



Are 20mph Limits A Game Changer For Walking?

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Introduction

1. About Living Streets
2. The 20mph opportunity
3. The 20mph challenge
4. Edinburgh lessons and observations
5. Final thoughts



Vision

A walking nation where all generations have streets that are fit for walking by:

- Tackling the decline in walking
- Making walking the natural choice
- Helping people enjoy, and benefit from, the simple act of walking
- Creating changes, big and small, to make streets fit for walking



Living Streets Scotland

Our work and projects

- Our Walk to School project instills good habits that can last a lifetime
- Our community street audits identify changes that are often easy to put right and will get people walking
- Our expertise helps put walking at the heart of public policy from a national to a local level



Campaigning origins

Viscount Cecil brands the Road Traffic Act 1930 "a failure," saying that the increase in the number of road deaths since its inception proves that abolishing speed limits was a mistake.

1933

1934

The Pedestrians' Association consults on the development of the new Highway Code.

The Road Traffic Act includes 30mph speed limit in built-up areas, a victory for the Pedestrians' Association.



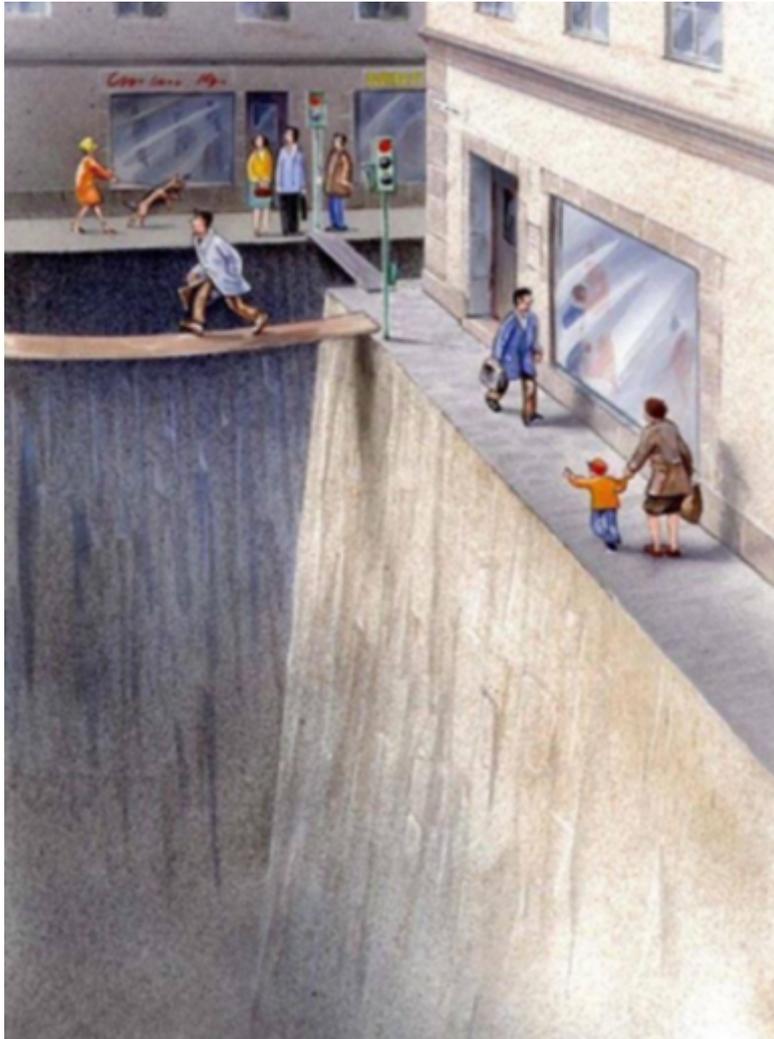
Within a year of his appointment as Minister for Transport, Leslie Hore-Belisha introduces the practice of marking crossing places with orange beacons

on top of black and white striped poles. The beacons become known as **Belisha beacons**.

1935



An on-going project (1929 – 2016 ...)

