



20's Plenty - How everyone wins -

Rod King 20's Plenty For Us



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20's Plenty for Us

National voluntary organisation
supporting communities who want
lower speeds for residential streets

Not speed bumps or arterial roads

20 mph limits on residential streets- “Total 20”

Community led -Establishment endorsed

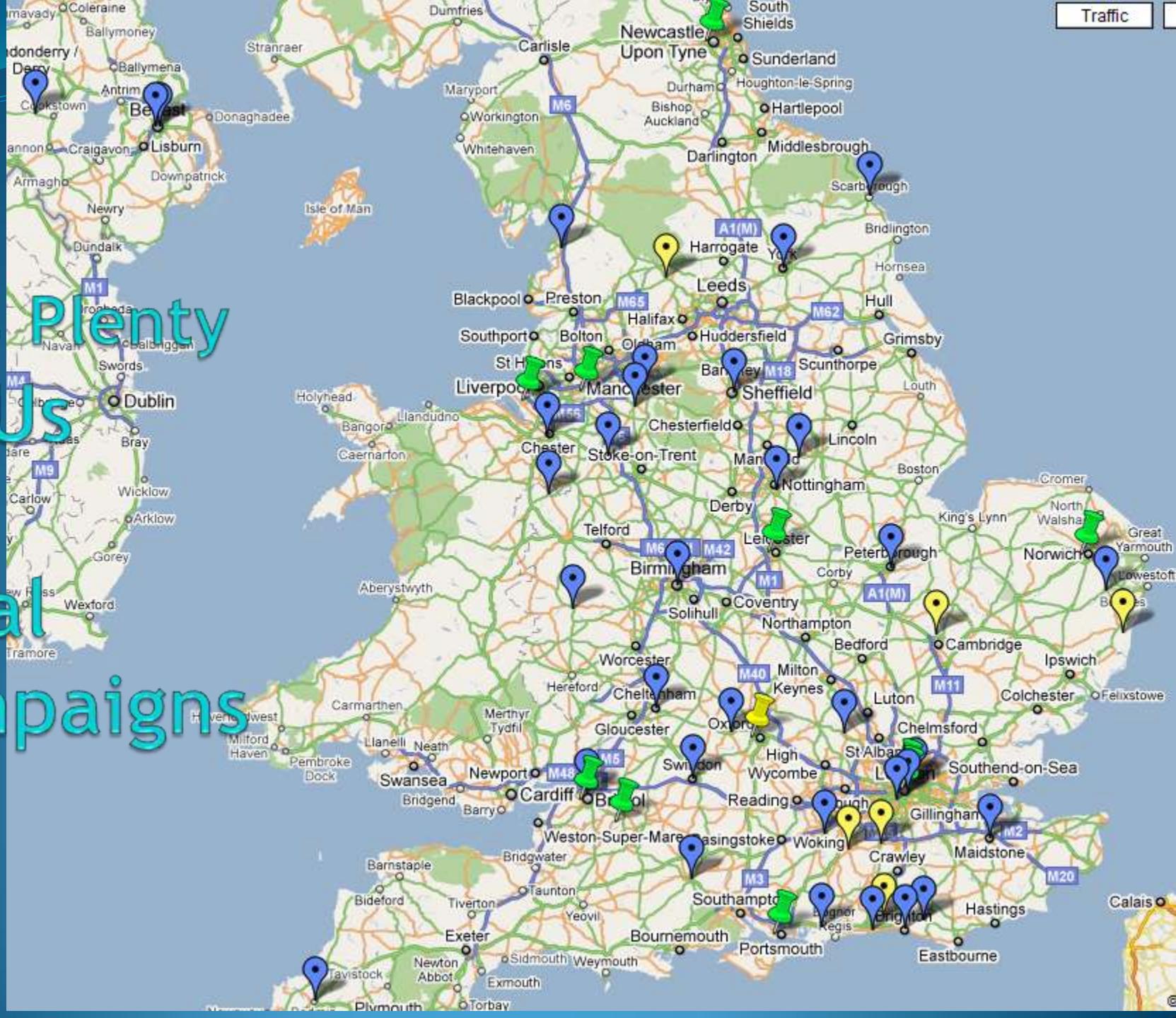
I am not here to tell you what to do!

- Total 20 is “winnable”
- Total 20 returns more “bangs per buck”
- Total 20 delivers a “paradigm shift” in the way we share our roads
- Total 20 - shouldn’t the sharing of our roads be governed by the people, for the people .
- Total 20 is necessary to morally or successfully promote any active travel
- Total 20 - compliance as lifestyle not traffic management

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20's Plenty for Us

Local Campaigns



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1934

It was over 75 years ago when there were less than 2m cars on the road that 30 mph was implemented. Now there are over 33 m!

