

Beech Parish Council

April 2025 Beech Parish ASW Report

In Beech we are fortunate to have 6 AutoSpeedWatch Cameras monitoring traffic. The cameras give us invaluable intelligence about speeding traffic through our village.

Our sincere thanks for the volunteers who verify the camera images.

Together with our 'Evocom' Speed Indicator Devices we now monitor the effectiveness of the signage and identify the most frequent offenders. Our Challenge is how to address these offenders and stop their anti-social behaviour. Despite our success in addressing the volume of offenses down 85% over the last 2 years, we continue to work diligently to address the issue of a few drivers who behave totally anti-socially by abusing the road through our village.

This report gives a monthly update of the intelligence we have gathered.

Over 1 million speeders caught by AutoSpeedWatch!

Since we started your efforts have now identified over 1 million speeding events to the police. Many offences are caused by just a few prolific vehicles (typically 30 vehicles account for 1000 speeding events over 6 months), and your work has identified those *behavioural speeders*, and where and when they speed.

Once sent a letter those behavioural speeders rarely re-offend (a 'few percent' according to Glos Police) showing the power of the system at improving road safety. Well done everyone; you're saving lives.

All we need now is some of the shyder forces to also see the benefit, and then maybe the DVSA/DVLA to have the resources to follow up on the 4% un-taxed/un-MOT'd vehicles. We really need some more political will to push that.... any ideas?

Welcome also to recent increased police interest from West Yorkshire, Cumbria, Police Scotland, and others.

Actions this month:

1. Hampshire Police are investigating how best to use the ASW data we provide, but despite support from our local police force and our MP we received no feedback.
2. We are continuing to work to get HCC, the Police Commissioner, Hampshire Ambulance and Fire Services to re-instate the Hampshire Road Safety initiative. The Hampshire Association of Local Councils unanimously approved a motion offering their support for the Road Safety Partnership.
3. We are now reporting liveried vehicle incidents to the vehicle owners.
4. We continue to support the ASW cameras in EHDC are rolling out.
5. We continue acting as part of the Bentworth CSW group. **But Hampshire Police has not given permission for the group to operate in Beech.**
6. The Beech Road Safety Working Group has in conjunction with Hampshire Highways completed works on an on-road footway see below:



1. Number of offenses by frequent speedsters Travelling NE through the village as a %age of total offenses.

The table below shows the number of offenses by number of vehicles over the last 12 months in Beech. So, **6** vehicles accounted for 5% of offenses, **601** offenses in total. They comprised **0.04 %** of vehicles transversing the village. Just **300** vehicles accounted for half the speeding offenses over the last 12 months...

Number of Vehicles as a %age of Offenses YTD				
Apr-25				
No Off Speedsters	% of Total offenses	No of Offenses	% of all transits	
9	5%	790	0.50%	
24	10%	1645	1.04%	
77	20%	3255	2.06%	
112	25%	3952	2.50%	
200	33%	5336	3.38%	
528	50%	8316	5.26%	
5176	100%	16062	10.17%	
157949		4307	2.73%	SID Mar 2025 YTD
94736		19511	20.60%	SID 2021 Dec 10 Mths
113683.004		23413	20.60%	Anualized 2021

Based on this data, if we can address just 112 vehicles in each Hampshire village each year, we will have addressed 25% of the speedsters and most serious frequent offending speedsters in the district... **That would be 10 letters a month...**