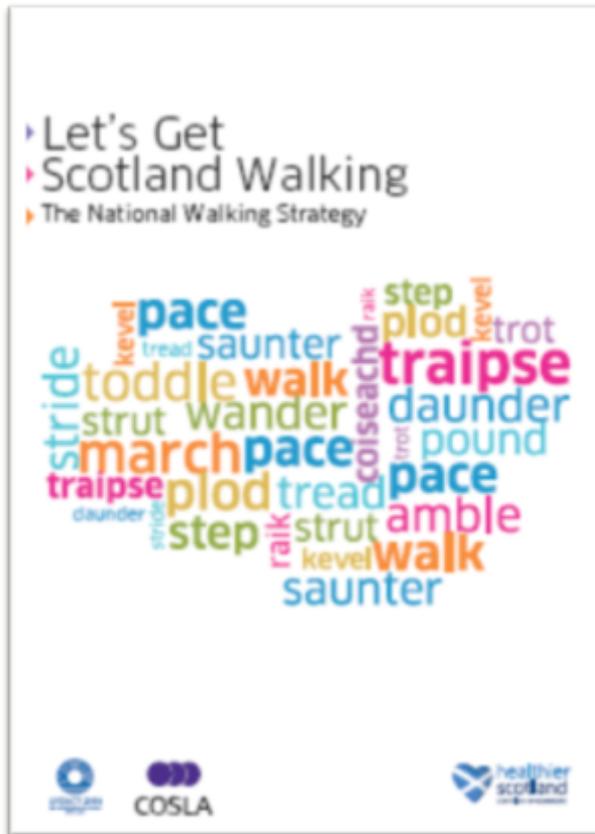




The 20mph opportunity

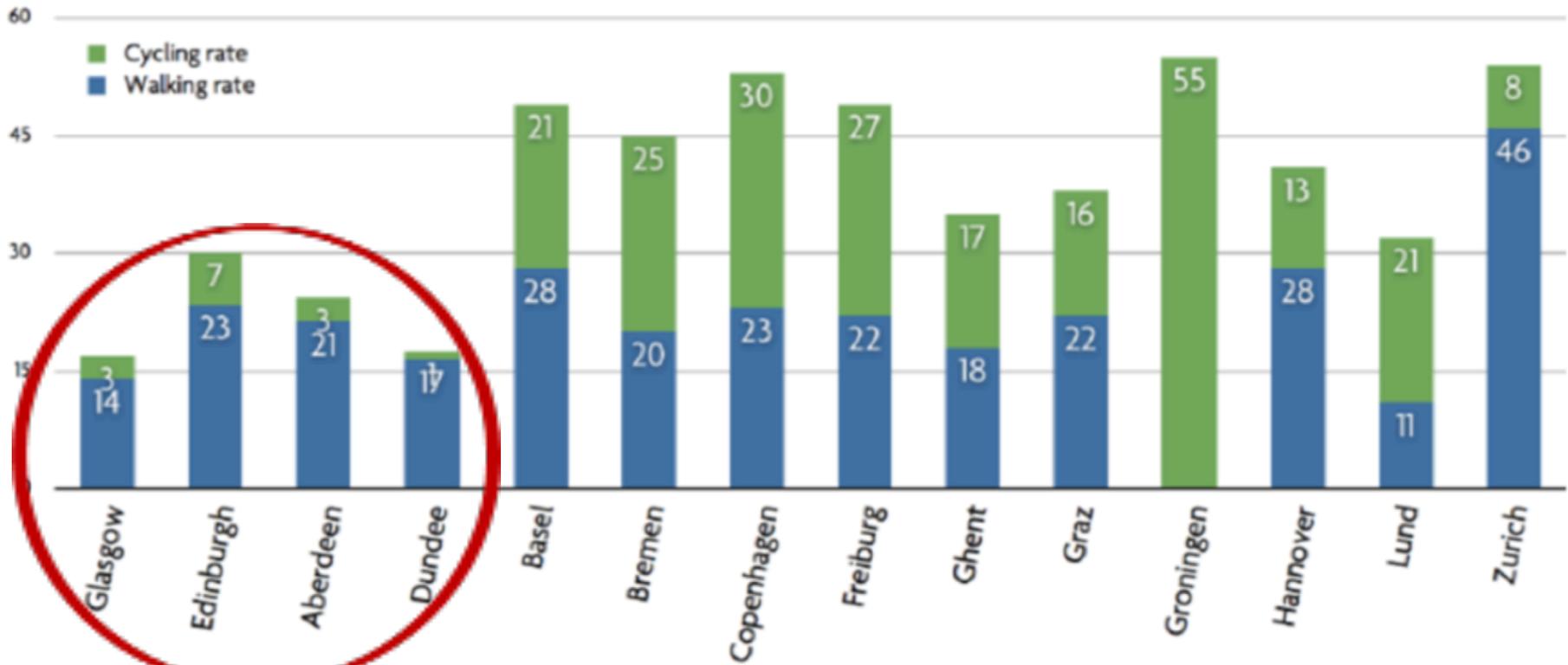


The Scottish government wants, and needs, everyone to walk more



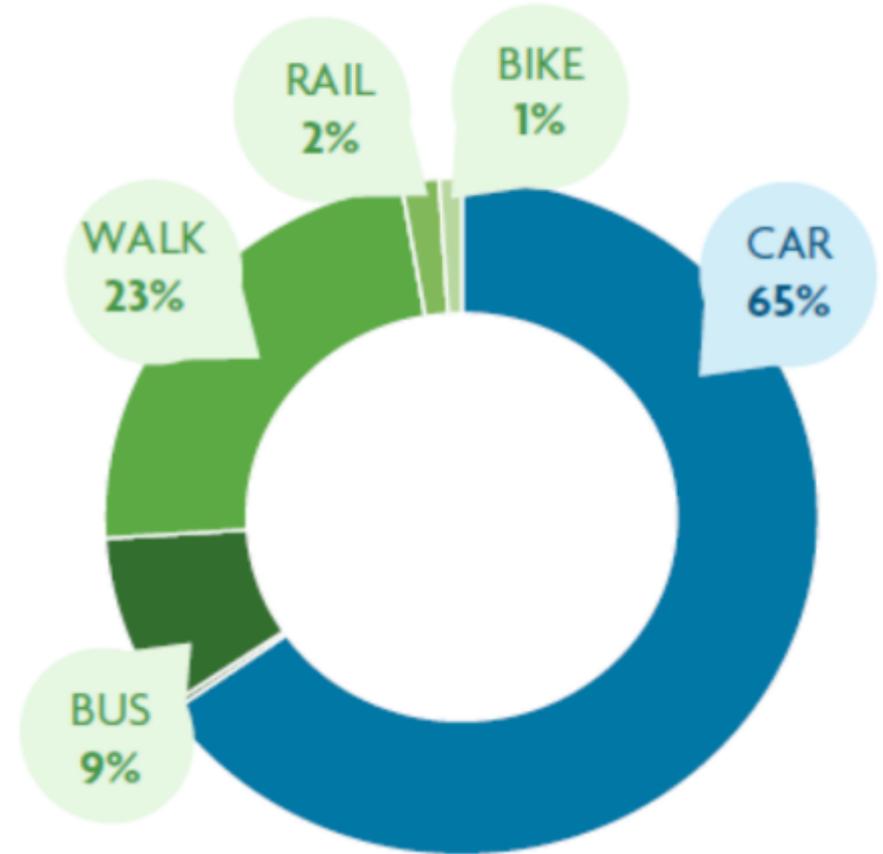
Scotland's cities aren't as active as others in Europe

