

# Eccleshall Parish SIDs

*This is the latest information from 2024-25.*

*At Traffic Management we agreed to place SIDs simultaneously at both ends of Slindon and Croxton to monitor the effectiveness of the ‘entry’ SID when drivers then left the village at the other end. This report provides an answer based on Croxton, and also makes several recommendations.*

*This has been prepared by Cllr Ant Reid*

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## Croxton

Approx 30,000-32,000 cars per month in winter, up to 70,000 per month in May

Two positions, never rotated, always facing vehicles coming into the village, with a 30mph limit

In Feb-Mar 2025 we had both locations working simultaneously. Thus we can see if the presence of the SID by the Church (facing Loggerheads) had an impact on the speed as vehicles left the village towards Eccleshall.

### Eastbound:

| Entering village by Church from Loggerheads                                                                                                                                                                                                                                        | Leaving village, towards Eccleshall                                                                                                                                                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>These vehicles <b>can</b> see the SID as they enter Croxton from Loggerheads</i>                                                                                                                                                                                                | <i>These vehicles <b>cannot</b> see the SID as they leave towards Eccleshall</i>                                                                                                                                                                                                        |
| <p><b>Incoming vehicles</b></p> <ul style="list-style-type: none"> <li>≤ 30 Mph : 22,915 - (73.76 %)</li> <li>31 - 35 Mph : 5,667 - (18.24 %)</li> <li>36 - 40 Mph : 1,809 - (5.82 %)</li> <li>41 - 50 Mph : 642 - (2.07 %)</li> <li>51 - 70 Mph (et +) : 36 - (0.12 %)</li> </ul> | <p><b>Outgoing vehicles</b></p> <ul style="list-style-type: none"> <li>≤ 30 Mph : 23,821 - (75.13 %)</li> <li>31 - 35 Mph : 6,068 - (19.14 %)</li> <li>36 - 40 Mph : 1,276 - (4.02 %)</li> <li>41 - 45 Mph : 250 - (0.79 %)</li> <li>46 - 65 Mph (and more) : 292 - (0.92 %)</li> </ul> |
| Relatively good compliance (7% over 35 mph)                                                                                                                                                                                                                                        | Vast majority of vehicles are still within the speed limit                                                                                                                                                                                                                              |

### Westbound:

| Entering village from Eccleshall                                                                                                                                                                                                                                                        | Leaving village by Church, towards Loggerheads                                                                                                                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>These vehicles <b>can</b> see the SID as they enter Croxton from Eccleshall</i>                                                                                                                                                                                                      | <i>These vehicles <b>cannot</b> see the SID as they leave towards Eccleshall</i>                                                                                                                                                                                                    |
| <p><b>Incoming vehicles</b></p> <ul style="list-style-type: none"> <li>≤ 30 Mph : 22,833 - (73.85 %)</li> <li>31 - 35 Mph : 5,632 - (18.22 %)</li> <li>36 - 40 Mph : 1,789 - (5.79 %)</li> <li>41 - 45 Mph : 495 - (1.60 %)</li> <li>46 - 65 Mph (and more) : 168 - (0.54 %)</li> </ul> | <p><b>Outgoing vehicles</b></p> <ul style="list-style-type: none"> <li>≤ 30 Mph : 23,873 - (75.15 %)</li> <li>31 - 35 Mph : 6,078 - (19.13 %)</li> <li>36 - 40 Mph : 1,275 - (4.01 %)</li> <li>41 - 50 Mph : 336 - (1.06 %)</li> <li>51 - 70 Mph (et +) : 204 - (0.64 %)</li> </ul> |
| Relatively good compliance (7% over 35 mph)                                                                                                                                                                                                                                             | Even better compliance when leaving the village (5% over 35 mph)                                                                                                                                                                                                                    |

### When there is only one SID...

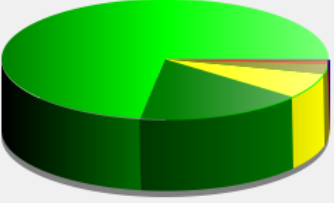
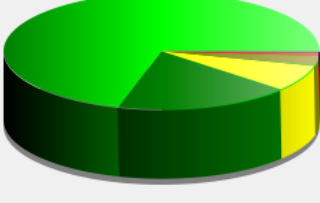
Leaving village, towards Eccleshall – There was no SID when they entered the village, and they couldn't see their speed when they left the village. This is from April-May 2025 and vastly more traffic (over 70,000) than in winter.

