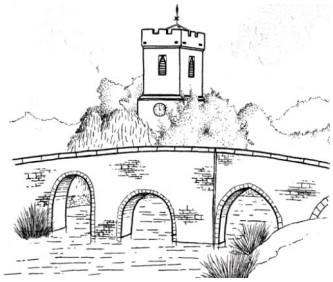
BIDFORD ON AVON PARISH COUNCIL
In the County of Warwickshire



To all Members of the Parish Council

You are hereby summoned to attend a Meeting of the Parish Council to be held at the Parish Council Meeting Room, Bramley Way on Monday 27th April 2026 @ 7.30 pm to transact the following business

22nd April 2026

Elisabeth Uggerløse

Clerk to the Parish Council

Public Forum questions from members of the public. Please be aware that, although members of the public can raise any question, Council will only be able to respond to issues relating to the business to be transacted at the meeting. Approx. 15 minutes in total; 3 minutes per person.
(Public Participation at Council Meeting Guidance Notes apply). Please note that this is the **only** opportunity members of the public have to raise issues as, once the meeting has started, all discussions are limited to the Council and Officers.

AGENDA

1. **To receive** and accept apologies
2. **To receive** any Declaration of Interest on Items on the Agenda
    - **i.** All members of the Council are respectfully reminded that in order to comply with the Code of Conduct adopted by the Parish Council on 28th February 2022, effective from 1st May 2022, and reviewed in May 2025, if any matter arises during the meeting in which they have declared an Interest, which could be personal or prejudicial, they should declare so and leave the room.

ii. Written requests for Dispensations for DPI should be received by the Clerk no more than 24 hours prior to the meeting.
Dispensations will be granted as appropriate.

3. **To approve** Minutes of the Parish Council held on Monday 30th March 2026
4. **To receive** report from County Councillor
5. **To receive** report from District Councillors
6. **To receive** Clerk's Report
7. **To consider**
   i. **Communities Committee**
      - **To receive** verbal update
   ii. **Facilities Committee- to consider**
      - **Speeding Results – Results of survey and report circulated**
      - **Play Area/Equipment Report**
        The detailed report had been circulated to members with the proposed cost.
        Members considered both the contents of the report and the proposed cost and, in view of the amount suggested to improve the 4 play areas directly managed by the Council, it was agreed to carry out an online survey of youngsters 2 – 16 years to establish which areas needed upgrading and what they would like to have installed
        Recommendations
        - ✓ To approve 4 x online consultations
        - ✓ To approve questions to be set by Sport & Play Consulting
        - ✓ To approve the purchase of Survey Monkey Individual Advantage at an annual cost of £369 to enable the online survey and the collation of answers. It should be noted, this will be able to be used for further, online, surveys
      - **Reduction or waiving of car parking fees for the Council's Big Meadow events**
        Proposal is for the fee to be either reduced to £1 , or waived, until the end of the event, when fees revert to normal price (1 event finishes at 2.00 pm and 2 events @ 4.00 pm
        The issue of visitors to the Big Meadow but not be attending the events, having free parking was raised as was the concern of people attending the events but staying on the Big Meadow once they were finished.
        Taking into account that most of the attendees would be locals and they have free parking the
        Recommendation is that Full Council approve a flat fee of £3 for the days when there are Parish Council organised events on the Big Meadow
      - **Exit from High Street (Tower Hill) and the costs involved**
        The plans, drawn up in 2021, had been circulated and the estimated cost was between £60 and £550k
        Members considered the cost high bearing in mind the current

splay of the site and the fact busses already use it.
It was agreed to invite the engineer to meet on site and go over the proposed plans and consider revising the cost involved for the proposed plan
Council is asked to note and Committee will revert with progress

- **To note updates**
  - ✓ Kings Lane Broom
    Vegetation has been cu back and post being installed, to prevent vehicle access
  - ✓ Pontoon access
    Have heard back from P & D Marine Group (pontoon company) who advised that any work that would impact the bank would be refused by the Environment Agency.
    It was proposed that replacing the existing steps with a wider version with a slide for the canoes/paddles could be a viable alternative as the structure was already in place.
    This is supported by both P & D Marine Group and the Avon Navigation Trust who will prepare a quote

iii. Youth Provision WG
Verbal update from the Chairman

8. To consider the following planning applications

i. 26/00032/FUL Geraghty Group Limited, 68 Westholme Road B50 4AN
Demolition of conservatory, various alterations to No. 68 and erection of 5 dwellings. Alterations to vehicular access onto Westholme Road. All associated works.
Lin to application
https://apps.stratford.gov.uk/eplanningv2/AppDetail/Index/ebc12a01-08ca-c033-a418-08de4df5c58c?route=/Home
This is an amendment to a previous layout.

9. To consider and approve

i. March 2026 accounts - circulated
ii. April 2026 payments – circulated

Due to the sensitive nature of this item, the Council may resolve to exclude the public (Public Bodies (Admissions of Meetings Act) 1960 s1(2)

10. To receive update on staffing matters

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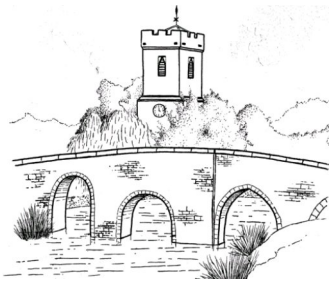

Meeting held on Monday 30th March 2026 @ 7.30 pm at the Parish Council Meeting Room, Bramley Way.

