20’s Plenty – the new norm
Andrew Gant  
Cabinet Member for Highway Management  
Oxfordshire County Council

Pete Sudbury  
Cabinet Member for Climate Change Delivery and Environment  
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Phil Jones  
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Phil Jones Associates

Philip Desmonde  
Cabinet Member - Transport Portfolio  
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Dan Saunders  
Head of Products  
Basemap

#20mphconf
Andrew Gant
Cabinet Member for Highway Management
Oxfordshire County Council

#20mphconf
The Oxfordshire 20mph Revolution
In October 2021 our cabinet approved a new policy to simplify requests for 20MPH Restrictions

A safer pace for Oxfordshire
20mph Steering Group

- OCC Officers (Traffic, marketing, Comms)
- Director Highway Operations
- Head of Highway Operations
- 3 Transport portfolio holders
- Thames Valley Police
- Oxfordshire Fire & Rescue Road Safety Team
- National & regional 20’s plenty campaign
Creating a Safer place with a safer pace

* Make streets safer
* More walking & cycle
* Reduce noise
* Reduce pollution
Revised Criteria for 20mph

- Requesting 20mph restrictions | Oxfordshire County Council
- Any 30mph built up areas (residential or industrial)
- Any 30mph areas with heavy foot or cycle use.
- No prior speed data required
- Can be a sign only change
- No need to be self enforcing
Funding for the programme?

- £8M 3 year programme agreed by full council as part of 22/23 budget.

- OCC funding a sign & line only replacement scheme.

- OCC will undertake lining works such as dragons teeth at village gateways.

- Any further engineered solutions will need to be 3rd party funded.
20mph Programme

Tranche 1 22/23
80 Town & Parishes
(Oxford City, Banbury, Witney, Bicester, Didcot, Abingdon)

Tranche 2 23/24
87 Town & Parishes

Tranche 3 24/25
40 Town & Parish Councils
Team Contacts

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Northern designer/Grad Engineer
Emile.rowe@oxfordshire.gov.uk
Marketing Campaign

• £200,000 allocation to target the compliers & the non-compliers.

• To include:
  – Radio, TV, Bill Boards, Social Media, local adverts
  – Communications with major local businesses and regional transport/delivery providers

• 20MPH Media Campaign
Enforcement

- Will be covered mainly by Thames Valley Police where there are known problem locations.
- Locally we are using community speed watch initiatives. This data is then feeding Police with data for
Community Speed Watch
Lesson Learnt to date

• Deacceleration zones have been required in most areas.
• Close working with local requestors to ensure the scheme fits local needs.
• The impact on bus journey times in towns has created the most opposition
• Even if a town or parish says they want a 20mph the residents may not.
What is the initial feedback?

• Most residents seem to be very positive
• There are some objectors
• Initial schemes have made a positive impact on the local communities
• Speeds have decreased by 4mph on average
• We now how lots of non-compliant speed limits.
What next?

• 20mph is here to stay (regional & national)
• All new housing estate roads will be 20mph
• Opportunity to work with town and parish councils to really understand how they want transport to move/function within their areas.
• Review of the before and after data for speed/air & noise.
Pete Sudbury
Cabinet Member for Climate Change Delivery and Environment
Oxfordshire County Council
Rewriting the Rule Book
_a Social Value approach to Highways_

Dr Pete Sudbury

MA (Cantab), BM, BCh, MRCPsych, MBA.

Green Party Councillor for Wallingford, Wittenhams, Brightwell,

OCC Cabinet Member for Climate Change and Environment
Agenda

• Introduction
• Roads and social value
• Vision Zero and Road Space paradigms
• Highway design and furnishing
3 Views of a Highway

1. Car, (bus) lorry space
   • Journey time, signal phasing: “predict and provide”

2. Transport corridor (add walk, bike, bus priority)

3. Social asset
   • Residents, Local users, “guest” users, societal, biosphere

Maximise the sum of social value of each highways asset.

“Decide and Provide”
3 Road-space Paradigms

1. Exclusive (/hostile)
2. Defensive
3. Collaborative

“Ownership” signals.
Social Value: Actions

Frideswide Square, Oxford

School Streets

Broad Street, Oxford
Social & Environmental Value

- Tranquillity
- Air quality
- Safety
- Shade / Shelter
- Play / Recreation
- Exercise (run, jog, walk, active travel: school, work)
- Green spaces (biodiversity, air Q, mental health, reduction in violence)
- Climate mitigation / adaptation:
  - SUDS
  - Habitats

• ACCESS
Social Value: Road users should be safe from risk of death or serious injury.