Walking and cycling rates in Scotland & in selected cities across Europe



There is great potential for more walking journeys

1. In 2013, 23% of trips were made on foot
2. But 50% of all trips were less than a very walkable 3km



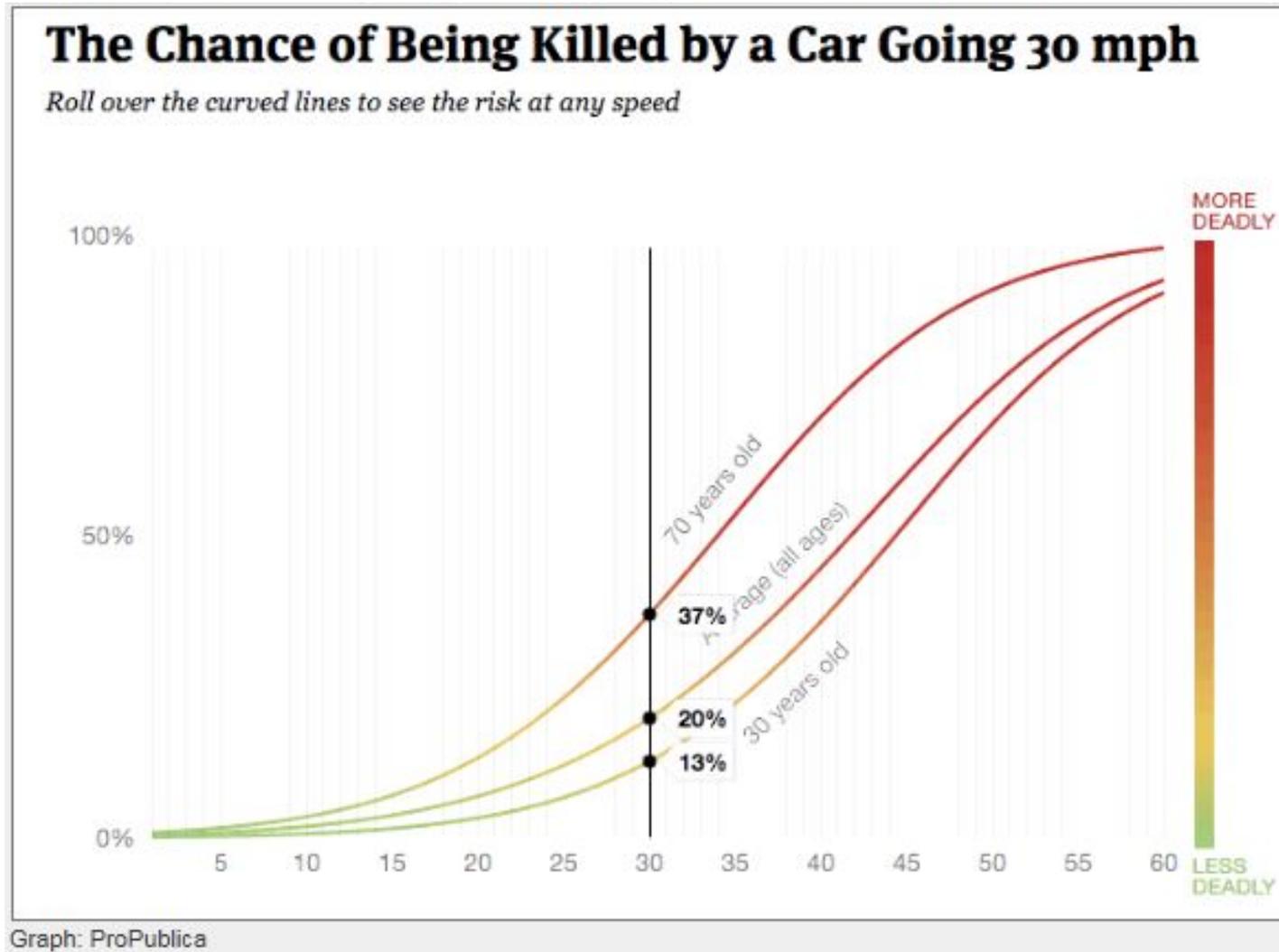
REFERENCE: TRANSPORT SCOTLAND,
AUGUST 2014

Speed is a major issue for kids and parents

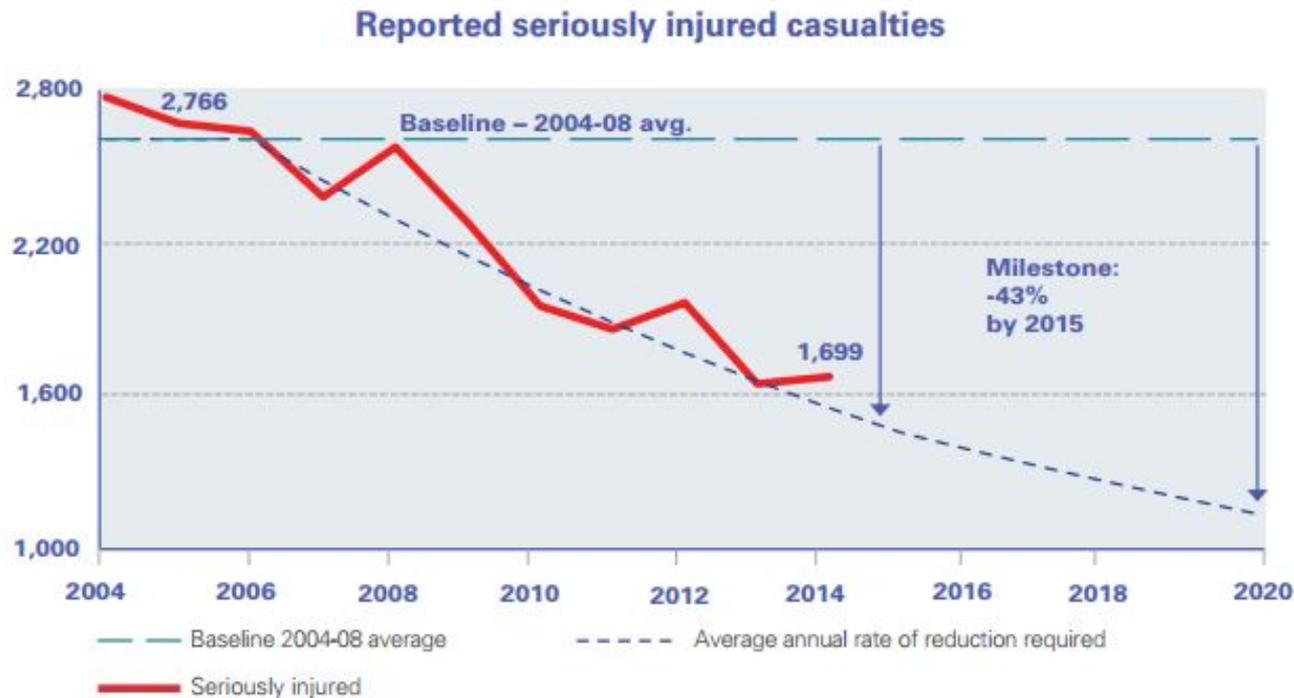
“**58%** of parents said vehicles driving too quickly outside the school gates is their greatest worry when it comes to the school run”



20mph is right for an ageing population



We need new and cost effective tools to maintain progress on road safety



Target: -55% by 2020

35% decrease in the number of people seriously injured since 2004-08; the 2014 level remains above the milestone but continues a general downward trend