PRESENT

Chairman	Cllr. Williams
Cllrs	Barry, Bloor, Cullum, Hiscocks, Ho, Lewis , Moore and Paterson
In attendance:	Mrs E. Uggerløse, Clerk to the Parish Council Mrs G Miller, Deputy Clerk
Also present	District Cllr Fleming and Pemberton 1 member of the public

Public Forum - questions from members of the public.
Please be aware that, although members of the public can raise any question concerning any issues, the Committee will only be able to respond to issues relating to the business to be transacted at the meeting. Approx. 15 minutes in total; 3 minutes per person. (Public Participation at Council Meeting Guidance Notes apply). Please note that this is the **only** opportunity members of the public have to raise issues as, once the meeting has started, all discussions are limited to the Council and Officers.
No issue to report raised

Chairman welcomed new Cllr Bloor to her first Parish Council meeting

1. **TO RECEIVE ANY APOLOGIES**
   Cllrs Haberton and Hopcraft sent their apologies, which were accepted

2. **TO RECEIVE ANY DECLARATION OF INTEREST IN ITEMS ON THE AGENDA**
   i. All members of the Council are respectfully reminded that in order to comply with the Code of Conduct adopted by the Parish Council on 28th February 2022, effective from 1st May 2022, and reviewed in May 2025, if any matter arises during the meeting in which they have declared an Interest, which could be personal or prejudicial, they should declare so and leave the room.
   Cllr Cullum and Williams declared an interest in Item 9ii) as thy are members of the Broom Village Hall Committee
   ii. Written requests for Dispensations for DPI should be received by the Clerk no more than 24 hours prior to the meeting.
   None requested

3. **TO APPROVE** Minutes of the Parish Council held on Monday 23rd February 2026
   Cllr Paterson proposed they be accepted as accurate
   RESOLVED by Full Council that hey be accepted and signed by the Chairman

4. **TO RECEIVE REPORT FROM COUNTY COUNCILLOR**
   Cllr Brown was not present

5. **TO RECEIVE REPORT FROM DISTRICT COUNCILLOR**
   i. **Planning issues**
      - Glendale Nurseries, Broom has been refused
      - Greenacres has also been refused
      - Avon Way – no movement: site visit has been requested
      - North of Salford Road – no decision as yet
      - South Warwickshire Local Plan (SWLP) – 3 or 4 meetings with Ward members taking place regarding this
      - Westholme Road – applicant is reviewing this. Also aware that the proposed Construction Management Plan needs to be discussed before it is approved
      - Brookfields – second application made but it still does not address the issues raised. In the meantime, they have lodged an appeal against the refusal of the first application.
      - Solar Farm – now live. Clerk advised that notification had been received from the Planning Inspectorate regarding this
        Site visit requested.

6. **RECEIVE CLERK'S REPORT**
   Verbal report
   i. **Finance** – have had to purchase a replacement battery for the Big Meadow defibrillator £176
   ii. **Circus Cortex** is coming to Monie Meadow on the May Bank Holiday
   iii. **Bridge –** still installing scaffolding so Big Meadow will open for the Summer Season on Good Friday , 4th April
   RESOLVED to note

7. **TO CONSIDER**

i. **Communities Committee**

- **To consider** purchase and installation of 3 x stone planters at village entrance (Honeybourne Road, Salford Road and Stratford Road) at a cost of £5,827.45
  Following a discussion, it was **RESOLVED** by 7 votes in favour and 2 against to proceed with the purchase and installation of 3 stone planters for the village entranced.
- **To consider** subsidising commercial and residential hanging baskets by £10 – businesses and residents will be offered the opportunity of purchasing and maintaining a basket from a Council approved supplier
  After discussing the proposal at length, it was **RESOLVED** by 5 votes in favour and 4 against to proceed.
- **To receive** verbal update on Summer Events on the Big Meadow
  - 3 x markets on the Big Meadow
    - 1 market plus car boot sale
    - 1 market plus vintage cars/steam engines
    - 1 market plus Dogs Trust

  RESOLVED to note

ii. **Facilities Committee**

- **To consider** Burial Fees for the year 2026/27
  Recommendation to increase all items by £5
  RESOLVED by a unanimous vote to increase all items by £5
- **To note** Preliminary Speeding Survey Report prepared by Mr Graham Stanley – circulated.
  A more detailed report will be considered by the Committee once this has been submitted
  RESOLVED to note

iii. **Communications WG**

- **To note** new website will go live mid April
  RESOLVED to note
- **To consider** Councillors contributing to the "Councillors" page with a short statement about themselves
  RESOLVED by 7 vote4s in favour 1 vote against and 1 abstention to approve contributing to a Councillors website page, though not compulsory
- **To note** all Councillors must transfer their official Councillor email to the secure @bidfordonavon-pc.gov.uk by 1st April – see updated Risk Assessment
  RESOLVED to note

iv. **Youth Provision WG**

Verbal update from the Chairman

- Very productive meeting with the leaders of The Shack (youth club) with good exchange of ideas.

