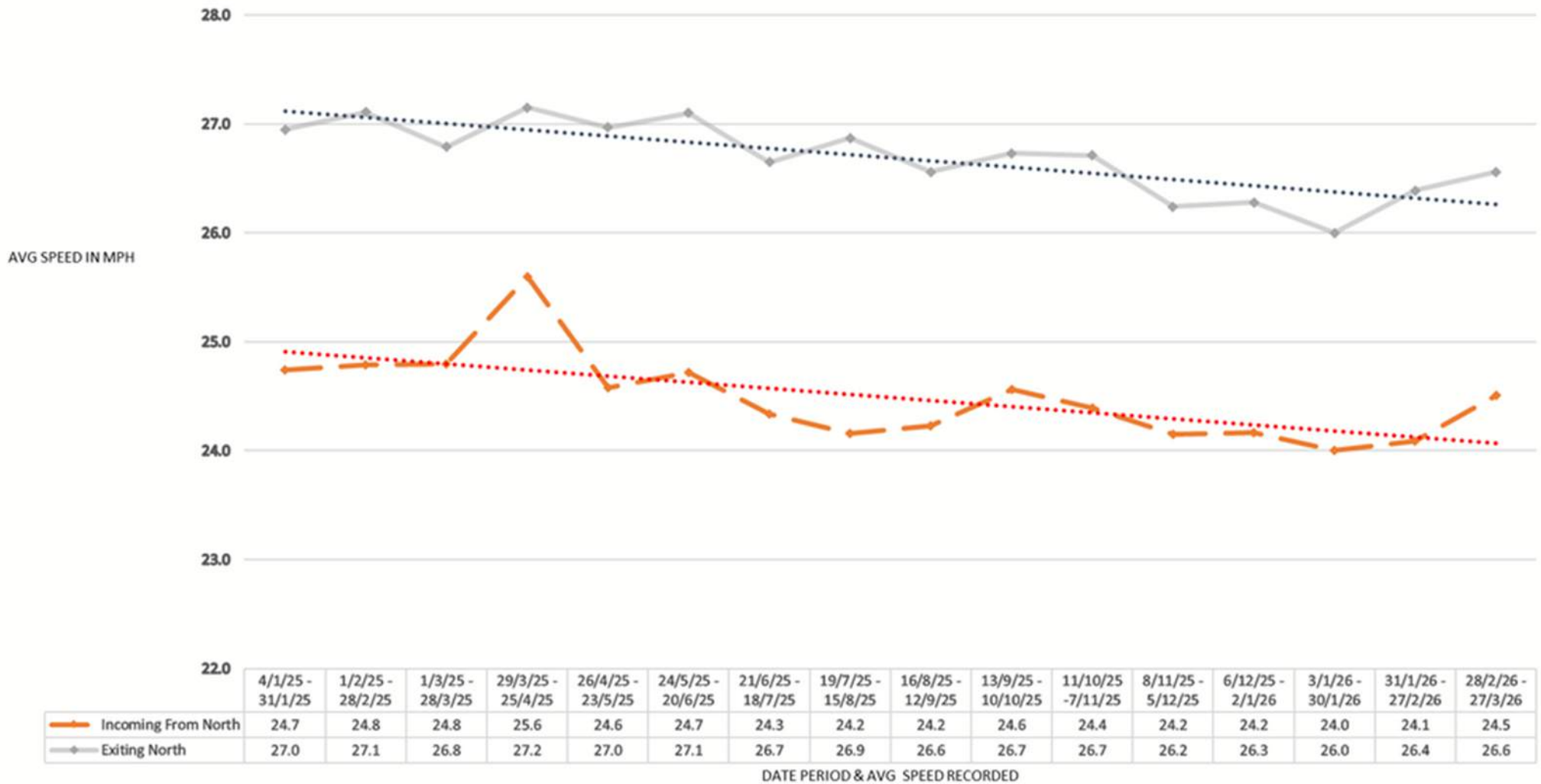
All charts show the data collated for both incoming vehicles and exiting vehicles as they pass the Vehicle Activated Signs (VAS units) at each end of the village.

All charts display two 15 month trend lines, represented by the small dotted lines to show any improvement or deterioration during the last 15 months period.

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.

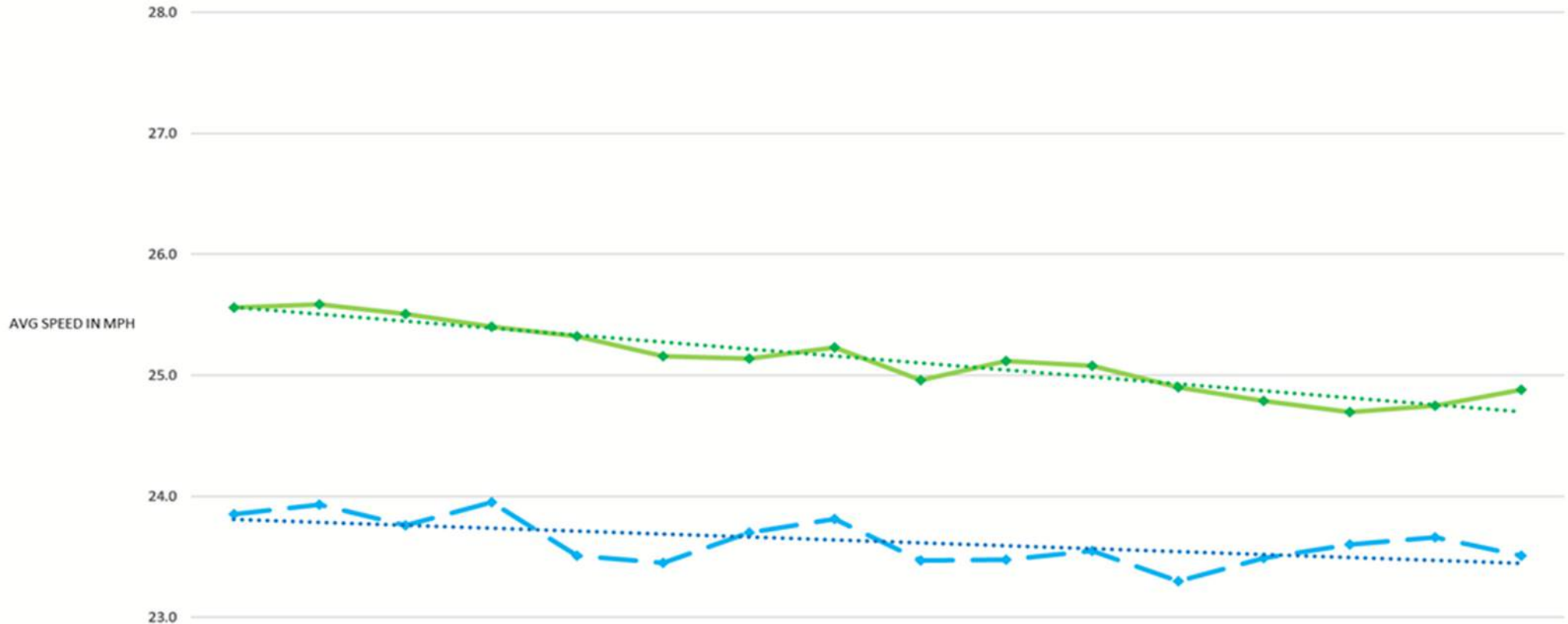
North Speed Display Location. Avg Speed In mph.
Recorded between Pear Tree Close to Rumer Close



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

South Speed Display Location. Avg Speed In mph.
Recorded between Wyre Lane & The Brickall