Policies for place over movement are becoming more important

Place Standard Tool

A tool to assist communities and professionals to assess the quality of places

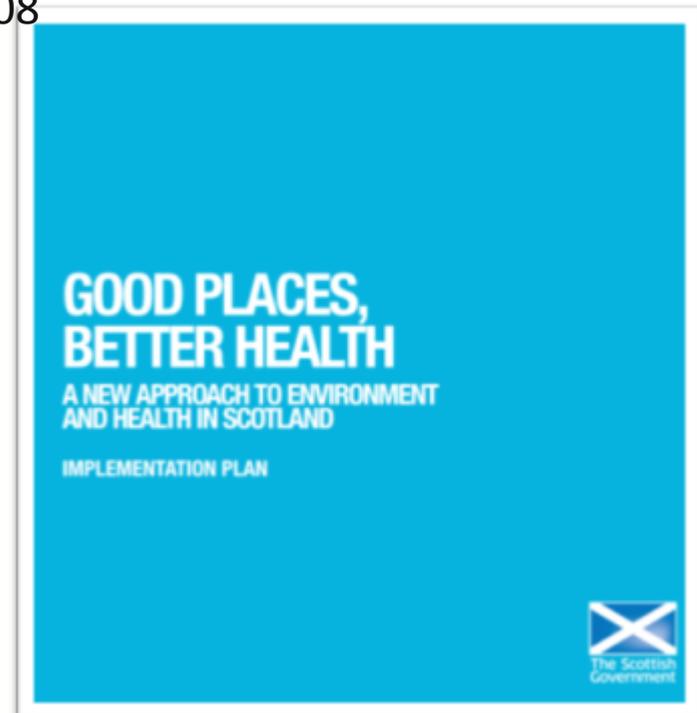


2016

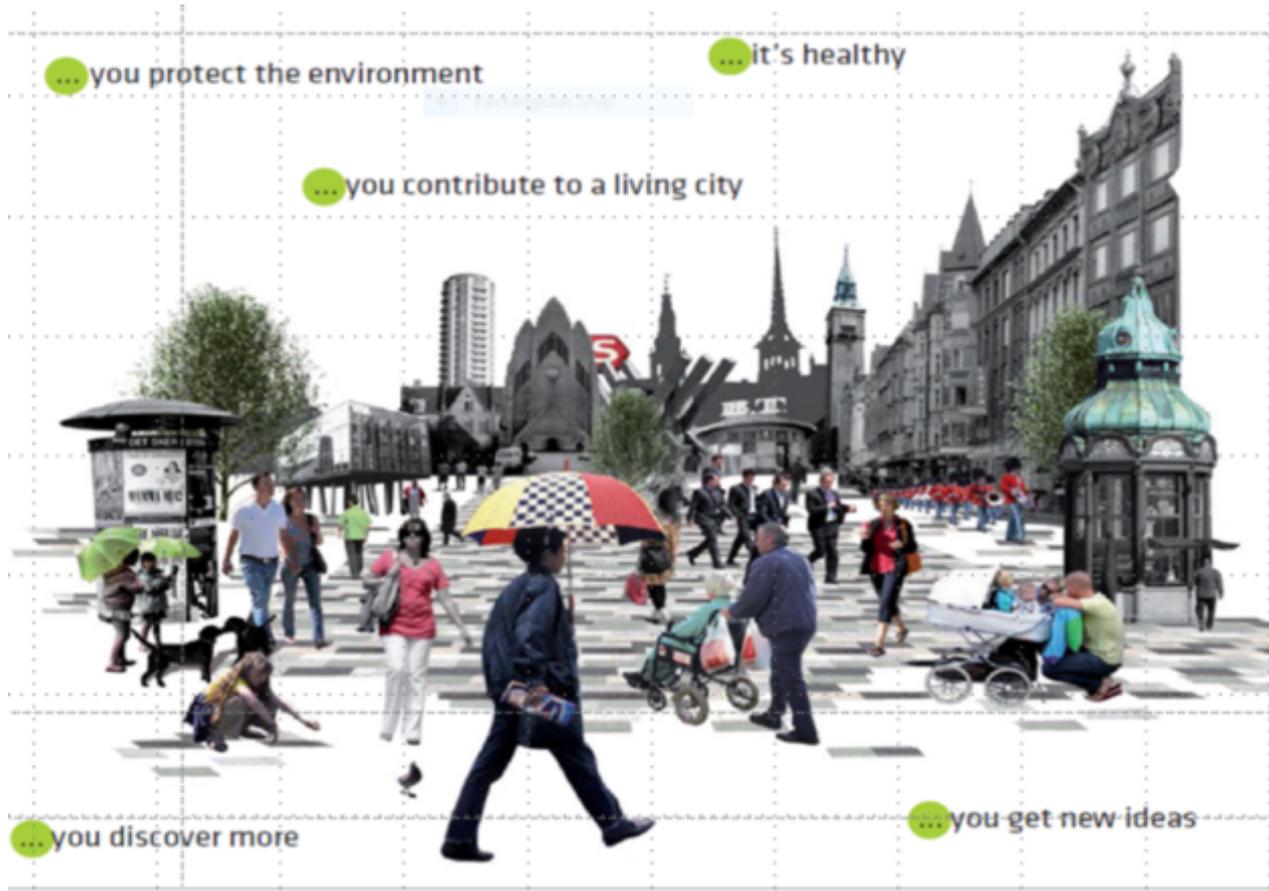
2011



2008



Putting walking at the heart of policy



Is 20mph a game changer for walking?





