

Malcolm Buller's Conclusion

The Station Road 2021 results for speeding are very misleading due to the roadworks. Speedwatch data along this road expects an offending vehicle over 34mph every minute, despite the roundabout slowing all traffic.

After the 2018 survey and the "Stay Safe Staplehurst" exhibition, our data hit the local and national press, including a piece on BBC South East News. The northbound Church Hill data was the main focus of attention. Following on from this, we had meetings with Jennie from KCC Highways and achieved significant improvements in that area.

	Northbound		Southbound		Total Numbers	Increase + or Decrease -	Percentage change
	Numbers passing	% speeding	Numbers passing	% speeding			
Cranbrook Road	35,246	39.90	35,264	16.20	70, 510		
	35,191	9.97	34,708	25.53	69,899	- 611	- 0.87%
Church Hill	39,714	72.66	39,238	58.21	78,952		
	37,540	34.95	36,911	57.34	74,451	- 4,501	- 6.05%
Station Road	36,443	40.24	37,182	54.28	73,625	+ 5,074	+ 6.45%
	39,450	25.76	39,249	24.72	78,699		
Maidstone Road	30,289	46.50	30,648	47.14	60,937	+ 3,666	+ 5.67%
	31,677	47.00	32,926	37.97	64,603		

1 Northbound speeding in Cranbrook Road has reduced by 30%. The greatest factor here is the introduction of speed calming engineering by KCC Highways. Its visual impact and regular reminders have made a huge difference to the majority of previous speeders. This has continued through to the uphill Church Hill with another significant reduction. Sadly, southbound has not seen a reduction. It is good to see a reduction in speeding numbers in the Maidstone Road although there are too many at high speed.

2 Despite the changes to working practices and lifestyles of the last two years, there are more vehicles on the road in 2021. This is probably due to the large numbers of houses being built, in Staplehurst and surrounding villages!

3 Looking at journeys through the village using the week's totals.

	Cranbrook Road	Church Hill	Station Road	Maidstone Road
2018 Northbound	35,246	39,714	36,443	30,289
2021 Northbound	35,291	37,540	39,450	31,677
<i>2021 vehicles joining + or leaving -</i>		<i>+ 2,249</i>	<i>+ 1,910</i>	<i>- 7,773</i>
	Maidstone Road	Station Road	Church Hill	Cranbrook Road
2018 Southbound	30,648	37,182	36,911	35,264
2021 Southbound	32,926	39,249	36,911	34,708
<i>2021 vehicles joining + or leaving -</i>		<i>+ 6,323</i>	<i>- 2,338</i>	<i>- 2,203</i>

Travelling north, 2,249 vehicles join from Pinnock Lane or Frittenden Road with another nearly 1,910 net added through the village centre and crossroads before 7,773 leave before reaching the Maidstone Road site. The possible departures between these latter two sites were Fishers Road, Station Approach, Market Street and George Street. With the station attracting less commuters than in 2018, the impact of the Sainsbury's Supermarket on traffic in Station Road is enormous.

Travelling south, 6,323 vehicles have appeared since the Maidstone Road before 2,338 spin off into the crossroads and village centre, with another 2,203 that turn into the Frittenden Road or Pinnock Lane. Again, the impact on traffic levels in Station Road approaching the lights is great.

We were told several years ago that the Cuckolds Corner crossroads were already at capacity. Despite the changes in working practices of the last two years, the traffic jams at peak times (and others) stretch as far as the eye can see.

The 'Sainsbury's effect' has been dramatic. However, Station Road speeds are far too high despite the traffic build-ups.

Do Sainsbury's monitor their road entrance for vehicle numbers?