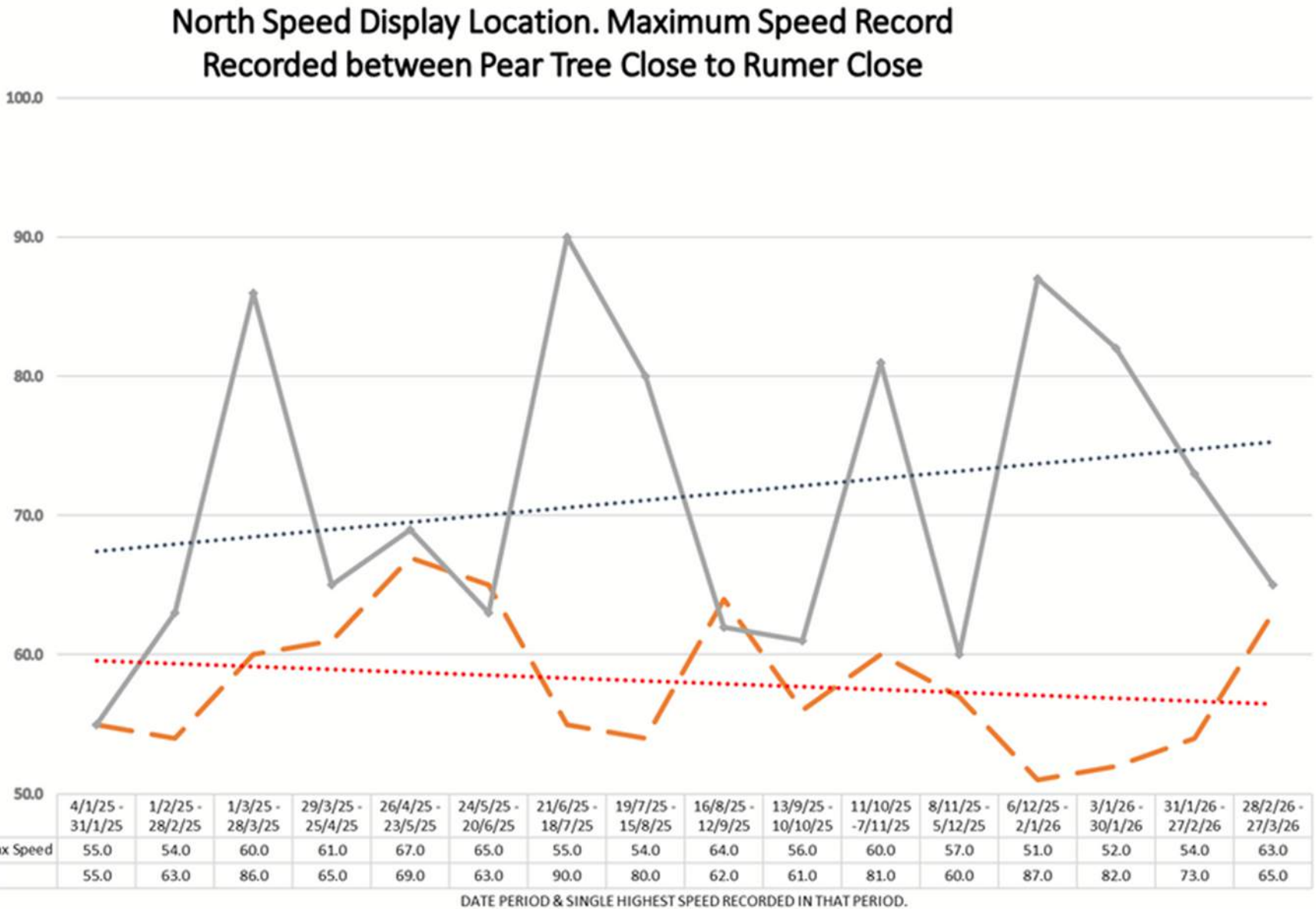


	4/1/25 - 31/1/25	1/2/25 - 28/2/25	1/3/25 - 28/3/25	29/3/25 - 25/4/25	26/4/25 - 23/5/25	24/5/25 - 20/6/25	21/6/25 - 18/7/25	19/7/25 - 15/8/25	16/8/25 - 12/9/25	13/9/25 - 10/10/25	11/10/25 - 7/11/25	8/11/25 - 5/12/25	6/12/25 - 2/1/26	3/1/26 - 30/1/26	31/1/26 - 27/2/26	28/2/26 - 27/3/26
Incoming From South	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	23.6	23.7	23.5
Exiting South	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	24.7	24.8	24.9

