



October 2021 - Briefing Note for Staffordshire Parish, Town and District Councillors on 20mph Speed Areas

1. Introduction

This briefing is background information to Staffordshire Town and Parish Councillors for proposed wide-area 20mph signed limits with engagement for our settlements. It has been prepared by Phil Jones of Kinver Eco-Collective / 20's Plenty for Staffordshire, Anna Semlyen, 20's Plenty for Us National Campaign Manager in consultation with our group members.

20s Plenty for Staffordshire formed in January 2021, one of around 500 branches of 20s Plenty for Us, the National Campaign for 20mph limits.

Please join us - we meet regularly on zoom. All are welcome – email staffordshire@20splentyforus.org.uk for more information. We are looking for more Staffordshire places who want to go 20mph limited. Email anna.s@20splenty.org or call 07572 120439 to join our e-lists. We are FREE to join. You get a pack with free 20mph stickers for anyone starting a campaign branch for their settlement.

2. Staffordshire Position

Current Staffordshire policy on 20 mph is:

"The introduction of additional 20 mph limits/zones within local neighbourhoods should continue as identified in the Council's strategic programmes of work and as local community priorities established through the Members' Divisional Highways Programme."

Currently there is no funding allocated for 20 mph schemes in the county council highways' budget and so money for schemes would need to come from local parish or other funding sources such as developer funding.

However, councillor David Williams - the county cabinet member for Highways, has said that he will consider proposals for 20 mph from parish and town councils via their local county councillor where the local community support this.

Kinver Parish council is supporting a working group who are looking at the feasibility of a 20mph area for their village.

3. Summary

- 20 mph limits are affordable and have significant road safety, societal, environmental, economic and climate benefits. The benefits do not depend on there being regular Police enforcement – any reduction in average speed will reduce danger from traffic, particularly to people walking and cycling. They are accepted as normal by authorities representing 21M people in the UK and are globally seen as best practice where people mix with motor traffic. They do not affect journey times significantly in smaller settlements. Due to stop go traffic in urban areas, it takes about 10secs longer per mile. In a default 20mph limit, some roads can be exempted to higher 30mph speeds where the needs of vulnerable road users are met.
- 20 mph limits are **popular** – Government surveys find that 71% are in favour of 20 mph speed limits in residential streets.

- There are ways to increase **compliance** with 20 mph limits that do not rely on Police enforcement. In the next few years all new cars will automatically observe speed limits.
- The **cost** of a village-wide 20 mph limit has at least two components. A design and consultation phase and an implementation of signs phase. Costs will depend on detailed factors such as whether it is possible to use existing signposts.
- **Funding sources** are parish monies, Councillor local budgets, house builder developer– CIL and section 106.
- Scheme design involves detailing how many signs would be placed where, usually on existing lamposts. Painted on the road roundels are also a possibility. Also designing a consultation with residents on the proposed scheme and engagement on why 20mph is beneficial with both paper and digital response methods.

4. What's the difference between 20 mph zones and 20 limits?

Staffordshire County Council policy does not favour 20mph **zones** due to cost implications. These are self-enforcing, normally by installing traffic calming. In any event as set out later in this note, many UK highway authorities are now establishing extensive 20 mph limits without any additional physical calming to that which already may have existed. Humps are not required for 20mph limits to be effective. Indeed they are not usually good value for money. Signs and public engagement are 7 times better value.

The infographic is titled "How Wide-Area 20mph plus engagement is 7 x more Cost Effective than Speed Bumps". It features a central heart-shaped graphic with a "20 mph" sign inside. Below it, the text reads: "How Wide-Area 20mph plus engagement is 7 x more Cost Effective than Speed Bumps".