“Zero harm is standard for health and safety at work. Vision zero says it must also be applied to highways.”
20’s Plenty! *Revised Criteria for 20mph*

“wherever vehicles and vulnerable road users mix in a planned manner” (Stockholm agreement).

- New streets in built-up areas
- Any built up areas (residential or industrial)
- Any areas with heavy foot or cycle use.
- No prior speed data required
- Can be a sign only change
- No need to be self enforcing
20mph pilots: Initial feedback

- Most residents very positive
- Perception of reduced speed
- Measurement: 28mph as opposed to 33mph.
  (Similar to Bristol, Edinburgh: also KSI reduction)
Vision

A vision for Oxfordshire:

A place where streets, through integrated and quality design, lead to a greater economic and social well-being and improved health for its residents, creating an environment for healthy lifestyles, sustainable travel and a zero carbon economy.
Tree policy

• “Planning policies and decisions should ensure that new streets are tree-lined”. NPPF 2021

OCC Tree Policy 2022
• “Presumption in favour of trees”
From:
“Cost / Risk” to “Value / Asset”
“right tree right place” to “Critical climate infrastructure”
• Heat Island
• Flooding
• Wind speed
• Mental health
• Reduced violence
• Biodiversity, wildlife corridors
• Food (people / creatures)
Encourage Local Ownership of planting
Lighting

Positives
• Help (esp) pedestrians and cyclists (torches/lights)
• Feeling safe
• “Welcoming”
• Traffic signals / junctions (rural vs urban needs)

Downsides
• Wasted energy
• Light pollution
• Circadian rhythm disturbance
  • Humans
  • Wildlife esp insects
  • LEDs worse
Emergent Lighting Policy

- Lowest possible colour temperature
- Lighting only when / where necessary for public safety
- Redesign and de-illuminate signage
- Default new build: no lights / low level for pedestrians
  - Cars all carry their own lighting
- Straw man:
  - Rural Highways: lights off 8pm-6am
  - Villages: lights off 30’ after pub closing/last bus, on 30’
  - Towns / City more complex? Different Friday / Saturday? ASK RESIDENTS
Habitat Restoration

• Verges, Vegetation, Footpaths

1. Keep paths clear
2. Early / Late cuts
3. Local ownership
Summary

• If it’s “Just a Road”, you’ve missed the point
• Social and environmental co-benefits need to be at least as salient
• Vision Zero and Active Transport dominance are transformational
THE END

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#20mphconf
20s Plenty Conference 2022

20mph Limits: What does the data tell us?

20 October 2022

Phil Jones
Timeline of Speed Limits in the UK

1865
Red Flag Act – 2mph

1861
Locomotive Act – 10mph

1930
Road Traffic Act – No limits

1934
Road Traffic Act – 30mph

2023
Wales 20mph Default Limit
Who sets speed limits?
Setting Speed Limits based on Existing Speeds

- Conventional Highway Engineering Practice
- Previously 85th Percentile, more recently Mean Speed
- First seen in 1964 US Research on rural highways

One of the important findings of this study is that the greater the differential in speed of a driver and his vehicle from the average speed of all traffic, the greater the chance of that driver being involved in an accident. For example, a driver traveling at 40 or 80 miles per hour in relation to an average speed of 60 miles per hour for all traffic has a substantially greater chance of being involved in an accident than a driver traveling at the average speed. But,
Current DfT Speed Limits Guidance – Circular 1/2013

- Local speed limits set by local authorities
- Limits should not be set 'unrealistically low'
- Aim to set 'safe distribution of speeds'
- 'Speed limits should be evidence-led and self-explaining and seek to reinforce people's assessment of what is a safe speed to travel.'
- DfT has stated it intends to review Circular 1/2013
Research shows that on urban roads with low average traffic speeds any 1 mph reduction in average speed can reduce the collision frequency by around 6%

*Department for Transport Circular 1/2013*
If the mean speed is already at or below 24 mph on a road, introducing a 20 mph speed limit through signing alone is likely to lead to general compliance with the new speed limit.

