

How to Set Up a 20mph Campaign

A 20's Plenty for Us Briefing Nov 2016

<http://www.20splenty.org/setupacampaign>

20's Plenty for Us helps volunteers to persuade elected Councillors to agree to 20mph limits. We recruit and assist people to be effective local activists for 20mph limit signs and education. Anyone can use our resources and advice to make lobbying easier. 20's Plenty for Us is the leading UK campaign for 20mph. We are FREE to join. Contact us today to help you get civilised speeds.

20's Plenty for Us

...making your place a better place to be

For 20mph (red circle) signs erected locally please ask 20's Plenty for Us to help. It will maximise your chances of winning democratic change from your Councillors, especially the Member for Transport. Joining the national campaign brings more weight, reliable information and free resources. Join over 340 grass roots groups.

Email anna.s@20splenty.org or info@20splentyforus.org.uk to join the campaign for default 20mph limits for most roads with signs, lines and driver education. Some roads can have other limits where warranted. We do not recommend you to campaign for blanket speeds, humps, single roads, part-time or voluntary limits.

Campaign Name - Pick a branch name, usually your location. Get a placename@20splentyforus.org.uk email and optional local website to update online. Our template is easily customised eg with pictures.

Who will lead? And ask for a Starting Pack. The lead can be more than one person. Give 20's Plenty for Us your address for a free postal pack and we email key campaign document templates like a petition and letterhead.

Key Emails. Compile an email list of targets. Key is the cabinet member for transport for your highway authority. Include all Councillors, Director of Public Health, Police and Crime Commissioner and media. Share the list with 20's Plenty. Ring the cabinet member and be friendly. Ask them how to get 20mph limits agreed. Ask for advice from local democratic services council staff too – find their number on your council website.

Ask other local campaigners about the state of play. Map at http://www.20splenty.org/local_campaigns

Press Release & Social Media Tell others about your campaign. Issue a press release by email and on social media - maybe make a Facebook page and/or twitter account. We send you a template press release document.

Demonstrate Support - Get petition signatures. Ask people to sign up on their doorstep, outside schools etc. Clip boarding works! Use paper petitions or your council site, 38 Degrees or Change.org. Collect an email list of supporters. Share on social media. Ask democratic staff or Councillors how many names matter. Ask a friendly Councillor to submit the petition to Council. In big places, responses from residents of sample streets can show how popular 20's Plenty is. Asking people to display stickers (you can buy them from 20's Plenty), posters or let you use their logo also works.

Keep in Touch Update us on progress. We critique the replies you get from officials for instance.

Anna Semlyen, National Campaign Manager of 20's Plenty for Us said:- *"People use different campaign methods. What works is to be polite, friendly, aim to solve the councillor's problems with 20mph. Keep it non political and be very, very persistent!"*

20's Plenty For Us campaigns for a 20mph default speed limit in built up areas without physical calming.

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Ask your Parish or Town Council to vote for 20mph

20's Plenty for Us is asking Parish and Town Councils in [your County] to pass a motion to support the campaign for 20mph where people live, work and play. Each local council that does will help:

- 1) Achieve a 20mph speed limit on roads, with exceptions where 30mph is demonstrably safe, particularly for vulnerable road users.
- 2) Demonstrate to the Highways Authority the demand for 20mph county-wide, making it both cheaper and easier to implement across the county and achieving better driver compliance.

Speed limits are set by [your County], as the Highway Authority, which also makes Traffic Regulation Orders to erect signs or change other road features like paint roundels or remove centre lines.

Demonstrating widespread local community support is critical to securing the County's agreement to implement 20mph widely. Other counties, such as Lancashire and Sefton in England, have agreed 20mph for every settlement, as have counties throughout Wales. Scotland has promised to offer 20mph widely and places like Warrington have 20mph in all their satellite villages.

Motion

[Your Parish or Town council name]:

- Supports the *20's Plenty for [your County]* campaign;
- Calls on [your County Council] to implement 20mph in [your place]; and
- Will write to [your County Council] to request 20mph speed limits on streets throughout [your county] where people live, work, shop, play or learn, with 30mph as the exception on those roads, where full consideration of the needs of vulnerable road users allows a higher limit.

