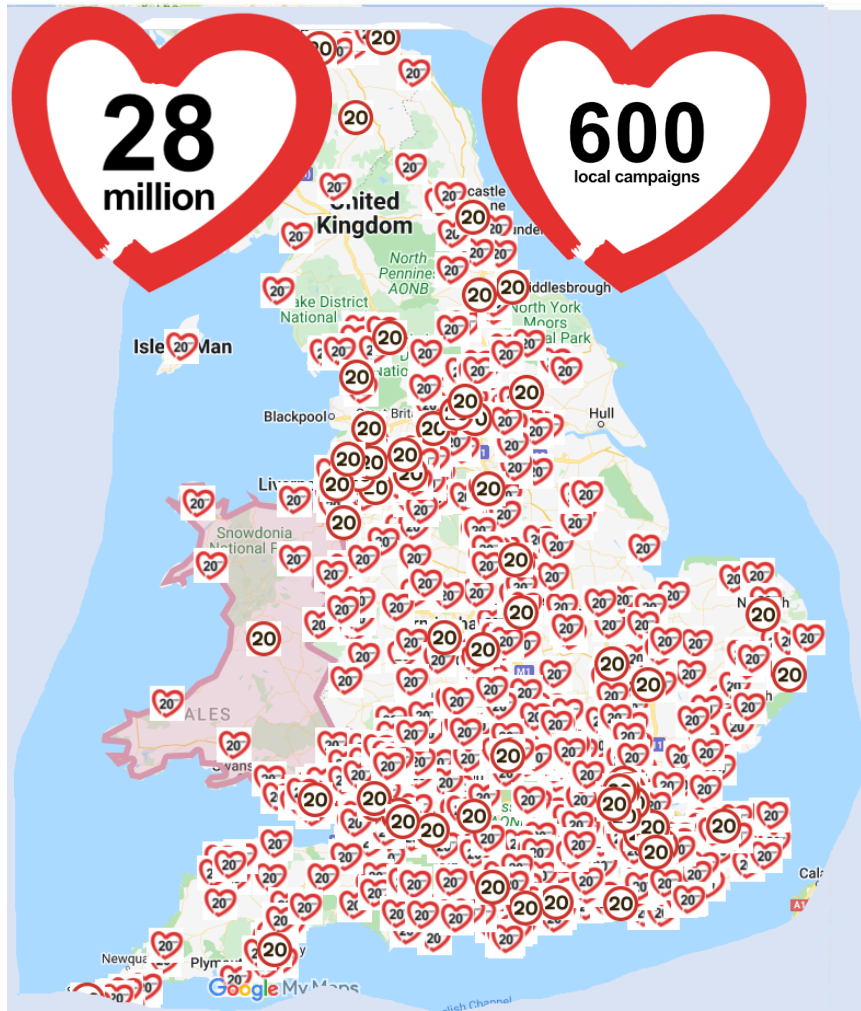


# 20's Plenty for Essex July 2022

Adrian Berendt



**Rod King MBE**  
(founder)



**Anna Semlyen**  
(campaigns)



**Jeremy Leach**  
(London)



**Adrian Berendt**  
(South East)



*"20's Plenty..."*

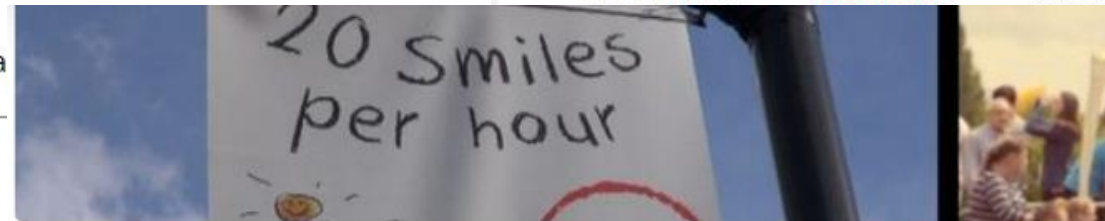
*1) Campaigns for a 20mph default where people and motor vehicles mix*

*2) Supports local campaigners that want 20mph in their place"*



# Resources

We also have two types of banners specifically for use near



## 20's Plenty (mph) - Love 30 (kmh) Campaigners

Private group · 454 members



About Discussion Featured Rooms Topics Members Events Media Files

Order a banner asking **councillors to**

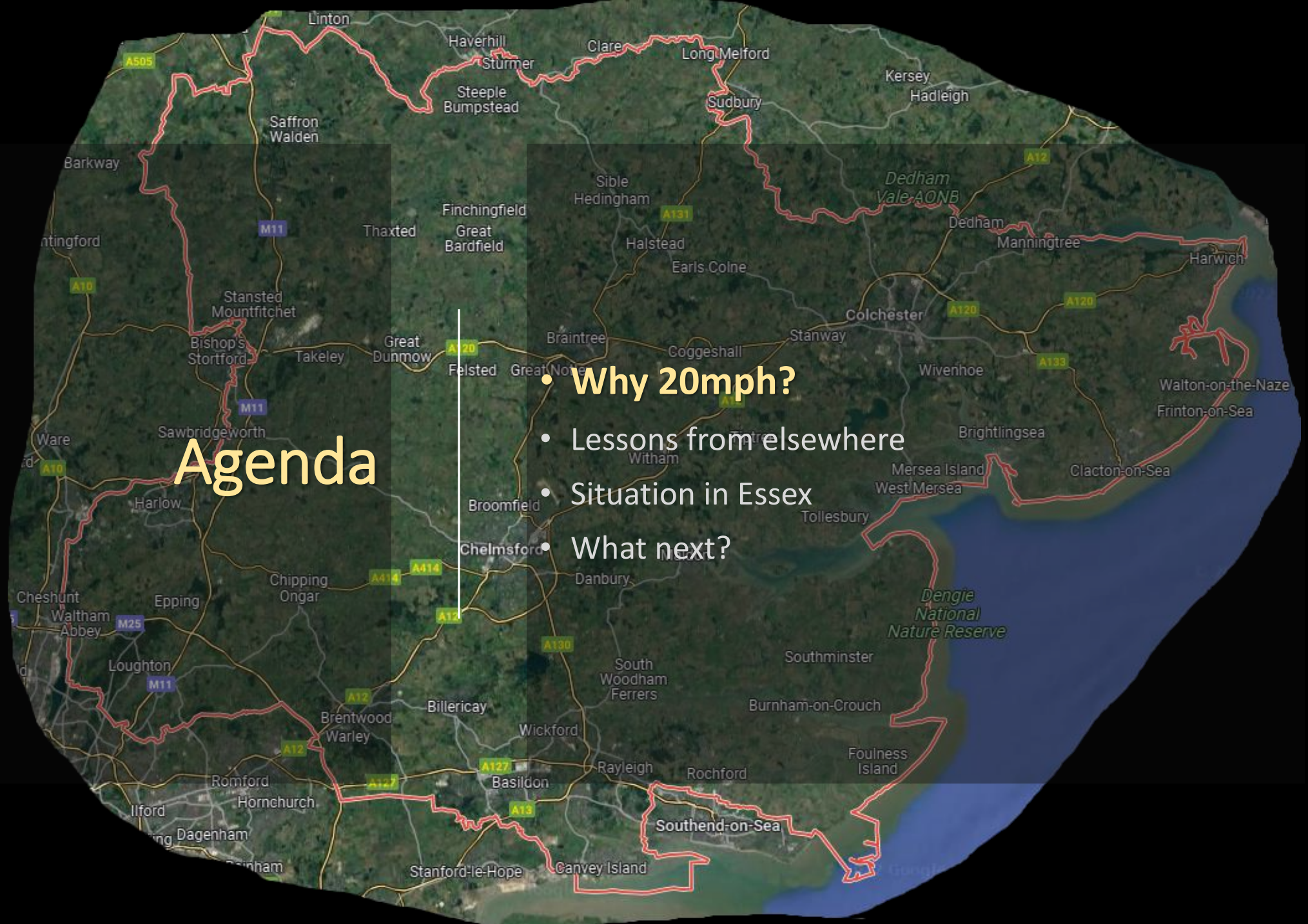


BENEFIT CALCULATOR FORM A CAMPAIGN

other resources for campaigners

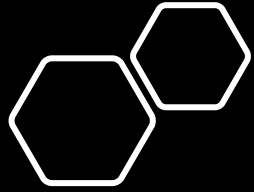
or bicycles to make your campaign noticed locally.





# Agenda

- Why 20mph?
- Lessons from elsewhere
- Situation in Essex
- What next?