2. Most Frequent Single Point Offenders – April 2025

Ranking YTD	R a n k i n g	V R N	M a k e	Model	Colour	Times Seen speeding in Mar 2025	Top Speed this Month	Times speeding since Apr 2024
12	1		MERCEDES-BENZ	B-CLASS	SILVER	9	42	75
19	2		LAND ROVER	DISCOVERY SPORT D..	SILVER	8	48	59
160	3		HYUNDAI	SANTA FE	SILVER	7	56	24
233	4		FORD	RANGER	BLUE	7	52	20
18	5		NISSAN	X-TRAIL	SILVER	7	48	67
0	6		MINI	COOPER S EXCLUSIV..	GREEN	7	47	7
9	7		HONDA	CIVIC	RED	7	46	67
69	8		FORD	RANGER	SILVER	6	53	26
345	9		MINI	MINI	BLACK	5	59	15
0	10		NISSAN	JUKE	RED	5	58	7
387	11		SKODA	FABIA	BLUE	5	57	14
67	12		VOLKSWAGEN	POLO	BLACK	5	54	26
0	13		FORD	RANGER WILDTRAK E	GREY	5	48	11
269	14		CITROEN	C3	WHITE	5	46	14
0	15		PEUGEOT	3008	GREY	5	45	12
79	16		VOLVO	XC40	GREY	5	45	25
0	17		FORD	TRANSIT 350 LEADE...	WHITE	5	40	8
21	18		SMART	1 PREMIUM EV	WHITE	5	38	55
288	19		CITROEN	DISPATCH	GREY	4	61	15
0	20		AUDI	Q3	WHITE	4	59	9

3. Most Frequent Average Speed Offenders – April 2025

Vehicles Exceeding Average Speed by Frequency

Ranking last Month	Ranking this Month	VRN	No of Times in Mar 2024	Zone	Highest Average Speed	MAX Error Margin (\pm mph)	Times Speeding >36 mph since 1/4/2024	Max speed recorded since 1/4/2024	Make	Model	Vehicle Colour
#N/A	1		3	Eastbound 106 Medstead Road to 7 Medstead Road	44.2	1.3	3	40	LAND ROVER	DEFENDER	GREY
#N/A	2		3	Eastbound 106 Medstead Road to 7 Medstead Road	54.7	2.1	3	50	FORD	TRANSIT	GREY
10	3		2	Eastbound 66 Kings Hill to 7 Medstead Road	41.6	0.7	75	68	MERCEDES-BENZ	B-CLASS	SILVER
#N/A	4		1	Eastbound 106 Medstead Road to 7 Medstead Road	30.7	0.9	19	53	RENAULT	CLIO	GREY
#N/A	5		1	Eastbound 66 Kings Hill to 7 Medstead Road	52.6	1.1	4	45	FIAT	SCUDO	GREEN
#N/A	6		1	Eastbound 66 Kings Hill to 7 Medstead Road	46.7	0.9	6	66	BMW	X3	BLACK
14	7		1	Eastbound 66 Kings Hill to 7 Medstead Road	35.9	0.5	49	59	NISSAN	QASHQAI	SILVER

4. Commercial Vehicles frequent offenders notified to the Police April 2025

The parish council has authorised the clerk to write to frequently offending commercial vehicles identified by their livery. To date we have written to 57 vehicle owners. There has been 1 new commercial vehicle in March which have recorded for the first time more than 10 offenses in Beech in the last 12 months. Clerk has written 1 second letters to vehicle whose owner was previously notified of speeding and subsequently speeded a further 5 times.

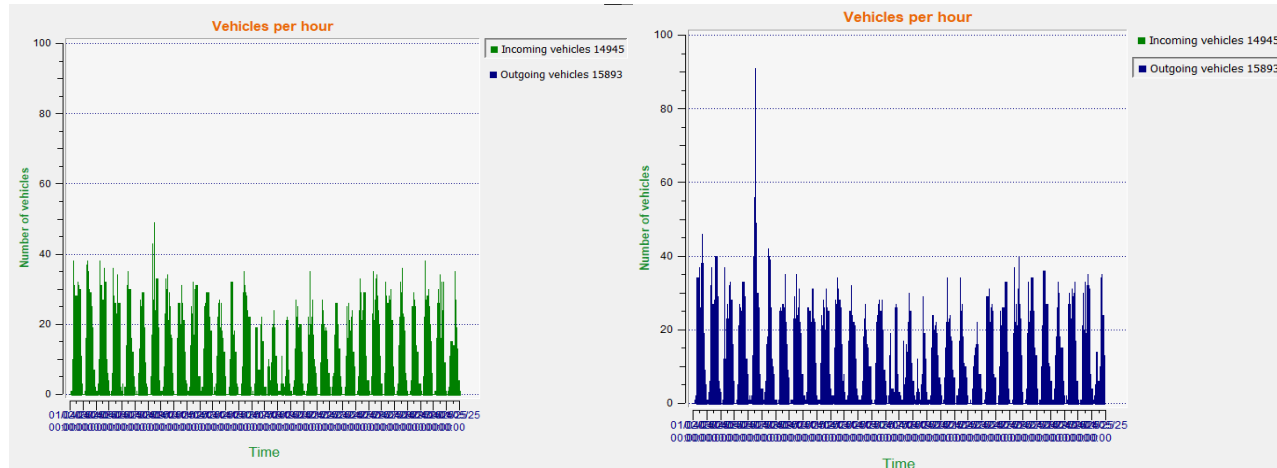
We have received no feedback from the police on whether they took any further action on reported vehicles.