Background information on 20mph speed limits

1. **Accepted** as normal by local authorities where 25m people in the UK live, including the whole of Wales and (soon) Scotland. 20mph is global best practice where people mix with motor traffic.
2. **Popular:** Government and other surveys consistently find 70% support in residential streets which rises after 20mph limits are introduced.
3. **Affordable and cost effective**, with multiple societal, environmental, economic, and climate benefits.
4. **Prioritise quality of life:** 20mph helps to create places where human activity, including walking, cycling and social interaction, takes precedence over traffic.
5. **Safer:** The UK's Department for Transport estimates that speed a reduction of 1mph in built-up areas reduces casualties by 6%. 20mph schemes typically lead to up to 20% fewer casualties.
6. **Better for the environment:** 20mph reduces CO2 emissions by 26% and NOx by 28% compared with 30mph and is 50% quieter.
7. **Enforceable**, like any speed limit.
8. **Little impact on journey times:** The 'stop-start' nature of traffic in built up areas is a much more significant factor. Roads can stay at 30mph where the needs of vulnerable road users are met. Bus journeys and timetables times are generally unaffected.
9. **Speed reductions** occur, even without regular Police enforcement, to the benefit of all road users. Note: all new car models will have in-car speed limiters from 2022.
10. **Few signs needed:** 1 or 2 signs on entry and some repeaters to remind drivers and no need for physical calming.
11. **Sustainable:** Ties in closely with other policies to address climate change, improve air quality and enable more people to walk and cycle – especially for short journeys.

Signed schemes and public engagement are cost-effective and offer seven times better value for money than heavily-engineered schemes.

More on Benefits of Wide Area 20mph

1. Wide area 20mph is 7x more cost effective

How Wide-Area 20mph plus engagement is 7 x more Cost Effective than Speed Bumps

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

For more information visit: www.20splenty.org

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

2. Safer streets for all, particularly children and the elderly

Significantly reduced risk of serious injury, especially for vulnerable road users together with less fear and intimidation from motor vehicles. Children under 14 years old cannot correctly judge traffic speeds and adults have to keep them safe by setting speed limits and driving at speeds that reduce danger. Being hit at 20mph is around 7x less serious than being hit at 30mph. It's like falling from the 1st floor rather than the 3rd floor of a building.

The effect of speed

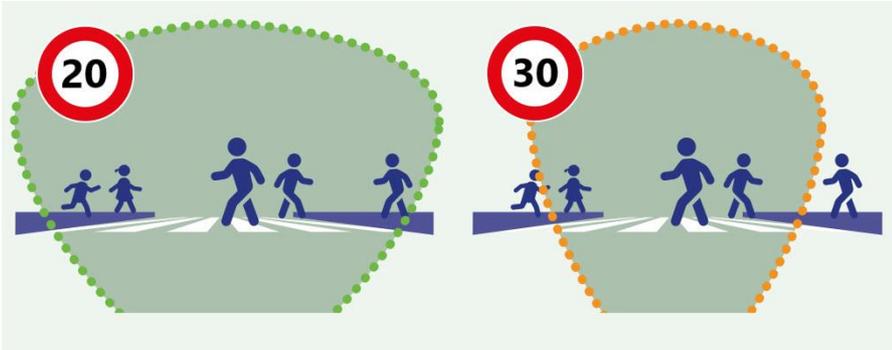
	Average for all ages	Over 60 year olds
At 40 mph	• 31% are killed	• 98% are killed
At 30 mph	• 7% are killed	• 50% are killed
At 20 mph	• 1% are killed	• 5% are killed



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)

3. More time to see...

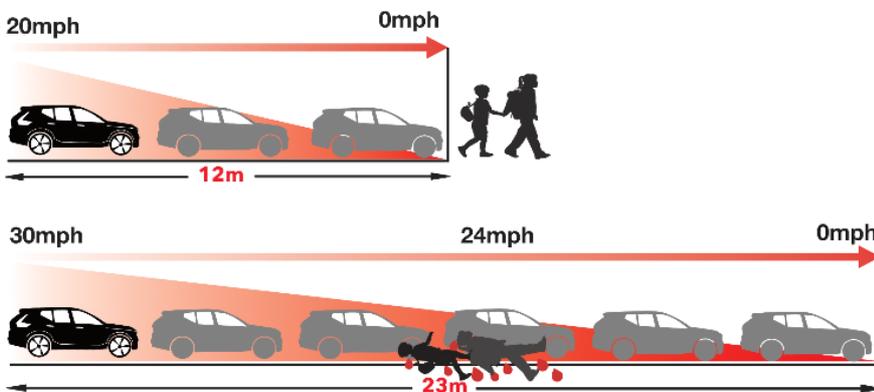
At 20mph your range of vision is greater, enabling you to anticipate danger better.