# Why 20mph?

- 1mph slower => 6% fewer collisions
- 30mph vs. 20mph => c.7x fatality risk for a pedestrian





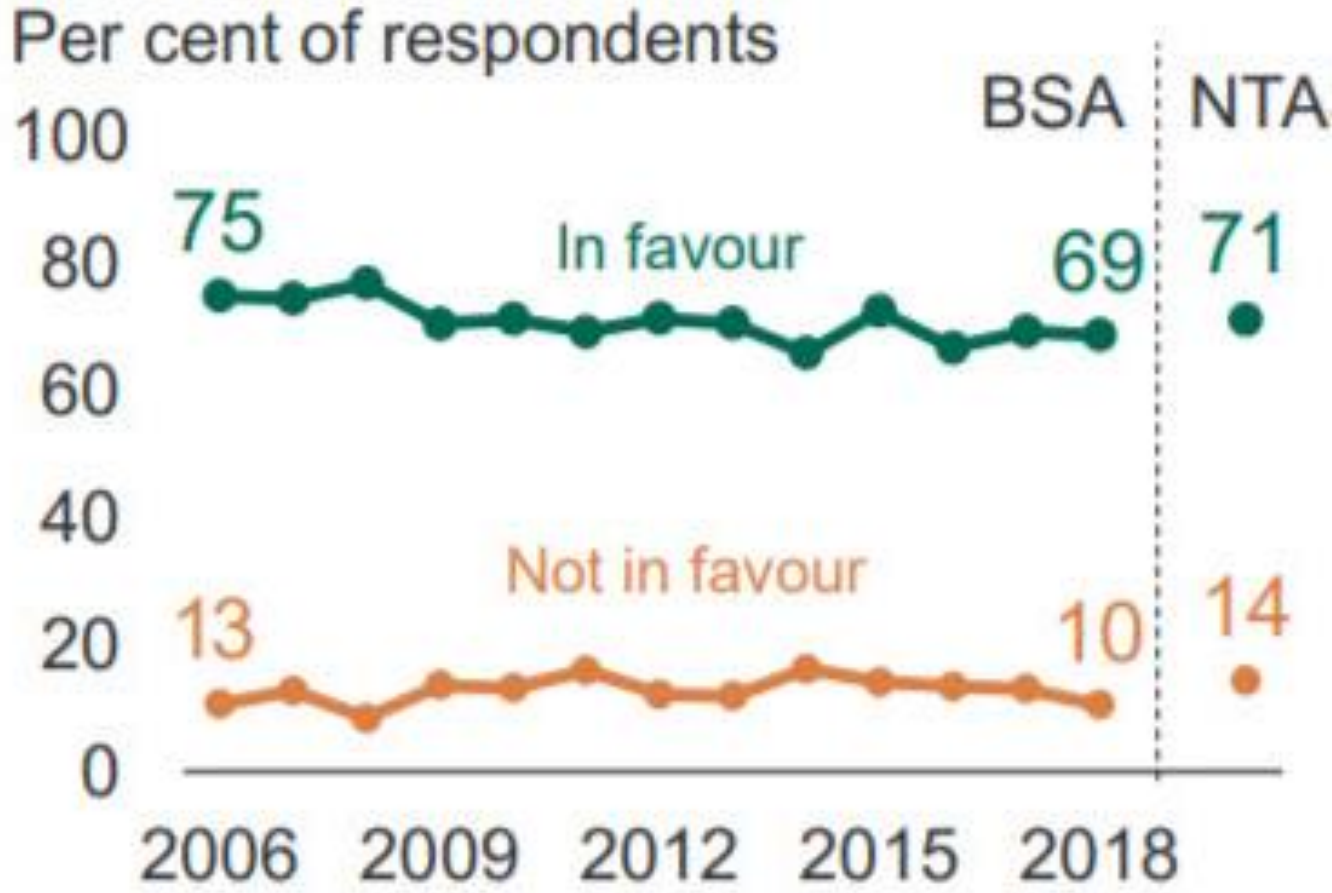
# Benefits

- **Economic**
  - Better for local business
  - 20%+ fewer casualties
  - Independent mobility for young and old
- **Social**
  - Better for health
  - More walking and cycling
  - People take precedence over motor vehicles
  - Stronger communities
- **Environmental**
  - Climate-friendly
  - Reduces pollution
  - Less noise



20mph consistently popular

### Speed limits of 20mph in residential streets



Scope: England, 18+



# Agenda

- Why 20mph?
- **Lessons from elsewhere**
- Situation in Essex
- What next?



# From John O'Groats...

Highland Council supporting 20mph

## 20mph speed limits Motion agreed

This article was published  
17 Feb 2022

[NEWS ARCHIVE](#)

[News RSS feed](#)

The Highland Council's City of Inverness Area Committee agreed a Motion today (17 February 2022):

20mph speed limits - this Committee recognises that increasing the number of children and parents using safe routes to schools along with children and parents using safe routes to schools, will elevate the number of motorised vehicles will come into conflict with those engaged in active travel.

In addition, this Committee also recognises the increased risk associated with the changes to pedestrian and cyclist priorities recently introduced.

The City of Inverness Area Committee supports the implementation of 20mph speed limits within existing and all new housing developments.



...to  
Lands  
End



## 20mph speed limits



### [Information about Covid 19:](#)

Please read our information on how we are supporting residents and businesses, as well as information on affected services.

We are reviewing how we deliver 20mph on more roads across Cornwall. We will review roads which currently have a 30mph speed limit. An early phase of delivery is happening in 2022. The results of this will inform future phases. Agreement to deliver 20mph across Cornwall requires Cabinet approval. Work to develop the programme will now get underway.

This page will be updated on a regular basis. Please see information below on current progress. Information provided will help to answer your queries.

### Phase 1 20mph Rollout

Phase 1 of area wide 20mph application will be in Camelford and Falmouth and Penryn. We will review all existing 30mph speed limits, with the plan for these to be 20mph. We selected these community network areas for many reasons. This includes (but not limited to):



Hampshire and West Sussex reviewing speed management policies

### Hampshire County Council could introduce more 20mph speed limits

By David George | <https://twitter.com/DaveGeorgeUK>  
Local Democracy Reporter



4 comments

MORE 20mph speed zones could be introduced in Hampshire as a new review into the county's roads begins.

Hampshire County Council has formed a task force to look at 20mph zones across the county.

The group, made up of eight councillors, will examine whether existing zones should remain, and which areas need the reduced speed limits.



**County Council – 17 December 2021**

**Item 13(b) – Notice of Motion by Cllr O’Kelly**

**20mph Speed Limits – Revised Briefing Note**

In 1999, the Road Traffic Regulation Act 1984 was amended to allow local authorities to designate 20mph speed limits without the prior approval of the Secretary of State. In 2013 the Department for Transport (DfT) provided revised guidelines on the Setting Local Speed Limits (DfT Circular 01/2013) encouraging

*“...[Southampton] sets a clear precedent that will see 20mph limits become the norm for our city’s residential streets.”*

Jeremy Moulton,  
Deputy Leader SCC

Councillor Jeremy Moulton, Deputy Leader at Southampton City Council, said he has discussed the £1m plans with Police and [Crime](#) Commissioner Donna Jones.

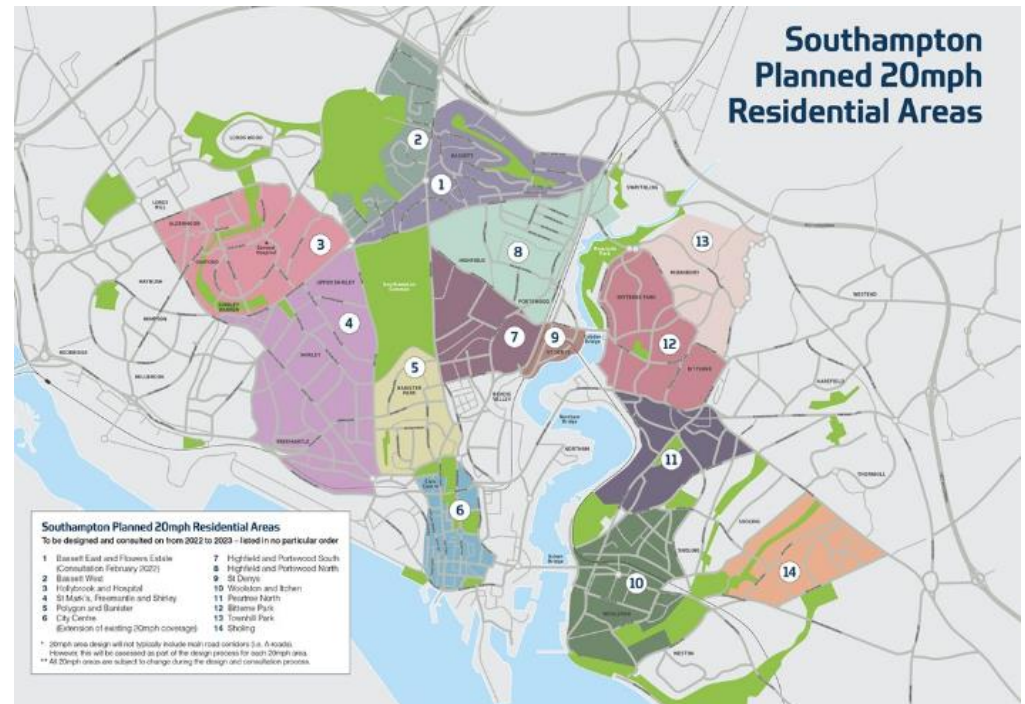
He said people will listen to the new limits and all of the new measures will be enforceable by police.

He told the Echo: “People do slow down as a result of 20 miles per hour.”

Some 47 requests were made for the new measures from residents’ associations.

“We were surprised at quite how much interest there was,” Cllr Moulton said.

“I definitely think we will go further.”



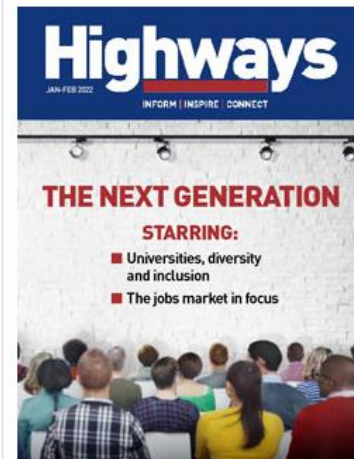
In Oxfordshire  
85% of streets  
to be 20mph

# Highways

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## Latest Issue



## Oxfordshire plans wave of 20mph zones

02/09/2021

Dominic Browne

Oxfordshire CC has suggested 85% of the county's 30mph roads could be reduced to 20mph, as part of a programme kicking off in the village of Cuxham this month.

A potential county-wide programme could reach the 85% figure, subject to public support and funding, the council said.

It is also consulting on four more 20mph trial sites in Long Wittenham, Wallingford Central, Wallingford North and Kirtlington.