The infographic is divided into several sections:

- Top Left:** "Small, isolated 20mph zones with bumps endorse going 10mph faster elsewhere" (with a car icon).
- Top Middle:** "20mph with physical calming such as speed bumps cost about £40-60k per km" (with a speed bump sign icon).
- Top Right:** "In May 2022, all new car models will have Speed Limiters fitted, so bumps will become increasingly obsolete" (with a car icon and a speed limiter sign icon).
- Middle Left:** "20mph sees a 3dB(A) cut in noise - equivalent to halving sound heard" (with speaker icons).
- Middle Center:** "Bumps INCREASE Air and Noise Pollution - due to acceleration and braking" (with vehicle icons).
- Middle Right:** "Bumps are very time-consuming to install" (with a sand timer icon).
- Bottom Left:** "WE WOULD PREFER TO GIVE 12,500 people in a community, signed 20mph plus education and community feedback RATHER THAN 250 people a 20mph road with bumps - for the same cost" (with a money bag icon).
- Bottom Middle:** "NICE* recommends no bumps and 'smooth' driving in its air quality advice" (with a speed bump sign icon).
- Bottom Right:** "Making 20mph normal is 7 x better value for money than 20mph with bumps" (with a money bag icon).

At the bottom, it says: "For more information visit: www.20splenty.org".

Design by Sue Nicholls (20's Plenty for Herts)

20 mph limits are now being introduced in villages, towns and cities throughout the UK - more than half of the 40 largest local authorities have now put them in place. They involve installing road signs and markings to inform road users of the change in the maximum legal driving speed. They can be enforced by the police, like any other speed limit, but although enforcement increases the effectiveness of the 20 mph limits, it is not essential to achieve worthwhile benefits.

20 mph limits prioritise quality of life, helping to create places where human activity – including walking, cycling and talking - takes precedence over traffic movement.

20 mph limits are supported by Government. Department for Transport (DfT) Circular 1/13¹ ‘Setting Local Speed Limits’ states that ‘*Traffic authorities are asked to...consider the introduction of more 20 mph limits and zones, over time, in urban areas and built-up village streets that are primarily residential, to ensure greater safety for pedestrians and cyclists...*’

The importance of encouraging more people to make short journeys on foot and cycle has become even more apparent during the Covid-19 pandemic. In July 2021 DfT published new statutory guidance to local authorities on their duties under the Traffic Management Act 2004². This states that local authorities should ‘*swiftly*’ take measures to encourage active travel and notes that they include: ‘*Reducing speed limits: 20mph speed limits are being more widely adopted as an appropriate speed limit for residential roads, and many through streets in built-up areas.*’

20 mph limits are supported by many other bodies including the World Health Organisation (WHO), the Association of Directors of Public Health, the National Institute for Health and Care Excellence (NICE), the Royal College of Paediatrics & Child Health, Alzheimer’s Society, UK Health Forum, and Public Health Wales.

In July 2020 the Welsh Government voted to introduce legislation to make 20 mph the default speed limit for all urban areas in Wales, with 30 mph limits becoming the exception, and with a target date of April 2023 for the law change³.

The UN Global push for road danger reduction in 2021 for the Global road safety week in May 17-23rd 2021 focuses on 20mph/30kmh as the developing standard. Spain and the Netherlands have agreed it.

5. Benefits

The evidence (reviewed below) shows that the benefits of introducing a 20 mph limit in residential areas of the County would include:

- **SAFER STREETS FOR ALL, PARTICULARLY CHILDREN AND THE ELDERLY**

Significantly less risk of serious injury especially for vulnerable road users; less intimidation from motor vehicles for all road users and especially those walking and cycling.

- **PROMOTING ACTIVE HEALTH FOR RESIDENTS**

Reinforcing healthy lifestyles by encouraging walking and cycling. Less obesity, heart disease, loneliness. The elderly retain independent mobility longer, preventing falls and keeping them self-sustaining in daily life which reduces social care costs. Children get to play out and learn independent mobility too.

- **ENVIRONMENTAL IMPROVEMENTS**

Reduced vehicle emissions and noise due to lower speeds and traffic volumes. 20mph is half as noisy as 30mph, helping people sleep better. It's good for sustainability and is climate friendly due to less acceleration and braking



¹ <https://www.gov.uk/government/publications/setting-local-speed-limits>

² <https://www.gov.uk/government/publications/reallocating-road-space-in-response-to-covid-19-statutory-guidance-for-local-authorities/traffic-management-act-2004-network-management-in-response-to-covid-19>

- **BETTER COMMUNITY LIFE**

20mph enables lifestyle changes, renewed community life, sociability and the positive atmosphere we all want where we live. Our towns and villages will be more attractive, liveable and sustainable places, in keeping with the growing eco-friendly ethos.