Agenda

- Why we need 20's Plenty
- The revised DfT guidance Dec 09
- Current Total 20 implementations
- Issues for success
- Who wins
- Questions

“The UK roads are some of the safest in the world”

In fact in the world we are 2nd behind
Netherlands in deaths per 100,000 population

**But what if you are a child
or a pedestrian
or a cyclist
or living in deprived area?**

How safe for children?



Child(0-14) pedestrian deaths per 100,000 population,

2006 (See NAO Improving Road Safety for Cyclists and Pedestrians, App 3)

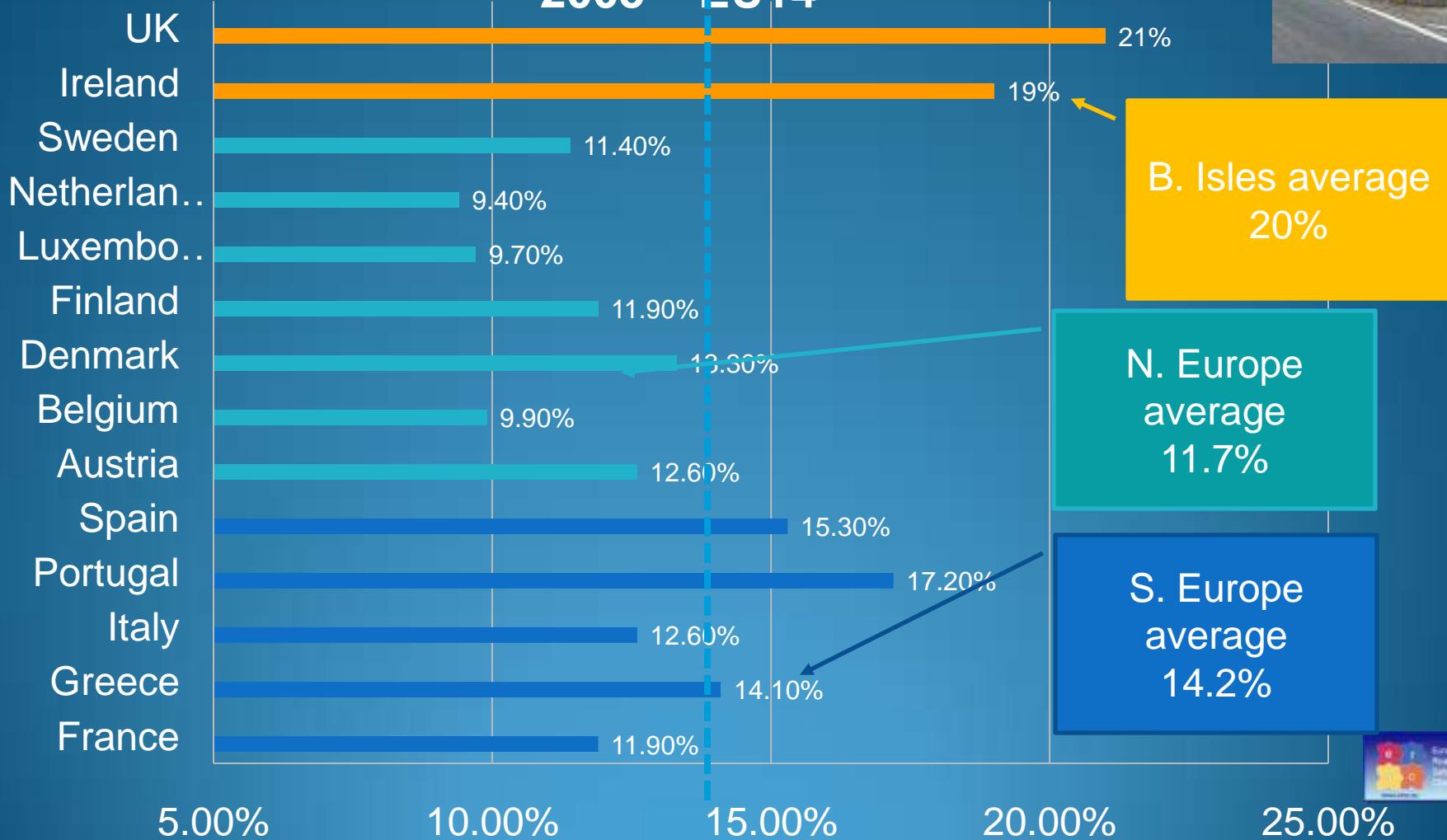
We are worse than :-

- Finland
- Iceland
- Netherlands
- France
- Germany
- Norway
- Belgium
- Canada
- Sweden
- Spain
- Japan
- Portugal
- Switzerland
- Austria
- Australia
- USA

How safe for pedestrians?