The introduction of the 20mph limit pilot in Cuxham was approved following a consultation in which 82% of respondents were in favour of the speed reduction, the council said.



NEWS

29th January

## Edinburgh 20mph speed limit cuts crashes by a third



By Caitlin Hutchison | [Twitter](#) CaitlinHutchie



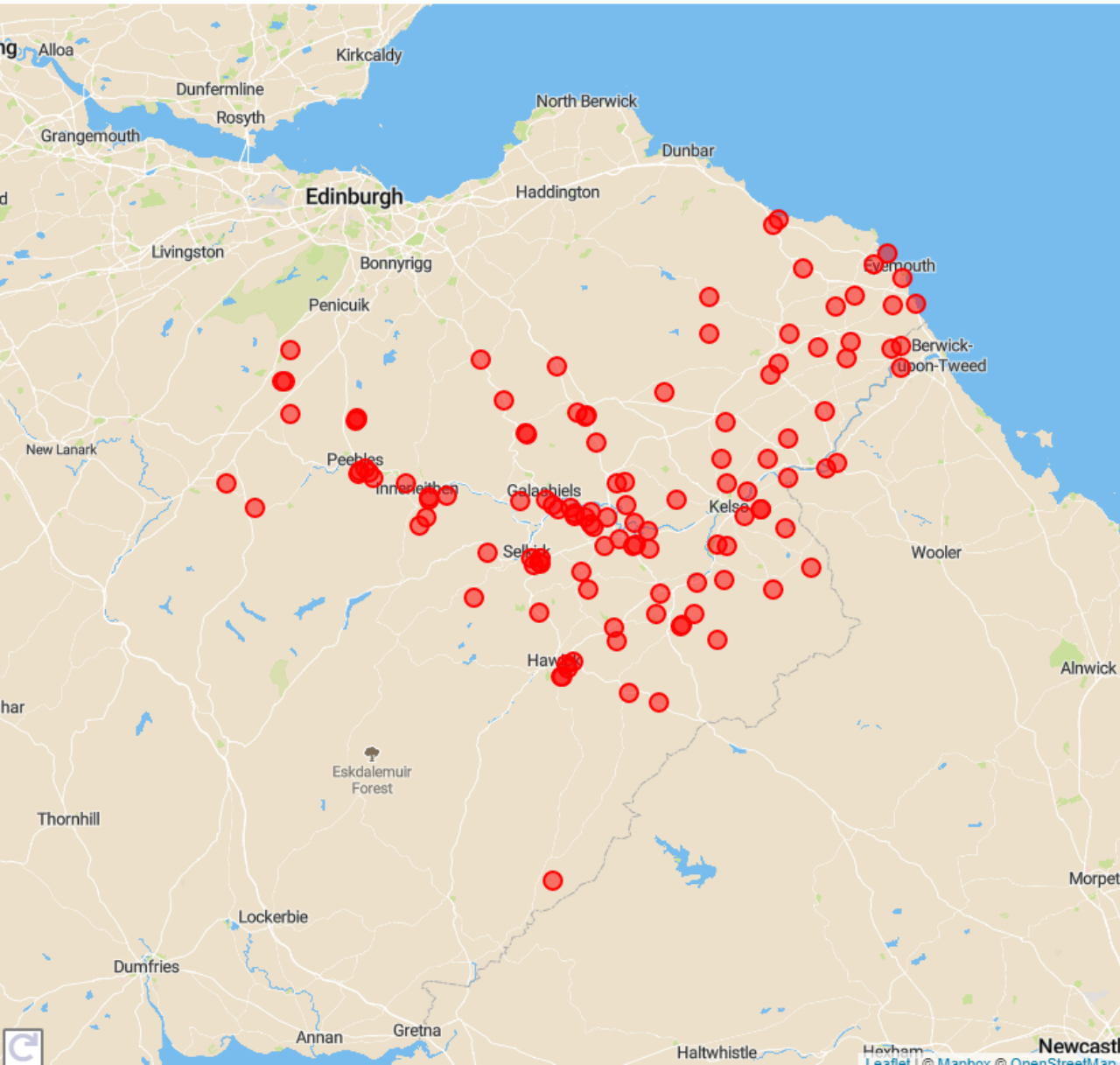
**Typically, 20mph means 20% fewer casualties. Edinburgh saw a larger reduction**

Edinburgh 20mph speed limit effective in reducing accidents on the roads, research shows

“In Wales,  
20mph is normal  
& 30mph is the  
exception”

---





Combined

5 Day Avg



## Average Speed (mph)

Time Period	Before	After	Diff	%Diff
08:00-09:00				
15:00-16:00				
06:00-22:00				
06:00-24:00				
07:00-19:00				
All Day				

Speed difference between Before and After surveys (mph)

(00:00 - 24:00) (07:00 - 19:00)

## 85th %ile Speed (mph)

Time Period	Before	After	Diff	%Diff
08:00-09:00				
15:00-16:00				
06:00-22:00				
06:00-24:00				
07:00-19:00				
All Day				

Speed difference between Before and After surveys (mph)

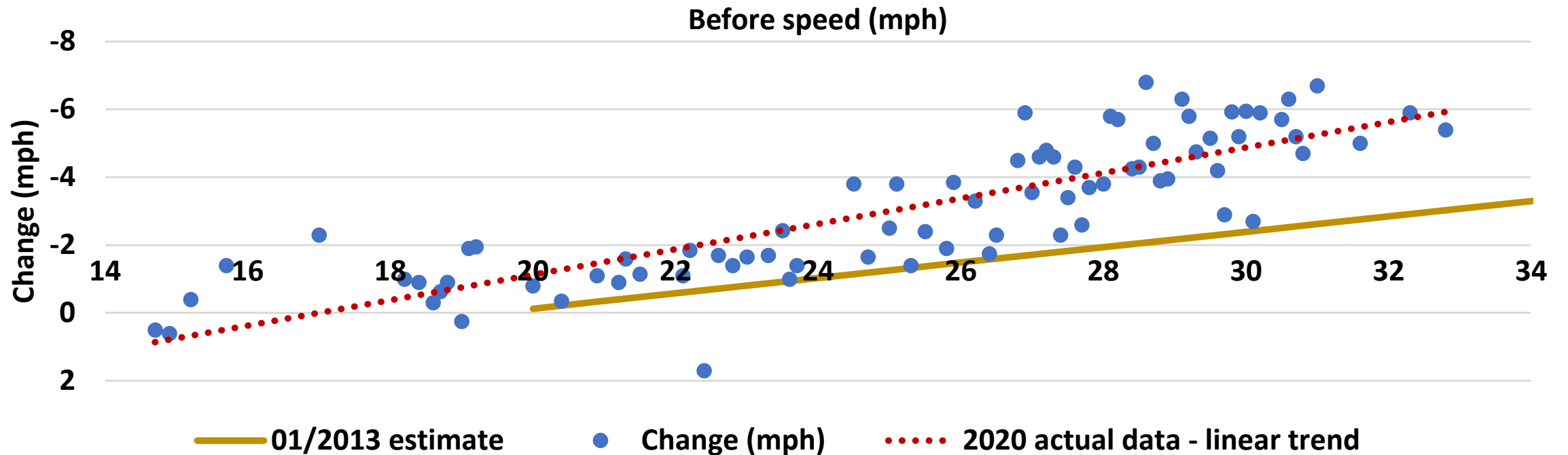
(00:00 - 24:00) (07:00 - 19:00)

[Click here for access to Pedestrian and Cyclist Accidents](#)



# Scottish Borders Council

## Mean speed change post 20mph introduction





# Agenda

- Why 20mph?
- Lessons from elsewhere
- **Situation in Essex**
- What next?



20's Plenty in Essex: 10 campaigns





Welcome to the Highways Service Information Centre

## Active Travel Fund Consultation now open

27/05/2021

Our Active Travel Consultation is now live and we want to hear your views. Read more about our plans and take part in the survey by clicking on the tiles below.

If you have any questions about the consultation, please email [activetravel@essexhighways.org](mailto:activetravel@essexhighways.org).

Watch our video to find out more about our ambitious plans to help make Essex safer, greener and healthier.



Safer, Greener, Healthier



[Braintree](#)

Read our proposals and give us your feedback

[Brentwood](#)

Read our proposals and give us your feedback

[Chelmsford](#)

Read our proposals and give us your feedback

[Colchester](#)

[Wickford](#)

[Essex](#)

**FROM 2021:**  
<https://www.essexhighways.org/getting-around/safer-greener-healthier>



The image contains two side-by-side infographics. The left infographic is titled 'The health benefits of active travel' and features icons of a car, a person walking, and a person cycling. It states that reducing transport emissions is key to improving air quality and public health, and that the NHS recommends 20 minutes of daily walking and 60 minutes of daily cycling. It also notes that active travel reduces the risk of type 2 diabetes, heart disease, and some types of cancer, as well as improves mental wellbeing. The right infographic is titled 'The economic benefits of active travel' and features icons of a person walking, a person cycling, and a car. It states that people who walk or cycle to their local high street spend up to 30% more on average than those who use their car. It compares the costs: walking is £0, cycling is £250 a year, and running a car is £3700 a year. A small note at the bottom right of the right infographic says '\*on average'.

**The health benefits of active travel**

Reducing transport emissions is key to improving air quality and public health.

The NHS recommends:

DAILY 20 mins

DAILY 60 mins

Reduces risk of type 2 diabetes, heart disease and some types of cancer as well as improves mental wellbeing.

The health benefits of active travel

**The economic benefits of active travel**

People who walk or cycle to their local high street spend up to 30% more on average than those who use their car.

Walking = £0

Cycling = £250 a year\*

Running a car = £3700 a year\*

\*on average

The economic benefits of active travel

## Did you know.....?

Up to 43% of car trips in Essex are under three miles, a journey which could, for many people be made on foot (which would take around 30 minutes) or on a bike (a 15-minute ride).

