

# Little Horwood Parish Council

## Village speed survey-update

We as a parish council previously agreed that we support a 20 mph speed limit in Little Horwood and there are other neighbouring villages who also support 20 mph in their village so this offers an opportunity to work with others in order to have greater impact- particularly given we know that Buckinghamshire Council is opposed to having 20 mph speed limits.

We also agreed that we need empirical evidence to understand the speeding issues in Little Horwood and to achieve that, we purchased a Speed Indicator Device (SID) which has been in place since the end of April.

This report summarises automated speed survey data collected on the road through the village between 23 April and 5 September 2026 (135 days, 153,415 vehicle passes). On 9 July 2026 the SID was physically turned around at the same location, so that its display faced the opposite direction of traffic, to test whether this would reduce speeding on the exit from the village. This update compares the 76 days before the turnaround with the 58 days since.

### 1. Summary

- Across the whole survey, average traffic speeds remain close to the current 30mph limit in both directions, but a significant minority of drivers travel well above it.
- Before the SID was turned around (23 Apr–8 Jul), extreme speeding was heavily concentrated on the exit from the village: 82% of all recordings  $\geq 40$ mph, 96%  $\geq 45$ mph, and 100%  $\geq 50$ mph involved vehicles leaving the village .
- **Since the SID was turned around (9 Jul–5 Sep), the picture has changed materially: the outbound share of  $\geq 40$ mph events has fallen to 39%, of  $\geq 45$ mph events to 33%, and no outbound vehicle has been recorded  $\geq 50$ mph at all.**
- **In absolute terms, outbound extreme speeding ( $\geq 40$ mph) has roughly halved, from 1.07 to 0.53 events per day, and the outbound  $\geq 50$ mph rate has fallen from 0.08/day to zero.**
- **However, inbound extreme speeding has risen sharply over the same period — from 0.24 to 0.85 events/day at  $\geq 40$ mph (c.3.5x), and a first-ever inbound  $\geq 50$ mph reading (50mph, 27 Aug) was recorded after the turnaround.**
- Total extreme-speeding frequency (either direction,  $\geq 40$ mph) is little changed overall — roughly 1.3 events/day both before and after — but the turnaround has clearly redistributed where that risk falls.
- Excessive speeding remains routine, not rare: at least one vehicle exceeded 40mph on 98 of 135 days surveyed (73%).
- The highest recorded speed remains 58mph, on the village exit at 6:30am on 27 May 2026, prior to the turnaround.

*Together, this evidence supports action is needed to help ensure we do not have speeding vehicles through our village- potentially a reduction in the speed limit to 20mph backed up by SID monitoring as a start point. The turnaround appears to have meaningfully reduced the most extreme outbound speeding but has coincided with a rise in inbound extreme speeding which suggests the visibility of the SID assists with lowering traffic speed so we potentially need other measures alongside the SID—possibly traffic calming.*

### 2. Methodology

Speed data was collected using the SID recording vehicle counts, average speed and maximum speed in 30-minute windows, for traffic in both directions.

Until 9 July 2026, the sensor's Direction 1 channel recorded traffic into the village and Direction 2 recorded traffic out of the village. On 9 July 2026 the physical unit was turned around at the same location so that its display faced outbound traffic; from that point, Direction 1 recorded traffic out of the village and Direction 2 recorded traffic into the village. All analysis in this report re-maps the raw channel codes onto physical direction

of travel (into / out of the village) accordingly, so that “into village” and “out of village” figures are directly comparable across the whole survey period.

One anomalous reading (12 March 2026, isolated by six weeks from the rest of the dataset, recording an implausible 156mph maximum) has been excluded from this analysis as a likely sensor or logging error.

### 3. Overall speed profile

The table below splits the survey into the period before and after the SID was turned around. Average speeds remain under the current 30mph limit in both directions throughout, but the balance of which direction shows the heavier speeding tail has shifted since the turnaround.

#### Before turnaround (23 Apr – 8 Jul 2026, 76 days)

|                               | Into village | Out of village |
|-------------------------------|--------------|----------------|
| Vehicles recorded             | 34,835       | 45,852         |
| Weighted average speed        | 21.9 mph     | 22.5 mph       |
| Windows with a vehicle >30mph | 22.5%        | 36.2%          |
| Windows with a vehicle >35mph | 3.3%         | 9.0%           |
| Windows with a vehicle >40mph | 0.3%         | 1.8%           |

#### After turnaround (9 Jul – 5 Sep 2026, 58 days)

|                               | Into village | Out of village |
|-------------------------------|--------------|----------------|
| Vehicles recorded             | 40,260       | 32,468         |
| Weighted average speed        | 23.2 mph     | 22.2 mph       |
| Windows with a vehicle >30mph | 41.6%        | 28.9%          |
| Windows with a vehicle >35mph | 7.8%         | 5.6%           |
| Windows with a vehicle >40mph | 1.4%         | 0.9%           |