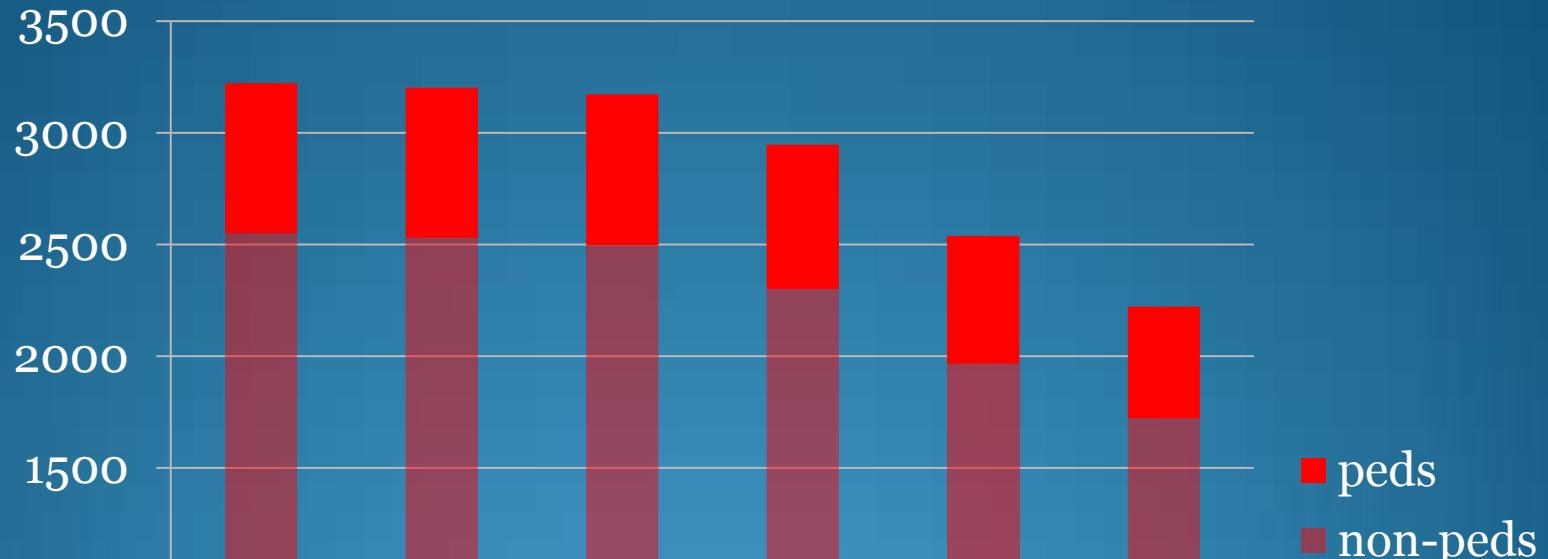


Pedestrian fatalities as %age total road fatalities in
2005 – EU14



And if you thought that was bad!