|                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                    |
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| <p><b>Outgoing vehicles</b></p> <ul style="list-style-type: none"> <li>≤ 30 Mph : 46,783 - (62.40 %)</li> <li>31 - 35 Mph : 18,384 - (24.52 %)</li> <li>36 - 40 Mph : 7,077 - (9.44 %)</li> <li>41 - 45 Mph : 1,904 - (2.54 %)</li> <li>46 - 65 Mph (and more) : 829 - (1.11 %)</li> </ul> | <p>This is a significant increase to 12% of those going faster than 35 mph. Overall average remains below 30mph (29.84). Note double the traffic per month.</p> <p>This suggests that maybe seeing your speed as you enter Croxton means you adjust and keep your speed lower all the way through the village.</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

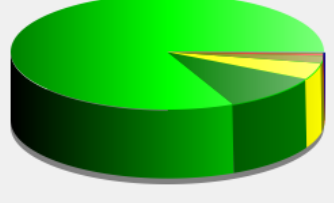
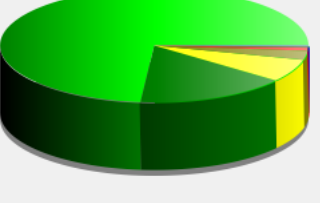
## Slindon

Two positions, never rotated, always facing vehicles coming into the village, with a 40mph limit

### North:

| Incoming from Cotes Heath, facing SID<br><i>Jul-Sep 2025 (2 months), 133,500 vehicles</i>                                                                                                                                                                                                                                                                                                                                                                           | Outgoing vehicles heading north, not facing SID<br><i>Jul-Sep 2025 (2 months), 126,500 vehicles</i>                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <ul style="list-style-type: none"> <li>&lt;= 40 Mph : 97,656 - (72.59 %)</li> <li>41 - 45 Mph : 22,341 - (16.61 %)</li> <li>46 - 50 Mph : 9,211 - (6.85 %)</li> <li>51 - 55 Mph : 3,615 - (2.69 %)</li> <li>56 - 60 Mph : 1,090 - (0.81 %)</li> <li>61 - 65 Mph : 396 - (0.29 %)</li> <li>66 - 70 Mph : 153 - (0.11 %)</li> <li>71 - 75 Mph (and more) : 73 - (0.05 %)</li> </ul> |  <ul style="list-style-type: none"> <li>&lt;= 40 Mph : 89,691 - (70.62 %)</li> <li>41 - 45 Mph : 22,861 - (18.00 %)</li> <li>46 - 50 Mph : 9,299 - (7.32 %)</li> <li>51 - 55 Mph : 3,491 - (2.75 %)</li> <li>56 - 60 Mph : 1,107 - (0.87 %)</li> <li>61 - 65 Mph : 383 - (0.30 %)</li> <li>66 - 70 Mph : 130 - (0.10 %)</li> <li>71 - 75 Mph (and more) : 47 - (0.04 %)</li> </ul> |
| 72.5% compliance, slightly better than previous report                                                                                                                                                                                                                                                                                                                                                                                                              | 70.5% compliance, same as previous report                                                                                                                                                                                                                                                                                                                                                                                                                            |

### South:

| Incoming to Slindon, facing SID<br><i>Apr-May 2025, 64,500 vehicles</i>                                                                                                                                                                                                                                                                                                                                                                                           | Outgoing vehicles towards Eccleshall, not facing SID<br><i>Apr-May 2025, 63,500 vehicles</i>                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <ul style="list-style-type: none"> <li>&lt;= 40 Mph : 52,780 - (81.89 %)</li> <li>41 - 45 Mph : 6,672 - (10.35 %)</li> <li>46 - 50 Mph : 2,993 - (4.64 %)</li> <li>51 - 55 Mph : 1,318 - (2.04 %)</li> <li>56 - 60 Mph : 442 - (0.69 %)</li> <li>61 - 65 Mph : 167 - (0.26 %)</li> <li>66 - 70 Mph : 51 - (0.08 %)</li> <li>71 - 75 Mph (and more) : 31 - (0.05 %)</li> </ul> |  <ul style="list-style-type: none"> <li>&lt;= 40 Mph : 46,749 - (73.59 %)</li> <li>41 - 45 Mph : 10,075 - (15.86 %)</li> <li>46 - 50 Mph : 4,124 - (6.49 %)</li> <li>51 - 55 Mph : 1,622 - (2.55 %)</li> <li>56 - 60 Mph : 579 - (0.91 %)</li> <li>61 - 65 Mph : 203 - (0.32 %)</li> <li>66 - 70 Mph : 103 - (0.16 %)</li> <li>71 - 75 Mph (and more) : 73 - (0.11 %)</li> </ul> |
| 82% compliance, about the same as the prior report                                                                                                                                                                                                                                                                                                                                                                                                                | 74% compliance, about the same as the prior report                                                                                                                                                                                                                                                                                                                                                                                                                   |

