

20mph Conference Makes Headlines

A 20's Plenty for Us Press Release March 2015

www.20splentyforus.org.uk/PReI/20mph_headlines.pdf

20's Plenty for Us, Landor Links and Cambridge City Council hosted a conference with 20mph announcements that will shape the future of Britain's streets. TfL are trialling 20mph on key sections of their Red Routes

20's Plenty for Us

...making your place a better place to be

Transport for London chose the National 20mph conference on 12 March to announce that sections of eight key Red Routes will go 20mph for safety. Compliance will be aided by digital enforcement and policing.

Cycling champion Chris Boardman MBE called for a national 20mph speed limit as even he doesn't allow his children to cycle alone. Chris thinks 20mph limits are a no-brainer. *"We all deserve 20mph limits. Why should people even have to campaign for them?"*

Cities celebrating their 20mph implementations included Cambridge, proud hosts of the 6th annual 20mph conference. Leader Cllr Lewis Herbert stressed 20mph's economic imperative in a city that can't cope with more traffic. 20mph is key for non-car travel options to become even more attractive for a rising population.

Manchester's Strategy Manager Rachel Christie announced that 1,800 extra roads would go 20mph. Funds are going further with banners and grants to citizen groups to endorse the forthcoming city wide 20mph limit. Manchester's smiley face 20mph logo says not only that "It's miles better" but also that "It smiles better"!

Liverpool's 20mph social marketing guru Nicola Wass (SoMoCo) told a gripping story of behaviour change and engagement through pictures and videos of children. People listen to authentic voices of others like themselves and want to do their bit for their neighbourhood.

Calderdale's Director of Public Health, Paul Butcher, explained 20mph as a multifaceted, long term public health policy - slowing the pace of traffic improves life. Policies that increase levels of physical activity are worth doing. 20mph makes economic sense, tackles coronary heart disease, obesity, loneliness, dementia and care costs now and in future.

Living Streets' Joe Irvin said walking is the glue of transport. We are all pedestrians wanting safe, interesting streets that we can cross with ease rather than enduring severance from fast roads. Christian Wolmar, transport journalist, likewise linked car culture with increasing social and environmental problems.

Dr Jo Cairns of Durham University reported on research showing evidence to support the effectiveness of 20 mph zones/limits to improve public health, whilst Dr David Bonnett RIBA considered the impact of 20mph on place and equality.

Myra James from Calderdale was awarded 20's Plenty for Us Campaigner of 2015 for her cooperation with other organisations in lobbying decision makers. Calderdale is the first West Yorkshire council going 20.

Rod King MBE, Founder of 20's Plenty for Us, announced a timetable for the national speed limit to go 20mph: Total 20 by 2020¹. He said *"The Government can't afford to waste tax payers money forcing local authorities to buy repeater signs for 20mph when only a few roads will stay 30mph. It makes sense to only sign the faster roads. Places like Birmingham and Edinburgh would save millions with a DfT plan to go 20 Nationally."*

"This conference demonstrated the real maturity in the development of the whole 20's Plenty movement by showing how this initiative goes far beyond Traffic Management by reflecting and developing core societal values and community consensus."

¹ See full presentation at <http://www.20splentyforus.org.uk/Briefings/National20.pdf>

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

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