

Transitioning to 20mph limits being the norm for most of our urban realm



# Rod King MBE

## 20's Plenty For Us





# Thank you for inviting me

.. I am not here to tell you what to do  
..but maybe I can talk about the slower speed  
movement in the UK

30mph = 48km/h    20mph=32km/h

..and just one other comment





# Some ideas!



How do we share fairly and safely the public spaces between buildings that we call streets?

How do speed limits question our values, rights and justice?

The foundation for any real behaviour change is social consensus.





# 10 years ago in the UK

- There were some small isolated areas that were physically calmed zones. They were successful in reducing speeds, but...

- Problems for wider adoption

- Costly
- Isolated zones

**Now 25% of UK population live in authorities with a 20mph policy for most urban and residential roads**

- Un-calmed roads

- In 2000 Dept for Transport announced a new policy to allow wider adoption of 20mph zones in urban areas



A circular speed limit sign with a red border and the number 20 in black on a white background.

# 20's Plenty for Us



National UK voluntary organisation supporting communities who want lower speeds for residential streets

We want to transform the way our urban and village roads are shared!





# 20's Plenty for Us



- Formed in Nov 2007
- Focussed on 20mph speed limits
- Three roles
  - **Support local communities** who wanted lower speed limits on their roads
  - **Lobby central government** and establishment on the need for lower speed limits
  - **Influence transport professionals** on the benefits of lower speed limits



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# ...and now



- 330 local campaigns in communities in UK and now abroad
- 25% of population living in towns in UK who now have a “Total 20” policy.
- Moving lower speeds into the “mainstream” of transport planning and urban development.
- We are acknowledging that 20mph is being a catalyst for change



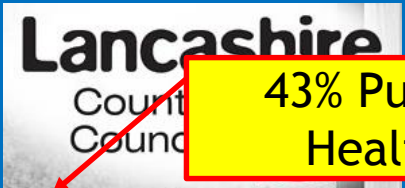
**20mph limit 'vital for walking**

Local Authorities are being pressed to make 20mph the default speed limit across residential roads in order to save lives and make streets more pleasant for walking and cycling.



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# 20mph cities and authorities in UK



43% Public Health



1st phase Public Health



50% Traffic Dept  
50% Public Health



60%



75% Inner London Boroughs





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# Tourists may already see UK as having a national 20mph limit in our iconic cities



Edinburgh, 20mph City



Liverpool, 20mph City



Bristol, 20mph City



Bath, 20mph City



York, 20mph City



Cambridge, 20mph City



Oxford, 20mph City



St Pancras, Camden, 20mph Borough





# STREETFILMS





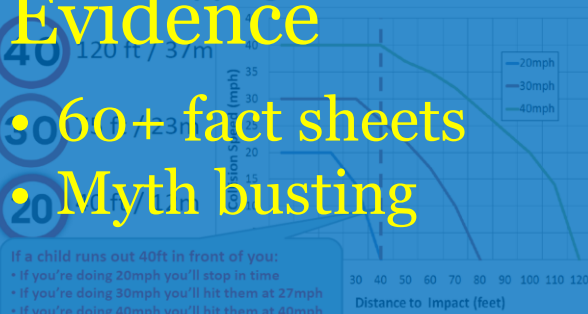
# How local communities mobilise and create the change?

## Evidence

- 60+ fact sheets
- Myth busting

If a child runs out 40ft in front of you:  
• If you're doing 20mph you'll stop in time  
• If you're doing 30mph you'll hit them at 27mph  
• If you're doing 40mph you'll hit them at 40mph