- Application for a £100k grant from the Norton Foundation had, regrettably, not been successful. There were 87 bids for the grant for the one grant of £100k
- Youth Survey – approx 100 received and the information will be collated and then distributed to all
- New premises – have looked into reconditioned porta cabins which are coming in very expensive. So looking for more quotes and alternatives

RESOLVED to note

8. TO CONSIDER NEIGHBOURHOOD GOVERNANCE STRUCTURE PACK – circulated

It was agreed that the situation is still unknown and it was

RESOLVED to

- **Call on our local Member of Parliament** to press the Secretary of State for Housing, Communities and Local Government to:
  - Ensure that parish and town councils are formally recognised as key partners within the emerging neighbourhood governance framework;
  - Guarantee that the forthcoming regulations and guidance clearly set out how parish and town councils will be integrated into neighbourhood governance structures;
  - Provide assurance that new neighbourhood governance arrangements will not duplicate functions or undermine the democratic legitimacy of parish and town councils.
- **Write to the MP** enclosing this motion and requesting active lobbying on behalf of parish and town councils during the development of regulations under the EDCE Bill.

9. TO CONSIDER THE FOLLOWING GRANT APPLICATIONS

i. Junior Dragons Dungeons & Dragons Club (Bidford Community Library)

This is run one a month at the library (12.00 – 2.00) and provides free access opportunity for young people in the community to play Dungeons & Dragons (a table top role playing game). Age group from 7 years. Can accommodate 12 and there is a waiting list.

Grant application £465

It was noted that, although the application was made by Bidford Community Library, they had included room hire costs.

RESOLVED to award the grant less the room hire costs: £345

Chairman declared an interest in the next item and was replaced by the Vice Chairman, Cllr Paterson, for this item

ii. **Broom Village Hall**
Need to replace the front door and the rear fire escape door which, after 20 years, have reached the end of their "life">
Cost: £5,160
Grant application : £3,000
There was some discussion as to whether this could be considered a maintenance cost.
It was proposed that a grant of £2,500 be awarded. Supported by 3 votes
3 Votes in favour of £3,000
1 abstention
As the votes were 3 in favour of £2.5k and 3 in favour of £3k, the Chairman had the casting vote which was for the full amount of £3
RESOLVED by the casting vote of the acting Chairman, to award the full amount of £3,000

10. TO CONSIDER AND APPROVE NOMINATING THE PARISH COUCNIL CHAIRMAN AS A TRUSTEE OF THE BIDFORD YOUTH CLUB
This has been discussed and agreed with the current Youth Club Trustees who agree this could be beneficial
RESOLVED to approve the nomination of the Parish Council's Chairman as a Bidford Youth Club Trustee

11. TO REVIEW AND APPROVE COUNCIL'S RISK ASSESSMENT
To include new fencing on the Big Meadow, by the pontoon, identified as a risk by the Avon Navigation Trust.
RESOLVED to approve the review/update

12. TO CONSIDER MOVING THE COUNCIL'S BANK ACCOUNT FROM LLOYDS BANK TO UNITY TRUST BANK
Unity Trust Bank has a department that specialises in local council's and is better set up as an online bank
RESOLVED to allow the Clerk to look into it and report back

13. TO CONSIDER CHANGING THE DATE OF THE ANNUAL MEETING OF THE PARISH COUNCIL
This is scheduled for Monday 18th April but the Clerk is unable to attend as she has a hospital appointment that afternoon
RESOLVED to hold the Annual Meeting of the Parish council on Monday 11th May

14. TO APPROVE

i. February 2026 accounts – circulated
RESOLVED to approve

ii. March payments – circulated
Total payment £16811.17
RESOLVED to approve payment

Due to the sensitive nature of this item, the Council may resolve to exclude the public (Public Bodies (Admissions of Meetings Act) 1960 s1(2)

15. TO RECEIVE VERBAL REPORT FROM THE CHAIRMAN OF THE COMMUNICATIONS WG
RESOLVED to note the verbal report

16. TO RECEIVE UPDATE ON STAFFING MATTERS
RESOLVED to note the update

The meeting closed at approx. 9.15 pm

Chairman …….. Date ……

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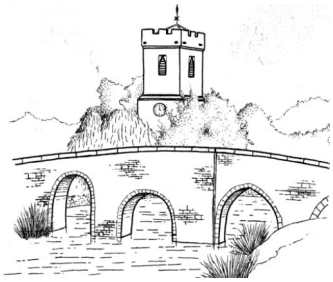

ITEM 7ii) SPEED SURVEY REPORT

These have been sent to the approved adviser., Graham Stanley and are circulated.
Additional information regarding speeding on Victoria Road had also been forwarding, showing speeds did not reach the threshold for either Police or engineering intervention.
The traffic surveys, carried out on High Street, Salford Road, Tower Hill, Victoria Road and Waterloo Road showed that speeding thresholds were only exceeded on Salford Road. It was further noted that the daily vehicle movements along this site were in excess of 10,500.
The survey also noted that the speeds along the High Street were around 20 mph thus fulfilling the requirement to consider a 20 mph limit.
After some discussion regarding the survey results, it was agreed to send the details of

i. Salford Road to road Safety with a view to carry out some "soft engineering" to slow traffic down
   Reply received as follows:
   Thank you for sharing the results of the speed surveys undertaken along Salford Road. We recognise from the data that there are elevated vehicle speeds, particularly for westbound traffic leaving Bidford-on-Avon, and that traffic volumes along this route are relatively high for a village environment.
   In respect of potential interventions, the range of "soft engineering" measures available to Warwickshire County Council is unfortunately very limited. Measures such as road markings, signage or gateways are already in place at this location, and experience shows that additional signing or lining on their own is unlikely to result in any

meaningful or sustained reduction in vehicle speeds, particularly where drivers perceive the route to function as a main through-road.
More effective speed reduction is generally only achieved through ***physical traffic calming measures****, such as build-outs, chicanes, road narrowings or vertical features, which physically influence driver behaviour. These types of measures can be effective where there is a demonstrable speeding problem, but they also require detailed design, safety audit, consultation, and ongoing maintenance.*
It is important to note that the delivery of physical traffic calming is dependent on the availability of funding and the need for schemes to be prioritised against county-wide road safety needs.

