#20mphconf

20’s Plenty – the new norm
Dean Evans
County Lead Campaigner
20's Plenty for Cornwall

Anna Semlyen
Campaign Manager
20's Plenty for Us

Adrian Berendt
Campaign Manager – South East
20's Plenty for Us

Ian Conlan
County Lead Campaigner
20's Plenty for North Yorkshire

#20mphconf
Anna Semlyen
Campaign Manager
20's Plenty for Us

#20mphconf
Empowering Campaigners

Anna Semlyen National Campaign Manager, 20’s Plenty for Us

Pls tweet #20mphconf
www.20splenty.org
anna.s@20splenty.org

@AnnaSemlyen1  @20splentyforus
Please tweet this if you’d like to #20splenty
What does 20’s Plenty do?

Help politicians do the right thing 20mph wide area eg Edinburgh
What do I do As National Campaign Manager?

ENTHUSE ABOUT 20mph!

Love others who do too!
Share our 20mph joy together
I.

- Recruit & train volunteers – to feel supported/educated – eg with newsletters, videos, photos

- Enable campaigners to get what they want

- Help them effectively demonstrate 20mph is popular to local decision makers / influencers

- Praise & love them to keep them going & change tactics through setbacks!
And Yes - We Often Win!
Many UK places have wide area 20mph

28 million people in the UK
Volunteers want help with

- Tactics / Action planning
- Understanding council politics / procedures
- Zoom links
- Presentations
- Technical aspects
- Not to feel alone

They want to be heard
Tactic 1 – County team

- Invite a group of actual or potential campaigners across a county together on zoom, to play as a team for a cross county 20mph --- not just their home town/village first.
- Agree a leader or joint leads/priorities
- Regular zooms to progress
Tactic 2 – Parishes Campaign

https://www.20splenty.org/parish_council_motion

Ideally with the Local Govt Association’s support, run zoom presentations to Parish Councillors to pass 20mph motions. Aim: County Councillors see 20mph is popular
Tactic 3 – Presentations to Councillors

Ideally, when requested to, eg in Cornwall to the Conservative group re discussing manifesto promises.

Leading group are the top targets, usually done by political party.
Tactic 4 - Scrutiny

Apply for a LA 20mph scrutiny / task and finish report - takes time! Research on 20mph

(I’m a former elected Councillor & Scrutiny Chair of City of York Council)
Tactic 5 - Expert Advice

Rod King & I jointly present to the Local Authority technical team about how to do 20mph expertly – the blueprint

https://www.20splenty.org/20mph_a_blueprint

Rod often presents & I answer chat text questions with evidenced, referenced briefings

E.g. Hereford, Durham,
20’s Plenty for Us
...making your place a better place to be

Thank you & Questions?
(activist get together on 20th of the month zooms)
Anna Semlyen

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Adrian Berendt
Campaign Manager – South East
20's Plenty for Us

#20mphconf
20’s Plenty for the South East

20th October 2022
Adrian Berendt
“More branches than Asda”
Agenda

• A quick tour
  • Kentish lessons (or lessons of Kent)
  • How to win
Even without Mercator’s projection, the South East still small part of the UK...
New campaigns by year

...but 9m people and 25% of campaigns
Whilst considerable success was made in reducing the number of deaths and serious injuries recorded on the roads of Essex between 2005 and 2020, there were still 42 deaths and 675 serious injuries recorded in 2020. Partnership has adopted an ambitious target to achieve ZERO deaths and serious injuries by 2040.
ESCC speed policy doesn’t consider vulnerable road users...

Speeding and speed limits

Report road users breaking the speed limit to Sussex Police using Operation Crackdown.

Setting speed limits

Local authorities can vary speed limits for the roads they control. We follow government guidance and legislation when deciding where and how to make changes to speed limits.

Changes to speed limits

Speed limits, to be effective, must be set at a level which appears reasonable to a driver and adequately reflect the environment through which the road passes. Many people consider speed limits as the answer to all road safety concerns and whilst appropriately set speed limits can improve road safety, erecting speed limit signs does not always produce the desired level of vehicle speeds unless a driver can see a need for the limit.

There are a number of factors that are taken into consideration when assessing a site for a speed limit. These include visible frontage development, existing vehicle speeds, road character, crash record, local facilities, and level of vulnerable road users as it is these factors that influence the speed chosen by a driver. For a speed limit to be effective, and as far as possible self-regulating, it must appear reasonable to a driver and adequately reflect the environment through which the road passes.

All requests to change speed limits are assessed by the Road Safety team, see: Road safety improvements – how we decide.
Good idea...

