

20's Plenty



Where People Live

Rod King

20's Plenty For Us

Campaigning for vulnerable road users
Since 2000



20's Plenty



Where People Live

20's Plenty for us



Press Releases: [National Conference](#) [22nd June - 20's Plenty by 2010 campaign launched](#) [31st May - 20's Plenty For Us submits](#)

Home

Why?

Busting the myths

20's Plenty by 2010

Campaigning

Contact Us

Welcome to the website of 20's Plenty For Us

20's Plenty For Us was formed in order to campaign for the implementation of 20 mph as the default speed limit on residential roads in the UK.

Research has shown that the vast majority of the public would like 20 mph on residential roads. Recent changes in Dept of Transport guidelines have relaxed the recommendations and in many residential areas 20 mph limits may be set without any physical measures at all.

Portsmouth have taken the initiative and implemented a default 20 mph speed limit throughout their town in all except main arterial routes.

Towns d populatio

Portsmouth
Oxford
Norwich
Leicester
Newcastle
TOTAL

20's Ple

Streets A
15th Nov

Warrington to Hilden



Warrington
Cycle
Campaign

Warrington
Sheffield
Hull
Rotterdam
Miejel
Hilden

375 miles in 3½ days
600 km





Bush gives Obama White House tour



Is Cycling the new black?

News Wed 6 Aug, 4:33 pm UTC

News archive

Mark Beaumont stars in Orange TV advert, documentary

By BikeRadar

Orange, a United Kingdom mobile phone service provider, launched its second TV advert for their new brand campaign, 'Together We Can Do More'. The film tells the real life story of Mark Beaumont, a British man who broke the around-the-world cycling record by cycling 18,296 miles in 194 days, starting and finishing in Paris.

The film, directed by Danny Kleinman, opens on Beaumont walking into a room with four large projection screens, four walls and a stationary



Scottish cyclist Mark Beaumont completes his 18,000-mile around-the-world journey in Paris

Sheffield and Bristol Universities

the
**Grim Reaper's
road map**

An atlas of mortality in Britain

Mary Shaw, Bethan Thomas,
George Davey Smith and Daniel Dorling

UK Death Map

What if we were to treat death by Road Transport as a disease?

Atlas of Mortality based on 1981-2004 Office for Nat Stats from 99 categories

Age	Most Common Cause of Death
0	Conditions of the perinatal period
1-4	Congenital heart defects
5-9	Pedestrian hit by vehicle
10-14	Pedestrian hit by vehicle
15-19	Motor vehicle accidents
20-24	Motor vehicle accidents
25-30	Motor vehicle accidents
30-35	Motor vehicle accidents
35-39	Heart attack and chronic heart disease
40+	Heart attack and chronic heart disease

June 9th 2008, I heard on the news ...



The screenshot shows the BBC News website interface. At the top left is the BBC logo, followed by a search bar and a 'Search' button. Below this is a red banner with the word 'NEWS' in white, and 'LIVE' and 'BREAKFAST' buttons. The main content area has a white background. On the left is a navigation menu with 'News Front Page' at the top, followed by 'World' (highlighted), 'Africa', 'Americas', 'Asia-Pacific', 'Europe', 'Middle East', 'South Asia', 'UK', 'England', 'Northern Ireland', and 'Scotland'. The main headline reads 'Blast takes UK Afghan toll to 100'. Below the headline is a sub-headline: 'Three British soldiers have been killed in Afghanistan, bringing the number of UK troops killed there to 100 since 2001, the Ministry of Defence said.' To the right of the text is a photograph of soldiers in a dusty, outdoor environment. Below the photo is a caption: 'One hundred UK personnel have died in Afghanistan since 2001'. At the top right of the main content area, it says 'Page last updated at 02:29 GMT, Monday, 9 June 2008 03:29 UK'. Below that are links for 'E-mail this to a friend' and 'Printable version'.

Daily Telegraph : 100 British dead in Afghanistan: A moment for sombre reflection
Since 2001 **5,475** UK pedestrians have died
50,000 have been seriously injured

The Government perspective



2nd Review of Government's Road Safety Strategy, Apr 2007

Opening sentence of Foreword:-

“Great Britain continues to be a world leader in road safety.”

and...

Progress has been good on pedestrian deaths
- a reduction of 33% below the baseline.
Pedestrians accounted for about 21% of deaths
and 22% of serious injuries in 2005.

The EU perspective!



SUNflower Report



- UK less clearly defined speed management system
- High motorised density leads to high pedestrian casualties
- Most reductions in walking and cycling due to less walking and cycling.
- UK has greatest scope to improve vulnerable road user safety
- Dutch and Swedish models to reduce traffic flow and speed needed to reduce UK pedestrian casualties.