- **STRENGTHENING THE LOCAL ECONOMY**

20mph aids local business as people want to shop and live in 20mph places.

The trend towards 20mph is well-established in the UK and other countries. 20mph is coming and we don't want Staffordshire to be left behind.

6 Road Safety



People struck by a motor vehicle are at least 5 times less likely to die if hit at 20mph than 30mph. This increases to 10 times if the pedestrian is over 60 years old. 30mph is like a 3rd floor building fall, 20mph a first floor

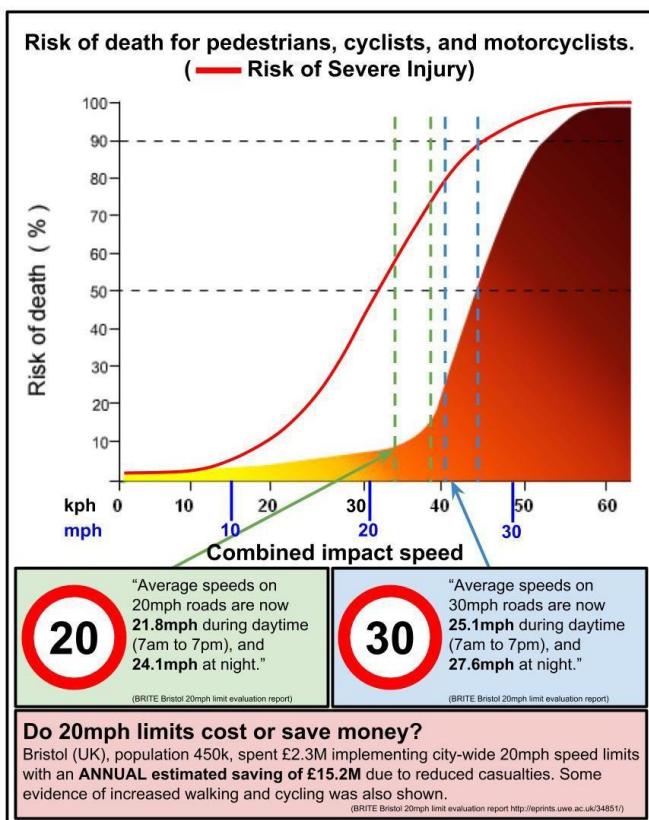
The effect of speed

	Average for all ages	Over 60 year olds
At 40 mph	• 31% are killed	• 98% are killed
At 30 mph	• 7% are killed	• 50% are killed
At 20 mph	• 1% are killed	• 5% are killed

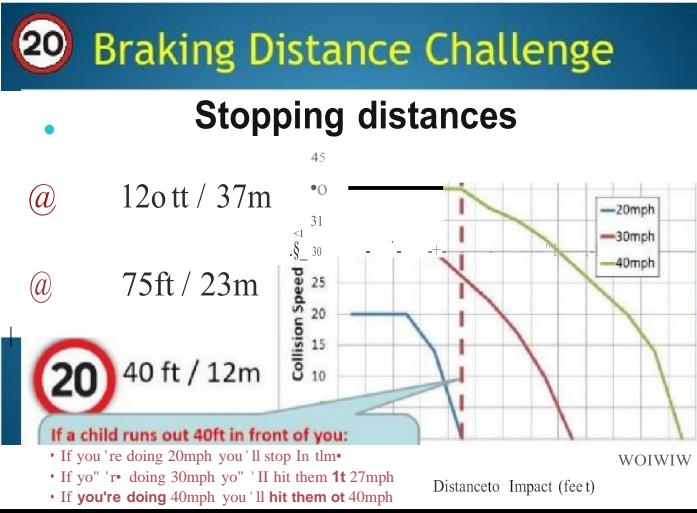
Data from Road Safety Web Publication No. 16 *Relationship between Speed and Risk of Fatal Injury: Pedestrians and Car Occupants* - Department for Transport (September 2010)

A child is **3 times** more likely to die if hit by a car on a 30mph road than on a 20mph road.

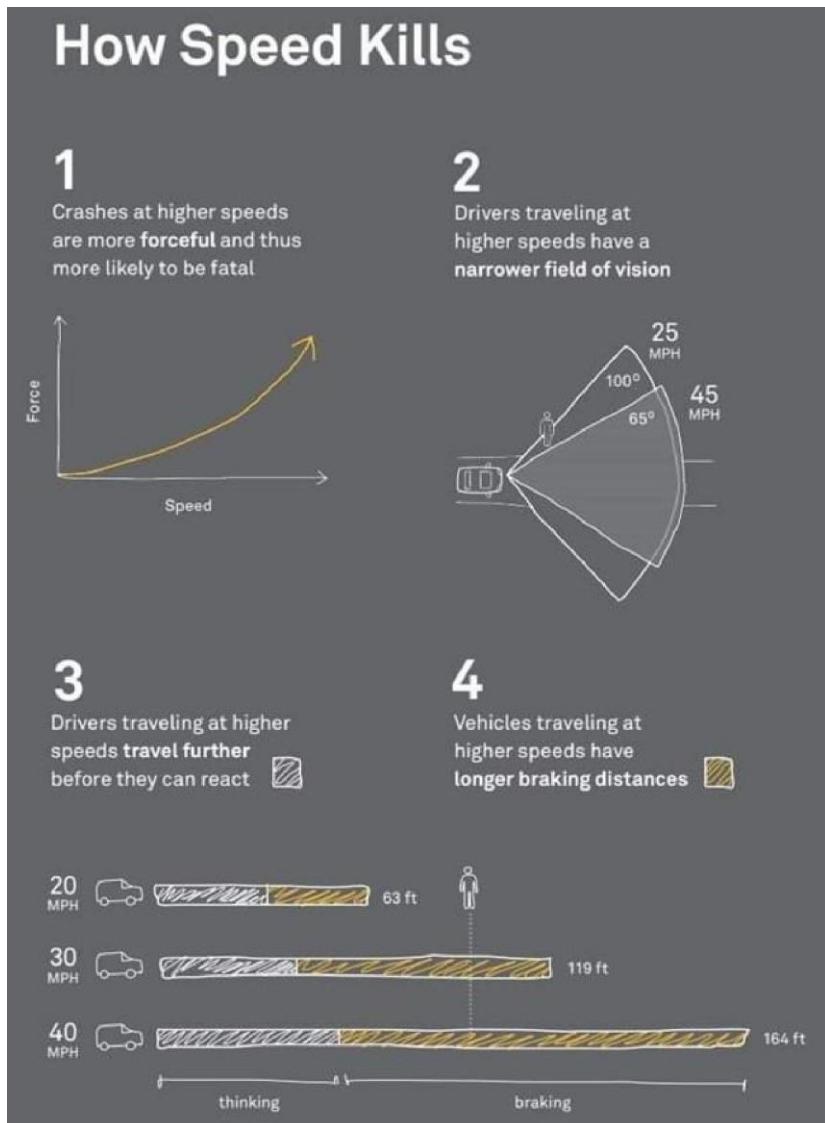
We need a 20mph national speed limit in urban areas, with 30mph being the exception.



In the distance a 20mph car can stop, a 30mph car will still be moving at 24mph.



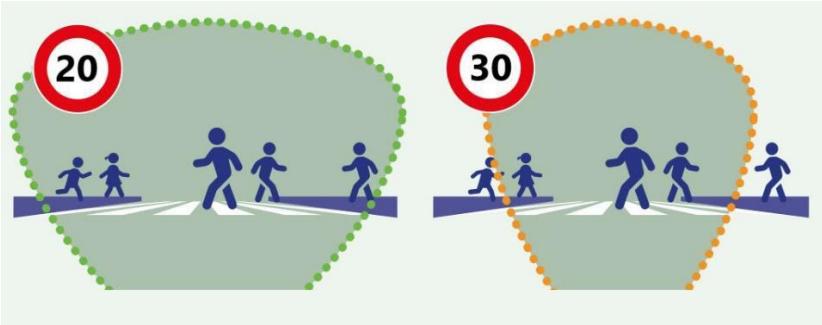
Stopping Distances in Normal Conditions for the Average Car



It is important to recognise that any reduction in vehicle speed reduces the risk of injury and death. Research quoted by DfT in Circular 1/13 (see above) found that on urban roads with low average traffic speeds any 1 mph reduction in average speed can reduce the collision frequency by around 6%.³

Road safety is therefore improved even when full compliance with the 20 mph limit, whether through traffic calming or enforcement, is not achieved. Studies (see Bristol case study. below) have confirmed that relatively small changes in average speed result in significant casualty savings; and that speed reductions are greatest on the fastest roads where the risk of casualties is the highest.