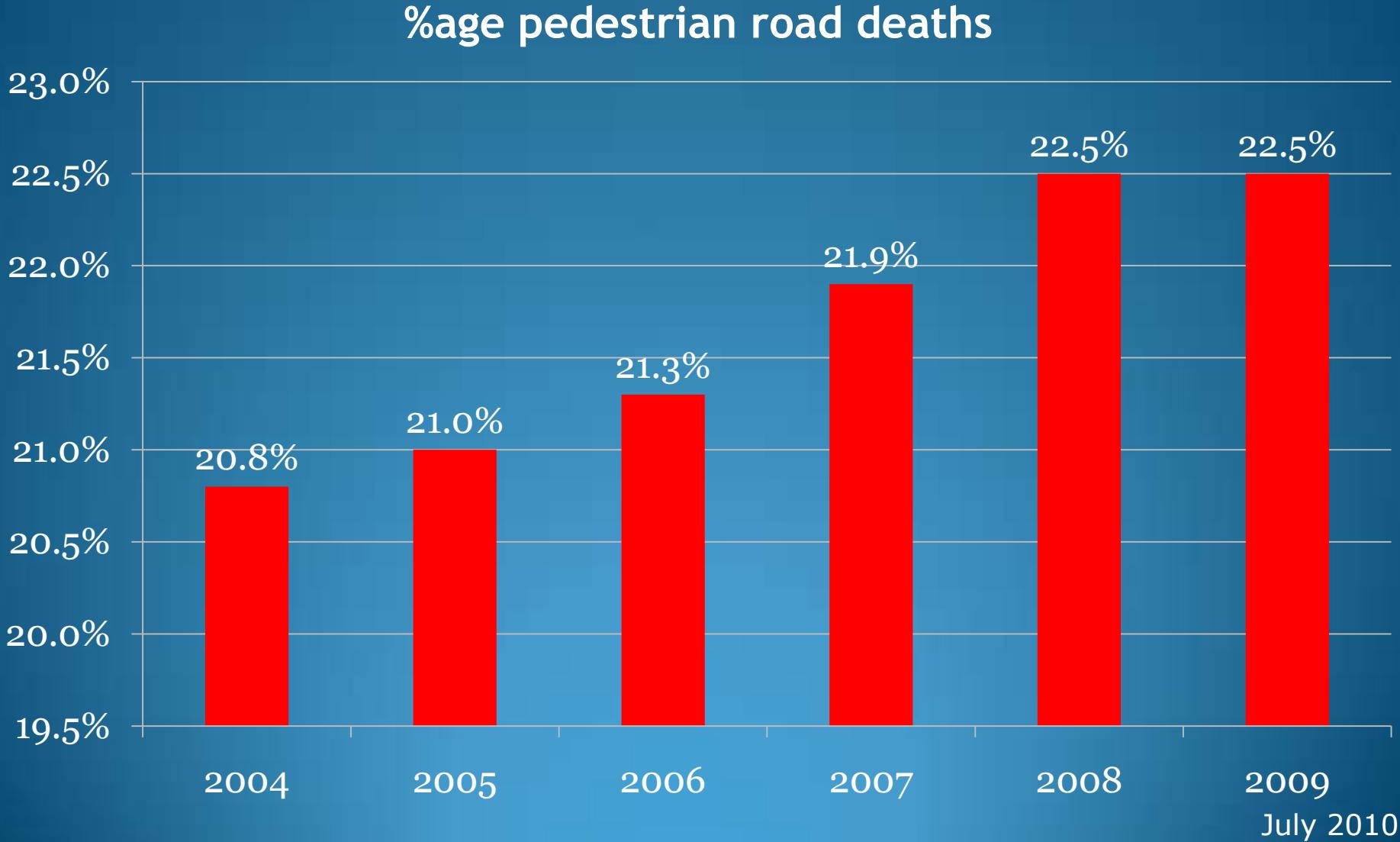
UK Road Fatalities



	2004	2005	2006	2007	2008	2009
peds	671	671	675	646	572	500
non-peds	2550	2530	2497	2300	1966	1722

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Road Danger skewed to pedestrians



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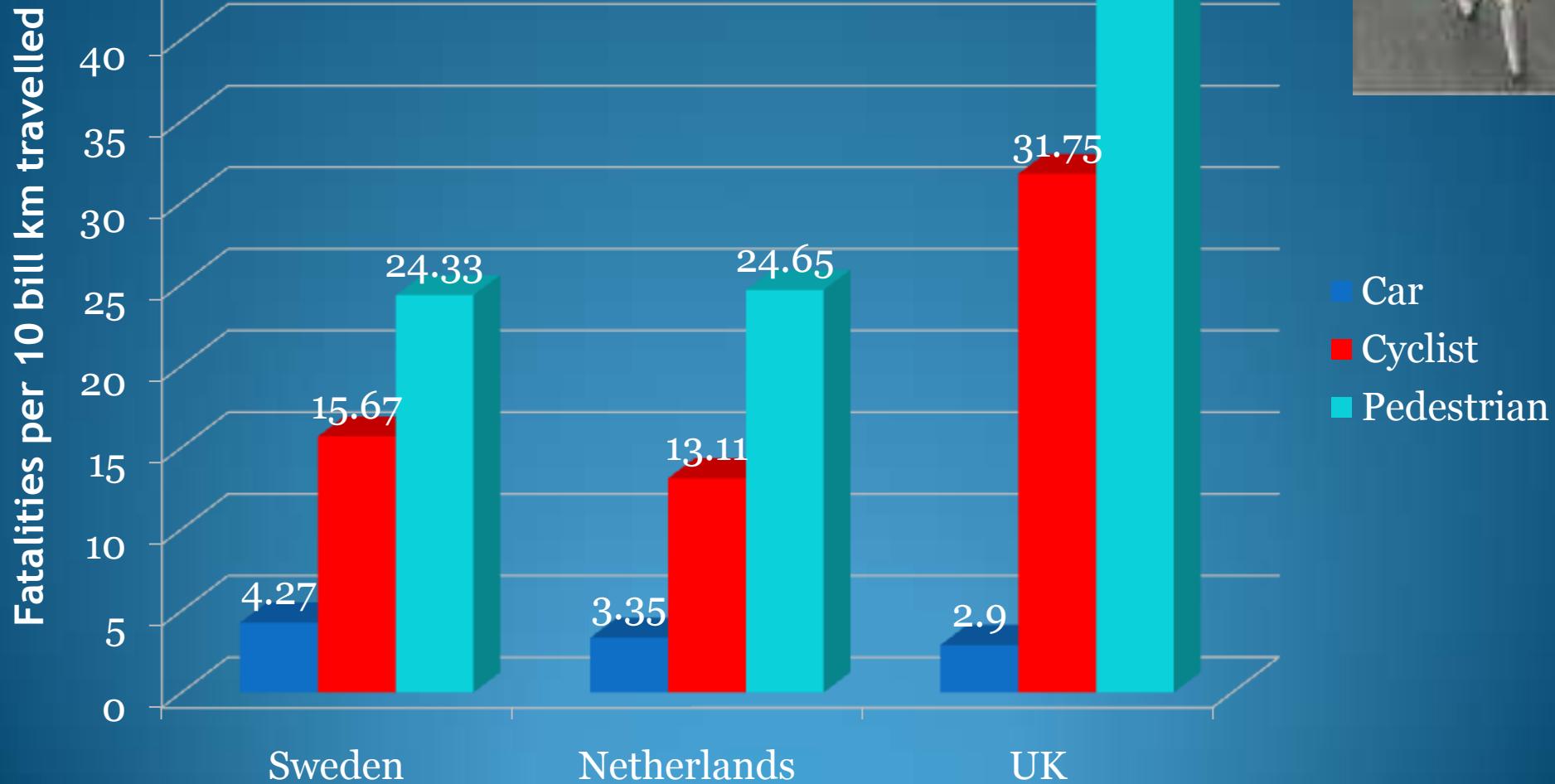
1934