Sunflower conclusions



- UK roads poorly engineered for cyclists and pedestrians
- UK has a higher proportion of fatalities on low speed roads than other countries
- UK needs to extend 30 kph to residential roads
- UK needs to find engineering, speed management and traffic management to enable pedestrians and vehicles to co-exist
- Britain, however, still has a substantial pedestrian casualty problem.

Sunflower Conclusions



- Per distance travelled pedestrians rates worst in UK
- Nearly twice as many fatalities per km walked or cycled

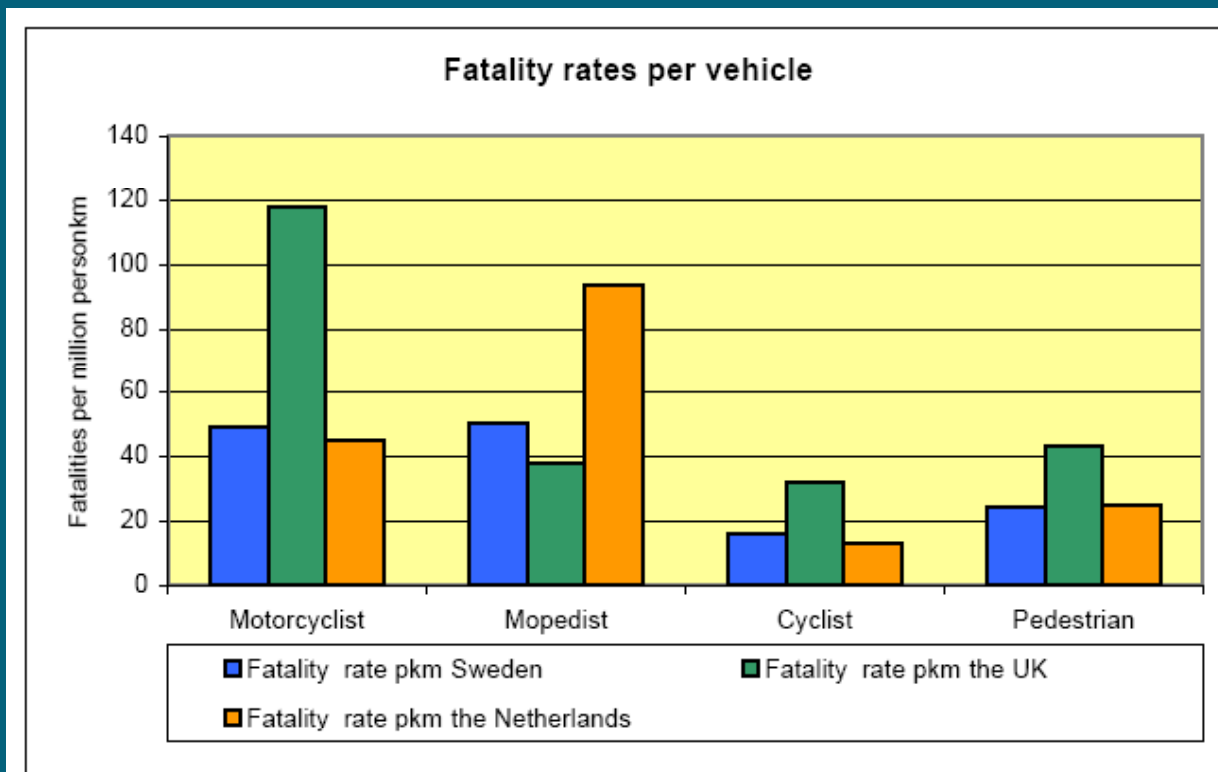


Figure 3.8. Fatality rates for motorcyclists, mopedists, cyclists and pedestrians in Sweden, Great Britain, and the Netherlands.