*Department for Transport Circular 1/2013*
20 mph limits covering most streets in Portsmouth have demonstrated that it is possible to introduce large-scale 20 mph limits in some built-up environments.

City-wide schemes may also contribute to changing travel and driving behaviour positively in the longer run.

*Department for Transport Circular 1/2013*
The implementation of 20 mph limits over a larger number of roads...should be considered where mean speeds at or below 24 mph are already achieved over a number of roads.

Department for Transport Circular 1/2013
Forecast Reduction in Speed with 20mph Limits – Circular 1/13 Speed Limit Appraisal Tool

Mean Speed Change (mph) = 4.4038 – 0.2265 x Before Mean Speed (mph)

R² = 0.39 (Coefficient of Determination)
20mph Research Study, 2018 – Atkins, for DfT

- 12 case study schemes; implemented 2012-2015
- 8 large residential area wide schemes
- 2 small scale schemes in self contained residential areas
- 2 focused on city centre areas
- “The area-wide residential schemes cover most roads within the town / city, but … Strategic routes and roads meeting other specific criteria are excluded” (page 17)
- “the majority of 20mph limits have been implemented on roads with lower speeds. Approximately 87% of road length in residential areas and 98% in city centre areas had a median before speed of less than 24mph.” (page 85)
What does data from more ambitious schemes say?
Oxford

- 20mph limits cover substantial areas of the city
- Before and after data from 2003 to 2010
Faversham and Tonbridge, Kent

- Whole-town limits introduced during Covid19
- After data from 2021
Faversham and Tonbridge, Kent

- Average Speed Reductions
  - Faversham 0.9mph
  - Tonbridge 3.0 mph
- Why?

\[ y = -0.3276x + 6.3049 \]
\[ R^2 = 0.571 \]
Wales Pilot Settlements

- All 8 Pilot Settlements now in place
- Monitoring data available so far for three
  - Llanelli North
  - St Brides Major
  - St Dogmaels
Scottish Borders – 20mph Limits across 97 towns
Scottish Borders Settlements

Change in mean speed before mean speed of shelter orders elements

\[ y = -0.336x + 5.6103 \]

\[ R^2 = 0.593 \]
Combined Data

Mean Speed Change (mph) = 6.9789 – 0.3761 x Before Mean Speed (mph)

$R^2 = 0.55$ (Coefficient of Determination)
Combined Data

20mph Sign-Only Limits: Forecast Reductions in Speed
Trendline from Combined Data and Circ 1/13 Tool

0.2265 -> 0.3761 = 66% more effective than DfT thought in 2013
20mph Limits: Forecast Reductions in Speed and Collisions

20mph Sign-Only Limits: Forecast Reductions in Speed and Collisions

![Graph showing changes in mean speed and collisions with 20mph limits. The graph illustrates the forecast reduction in speed and collision rate before and after implementing the new speed limit.]
Forecasting Speed Reductions for a Settlement
Average speed mph

<= to:

- 15
- 20
- 24
- 30
- 35
- 40
- 45 or more
Forecast Average Speed Reduction

- Applying relationship:
  \[
  \text{Mean Speed Change (mph)} = 6.9789 - 0.3761 \times \text{Before Mean Speed (mph)}
  \]
- All road links - 1.1mph reduction
- Road links > 20mph - 3.2mph reduction
- These are the busiest roads, where most collisions occur
What does this mean for policy?
Resolved (unanimously) 8 December 2020:

- Currently, 20mph limits are only put in place where average speeds are already at relatively safe levels (24mph). This is perverse and sends the wrong message to drivers about the dangers of speeding.

- This County Council supports the premise that 20mph is the optimum speed limit in built-up areas.
Oxfordshire County Council Policy

- **SLP1** - Oxfordshire County Council will promote 20mph as the default limit for roads through residential, villages and retail areas to ensure speeds are appropriate for the nature of the road, environment and location.