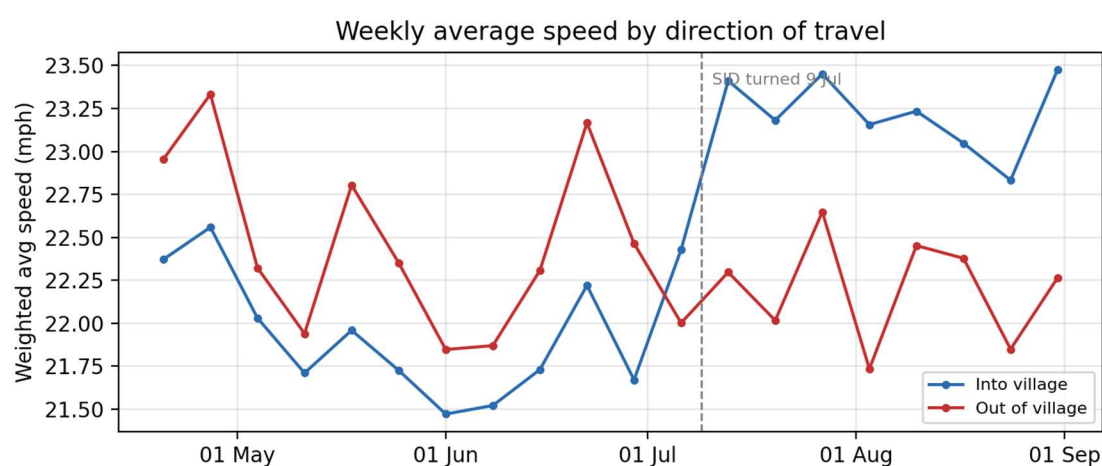


Figure 1: Weekly vehicle-weighted average speed by direction of travel. The dashed line marks the SID turnaround (9 July 2026); the two lines cross almost exactly at that point.

Since the turnaround, the outbound direction now shows a lower share of high-speed windows than inbound across every threshold (>30/35/40mph) — the reverse of the pattern seen before 9 July. Inbound traffic has become the more consistent source of moderate-to-high speeds since the display was turned to face outbound drivers.

### 4. Extreme speeding events

This remains the strongest evidence in the dataset, and the turnaround has visibly changed it. The tables below repeat the original threshold analysis separately for the periods before and after 9 July.

### Before turnaround

| Threshold | Total events | Into village | Out of village |
|-----------|--------------|--------------|----------------|
| ≥35 mph   | 549          | 171          | 378 (69%)      |
| ≥40 mph   | 99           | 18           | 81 (82%)       |
| ≥45 mph   | 23           | 1            | 22 (96%)       |
| ≥50 mph   | 6            | 0            | 6 (100%)       |

### After turnaround

| Threshold | Total events | Into village | Out of village |
|-----------|--------------|--------------|----------------|
| ≥35 mph   | 497          | 293 (59%)    | 204            |
| ≥40 mph   | 80           | 49 (61%)     | 31             |
| ≥45 mph   | 9            | 6 (67%)      | 3              |
| ≥50 mph   | 1            | 1 (100%)     | 0              |

Extreme-speed events per day, before vs after SID turnaround

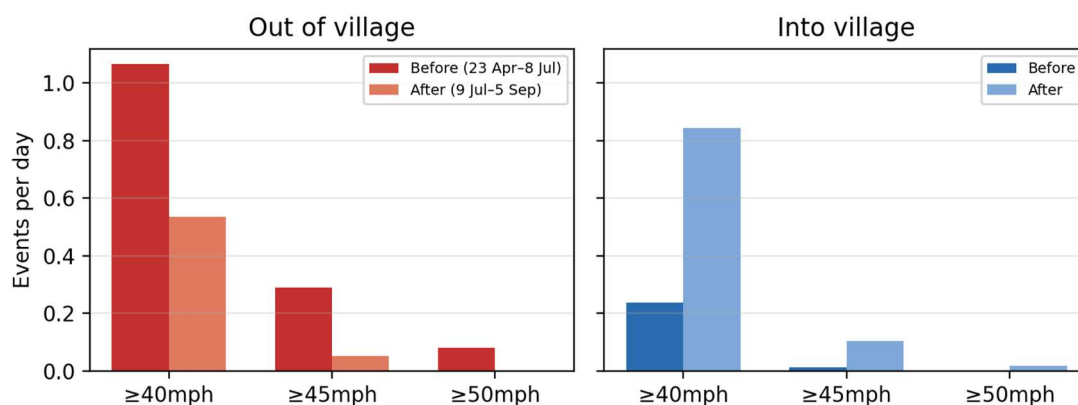


Figure 2: Extreme-speed events per day, before vs after the SID turnaround, split by direction. Outbound extreme events have fallen at every threshold; inbound extreme events have risen at every threshold.