1	02/04/2025	16:02:37	DD70DOG	CITROEN	DISPATCH 1400 EN-...	WHITE	My Doggie Day care	info@mydoggdaycare.co.uk	0	11	3	Not reached 2nd letter limit
2	03/04/2025	09:14:42	HJ21VCO	FORD	TOURNEO CUSTOM 32...	BLUE	Jet Cars	terence.ogrady3@btinternet.com	0	14	1	Not reached 2nd letter limit
3	11/04/2025	15:17:06	EJ15YLH	TOYOTA	HILUX	SILVER	Millar Vets, The Well House, Herriard Park, Herriard, Wellhouse RG25 2PL		0	22	4	Police Notified Nov
4	13/04/2025	08:38:55	BR05SFR	FORD	TRANSIT	BLACK	Secure Roof Fixing	info@securefixroofing.co.uk	0	45	5	Police Notified MAR
5	16/04/2025	14:23:16	DV62SXR	FORD	TRANSIT	WHITE	Edmunds and Son	07946 413308	0	18	4	Clerk e-mail ltr 2
6	17/04/2025	17:07:41	RX89KRE	FORD	TRANSIT CONNECT	WHITE	Flint Construction Ltd	office@flintconstruction.co.uk	0	14	1	Not reached 2nd letter limit
7	23/04/2025	10:34:22	RF19YXM	PEUGEOT	PARTNER	WHITE	GOLDEN Hammer	charlie@goldenhammerroofing.co.uk	0	69	3	Police Notified Nov
8	26/04/2025	08:30:57	T50DMO	FORD	RANGER	BLUE	Bodgelt and Leglt	info@bodgitandlegit.co.uk	0	71	7	Police Notified Nov
9	29/04/2025	16:45:55	RE63VXT	RENAULT	TRAFIC	WHITE	Martin Watts Building & Construction	office@wattsconstructionrm.co.uk	0	10	0	Clerk e-mail ltr 1
10	30/04/2025	14:20:12	BT70OAZ	FORD	TRANSIT CUSTOM 30...	WHITE	Golden Hammer Roofing	charlie@goldenhammerroofing.co.uk	0	29	6	Police Notified Nov

Note: As opposed to Private unmarked vehicles, commercial vehicles with livery are not protected from publication under the GDPR legislation.

