

Councillor Briefing



August 2026

Highways

Latest Speed Indicator Devices (SIDs) data analysis: June and July 2026

Councillors were made aware at the last Full Council meeting on 16th July 2026 that the SID units on Marlborough Road and Stoneover Lane were rotated earlier in the month; resulting in vehicles travelling away from the units (outgoing) in June are now travelling towards the display (incoming), with drivers able to see their recorded speed.

It should be noted that, following the rotation, drivers now view the units from the opposite side of their direction of travel. Larger vehicles may therefore block the display screen as they pass, which could affect driver visibility.

The data recorded in June and July has been analysed Appendix A. The key points for each road are set out as below: -

Marlborough Road

Incoming (Display visible - vehicles travelling out of town via Broad Town Road)

- Average vehicle speeds reduced from 30.41mph (outgoing in June) to 27.46mph (incoming in July), **a reduction of 9.7%.**
- 85thile speed reduced from 35mph (outgoing in June) to 31mph (incoming in July), **a reduction of 11%.**
- Percentage of compliant drivers (0-30mph) recorded 54.18% (outgoing in June) to 74.78 % (incoming in July), shows a 38% increase in compliance (i.e. from 1 in 5 drivers to just **over 1 in 7 drivers complying with the posted speed limit**).
- Vehicle Maximum speeds recorded from 72mph (outgoing in June) to 63mph (incoming in July), **a reduction of 12.5%.**

Outgoing (Display not visible- vehicles travelling into town via Marlborough Road)

- Recorded figures for Average vehicle speeds, 85thile speed, and percentage of compliant drivers (0-30mph) remain stable; no significant changes noted.
- However, the maximum vehicle speeds rose from 59mph (incoming in June) to 87mph (outgoing in July), **showing a 47% increase.**

Stoneover Lane

Incoming (Display visible - vehicles travelling into town to Noremars Road)

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- Average vehicle speeds figures rose slightly from 26.97mph (outgoing in June) to 27.05mph (incoming in July), **less than 1% increase**.
- 85thile speed recorded remained the same figure for each month.
- Percentage of compliant drivers (0-30mph) rose from 77.92% (outgoing in June) to 81.80% (incoming in July), **a slight increase of 5% of drivers complying with the speed limit**.
- Vehicle maximum speeds recorded remained the same figure for each month.

Outgoing (Display not visible - vehicles travelling out of town to A3102)

- Average vehicle speeds rose from 25.89mph (incoming in June) to 27.60mph (outgoing in July), **an increase of 6.6%**.
- 85thile speed rose from 30mph (incoming in June) to 31mph (outgoing in July), **small increase of 3.3 %**.
- Percentage of compliant drivers (0-30mph) recorded 85.31% (incoming in June) to 75.01% (outgoing in July), **a decrease of 12%** (i.e. from just over 1 in 8 drivers to just over 1 in 7 drivers complying with the posted speed limit).
- Vehicle maximum speeds rose from 71mph (incoming in June) to 87mph (outgoing in July), **an increase of 22.5%**.

Noremarsh Road & Whitehill Lane

Figures across the board for both of these roads remain stable for each month, with no significant changes noted.

Conclusion

Overall, the July rotation of the SID units appears to have had the greatest positive effect on Marlborough Road where the display was visible to incoming drivers, with reductions in average speed, 85th percentile speed and maximum recorded speed, alongside improved speed-limit compliance. The results for Stoneover Lane are more mixed, with only a slight improvement in compliance where the display was visible and some increases recorded where it was not visible. Noremarsh Road and Whitehill Lane remained broadly stable, with no significant month-on-month variation.

The SID data will continue to be reviewed to confirm whether the observed changes are sustained and to identify any locations where display visibility, vehicle masking or high maximum speeds may require further consideration.

If you would like any further information on the above, please let me know.

Mark Hopkins

Mark Hopkins
Chief Officer

Marlborough Road – Speed Limit 30mph (Medium Radar Detection Range – up to and between 100 and 150 metres)

SID - Key Performance Indicators	January (28 Days)	February (28 Days)	March (30 Days)	April (32 Days)	May (28 Days)	June (30 days)	July (33 Days)
Vehicle Average Speeds (Incoming/Outgoing)	26.53mph / 30.36 mph	27.10mph / 30.44mph	27.29mph / 30.48mph	27.41mph / 30.91mph	27.17mph / 30.82mph	26.84mph / 30.14mph	27.46mph / 26.38mph
Vehicle 85th Percentile Speed (Incoming/Outgoing)	31mph / 35mph	31mph / 35mph	31mph / 35mph	32mph / 35mph	31mph / 35mph	31mph / 35mph	31mph / 31mph
Percentage of Compliant Drivers (0-30mph) (Incoming/Outgoing)	81.72% / 53.18%	80.05% / 52.60%	78.33% / 52.86%	76.94% / 49.70%	78.67% / 49.95%	80.87% / 54.18%	74.78% / 81.27%
Vehicle Maximum/Peak Speeds (Incoming/Outgoing)	69mph / 70mph	61mph / 78mph	58mph / 79mph	65mph / 79mph	59mph / 81mph	59mph / 72mph	63mph / 87mph
Volume Incoming Traffic	24628	28774	36697	44129	37781	33494	44133
Volume Outgoing Traffic	38265	51109	65527	67883	58662	54131	57078