ii. High Street – to look into the possibility and cost of imposing a 20 mph limit
This has received a positive response. However, the approx cost of £10k would have to be funded by the Parish Council
Recommendation that Council approve the cost of £10k towards having a 20 mph limit on the High Street (east)

Bidford on Avon - Speed Survey Results Analysis

Speed Survey Data February 5th – February 18th

Site 1

Salford Road- BIDFORD 0n Lamp Column 1 - 30mph Speed Limit

Main road into Bidford on Avon just past 30mph Gateway signing

Eastbound AM Peak 08.00 – 09.00 85% Speed 32.8 mph Mean Speed 27.5 mph.

PM Peak 17.00 – 18.00 85% Speed 31.5 mph Mean Speed 26.2 mph.

Westbound AM Peak 08.00 - 09.00 85% Speed 39mph Mean Speed 35mph.

PM Peak 17.00 – 18.00 85% Speed 38.6 mph Mean Speed 32.9 mph.

Summary

Vehicle speeds travelling into Bidford Eastbound from the A46 & Salford Priors are within the acceptable 85% speeds being around 33mph during the main part of the day. The 85% does increase outside the daytime hours, with 36.6 mph at 01.00. Mean Speeds are consistently around 26 mph – 29 mph during the main part of the day.

Vehicle speeds travelling Westbound from Bidford on Avon are consistently higher between 38.5 mph & 40 mph during the daytime, but they are 47.9 mph at 03.00. Mean speeds are over the set 30mph speed Limit for daytime traffic.

The location of the speed survey would benefit to be moved further down Salford Road towards Bidford to see if vehicle speeds remain within the speeds above. To see if the 85 % speeds of vehicles are similar, as this would require consideration of speed enforcement within this 30mph Section of road.

Site 2 Tower Hill BIDFORD on LC on Hill – 30 mph Speed Limit

Main Road into Bidford on Avon from Stratford

Eastbound AM Peak 08.00 – 09.00 85% Speed 36 mph Mean Speed 31.7 mph.

PM Peak 17.00 – 18.00 85% Speed 35.4 mph Mean Speed 30.7 mph.

Westbound AM Peak 08.00 - 09.00 85% Speed 34 mph Mean Speed 30.6 mph.

PM Peak 17.00 – 18.00 85% Speed 32.9 mph Mean Speed 30 mph.

Summary

Vehicle speeds travelling into Bidford on Tower Hill are approaching Bidford downhill on a bend, single carriageway with hatching in the middle of the road, and double white lines further up the Hill. Vehicles on this approach are travelling in the 30mph Speed Limit, giving good Mean Speeds throughout the day. Vehicles travelling out of Bidford on Avon on Tower Hill are accelerating to gain momentum up Tower Hill but not exceeding the level of enforcement for the Police to act.

Site 3 Waterloo Road -BIDFORD North of Roundabout – 30 mph Speed Limit

Main Road into Bidford from Wixford

Northwest bound AM Peak 08.00 – 09.00 85% Speed 30.2 mph Mean Speed 25.5 mph.

PM Peak 17.00 – 18.00 85% Speed 29.5 mph Mean Speed 25.2 mph.

Southeast bound AM Peak 08.00 - 09.00 85% Speed 32.6 mph Mean Speed 27.6 mph.

PM Peak 17.00 – 18.00 85% Speed 30.7 mph Mean Speed 26 mph.

Summary

The location of the speed survey was located between the roundabout and give & take on Waterloo Road. The roundabout and chicane are keeping vehicle speeds lower along this section of Waterloo Road. Recommendation would be to undertake a further speed survey on Waterloo Road near to its junction with St Lawrence Way to see if vehicle speeds are within guidelines at this point in the road. It may be that vehicle speeds could be higher at this location.

Site 4 Victoria Road BIDFORD near junction with Stepping Stones – 30 mph Speed Limit

Road into Bidford from Wixford

Northwest bound AM Peak 08.00 – 09.00 85% Speed 29.7 mph Mean Speed 25.3 mph.

PM Peak 17.00 – 18.00 85% Speed 30 mph Mean Speed 24.9 mph.

Southeast bound AM Peak 08.00 - 09.00 85% Speed 29.3 mph Mean Speed 24.2 mph.

PM Peak 17.00 – 18.00 85% Speed 28.8 mph Mean Speed 24 mph.

Summary Vehicle speeds along Victoria Road near Stepping Stones is compliant to the speed limit. Suggestion would be that a further speed survey be requested near The Meadows to see if vehicle speeds are similar at this point.