## Our ambition is to:

Create a road environment that is **SAFER**, encouraging more residents to cycle or walk, especially for shorter journeys.

Work up sustainable transport solutions to ensure that Essex reduces carbon emissions and delivers long-term **GREENER** benefits.

Deliver long-term public health benefits so that our residents become **HEALTHIER**.



Statutory guidance

# Traffic Management Act 2004: network management in response to COVID-19

Updated 13 November 2020

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. 20mph limits alone will not be sufficient to meet the needs of active travel, but in association with other measures, reducing the speed limit can provide a more attractive and safer environment for walking and cycling.

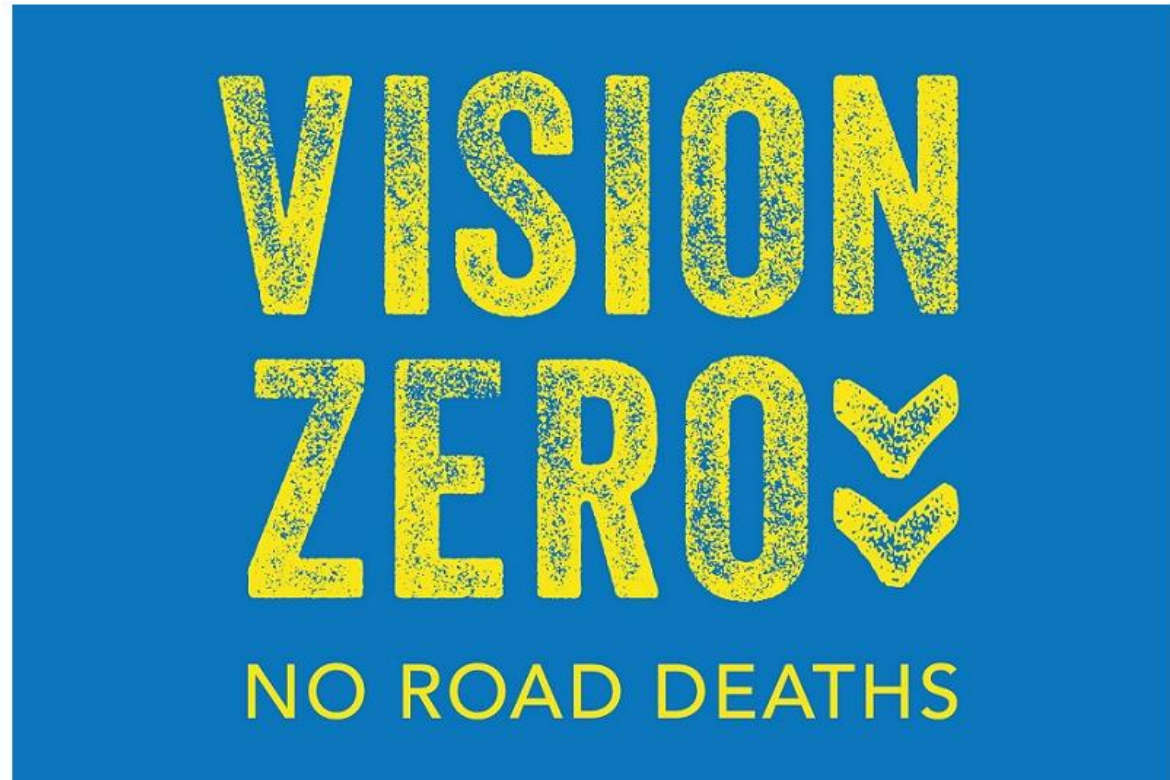
## COVID-19




# Progress in Essex: 1



[About](#) [Road users](#) [Education](#) [Training](#) [Police](#) [Vision Zero](#) [Extra Eyes](#) [Collision data](#)





**VISION  
ZERO**   
NO ROAD DEATHS

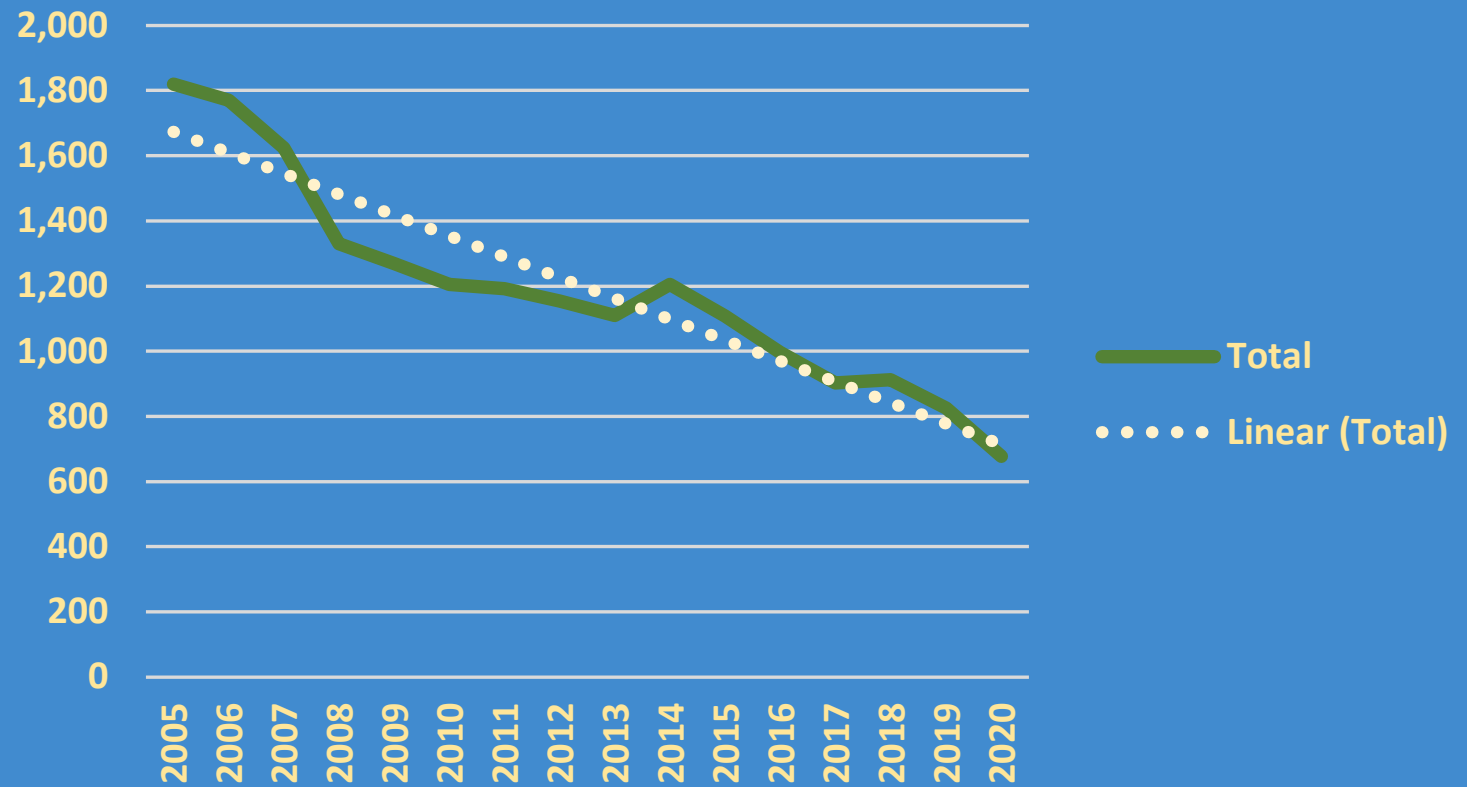
Whilst **considerable success** was made in reducing the number of deaths and serious injuries recorded on the roads of Essex **between 2005 and 2020**, there were still **42 deaths and 675 serious injuries** recorded **in 2020**. This is **too many** deaths and injuries and the Partnership has adopted an ambitious target to achieve **ZERO** deaths and serious injuries **by 2040**. In addition, an interim target of reducing deaths and serious injuries by 50% has also been adopted by 2030.