Noremarsh Road – Speed Limit 30mph (Factory Set Radar Detection Range – up to around 300 metres)

SID - Key Performance Indicators	January (28 Days)	February (28 Days)	March (30 Days)	April (32 Days)	May (28 Days)	June (30 days)	July (33 Days)
Vehicle Average Speeds (Incoming/Outgoing)	23.98mph / 23.12mph	24.71mph / 24.07mph	24.85mph / 24.38mph	25.04mph / 24.70mph	25.41mph / 25.08mph	25.07mph / 24.61mph	25.01mph / 24.74mph
Vehicle 85th Percentile Speed (Incoming/Outgoing)	27mph / 27mph	28mph / 27mph	28mph / 28mph	28mph / 28mph	28mph / 28mph	28mph / 28mph	28mph / 28mph
Percentage of Compliant Drivers (0-30mph) (Incoming/Outgoing)	95.53% / 96.02%	94.32% / 94.74%	93.71% / 93.78 %	93.27% / 92.77%	93.30% / 93.03%	92.99% / 93.27%	93.68% / 92.87%
Vehicle Maximum/Peak Speeds (Incoming/Outgoing)	71mph / 54mph	57mph / 62mph	60mph / 73mph	68mph / 62mph	62mph / 67mph	62mph / 80mph	74mph / 78mph
Volume Incoming Traffic	96184	116148	130824	136384	119605	129207	141947
Volume Outgoing Traffic	110245	123129	135963	144016	124716	135295	147163

Stoneover Lane – Speed Limit 30mph (Factory Set Radar Detection Range – up to around 300 metres)

SID - Key Performance Indicators	January (28 Days)	February (28 Days)	March (30 Days)	April (32 Days)	May (28 Days)	June (30 days)	July (33 Days)
Vehicle Average Speeds (Incoming/Outgoing)	25.02mph / 26.21mph	25.06mph / 26.21mph	25.43mph / 26.58mph	26.51mph / 27.40mph	25.95mph / 27mph	25.89mph / 26.97mph	27.05mph / 27.60mph
Vehicle 85th Percentile Speed (Incoming/Outgoing)	29mph / 30mph	29mph / 30mph	29mph / 31mph	30mph / 31 mph	30mph / 31mph	30mph / 31mph	31mph / 31mph
Percentage of Compliant Drivers (0-30mph) (Incoming/Outgoing)	88.86% / 82.80%	88.59% / 82.55%	86.83% / 80.29%	84.74% / 76.93%	84.90% / 77.47mph	85.31% / 77.92%	81.80% / 75.01 %
Vehicle Maximum/Peak Speeds (Incoming/Outgoing)	59mph / 67mph	72mph / 66mph	65mph / 68mph	67mph / 67mph	70mph / 60mph	71mph / 71mph	71mph / 87mph
Volume Incoming Traffic	50735	52233	59664	58350	54145	58628	67898
Volume Outgoing Traffic	66657	66101	75711	77232	69756	77049	80410

Whitehill Lane – Speed Limit 30mph (Factory Set Radar Detection Range – up to around 300 metres)

SID - Key Performance Indicators	January (28 Days)	February (28 Days)	March (30 Days)	April (32 Days)	May (28 Days)	June (30 days)	July (33 Days)
Vehicle Average Speeds (Incoming/Outgoing)	24.77mph / 25.68mph	25.26mph / 26.16mph	25.51mph / 25.57mph	25.40mph / 26.85mph	25.31mph / 26.80mph	25.45mph / 26.90mph	25.35mph / 26.81mph
Vehicle 85th Percentile Speed (Incoming/Outgoing)	29mph / 31mph	30mph / 31mph	30mph / 31mph	30mph / 32mph	30mph / 32mph	30mph / 32mph	30mph / 31mph
Percentage of Compliant Drivers (0-30mph) (Incoming/Outgoing)	87.02% / 80.93%	85.10% / 79.18%	84.34% / 77.61%	84.41% / 75.65%	84.87% / 76.01%	84.38% / 75.46%	84.88% / 76.16%
Vehicle Maximum/Peak Speeds (Incoming/Outgoing)	62mph / 57mph	56mph / 57mph	58mph / 71mph	59mph / 66mph	64mph / 62mph	66mph / 64mph	56mph / 61mph
Volume Incoming Traffic	23451	23880	25427	25443	22787	24918	26951
Volume Outgoing Traffic	32235	31624	35401	35814	31315	33868	36813

KEY

- **Average Speeds:** Overall average of all recorded speeds between start and end dates.
- **85th Percentile:** Indicator of the behaviour of **majority** of drivers (reflects speed by 85% of motorists, by removing top (7.5% fast drivers) and bottom (7.5% slow drivers) of speed recorded).
- **Compliant Drivers:** Percentage of vehicles that have observed the posted speed limit.
- **Maximum/Peak Speeds:** Maximum speed recorded between start and end dates.
- **Incoming/Outgoing:** Records the number of vehicles travelling towards the device (drivers aware of SID) and travelling away from the device (drivers not aware they are being monitored).
- **July 2026** - Marlborough Road & Stoneover Lane SID Unit rotated.