Fred Weggman, MD SWOV



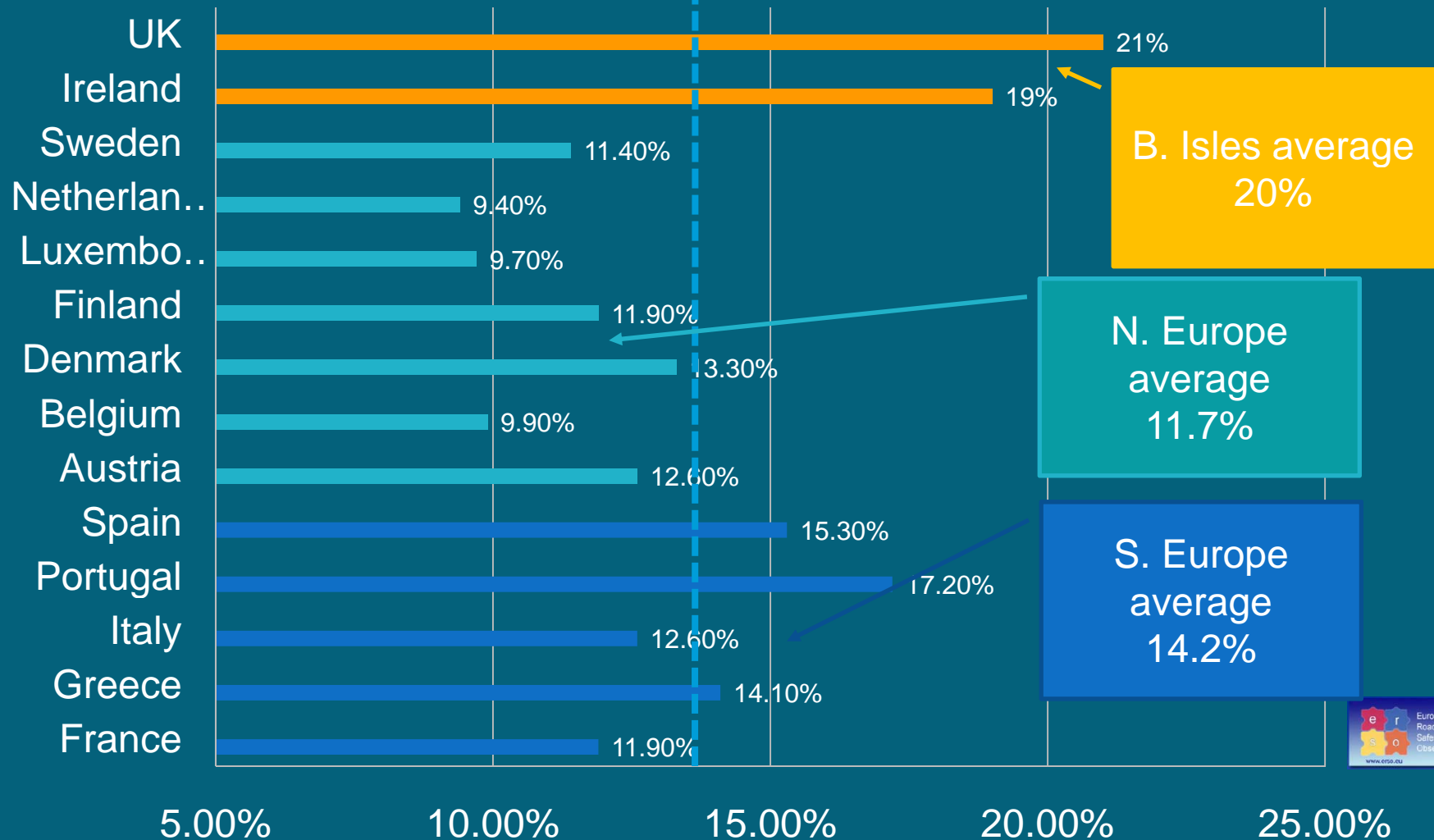
“Until 2000 we were always looking to the United Kingdom when it came to road safety. You were the inventors of many good activities and policies. All of a sudden, somewhere in 2000, you stopped doing things and we [the Netherlands] continued with our efforts.”

Evidence to Transport Committee 2008

..how do we rate in comparison?



Pedestrian fatalities as %age total fatalities – EU14



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
- We are failing in either obtaining or setting conditions for modal shift
- Question the morality of modal shift encouragement without changing risks for VRU's

A community perspective



- Parents cite vehicle speeds and volume as reason why children dare not be allowed to walk or cycle
- We find 80% of residents support 20 mph on their streets
- Audit Commission found 75% of drivers supported 20 mph on residential roads (PACTS report)

Current 20 mph limits and zones ☹️

- Default is 30mph with isolated 20 mph
- 20 mph seen as “slow”, “abnormal”, “unnecessary”
- Drivers excluded from rationale for limit
- Compliance is a “reactive” decision
- Compliance from a driver perspective

Authority wide scheme 😊

- Driven by community aspirations
- Fully debated with community, press council engagement.
- Rationale for limit accepted democratically
- Compliance decision made in home
- Compliance is pre-medicated
- Changes whole perception of benefit
- 20 mph the rule, 30 mph the exception
- Collective community commitment