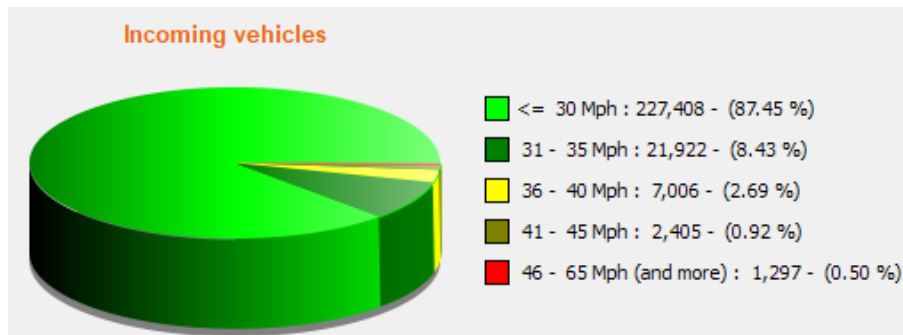
In both cases about 3-4% of vehicles travel excessively fast (over 50mph), with general compliance with the 40mph speed limit is between 70%-82%. The average speed varies from 36-38mph.

## Newport Rd (Cross Butts)

This shows vehicles entering town, downhill, facing the SID at the Cross Butts.

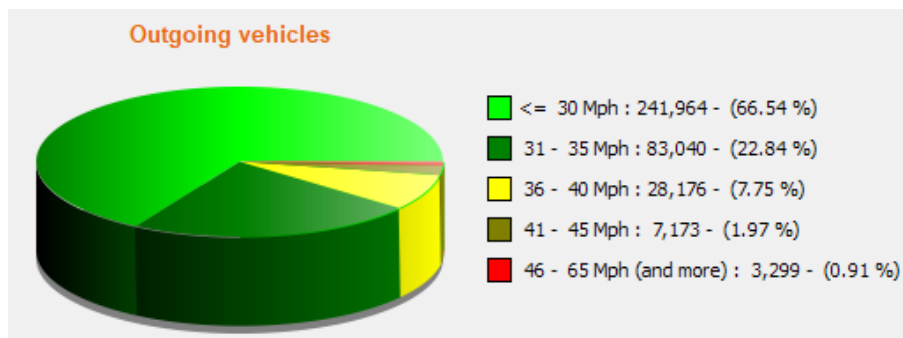
This data is from May-Sep 2025 (260,000 vehicles incoming northbound and 364,000 outgoing southbound). Average speed was 26mph incoming and 29mph outgoing. *Note: this is a new device, not used in 2024.*

### Incoming:



87% compliance with 96% below 35mph. This is consistent with the prior report.

### Outgoing:



67% compliant, with 89% below 35mph. This is a significant drop from 2024 (85% compliant with 95% below 35mph).

### Thoughts

The issues are related to traffic leaving town uphill. Additional traffic or pedestrian measures might be useful at certain times of day? Further data analysis can attempt to see a pattern based on time of day (eg schooltime). Would this be useful? Or can the SID be rotated to face downhill?

Is this enough evidence that the SID is making a difference? We could turn the SID display off for a month and still collect the data – this would prove that vehicles are slower when the SID is working.

## Southwell

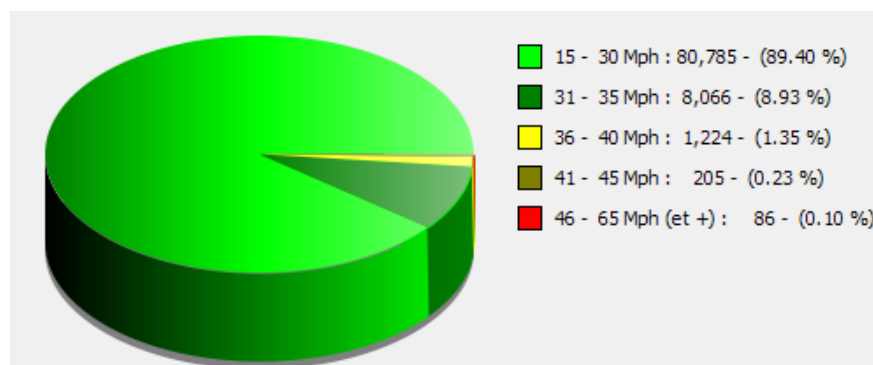
This measures the speed of vehicles at the bottom of the Newport Rd.

