

### Analysis of Speed Indicator Device (SID) data for June/July 2022

The SID was located on the B1050 north of Tidley Cross, facing Tidley Cross, for 22 days between June 20<sup>th</sup> & July 12<sup>th</sup> 2022. (The SID collects data not only from approaching vehicles but also from those departing in the opposite direction; in the case of departing vehicles the speed is not displayed.)

Over the 22 day period, over one-third (36.3%) of vehicles were recorded as exceeding the 30 mph speed limit. The average speed was 28 mph with 15% of vehicles travelling in excess of 34 mph. These figures are slightly worse than those recorded in March this year and October last year although the switching off of the display for 7 days (see below) will have had an adverse impact on the figures.

45,815 vehicles were recorded during the 22 days, an average of 2,082 per day. This figure is significantly lower than the 2,377 per day recorded in October 2021.

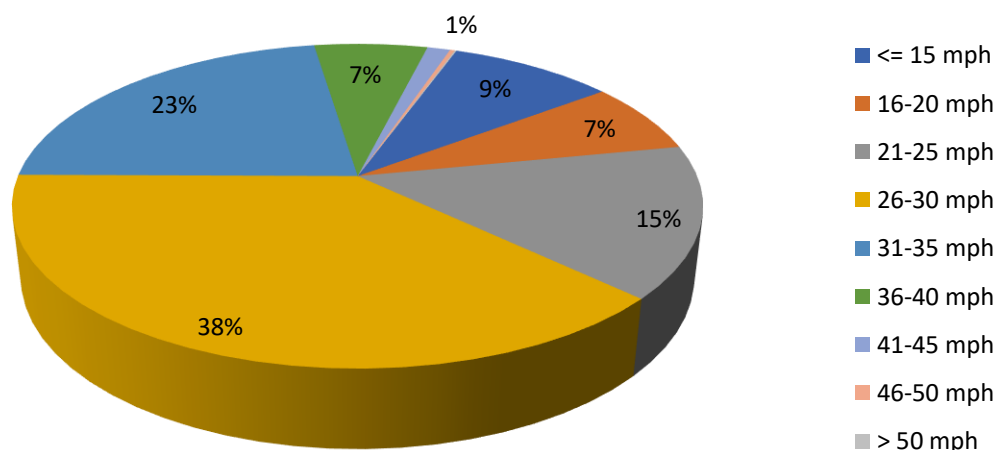
#### Vehicles approaching from Tidley Cross

30% of vehicles were recorded as travelling in excess of the 30 mph limit with almost one in six (15%) recorded travelling at greater than 34 mph. The average speed was 27 mph.

These figures are worse than those recorded in October 2021 & March 2022 at the same location when 27% of vehicles were recorded as exceeding the limit. However, the 22 days include a 7 day period during which the display was turned off but when data was still being collected. During that time, the percentage of speed violations increased from 28.2% when the SID display was operating to 32.6% when the display wasn't operating. This 7 day period will have skewed the overall percentage of speed violations as well as giving us confidence that having drivers' speeds displayed is having a significant impact on driving behaviour.

An average of 1,016 vehicles per day were recorded, down from the 1,163 recorded in October 2021.

The diagram, below, shows the distribution of vehicle speeds arriving from Tidley Cross:



### Vehicles departing towards Tidley Cross

*(The speed of vehicles travelling in this direction is not displayed to the driver and so the presence of the SID is likely to be less of a deterrent.)*

42% of all vehicles were travelling in excess of the 30 mph limit with almost one in six exceeding 35 mph. The average speed was 28 mph.

These figures are similar to those recorded at the same location in both March this year and in October last year. In October 2021, the percentage of speed limit violations was 44% and the average speed was 29 mph. In March this year, 41% of vehicles were travelling in excess of the limit and the average speed was 28 mph.

The number of vehicles recorded averaged 1066 per day, a significantly lower figure than that which was recorded in October last year.

This diagram shows the distribution of vehicle speeds departing towards Tidley Cross:

