



# 20's Plenty for Us

...making your place a better place to be



20mph is becoming normal – How can County  
Councillors Meet Community Demand?  
Presentation for Cornwall  
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Anna Semlyen 20's Plenty for Us

Anna.s@20splenty.org



#ActOn20mph [www.20splenty.org](http://www.20splenty.org) @20splentyforus



**Rod King MBE**  
(founder)



**Anna Semlyen**  
(campaigns)



**Jeremy Leach**  
(London)



**Adrian Berendt**  
(South East)



20's Plenty has 500 local campaigns.

21M people live in places committed to normalising 20mph.

We assist Local Authorities wanting to balance movement, safety and the economy to create better streets for people.

We align with global best practice, WHO & the UN.



# Some ideas!

How do speed limits question our values, rights and justice?

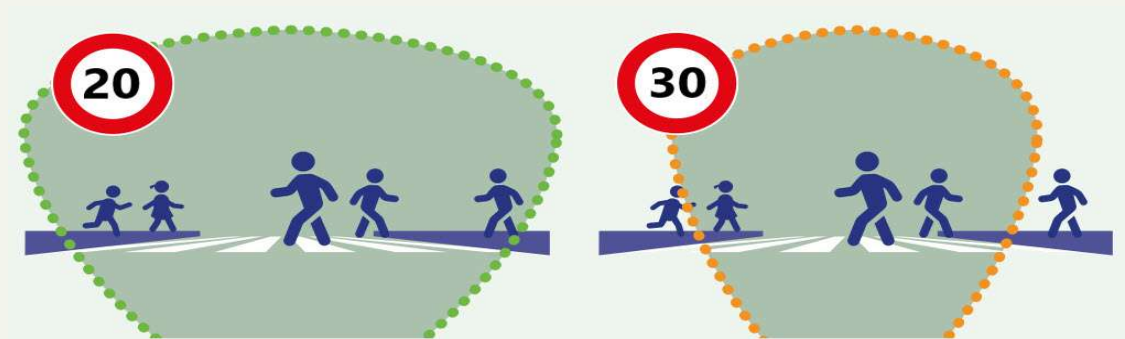
How do we share equitably and safely the public spaces between buildings that we call streets?

Is an urban speed limit pulled out of the air in 1934 appropriate for 21st century community needs?



# Common Objectives

- Increase child and adult activity levels
- Promote healthy active travel options
- Meet climate change obligations
- Reduce casualties
- Reduce inequalities
- Lower emissions
- Less congestion
- Place making



The field of vision to observe pedestrians at 20mph and 30mph



# Multiple Mobility Challenges

36% of primary school parents are afraid to let children walk or cycle due to fast traffic (say Living Streets)

One in 5 adults (20%) aged 40-60 is physically inactive

Early onset ill-health through inactivity burdens public services

Casualties cause huge societal costs £M

Resident dissatisfaction with speed limits - only 10% want 30mph on residential streets.

Growth of faster, silent e-bikes, e-scooters, e-cargo bikes, e-cars is raising risks



**A3**    Add references  
Adrian, 13/05/2021

## 30mph is 'past its use by date'

A 30mph default is NOT fit for purpose or credible

It has already been rejected by 21M people's authorities (1/3 of UK population)

30mph isn't helping your residents health, relationships or business

Streets are for life, not just for motors

People need safe, low-speed streets that encourage sustainable transport choices. In urban areas, a 30mph peak speed doesn't reduce overall journey time significantly.



**A6**   promote  
Adrian, 13/05/2021





Will a 30mph limit ever support active travel? No

Will 30mph limit roads ever fulfil duty of care? No

People, especially children and elderly make mistakes

30mph speed limits are not evidenced to help with any of these objectives.

30mph is not healthy, green or liveable

Crouch down to see the world from an 8 year old's eye level. 30mph HGVs and buses are scary. Pre-teens eyesight can't reliably cope with judging speeds over 20mph



## Inadequate Active Travel infrastructure

- In towns and villages 30mph can ONLY be made safe with protected infrastructure and crossings.
- 30mph is not best practice for places lacking pavements or cycle routes.
- A lack of, or narrow, pavements deters walkers.
- 20mph speed limits do not exclude need for physical changes to streets.