Bidford on Avon –

Bidford High Street

Site 1 Outside Fosbrooke House,

Site 2 Outside Pharmacy

Vehicle Speed surveys have been conducted at both locations as the results shows. Vehicle speeds are consistent in being Mean Speeds of 22mph – 17mph, with an 85% speed of 25 mph. Based on the results of these two speed surveys traffic is travelling at a speed you would expect if you had a 20 mph Speed Limit in place the mean speed has to be below 24mph as recommended by the Department of Transport.

In looking at the results of these speeds, no surveys were conducted on roads in the surrounding area of High Street up to the B4085 Honeybourne Road and the surrounding roads east of High Street, Bidford.

If the Parish Council were to consider a full 20mph Zone for the main area around High Street further speed data would be required to go forward to WCC and Warwickshire Police if a 20mph Zone was to be considered.

Vehicle speeds in Bidford on Avon seem to support the speed limits on the roads based on the speed data. Consistent Speed Aware monitoring has contributed to this with vehicles adhering to the posted speed limits.

Graham Stanley 22/03/2026

Bidford on Avon - Speed Survey Results Analysis

Speed Survey Data February 5th – February 18th.

This report summarises the findings of the automatic traffic speed surveys conducted in Bidford 0n Avon at various sites. The purpose of these surveys was to understand traffic speeds, flow, and any potential safety concerns, then to provide evidence-based recommendations as required.

Site 1 Salford Road- BIDFORD on Lamp Column 1 - 30mph Speed Limit Main Road into Bidford on Avon just past 30mph Gateway signing

Eastbound

AM Peak 08.00 – 09.00 85% Speed 32.8 mph Mean Speed 27.5 mph.

PM Peak 17.00 – 18.00 85% Speed 31.5 mph Mean Speed 26.2 mph.

Westbound

AM Peak 08.00 - 09.00 85% Speed 39mph Mean Speed 35mph.

PM Peak 17.00 – 18.00 85% Speed 38.6 mph Mean Speed 32.9 mph.

3.1 Daily Traffic Volumes (All Directions)

Period	Average Daily Two Way Flow (vehicles)
07:00–19:00	8,850
06:00–22:00	10,017
06:00–24:00	10,244
00:00–24:00	**10,550**

Key point: Salford Road carries **in excess of 10,500 vehicles two way per day**, indicating it functions as a busy through-route rather than a lightly trafficked local street.

4. Speed Analysis – All Vehicles

Overall Speed Statistics (24-hour)

Metric	Speed (mph)
Mean speed	**30.5 mph**
85th percentile speed	**37.2 mph**
Standard deviation	6.5 mph

Interpretation:

- The **mean speed** is slightly above a typical 30 mph limit.
- The **85th percentile speed of 37.2 mph** indicates that a significant proportion of drivers are travelling well above the posted limit, a commonly used indicator of a speeding issue in traffic engineering assessments.

5. Directional Speed Analysis

Eastbound Traffic (24-hour)

Metric	Speed (mph)
Mean speed	27.4 mph
85th percentile speed	32.7 mph
Average daily flow	5,327 vehicles

Westbound Traffic (24-hour)

Metric	Speed (mph)
Mean speed	**33.6 mph**
85th percentile speed	**39.5 mph**
Average daily flow	5,223 vehicles

Key observation:
Westbound traffic is travelling **substantially faster** than eastbound traffic, with an 85th percentile speed almost **10 mph higher** than eastbound. This strongly suggests a **directional speeding issue**, potentially linked to road geometry, visibility, or vehicles exiting the built up area of Bidford.

6. Peak Period Performance [commuter-driven}

AM Peak

- **Peak hour volume:** 730 vehicles (08:00–09:00)
- **Associated 85th percentile speeds:** up to **44.6 mph** recorded within peak periods.

PM Peak

- **Peak hour volume:** 869 vehicles (16:00–17:00)
- **Mean speeds:** approximately **30.3 mph.**
- **85th percentile speeds:** approximately **37.0 mph**

Concern:
High traffic volumes combined with elevated 85th percentile speeds during peak hours increase risk to pedestrians, cyclists, and residents accessing the highway.

7. Evidence of Speeding

The following indicators point to a clear speeding issue:

- 85th percentile speeds **consistently exceed 35 mph.**
- Westbound 85th percentile speed reaches **39.5 mph.**
- Significant numbers of vehicles recorded in **40–45 mph**, **45–50 mph**, and **>50 mph** speed bands Wet Bound.

These results suggest speeding is **systemic rather than occasional**.

8**. Conclusion**

The speed survey on Salford Road, Bidford demonstrates **high traffic volumes and clear evidence of speeding**, particularly in the westbound direction. The **85th percentile speeds significantly exceed typical acceptable thresholds**, supporting the case for further action to improve safety and reduce vehicle speeds.

The location of the speed survey would benefit to be moved further down Salford Road towards Bidford to see if vehicle speeds remain within the speeds above. To see if the 85 % speeds of vehicles are similar, as this would require consideration of speed enforcement within this 30mph Section of road.

Site 2 Tower Hill BIDFORD on LC on Hill – 30 mph Speed Limit - Main Road into Bidford on Avon from Stratford

Eastbound

AM Peak 08.00 – 09.00 85% Speed 36 mph Mean Speed 31.7 mph.

PM Peak 17.00 – 18.00 85% Speed 35.4 mph Mean Speed 30.7 mph.