67%

The reduction in children's deaths and injuries if 20 mph were the speed limit on residential roads
(Health Development Agency)

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How safe for cyclists?





How safe in deprived areas?



Comparison between most deprived 10% and least deprived 10% areas in pedestrian casualties

All over 3 times higher

Children 0-16 4 times higher

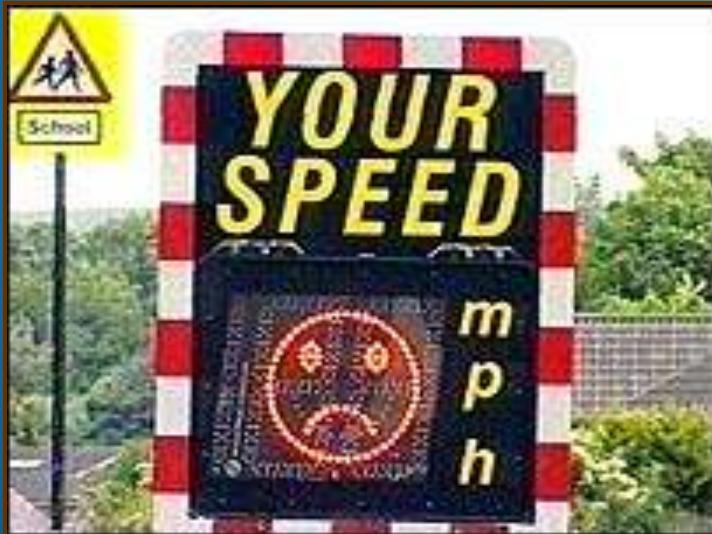
Our observation

When it comes to sharing our roads for vulnerable road users :-

- UK has the poorest record in Western Europe
- We have failed to engineer our roads for cyclists or pedestrians
- We maintain speed limits in residential and urban roads 60% higher than our neighbours in N. Europe
- We are failing in either obtaining or setting conditions for modal shift
- **Question the morality of modal shift encouragement without changing risks for Vulnerable Road User's**

THE KEY POINT...

A city that permits 30 mph on residential roads will never be child friendly and will always deter physical activity



Speed becomes greed
When it stops us and our children from walking or cycling on our roads through fear of traffic

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1934

67%

5-14

The age range over which the most common cause of death is being a pedestrian hit by a motor vehicle.