4. ...and more time to stop

Not only do you see danger earlier, you can stop more quickly. At the point that a car going at 20mph has stopped, a car at 30mph is still travelling at 24mph.

Thinking Distance + Braking Distance = Stopping Distance



5. Promoting healthy lifestyle: better public health, less pollution, better community



Inactivity and pollution are major causes of early death in the UK and 20mph is associated with higher levels of activity. As well as reducing obesity, heart disease and loneliness, increased walking and cycling reduces pollution, improves sleep patterns (vehicles at 20mph emit 50% less noise than at 30mph), makes people less anxious and more sociable.

The elderly and vulnerable retain independent mobility longer, keeping them self-sustaining in daily life which reduces social care costs. Children can play out and learn independent mobility, with less taxi duty for parents and carers. Finally, 20mph enables lifestyle changes, renewed community life and a positive atmosphere. Our towns and villages will be more attractive, liveable and sustainable places.

6. Enforcement

- As with any speed limits, 20mph is enforceable. Individual police forces choose to place different priorities on speed management. Some, such as Avon and Somerset and Metropolitan Police are very active; others less so.
- Even without regular enforcement 20mph limits reduce speeds, collisions and casualties, particularly where there is driver education through community engagement, such as Community Speedwatch.
- Compliance will increase over time, as drivers become used to 20mph. Compliant drivers effectively become pacer vehicles to enforce 20mph on the traffic behind them.
- The introduction of “in car speed limiters” – likely to be mandatory on new models from 2022 and all vehicles from 2024 – will further increase compliance without external enforcement. Although drivers can choose to override the limiter, most will welcome the reassurance that they are not breaking the law inadvertently. Vehicles will also have black boxes fitted, which can record the speed limit in the event of a collision, affecting a driver’s liability.

7. Strengthening the local economy

20mph aids local business as people want to shop, socialise and live in 20mph places. Helps fight the trend to online buying towards the local economy and, in particular, our local high streets and town centres.

8. Lowering the cost of traffic danger

Road casualties are responsible for the loss of over 2% of GDP. Collisions are predictable and preventable. Introducing a safer system by reducing speed brings down casualties, saves money as well as pain and suffering. The trend towards 20mph is well-established in the UK and other countries. With 20mph coming, don’t let where you live be left behind.

Wide area 20mph limit schemes typically cost no more than £5-6 per head. Where several places are made 20mph, together some costs, such as the Traffic Regulation Order, can be shared. Larger areas tend to be cheaper per person, since they required fewer signs.

20mph is not expensive and the investment cost brings benefits for years; typically it pays back within months. A calculator on the 20’s Plenty website – see example below – can show the cost benefit for your Highway Authority: https://www.20splenty.org/cost_benefit_calculator.

Whole country calculator		Country	England	
		Cost per person	£5.00	Note 3
		Streets converted	80%	Note 4
		Casualty savings	20%	Note 5
Cost:benefit of implementing 20mph		All roads	30mph roads	Note
DfT reported road casualties in England in 2019		139,695	78,998	57%
Of which, casualties on 30mph roads in LAs not yet committed to 20mph			50,607	36%
Of which: Killed			333	
Seriously injured			8,044	
Slightly injured			42,230	
Cost of reported casualties		£10,260m	£3,252m	32%
Casualty cost per person per year			£83	2
Cost per person to implement 20mph			£5	
One-off implementation cost @ £5 per person living in LAs not committed to 20mph			£197m	
Expected casualty reduction of 20%			8,097 (all severities)	
Expected annual benefit			£520m	Based on 20% casualty savings
Payback (months); first year IRR; 5 year benefit			4.5	264% £2,403m
<p>* Implementing 20mph on 80% of 30mph roads in England for a one-off cost of £197m could save 8,097 casualties and £520m each year. The investment pays back in 4.5 months with a first year IRR of 264%, saving £2,403m over five years.</p> <p>* Costs for 20mph would be significantly less when implemented as a national default.</p> <p>* DfT statistics, based on police records (note 1) show 139,695 casualties in England in 2019, of which 50,607 or 36% were on 30mph roads in Local Authorities not yet committed to 20mph, at a cost (note 2) of £3,252m. That's the equivalent of £83 per person per year.</p>				



9. Signed only limits reduce road speeds

Road safety is improved even without 100% compliance with a 20mph limit. Studies, such as those below show that reductions in average speeds are achieved without physical traffic calming or enforcement and such reductions are greatest on faster roads. Even relatively small changes in average speed result in significant casualty savings.