### Top 5 individual readings — before turnaround

| Date        | Time  | Direction      | Recorded speed |
|-------------|-------|----------------|----------------|
| 27 May 2026 | 06:30 | Out of village | 58 mph         |
| 13 May 2026 | 09:00 | Out of village | 52 mph         |
| 13 Jun 2026 | 06:30 | Out of village | 52 mph         |
| 15 Jun 2026 | 15:30 | Out of village | 52 mph         |
| 16 Jun 2026 | 09:30 | Out of village | 52 mph         |

### Top 5 individual readings — after turnaround

| Date        | Time  | Direction      | Recorded speed |
|-------------|-------|----------------|----------------|
| 27 Aug 2026 | 16:30 | Into village   | 50 mph         |
| 07 Aug 2026 | 00:00 | Out of village | 48 mph         |
| 10 Jul 2026 | 00:30 | Out of village | 46 mph         |
| 09 Jul 2026 | 07:30 | Into village   | 46 mph         |
| 31 Jul 2026 | 11:00 | Into village   | 46 mph         |

Notably, no reading above 50mph has been recorded on the exit from the village since the turnaround, whereas six such readings (up to 58mph) occurred before it. The single highest reading since 9 July was recorded heading into the village.

The time-of-day concentration of extreme events has also softened somewhat: before the turnaround, 45% of  $\geq 40$ mph events fell between 7–10am (23% at 7am alone); since the turnaround this has eased to 32% between 7–10am (12% at 7am alone), though mornings remain the single busiest period for extreme speeding.

## 5. Impact of the SID turnaround — assessment

The turnaround was carried out specifically to test whether displaying the SID to outbound drivers would reduce the extreme speeding leaving the village that the initial data identified. The evidence since 9 July supports a genuine, positive effect on that specific target:

- Outbound  $\geq 40$ mph events: down from 1.07 to 0.53 per day (roughly halved).
- Outbound  $\geq 45$ mph events: down from 0.29 to 0.05 per day.
- Outbound  $\geq 50$ mph events: down from 0.08 per day to zero — none recorded in nearly two months since the turnaround.

At the same time, inbound extreme speeding has increased substantially over the same window:

- Inbound  $\geq 40$ mph events: up from 0.24 to 0.85 per day (c.3.5x).
- Inbound  $\geq 45$ mph events: up from 0.01 to 0.10 per day.
- Inbound  $\geq 50$ mph events: a first reading (50mph, 27 Aug) where none had occurred before.

Two caveats are worth noting - first, the counts at the top end ( $\geq 45/\geq 50$ mph) are still small — a handful of events either side — so while the direction of the shift is consistent and fairly large, it should be treated as an encouraging early signal rather than a statistically conclusive result at this stage. Second, overall traffic volumes have risen across the whole survey since spring (likely a seasonal effect linked to longer days and summer travel patterns rather than to the SID itself).

Taken together, the turnaround appears to have worked as intended for the direction it was aimed at, but seems to have coincided with a rise in speeding in the other direction. This suggests the SID has a positive effect on speeding traffic, and reinforces the case for its ongoing use in that location with the device alternating in direction of travel.

## 6. Traffic volume context

Traffic volume peaks during the morning (8–9am) and evening (5–7pm) commute periods throughout the survey, when average speeds are typically somewhat lower due to natural congestion. Extreme speeding events continue to occur disproportionately in lower-volume periods — early morning and shoulder periods either side of peak congestion — when drivers have a clearer road ahead. Overall vehicle volumes recorded per day have risen since early summer; this is most plausibly a seasonal pattern (longer days, more leisure and holiday traffic).

## 7. Discussion and implications

- Signage and the existing 30mph limit are still not containing driver behaviour on their own: extreme speeds (40–58mph) continue on a near-daily basis (73% of days surveyed).
- Turning the SID to face outbound drivers appears to have delivered a real reduction in the most severe outbound speeding — including eliminating recorded  $\geq 50$ mph outbound events entirely since 9 July — which is a useful proof that driver feedback at this location can change behaviour.
- That improvement has been offset by a rise in inbound extreme speeding- further supporting that the SID has a positive effect on reducing speed.
- The time-of-day concentration around the school run/morning commute persists, though slightly less sharply than before, strengthening rather than weakening the case for calming measures on child-safety grounds.

- A lower 20mph limit, paired with potentially physical calming addressing both directions (e.g. a gateway feature or chicane, potentially with a second or relocatable SID, follows standard evidence-based practice where signage-only or single-direction measures have shown only a partial effect.

## 8. Next steps

It is still relatively early days since the SID was first installed and the most recent period of time covered the summer break including school holidays, so we will

- Continue monitoring traffic in both directions on Winslow Road.
- Continue alternating the SID's orientation to further assess the genuine behavioural effect of the display.
- Assess any seasonal effects (school term vs holiday traffic) as autumn term data becomes available, since the current post-turnaround window falls mostly within school summer holidays.
- Consider a second unit to assess the traffic issues on Mursley Road.
- Investigate and consider setting up a Community Speedwatch programme to bring more weight to bear on persistent offenders.
- Continue to connect with neighbouring villages, and the '20 is plenty initiative'.

**Councillor Digne-Malcolm**