The 20mph Challenge



Most streets have been designed for speed of movement - not people or place

What could have been: Princes street at 40mph

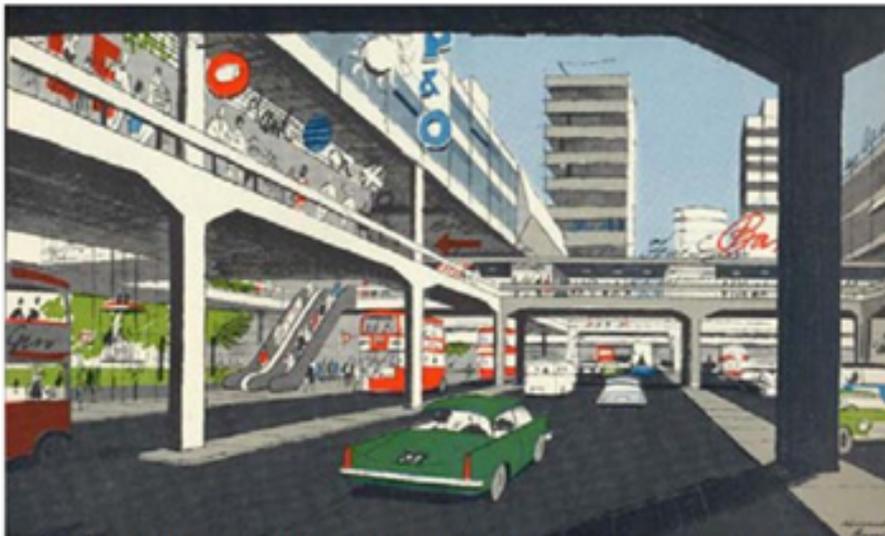
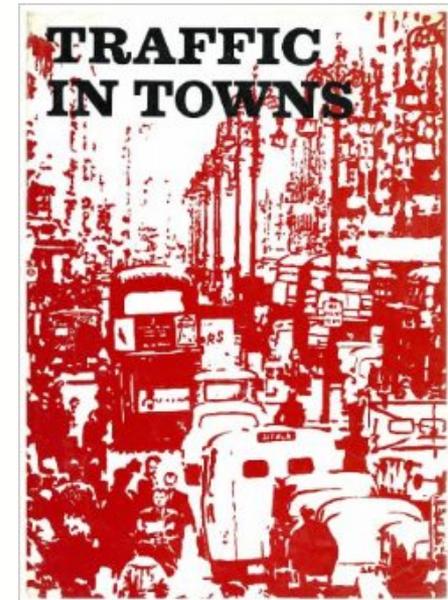


Figure 4: Vertical segregation. "It illustrates vividly ...the awkward truth that the motor vehicle is really demanding a radically new urban form." Traffic in Towns, para. 335



Focusing on traffic flow for 50 years

1963

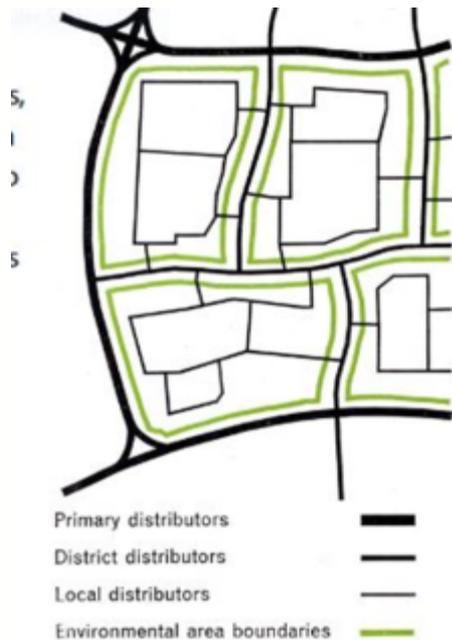
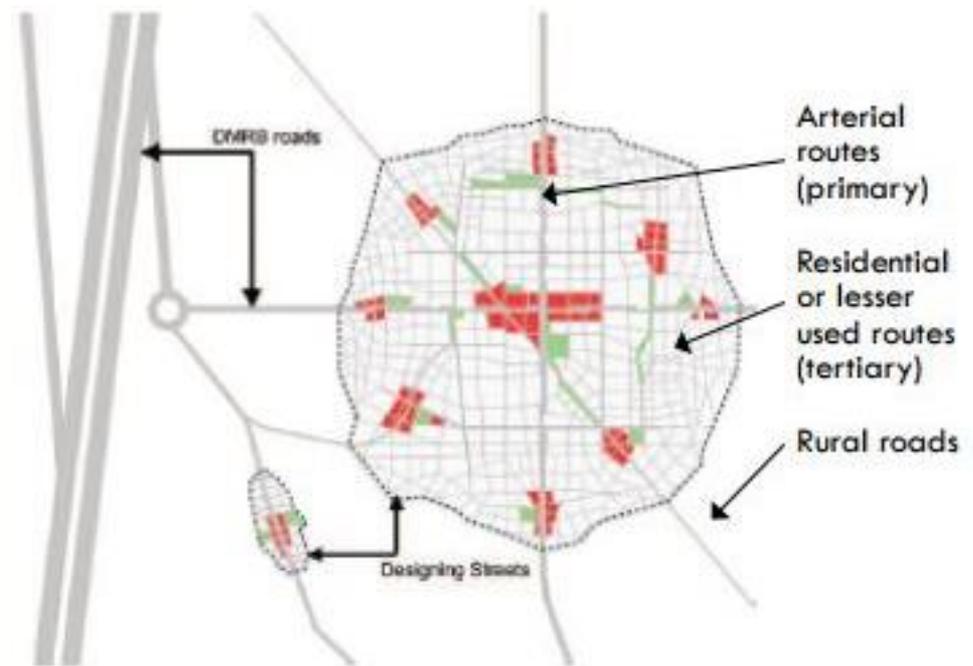


Figure 3: Buchanan's environmental areas. "There must be areas of good environment - urban rooms - and there must be a complementary network of roads - urban corridors - for effecting the primary distribution of traffic to the environmental areas". Traffic in Towns, para. 101

