

20mph: LGiU briefing says area wide 20mph limits are a win, win, win for Local Authorities

A 20's Plenty for Us Press Release Dec 2013

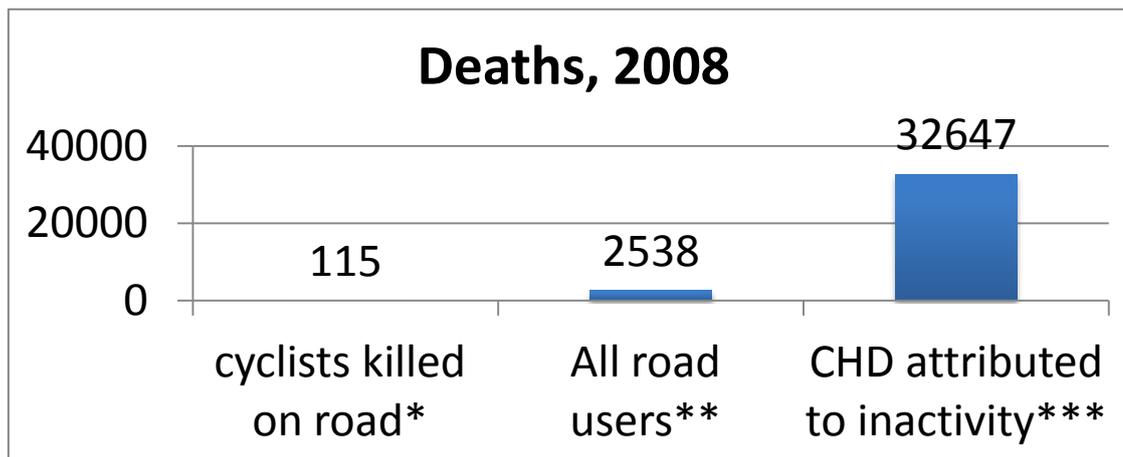
The Local Government Information Unit (LGiU) commissioned and researched an independent policy briefing recommending that Local Authorities implement wide area 20mph limits.

Released on 10 December 2013, the 7 page LGiU paper entitled "[Area-wide 20mph neighbourhoods: a win, win, win for local authorities](http://www.lgiu.org.uk/briefings/)" is on the LGiU briefings site <http://www.lgiu.org.uk/briefings/> and has been emailed widely to Councillors and key Council officers.



LGiU is the local democracy think tank keeping Local Authorities updated with policy developments. Andrew Ross of Final Draft Consultancy (www.fdconsult.co.uk), a LGiU briefing associate and researcher specialising on the interface between planning, public health, sustainability and community involvement is the author.

This crucial briefing advice from a respected Local Government best practice organisation has public health exercise benefits as its focal argument. Avoidable deaths from inactivity hugely outnumber road casualties by a factor of 12. Local Councils must somehow get people to move and become fitter. Reducing road danger through slower speeds is key to promoting active travel. The public realm is comprised overwhelmingly of roads and pavements. There was over 20% more walking and cycling in 20mph limit areas in Bristol, making 20mph limits the single most effective and cost effective measure to raise exercise levels and defuse the negative impacts of the UK's 'inactivity time bomb'



CHD: Coronary Heart Disease Source: * **DfT Road Traffic Casualties 2009 *** BHF statistics 2010 edition. Graphic: Paul Butcher, Dir of Public Health, Calderdale

LGiU cites the ['Time for 20'](#) conference on 18th February in Camden and how the UK is effectively in transition to a national limit of 20mph for restricted and lit roads - The Time for 20 Campaign by 20's Plenty for Us calls on the DfT to manage that transition by allowing signing exceptions to 20mph. Where 20mph will cover over 90% of roads in places like York and Birmingham updating signage rules would halve implementation costs from approximately £3 per head to £1.50, saving Birmingham £3.5m.

Rod King MBE, Founder of 20's Plenty for Us said *"This LGiU briefing saying area wide 20mph limits are a win is excellent. 20's Plenty for public health especially because of the 'inactivity time bomb'. Taking action on active travel is the responsible way to reduce the huge community costs of lower fitness and increased obesity. Progressive and responsible authorities see lower urban speeds as key to making their public spaces attractive for walking and cycling."*

LA representatives, Public Health, Police and others can book into Time for 20 via <http://tinyurl.com/BookTime420>

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

Web www.20splentyforus.org.uk Twitter @20splentyforus

Rod King
Founder & Campaign Director
rod.k@20splentyforus.org.uk
07973 639781

Anna Semlyen
Campaign Manager
anna.s@20splentyforus.org.uk
07572 120439

Jeremy Leach
London Campaign Co-ordinator
jeremy.l@20splentyforus.org.uk
07415 243015