³ Taylor, M. C., Lynam, D. A. and Baruya, A. (2000), TRL Report 421 – The Effects of Drivers' Speed on the Frequency of Road Accidents. Crowthorne: TRL



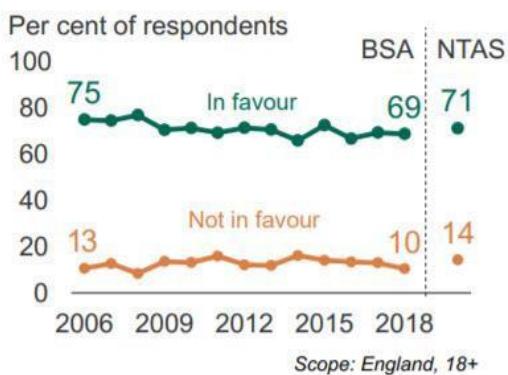
Visually, the driver sees more peripherally at 20mph than 30mph.

Over time, as 20 mph limits become more established, it is expected that average speeds will reduce further, aided by changing attitudes and technologies such as Intelligent Speed Assistance (see Enforcement, below).

7. Public Opinion

Repeated studies have shown that 20 mph limits are popular. The most recent National Travel Attitudes Study carried out by DfT⁴ found that 71% of people are in favour of 20 mph speed limits in residential streets. Once schemes are installed support for the 20 mph limit typically increases.

Speed limits of 20mph in residential streets



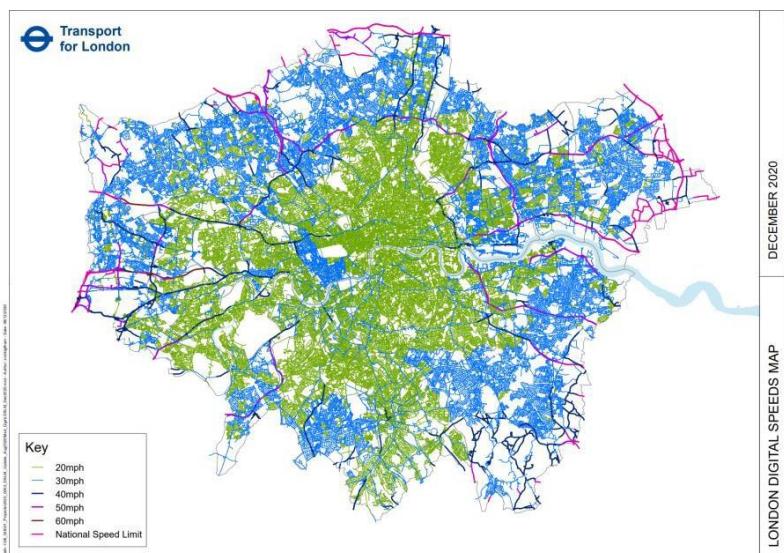
⁴ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/810908/national-travel-attitudes-study-2019-wave-1.pdf

8. Case Studies

20 mph limits have been introduced to large parts of cities, to towns and to villages. Some examples