5. Number of vehicles travelling through Beech between 1st and 30th of April 2025.

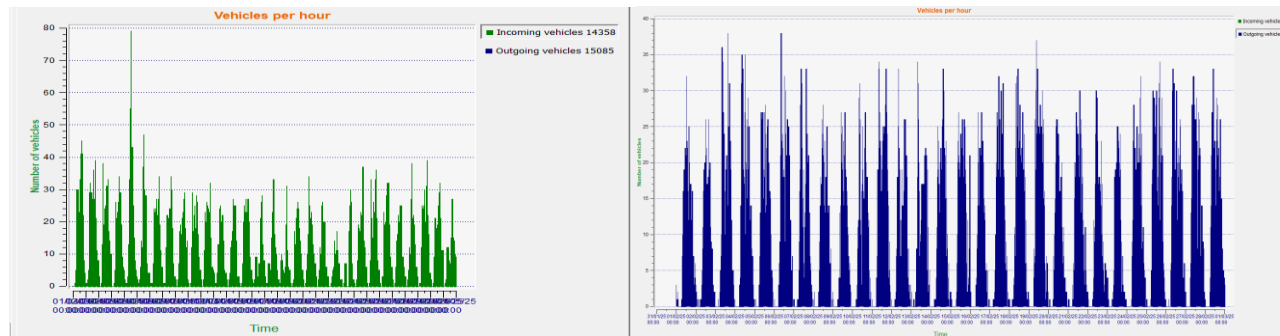
Recorded @104 Medstead Rd Mid Village



NE Direction 14495

SW Direction 15893

Recorded @ 41 Medstead Road Village Centre



NE Direction 14420

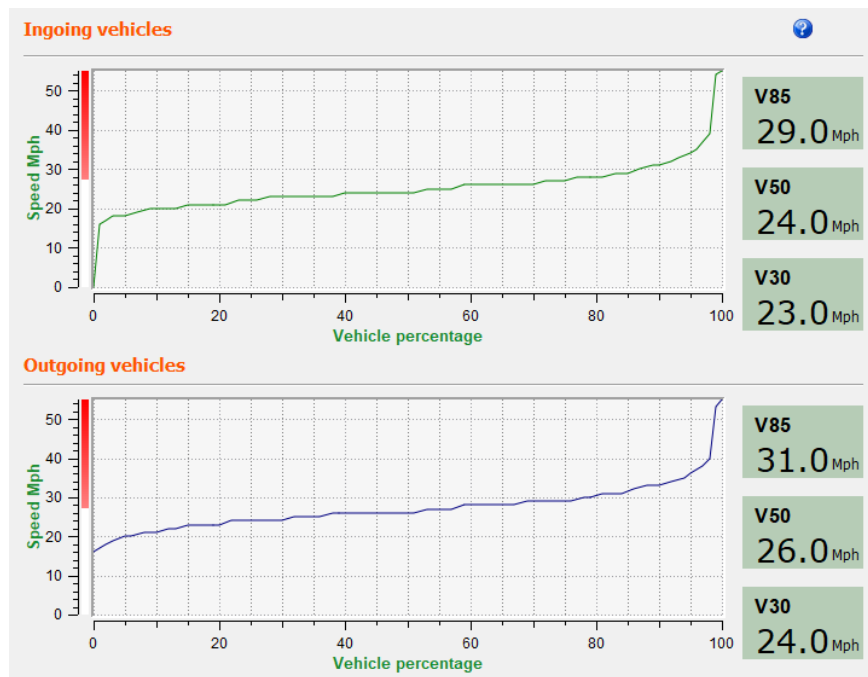
SW Direction 13386

6. Percentile speeds (recorded @104 Medstead Road) April 2025

Clearly the traffic direction managed with the SID and the ASW cameras shows a much better driver behaviour.

V85 means the speed below which 85% of Vehicles are moving, V50 50% of vehicles and V30 30%.

Note the very small number who speed excessively ... less than 2%



Incoming vehicles are those moving towards the village centre. The speed limit is the same in both directions for a further 1 mile.

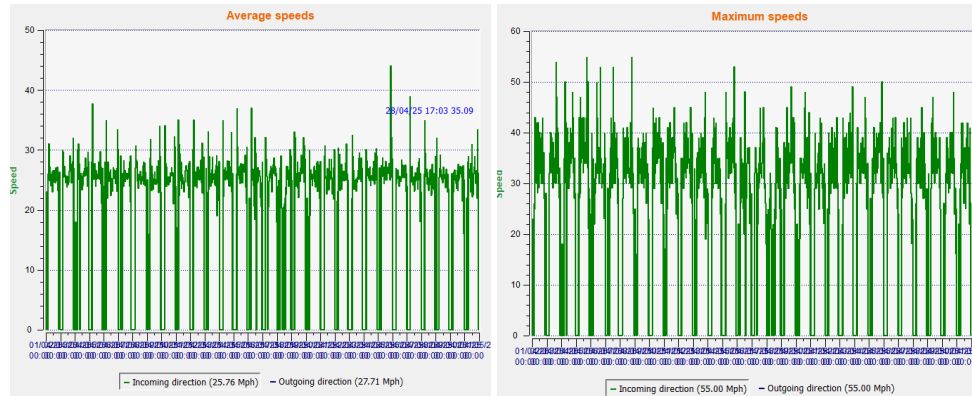
7. Percentile speeds (recorded @ 41Medstead Road) April 2025