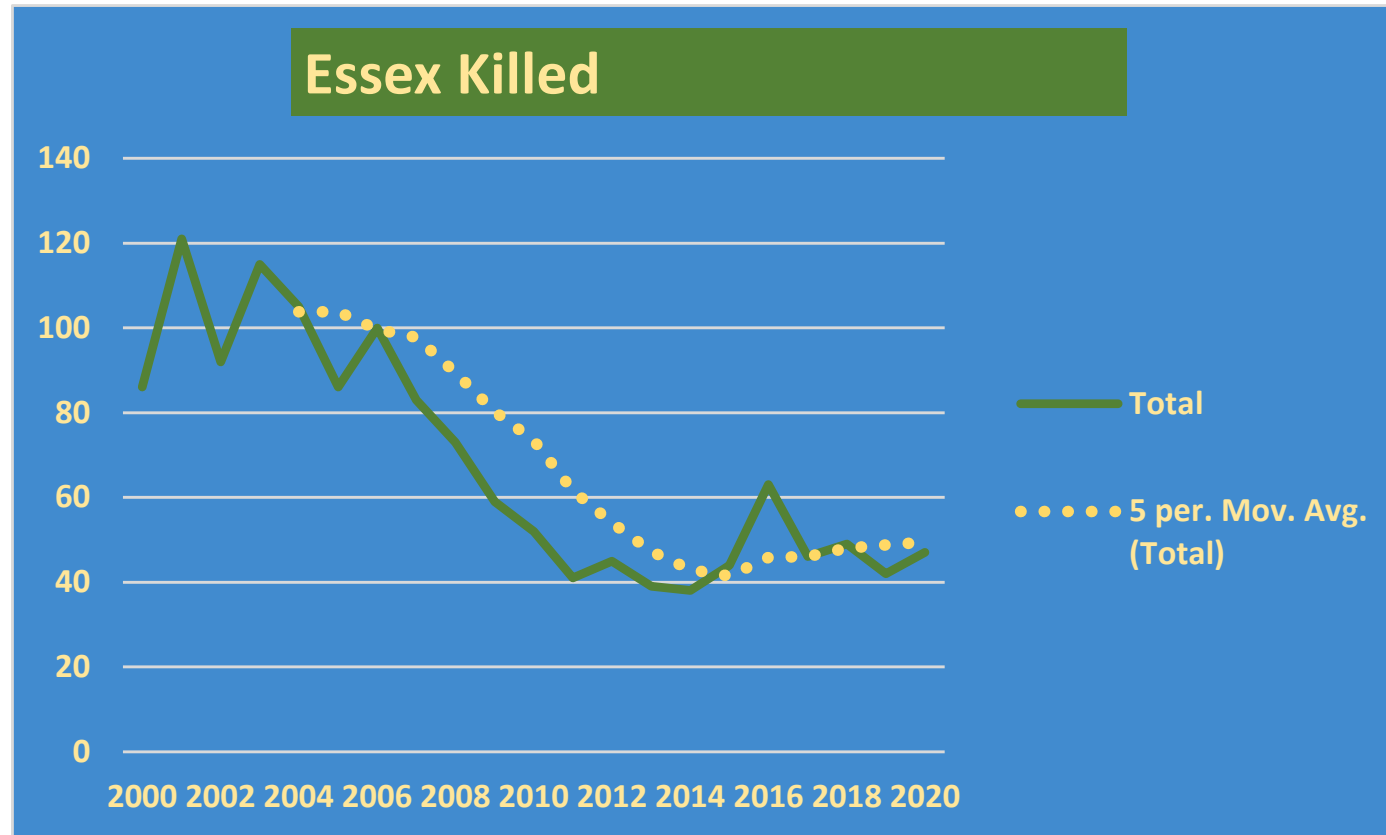
Progress in  
Essex: II

...but...

## Essex Killed or Seriously Injured

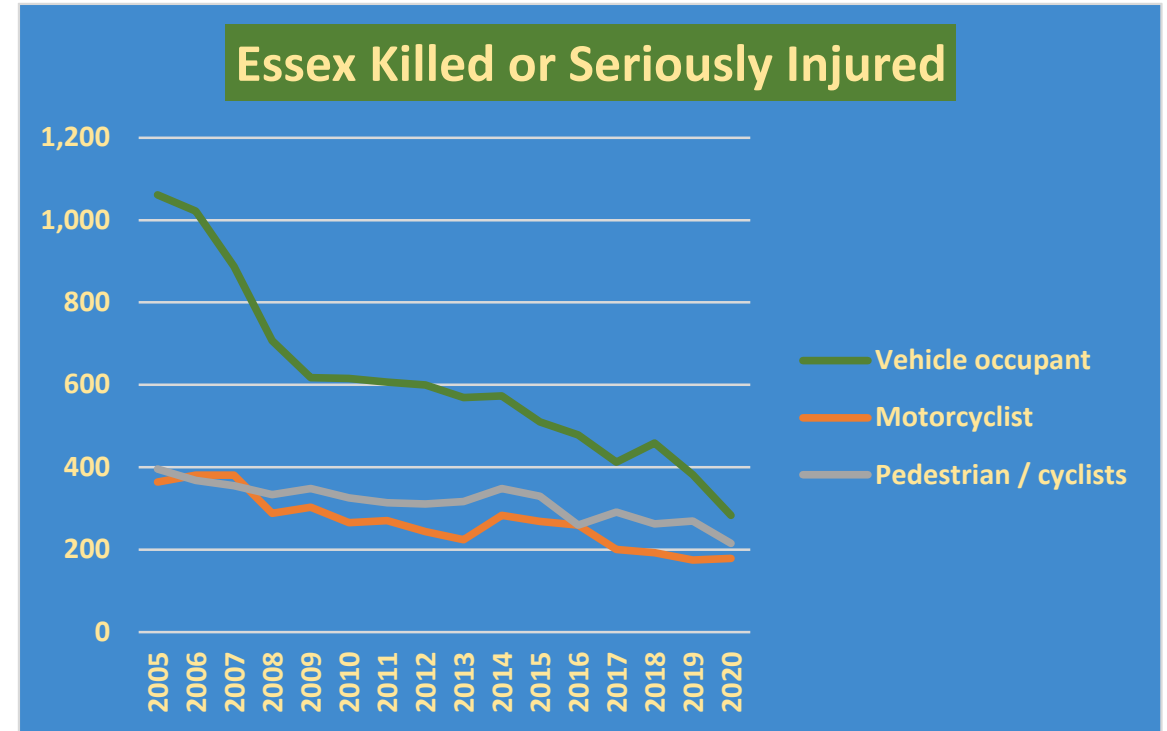


# ...no progress on road deaths since 2010...





# ...and most benefits to vehicle occupants





# Gloucestershire

COUNTY COUNCIL

Home / Gloucestershire County Council Road Safety Policy

## Gloucestershire County Council Road Safety Policy



On road safety, we want to deliver safer roads, healthier streets; lowering speed limits where people live and building more crossing points to achieve the Vision Zero road safety ambition by 2050.

### Status and scope

The Road Safety Policy document complements and updates the



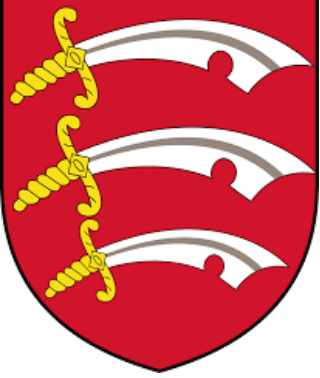
## 20mph Speed Restriction Policy Statement

### Overview

Gloucestershire County Council considers that 20mph should be the accepted speed for drivers in places where vulnerable road users and vehicles mix. This should apply to urban and rural residential streets, and town and village centres, except on main roads where speeds must be both safe and appropriate.

## Vision Zero ambition

Vision Zero is a transformational approach to road safety. Its aspiration is to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all, by 2050. Vision Zero is ambitious, but no death can be considered "acceptable".



**VISION  
ZERO**  
NO ROAD DEATHS

1 ✓ In adopting the Safe System approach to road safety in the Partnership's area, the following five 'layers of protection' will be adopted:

- Safe Speeds
- Safe Vehicles
- Safe Road Use
- Safe Roads & Roadsides
- Post Collision Response & Care

2 ✓

The impact forces in a collision increases disproportionately as the speed increases. If a pedestrian is struck by a vehicle travelling at 20mph, the pedestrian is five times less likely to be killed than if they are hit at 30mph.

3 ✗ No other mention of 20mph?

# 20mph: ~~silver bullet~~ or golden thread



## Silver Bullet

Robin Groves (Actor),

★★★★★ 1,7

Was: £5.57

Price: **£4.00** & 1

You Save: **£1.57 (28%)**

Blu-ray  
£5.24

**DVD**  
**£4.00**

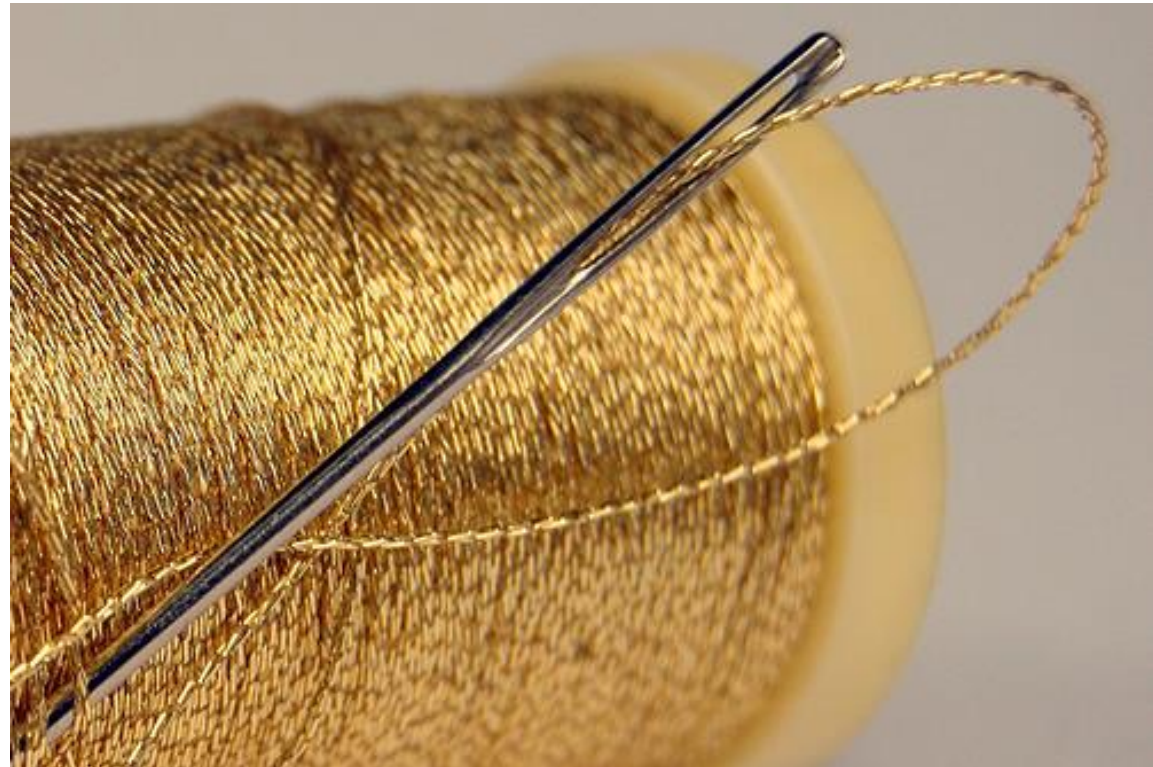
### Additional DVD options

DVD  
28 Feb. 2011

DVD

DVD  
1 Dec. 2017

See more





To achieve compliance there should be no expectation on the police to provide additional enforcement beyond their routine activity, unless this has been explicitly agreed.”