(D. Dorling. University of Sheffield)

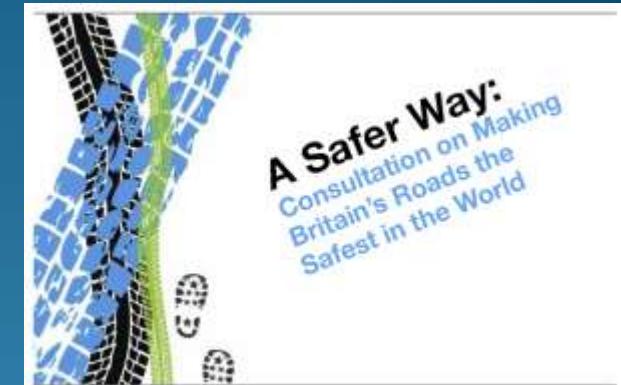
A community perspective

- Parents cite vehicle speeds and volume as reason why children dare not allowed to walk or cycle
- We find 80% of residents support 20 mph on their streets
- Audit Commission found 72% of drivers supported 20 mph on residential roads (PACTS report)
- Portsmouth residents all in favour of their 20 mph roads
- In Oxford and Islington majority of those answering consultations wanted 20 mph for all residential roads
- Traffic speed is major issue at local hustings



....but govt attitudes changing

DfT in latest White Paper admits problems



2.26 key challenges

pedestrian and cyclist casualties in our towns and cities - particularly in deprived communities

protecting children and young people.

Lead Story: Issue 535 18 Dec 2009

New speed limit advice backs Portsmouth-style 20mph limits

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The new policy is outlined in a letter to highway authorities proposing a number of changes to Circular 1/06 Setting local speed limits. The changes also include revised advice on reviewing rural single carriageway speed limits.



Twentys plenty: many more such limits are on the way

LOCAL
TRANSPORT
TODAY

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Attachment:

Update on guidance on setting local speed limits

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Transport groups won't be seduced by the DfT's new

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67%

5-14

110

Number of orgs joining
“Take Action on Active
Travel” from ADPH
Calling for :- **“A 20mph
speed limit to be made
the norm in residential
areas”**

How Portsmouth did it

- Portsmouth CC went beyond DfT Guidance 01/2006 :-
 - Permanent scheme - “not a pilot”
 - Authority wide speed limit - not zones
 - No additional physical calming
 - Public support and ~~consultation~~ engagement
 - Excluded many (but not all) main roads and arterial roads
 - Completed in 9 months
 - Cost £475,000 for 1200 roads
 - Accomplished by traffic orders, 200 roads at a time
 - No Secretary of State approval required
 - Created a collective community commitment to Road Safety

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Typical Portsmouth 20 mph Streets



Your town and Portsmouth

- Its not about what's different, but what's similar :-
- Aren't the people similar?
- Aren't the cars similar?
- Aren't the DfT regs the same?
- Aren't the roads similar?
- Aren't the life values similar?
- Aren't the NHS costs for road casualties similar?
- Aren't the costs of non-active travel similar?



20 mph limits results?

DfT 1 year on audit

Casualties down 15%

	Children (0-15)	Elderly (70+)
Pedestrians	-4%	-25%
Passengers	-22%	-25%
Driver/Rider	-9%	-36%
All	-8%	-31%

Speeds down by 7mph on faster roads

Lower noise

Better quality of life

DfT issued new guidelines as a result

Effect on journey

- Urban journeys times determined by stops not speed
- Usual increase is just 20 seconds
 - Most houses within 1/3 mile of arterial route
 - 1/3 mile at 30 mph = 40 seconds
 - 1/3 mile at 20 mph = 60 seconds
 - Difference is just 20 seconds
- Probably < 1min even if main roads included
- Changed perceptions
 - Normal speed is 20 mph around people
 - Hence “**20’s Plenty where people live**”
 - Speed up to 30 mph where safe

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20
seconds

The average increase
in journey time from
implementing 20 mph
on all non-arterial
residential streets

Effect on emissions

- Reduces Particulates
- On balance 20 mph same as 30 mph for fuel
- Removes all 20-30 mph acceleration
- Shift to walking and cycling reduces emissions when walking or cycling

Effect on driving

- Establishes “sensible” sharing of roads
- Removes pace and sprinting
- Eases fluidity at junctions
- Provides more time for collision avoidance
- Compliance becomes a lifestyle decision
20's Plenty where people live, or shop, or walk, or cycle
- Minimal effect on journey times (20 seconds)
- Maximises “family” benefit for drivers.
- Compliance decision made in home
- Increases engagement with community
- 72% of drivers in agreement

DfT Changes Guidance

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Updated Guidance Objectives

- Encourage 20 mph for all :-
 - Primarily residential roads ☺
 - Roads with high ped and cycle movements ☺
(where not part of a major through route)* ?
- Provide flexibility in 20 mph zone/limit mix ☺
- Reference Portsmouth “Total 20” evidence ☺
- Take account of signage for limits within zones. ?
- Widen recognised outcomes to include economy, emissions, opportunity, quality of life ☺

*Should be allowed on main roads say Council Officers Technical Advisors Group

Overtures “Why we can’t”

Although only guidance, the previous 01/2006 has been used to block 20 mph speed limits by some LAs

Why we can't with 01/2006	How we can with 2009 update
20 mph limits only for single or few roads	Authority wide 20 mph limits should be considered
Police may find routine enforcement difficult	No expectation of enforcement beyond routine activity
Not suitable for roads > 24 mph without calming	Greater reductions can be achieved with signed only on roads >24 mph ave.