DATE PERIOD & AVG SPEED RECORDED

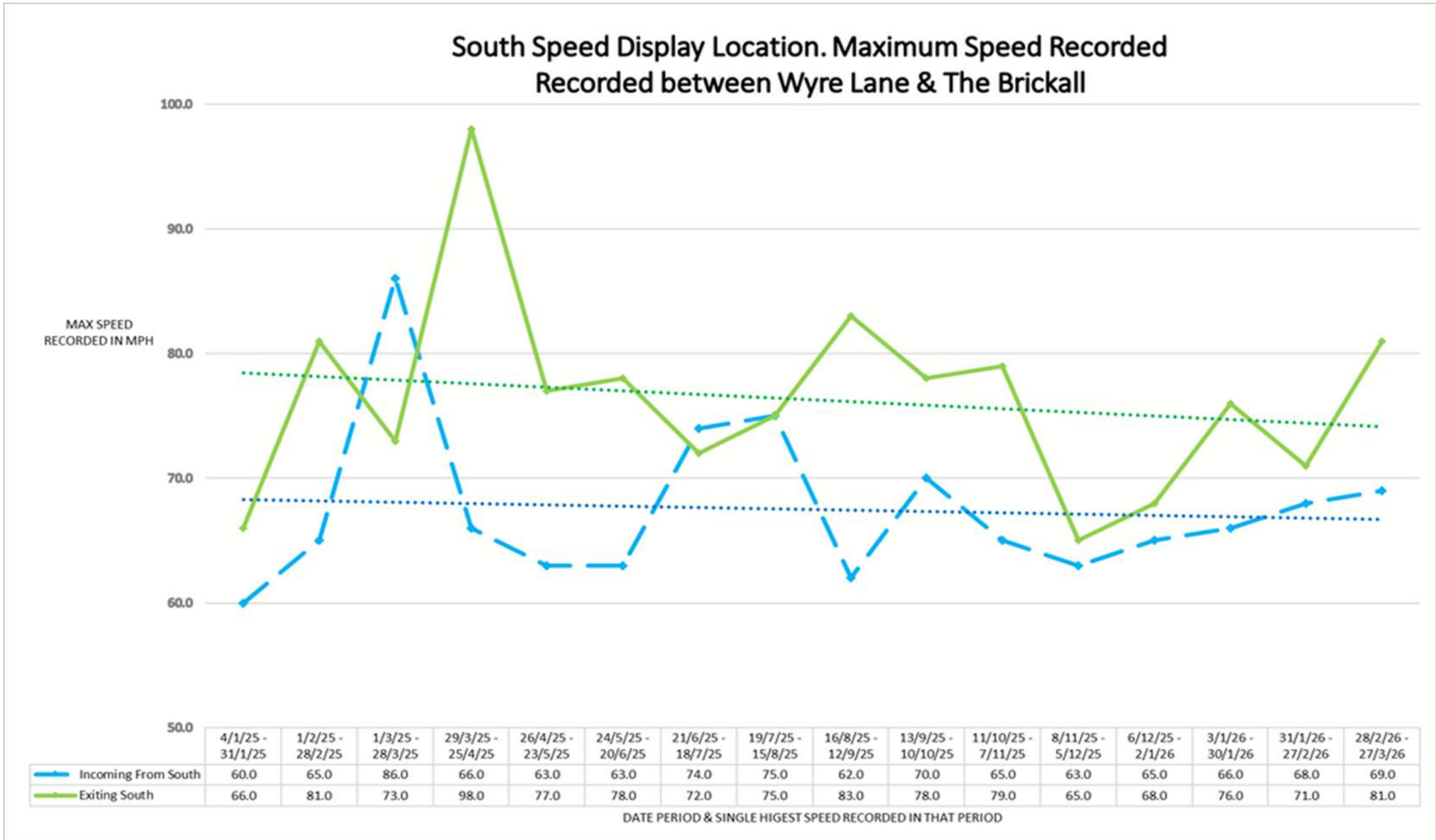
MAXIMUM SPEEDS

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



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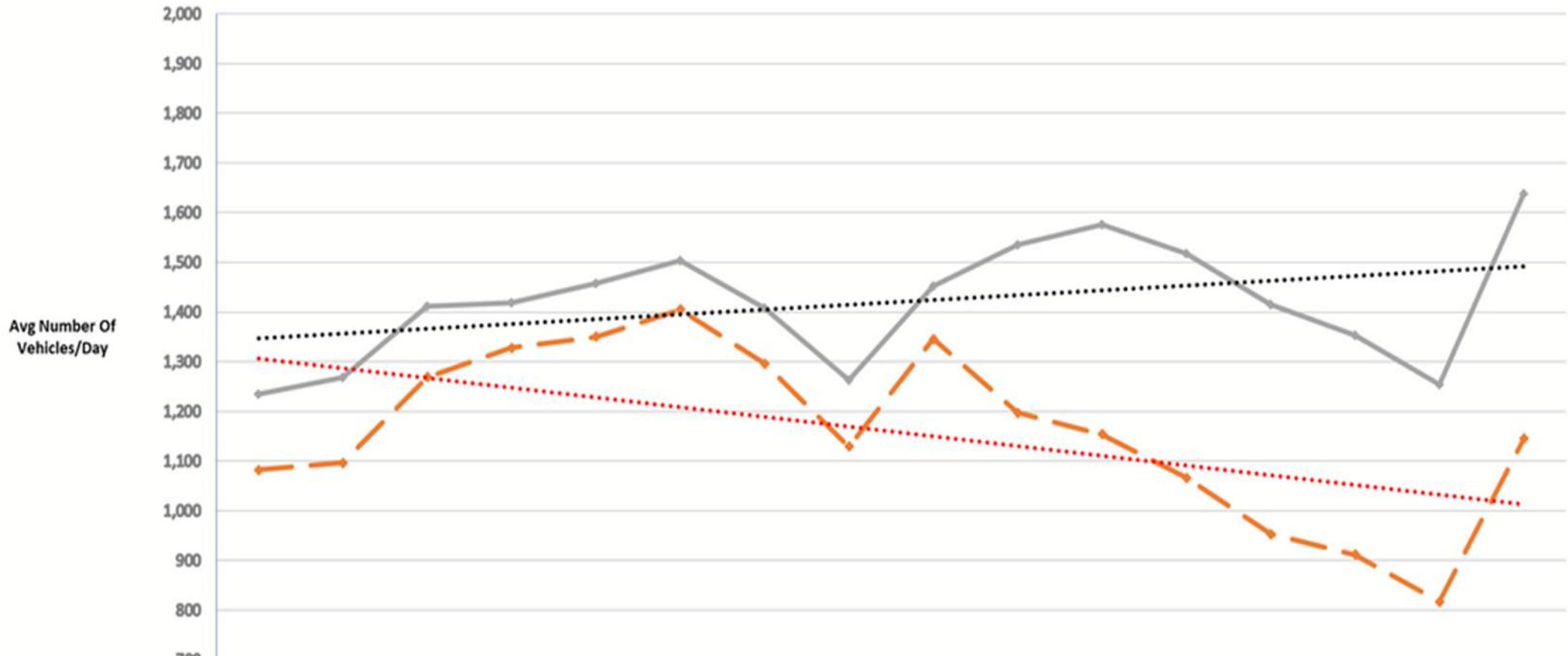
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AVERAGE NUMBER OF VEHICLES PER DAY (Trends shows by the dotted lines)

Both charts shows the effect on traffic of both the rail live event and school holidays.

**North Speed Display Location. Avg Number Of Vehicle/Day.
Recorded between Pear Tree Close to Rumer Close**



	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	3/1/26 - 30/1/26	31/1/26 - 27/2/26	28/2/26 - 27/3/26
Incoming From North	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	911	817	1,145
Exiting North	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	1,353	1,255	1,639

Date Period & Avg Number Of Vehicles Recorded Per Day.

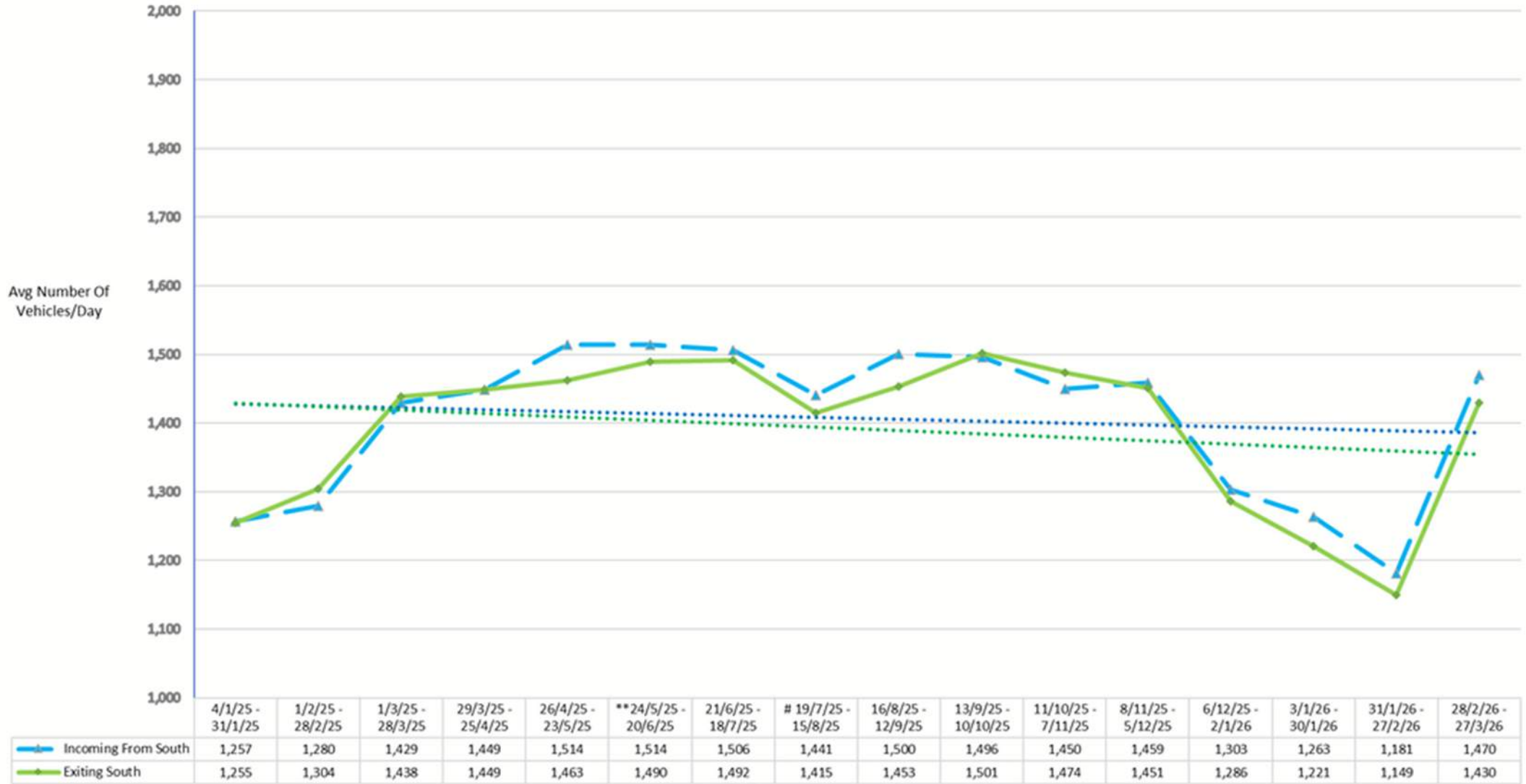
NOTES:

**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)

Both charts shows the effect on traffic of both the rail live event and school holidays.

**South Speed Display Location. Avg Number Of Vehicles/Day.
Recorded between Wyre Lane & The Brickall**



Date Period & Avg Number Of Vehicles Recorded Per Day.

NOTES:

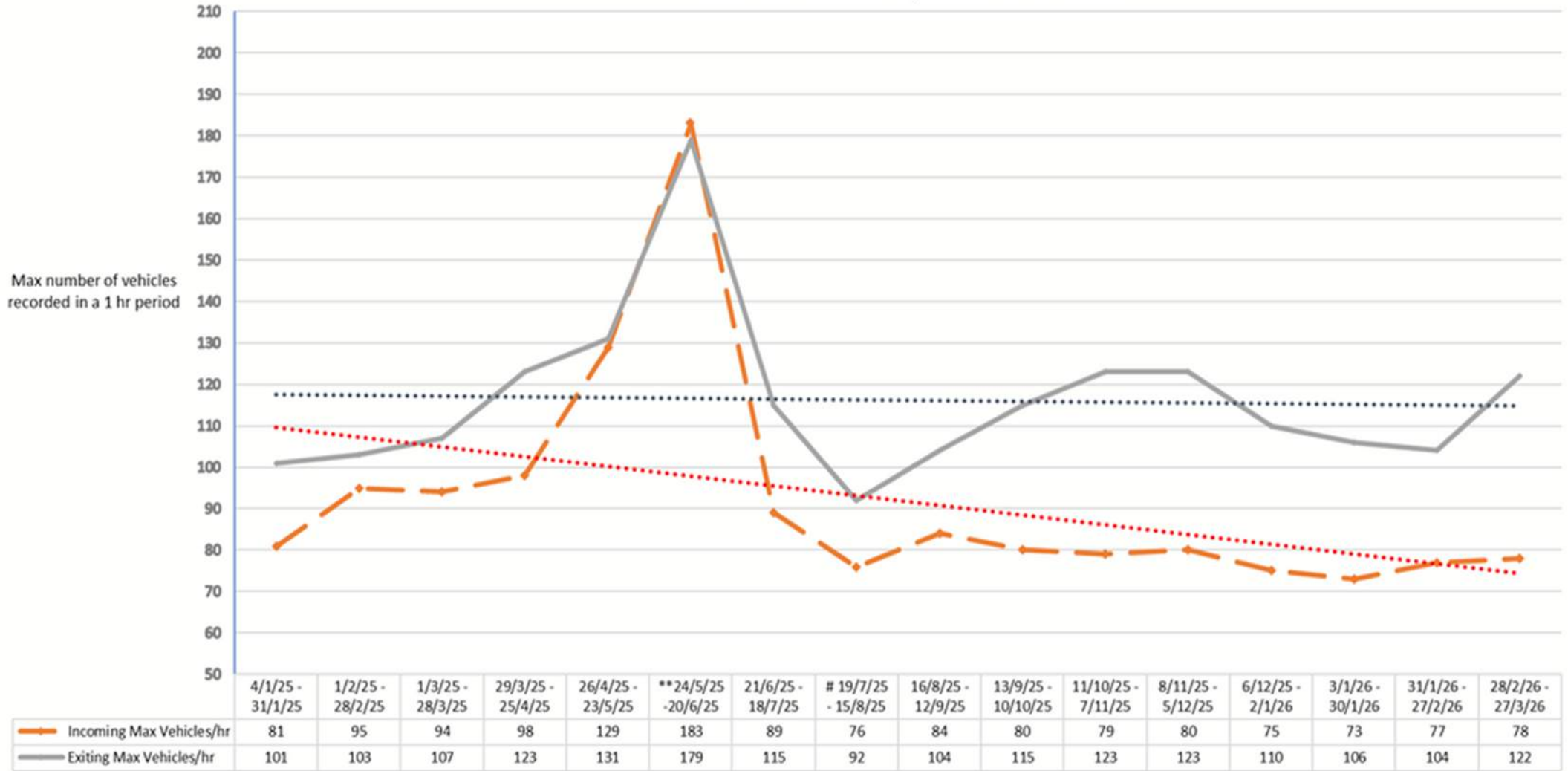
**20/6/25 Increase in traffic includes the annual rail live event

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 includes traffic from the annual Porterbrook Rail Live exhibition in June each year, giving a spike of vehicles making their way through Long Marston.

North Speed Display Location. Highest Number Of vehicles Recorded In Any 1 hr Recording Period Recorded between Wyre Lane & The Brickall



Date Period & Number Of Vehicles Recorded.

NOTES:

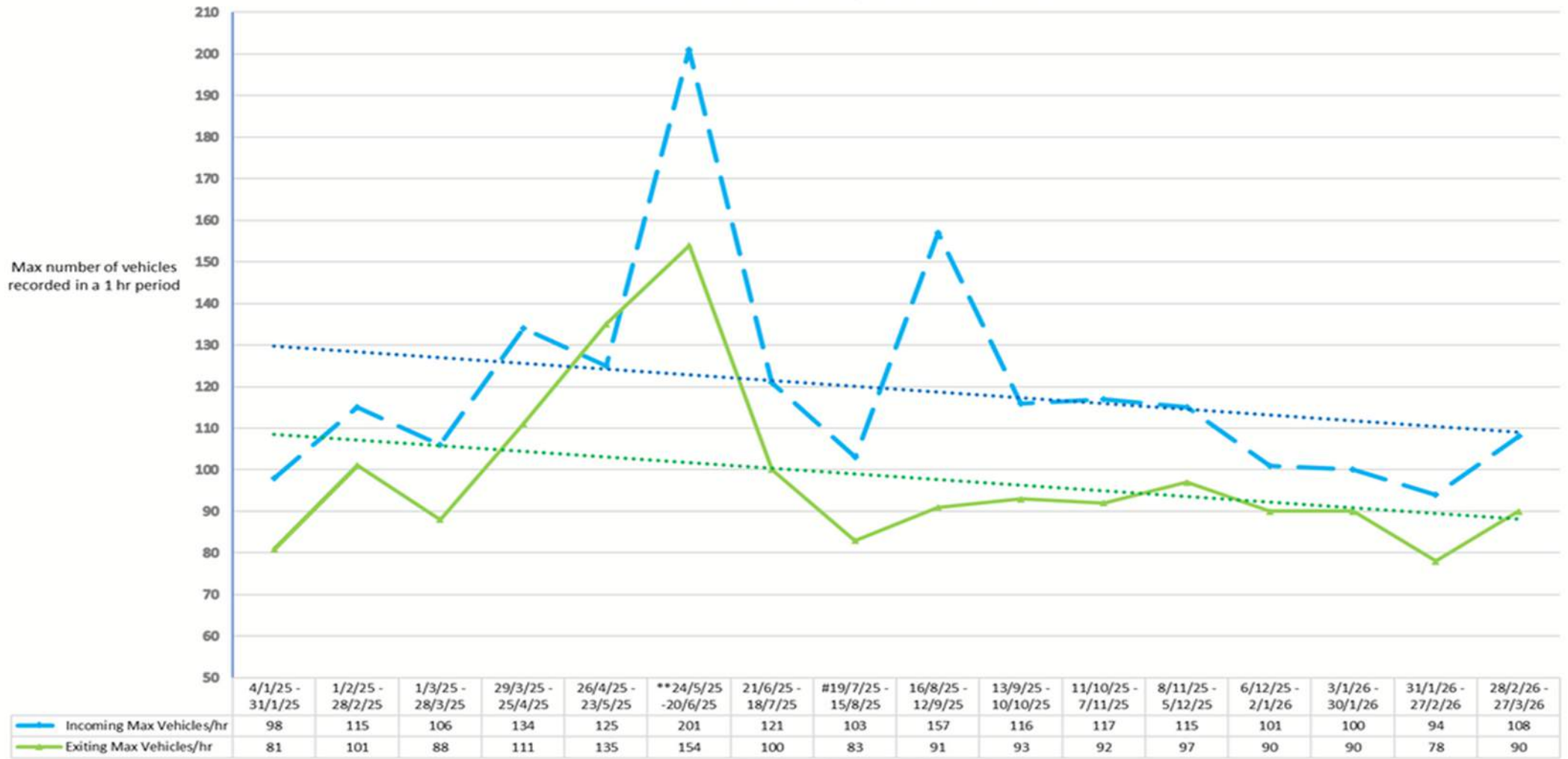
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Date Period & Number Of Vehicles Recorded.