8. Average and Maximum Speed as measured by the Speed Indicator Device 2025 April.

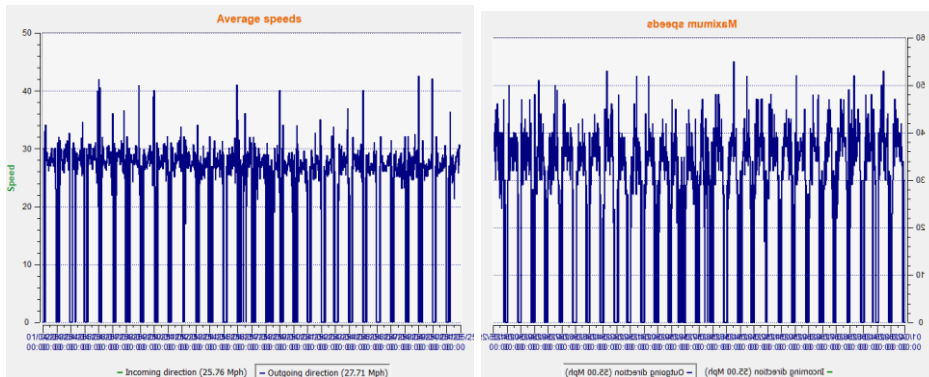
a. Recorded @104 Medstead Rd

NE Bound



The March averages speed was 25.76 mph slightly up from March, and the Maximum was 55.00 mph 2 mph slower than March.

SW Bound

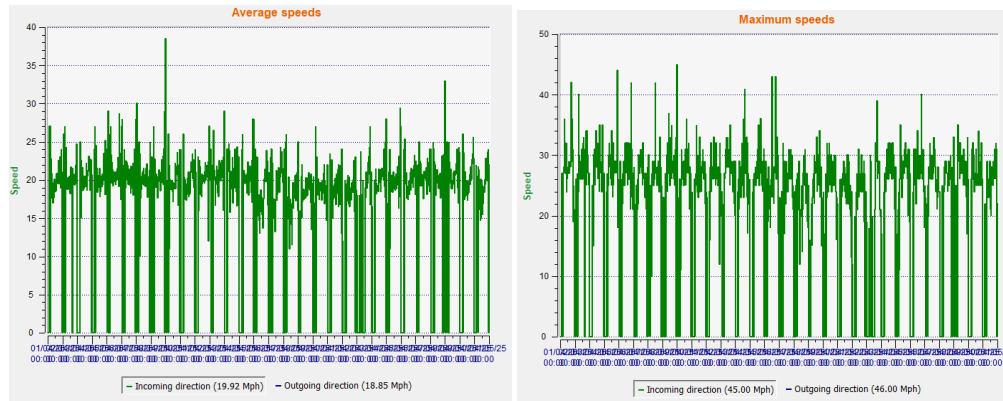


The March Average speed was 27.71 mph slightly down from March, and the Maximum was 55.00 mph 10 miles less than March!

9. Average and Maximum Speed as measured by the Speed Indicator Device April 2025.

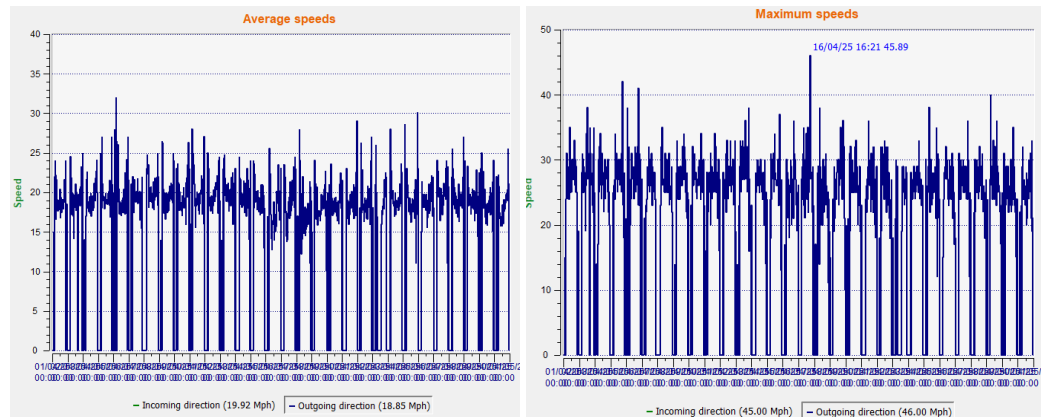
b. Recorded @41 Medstead Rd

NE Bound



The April average speed was 19.92 mph a 2-mph reduction from March, and the Maximum was 45.00 mph a 3-mph reduction from March

SW Bound



The March Average speed was 18.8 mph, also a 2-mph reduction compared to March and the Maximum was 46.00 mph a 2mph increase...

