



## Helping Parish and Town Councils Vote for 20mph

**20's Plenty for Us** is supporting local councils that want 20mph in their community where people live, work and play. As the Highway Authority, Suffolk County Council sets local speed limits and erects signs and road features, such as 20mph roundels. Demonstrating widespread local community support for 20mph helps to persuade Suffolk County Council to implement it more widely and cost-effectively. Counties in England such as Cornwall, Oxfordshire and Lancashire have agreed 20mph for every settlement, as have counties throughout Wales, with 20mph promised by the Scottish Government. In all of those places, 30mph is becoming the exception and will only be on roads that are demonstrably safe for all road users, particularly pedestrians, children and the elderly.

***28 million people already live where 20mph is, or soon will be, the norm.***

Adopting a motion in favour of 20mph will help to:

- 1) Achieve a 20mph speed limit on roads in your community where people and motor vehicles mix.
- 2) Demonstrate to your Highway Authority the desire for 20mph county-wide, making it both cheaper and easier to implement.

### Motion

**[Your Parish or Town council name]:**

**Supports the *20's Plenty for Suffolk* campaign;**

**Calls on Suffolk County Council to implement 20mph in [your place];  
and**

**Will write to Suffolk County Council to request 20mph speed limits on streets throughout Suffolk where people live, work, shop, play or learn, with 30mph as the exception on those roads, where full consideration of the needs of vulnerable road users allows a higher**



## Why 20mph?

1. **Safer:** The UK's Department for Transport estimates that a 1mph lower speed in built-up areas reduces road casualties by 6%. Successful 20mph schemes result in 30% fewer casualties.
2. **Cleaner (and quieter):** 20mph reduces tail-pipe emissions by 25% compared with 30mph and is 50% quieter.
3. **Healthier:** 20mph helps to remove the blight of vehicle speed and builds inclusive communities where human activity, including walking, cycling and social interaction, takes first place.
4. **Popular:** National and local surveys consistently find 70% support in residential streets; such support rises after 20mph limits are introduced.
5. **Accepted** as normal by UK local authorities where 28m people live, including all of Wales - where 20mph will soon be the default speed on restricted roads<sup>1</sup> - and soon throughout Scotland<sup>2</sup>. 20mph is global best practice where people mix with motor traffic.
6. **Compliance:** 20mph is as enforceable as any speed limit. Even with no additional police enforcement, speeds reduce by up to 6mph on faster roads.
7. **Affordable (and cost effective):** Multiple economic, societal and environmental benefits at low cost. Entry signs plus repeaters remind drivers with no need for physical calming or additional enforcement.
8. **Little journey time impact:** Congestion, junctions and crossings are the determining factors in built up areas and 20mph rarely affects journey times or bus timetables.

*Wide area 20mph as a norm increases engagement and benefits whole communities. Allowing exceptions where faster speeds are safe for all road users avoids the need to prove lack of safety in order to adopt 20mph.*

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<sup>1</sup> Default speed limits are set by national governments. Local Highway Authorities can choose 20mph as the norm for residential streets and town and village centres and make 30mph the exception where demonstrably safe.

<sup>2</sup> [https://www.20splenty.org/scotgov\\_says\\_20splenty](https://www.20splenty.org/scotgov_says_20splenty)



*While introducing 20mph outside a school may seem logical, there is no evidence that this is where the danger lies. Families need a safe route for the whole journey, not just the last 100 metres outside the school.*

***Signed schemes with public engagement are successful and cost-effective!***

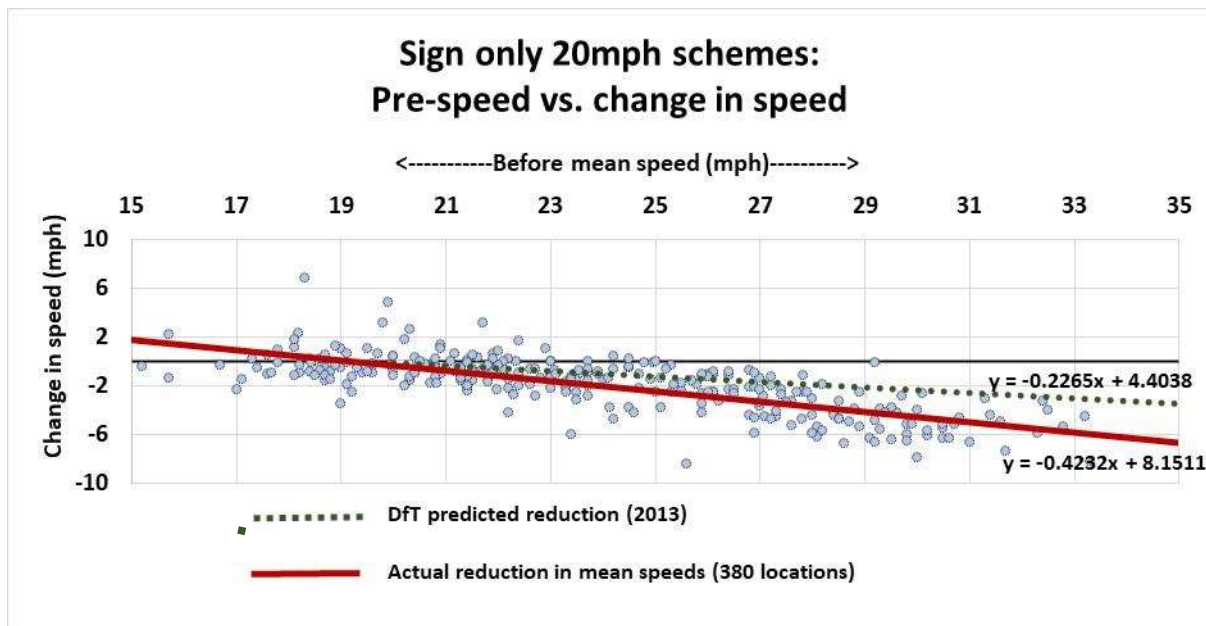
***More information on the pages below.***



## More on wide area 20mph benefits

### Signed only limits do reduce road speeds

Road safety improves even without 100% compliance with a 20mph limit. Even a small change in the average speed results in significant casualty savings (6% reduction in casualties per 1mph reduction in speed<sup>3</sup>). However, recent data shows that reductions of 3–6mph in mean speeds are achievable without physical traffic calming or enforcement. The chart below shows the relationships between pre-scheme speeds and the impact of lowering the speed limit in nearly 400 locations, demonstrating that reductions are greatest on faster roads.



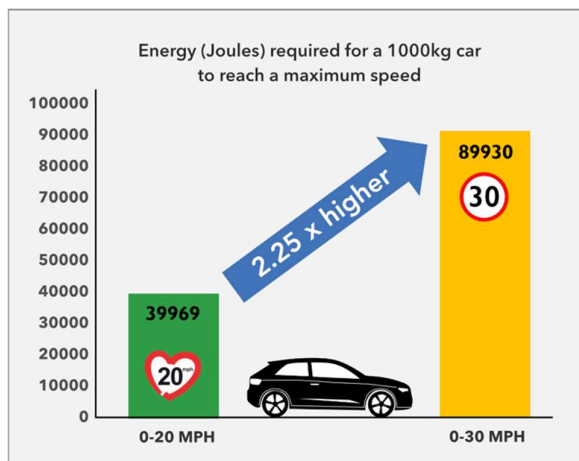
Over time, as 20mph limits become more established and in-car speed limiters become more widespread, compliance levels will increase and average speeds will reduce further.

<sup>3</sup> <https://www.gov.uk/government/publications/setting-local-speed-limits/setting-local-speed-limits>



## Cost effective for drivers ...

Reducing peak road speeds around people saves both energy and cash. Research from Future Transport<sup>4</sup> shows fuel efficiency peaks with speed capped at 20mph. This “real life” model factors in stop/start urban traffic. Less acceleration saves precious resources, since getting to 30mph requires over twice as much energy as getting to 20mph. Drivers can save up to 10p per mile



without trips taking longer. That's a 30% saving in urban fuel costs.

## ... and for local authorities

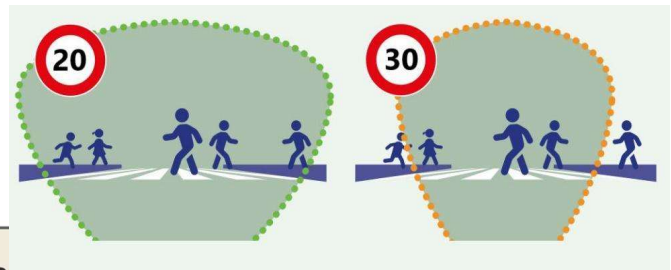
The earliest 20mph zones required extensive road engineering, such as humps and bumps to achieve full compliance with 20mph. With research showing significant reductions in speeds without engineering – up to 6mph on faster roads<sup>5</sup> – enlightened councils are now implementing

<sup>4</sup> [https://www.20splenty.org/20mph\\_fuel\\_savings](https://www.20splenty.org/20mph_fuel_savings)

<sup>5</sup> [https://www.20splenty.org/20mph\\_casualty\\_reduction](https://www.20splenty.org/20mph_casualty_reduction)



schemes at much lower cost – typically £5 to £10 per person. Using signs and lines, education and, sometimes, light touch engineering is 7x more cost effective than speed bumps<sup>6</sup>.