Date from June-Jul 2025:

### incoming vehicles

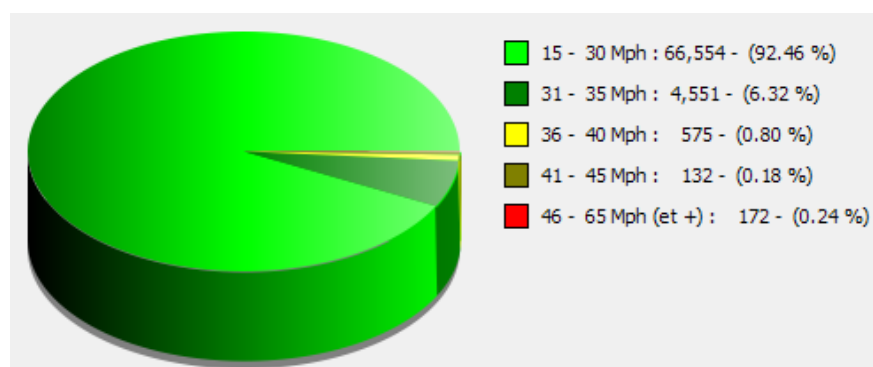
(coming into town, cannot see SID, heading downhill, 90,000 vehicles)

Apr-May 2025:



### Outgoing vehicles

(facing SID, heading uphill, 71,000 vehicles)



With 90% compliance, and close to 100% below 35 mph, whether or not the SID is facing the driver, this is a location that does not have a meaningful speeding problem. If there are problems, they likely relate to other factors such as traffic volume?

**Deeper analysis question:** is the outgoing speed at the top of Newport Road affected by whether or not there is also a SID at Southwell at the bottom of the hill?

| When SID is not at Southwell: May-Aug, 2025                                                                                                                                                                                                                                                                                                                                                                 | When SID is at Southwell: Aug-Sep, 2025 |            |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|------------|------------|-----------|---------|-----------|-------------|--------|-----------|-------------|--------|----------|-------------|-------|----------|------------------------|-------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------|------------|-----------|--------|-----------|-------------|--------|-----------|-------------|-------|----------|-------------|-------|----------|------------------------|-----|----------|
| <table><tr><th>Speed Range</th><th>Count</th><th>Percentage</th></tr><tr><td>&lt;= 30 Mph</td><td>174,190</td><td>(65.87 %)</td></tr><tr><td>31 - 35 Mph</td><td>61,181</td><td>(23.14 %)</td></tr><tr><td>36 - 40 Mph</td><td>21,216</td><td>(8.02 %)</td></tr><tr><td>41 - 45 Mph</td><td>5,480</td><td>(2.07 %)</td></tr><tr><td>46 - 65 Mph (and more)</td><td>2,370</td><td>(0.90 %)</td></tr></table> | Speed Range                             | Count      | Percentage | <= 30 Mph | 174,190 | (65.87 %) | 31 - 35 Mph | 61,181 | (23.14 %) | 36 - 40 Mph | 21,216 | (8.02 %) | 41 - 45 Mph | 5,480 | (2.07 %) | 46 - 65 Mph (and more) | 2,370 | (0.90 %) | <table><tr><th>Speed Range</th><th>Count</th><th>Percentage</th></tr><tr><td>&lt;= 30 Mph</td><td>66,386</td><td>(68.33 %)</td></tr><tr><td>31 - 35 Mph</td><td>21,415</td><td>(22.04 %)</td></tr><tr><td>36 - 40 Mph</td><td>6,796</td><td>(7.00 %)</td></tr><tr><td>41 - 45 Mph</td><td>1,650</td><td>(1.70 %)</td></tr><tr><td>46 - 65 Mph (and more)</td><td>907</td><td>(0.93 %)</td></tr></table> | Speed Range | Count | Percentage | <= 30 Mph | 66,386 | (68.33 %) | 31 - 35 Mph | 21,415 | (22.04 %) | 36 - 40 Mph | 6,796 | (7.00 %) | 41 - 45 Mph | 1,650 | (1.70 %) | 46 - 65 Mph (and more) | 907 | (0.93 %) |
| Speed Range                                                                                                                                                                                                                                                                                                                                                                                                 | Count                                   | Percentage |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| <= 30 Mph                                                                                                                                                                                                                                                                                                                                                                                                   | 174,190                                 | (65.87 %)  |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| 31 - 35 Mph                                                                                                                                                                                                                                                                                                                                                                                                 | 61,181                                  | (23.14 %)  |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| 36 - 40 Mph                                                                                                                                                                                                                                                                                                                                                                                                 | 21,216                                  | (8.02 %)   |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| 41 - 45 Mph                                                                                                                                                                                                                                                                                                                                                                                                 | 5,480                                   | (2.07 %)   |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| 46 - 65 Mph (and more)                                                                                                                                                                                                                                                                                                                                                                                      | 2,370                                   | (0.90 %)   |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| Speed Range                                                                                                                                                                                                                                                                                                                                                                                                 | Count                                   | Percentage |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| <= 30 Mph                                                                                                                                                                                                                                                                                                                                                                                                   | 66,386                                  | (68.33 %)  |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| 31 - 35 Mph                                                                                                                                                                                                                                                                                                                                                                                                 | 21,415                                  | (22.04 %)  |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| 36 - 40 Mph                                                                                                                                                                                                                                                                                                                                                                                                 | 6,796                                   | (7.00 %)   |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| 41 - 45 Mph                                                                                                                                                                                                                                                                                                                                                                                                 | 1,650                                   | (1.70 %)   |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |
| 46 - 65 Mph (and more)                                                                                                                                                                                                                                                                                                                                                                                      | 907                                     | (0.93 %)   |            |           |         |           |             |        |           |             |        |          |             |       |          |                        |       |          |                                                                                                                                                                                                                                                                                                                                                                                                         |             |       |            |           |        |           |             |        |           |             |       |          |             |       |          |                        |     |          |