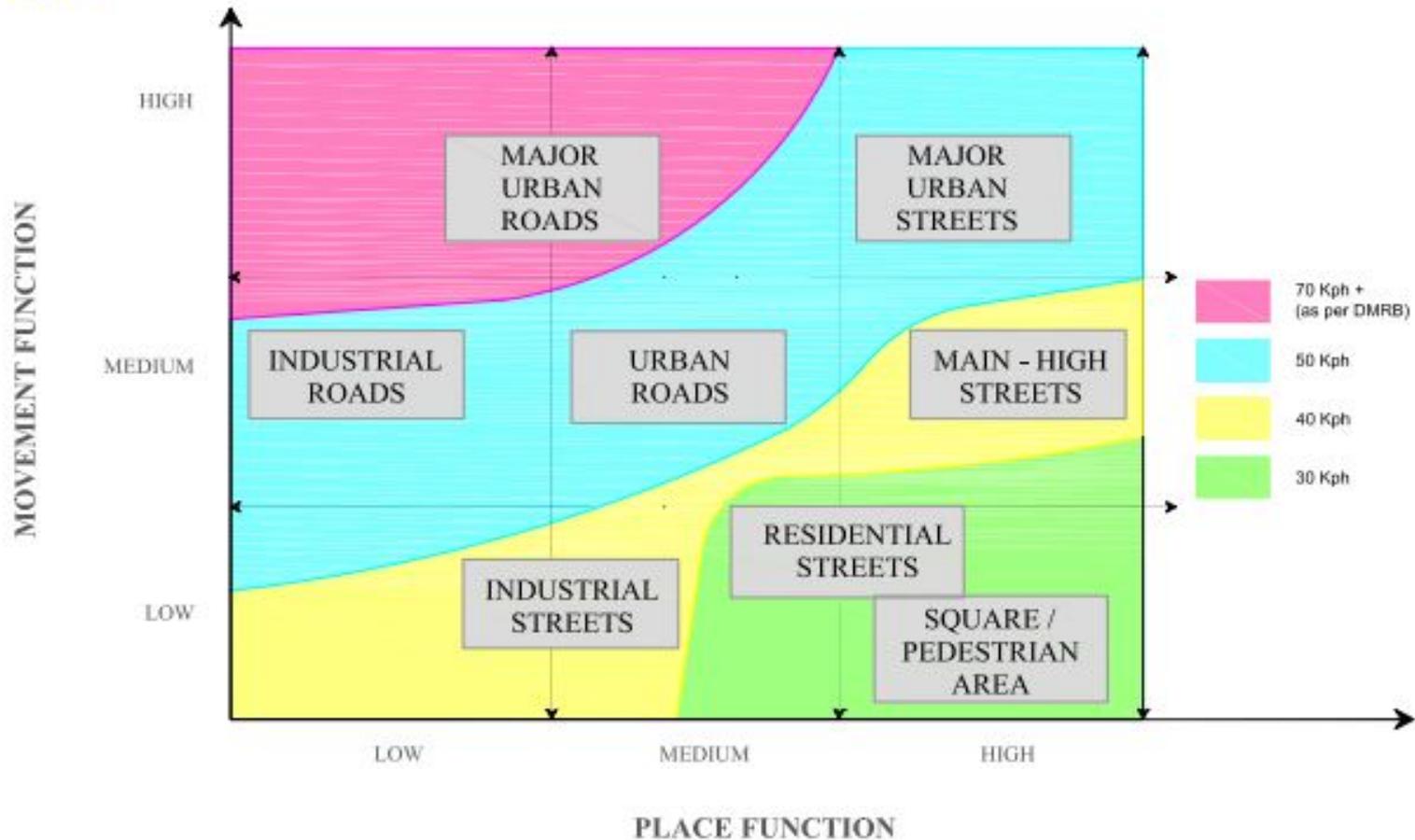
2014



Source: Society of Chief Transportation officials Scotland (SCOTS)

Policy inertia: 30mph shopping

Figure 3



Source: Society of Chief Transportation officials Scotland (SCOTS)

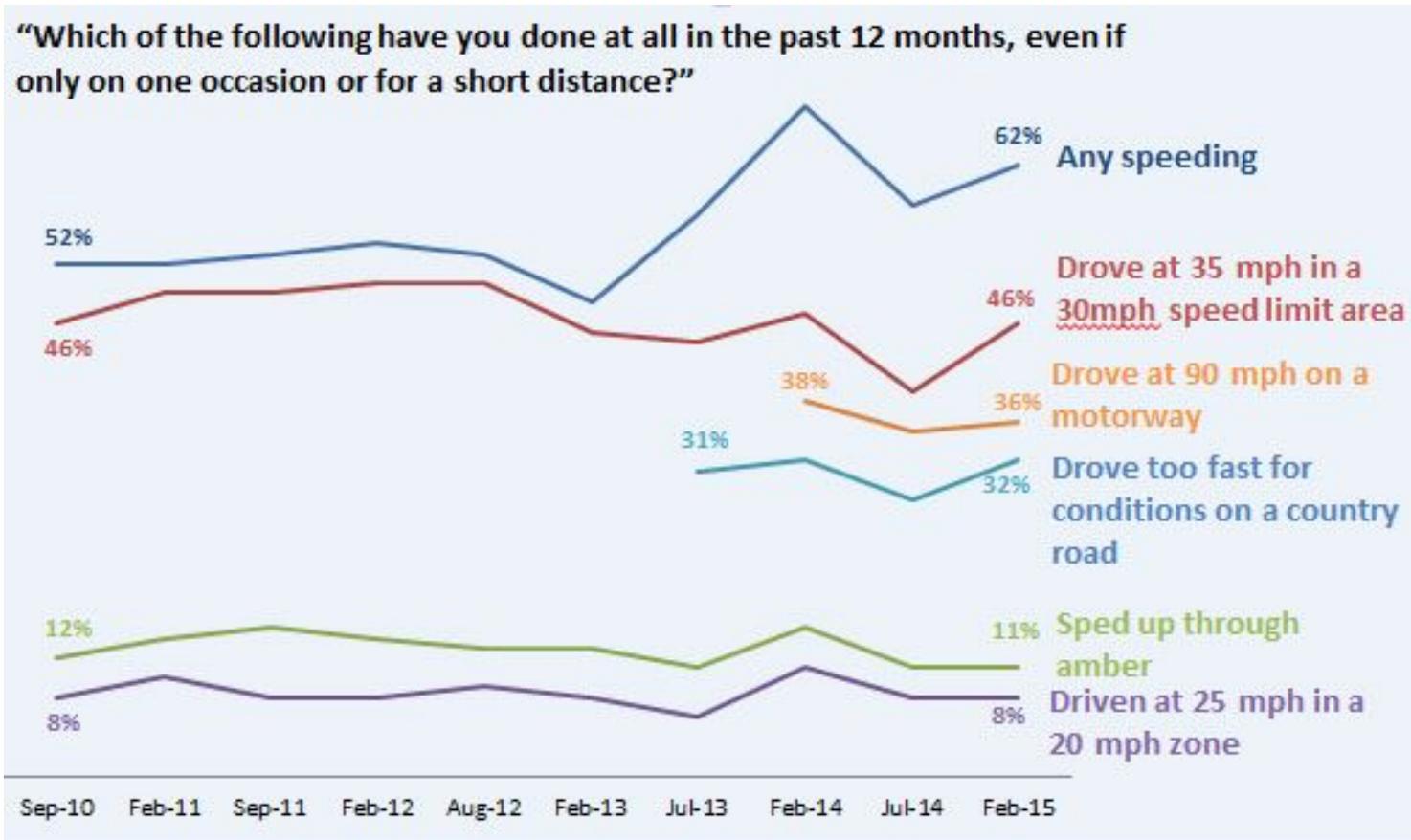
The danger of new signs but little change