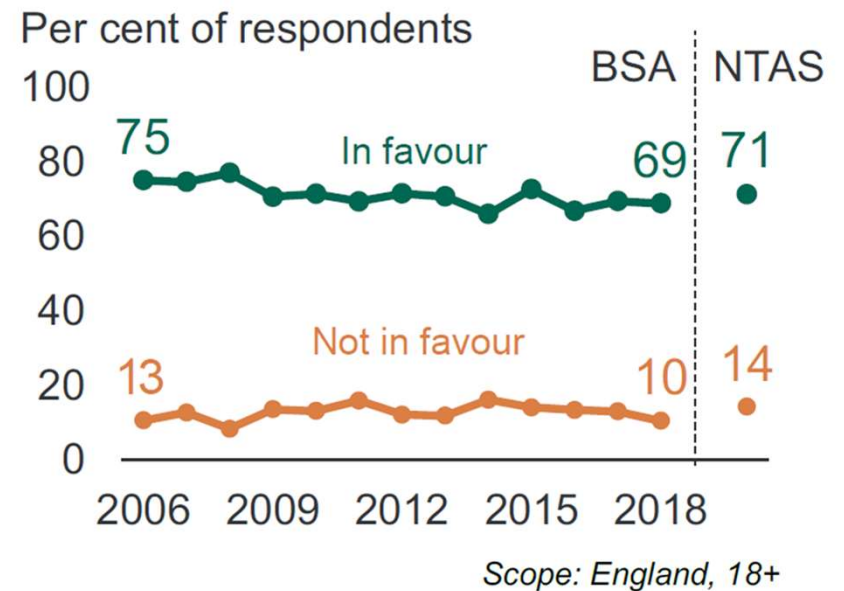
## 20mph is popular

70% say 30mph is not the right speed limit for residential streets  
only 10% think it is

There are many requests for 20mph queuing up  
Council elections in 2021 favoured those with green credentials

How can Councillors give residents what they want fairly and cost effectively?

### Speed limits of 20mph in residential streets



source: DfT National Travel Attitudes Survey NTAS



## How 20mph help resolve issues

Wide range of benefits

It supports active travel – rates of cycling to school tripled in Edinburgh.

Every evaluation shows cycling and walking rises.

People feel safer; streets become more pleasant.

Casualties reduce 20%.





## 20mph means active travel infrastructure is less costly

Protected cycle lanes and pavements aren't required if motor and cycle traffic can fairly share the road at speeds consistent with duty of care to the vulnerable

Streets are for all road users, not just those in vehicles







## Compliance

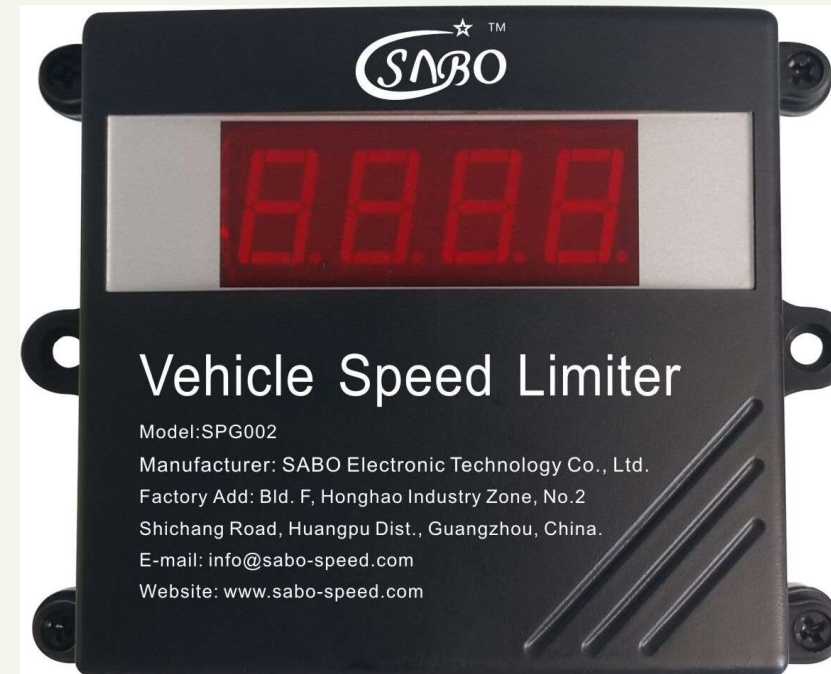
On faster roads, speeds fall by 4-5mph+ for signed only schemes

Additional psychological measures –  
centre line removal can reduce speeds by  
another 1-2mph

From April 2022 all new car models will be  
fitted with Intelligent Speed Assistance to  
keep drivers within the speed limit.

Compliance increases with time

Compliant drivers set the pace for others  
Community Speedwatch can help educate  
drivers and nudge them





## 20mph is Fair to All and Popular

20mph is fairer to all road users. Risk is reduced to all and especially to the vulnerable – walkers and cyclists. It offers duty of care

70% of people consistently say they want 20mph for residential streets. Popularity rises after implementation (Atkins research)





## Calderdale

“Our vision is to make our streets safe and pleasant. This is for all children and adults, no matter how they travel or where they live. To help, we have brought in 20mph speed limits in residential areas across the Borough.”

Public Health engagement to “Love your street”

Casualties fell 30-40%.