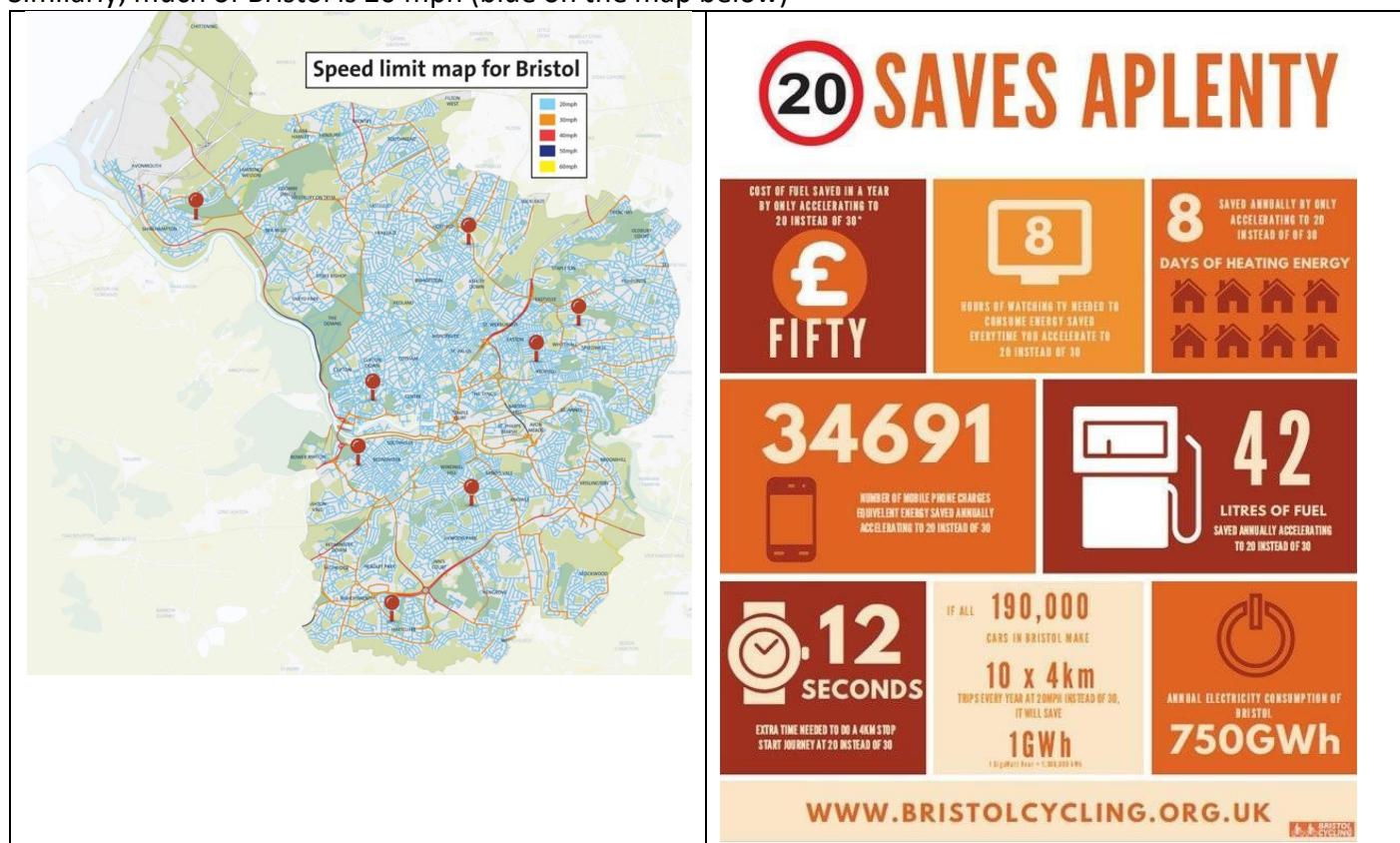
London

Most parts of London now have a 20 mph limit (green on the map below) including all of the congestion charging zone



Bristol

Similarly, much of Bristol is 20 mph (blue on the map below)



The Bristol 20 mph project has been the subject of extensive academic study.⁵ The BRITE study⁶ found 94% of surveyed roads had slowed, 2.7mph reductions in average speed and estimated casualties avoided per year of 4.53 fatalities, 11.3 serious injuries and 159.3 slight injuries.