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1934

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5-14

110

20
seconds

£333

The amount per street
that Portsmouth spent
on converting 1200
roads to 20 mph in
just 9 months.

Updated Guidance Features

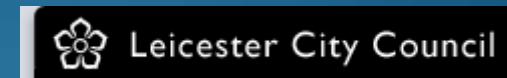
- Updates casualty reduction to 6% per 1 mph reduction in ave speed.
- References wider benefits beyond road safety of 20 mph limits, ie Emissions, Modal Shift, Community -
 - Links to LTP3s
 - Links to previous DfT Policy Paper reducing “fixation” on congestion reduction
- References popularity with residents and communities.
 - Collective, Community Commitment to better shared use of roads

Updated Guidance Features

- Endorses routine police enforcement for 20 mph limits
 - Policing by consent after democratic process
- References 7 mph reduction in ave speeds on Portsmouth >24 mph roads.
- Allows consideration of authority wide “Total 20” such as Portsmouth with effective outcomes.
- Immediately replaces previous guidance
 - Chapter 5.1 and 5.2 no longer apply
 - Replaced by Appendix to Speed Limit Circular
- Provides “Green Light” for Total 20 schemes

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People who already do 20's Plenty



Establishment and other Support

- Public Health
 - Association of Directors of Public Health
 - Local Directors of Public Health - engage in process
- Sustainable Development Commission
 - SDC ‘Delivering Neighbourhood Retrofit’ Case study - 20’s *Plenty For Us* - mobilising communities to create political mandate for action
 - Launch of new report today
- National Audit Office, NICE, PACTS, Transport Select Committee, London Assembly, ROSPA,
- Increasing media attention
 - London Eve Standard
 - BBC Breakfast
- Overseas Interest
 - Transportation Alternatives
 - Street Films
 - Rue de L’Avenir “Ville a 30, Ville a vivre”

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Activity in 20's Plenty in UK

- Colchester
- Oxford 20 mph city
- Portsmouth Conference
- Bristol
- Norwich
- Hackney
- Islington 20 mph borough
- Lancaster
- Preston
- Worthing
- Brighton & Hove
- Sheffield
- Knutsford
- York
- Manchester
- Lambeth
- Birmingham
- Bodmin
- Hartlepool
- Chesterfield
- Crewe
- Wilmslow
- Cheltenham



Engineering vs Engagement

Old way – isolated zones

- **ENGINEERING**

- Education
- Enforcement

Total 20

- **ENGAGEMENT**

- Enthusiasm
- Education
- Enforcement

Speed limits are 50 times cheaper than physically calmed zones.

Your Choice for the same cost

250 people living
on a 20 mph
zoned street
@ £60,000 per km

Or

12,500 people
living in a 20 mph
town
@ £1,158 per km



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5-14

110

20

seconds

£333

72%

72% of drivers
questioned thought
that 20 mph was the
appropriate speed limit
for residential roads
(Audit commission)

How to succeed!!!

- This is about communities and wider public bodies
 - Residents
 - Children, elderly, families, teens
 - Health care professionals
 - Obesity, Road Traffic Casualties
 - Social well being
 - Empowerment for active travel
 - Independent low cost mobility
 - Lower emissions
- “Normalising” our relationship with the motor vehicle

Issues for success

1. Follow due democratic process

Use the press

Maximise breadth of debate

Involve communities and wider establishment

Remember its their streets





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Issues for success

2. Total 20 - consistent “20’s Plenty where people are”
Clear understanding that your town is a 20 mph place.

3. Win hearts and minds

- Expect alternative views, but deal with them and move on
- Total 20 is a 21st century solution,
We all have 20th century “baggage”
- Create a community consensus
- Constraint (speed bumps) are easy
Restraint (behaviour change) takes time and effort but bring real and lasting results



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Start your 20's Plenty Campaign

- 20's Plenty Where people Live
 - 20's Plenty for constituents
 - 20's Plenty to save millions on Health care
 - 20's Plenty to reduce emissions
 - 20's Plenty as part of meeting LTP3 goals
 - 20's Plenty to make your town a great place to be
 - 20's Plenty today
-
- Get yourself on our 20's Plenty map
 - Get leaflets, stickers, technical support, material



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Who wins :

- Local democracy wins - community enablement
- Child mobility wins - walking and cycling
- Road Danger Reduction wins - lower death & injury
- Economy wins - lower costs of collisions
- The environment wins - lower emissions
- Communities win - lower noise
- Motorists win - calmer traffic
- Politicians win - delivering what people want

20'S PLENTY - ITS TIME HAS COME

20

1934

67%

5-14

110

20
seconds

£333

72%

3m

Number of people living in
Local Authorities
committed to 20 mph for
residential roads..