Over time, as 20mph limits become more established and in-car speed limiters become more widespread, compliance levels will increase and average speeds reduce further.

CASE STUDY - Bristol

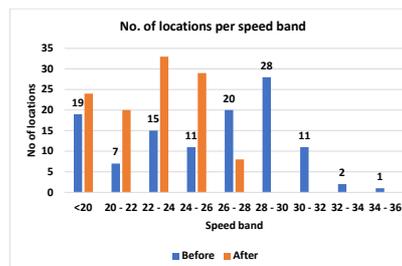
Much of Bristol is now 20 mph. Studies have found that speeds on 94% of surveyed roads had fallen, with an overall 2.7mph reduction in average speeds offering estimated casualty reductions per year of 4.53 fatalities, 11.3 serious injuries and 159.3 slight injuries.

These total an estimated cost saving 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 Government. Over a ten-year period, 20mph in Bristol will have saved 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.

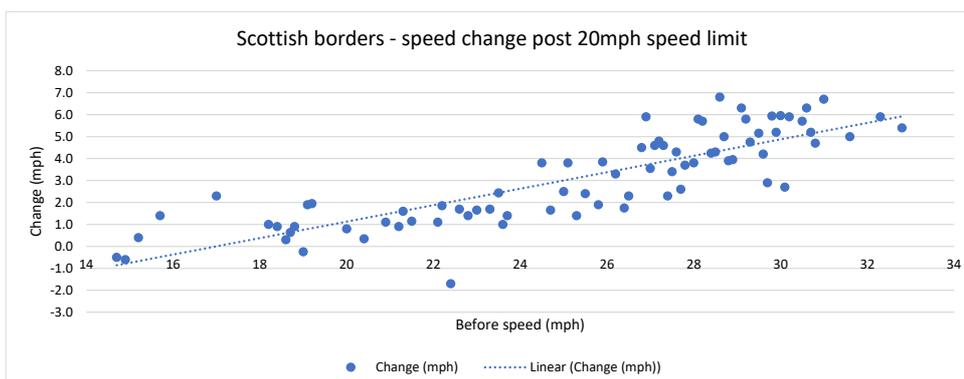
CASE STUDY - Scottish Borders

In a trial involving over 100 communities in the Scottish Borders, speeds were shown to reduce by an average of 3mph, with greater reductions in places with higher pre-speeds.

Scottish borders		20mph data		Reduction	
Pre-speed		mph	%age		
Up to 24mph		1.0	4.8%		
24 - 27mph		3.3	12.5%		
28+		5.3	17.5%		



As well as lowering speeds overall, the number of places with higher speeds also reduced. Before the scheme, locations experiencing average speeds above 28mph fell from over 40 to **NONE** after implementation.



