

Transport Consultants SDG Urge London-Wide 20mph

A 20's Plenty for Us Press Release Dec 2014 www.20splentyforus.org.uk/PReI/SDG_Advise_20mph.pdf

Highly respected Transport Consultancy Steer Davies Gleave (SDG) have recommended area-wide 20mph limits spread across London. SDG confirm that speed limit reductions give safety benefits and stress the need for a signs only approach complemented by driver engagement.

Steer Davies Gleave are a leading independent transport consultancy with an international reputation for excellence. Their "Research into the impacts of 20mph speed limits and zones" for London Borough of Merton on behalf of the London Environment Directors' Network (LEDNet) Report October 2014¹ is a 92 page document. It clearly endorses wide 20mph limits when it concludes that: -

- "The evidence is clear that **reducing vehicle speeds results in fewer and less severe collisions, particularly for vulnerable road users.**"
- Applying an area-wide approach has the benefit of providing greater consistency for drivers, improving awareness and supporting cultural change
- There is already a nucleus of existing 20mph boroughs in central London, and this could be used as a starting point for outwards expansion
- 20mph limits supported primarily by signage and roadmarkings are more cost effective; however, a budget should be retained to implement targeted measures where high vehicle speeds persist
- Whether borough main roads and TLRN roads are included in 20mph schemes should be decided based on the local context
- At least 10% of the implementation budget should be set aside for a package of complementary 'soft' measures to foster cultural change

The report says that "the challenge is to find ways to achieve reductions in vehicle speeds in signed-only 20mph limits, so that safety benefits are still achieved. Enforcement is only a partial solution, with **changed driver attitudes so that 20mph is seen as the appropriate speed in urban areas** being the key to achieving sustained reductions in vehicle speeds."

Rod King MBE, founder of 20's Plenty for Us said :-

"Transport consultants SDG are clearly in favour of adoption of wide area 20mph limits. We know that it's popular with residents too. Explaining the benefits to drivers is key to lasting cultural change where 20mph makes places better places to be. Local and national politicians can be confident that 20mph is a clear win-win for their residents, communities and the country. It's time for 20 to be the default limit for not only London but all our urban, village and community streets."

¹ <http://merton.moderngov.co.uk/documents/s5960/20%20Mph%20Zones%20and%20Road%20Safety%20Appendix%203.pdf> or http://www.20splentyforus.org.uk/UsefulReports/20mph_Steer_Davies_Gleave.pdf

20's Plenty For Us campaigns for a 20mph default speed limit in residential streets without physical calming.

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20's Plenty for Us ...making your place a better place to be

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