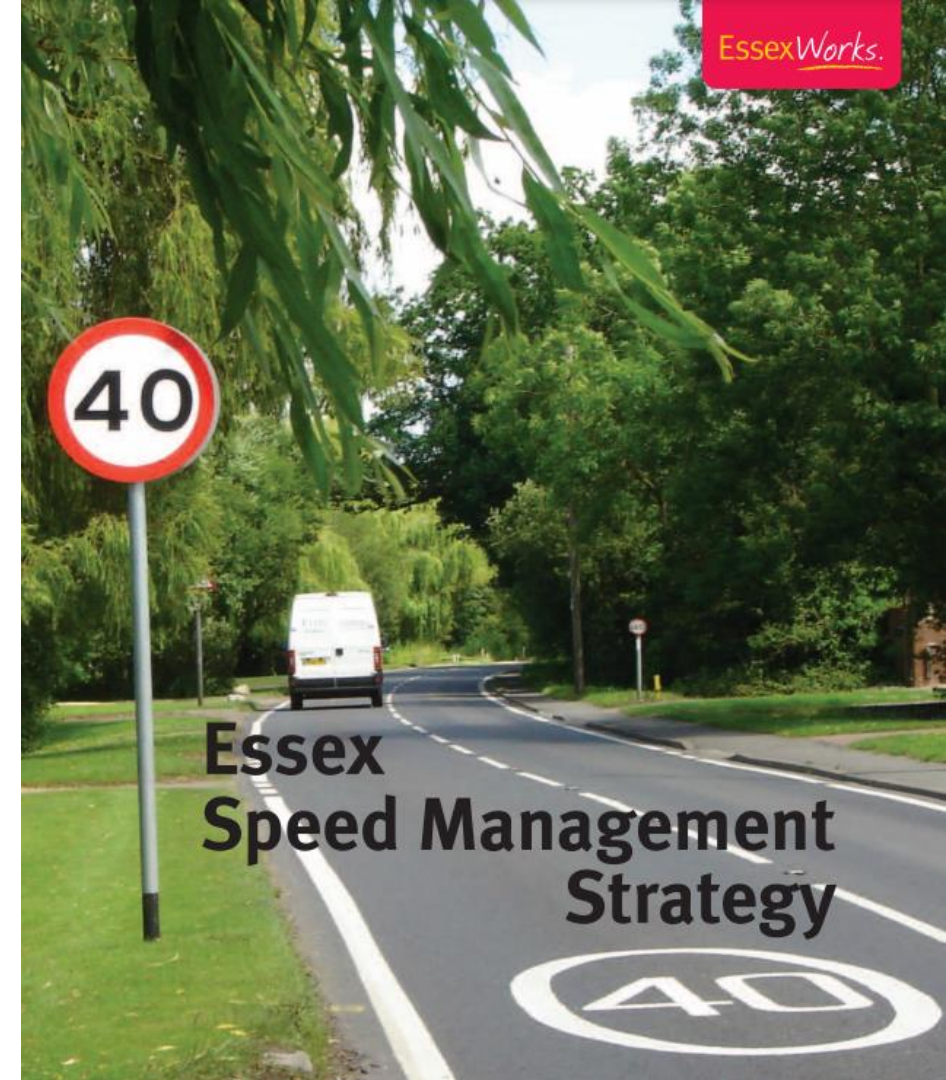
The County Council commends the DfT for the consideration in respect of variable 20mph limits of a more cost-effective sign indicating “20mph when lights flash” and should the evidence regarding the level of driver compliance prove to be positive the possible consideration of this sign as part of the DfT’s sign review.

## Essex policy is to ration 20mph:

- DfT guidance (2013) supersedes
- Treats 20mph as an exception
- Series of criteria puts barriers in the way
- Over engineered solutions
- Etc, etc

demonstrate a collision saving and added benefits including improvements in quality of life and community benefits and encouragement of healthier and more sustainable transport modes such as walking and cycling. This will not preclude the County Council from considering schemes that are financed from other sources.

Councillor Norman Hume  
Cabinet Member for Highways and Transportation  
March 2010



## Addendum

Following the consultation and consideration by the Safer and Stronger Communities Policy and Scrutiny Committee on the Essex Draft Speed Management Strategy the Department for Transport (DfT) issued a call for comments on revisions of DfT’s speed limit circular 01/06. The letter requested that Highway Authorities used the advice contained in the letter to continue with their speed management activity until final guidance is issued in spring 2010.



*“A village: a community of people or an obstruction to my journey somewhere?”*





# Asking ECC for 20mph...

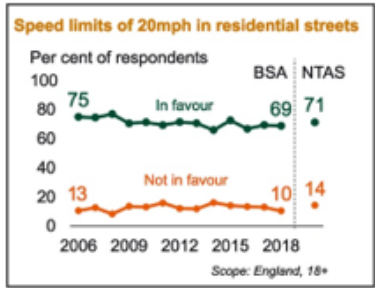


Dear Candidate

We are asking you to pledge that, if elected as a councillor, you will #ActOn20mph and support wide area 20mph speed limits on urban and village streets in [place].

As well as being popular, effective and value for money, 20mph wherever people and motor vehicles mix is endorsed by the World Health Organisation. In May 2021, the United Nations Global Road Safety Week focus is on 20mph as the default limit where people mix with motor vehicles under the banner "Streets for Life #Love20".

Speeding traffic is a huge concern of people in surveys across the country and support for 20mph is both strong and growing. According to the National Travel Attitudes Survey, 7 out of 10 people in the UK consistently support 20mph in residential streets and once implemented, support for 20mph rises.



In the UK, 21 million people already live in a place where 20mph is seen as the norm and not the exception. 20's Plenty for [place] says that now is the time for our council to embrace this best practice.

When implemented across wide areas, 20mph speed limits:

- → Reduce the number and severity of traffic collisions;
- → Increase active travel and improve community well-being and quality of life; and
- → Lower air and noise pollution in urban and residential areas.

Will you choose #ActOn20mph as a Manifesto Pledge that is popular, achievable and value for money?



# Agenda

- Why 20mph?
- Lessons from elsewhere
- Situation in Essex
- What next?

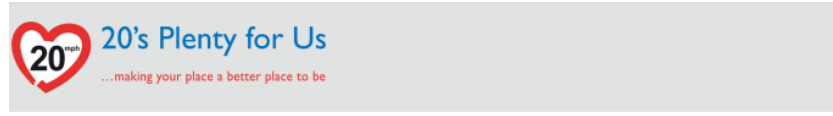


# Next steps

## 1. Form a local campaign



## 2. Pass a 20mph motion



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:

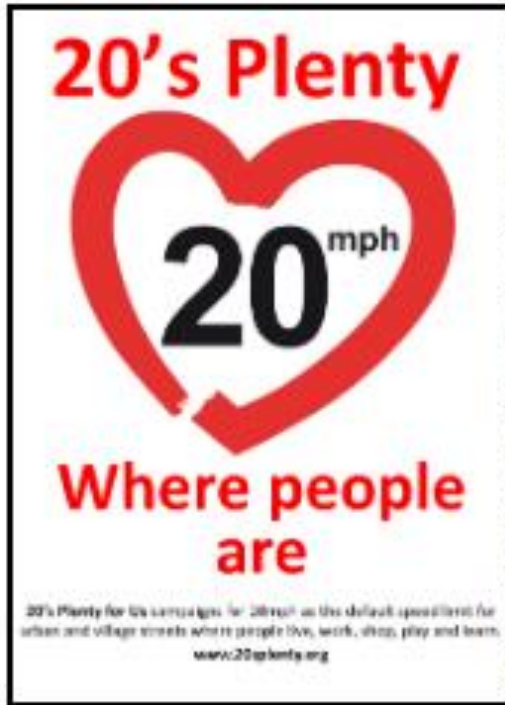
## 3. Ask ECC to make 20mph the default





# Buy bin stickers or banners...

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...and...come  
to 20s Plenty  
Annual  
Conference

**\*\*\*SAVE THE DATE THURSDAY 20TH OCTOBER  
2022\*\*\***

**[20's Plenty National Conference](#): Oxfordshire  
County Hall 10am**

**Learn how Wales, Scotland, and local  
authorities such as Oxfordshire, Cornwall and  
Scottish Borders are implementing “20mph  
limits as a norm”.**



## In summary

- 1. Form a local campaign**
- 2. Pass a PC motion asking for 20mph**
- 3. Ask ECC for a 20mph default speed limit**
- 4. Purchase resources to support your campaign**
- 5. Come to the conference**