Westbound

AM Peak 08.00 - 09.00 85% Speed 34 mph Mean Speed 30.6 mph.

PM Peak 17.00 – 18.00 85% Speed 32.9 mph Mean Speed 30 mph.

1. Strong daily traffic pattern (commuter-driven)

Traffic volumes follow a **clear weekday commuter profile**:

- **Low overnight flows** between **00:00–05:00**, typically under 30 vehicles per hour.
- **Rapid increase from 06:00**, with volumes rising sharply.
- **Morning peak** occurs between **08:00–11:00**, with hourly flows reaching around **640 vehicles** at their highest.
- **Afternoon / evening peak** is stronger, peaking around **16:00–17:00**, with a maximum hourly flow of **783 vehicles**.
- Volumes decline steadily after **18:00**.

Trend: This indicates the route is primarily used for **work and school-related trips rather than leisure traffic**.

2. Speeds decrease as traffic increases

There is a **clear inverse relationship between flow and speed**:

- **Overnight / early morning**:
  - Mean speeds are highest, typically **33–35 mph**,
  - 85th percentile speeds often exceed **40 mph**.
- **Peak periods (07:00–18:00)**:
  - Mean speeds drop to around **29–31 mph**.
  - Speed variability (standard deviation) is lower, suggesting more uniform, platooned traffic.

Trend: This pattern strongly suggests **congestion-induced speed control**, rather than enforcement or physical constraints alone.

3. Consistent speeding above 30 mph

Across the full 24-hour period:

- The **mean speed** is approximately **30.6 mph**.
- The **85th percentile speed** is about **34.7 mph**.
- A substantial proportion of vehicles fall into the **30–35 mph and 35–40 mph bins**, even during busy periods.
- Vehicles exceeding **40 mph** are present in all time periods, though more common overnight.

Trend: This indicates **systematic non-compliance** if the intended speed limit is 30 mph, rather than occasional or isolated speeding.

4. Directional differences (Eastbound vs Westbound)

There is a **consistent directional asymmetry**:

- **Eastbound traffic**:
  - Slightly **higher mean and 85th percentile speeds**.
  - Greater speed dispersion (higher standard deviation).
- **Westbound traffic**:
  - Marginally **lower speeds**, especially during peak periods.
  - More tightly grouped speeds, suggesting stronger congestion or physical restraint.

Trend: This may point to **road geometry, gradient, visibility, or downstream junction effects** influencing driver behaviour differently by direction.

5. Peaks are volume-driven, not speed-driven

During both AM and PM peak periods:

- Peak **volume hours** do **not** coincide with peak speeds.
- The highest speeds consistently occur **outside peak demand**, especially overnight.
- This reinforces that **traffic demand**, rather than enforcement or weather, is the dominant control on speed.

6. Stability across the 2-week period

The aggregated daily summaries (07–19, 06–22, 06–24, 00–24):

- Show **small variation** in mean speed (≈30.3–30.9 mph).
- Total daily flows are consistent (≈8,700–9,100 vehicles).
- No abnormal spikes or suppressed days are flagged.
- No holidays or special events affected the dataset.

Trend: This suggests the trends observed are **representative and reliable**, not distorted by one-off conditions.

Summary

Vehicle speeds travelling into Bidford on Tower Hill are approaching Bidford downhill on a bend, single carriageway with hatching in the middle of the road, and double white lines further up the Hill. Vehicles on this approach are travelling in the 30mph Speed Limit, giving good Mean Speeds throughout the day. Vehicles travelling out of Bidford on Avon on Tower Hill are accelerating to gain momentum up Tower Hill but not exceeding the level of enforcement for the Police to act.

Site 3 Waterloo Road -BIDFORD North of Roundabout – 30 mph Speed Limit Main Road into Bidford from Wixford

Northwest bound

AM Peak 08.00 – 09.00 85% Speed 30.2 mph Mean Speed 25.5 mph.
PM Peak 17.00 – 18.00 85% Speed 29.5 mph Mean Speed 25.2 mph.

Southeast bound

AM Peak 08.00 - 09.00 85% Speed 32.6 mph Mean Speed 27.6 mph.
PM Peak 17.00 – 18.00 85% Speed 30.7 mph Mean Speed 26 mph.

1. Strong daily traffic pattern (commuter peaks)

Across **all directions combined**, traffic volumes follow a very typical weekday profile:

- **Lowest volumes overnight** (00:00–05:00), with fewer than ~10 vehicles per hour.
- **Sharp increase from 06:00**, rising rapidly into the morning.
- **AM peak** occurs around **08:00**, with the **highest hourly volume of 354 vehicles**.
- Volumes remain high through the middle of the day.
- **PM peak** occurs between **16:00–17:00**, with a maximum of **352 vehicles at 16:00**.
- Traffic tails off steadily after 19:00.

Trend: This location is clearly influenced by **commuter and school-related travel**, with predictable morning and afternoon peaks.

2. Speeds reduce as traffic volume increases

There is a **consistent inverse relationship between flow and speed**:

- **Overnight / low flow periods**:
  - Mean speeds typically **28–30 mph.**
  - 85th percentile speeds up to **40.8 mph** (e.g. 02:00)
- **Peak periods (07:00–17:00)**:
  - Mean speeds drop to **~25–26 mph.**
  - 85th percentile speeds typically **30–32 mph**

Trend: Higher congestion during peak hours naturally suppresses speeds, even though this is a fast road outside busy times.