• ...but speeding is not just a problem on A roads
• ...roll out 20mph across urban areas as well

3. High risk sites pilot

Our road safety programme includes making physical changes to the way roads appear to drivers at certain sites, in order to test how this changes their behaviour.

This involved some lower-cost changes (for instance to signs, road-markings, surfacing and speed limit) to make it clear and consistent to drivers how they should approach and navigate that section of road.

Of 15 schemes implemented across East Sussex, the first 6 months’ data available for 8 sites. The preliminary results for these sites show more than...
Brighton & Hove: early adopter

More residents being consulted on 20mph

More residents of Brighton & Hove are about to be consulted about proposals to introduce 20mph speed limits in their streets.

The council is writing to 23,675 homes and businesses in Hangleton, Woodingdean, Ovingdean, Saltdean and Rottingdean asking people whether they want 20mph speed limits in their neighbourhoods. Consultation information is expected to arrive on doormats next week.

The local authority is proposing 20mph in residential streets mainly because research shows that a 20mph speed limit leads to a reduction in road collisions and the severity of casualties.
Changing times: West Sussex

2014: Worthing rejects 20mph

2022: Countywide review

County Council – 17 December 2021
Item 13(b) – Notice of Motion by Cllr O’Kelly
20mph Speed Limits – Revised Briefing Note

In 1999, the Road Traffic Regulation Act 1984 was amended to allow local authorities to designate 20mph speed limits without the prior approval of the Secretary of State. In 2013 the Department for Transport (DfT) provided revised guidelines on the Setting Local Speed Limits (DfT Circular 01/2013), encouraging traffic authorities to consider introducing more 20mph limits over time, and over larger number of roads. It states that where there is expected to be a positive
Portsmouth: one of the first 20mph places
“...20mph limits [will] become the norm for [Southampton’s] residential streets.”

Jeremy Moulton, (ex) Deputy Leader SCC
Changing times: Hampshire

**2018: 20mph rejected**

Hampshire’s 20mph limits having ‘neutral’ impact on road safety

- 11.57 | 12 June 2018 | 20 mph limits | 32 comments

There is no evidence that signed-only 20mph speed limits, which have been trialed across Hampshire since 2012, have improved road safety.

**2022: 20mph under review**

More 20mph speed zones could be introduced across Hampshire as review begins

7th February
Rural areas need a different approach

“A village: a community of people or an obstruction to my journey somewhere?”
Surrey Council to trial 20mph speed limit on rural roads

Surrey County Council is planning a move to reduce the speed limit on some of the county's rural roads to 20mph to improve safety.

Surrey Council is planning to pilot a new speed limit of 20mph on rural roads in the county.

Ordinarily, of course, the national speed limit for single carriageway roads of 60mph applies to rural roads, but the British Motorcyclists Federation (BMC) reports that local governments have become increasingly uncomfortable about a 60-limit.

Misleading picture:
Surrey introducing 20mph on some rural lanes...but not this road...
Agenda

• A quick tour
• Kentish lessons (or lessons of Kent)
• How to win
2006: First day at school...

...this is how it started (for us)...
...and how it continued
20’s Plenty Campaign launched by residents in 2015, after two fatalities on zebra crossings
Community supports 20’s Plenty in Faversham
TRO consultation portal

Policy change in May-19: now supports 20mph
Faversham 20mph

Commonplace on-line engagement
Trial 20mph speed limit scheme made permanent
Consistently popular...
How strongly do you support or oppose a 20mph speed limit in your local residential area?

Despite headlines 20mph popular in Kent
Kent County Council imposed the 20mph zones in Faversham and Tonbridge as a trial in September 2020 in an effort to encourage more cycling and walking in the market towns.

But an interim consultation of 1,123 residents found that 74 per cent objected to the idea of a town-wide scheme and four roads were reverted back to 30mph zones.

On Monday, Matt Boughton, the Tory leader of Tonbridge & Malling Borough Council, said the decision to make some of the 20mph limits permanent was pushed through by Green Party councillors at the county council’s transport committee in November.

"20mph was a Conservative initiative. Actually, 2 in 3 support 20mph, and 470 remained at 20mph. Faversham requested..."
Cross party support for 20mph
Tonbridge 20mph zone - Experimental Order

Update 11 February 2022

Following the Tonbridge and Malling Joint Transportation Board on 22 November 2021 the decision has been taken to return Pembury Road, Quarry Hill Road, Shipbourne Road and London Road back to 30mph and for the remaining roads in the trial area to be made 20mph permanently.

The public notice period to make the experimental order permanent runs from 11 February to midday on 28 March 2022.

The full public notice is available to view on our [website](#).

An experimental Traffic Regulation Order was made to introduce a Tonbridge town-wide 20mph speed limit.