- **SLP2** - Oxfordshire County Council will permit sign only 20mph schemes to be implemented regardless of the existing speeds travelled.
Final Thoughts

- Wide-area 20mph limits becoming commonplace
- Many authorities see no reason not to include higher speed roads
- Speed reduction strongly related to Before Mean Speed
- Provides a tool for forecasting benefits
- Clear case for updating DfT Guidance
Thanks

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Philip Desmonde
Cabinet Member - Transport Portfolio
Cornwall Council

#20mphconf
Cornwall’s 20mph Roll Out

Cllr Philip Desmonde
Cornwall Council’s Portfolio Holder for Transport

www.cornwall.gov.uk
Strategic and Evidence Context

- Cabinet pledge to “introduce more 20mph speed limit zones, where there is strong public support locally”, which forms part of our recently refreshed LTP.
- Clear relationship between traffic speed and injury, 60% survive at 30mph, 90% at 20mph.
- Cornwall’s Casualty Reduction Strategy 2019 refresh includes commitment to achieve ‘vision zero’ – working within a Safe System approach.
- Cornwall’s KSI targets - 50% reduction in death & serious injuries by 2030.
- Between 2017-2021, speed was a contributory factor in 980 collisions resulting in 1,483 casualties:
  - 39 fatalities - 4 pedestrians.
  - 275 serious injuries - 7 pedestrians and 7 cyclists.
  - 1,169 slight injuries.

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Work done to date

• Cornwall now has approx. 1,400 20mph limits in place following the completion of Phase 1 (Falmouth & Penryn and Camelford CNAs). This doubled the amount of 20mphs within Cornwall.

• Phase 1 was commissioned in January 2022, completing in August 2022. It was a sign only pilot, with a view to develop a countywide light touch engineering default, alongside a comms and engagement strategy.

• Pre-construction monitoring has been undertaken (speed, air quality etc.) with post-construction (comparator) monitoring still ongoing. This will then inform the Cornwall-wide rollout.

• Phase 1 of the 20mph rollout has been considered a success to date, with 76% (Falmouth & Penryn) and 85% (Camelford) positive feedback received during consultation.
Exceptions Process – Example, Ponsanooth

Ponsanooth qualified for a 20mph limit, but is a strategic road. The existing 30mph extents at the eastbound (Redruth) approach is not appropriate for 20mph.

Ponsanooth eastbound approach. Existing 30mph not appropriate for 20mph, so the 30mph has been retained as a buffer limit.

Ponsanooth eastbound approach. New 20mph starting at the clear transition into the urbanised area. Impact on bus journey times were checked.

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What we’ve learnt so far

Lessons learnt to date:
• In some areas further enhancement of gateways are required.
• The stakeholder engagement worked well.
• *Further lessons learnt to be determined upon data being returned.*

Speed data acquired to date (Perranwell only):
• Incoming 85%ile speed reduced from 26mph to 24mph.
• Outgoing 85%ile speed reduced from 31mph to 27mph (would require enforcement).
Cornwall’s delivery order is based on KSI figures (subject to Cabinet approvals).

Our contractor is compiling a full programme, but based on resources and the delivery speed of Phase 1, the resulting CNAs have been phased.

The indicative Cornwall-wide delivery target is summer 2026.

<table>
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<th>Community Network Area</th>
<th>Number of Towns/Parishes</th>
<th>Town/Parish Councils with 30mph</th>
<th>Phase</th>
<th>Indicative delivery by</th>
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<td><strong>Totals</strong></td>
<td><strong>185</strong></td>
<td><strong>169</strong></td>
<td><strong>5 Phases</strong></td>
<td><strong>Completion by summer 2026</strong></td>
</tr>
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</table>

* Already complete
**Behaviour change**

- Cornwall Council have procured a specialist to work alongside the Council’s team to deliver a comprehensive ‘Hearts and Minds’ engagement and communications plan.
- The campaign creative focuses on ‘Life’s Better at 20mph’.
- Geographic artwork has been produced (top right ‘South Coast’ / bottom right ‘Rural’) to ensure the campaign is relatable to local communities.
- Other campaign resources have been developed, such as social media and bus stop RTI graphics, as well as community and school outreach packs and activity.
- It is critical that we target driver behaviour and communicate the social unacceptability of speeding; creating a new ‘norm’ within our communities.
- Making communities feel safer goes hand in hand with greater take up of low carbon travel modes for shorter journeys.
- Cornwall has set out its ambitions to be carbon neutral by 2030, and for this to happen, we need to see quite significant changes in how we travel.
Managing Enforcement Expectations

The Challenge
National guidance (DfT circular 01/2013) sign only on the basis of mean speeds of ≤ 24mph and without excessive reliance on enforcement.

National Police Chief Councils 2015 guidance - routine enforcement would only be engaged in if the limit is appropriate given the prevailing road conditions in the area and clarity is offered to non-local drivers. Clarity should include landscaping, engineering and signage so that it looks and feels like a 20mph.