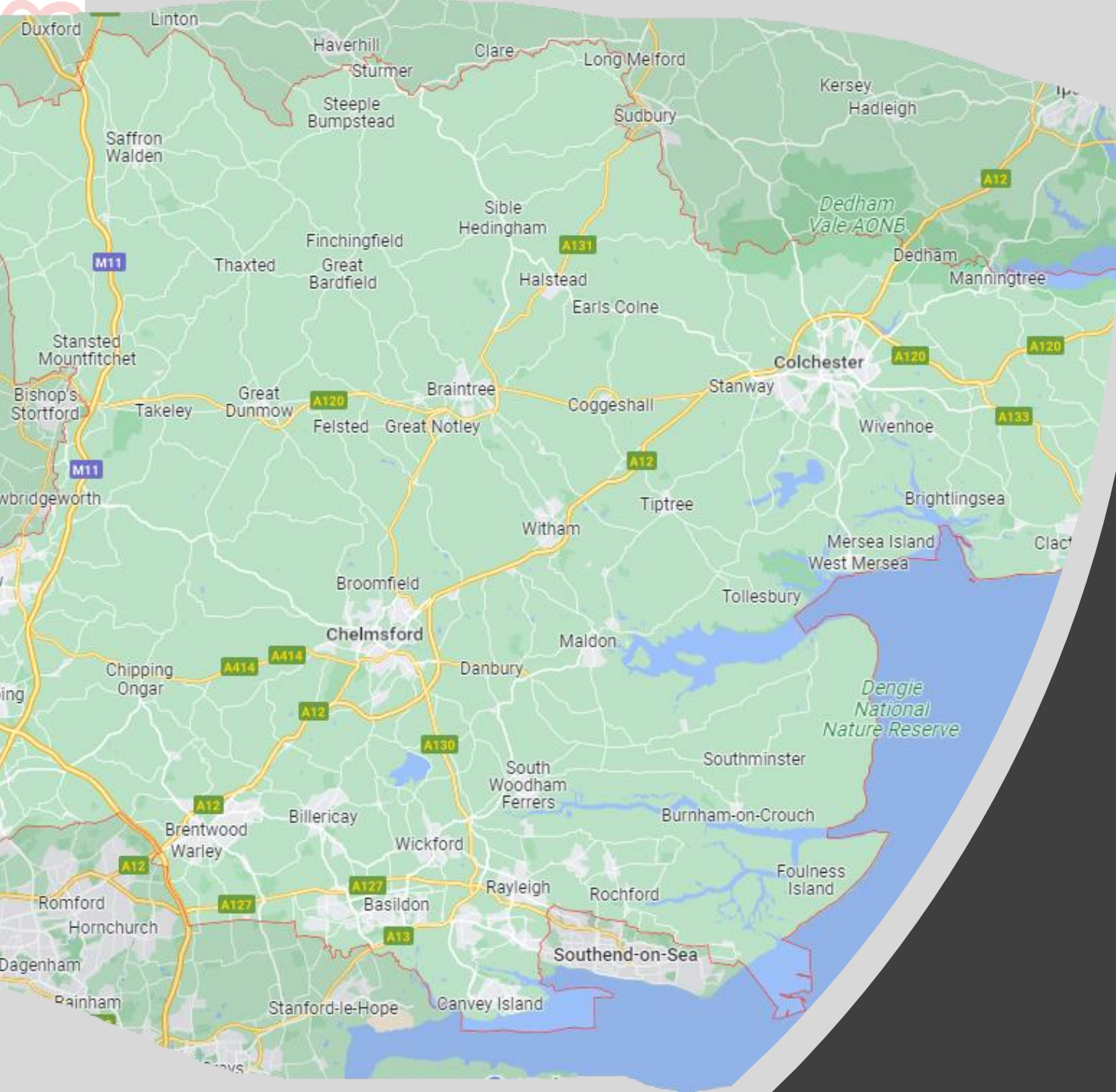


Next Steps – Your views welcome



**A LITTLE BIT SLOW  
A WHOLE LOT BET**

**20's Plenty**  
for Essex  
...making our county a better place to be



# Thank you!

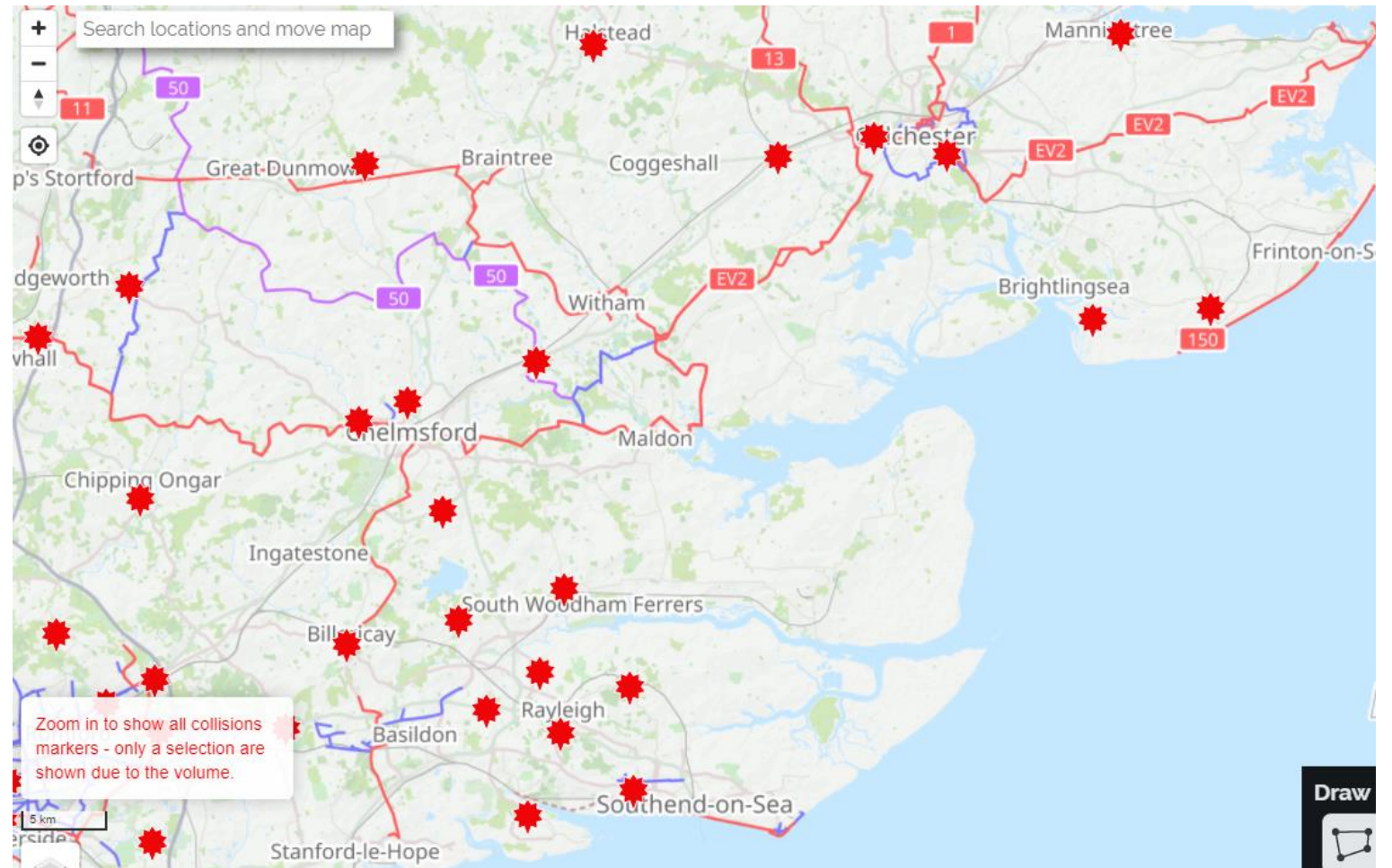
Adrian Berendt



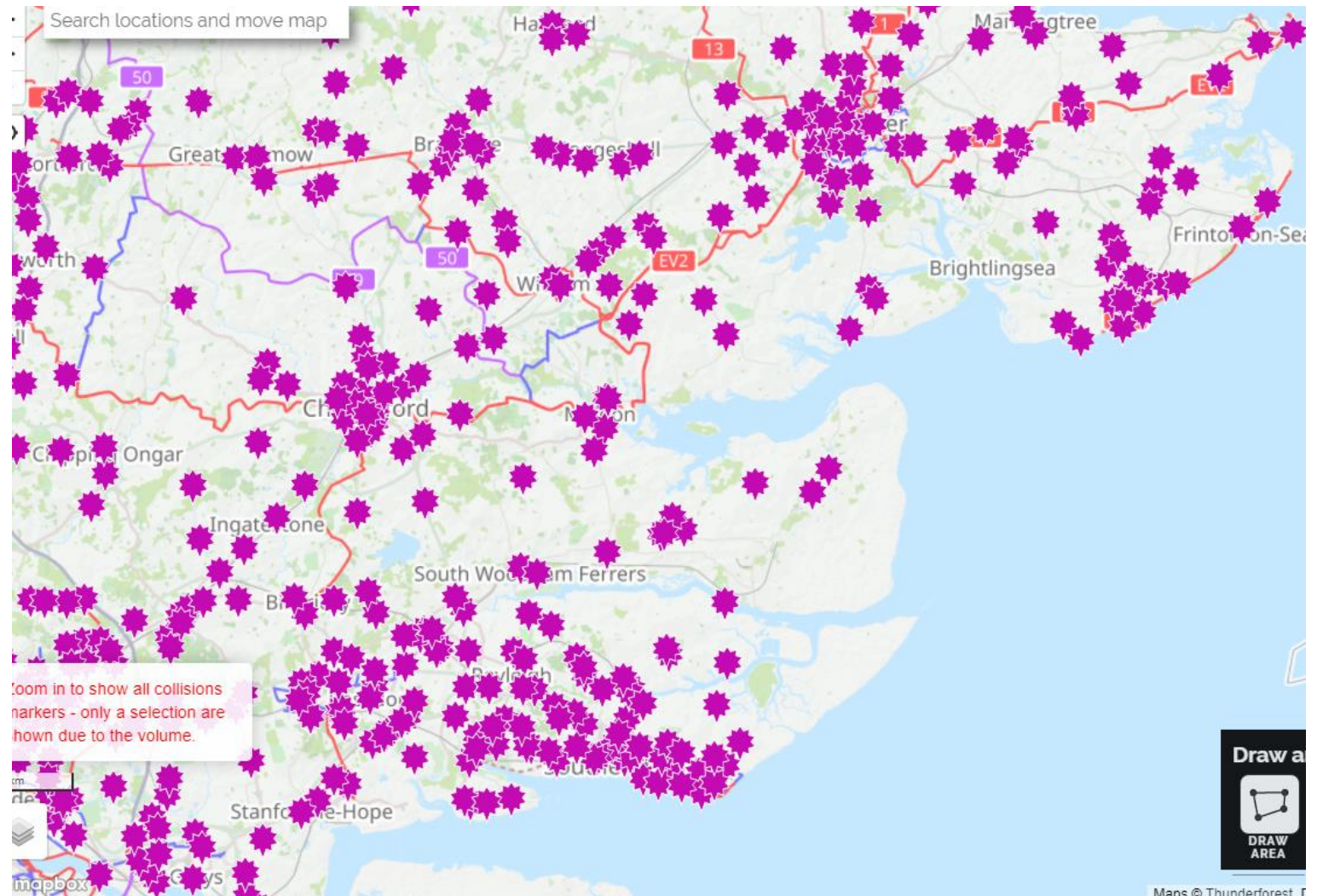
# Enforcement

- 20mph limits are enforceable
- Some police forces actively enforce
- Significant benefits even with limited enforcement
- Community initiatives play a part
- New in car limiters will enforce soon