Design failure: residential living in the fast lane



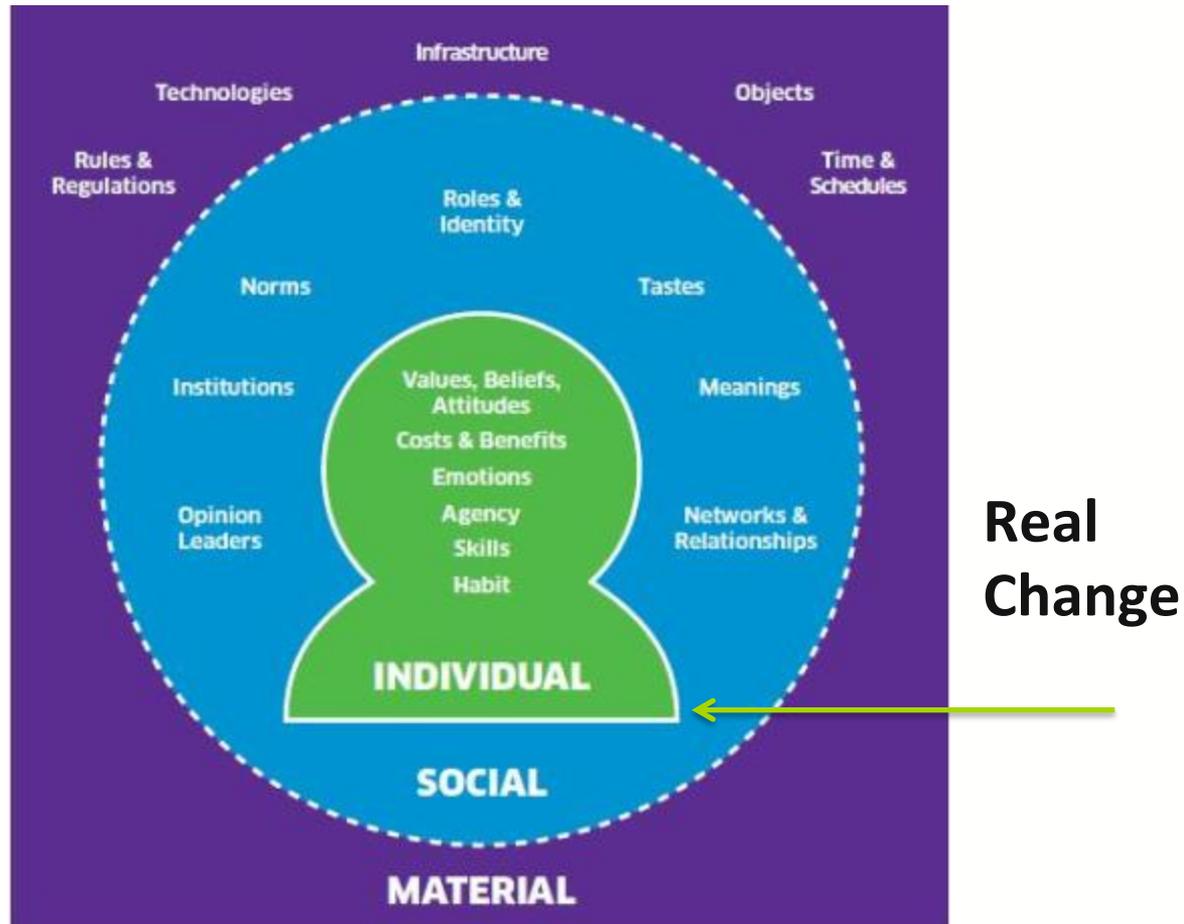
Individual and collective driver (bad) behaviours are well established

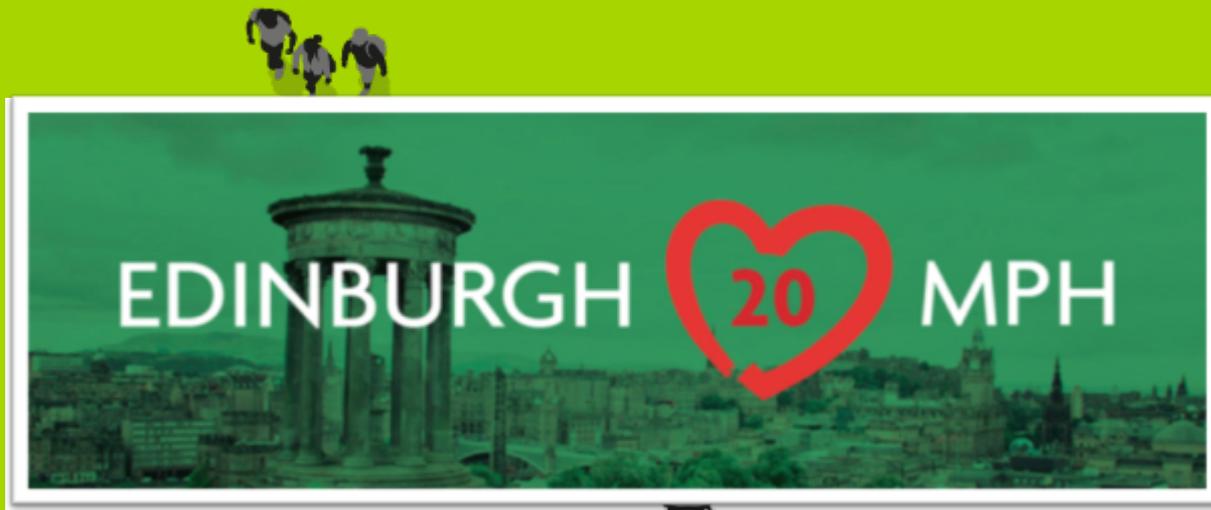


Source: Transport Scotland

Changing behaviour is critical for success

→
**20
MPH
limits**





Lessons and observations

First strategic use of national guidance to focus on behaviour not engineering solutions



“20 mph limits do not require any physical measures other than signage”

Provides clarity and consistency for almost the whole urban area (normalisation)



Strong rationale: high streets are for shopping, residential streets are for living



Opposition is ill-informed, vocal and exaggerated by local media - but is also short lived

“Upwards of 100 people were set to join the [No to 20mph] rally ... **But it is estimated only a few dozen people [circa. 40] and 11 taxis took part.**”

Source:

www.edinburghnews.scotsman.com/news/transport/20mph-plan-will-make-playmobile-joke-of-city-1-3698617#ixzz4APQhetmL, 21 Feb 2015

Politicians need a diverse range of vocal supporters to ride out the storm



Pedestrians hit by car at
30mph fatality rate **20%**



A white icon on a red background showing a car hitting a pedestrian who is standing next to a gravestone.