3. Majority of vehicles travel between 25–35 mph

Looking at the speed distribution across the full day (00–24):

- The **largest volume of traffic consistently falls in the 25–30 mph and 30–35 mph bands.**
- Very few vehicles exceed **40 mph.**
- **>50 mph readings are extremely rare** (only 1–4 vehicles across the full dataset)

Trend: Most drivers are travelling close to a **30-mph environment**, even during off-peak periods.

4. Directional differences are modest but consistent

Southeastbound

- Total daily flow (00–24): **1,976 vehicles**
- Mean speed: **26.4 mph.**
- AM peak volume: **168 vehicles**
- PM peak volume: **182 vehicles**

Northwestbound

- Total daily flow (00–24): **1,953 vehicles**
- Mean speed: **25.7 mph.**
- AM peak volume: **186 vehicles**
- PM peak volume: **177 vehicles**

Trend:

- Traffic volumes are **very balanced by direction**.
- Northwestbound shows **slightly higher AM peak demand**, while Southeastbound is marginally higher in the PM.
- Speed behaviour is broadly similar in both directions.

5. Limited evidence of speeding issues

Key indicators:

- **85th percentile speed (all directions, 24-hour average): ~31 mph**
- Mean speed: **~26 mph.**
- Very small counts above **40 mph**, and almost none above **45 mph**

Trend:
This suggests **good general compliance**, with limited high-end speeding. The few higher speeds mostly occur during low-flow night-time hours.

6. Very stable pattern over the survey period

The aggregated summaries (07–19, 06–22, 06–24, 00–24) show:

- Minimal variation in:
  - Mean speed (≈25.8–26.1 mph)
  - 85th percentile speed (≈30.6–31.0 mph)
  - Speed distribution proportions.

- **Trend:** Traffic behaviour is **highly consistent day-to-day**, with no anomalies, events, or holiday effects recorded. Most vehicles travel in the 25–35 mph range.

Summary

The location of the speed survey was located between the roundabout and give & take on Waterloo Road. The roundabout and chicane are keeping vehicle speeds lower along this section of Waterloo Road. Recommendation would be to undertake a further speed survey on Waterloo Road near to its junction with St Lawrence Way to see if vehicle speeds are within guidelines at this point in the road. It may be that vehicle speeds could be higher at this location.

Site 4 Victoria Road BIDFORD near junction with Stepping Stones – 30 mph Speed Limit Road into Bidford from Wixford

Northwest bound

AM Peak 08.00 – 09.00 85% Speed 29.7 mph Mean Speed 25.3 mph.

PM Peak 17.00 – 18.00 85% Speed 30 mph Mean Speed 24.9 mph.

Southeast bound

AM Peak 08.00 - 09.00 85% Speed 29.3 mph Mean Speed 24.2 mph.

PM Peak 17.00 – 18.00 85% Speed 28.8 mph Mean Speed 24 mph.

1) Strong "commuter-style" daily volume pattern (AM + PM peaks)

Across **all directions**, hourly flow is very low overnight (e.g., **00:00–04:00** is single-digits) and rises sharply from **06:00**, staying high through the daytime.

- **AM peak volume** is flagged at **11:00** with **126 vehicles/hour** (all directions).
- **PM peak volume** is flagged at **16:00** with **154 vehicles/hour** (all directions).
- The "high plateau" is 08:00**–18:00**, where flows commonly sit around ~100–150/hour.

Trend: This looks like a road with **daytime-dominant activity** and a **clear afternoon maximum**.

2) Speeds are stable in the day, higher at night

All directions

- During the busiest daytime hours (08:00**–18:00**), **Mean Speed** is very consistent around **~24–25 mph**, and **85th percentile** is around **~29–30 mph**.
- Overnight, with very low flows, the **85th percentile increases** (e.g., midnight hour shows **85th ≈ 41.1 mph**, mean **≈ 32.4 mph**, albeit on tiny volumes).

Trend: Lower traffic → **higher speeds** (especially reflected in the 85th percentile), while daytime speeds remain **remarkably steady** despite volume changes.

3) Most vehicles are in the 25–35 mph bands; very little >40 mph in daytime

Looking at the "speed bins" counts by hour (all directions), the bulk of vehicles sit in:

- **25–30 mph** and **30–35 mph** bins during daytime peaks (these bins dominate the counts).
- **40+ mph** counts appear **rare** in daytime hours and show up more in the low-flow night hours (when the 85th percentile climbs).

Trend: The distribution is **concentrated around the high-20s/low-30s mph**, with a **thin high-speed tail** that is more visible at night.

4) Directional split is almost perfectly balanced overall

Daily/period totals show (00–24):

- **Northwestbound: 866** vehicles
- **Southeastbound: 867** vehicles

That is 50/50 in total traffic over the averaging period.

Trend: No strong directional dominance overall — it is a symmetric two-way demand.

5) Directional peak timing differs slightly (useful operationally)

The sheet's "Peak" sections indicate:

Northwestbound

- AM peak volume at **11:00** (peak volume **64**)
- PM peak volume at **15:00** (peak volume **85**)

Southeastbound

- AM peak volume at **10:00** (peak volume **62**)
- PM peak volume at **17:00** (peak volume **83**)

Trend: The **PM peak shifts later** in the Southeastbound direction (17:00) compared with Northwestbound (15:00), suggesting different trip patterns by direction.