20

1934

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110

20

seconds

£333

72%

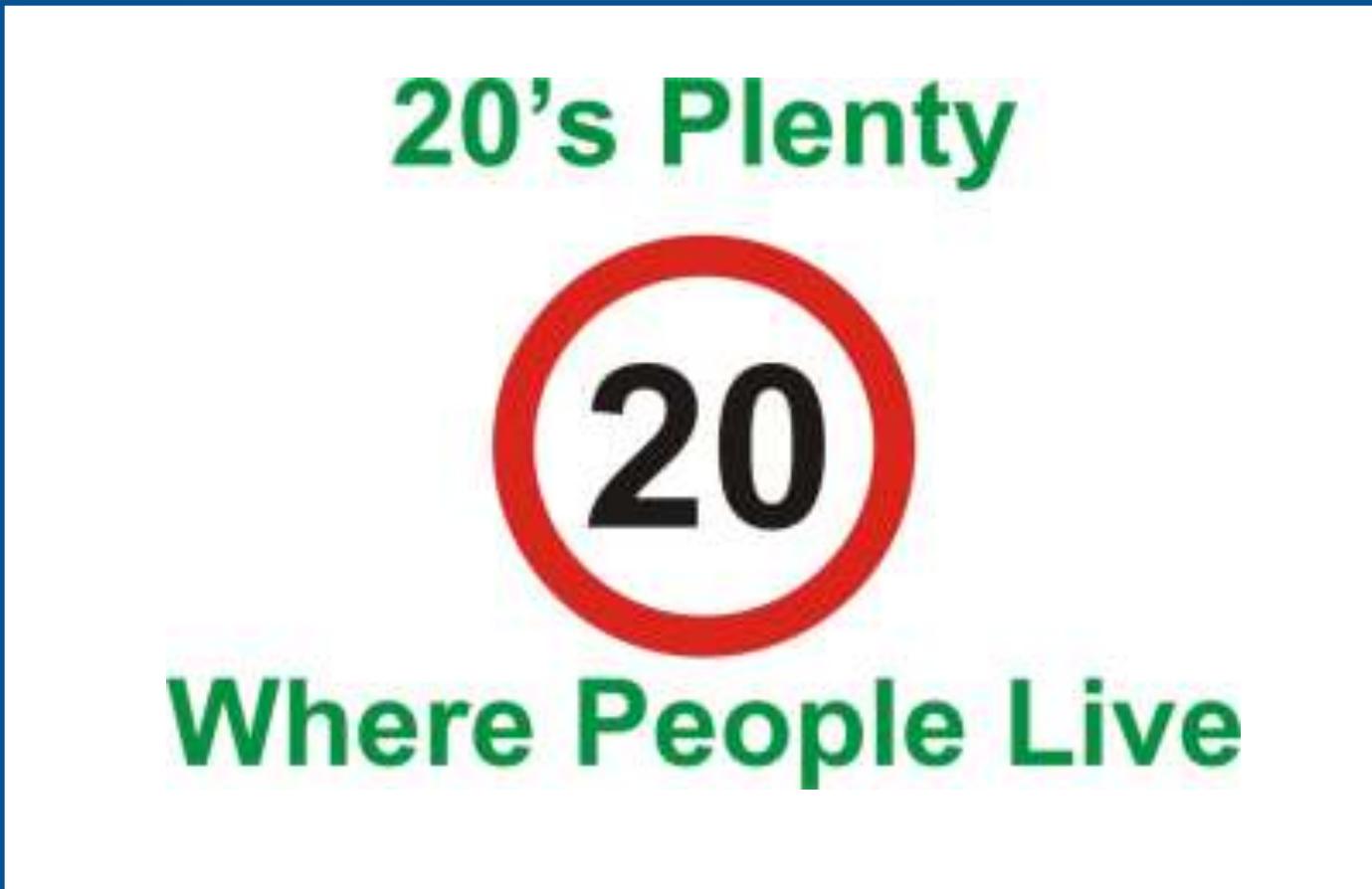
1.2m

2010

The year that you can make into a milestone in civil society progress through implementing 20's Plenty in Residential Streets in your town

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Thank you for your time
Your questions please!



www.20splentyforus.org.uk

July 2010



Bristol 1908

BEFTON PARK ROAD.

July 2010



Bristol 2008