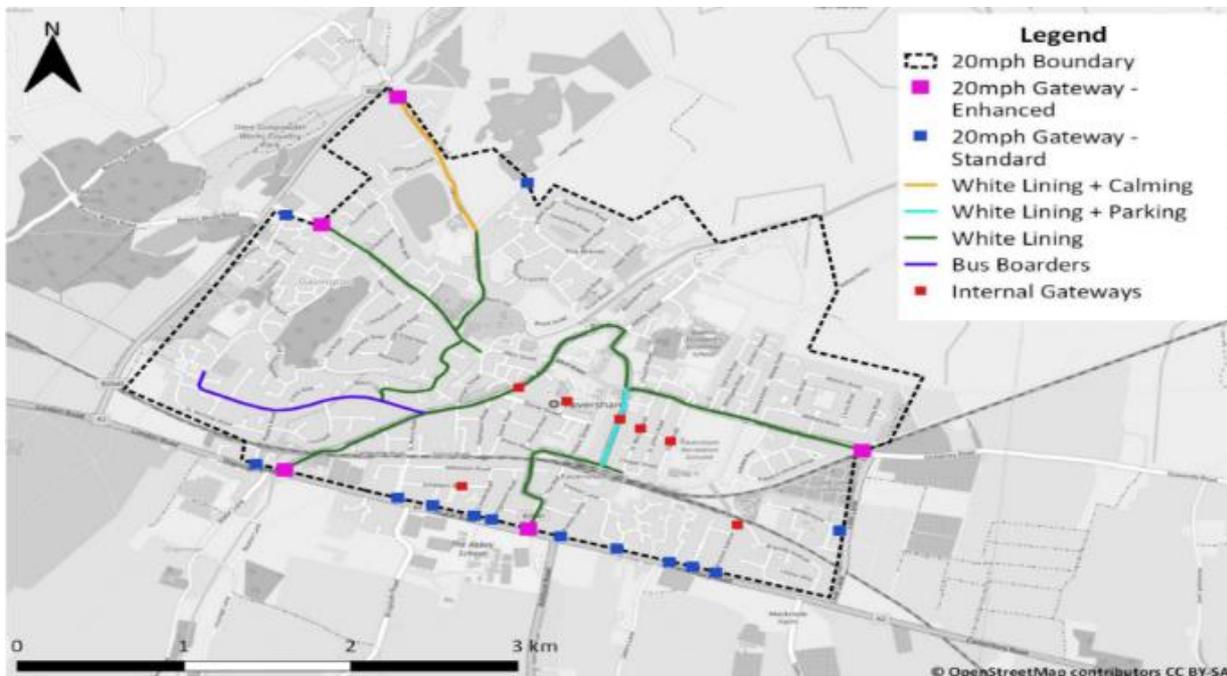


CASE STUDY - Faversham

In this historic market town of 20,000 people in Kent, 20's Plenty for Faversham successfully campaigned for a town-wide 20mph limit, which went live in September 2020. As well as being popular, speeds reduced by 4 – 5 mph on the faster roads.

Initially opposed by Kent County Council, strength of local support and the technical design showed that it would be more cost-effective to implement a town-wide 20mph speed limit.

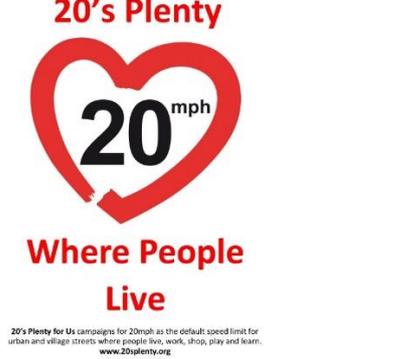
Low-cost techniques to reduce traffic speeds were accepted by the highway authority: attractive gateways to the settlement announcing the speed limit change and resident-led 'Community Corners', - as planters at key locations.



20's Plenty Where People Are Stickers

Overleaf: 20's Plenty Banners

Discounts for bulk purchase at £40 plus - more at <http://www.20splenty.org/stickers> and [campaign materials](http://www.20splenty.org/campaign-materials)

Type		Size	Price Each	Post & packing
Bike		100mm x 35 mm surface mount stickers	30p	£1.50
Bumper		200mm x 70 mm surface mount stickers	50p	£1.50
Window		200mm x 70mm inside window stickers	50p	£1.50
Wheelie Bin		A3 portrait surface mount stickers 35cm x 25cm in size and made of durable sticky backed vinyl.	£1.50	£3.50

NB P&P is only paid once. Whatever combination of smaller stickers you want is £1.50 per order.

With any wheelie bin stickers you pay £3.50 for the order. Donate pay via

<http://www.20splenty.org/stickers> and [campaign materials](http://www.20splenty.org/campaign-materials)

Bin Stickers 35x25cm	1	5	10	50	100	150
Bin Stickers Total Price inc.discount p&p	£4	£9	£13	£50	£90	£125
Bumper and & Window stickers Quantity	1	5	10	50	100	150
Total price inc discount, post and packing	£2	£4	£6.25	£24	£44	£61.50

https://20splentyforus.nationbuilder.com/purchase_wbs Or email rod.k@20splenty.org with your bulk order for a quote.

20's Plenty Banners

1.5m wide * 1m high, with eyelets , 210gsm polyester fabric which can be washed and recycled. 1, 2 or 3 banners, click on the £45, £80 or £115 buttons and allow 5 working days to dispatch <https://www.20splenty.org/banners>

20's Plenty where people are



Thank you for helping us
make our community a
better place for everyone

20's Plenty for Us campaigns for 20mph as the default speed limit for urban and village streets where people live, work, shop, play and learn.
www.20splenty.org

Or 2.0m * 0.6m. To go near a school To purchase 1, 2 or 3 banners, click on the £45, £80 or £115 buttons https://www.20splenty.org/school_banners_give

Help our children walk and cycle to school

Please keep to our  speed limits

Find out more at www.20splenty.org

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