

Presenting the 20 mph Limits Case to Different Professionals

A 20's Plenty for Us Factsheet – Published October 2010

20's Plenty



Where People Live

Your objective is to understand their concerns and meet them with a 'Total 20' solution. Perhaps start by asking them to watch the 4 min 20's Plenty for Us video clip at www.20splentyforus.org.uk

Executive Member for Transport & Committee Members: Influential Councillors as they control local transport decisions and spending. Find out who via (replaceyourtownorcity'sname).gov.uk site under democracy / council committees pages or ring the switchboard. Perhaps use our template letter to councillors at <http://tinyurl.com/20spPosters> to say why 20 mph is important. If email isn't available or answered, then ring and ask for a postal address.

DfT Guidelines (1/06) relaxed the requirements for 20 mph limits in residential areas. It is no longer mandatory to impose physical measures such as bumps. Limits are cheap to implement and cost just £333 per street in Portsmouth (the total cost of an authority with 187,000 residents to implement 20 mph limits was £475,000). This is equivalent to 2 junctions with traffic lights.

20 mph limits are popular - 80% of the public and 75% of drivers support 20 mph as a speed limit on residential streets (PACTS). They encourage community wide debate when put in across an authority which increases conformity. There are Pollution, Climate Change and Air Quality benefits. When 30km/h (18.5mph) zones were introduced in Germany, car drivers on average changed gear 12% less often, braked 14% less often and used 12% less fuel.

An 8 side leaflet briefing Local Authorities is downloadable from page one of www.20splentyforus.org.uk

A petition is often good to attract attention and will get on the radar of democratic services in more formal way than a letter, email or phone call. Collect sufficient signatures and petitions can trigger a full council debate. Template petitions are on our website at <http://tinyurl.com/20spPosters>

Transport Scrutiny Committee Members: these are also influential Councillors as they can vote on whether the Transport Committee was correct in its decisions. As above, find out who these people are.

Other Councillors: Find your Councillor's names by searching your council's website. As above, perhaps use our template letter at <http://tinyurl.com/20spPosters> to say why 20 mph is important. If email isn't available or answered, then give them a ring and ask for their postal address.

Local Political Parties: Getting 20 mph into election manifestos is a great strategy. Are any Councillors up for re-election? For May, then the previous June – August is when local parties discuss manifestos. Write to the parties via their local websites (search on Party and your locality). Ask what their position on 20 mph residential limits is and if they would put them in the manifesto. Ask to be on the agenda to give a presentation at their meeting. This doesn't have to involve Power Point or graphs, though some campaigns have. A Power Point presentation can be found at <http://tinyurl.com/20spPosters>. 20s Plenty for Us can support with posters (also downloadable from our site) and with leaflets which can be made local to help with giving a short talk and answering questions. Ask anna.s@20splentyforus.org.uk

20's plenty for Us campaigns for 20 mph speed limits without physical calming as the default in towns and residential areas

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Transport Officers: Public employees do what the ruling party in their local council request. Whatever their personal opinion, they follow the expressed commands of elected members (Councillors), in particular, the Executive Member for Transport's agenda. So it may be hard to influence them on policy. The best approach is to provide supporting facts to the 20 mph limit debate.

If they argue that limits cannot be put in without bumps then they have not read the latest Department for Transport Guidance. See <http://tinyurl.com/20spBumps>

Offer them our 8 page information for local authorities and/or one page briefing sheet for Transport Professionals (downloadable from the front page of www.20splentyforum.org.uk)

Member of Parliament: Your local MP's name and contact details can be found at www.writetothem.com. They hold constituent surgeries locally or write to your MP to write to the Department of Transport and Central government asking for 20 mph limits. However, setting speeds has been devolved to local authorities and MPs have limited influence locally since they are not on The Council Transport Committee. But still they can be asked to speak up for it in terms of a local party manifesto and can add newsworthiness to your local 20s Plenty campaign events that they attend.

Bus Companies: 20 mph limits are without speed humps and so cannot damage buses. Bus journey times on arterial roads are unaffected by the change of residential road speed limit where arterial roads are exempt. There will only be small differences to average journey times on residential roads. On a 15 minute car journey the maximum difference is 40 seconds and less for buses who necessarily have more stop/go patterns of driving.

Bus users are also pedestrians and benefit from their walk to and from the bus stop being made safer and more enjoyable. Lower speed limits are an opportunity for bus companies, not a threat.

Police: Without physical calming, nothing prevents drivers exceeding 20 mph limits other than responsibility, other limit-conforming drivers and enforcement. 20 mph limits are community led and establishment endorsed. Strong community support and focus on community policing supports 20 mph which can be enforced with a "light touch".

Many police authorities are taking action against people speeding in 20 mph limits. See <http://tinyurl.com/20spPolice> For assistance with any claims by police that 20 mph limits are not enforceable, contact Rod at rod.k@20splentyforum.org.uk

Transport Consultants: see our Transport professionals briefing (downloadable from the front page of www.20splentyforum.org.uk).

Schools: If a school 20mph safety zone doesn't yet exist, contact the Head to explain the benefits. Focus on reductions in child injury and the potential to increase walking and cycling. Statistically more child casualties occur nearer home than school, so a 20mph limit all the way home makes sense.

Other Organisations: Eg cycle group, Transition Town, WI, church etc. Ask to be on the agenda for a presentation at their meeting. Contact anna.s@20splentyforum.org.uk if you want help. Consider the facts important to them relating to 20 mph and cover them first – eg casualty figures for pensioners and pedestrians are relevant when talking to an older person's forum.

20's Plenty for Us welcomes comment and feedback, so please contact us if you have or need any further information

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