**Answer:** Not really. 66% compliant when the Southwell is not present, 68% when it is. 89% below 35mph when it is not present, 90% when it is. Having the Southwell SID present doesn't seem to change the behaviour of drivers much by the time they reach the top of the hill at Cross Butts. At most 1 percent or two.

## Stone Road

### Incoming vehicles

#### Vehicles coming into town

| facing the SID May-Jun 2025, 53,000 vehicles                                                                                                                                                                                                                                                             | The SID is facing away, Jun-Jul 2025, 44,000 vehicles                           |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------|-------------|--------------------|-------------|------------------|-------------|-----------------|--------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------|-------------|--------------------|-------------|------------------|-------------|-----------------|--------------------|-----------------|
| <table><tr><td>15 - 30 Mph</td><td>: 48,897 - (92.45 %)</td></tr><tr><td>31 - 35 Mph</td><td>: 3,406 - (6.44 %)</td></tr><tr><td>36 - 40 Mph</td><td>: 476 - (0.90 %)</td></tr><tr><td>41 - 45 Mph</td><td>: 97 - (0.18 %)</td></tr><tr><td>46 - 65 Mph (et +)</td><td>: 17 - (0.03 %)</td></tr></table> | 15 - 30 Mph                                                                     | : 48,897 - (92.45 %) | 31 - 35 Mph | : 3,406 - (6.44 %) | 36 - 40 Mph | : 476 - (0.90 %) | 41 - 45 Mph | : 97 - (0.18 %) | 46 - 65 Mph (et +) | : 17 - (0.03 %) | <table><tr><td>15 - 30 Mph</td><td>: 41,514 - (94.20 %)</td></tr><tr><td>31 - 35 Mph</td><td>: 2,118 - (4.81 %)</td></tr><tr><td>36 - 40 Mph</td><td>: 321 - (0.73 %)</td></tr><tr><td>41 - 45 Mph</td><td>: 67 - (0.15 %)</td></tr><tr><td>46 - 65 Mph (et +)</td><td>: 50 - (0.11 %)</td></tr></table> | 15 - 30 Mph | : 41,514 - (94.20 %) | 31 - 35 Mph | : 2,118 - (4.81 %) | 36 - 40 Mph | : 321 - (0.73 %) | 41 - 45 Mph | : 67 - (0.15 %) | 46 - 65 Mph (et +) | : 50 - (0.11 %) |
| 15 - 30 Mph                                                                                                                                                                                                                                                                                              | : 48,897 - (92.45 %)                                                            |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 31 - 35 Mph                                                                                                                                                                                                                                                                                              | : 3,406 - (6.44 %)                                                              |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 36 - 40 Mph                                                                                                                                                                                                                                                                                              | : 476 - (0.90 %)                                                                |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 41 - 45 Mph                                                                                                                                                                                                                                                                                              | : 97 - (0.18 %)                                                                 |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 46 - 65 Mph (et +)                                                                                                                                                                                                                                                                                       | : 17 - (0.03 %)                                                                 |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 15 - 30 Mph                                                                                                                                                                                                                                                                                              | : 41,514 - (94.20 %)                                                            |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 31 - 35 Mph                                                                                                                                                                                                                                                                                              | : 2,118 - (4.81 %)                                                              |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 36 - 40 Mph                                                                                                                                                                                                                                                                                              | : 321 - (0.73 %)                                                                |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 41 - 45 Mph                                                                                                                                                                                                                                                                                              | : 67 - (0.15 %)                                                                 |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| 46 - 65 Mph (et +)                                                                                                                                                                                                                                                                                       | : 50 - (0.11 %)                                                                 |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |
| Over 90% compliance, and over 98% below 35 mph<br>This is consistent with the prior report                                                                                                                                                                                                               | 95% compliance and 99% below 35mph.<br>This is consistent with the prior report |                      |             |                    |             |                  |             |                 |                    |                 |                                                                                                                                                                                                                                                                                                          |             |                      |             |                    |             |                  |             |                 |                    |                 |