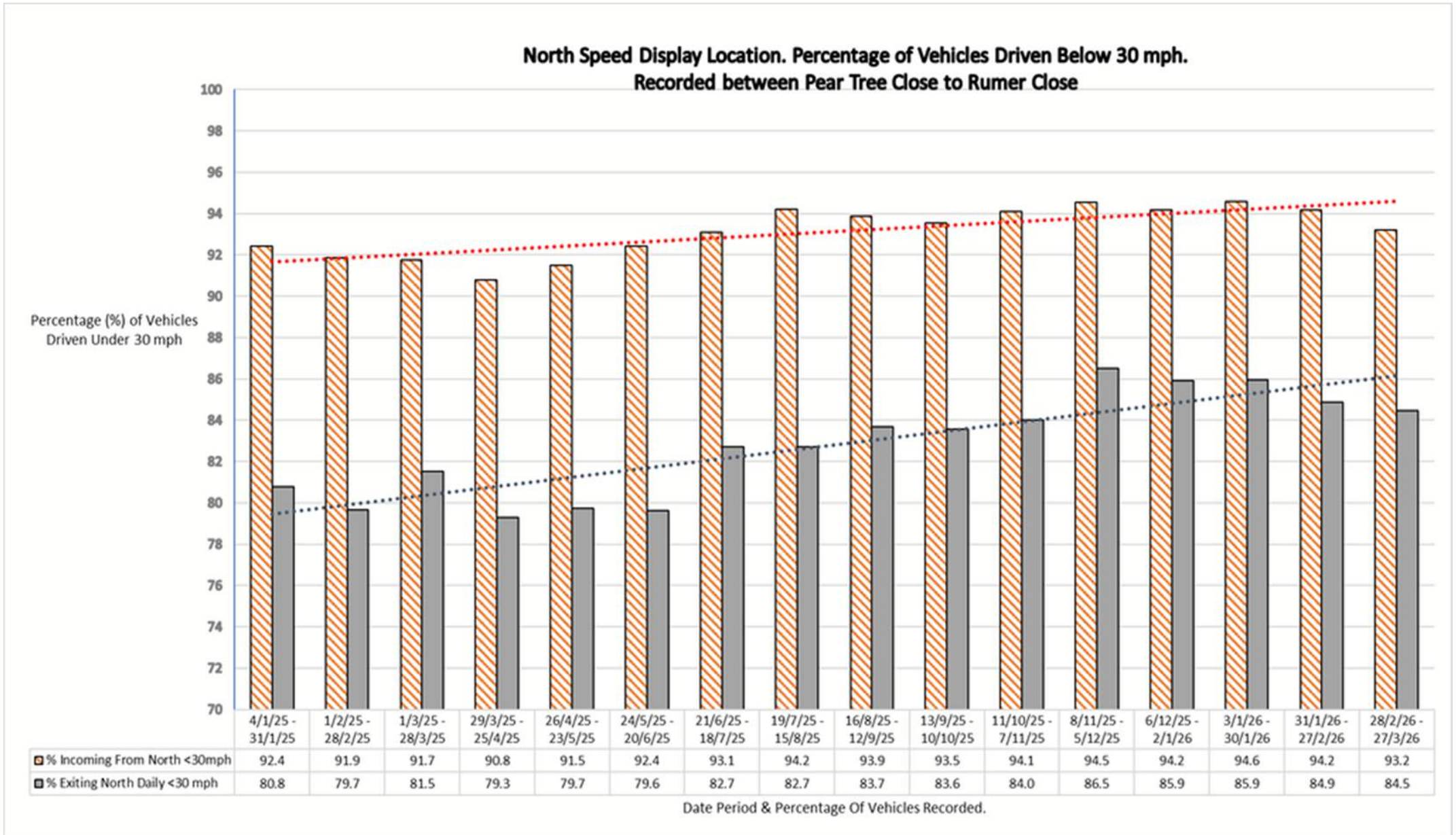
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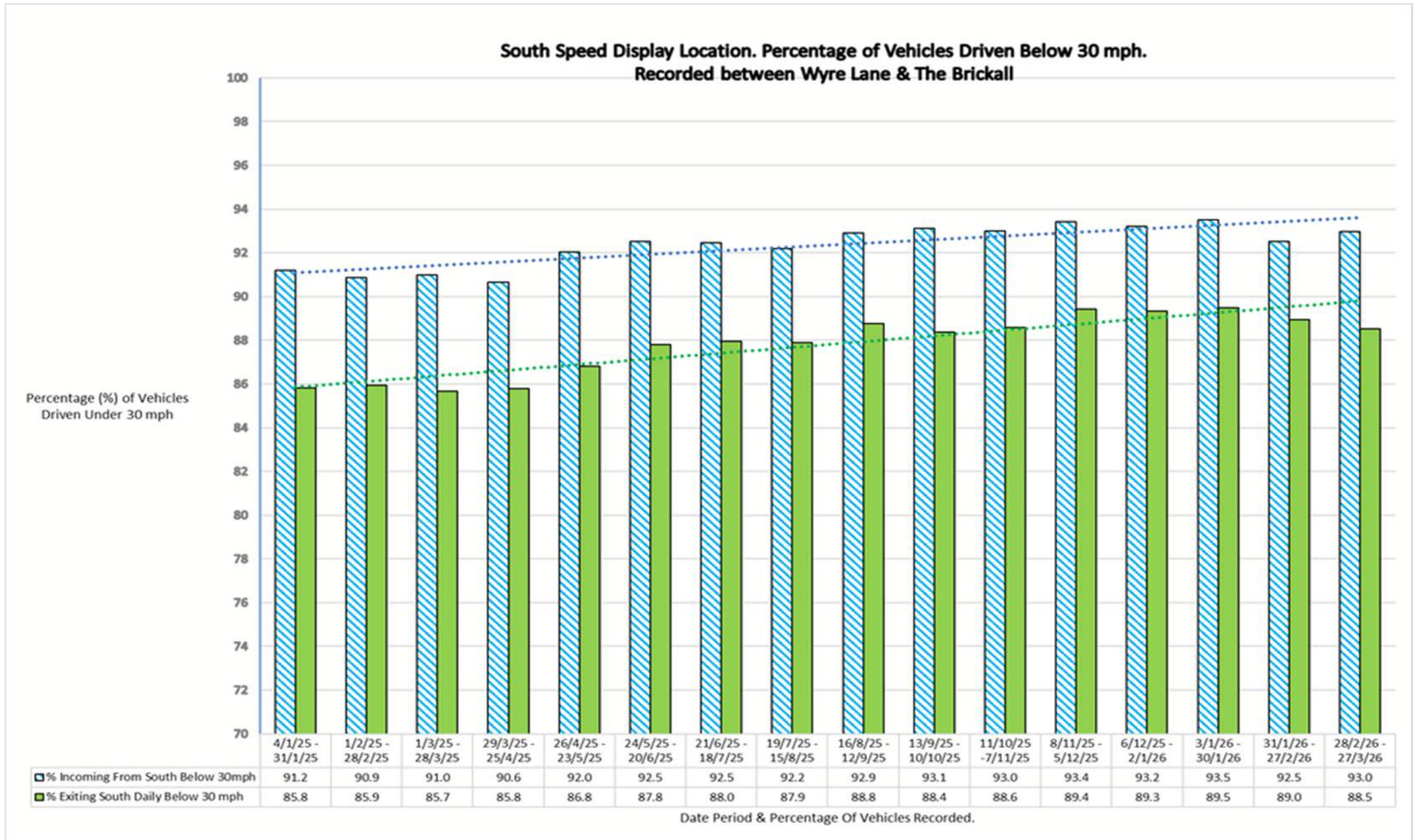
PERCENTAGE OF VEHICLES BELOW 30MPH (Trends shows by the dotted lines)

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



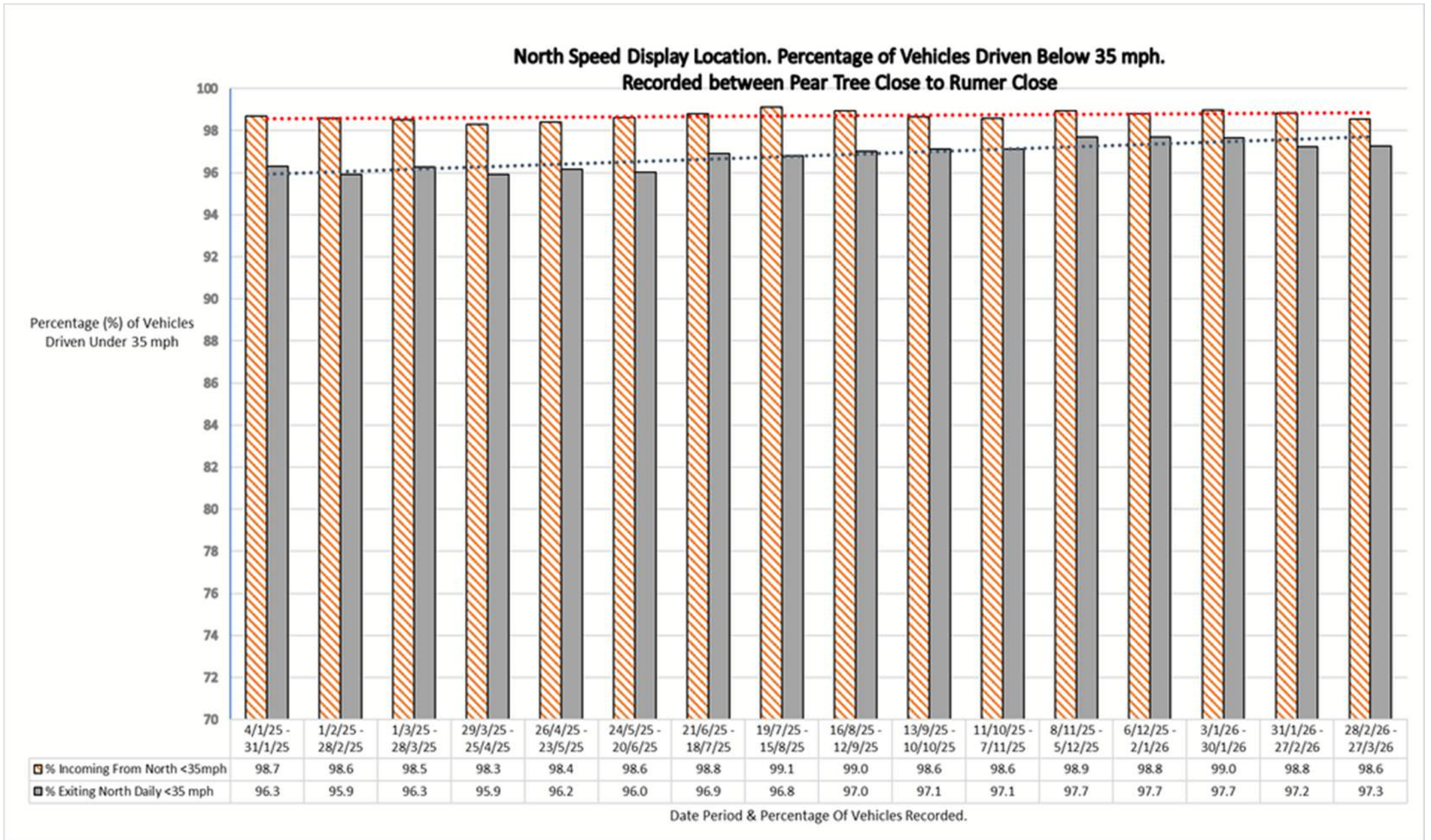
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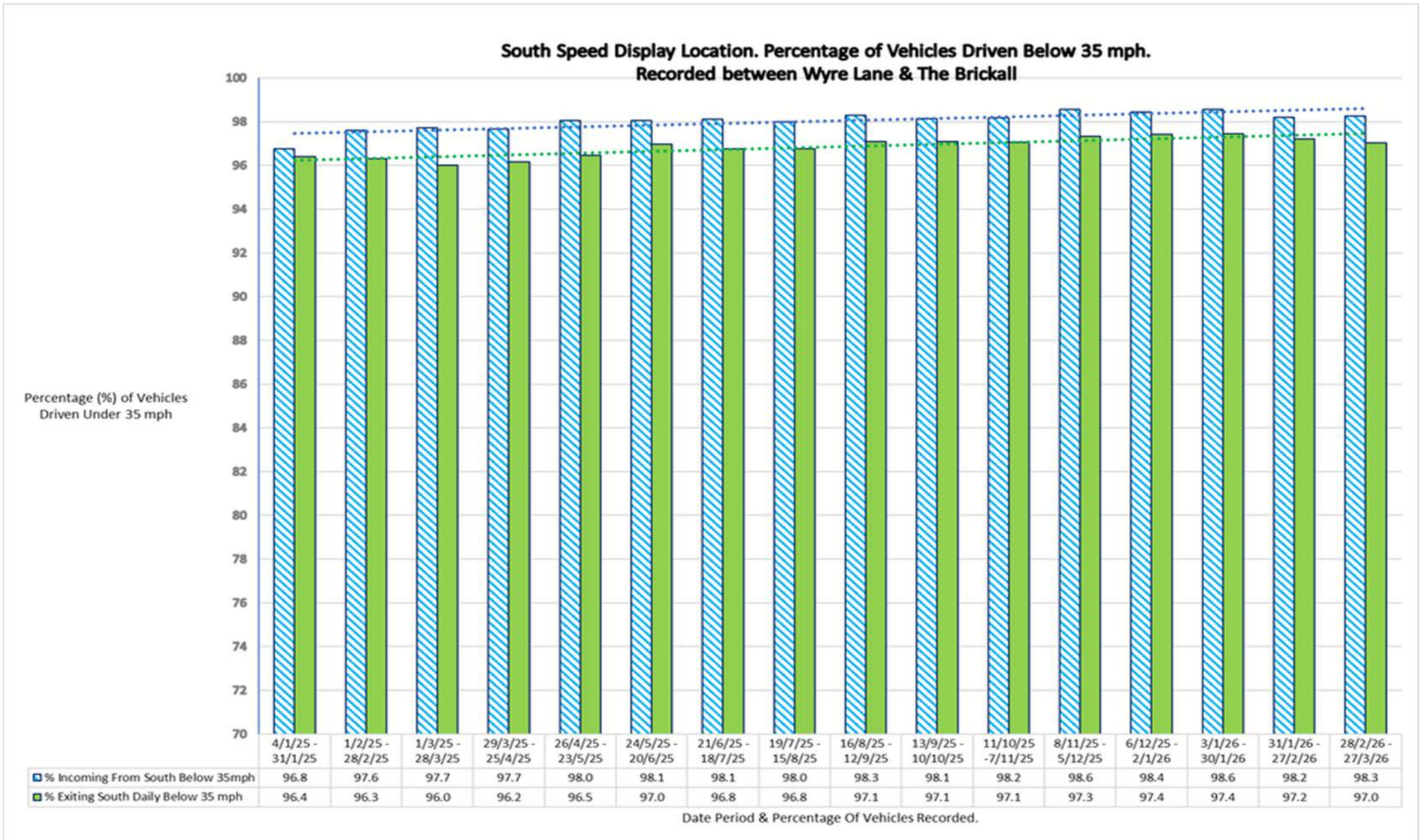
PERCENTAGE OF VEHICLES BELOW 35MPH (Trends shows by the dotted lines)

The North and south charts of incoming and exiting vehicles shows a steady improvement with more vehicles being driven through the village below 35mph in Q1 or 2026 than in Q1 of 2025. 35mph is the threshold used for speed enforcement in a 30 mph



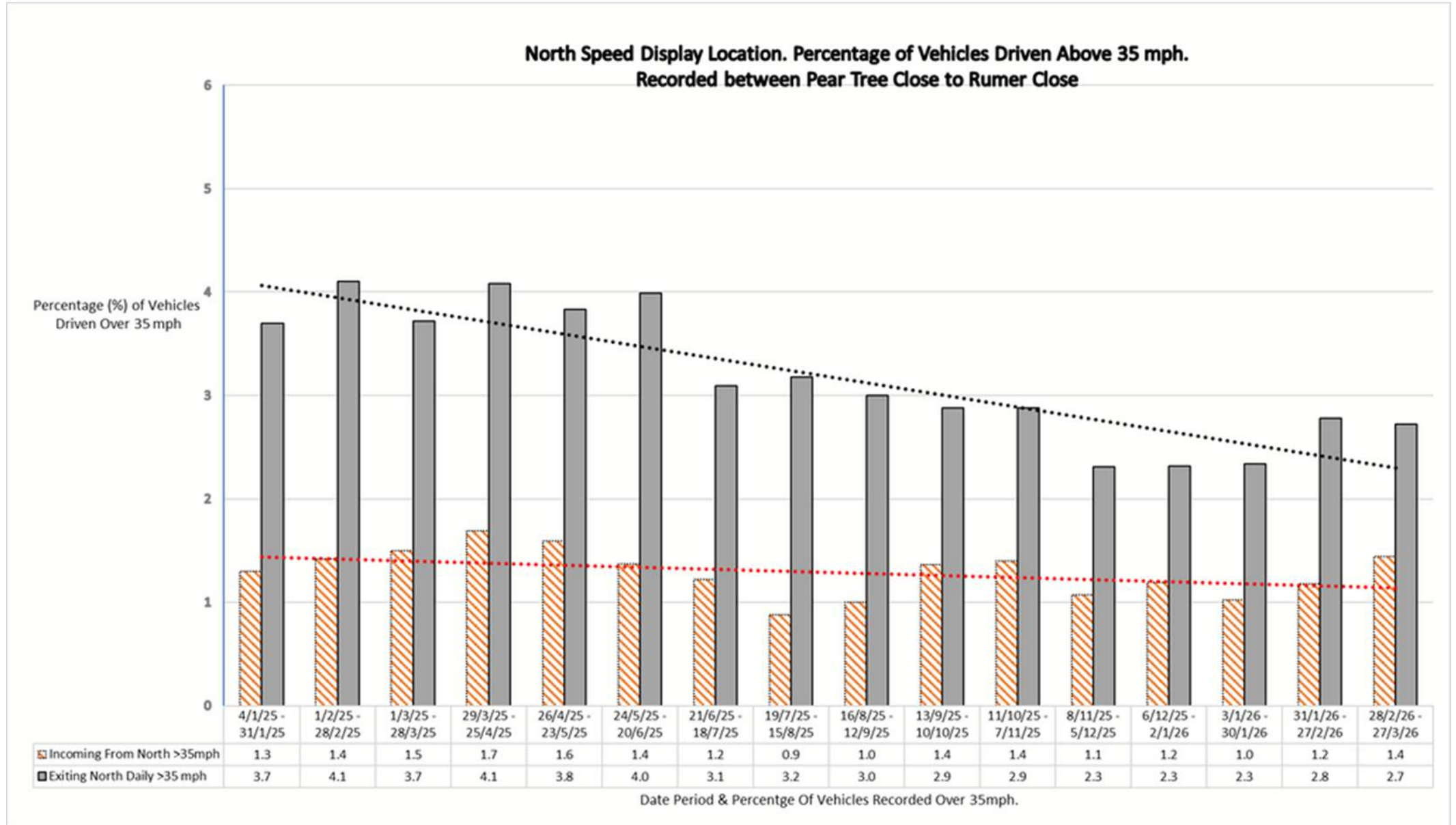
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PERCENTAGE OF VEHICLES ABOVE 35MPH (Trends shows by the dotted lines)