### Stopping distances



## Context

- Wide benefits
- Public Health
- Air quality

## Local Campaigns

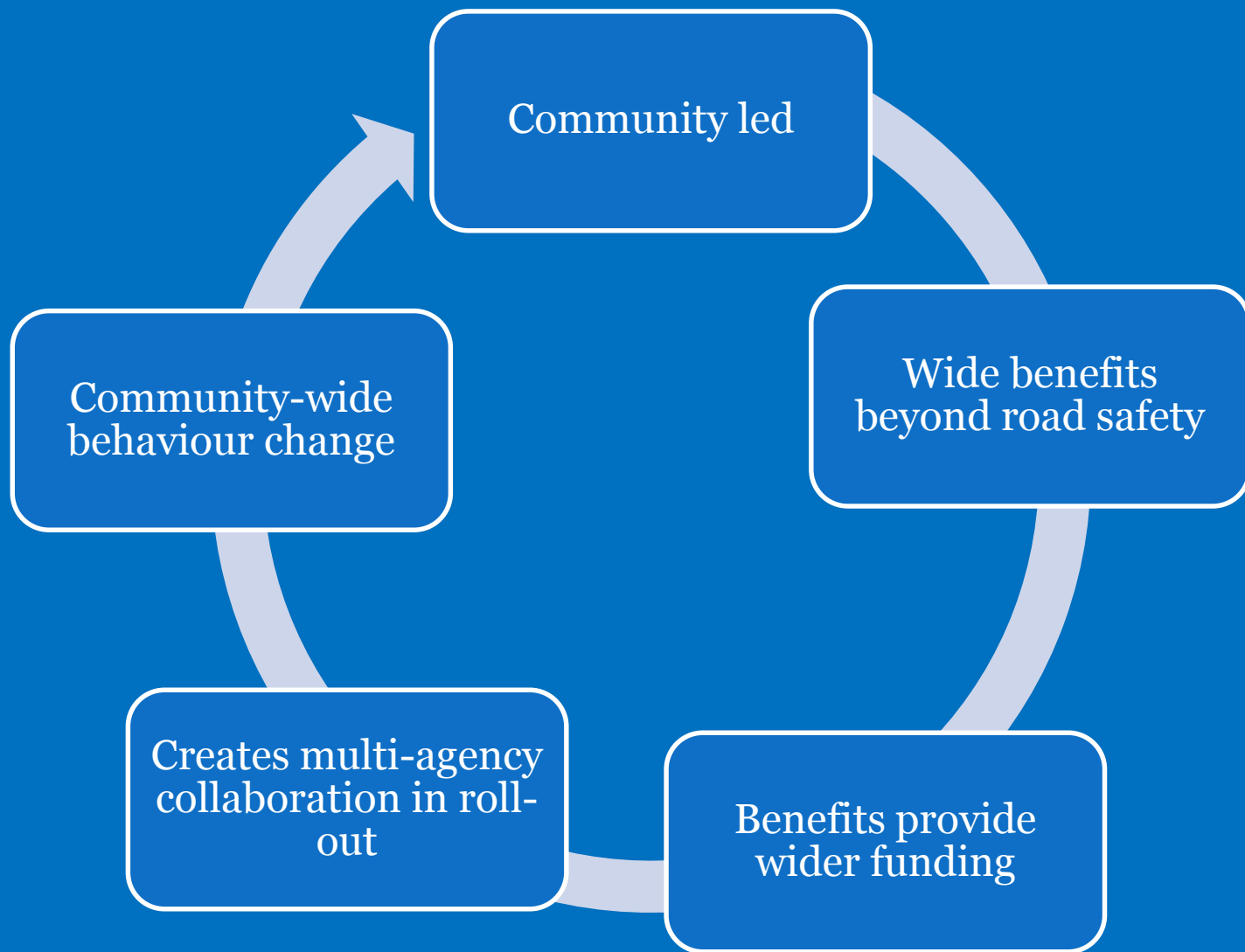
- Empower campaigner
- Local websites
- Many communities



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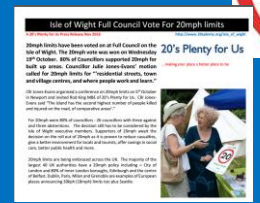
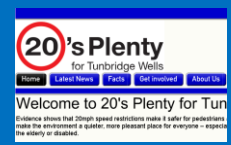


# Wide community benefits a key factor in 20's Plenty success



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30 km/h



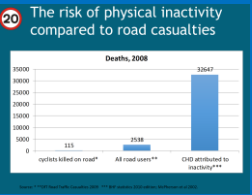
Other Orgs

Schools Children

Campaigning Advice

Local Website

Fact sheets and news



Elderly Disabled

Public Health

Widen community groups

Form 20's Plenty campaign

Make support and wide benefits tangible



Cross Party engagement



Active Travel



Press campaigns



Petitions

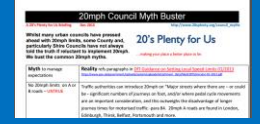


Local meetings

Elected representatives make decision to change speed limits on residential roads



Community events



Bust the myths



A circular speed limit sign with a red border and the number 20 in black on a white background.

# How to succeed



The big mistake would be to think this is about Traffic Engineering

Marketing and Engagement, Engagement, Engagement

Put into context of community benefits

Provide value based benefits to compliers

Create multi-agency collaborative team

Create the social norm that 20 is Plenty where people live, work and shop

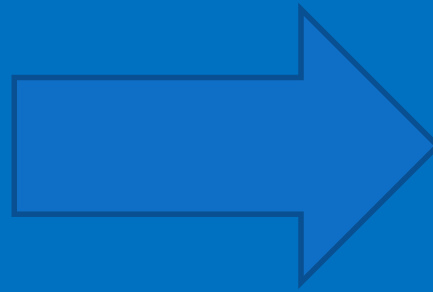


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# The future - transition!



20<sup>th</sup>  
century



21<sup>st</sup>  
century

Most urban & res roads



Go slower on some streets



Most urban & res roads



Go faster where safe  
and compatible with  
community needs



**Make 20mph the urban & village default**





Maybe



If you love your place and places

Then it's time to say 20's Plenty

Or, of course, Love 30

Thank you for listening

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