### Outgoing vehicles

#### Vehicles leaving town

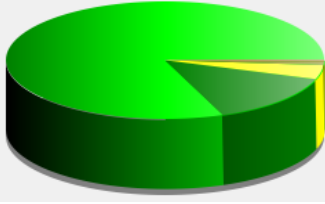
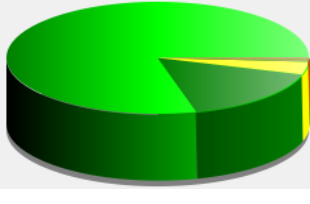
| Facing the SID Aug-Sep 2025, 62,000 vehicles                                                                                                                                                                                                                                                                 | The SID is facing away, May-Jun 2025, 55,000 vehicles                            |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|----------------------|-------------|---------------------|-------------|--------------------|-------------|------------------|--------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------|-------------|----------------------|-------------|--------------------|-------------|------------------|--------------------|------------------|
| <table><tr><td>15 - 30 Mph</td><td>: 54,485 - (87.87 %)</td></tr><tr><td>31 - 35 Mph</td><td>: 6,206 - (10.01 %)</td></tr><tr><td>36 - 40 Mph</td><td>: 1,004 - (1.62 %)</td></tr><tr><td>41 - 45 Mph</td><td>: 218 - (0.35 %)</td></tr><tr><td>46 - 65 Mph (et +)</td><td>: 95 - (0.15 %)</td></tr></table> | 15 - 30 Mph                                                                      | : 54,485 - (87.87 %) | 31 - 35 Mph | : 6,206 - (10.01 %) | 36 - 40 Mph | : 1,004 - (1.62 %) | 41 - 45 Mph | : 218 - (0.35 %) | 46 - 65 Mph (et +) | : 95 - (0.15 %) | <table><tr><td>15 - 30 Mph</td><td>: 42,538 - (77.04 %)</td></tr><tr><td>31 - 35 Mph</td><td>: 10,433 - (18.89 %)</td></tr><tr><td>36 - 40 Mph</td><td>: 1,761 - (3.19 %)</td></tr><tr><td>41 - 45 Mph</td><td>: 272 - (0.49 %)</td></tr><tr><td>46 - 65 Mph (et +)</td><td>: 214 - (0.39 %)</td></tr></table> | 15 - 30 Mph | : 42,538 - (77.04 %) | 31 - 35 Mph | : 10,433 - (18.89 %) | 36 - 40 Mph | : 1,761 - (3.19 %) | 41 - 45 Mph | : 272 - (0.49 %) | 46 - 65 Mph (et +) | : 214 - (0.39 %) |
| 15 - 30 Mph                                                                                                                                                                                                                                                                                                  | : 54,485 - (87.87 %)                                                             |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 31 - 35 Mph                                                                                                                                                                                                                                                                                                  | : 6,206 - (10.01 %)                                                              |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 36 - 40 Mph                                                                                                                                                                                                                                                                                                  | : 1,004 - (1.62 %)                                                               |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 41 - 45 Mph                                                                                                                                                                                                                                                                                                  | : 218 - (0.35 %)                                                                 |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 46 - 65 Mph (et +)                                                                                                                                                                                                                                                                                           | : 95 - (0.15 %)                                                                  |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 15 - 30 Mph                                                                                                                                                                                                                                                                                                  | : 42,538 - (77.04 %)                                                             |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 31 - 35 Mph                                                                                                                                                                                                                                                                                                  | : 10,433 - (18.89 %)                                                             |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 36 - 40 Mph                                                                                                                                                                                                                                                                                                  | : 1,761 - (3.19 %)                                                               |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 41 - 45 Mph                                                                                                                                                                                                                                                                                                  | : 272 - (0.49 %)                                                                 |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 46 - 65 Mph (et +)                                                                                                                                                                                                                                                                                           | : 214 - (0.39 %)                                                                 |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |
| 88% compliance, with 98% below 35 mph.<br>This is consistent with the prior report                                                                                                                                                                                                                           | 77% compliance, with 96% below 35mph<br>This is consistent with the prior report |                      |             |                     |             |                    |             |                  |                    |                 |                                                                                                                                                                                                                                                                                                                |             |                      |             |                      |             |                    |             |                  |                    |                  |

**Conclusion:** When driving into town (SID facing east) it makes no real difference whether or not drivers can see their speed on the SID, but it does have an impact when leaving town (facing west) – it doesn't change the overall number of people below 35mph, but it does seem to shift some people(10%) from 35mph down to 30mph.