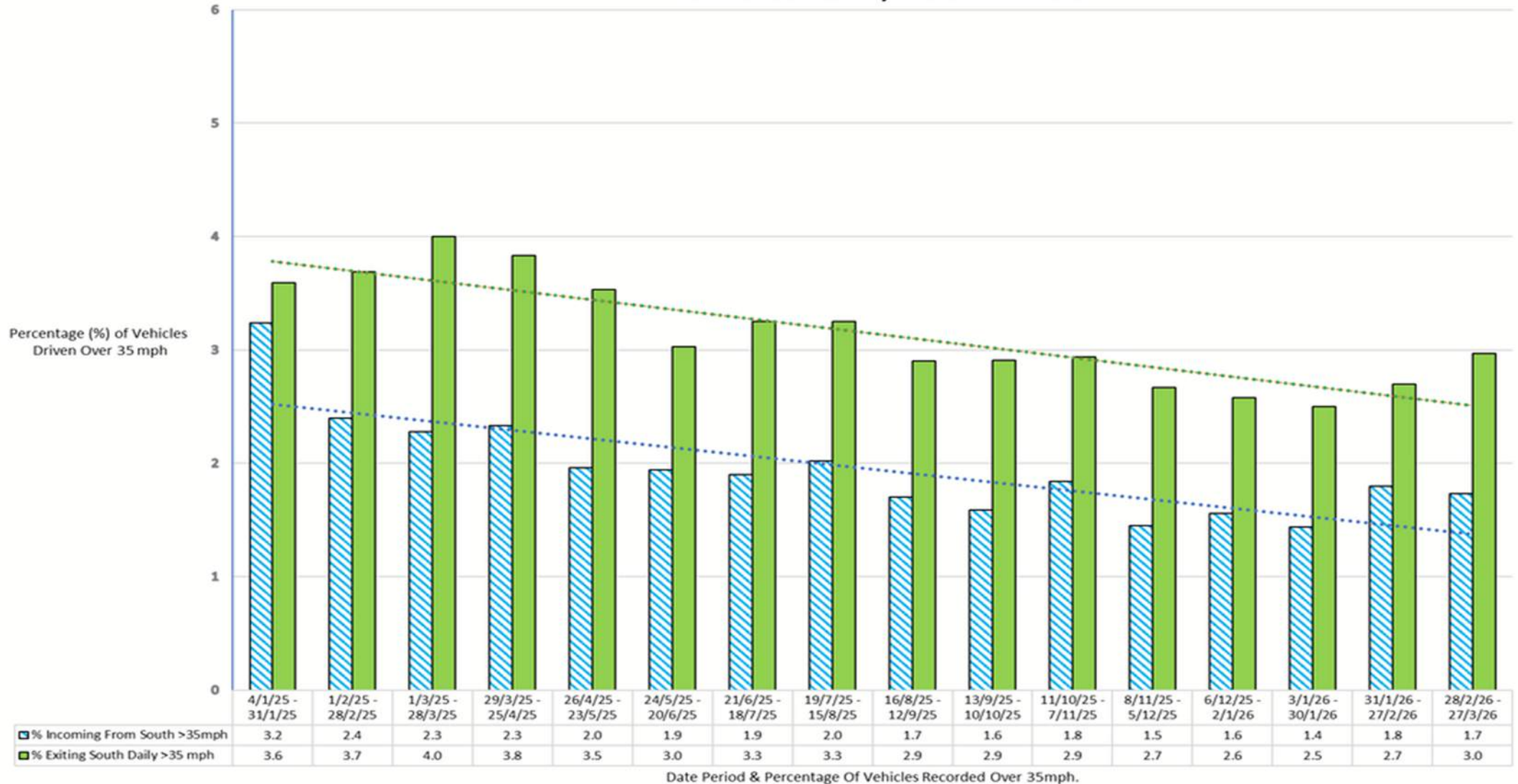
35mph is Association of Chief Police Officers (ACPO) threshold speed measurement, referred to and used by law enforcement for 30mph speed limits. Even though Q1 (Jan to March) shows a slight upward trend, it also clearly shows more vehicles drive under 35 mph through the village in Q1 2026 than in Q1 2025.



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South Speed Display Location. Percentage of Vehicles Driven Above 35 mph. Recorded between Wyre Lane & The Brickall

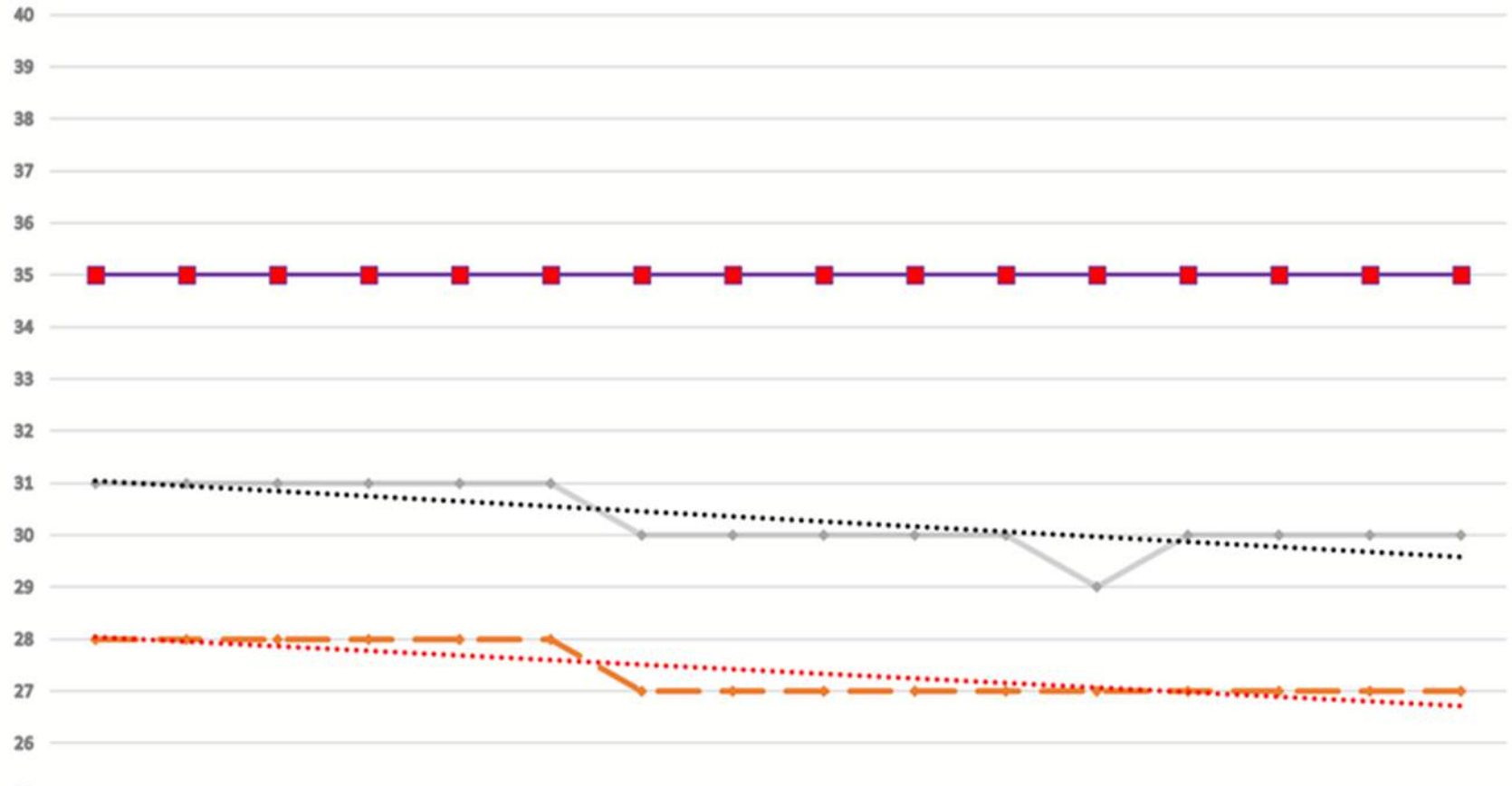


85TH PERCENTILE [\(Trends shows by the dotted lines\)](#)

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.