Deliberate offenders who risk high levels of harm will be targeted
Mindful that our approach must not lead to:
• Complaints/confidence in policing if behaviour does not change straight away as desired.
• Unrealistic community expectations around enforcement capability, if conversations are not managed.
Speed Compliance

Speed compliance is expected to be achieved over time

- Be an ambassador for change by setting a slower pace (stick to 20mph) and help create social unacceptability for speeding.
- Community Network Panels are being encouraged to support the programme by introducing lower cost supporting measures.
- Local ownership through Community Speedwatch (CSW)* will also be key to help embed behaviour change.
- CSW empowers communities to reduce traffic speeds and deal with speeding issues locally.
- Lower speeds are also likely to support the Council’s challenging 50by30 casualty reduction targets.

*Additional Policing resource has been secured to support CSW activity. Where evidence shows a lack of compliance, Speed Detection Officers can be deployed to aid with robust enforcement action.

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Thank you / Meur ras

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20’s Plenty – the new norm

Dan Saunders
Head of Products
Basemap

#20mphconf
Using GPS data to show 20mph zone compliance

Dan Saunders
Head of Product at Basemap
Who are Basemap?

And what do we do?

• Established in 2000
• Basemap are a software development company specialising in transport
• Experts in managing large Transport Datasets
• Worldwide customer base from North America to New Zealand
• Over 2000 users of Basemap products
• Basemap supports central and local governments, the NHS, emergency services and private sectors clients
• Provide average and speed limit data to Ordnance Survey
Different sources of speed data

• Static Cameras
  • Data is collated from a single location
  • Counts every vehicle
  • Linked to create route

• Sensors
  • Can give additional properties (vehicle weight etc)
  • Data is collected from sensor locations
  • Counts every vehicle

• Mobile-Phone data
  • Very high sample range
  • Not detailed enough to give link by link information
  • Data is great for OD analysis
  • Lots of demographic data
What is GPS Data

- Data is collected via satellite from a vehicle and transmitted back to provider, usually via a sim card
- Sources of data can be telematics, AVL, stolen vehicle trackers, sat nav’s and dashboards
- Different sources will ping at different intervals
- Best data pings every second
- Speed calculated by time/distance
- Some data can be split by vehicle type
- Need to attach back to digital road network
- Data can then be summed/averaged
- Base data can be queried by date/time
What data used for this analysis?

- GPS Data used is from both Teletrac Navman and INRIX
- Data centrally purchased by DfT and available to Highways Authorities
  - Can be purchased by other organisations
- Data taken anonymously from vehicles
- Pings the location every second
- Attached to Ordnance Survey Highways digital network
- Data summarised every 15 minutes
- Loaded into Basemap Highways Analyst
- Speed Limit data taken from OS Highways with Speed
  - Available free to Ordnance Survey PSGA members from April 2023
Data showing macro trends

**Cities AM Peak Average**

**Cities Off Peak Average**

**Cities Night Time Average**

**Cities Weekend Average**
The view in Oxford

Speed Limits of Oxford Roads by length

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<thead>
<tr>
<th>Speed Limit</th>
<th>2019</th>
<th>2022</th>
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<td>20mph</td>
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<tr>
<td>Less than 20mph</td>
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Oxford Average Speed

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<td>WEEKEND</td>
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The view in Oxford

Oxford Average vs 85th Percentile 2021

Mph

2021
85th Percentile
Areas where average speed exceed 20mph

7-9am Weekday Mon-Fri 2021

Legend
Speed Compliance
- Green: Up to 20 Mph
- Red: Over 20 Mph
A420 – Analysis - Eastbound

Eastbound Route Analysis

A420 Corridor Analysis
Overnight 20mph Speed Compliance for 2021
A420 – Analysis - Westbound

Westbound Route Analysis

A420 Corridor Analysis
Overnight 20mph Speed Compliance for 2021

Legend
Speed Compliance
Up to 20 Mph
Over 20 Mph
"I’m really impressed at how much the Highways Analyst GPS data correlates with the data I have from my permanent sites, giving me great confidence in the results. Using HA allows me to easily narrow down and fine tune data to compare with my permanent data."

Phillippa White, Design Engineer, Kingston Borough Council
Get in touch

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