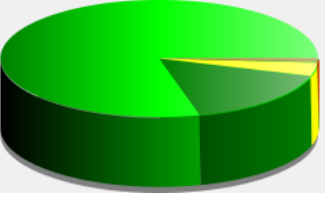
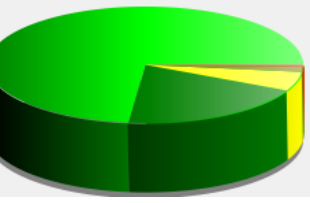
There seems no value in the SID facing east. There is a benefit to having it facing west (vehicles leaving town – the 'rotate' slot). We could use the freed-up slot to focus on locations with clear benefits, or simply leave it facing west more often.

## Green Lane

Vehicles traveling East (towards Stafford Road):

| Facing the SID<br>Jul-Aug 2025, 20,500 vehicles                                                                                                                                                                                                                                                                                            | The SID is facing the other way<br>May-Jun 2025, 17, 000 vehicles                                                                                                                                                                                                                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <ul style="list-style-type: none"> <li>&lt;= 30 Mph : 16,590 - (80.92 %)</li> <li>31 - 35 Mph : 2,841 - (13.86 %)</li> <li>36 - 40 Mph : 803 - (3.92 %)</li> <li>41 - 45 Mph : 188 - (0.92 %)</li> <li>46 - 65 Mph (and more) : 79 - (0.39 %)</li> </ul> |  <ul style="list-style-type: none"> <li>&lt;= 30 Mph : 13,267 - (79.14 %)</li> <li>31 - 35 Mph : 2,691 - (16.05 %)</li> <li>36 - 40 Mph : 620 - (3.70 %)</li> <li>41 - 45 Mph : 142 - (0.85 %)</li> <li>46 - 65 Mph (and more) : 45 - (0.27 %)</li> </ul> |
| 80% compliance, with 92% below 35mph<br>This is consistent with the prior report                                                                                                                                                                                                                                                           | When drivers can't see the SID they seem to behave pretty much the same as when they can...                                                                                                                                                                                                                                                 |

Vehicles traveling West (towards Newport Road):

| Facing the SID<br>May-Jun 2025, 20,000 vehicles                                                                                                                                                                                                                                                                                             | The SID is facing the other way:<br>Jul-Aug 2025, 17,500 vehicles                                                                                                                                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <ul style="list-style-type: none"> <li>&lt;= 30 Mph : 13,267 - (79.14 %)</li> <li>31 - 35 Mph : 2,691 - (16.05 %)</li> <li>36 - 40 Mph : 620 - (3.70 %)</li> <li>41 - 45 Mph : 142 - (0.85 %)</li> <li>46 - 65 Mph (and more) : 45 - (0.27 %)</li> </ul> |  <ul style="list-style-type: none"> <li>&lt;= 30 Mph : 12,836 - (73.31 %)</li> <li>31 - 35 Mph : 3,398 - (19.41 %)</li> <li>36 - 40 Mph : 936 - (5.35 %)</li> <li>41 - 45 Mph : 250 - (1.43 %)</li> <li>46 - 65 Mph (and more) : 90 - (0.51 %)</li> </ul> |
| Less than 80% compliance, with 95% below 35mph<br>Slightly better than prior report                                                                                                                                                                                                                                                         | Slightly worse compliant, with 92% below 35mph<br>Slightly better than prior report but drivers do seem to behave slightly better when the SID is showing                                                                                                                                                                                    |

**Conclusion:** The presence of the SID has a measurable impact to westbound vehicles. Given how the vehicles park on this road, this makes sense.