6) Overall summary stats (all-day) are very consistent

The summary lines show (all directions):

- **00–24 Mean Speed ~24.7 mph**, **85th ~29.9 mph**, **Std Dev ~5.8**
  And by direction:
- **Northwestbound (00–24):** mean **~25.5**, 85th **~30.4**
- **Southeastbound (00–24):** mean **~23.8**, 85th **~29.3**

Trend: Northwestbound runs **slightly faster on average** than Southeastbound (by ~1–2 mph on the mean/85th measures).

Quick "what this suggests."

- **Volume trend:** Daytime-dominant, with a pronounced **afternoon peak**.

- **Speed trend: Stable daytime speeds**, **higher night speeds** when volumes are low.
- **Distribution trend:** Most traffic clusters around **25–35 mph**.
- **Directional trend:** Balanced demand, but with **slightly different peak hours** and **slightly higher speeds NW bound**.

-

Summary Vehicle speeds along Victoria Road near Stepping Stones is compliant to the speed limit. Suggestion would be that a further speed survey be requested near The Meadows to see if vehicle speeds are similar at this point.

Bidford on Avon –

Bidford High Street

Speed Survey Data February 5th – February 18th.

This report summarises the findings of the automatic traffic speed surveys conducted on Bidford High Street outside the Pharmacy and Fosbrooke House. These locations are sensitive areas especially the outside the Pharmacy, due to regular footfall from the Pharmacy users, elderly residents, and visitors to the memorial. The purpose of the survey was to understand traffic speeds, flow, and any potential safety concerns, and to provide evidence based recommendations.

Site 1 Outside Fosbrooke House,

Speed Survey results.

Mean speeds across all vehicles classes are 21-22 mph, below the posted 30mph Speed limit.

The 85th percentile speed (the speed at or below which 85% of vehicles travel) is 26mph, also below the enforcement threshold (typically used by the police usually 35 mph in a 30mph zone)

Southwestbound traffic volumes are significantly higher than northeastbound traffic.

A small minority of vehicles reach higher speeds (up to 55 mph), however these are extremely rare, but are a potential for road safety.

Overall, the data indicates good compliance with the existing 30mph speed limit with no systemic speeding issue.

Key Speed Data

All Directions (All vehicle Classes)

Metric	Value (MPH)
85th percentile	26mph
Mean Speed	21mph

Interpretation

The Mean and Median speeds are identical (21 mph) indicating a stable and consistent speed profile.

Directional Analysis

Northeastbound

Mean Speed 19mph.

85% percentile speed 23mph

Max speed 45mph

Southwestbound

Mean Speed 22mph.

85% percentile speed 27mph

Max speed 55mph

Southwestbound traffic is both heavier and slightly faster, but still well within acceptable limits.

The higher maximum speeds southwestbound appear to be isolated incidents, not representative of typical behaviour.

Site 2 Outside Pharmacy

High End Speeding

The maximum recorded speed on High Street outside the Pharmacy is 53mph in a High Street environment where pedestrian safety is expected to be High. Even though this is a small minority of vehicles, speeds above 40mph dramatically increase injury severity in any collision.

Southwestbound Traffic

Southwestbound mean speed 20mph.

Southwestbound 85% percentile 26mph

Southwestbound max speed 53mph

Northwestbound max speed 38mph

High Pedestrian -vehicle conflict potential

The location outside the Pharmacy and near a memorial implies:

Frequent short stay parking manoeuvres

Elderly or Mobility-impaired pedestrians

People crossing informally rather than at a controlled point.

The speed survey outside Bidford High Street Outside Fosbrooke House are overwhelmingly compliant with the 30mph speed limit. Traffic Volumes are moderate and the road environment is functioning effectively without the need for major intervention. Vehicle Speed surveys have been conducted at both locations as the results shows. Vehicle speeds are consistent in being Mean Speeds of 22mph – 17mph, with an 85% speed of 25 mph. Based on the results of these two speed surveys traffic is travelling at a speed you would expect if you had a 20 mph Speed Limit in place, the mean speed has to be at or below 24mph as recommended by the Department of Transport.

However, there is some cause for safety concern on Bidford High Street outside the Pharmacy and Memorial, for a number of vehicles who are currently driving at excessive speeds 40 - 53mph within the High Street. Even isolated incidents of vehicles speeding significantly increases collision severity. Lower traffic volumes after 19.00 correlate with higher speeds, increasing the risk of a high-severity incident.

Southwestbound Vehicles are travelling faster and more frequently above 25mph, this direction would require targeted interventions if it were a 20mph Speed Limit.

If the Parish Council were to consider a full 20mph Zone for the main area around High Street further speed data would be required to go forward to WCC and Warwickshire Police if a 20mph Zone was to be considered.

Measures for consideration subject to available funding:

-Enhanced Gateway Features at both ends of High Street reinforce the low-speed environment

-Road Narrowing or Build Outs near the Pharmacy to physically slow vehicles

-Raised Table Crossing or continuous footway treatment- widen existing footpath

Near the Pharmacy and Memorial

-Improved signage/lining.

-Undertake a Public awareness campaign with Parish Council and Businesses/Traders

-Encouragement with local businesses to encourage safe driving/parking with delivery vehicles