The Order was made to encourage walking and cycling and for the following legal reasons:

- avoid the danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising
- for preserving or improving the amenities of the area through which the road runs.

The Order came into effect on the 18 September 2020, when the works to implement the speed limit were completed. The trial can run for up to 18 months (until March 2022).

The consultation closed on 3 March 2021. Responses have been analysed and the [Consultation Report](#) is now available.

Reports

- Joint Transportation Board report (344 KB) (pdf)
- Appendix A - Plan of extent of Townwide 20mph trial area (199 KB) (pdf)
Sevenoaks Town-wide 20mph speed limit and traffic calming scheme

Kent County Council is proposing a town-wide 20mph speed limit in Sevenoaks and traffic calming measures to Dartford Road and The Vine.

Traffic Regulation Orders (TROs)

There are two TROs as part of this scheme. The effects of the proposed Orders will be to:

- reduce the existing speed limit to 20mph on various roads in Sevenoaks
- introduce one-way traffic flow on the Dartford Road in Sevenoaks between The Vine and St Botolphs Road in a southerly direction.

The Orders are being made for the following reasons:

- for avoiding danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising
- for preserving or improving the amenities of the area through which the road runs
- for facilitating the passage on the road or any other road of any class of traffic (including pedestrians)

Timeline

Consultation opens
30 September 2022
## Kent 20mph Streets

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<th>Location</th>
<th>2022</th>
<th>2016</th>
<th>Change</th>
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<tr>
<td>Tonbridge &amp; Malling</td>
<td>648</td>
<td>87</td>
<td>561</td>
</tr>
<tr>
<td>Canterbury</td>
<td>428</td>
<td>269</td>
<td>159</td>
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<td>Swale</td>
<td>345</td>
<td>59</td>
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<td>Tunbridge Wells</td>
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<td>Sevenoaks</td>
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<td>49</td>
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<tr>
<td>Gravesham</td>
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<td>52</td>
<td>0</td>
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<td><strong>Grand Total</strong></td>
<td><strong>2678</strong></td>
<td><strong>811</strong></td>
<td><strong>1867</strong></td>
</tr>
</tbody>
</table>
Sevenoaks leads the way on 20mph roads

Otford and Westerham will set a precedent for the rest of Kent - say go slow calibration.

© 19 March 2021

Leader of KCC supports
Agenda

• A quick tour
• Kentish lessons (or lessons of Kent)
• How to win
How to win

1. Persist
2. Council policy to make 20mph easier
3. Highway Authority to lobby DfT for default 20mph in England
Thank you!

adrian.b@20splenty.org
Dean Evans
County Lead Campaigner
20's Plenty for Cornwall

#20mphconf
20 is Plenty for Cornwall

Dean Evans
Falmouth, Penryn and Surrounding Area Walking & Cycling Campaign

Public group • 421 members
Falmouth & Penryn Cycling Campaign
Campaigning for Better Cycling For All
The single most cost effective way of making our roads safer, and cleaner, and our communities even nicer places to live.
Alison Hernandez, Police and Crime Commissioner
(& Conservative Candidate for 6th May election)
Devon, Cornwall & the Isles of Scilly

Dear Dean, I have been working with the Conservative Cornwall Cllr candidates during this campaign. If they win the Council they are certainly supportive of more 20mph limits as it is the local authority that can change this.

We all had a presentation from the 20's Plenty Campaign Group with much enthusiasm all round.

As I am the national lead for PCCs on roads policing/safety I am determined to increase resources in this area too across the country. And as Chairman of the Road Safety Peninsula Partnership we are committed to Vision Zero. An ambitious vision of zero road deaths and seriously injured by 2040.

Here's a link to more info: https://www.devonandcornwall-pcc.gov.uk/.../south-west...

I am expecting a step change in the way we tackle road safety in July this year linked to utilising the monies from the driver awareness courses. So I want to get elected to see this through. Hope this helps reassure you

Kindest regards

Alison Hernandez
Police and Crime Commissioner
7 individual roads
135 Towns & Parishes

#20mphconf
At the meeting held on 28th May 2021, Chacewater Parish Council passed the motion to support the 20’s plenty campaign for Cornwall and agreed to try our hardest to implement this in Chacewater. Everyone can get involved with this.