## Differences between Wide area 20mph limits and 20mph zones



**20mph Limits** - signs/markings only, no traffic calming, wider areas (where people mix with traffic)

Comprehensive approach – whole town/city dealt with at the same time – easier to explain & engage with whole communities.

eg in **Portsmouth**, cost around **£50,000** for 1200 residential roads



Humps for 1/2 mile

**20mph Zones** - with traffic calming (incl speed bumps), self-enforcing, typically small areas

Incremental approach – results in a 'patchwork' of different speed limits

Expensive - **7 x more expensive** than wide-area schemes

Both can cover a whole settlement

### More time to see ...

Children under 14 are unable to judge traffic speeds greater than 20mph reliably, putting them at greater risk when crossing the road.

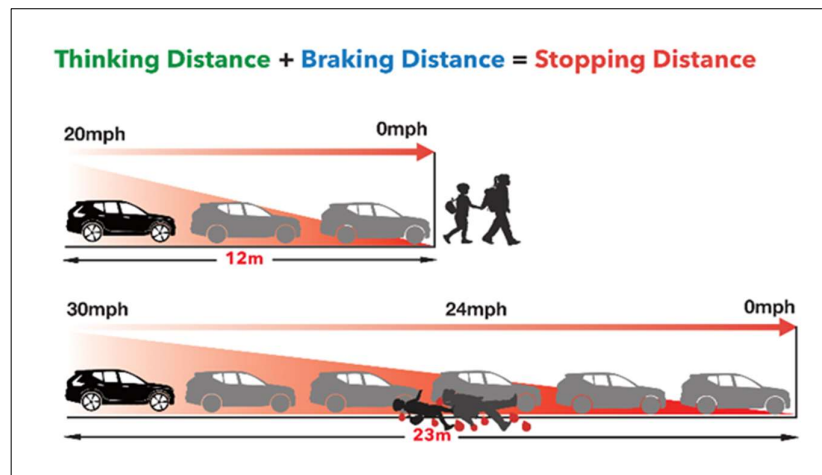
<sup>6</sup> [https://www.20splenty.org/20mph\\_vfm](https://www.20splenty.org/20mph_vfm)



A driver's range of vision is greater at 20mph giving more time to spot potential danger and react in time to avoid a collision.

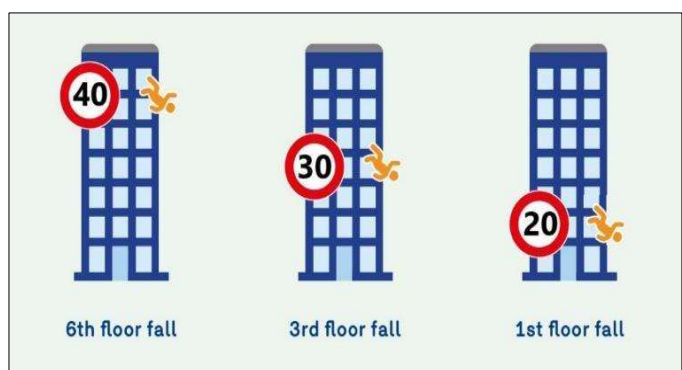
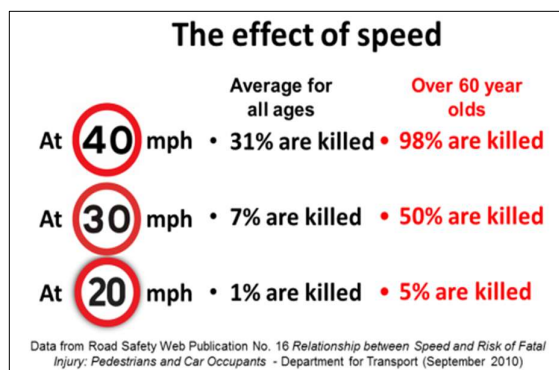
### ... and more time to stop

Travelling more slowly reduces stopping time. At the point at which a car travelling at 20mph has stopped, the 30mph car is still doing 24mph.



