

# 20mph: Think BIG for BIG Results & Culture Change

A 20's Plenty for Us Briefing April 2015

[www.20splentyforus.org.uk/Briefings/Think-Big.pdf](http://www.20splentyforus.org.uk/Briefings/Think-Big.pdf)

Many communities want a culture change in how public spaces are shared. It takes a shift in thinking for BIG results - away from car dominance towards streets for people. Wide area 20mph limits are essential to move us in the right direction in our travel and exercise habits. Public Health and many other things improve at 20mph.

## 20's Plenty for Us

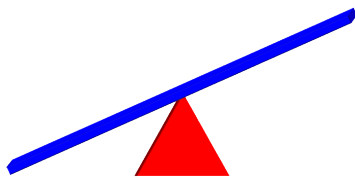
...making your place a better place to be

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|---|---|---|--|--|
| <input checked="" type="checkbox"/> Safety          | <input checked="" type="checkbox"/> Exercise      | <input checked="" type="checkbox"/> Public Transport  | <input checked="" type="checkbox"/> Walking  | <input checked="" type="checkbox"/> Obesity reduction    |
| <input checked="" type="checkbox"/> Shops & profits | <input checked="" type="checkbox"/> Tourism       | <input checked="" type="checkbox"/> Modal shift       | <input checked="" type="checkbox"/> Cycling  | <input checked="" type="checkbox"/> Family/Play Friendly |
| <input checked="" type="checkbox"/> Less Traffic    | <input checked="" type="checkbox"/> Air Quality   | <input checked="" type="checkbox"/> Independence      | <input checked="" type="checkbox"/> Sociable | <input checked="" type="checkbox"/> Dementia Friendly    |
| <input checked="" type="checkbox"/> Human Rights    | <input checked="" type="checkbox"/> Quieter       | <input checked="" type="checkbox"/> Accessibility     | <input checked="" type="checkbox"/> Equality | <input checked="" type="checkbox"/> Health improvement   |
| <input checked="" type="checkbox"/> Mental Health   | <input checked="" type="checkbox"/> Heart healthy | <input checked="" type="checkbox"/> Social care costs | <input checked="" type="checkbox"/> Popular  | <input checked="" type="checkbox"/> Desirable Property   |

**Vote for 20mph limits as no other public policy ticks so many boxes!** Thinking BIG gets BIG results.

Community streets that endorse 30mph speeds prioritise benefits to sedentary vehicle users. At lower speeds, streets transform into places where more healthy activities can happen as people feel safer outside. For about £3 per head there are BIG, long lasting economic, social and sustainability pay offs from wide-area 20mph limits.

**Sedentary lifestyles pose serious public health dangers.** People are more active outdoors. 'Soft measures' for smarter travel promotion include personalised travel planning, walk to school/work events, cycle schemes, public transport incentives, car free days, etc. These can only give incremental changes unless the fundamental balance of power on streets shifts permanently. Wide area default 20mph speed limits are the foundation for so many other desirable outcomes. 20mph nudges people towards lasting behaviour changes.



### Who's got the power?

At 30mph it's cars, at 20mph it's everyone

20mph vs 30mph obesity

	Business as usual. Power firmly with motors. Increasing danger, fewer vulnerable road users, high casualties, jams, pollution, inactivity, obesity, heart disease, noise, loneliness, inaccessibility, local shop closures, long term care costs, etc. = a ↓ spiral
	Power shifts from cars towards people = safer, more freedom to walk, cycle, for children, parents, disabilities, less congestion, cleaner ↑ life quality = a better future for all including drivers. Public health professionals say 20mph is key to active travel and tackling obesity.

**Which future do you want? 20mph moves us in the right direction.** Councillors in more than half of the UK's largest urban authorities have already chosen a 20mph future. Demand 20mph limits where you live and a national default urban 20mph limit by 2020 <http://www.20splentyforus.org.uk/PRel/Total20by2020.pdf>

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

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