Key 10/06 Points – Objectives



Para	Text
4	This guidance supersedes 01/93
20	Local speed limits that better reflect the needs of all road users , not just motorised vehicles. Improved quality of life for local communities and better balance between road safety, accessibility and environmental objectives.
21	Together with education, driver information, training and publicity

Key 10/06 Points - Underlying Principles



Para	Text
24	Is important traffic authorities and police forces work closely together
27	Some form of enforcement may be necessary
28	Traffic authorities should include conditions and facilities for vulnerable road users
33	Need of vulnerable road users must be fully taken into account
36	Mean speeds should be used as basis for determining local speed limits (this replaces 85 th percentile in old circular)
38	Minimum length of a speed limit should be 600m

Key 10/06 Points

Urban Speed Management



Para	Text
68	Standard 30 mph. Local speed limits of 20 mph are encouraged where there is a particular risk to VRUs.
71	Summary table says : 20 mph in town centres, residential areas and in the vicinity of schools where there is a high presence of VRUs
79	Statutory provisions require that 20 mph zones must have traffic calming every 100m
82	20 mph speed limits without other measures drop speed by 2mph. Department suggests use where mean vehicle speeds are 24 mph or less, or where additional traffic calming measures are planned as part of strategy
85	Traffic calming can comprise psychological measures rather than physical measures

What 01/2006 means for VRUs



- Change in guidance
- Confirms LA need to take responsibility
- Relaxes guidance on 20 mph on basis of recent reports
- Allows “can-do” LAs to respond to community wishes
- A move towards a more civilised society
- Roads and streets as “public spaces”
- A new foundation for modal shift policies
- Replaces “old-thinking” about traffic management
- Needs of vulnerable road users can be fully taken into account
- Foundation for a paradigm shift

How Portsmouth used 01/06



- Authority wide speed limit – not zones
- No additional physical calming
- Public support and ~~consultation~~ engagement
- Excluded main roads and arterial roads
- Completed in 9 months
- Cost £475,000 for 1200 roads
- Accomplished by traffic orders, 200 roads at a time
- Transitioned via de-restriction
- No Secretary of State approval required
- Already speed dropped by 3 mph +
- Created a collective community commitment to Road Safety

Typical Portsmouth 20 mph Streets



Newcastle adopts 20's Plenty

The screenshot shows a news article on the LocalGov.co.uk website. The page features a dark blue header with the LocalGov logo and a 'One chance' banner. A navigation bar includes links for REGISTER, SUBSCRIBE, ABOUT US, CONTACT US, HELP, and FORGOT. A search bar is located in the top right. The article is dated 12 November 2008 and is titled 'Newcastle launches mandatory 20mph limits'. The main text discusses the council's decision to introduce a mandatory signed-only 20mph speed limit on all neighbourhood streets, following a pilot study in Portsmouth. A sidebar on the left contains a login/register form and a navigation menu. A right sidebar offers options to email the article or print it, followed by a list of related articles and featured jobs.

LocalGov .CO.UK 

One chance Executive Director Performance, Co
Executive Director Economy, Place
Executive Director People, Commu
Executive Directors - £130k - £140k
Assistant Chief Executive £120k - £

REGISTER | SUBSCRIBE | ABOUT US | CONTACT US | HELP | FORGOT

LOGIN / REGISTER

Username

Password

Remember me

login Password Reminder

12 November 2008

Newcastle launches mandatory 20mph limits

Newcastle City Council is set to introduce a mandatory signed-only 20mph speed limit on all neighbourhood streets.

The scheme will be modelled on a similar initiative in Portsmouth, and follows the success of a pilot study in Newcastle, across eight city zones, which proved that traffic speeds can be reduced 'solely by installing traffic signs'.

The pilot was particularly effective at changing driver behaviour at speeds above 30mph, with 6.8% exceeding the 30mph statutory speed limit following the introduction of the advisory speed limits, compared with 8.8% before. The council said it was encouraged by revised government guidance (Setting local speed limits) allowing for the introduction of statutory, enforceable guidance in town centres.

'Fortunately, we have avoided a great deal of abortive and costly engineering work, and now have an opportunity to implement a mandatory scheme for the same cost as an advisory scheme,' according to a report submitted to committee.