⁵ <https://www.bristol20mph.co.uk/find-out-more/research-and-monitoring/>

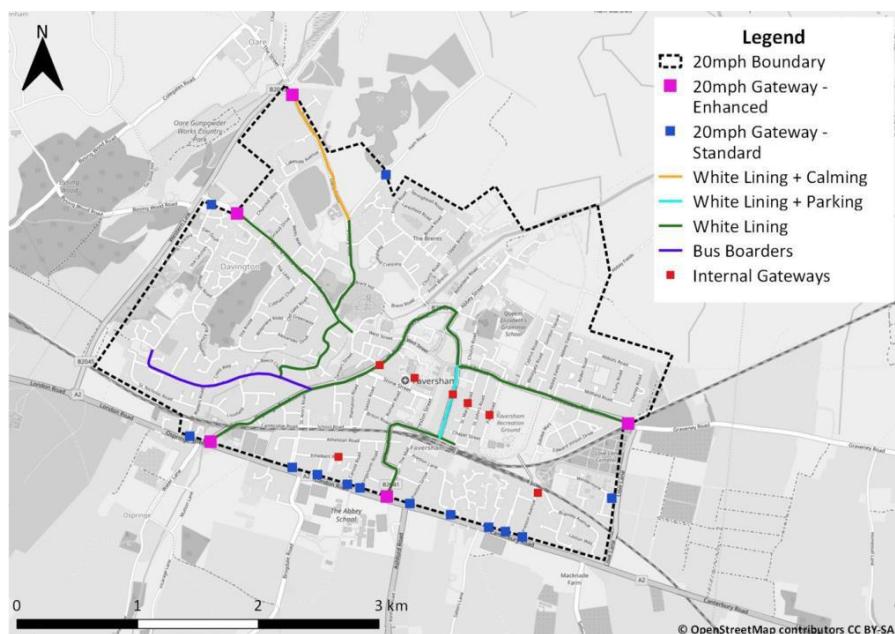
⁶ http://eprints.uwe.ac.uk/34851/7/BRITE%20Bristol%2020mph%20limit%20evaluation%20report_20July18update.pdf

These sum to estimated cost savings of over £15 million per year - annual savings over 5 times greater than the one-off roll out cost of £2.77m mostly funded by central Government.

Over a ten year period 20mph in Bristol is forecast to save 45 lives, 113 serious injuries, 1,593 minor injuries, and save over £147m net - a fantastic return on a public health investment! It also saves drivers on average £50 per vehicle per year on fuel

Faversham

Faversham is an historic market town of 20,000 people in Kent. 20's Plenty for Faversham instigated the introduction of a town-wide 20 mph limit, which went live in June 2020.



Faversham 20 mph limit area

Kent County Council was initially opposed to a town-wide limit but was persuaded by the strength of local support and the technical case made.⁷ It was successfully demonstrated that a 20 mph limit covering the whole town would be cheaper (because no changes in speed limit would need to be signed) and more effective, since drivers would find it easier to comprehend.

Low-cost techniques to reduce traffic speeds have been accepted by the highway authority, such as attractive gateways to the settlement announcing the change in speed limit, the removal of road centrelines (which has been shown to lower average speeds by up to 4 mph) and 'Community Corners', resident-led measures such as planters at key locations⁸.

There is no reason such techniques could not be used in Staffordshire's settlements.

9. Enforcement

20 mph limits are like any other speed limit and are enforceable by the Police. Policies regarding speed limit enforcement do vary between police authorities – some, such as the Metropolitan Police in London, actively enforce all 20 mph limits. The policies of Staffordshire Police towards enforcement will need to be reconfirmed after the Police Fire and Crime Commissioner elections in May 2021.

⁷ <https://www.favershamtowncouncil.gov.uk/wp-content/uploads/2020/10/Technical-Note-19-03-19.pdf>

⁸

<https://static1.squarespace.com/static/5d0a03b295f37b00018da721/t/5d2342e8eb83b800013132f8/1562591982860/Community-Corners-TRL.pdf>