Pedestrians hit by car at
20mph fatality rate **3%**



A white icon on a green background showing a car hitting a pedestrian who is standing next to a gravestone. A small red heart with the number '20' is in the bottom right corner.



At its best 20mph is linked to street improvements and space reallocation



Large scale 20mph asks challenging questions about how to achieve mass behaviour change



Fostering individual, social and material change



Marketing campaigns will not be enough!

Reinforcing behaviour change

- A big walk to school programme across Edinburgh to take advantage of safer streets (**kids**)
- More frequent pedestrian phases, and longer crossing times at lights, everywhere (**older people**)
- Community speed enforcement, near schools, parks and facilities for older people (**local ownership**)
- Strategic street redesign and environmental enhancement





Are 20mph limits a game changer for walking?



LIVING



STREETS



SCOTLAND

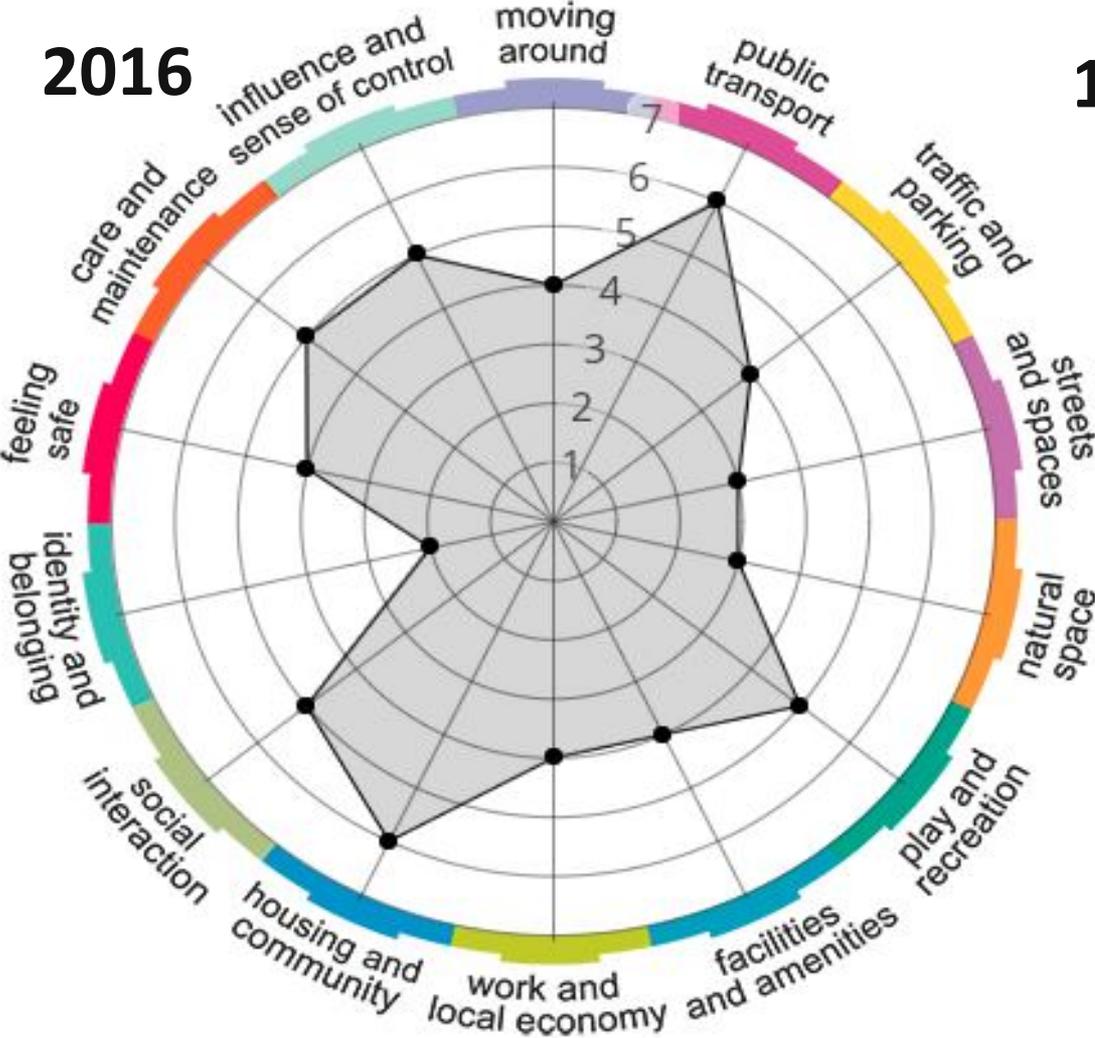
Some final thoughts ...



Conclusion: Is 20mph a game changer for walking?

- It's a high profile, simple and cheap way to begin emphasising place over movement to boost walking on residential and shopping streets
- Real success will need a deep and ongoing behaviour change strategy for drivers, pedestrians and engineers
- We won't deliver full benefits for walking without complimentary changes to the physical environment, changing engineers attitudes

20mph marks a significant shift from engineering for movement & cars



Towards designing for people, place and communities

After 20mph: signs of success

- Parents and kids feel safer and parents are confident about them walking to school
- Crossing the street is easier for older people
- Attitudes to speeding change
- Street Design Guidance is fully embraced
- High street vitality improves



More people walk, more often

City wide 20mph: A turning point for place and people, over movement?

“This is not the end, this is not even the beginning of the end, this is just perhaps the end of the beginning.”

Winston S. Churchill, 1943





Thank you for listening



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