### Safer streets for all, particularly children and the elderly

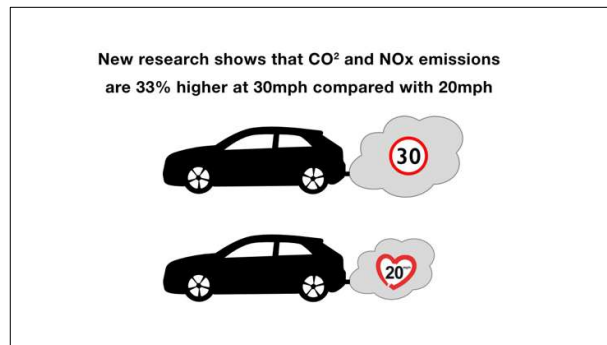
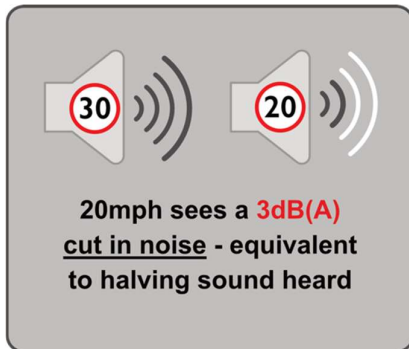
As well as lowering the actual risk of serious and fatal injury by a factor of seven compared with 30mph, 20mph also reduces fear and intimidation from motor vehicles, especially for vulnerable road users.





## Better physical and mental health

Inactivity and pollution are major causes of early death in the UK. 20mph is associated with greater activity and lower air and noise pollution: tailpipe emissions are a 1/3 higher at 30mph than 20mph and that 30mph is twice as noisy<sup>7</sup>, leading to reduced health risks, improved sleep patterns and lower levels of anxiety. 20mph also helps sociability and reduces loneliness.



## Greater activity

20mph helps to enable more walking and cycling, which leads to reduced obesity, heart disease and loneliness. Retaining mobility enables the elderly to live independently for longer, which reduces social care costs. Children can play out and learn independent mobility, with less taxi duty for parents and carers. 20mph enables lifestyle changes, renewed community life and a positive



atmosphere. Our towns and villages will be more attractive, liveable and sustainable places.

## Enforcement and compliance

20mph is as enforceable as any speed limit. While some police forces, such as Avon & Somerset and the Metropolitan Police prioritise speeding enforcement, even without regular enforcement, 20mph limits reduce speeds, collisions and casualties - see case studies below. Driver education

<sup>7</sup> [https://www.20splenty.org/noise\\_and\\_speed](https://www.20splenty.org/noise_and_speed)



through community engagement and compliance increases over time, as drivers become used to 20mph.

In-car technology will further increase compliance: many drivers welcome Intelligent Speed Assistance to ensure that they do not break the law inadvertently. Compliant drivers effectively become pacer vehicles for following traffic. Black boxes in vehicles will help further by enabling the automatic recording of collision speeds and potentially determining liability for collisions.

### **Better for business**

There is evidence of retail sales increasing by up to 30% when people walk or cycle rather use their car to visit their local high street. People also visit their local high street more often when they walk or cycle, on average, spending 40% more than those who drive (source: TfL 2013). The association of 20mph with increased walking and cycling shows the benefit to local businesses.



### **Lowering road casualty costs**

Road casualties are predictable and preventable and cost the UK over 2% of GDP. With speed reported as a factor in nearly half of fatalities<sup>8</sup>, and likely causative in many more, implementing 20mph reduces casualty costs, as well as pain and suffering.

Wide area 20mph limit schemes cost no more than £5-10 per head and typically pay back within months. Larger areas tend to be cheaper per person, since they need fewer signs. Smaller places can band together to share one-off costs, such as the Traffic Regulation Orders.

A calculator on the 20's Plenty website shows the cost/benefit for your Highway Authority<sup>9</sup>.

<sup>8</sup> [https://www.20splenty.org/tfl\\_20mph\\_data](https://www.20splenty.org/tfl_20mph_data)

<sup>9</sup> [https://www.20splenty.org/cost\\_benefit\\_calculator](https://www.20splenty.org/cost_benefit_calculator)



# 20's Plenty for Us

...making your place a better place to be

Local Authority calculator	Local Authority		Cornwall	
	Cost per head	<b>£8.00</b>	Note 3	
	Streets covered	<b>80%</b>	Note 4	
	Casualty savings	<b>25%</b>	Note 5	
All roads			30mph roads	Note
<b>DfT reported road casualties in Cornwall in 2019</b>	<b>1,616</b>	<b>687</b>	43%	<b>1</b>
Of which: Killed		4		
Seriously injured		110		
Slightly injured		573		
<b>Cost of reported casualties</b>	<b>£130.0m</b>	<b>£43.3m</b>	33%	<b>2</b>
Including medical and ambulance		£2.5m		
Cost per person in Cornwall		<b>£78</b>		
Cost per person to implement 20mph		£8		
One-off implementation cost @ £8 per person		£3.5m	Covers 80% of the population	
Expected casualty reduction of 25%		137	(all severities)	
<b>Expected annual benefit</b>		<b>£8.7m</b>	Based on 25% casualty savings	
<i>Payback (months); first year IRR; 5 year benefit</i>		4.8	249%	£40m



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