David Ord, Newcastle's project engineer for traffic management, said the council had initially wanted an advisory scheme, but Portsmouth's scheme highlighted the success of a mandatory scheme and drew attention to the new government guidance.

surveyor

E-mail to a friend

Printable version

related articles

OBAMA ADVISERS STUDY MANCHESTER TRANSPORT BID

TRANSPORT SECRETARY HAILS AVERAGE SPEED CAMERAS

HUNDREDS OF JOBS AND MAJOR SCHEMES AXED IN LONDON TRANSPORT PLANS

LONDON TRANSPORT PROJECTS TO BE SACRIFICED FOR CROSSRAIL, SAYS BORIS

NEW MANUAL FOR ISUS

AGENCY WANTS SINGLE LANE TOLLING OPTION

featured jobs

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AWARDS

SUBSCRIBE

EVENTS

PROCUREMENT GUIDE

BUSINESS

CAREERS

GOVEPEDIA

NEED 2 KNOW

Our opportunity and Challenge

- Domino effect as more towns go 20's Plenty
- No-one argues that 30mph is the right default speed limit
- 20's Plenty is boring but effective
- Objective
 - 1m residents in 2008
 - 5m residents in 2009
 - 30m residents in 2010

Key campaign factors

- Understand DfT Circular 01/06
- Create a community based campaign
- Lobby for “can do” politics rather than “make do”
- Avoid limited 20 mph round schools
- Resist pilot schemes
- Understand the local politics
- Be focussed for maximum gains and leverage from synergy with others

Ladder of influence

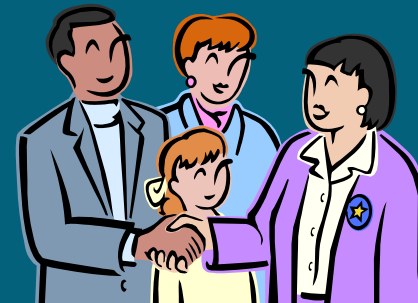
Professionals
deliver



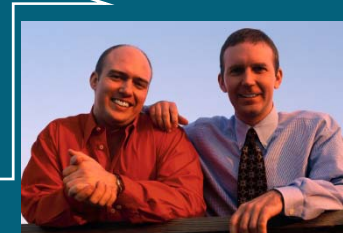
Press
influence



Politicians
Make policy



Public pressure



Thank you for your time

20's Plenty



Where People Live

www.20splentyforus.org.uk

Remembering

752,091 UK servicemen and civilian deaths
WW1

334,342 UK servicemen and civilian deaths
WW2

340,795 UK road deaths since 1945

121,703 Pedestrians

24,132 Cyclists

30 mph default

- In 1934 there were 1.5m motor vehicles on the roads
- A 30 mph speed limit was introduced in built up areas for the first time.

- In 2008 there are 33m motor vehicles on the roads
- A 30 mph speed limit still exists as the default in built up areas

20's Plenty For Us



- 20's Plenty For Us campaigns for and supports communities wanting a 20 mph default speed limit in residential roads.
- It is not mode specific
- Provides research and material to use in campaigns
- Provides discussion groups for sharing successes
- It welcomes new members and associate groups from around the country

www.20splentyforus.org.uk

20's Plenty For Us



- November 2007 started campaign
- Attended PACTS Conference
- Visited Portsmouth
- Presented at Living Streets/CTC/CBT Conference
- Attended NCVO Conference
- Won poster prize at Cambridge CTC/CCN Conference
- Asked to submit evidence to Transport Committee
- Asked to comment on DfT by National Audit Office
- Presented at National Speed Management Conference
- Presented at various local 20's Plenty meetings

20's Plenty For Us



- Co-hosting Streets Ahead national conference
- Asked to submit evidence to London Assembly on 20 mph review
- Evidence selected for Transport Committee publication of Road safety Report
- Asked to present at NCVO Political Conference
- Attracted substantial funding to allow :-
 - 20 mph Display Panels for local meetings/campaigns
 - 20 mph Action packs
 - Further expansion

20 mph Not just for safer streets



- Lower traffic noise and pollution
- Less stress for drivers
- More ambiance for walkers, shoppers, talkers
- Modal shift to cycling and walking
 - Greater child and teenage independence
 - Fewer cars taking children to school
 - Fewer parents spending time driving children
 - Less demand for oil
 - Fewer car parking spaces needed
 - Move to healthier active travel
- Huge reduction in expense of pedestrian and cycle facilities

How to deliver lower speeds?



- Understand latent demand in communities
 - Engage with public and communities as citizens
 - Beware of marginalising yourself as cyclists
- Implement as an authority wide initiative
 - Social rather than highway engineering
 - Maximise benefits for drivers
 - Debate engages whole community
- Recognise community wide benefits rather than just road danger reduction
- Recognise need for vision and commitment
- Exploit changes in DfT Circular 01/2006