10. Worst Average Speed Offenders in the Last 12 Months

Rank Lst Mth	Ranking	V R N	M a k e	Model	Colour	Highest Average Speed	Error Margin (Â±mph)	36 mph and above	40 mph and Above	Times Average Speeding since 01/3/24	Times Average Speeding since 01/01/25	Times seen speeding since 01/05/2024	Times seen speeding since 01/01/2025
3	1		VOLKSWAGEN	TRANSPORTER	RED	39.8	1.2	Y		18	2	58	6
1	2		CITROEN	unknown	WHITE	49.0	1.0	Y	Y	15	1	67	8
5	3		AUDI	Q7 SPORT 55 TFSI ...	BLACK	48.9	1.7	Y	Y	15	0	60	8
8	4		NISSAN	NAVARA	WHITE	64.8	2.9	Y	Y	14	0	49	0
12	5		MERCEDES-BENZ	B-CLASS	SILVER	58.1	2.4	Y	Y	14	6	75	26
10	6		NISSAN	PATHFINDER	GREEN	41.6	1.2	Y	Y	12	1	45	8
14	7		LAND ROVER	DISCOVERY	GREEN	47.2	1.5	Y	Y	12	6	40	30
#N/A	8		CITROEN	BERLINGO	SILVER	39.3	1.2	Y		11	0	49	0
13	9		VOLKSWAGEN	TRANSPORTER T30 T...	WHITE	35.6	1.1			10	0	79	3
16	10		NISSAN	QASHQAI	BLACK	47.2	1.5	Y	Y	10	6	34	18
#N/A	11		PEUGEOT	PARTNER	WHITE	39.4	1.3	Y		9	0	45	2
#N/A	12		VAUXHALL	CORSA	BLACK	66.4	3.1	Y	Y	9	0	33	0
#N/A	13		NISSAN	QASHQAI	SILVER	47.2	1.5	Y	Y	9	2	49	10
18	14		MINI	MINI	SILVER	60.6	2.5	Y	Y	8	5	63	28
#N/A	15		NISSAN	X-TRAIL	SILVER	39.8	1.2	Y		7	0	59	15
#N/A	16		MERCEDES-BENZ	VITO	SILVER	37.2	1.0	Y		7	0	8	0
#N/A	17		RENAULT	CLIO	BLACK	36.2	1.1	Y		7	0	20	0
#N/A	18		AUDI	A6	GREY	56.9	2.2	Y	Y	7	0	17	0
20	19		FORD	RANGER	BLUE	38.2	1.1	Y		6	0	17	0
#N/A	20		MERCEDES-BENZ	CITAN	WHITE	57.4	1.5	Y	Y	6	0	19	0