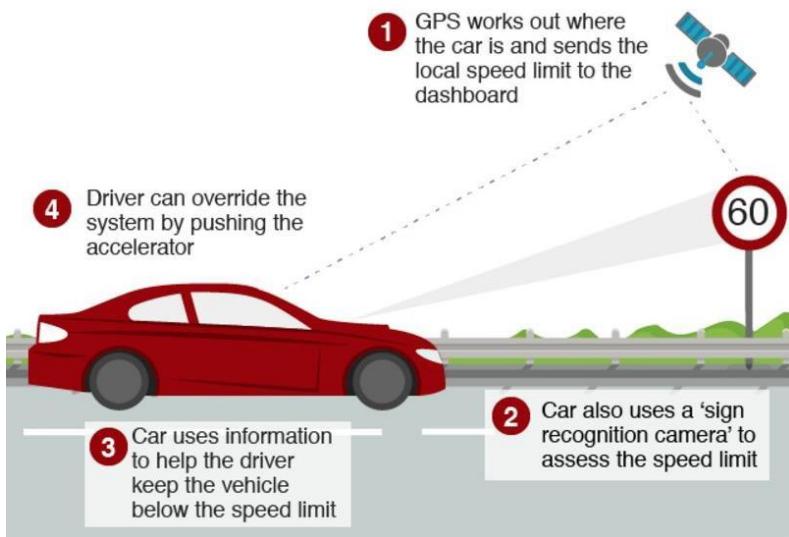
However, even in the absence of regular enforcement research (see above) shows that 20 mph limits reduce speeds, collisions and casualties. Furthermore, driver education through community engagement can help drivers to voluntarily comply with 20mph.

Such compliant drivers become pacer vehicles which enforce 20mph on the traffic behind them. Community Speedwatch also has a part to play – whereby drivers exceeding the speed limit are sent warning letters.

In the near future Intelligent Speed Assistance (ISA) will progressively reduce the need for active enforcement, however. From May 2022 all new model cars sold in the EU and the UK will have ISA fitted as standard. This will prevent the car exceeding the limit unless the driver consciously pushes past a point of resistance on the accelerator. From May 2024 the requirement for ISA will apply to all new cars sold.

Although drivers can override the limiter, research shows that most choose not to, and in fact welcome the reassurance that they are not breaking the law inadvertently. The car will also record if the speed limit has been exceeded in the event of a collision, which may affect the driver's liability.

How does speed limiting work?



Intelligent Speed Assistance

10. Costs

Wide area 20mph limit schemes have typically cost about £3 per head for urban settlements and £5-6 per head for villages. The cost components are the scheme design, consultation on it, the legal traffic regulation order (£4,000-5000), signage and a marketing campaign of the benefits to local residents. When several villages are done together the costs reduce from needing only a single traffic regulation order. Costs reduce when more roads are included in the scheme at 20mph rather than exempting main roads due to not requiring as many terminal signs.

Other Counties eg Lancashire, Bath and North East Somerset, Calderdale have gone 20mph for every settlement. Wales has agreed the policy.

Funding for 20mph in other places has come from various sources – the County Highways budget, parish funds, developer funds, public health, government grants, councillor's locality budgets, fines, tolls and charities. It is not an expensive intervention in transport terms. A once off cost gives benefits for years and it typically pays back within the first year in reductions in casualties.

11. Next Steps

This briefing note has described a proposed 20 mph limit for areas in Staffordshire in general terms, together with its benefits and costs. 20's Plenty for Staffordshire are asking local Parish, Town and District Councils in the County to support the campaign. We invite representative come to our meetings, hear our presentations, ask questions and progress their 20mph schemes in collaboration with us and each other as a Staffordshire wide group formed through 20's Plenty for Us, the National Campaign for 20mph limits.

Speed limits are set by Staffordshire County Council as Highway Authority, who would be responsible for making the necessary Traffic Regulation Orders and erecting signs.

Being able to demonstrate local support is critical to securing the County's agreement to taking forward 20mph in each settlement. To that end it is hoped that Parish and Town Councils would be willing to work together with 20's Plenty for Staffordshire to assess the potential benefits and feasibility of each place's 20mph limit. We can share our knowledge and make most progress together.

Each local parish, town or district council that votes to support 20mph limits will help progress our call for wide area 20mph limits to become normal for Staffordshire's settlements. We can help you with briefings, motion wording and presentations if wanted. Please ask!

20's Plenty for Us is free to join. Email Anna.s@20splenty.org

If each Parish gave a modest £100-£200 contribution to its residents to buy 20mph posters for gardens, bins and car window and bumper stickers, it would be most helpful to local groups of 20's Plenty in Staffordshire.

https://www.20splenty.org/stickers_and_campaign_materials has the details of how to purchase them. Large sticker posters, for instance are £1. These DIY signs have a positive effect.



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