

UPDATE ON TRAFFIC CALMING MEASURES FEBRUARY 2026

Following the Parish Council Meeting when we discussed various traffic problems experienced in the Village we have had several email exchanges with Nottinghamshire County Council and Via East Midlands representatives, below is an update of what progress has been made.

Firstly, as many of you will know, we had the traffic monitoring strips put in place; the outcome of this highlighted a problem with speeding at the Shelford Hill end of the Village and peak time increases in the volume of traffic passing through. (An AI produced analysis of the traffic data is included at the foot of this note).

After receiving and reviewing these figures we arranged a site meeting with the Via representative which was held on Monday 26th January – the outcome of this meeting is outlined below:

1. email from Via in response to our request for Chicanes, Rumble Strips or Speed Humps.

All traffic calming measures are solely explored in mitigation of, or as a treatment for, proven and repeated injury accident sites.

The safety history of this highway is such that traffic calming is not under consideration. Individual Parish or District Councils are not permitted to fund or install traffic calming on the network and it must be a scheme originating from Casualty Reduction Engineers within the Safer Highways Teams.

Regarding Chicanes, these are very rarely used, even in casualty reduction scheme design, as it increases conflict between highway users. (People tend to put their foot down to get through)

Speeding is of course a Police matter, and our recommendation is to raise any concerns with the local Police Liaison Officer.

I would like to add that there is an organisation called Community Speed Watch, which, alongside the Police, is an effective deterrent against excess speed.

This is a national initiative where proactive members of local communities join with the support and supervision of their local police to record details of speeding vehicles using approved detection devices. Registered keepers of vehicles exceeding the speed limit are contacted – initially with a letter explaining the potential risks and consequences of their dangerous behaviour.

The link to the website with further information on the scheme is here: <https://communityspeedwatch.org/FRONT-v2-Home.php>

In answer to this I have contacted the Police and a request has been put in for a visit from their speed detection van as soon as possible; PC Russell is also going to visit to assess suitable places for hand held detection cameras should we decide to go forward with this. I will update on this as soon as I have any further news.

I would also like to point out that we have, in previous years, tried the hand held cameras from the Police, unfortunately, with very little success so the benefits of this are questionable.

2. Several options were discussed, including replacing the current speed limit signs as these are old and in very poor condition, alongside this we will have a 30 mph speed roundel and SLOW sign put on the road at the bottom of Shelford Hill to match the one at the Manor Lane end of the

village. There will be some Rural Speed signs, “30 for a reason”, going on several lampposts and a pedestrian sign will be erected on Manor Lane.

The Parish Council are going to fund some new signs to go on the planters at either end of the village, the wording for this is being submitted for approval.

3. We have requested that the debris from clearing out the drainage ditch on Shelford Hill be cleared and the verge made good. This is an issue which is also being dealt with by the Crown Agents.

4. The fault on the electronic speed sign at Manor Lane end of the village has been reported, technicians have been out but a more detailed repair is needed which is in hand.

5. The need for an extension to the footpath in front of Hillside cottages was also declined.

Please Note: Different UK Counties have very different approaches and guidelines to traffic calming measures and therefore you may see more chicanes, speed humps etc. in place elsewhere in the country, compared to Nottinghamshire.

Whilst we are aware that some of you may think these measures don't go far enough to tackle the issues raised, please be assured that we have explored every avenue and we have to adhere to what is permitted by the Highways Department, the DFT and the Police. Alongside the items mentioned above we discussed reducing various speed limits, putting small gates on the verges and further signage, all of which were declined primarily due to causing more safety hazards and not being within the rules and regulations as stated.

As we hope you appreciate, not everything will happen at once as we have to take our place in the queue, but we have been assured it will be in the 26/27 budget. We will of course update you as things move along.

It is hoped that the improvements due to take place at various points on the A6097 will greatly assist with the flow of traffic on that particular stretch of the road, thus alleviating some of the through traffic for the Village, again we will keep you abreast of any information we receive.

Shelford Parish Council

AI Summary Output:

The traffic data for Shelford village at the two measured locations reveals a significant difference in both vehicle volume and driver behaviour (speeding).

While the **North Point** shows high compliance with the 30mph speed limit, the **South Point** exhibits widespread speeding, with over half of all drivers exceeding the limit.

Summary Table

| Metric | Main Road (South) - Nov 24 | Main Road (North) - Dec 24 |
|-----------------------------|----------------------------|----------------------------|
| Daily Traffic (7-Day Avg) | 1,816 vehicles | 1,373 vehicles |
| Daily Traffic (Workday Avg) | 2,056 vehicles | 1,532 vehicles |
| Peak Hour | 16:00 (4pm) | 16:00 (4pm) |

| Metric | Main Road (South) - Nov 24 | Main Road (North) - Dec 24 |
|-----------------------------|----------------------------|----------------------------|
| Mean Speed | 31.2 mph | 25.0 mph |
| 85th Percentile Speed* | 37.7 mph | 29.1 mph |
| Exceeding 30mph limit (%) | 57.7% | 8.6% |
| Exceeding ACPO (35mph+) (%) | 23.9% | 0.7% |

*The 85th percentile speed is the speed at or below which 85% of vehicles travel. It is a key metric used by highways agencies to assess whether a speed limit is appropriate for the road design.

Key Findings

1. Speeding Issues (South Point)

The South Point (located south of Shelford Nurseries Caravan Park) has a clear speeding problem.

- **Mean speed is already above the limit** at 31.2 mph.
- **57.7% of all drivers are speeding.**
- **Significant high-speed occurrences:** Nearly 1 in 4 vehicles (23.9%) are travelling at or above **35 mph**, which is the typical threshold for police enforcement (ACPO).
- The **85th percentile speed (37.7 mph)** is significantly higher than the 30mph limit, suggesting that the current road environment at this location does not naturally encourage drivers to slow down to the limit.

2. Compliance (North Point)

In contrast, the North Point (north of Church Street) shows excellent compliance.

- The **mean speed is 25.0 mph**, well below the limit.
- **Over 91% of drivers are complying** with the 30mph limit.
- Speeding over 35mph is almost non-existent (0.7%).

3. Traffic Volume

- The **South Point is busier**, carrying roughly **32% more traffic** than the North Point (1,816 vs 1,373 vehicles per day on average).
- Both locations experience their peak traffic flow in the afternoon at **4:00 PM**.
- Workday traffic is notably higher than the 7-day average at both sites, indicating significant commuting or local business traffic during the week.