**Possible future action:** have the SID present here more often, especially facing the westbound vehicles?

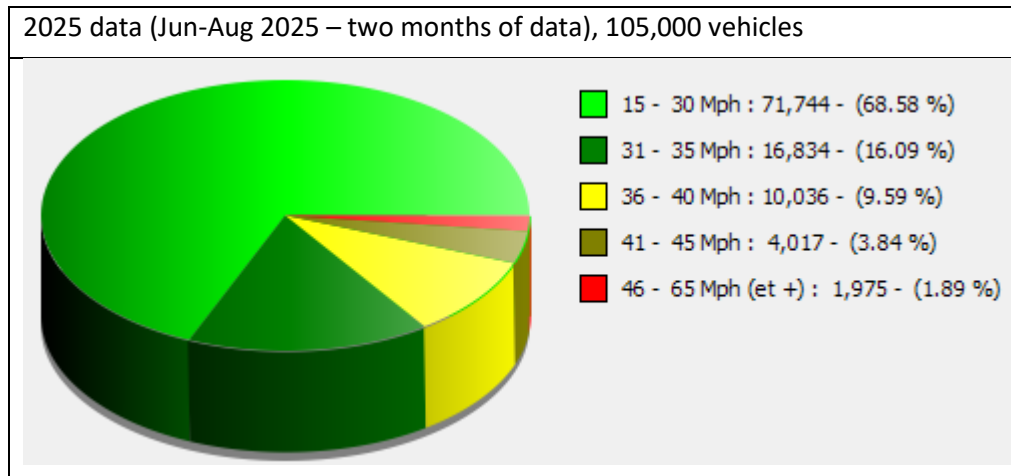
**Question for County Highways:** is 73% compliance low enough to justify other traffic calming measures? How would this data worsen if more houses to be built in the south west part of Eccleshall? Is a new traffic model warranted for developments proposed in that part of town?

## Chester Road

This measures the speed of vehicles approaching town from Loggerheads. This time I compare the last report (2024) with the latest data (2025), as there is a major change.

### incoming vehicles

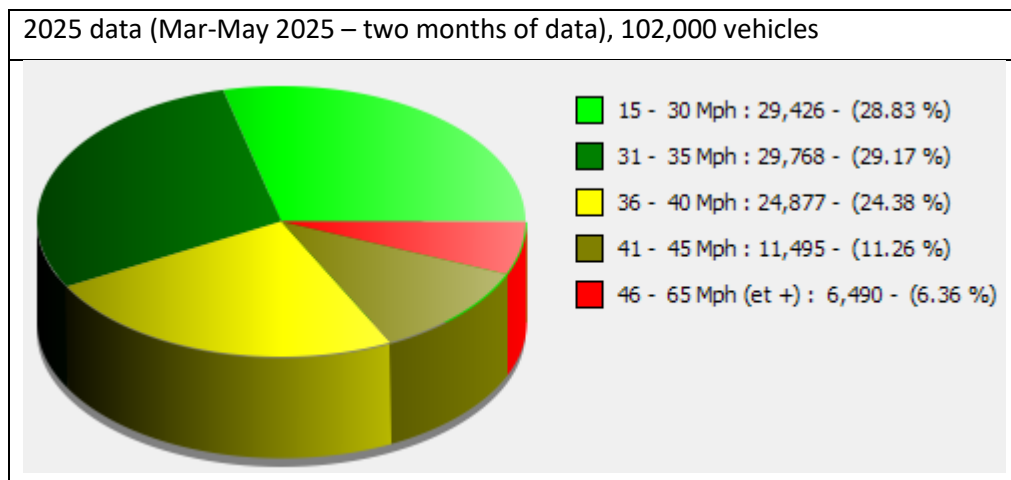
Can see SID:



Very consistent with the prior report. 69% are compliant, with 85% below 35mph. Average is 29mph.

### Outgoing vehicles

Cannot see SID:



Compliance is awful but is improved from 2024 at 29% compliant (last time was 21%), with 82% below 40mph (was 78%) for vehicles leaving town.

**Thought:** Relatively Poor compliance in both directions. We don't know if the SID has an impact on speed for incoming vehicles because it's never facing the other way or turned off. Outgoing vehicles are accelerating toward the end of the 30mph limit on the far side of the road from the pavement so this aspect has less risk that almost every other SID site. But note that the entrance to the tennis courts is right here. Note over 17% of outgoing vehicles are already exceeding 40mph here. Note that vehicles cannot see the SID, so there's not much the SID programme can do here. Perhaps focus on the incoming vehicles and ignore the outgoing vehicle data?

**Possible future action:** Experiment: turn off the SID display for one month and have it continue to record speeds invisibly, see if there is a difference. Or change the message to something new so it is noticed more?

## Notable observations:

- In Croxton there's an interesting pattern of having both SIDs there together helping keep speeds compliant for eastbound vehicles. We may wish to do this more often.
- On the Stone Road the east-facing SID seems to have no measurable usefulness
- At Southwell the SID seems to have no measurable usefulness
- The SID at Chester Road doesn't seem to be helping to reduce the speed much (difficult to know unless we experiment with turning off the display for a month)
- The SID at Green Lane is more effective when facing west (Butts)

## Actions:

- 1) The Parish Council has amended the current rota for SID placement to focus on the areas where the data shows the units are the most effective and this will be assessed in the next set of reports. The new rota will be in place from December 2025.
- 2) The next reports will form the basis of further recommended actions.
- 3) Newport Road has been considered to see if the unit can be rotated, but the sight line of the radar and display is not suitable.