



Ms Lisa Law
Clerk to Broadway and Cotheridge Parish Council
Response to Clerk@broadwascotheridge-pc.gov.uk

Date: 23 August 2024

Dear Ms Law

Re Safety concerns regarding A44

Thank you for the letter from the Parish Council dated 26 July 2024, regarding safety concerns on the A44. With regards to the specific issue of the requested speed limits at Cotheridge, Hilltop and on the eastern approach to Broadwas village, please see attached speed data, taken at all three sites. This data shows average mean speeds between 40-44mph and 85th percentile speeds of between 46-51mph. This data shows that drivers are adopting speeds at levels way below the posted national, 60mph limit. The regular assessment of such speed data on the rural road network, demonstrates that this is often the case in that even the 85th percentile speeds are significantly below the posted (maximum) speed limit. Worcestershire County Council takes guidance on such issues from the Department for Transport (DfT). One of the key aims, when setting local speed limits, is to provide a consistent message between road geometry and environment, so that changes in speed limit reflect changes in the road layout and environment. This also ensures that speed limits are effective, in the absence of enforcement.

Looking at all three sections in question, the road is predominantly rural with little frontage development, few junctions nor other factors that drivers associate with lower speed limits.

When considering the information above, given the character of the road and the immediate environment, the road does not lend itself to a speed limit lower than the national one, which applies to the majority of the rural road network. Bends, narrow sections and other factors, that restrict forward visibility, typically mean that actual vehicle speeds on such routes are usually well below the posted national speed limit (as is the case here).

We will continue to work closely with our colleagues at West Mercia police to carry out detailed monitoring and analysis of the accidents that are occurring along this route and if there are any common causation factors and measures that could mitigate, they will be placed in our programme for casualty reduction.

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If I can be of any further assistance, please let me know.

Yours sincerely



Sarah Gilmour