Dulcie Tudor Councillor
Councils supporting 20's plenty for Cornwall
20 is Plenty for Cornwall

Dean Evans
Ian Conlan
County Lead Campaigner
20's Plenty for North Yorkshire

#20mphconf
20s Plenty for North Yorkshire

- Ian Conlan
- County Lead Campaigner
- Also Malton Mayor

- 20splentyfornorthyorkshire@gmail.com
- https://www.facebook.com/groups/2012586572255626
- @20sPlentyNYorks

#20mphconf
Vitally assisted by the Central County TEAM and Leads for Areas

- Malcolm Margolis, Harrogate, cycle campaigner
- Steve Singleton, Richmondshire, ex-police inspector and parish councillor
- This County is too big and daunting for one person
North Yorkshire Parish Campaign

Our First County ZOOM meeting in September 2021
Parish Tactic: 4 volunteers given tasks

500 Parish clerks sent Email using Action Network

Briefing and link to Anna Semlyen's Normalising 20mph Presentation sent
Parish Support Grows

...slowly from September 2021, peaked in December, but still growing a year later

Yorkshire Local Council Association (YLCA) Branch meetings present opportunities
After Parishes tell us they have passed a motion, the central team:

1. thank them promptly
2. ask Parishes to send motion to Executive Member for Highways, their own County Councillor, and the Council Leader
3. ask them to join as a 20s Plenty branch
4. Report the news on facebook and twitter
Brompton Town Council submitted this map as part of their Road Safety Report, and also sent a survey to residents.

Other Town and Parish councils are saying where they would like their wide area 20mph.
20s Plenty supports Us!

- Fabulous resources in the national website, which is kept updated
- National Facebook and Twitter
- 20s Plenty ZOOM training and County ZOOM leads training
- Supplies of Posters, stickers, Banners
- Monthly e-news
We are so grateful for the support of Rod and Anna.

- Anna sets up new branches
- Anna gives support telephone/email/social media
- Rod helped reach County Councillors with presentation in our May ZOOM
- Rod has also supported the Central County team with advice and encouragement
Radio York Phone in on default 20mph
Autumn 2021

Anna Semlyen and local Parish Councillor John Brassington, persistent campaigner over many years, interviewed

Lots of positive support, very few against

Brake, Road Safety charity, endorses our campaign

The Presenter said dozens of parishes support
Police Fire and Crime Commissioner by-election

20s Plenty hosted zoom hustings

2 of 5 candidates came

Both supported default 20mph

Our most popular ZOOM

Over 50 parish clerks and councillors attended
50 Parish Councils Support at end 2021

- Giant 20s Plenty Christmas card
  "20mph, the gift to your community that keeps on giving"

- Poppy aged 6 vs County Council
- Regional newspaper interview
- Hand written Christmas postcards
  Also Sent to County Councillors
- This picture fronts our facebook page
“Updated” County 20mph Policy
Executive Committee
January 2022

Policy offers flexibility to widening 20mph zones, BUT

Too many conditions are attached

We stated clearly we want a genuine default 20mph policy.

Political, cycle groups, parishes spoke in our favour

The door was left open by the Council leader to revisit this policy

Covered widely by local press
Zoom meetings

- Target parishes and County councillors with monthly Zoom meetings
- Gaining increasing cross-party support
- Political power changes
- Have a clear policy – “20mph default”
Make the campaign about people and places – post-parish vote pictures
Poppy Age 6 trying to cross the road.

This Picture fronts their road safety report.
More Messengers
Designing for a 20 win

Meredith aged 6 from Malton won her school’s competition for a 20mph sign
May – County elections for Unitary authority serves up opportunities

- We made sure default 20mph Policy was an election issue in North Yorkshire this May.
- The new young Highways Executive Member Cllr Keane Duncan, met with Malcolm Margolis from our County 20s Plenty Team, and Rod King in June.
- We think Keane Duncan supports default 20mph, but at that time did not have the backing of other Executive Members or the Council Leader.
The County’s Harrogate Area Committee, representing over 100,000 people, voted in October 2022 for Phase One.

The attending Highways Officer now says they want to talk to other default 20mph Counties.

Campaigners, Parishes, and Councillors across the County will now push for further planned phases so that default 20mph is rolled out across the County as soon as possible.
1 year on, 128 parishes across North Yorkshire County Council AND NOW the County Harrogate Area Committee support our campaign

- These Parishes and this Committee together represent 200,000 residents, a third of the County
- We now have 35 20s Plenty Branches in North Yorkshire
- We are proud of this campaign
Stepping towards our goal.....

- Most people support 20mph as a default
- Campaigning is all about making that tangible to those in power.
- 20’s coming in North Yorkshire
20’s Plenty – the new norm

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20’s Plenty – the new norm

Headline Sponsor: JENOPTIK

Organised by: landor LINKS\LIVE

In partnership with: 20’s Plenty for Us

Supported by: BaseMap & Rosehill Highways
Rod King MBE
Founder & Campaign Director
20's Plenty for Us

#20mphconf
Deborah Sims
Immediate Past President
Chartered Institution of Highways and Transportation

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