Essex killed:  
dispersed,  
mostly faster  
roads



# Serious Injuries: more in urban areas



Pedestrian & cyclist KSIs mostly urban centres

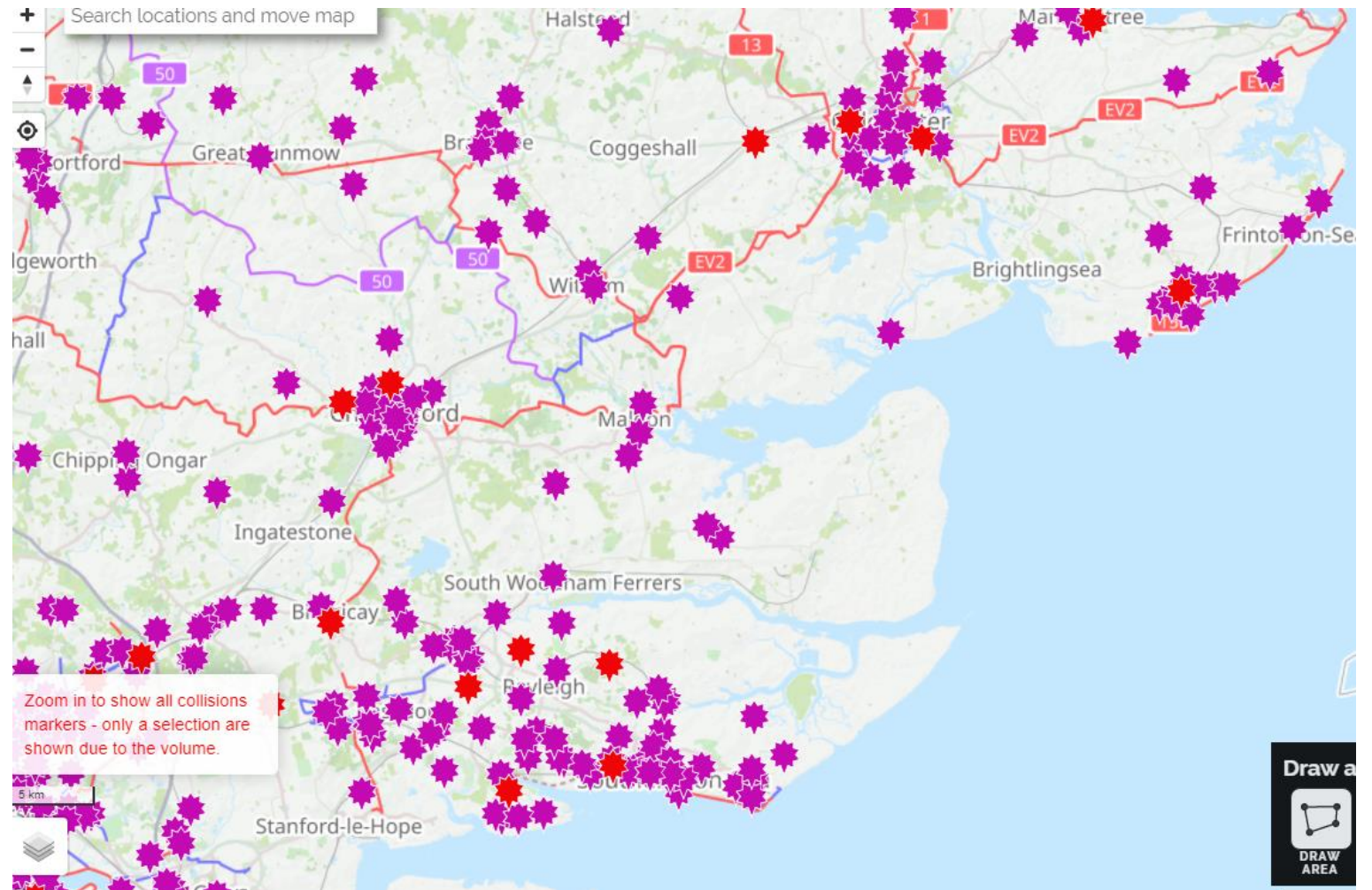
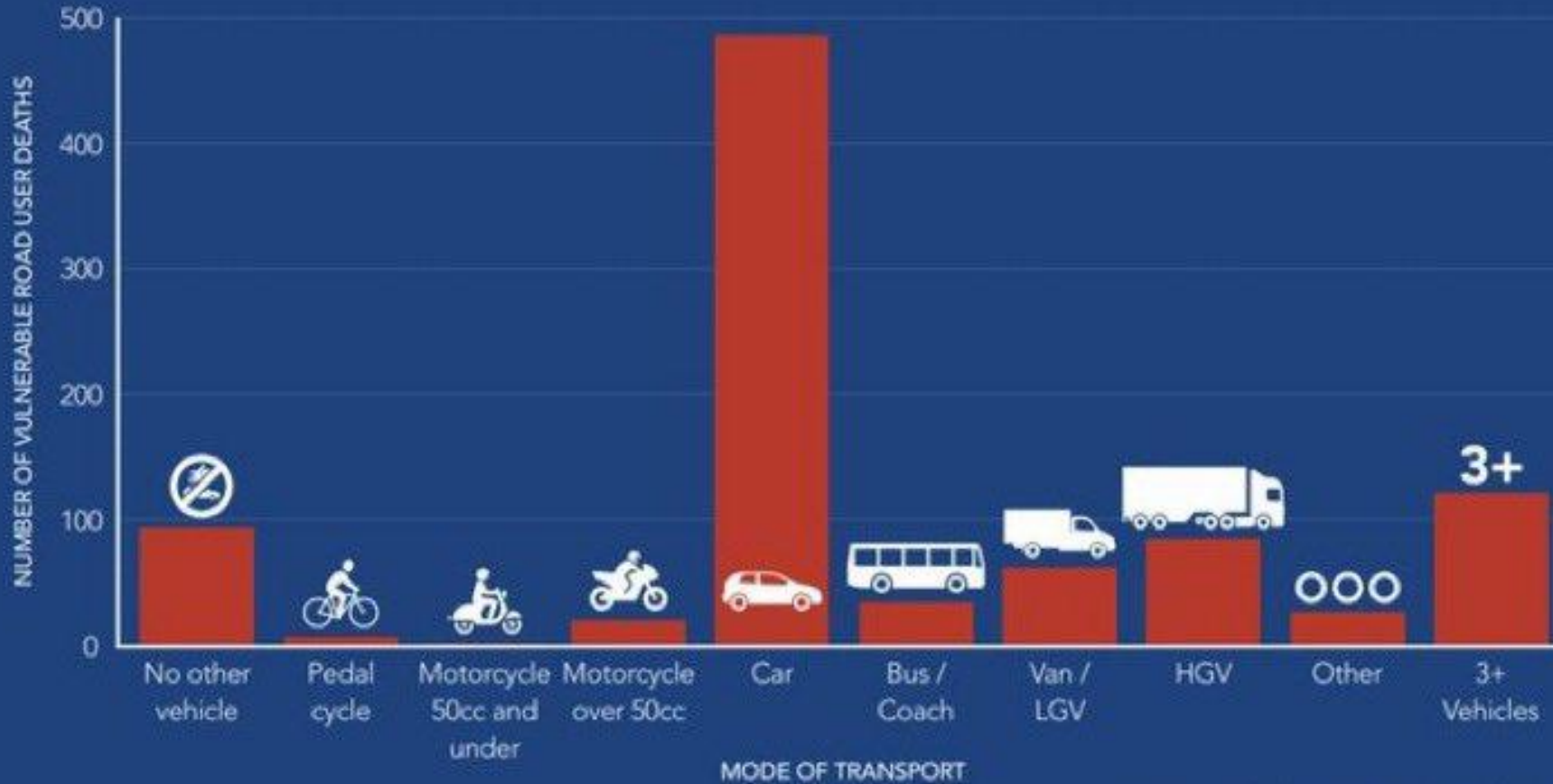


FIGURE 5

# What kills vulnerable road users

Number of **pedestrians, cyclists** and **motorcyclists** killed, by other vehicle involved

- Cars are involved in the majority of vulnerable road user deaths
- 3+ vehicle collisions, single vehicle collisions and collisions with HGVs are also involved in a large number of vulnerable road user deaths
- There are very few vulnerable road user deaths which resulted from collisions with pedal cycles or motorcycles 50cc and under



Source: Road deaths in Great Britain in 2019 (DfT, 2020)

Who kills whom?