80% popularity

Police enforced

Cost £821k, £1.6k per km of road

Benefit: £3+M in casualties avoided (first 3 years)



<https://calderdale.gov.uk/council/councillors/councilmeetings/agendas-detail.jsp?meeting=24991>



## **Cheshire West and Chester**

2016 – Cabinet agreed signed 20mph speed limits on the borough's residential roads where mean speeds were less than 24mph and around schools where the mean speed is less than 30mph.

Aims: reduce speeds, reduction in road traffic collisions and increase health by encouraging active, sustainable travel by children walking and cycling to school.

Casualties fell by 43%

Almost all residents are supportive

4 year roll out, £800k,

Benefit: £3.5M in casualties avoided (in first 3 years)

<http://cmttpublic.cheshirewestandchester.gov.uk/ieListDocuments.aspx?MId=6155&x=1>



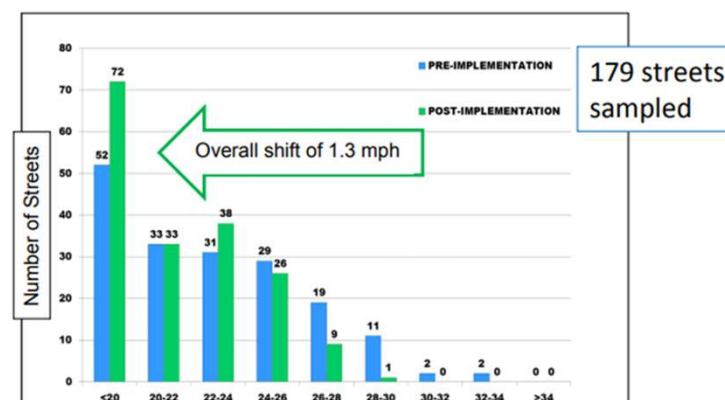
## Bath and North East Somerset

To tackle the climate and ecological emergency and improve health the Council is increasing its efforts to introduce traffic management measures which encourage greater walking and cycling, especially for commuters. Reduced vehicle speeds can be an influential factor in encouraging people to walk and cycle more often and can give them greater confidence.

### Police enforcement

In Bath casualties fell 23% on 20mph roads, 27% on all roads £802k (2012-17). 20mph is being extended

<https://www.bathnes.gov.uk/services/streets-and-highway-maintenance/highway-improvements-traffic-management/self-service-20-mph>







## Possible Ways Forward

Problems stem from 30mph being too high

20mph is a solution at both Local Authority and National level as the default for most roads



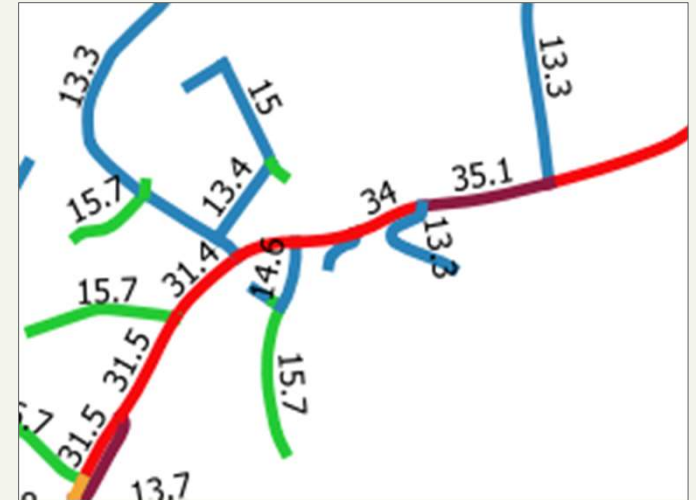
1. Consider your current policy on speed limits
2. Do as Calderdale, Cheshire West and Bath & North East Somerset did
3. Update your Council speed policy to default 20mph
4. Lobby Grant Shapps MP and ask your local MPs support change the national 30mph speed limit - (as it's the cause of problems)





## How can change take place in Cornwall ?

This County can make it easier to implement 20mph across a large number of roads by deciding all roads at 30mph go to 20mph  
Or by using average speeds at or below 24mph (not engineering any road over 24mph). Use limited engineering. Consider buying OS speed data and mapping it.



## Engagement & Consultation on Speed Policy

Use successful methods for both for the community and politically

Cross party support, social media and pictures with councillors and the police endorsing 20mph as best practice



**What pressure could this County apply to central government to change to 20mph?**

How could the UN global call for default 20mph/30kmh be used?





# 20's Plenty for Us

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20's Plenty for Us can help to provide a blueprint for meeting community demand for 20mph in more places

Thank you & questions?

[Anna.s@20splenty.org](mailto:Anna.s@20splenty.org)

@AnnaSemlyen1

@20splentyforum

[www.20splenty.org](http://www.20splenty.org)