11. Worst Single Point Offenders over the last 12 months

Last Mths Rank	This Mths Rank	V R N	M a k e	Model	Colour	Top Speed	DVLA Notes during the last 12 months	Times Seen speeding in the last 12 months	Times speeding in the Last Mth	Times speeding in the Last week	Times Seen speeding since Jan1st 2025	Times Seen speeding since Oct 1st 2024	Average speeding No since Jul 01 23
1	1		VOLKSWAG	GOLF	BLACK	61	0	127	13	3	20	30	0
2	2		AUDI	A4	GREY	62	0	99	11	1	17	33	1
3	3		CITROEN	C3	BLUE	65	0	89	3	1	4	8	16
4	4		VOLKSWAG	T-ROC R-LINE TSI S-A	GREY	61	0	83	7	1	14	25	0
7	5		TOYOTA	AURIS	BLUE	66	0	82	16	0	18	25	5
5	6		BMW	X4	WHITE	54	0	80	7	0	11	16	5
6	7		VOLKSWAG	TRANSPORTER T30 T...	WHITE	55	0	79	2	0	2	13	12
8	8		CITROEN	DS3	WHITE	68	0	76	8	1	12	17	0
12	9		MERCEDES	B-CLASS	SILVER	49	0	75	14	7	17	22	15
18	10		FORD	RANGER	BLUE	58	-FLAGGED-	67	11	5	18	32	5
9	11		CITROEN	C3	WHITE	54	0	67	1	1	1	2	25
11	12		MINI	MINI	SILVER	52	0	63	23	5	26	36	11
13	13		FORD	KUGA	GREY	60	0	62	6	2	12	21	8
14	14		AUDI	Q7 SPORT 55 TFSI ...	BLACK	63	0	60	6	1	8	12	18
15	15		AUDI	Q7	GREY	52	0	60	4	0	7	12	5
19	16		NISSAN	X-TRAIL	SILVER	48	0	59	5	2	7	17	15
20	17		VOLKSWAG	TRANSPORTER	RED	52	0	58	3	3	6	13	20
10	18		AUDI	Q5 SLN ED1 45TFSI...	WHITE	55	0	56	0	0	0	3	0
21	19		NISSAN	JUKE	RED	46	0	55	3	3	6	12	9
22	20		VOLVO	XC60	BLUE	55	0	51	11	1	13	21	3
#N/A	21	SK24XLY	D	RANGER WILDTRAK E...	WHITE	66	0	50	0	0	2	10	5
17	22	YX14OCJ	CITROEN	BERLINGO	SILVER	62	0	49	0	0	0	0	22

Speeding is a habit... a dangerously bad habit... it caused 400 deaths 30,000 seriously injured in 2023 in England and Wales ...

Police force area	Note	Killed	Seriously injured (unadjusted)	Seriously injured (adjusted) [note 2]	Killed or seriously injured (unadjusted)	Killed or seriously injured (adjusted) [note 2]
1 West Yorkshire		60	1,430	1,430	1,490	1,490
2 Hampshire		50	890	1,210	940	1,260
3 Sussex		40	1,010	1,010	1,050	1,050

Hampshire has an appalling record when it comes to road deaths...

11. Offenders by speed range - 12 months Statistics

The solar powered ASW cameras are obviously more efficient in the summer. But the good news is that they continue to effective in controlling drivers who care about not speeding. Regrettably, persistent speedsters who are also the fastest drivers remain persistent, but we are making progress ...

10 Mths Prior to ASW camera intro 2021 Westcotec	NE Direction HCC Trial 14 days	EVOCOM SID SPEED mph	12 Months Ending												
No of Vehicles	No of Vehicles		30/04/24	31/05/24	30/06/24	31/07/24	31/08/24	30/09/24	31/10/24	30/11/24	31/12/24	31/01/25	28/02/25	31/03/25	30/04/25
19511		<30	165253	165489	164258	163771	164081	162902	162279	157374	153139	147868	147942	140842	157947
		30-35	15420	15229	14836	14518	14143	13838	13761	13605	13020	12617	12189	12078	12291
	290	36-40	4583	4555	4483	4298	4141	4033	3929	3803	3661	3511	3364	3302	3304
	95	41-50	1339	1287	1249	1238	1205	1187	1145	1109	1075	1038	967	937	935
	7	>50	147	138	128	118	110	103	99	99	91	87	81	73	68
94736	1055	Total Vehicles	186742	186698	184954	183943	183680	182108	181213	175990	170986	165121	164543	157232	174545
		>35	6069	5980	5860	5654	5456	5323	5173	5011	4827	4636	4412	4312	4307
20.6%	37.2%	% of Drivers Offending > 35	3.25%	3.20%	3.17%	3.07%	2.97%	2.92%	2.85%	2.82%	2.85%	2.85%	2.73%	2.81%	2.73%
		Total ASW Detected YTD	16074	16009	16515	17635	18176	18638	18631	16416	14115	14115	14115	16799	16062
		Average no per ASW camera	5358	5336	5505	5878	6059	6213	6210	5472	4705	4705	4705	5600	5354
		% - ASW Detected	88.28%	89.24%	93.94%	103.97%	111.05%	116.71%	120.05%	113.36%	93.89%	93.89%	93.89%	93.89%	100.00%

3050 out of 5176 offenders have offended just once in the last 12 months ...