North Speed Display Location. Avg Speed Driven By 85% of Vehicles. Recorded between Wyre Lane & The Brickall

85% OF VEHICLES
DRIVEN AT THIS SPEED IN MPH

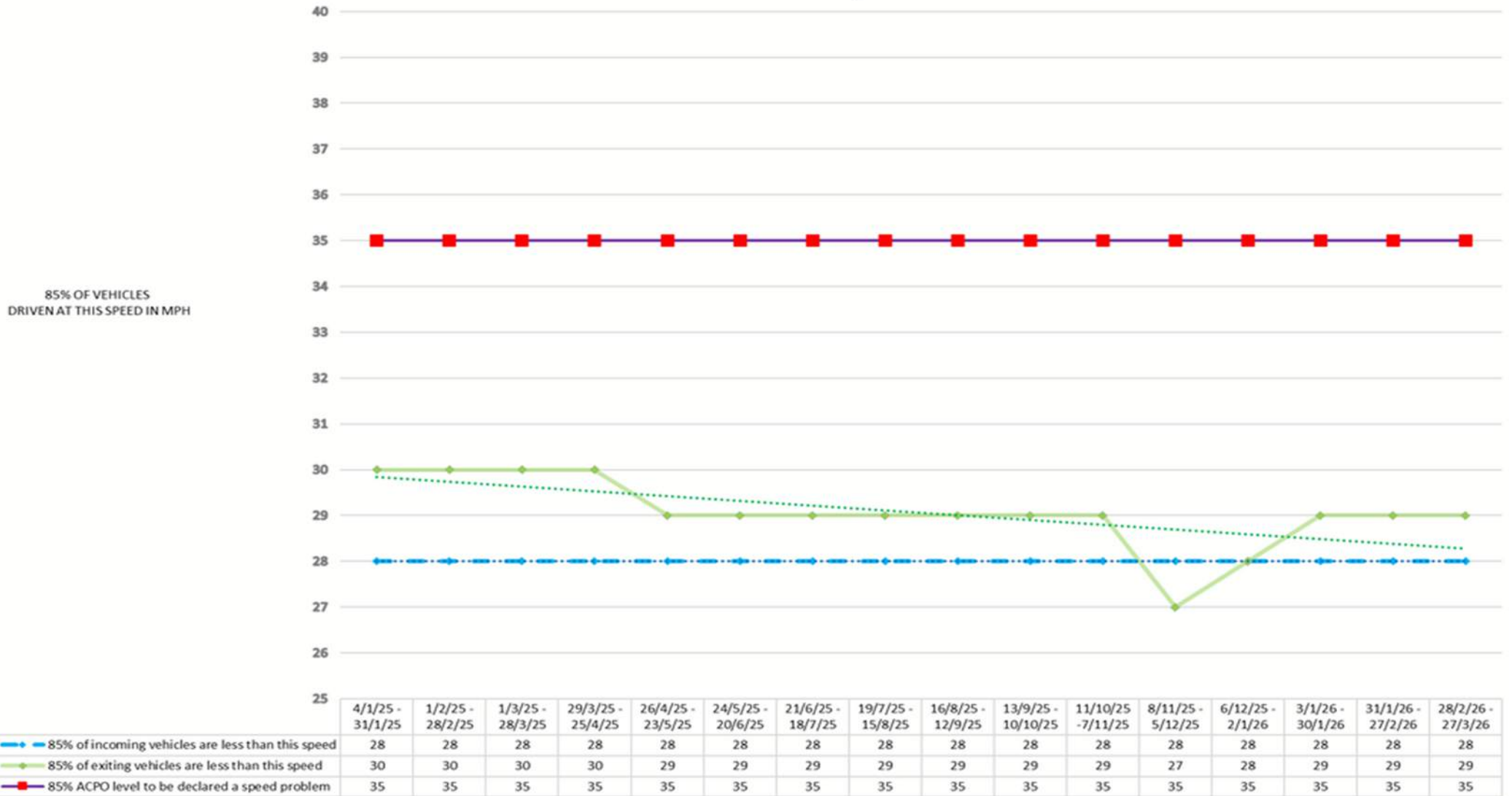


DATE PERIOD & PERCENTAGE OF VEHICLES RECORDED.

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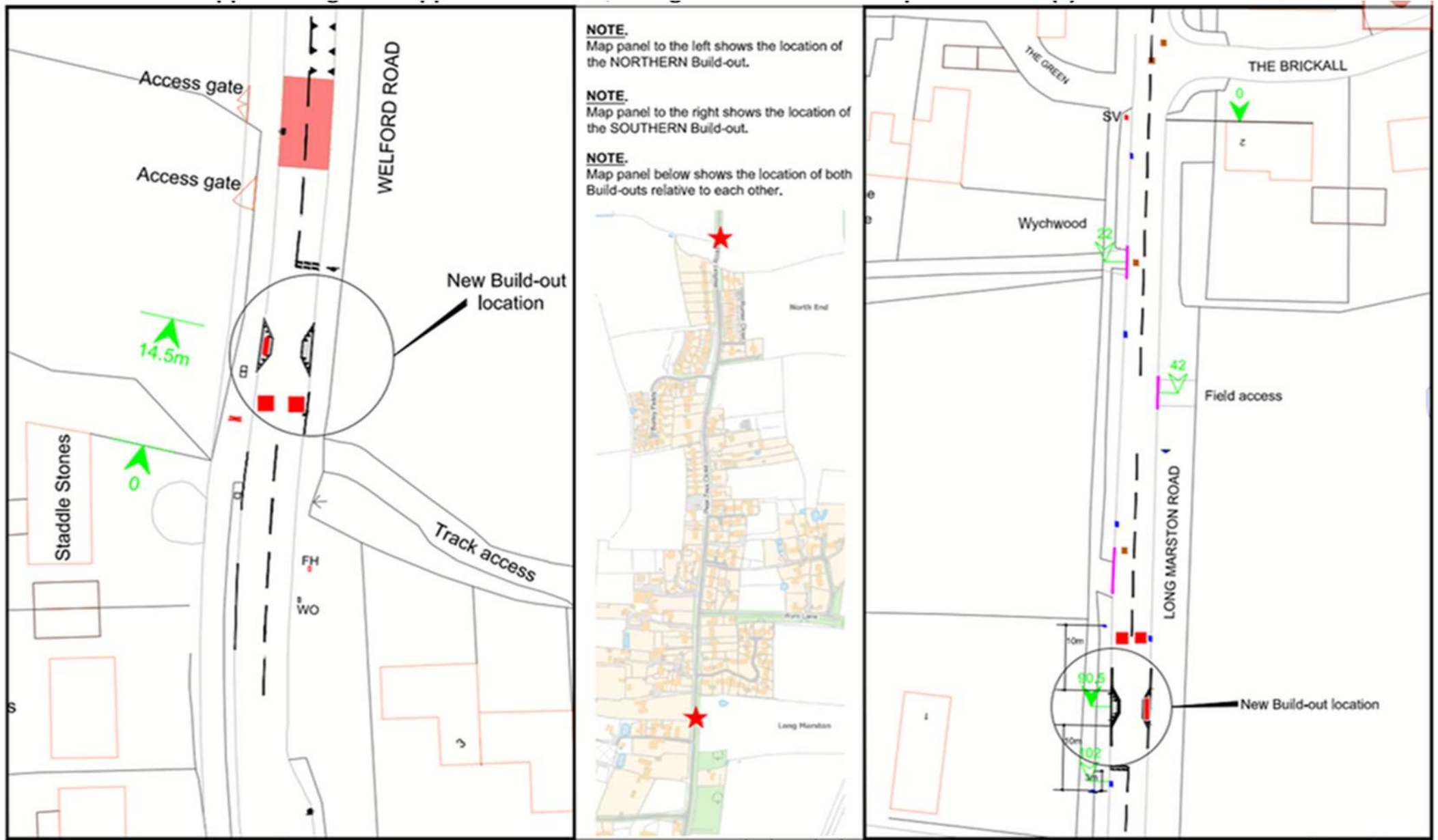
**South Speed Display Location. Avg Speed Driven By 85% of Vehicles.
Recorded between Wyre Lane & The Brickall**



DATE PERIOD & PERCENTAGE OF VEHICLES RECORDED.

April 2026 update. Warwick county councillor, Cliff Brown has committed to the first build out provided within 2026 with the 2nd in 2027

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)