National Strategy for 20 mph in Scotland

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Road Safety Framework to 2030

- Safe System approach is international best practice
- Developed with the road safety community and our key stakeholders
- World leading 2030 vision
- Supported by a long term goal to 2050
- Five Strategic Outcomes based around the components
Interim Targets to 2030

- 50% reduction in people killed
- 50% reduction in people seriously injured
- 60% reduction in children (aged <16) killed
- 60% reduction in children (aged <16) seriously injured

Intermediate Outcome Targets

- 40% reduction in pedestrians killed or seriously injured
- 20% reduction in cyclists killed or seriously injured
- 30% reduction in motorcyclists killed or seriously injured
- 20% reduction in road users aged 70 and over killed or seriously injured
- 70% reduction in road users aged between 17 to 25 killed or seriously injured

Percentage of motorists driving/riding within the posted speed limit

The casualty rate for the most deprived 10% SIMD areas is reduced to equal to the least deprived 10% SIMD areas.

Intermediate Measures

- Casualty rate per 100 million vehicle kilometres for cyclists KSI
- Casualty rate per thousand population for pedestrians KSI
- Number of people KSOin collisions where at least one driver/rider was driving for work, not commuting
GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021–2030

The Global Plan describes what is needed to achieve that target, and calls on governments & partners to implement an integrated SAFE SYSTEM APPROACH.

HOW TO DO IT?

WHO TO DO IT?

WHAT TO DO?

- Multimodal transport & land-use planning
- Safe road infrastructure
- Safe vehicles
- Safe road use
- Post-crash response

- Legal frameworks
- 30 Speed management
- Gender
- Technologies
- Focus on low- and middle-income countries

- Financing
- Government
- Civil society
- Private sector

UN General Assembly Resolution 74/299 declared a Decade of Action for Road Safety 2021-2030, with the target to reduce road traffic deaths & injuries by at least 50% during that period.
Speed & Injury Risk

- Pedestrians
- Cyclists
- Motorcyclists
- Drivers
It's **All** About Energy!
History of 20 mph in Scotland

• Scotland has delivered various types of 20mph initiatives over the years

• Including zones, limits and outside schools

• LA’s have implemented across towns and cities

• Mark Ruskell MSP Restricted Roads Private Members Bill was assessed by the RECC and fell at Stage 1

• SG committed to implement widespread 20mph limits on appropriate roads
Ambitions of the Strategy

1. A reduction in road collisions and should a collision occur, a reduction in the severity of that collision.

2. Reduce the perceptions of road danger and provide a more equitable balance between different road users.

3. Encourage a change in the way we travel for those shorter everyday journeys to reduce our carbon footprint and promote healthier lives.

4. Improve our communities (particularly those in areas of deprivation), by lowering speeds in the places we live and grow.
Task Group

- The multi stakeholder task group was formed to identify the most effective route to delivery

- Further evidence was needed and research on road data was identified as a major undertaking

- A subgroup was formed to develop a road and place criteria for appropriate roads

- Consistency in approach was key

- £1.4 million of funding was provided to complete the assessments
The Assessment Process and Scope

Existing Speed Limit of 20mph

(30mph) Restricted Roads remaining at 30mph

Pre-defined road/place criteria to apply a level of consistency

(30mph) Restricted Roads lowering to 20mph

(30mph) Non-Restricted Roads lowering to 20mph
Assessment Findings - Based on Pre-Defined Criteria

- Identified in the road assessment there are 3786 restricted road sections have been identified as not appropriate for a speed limit of 20 mph.

- Also identified in the road assessment there are 9720 non-restricted road sections deemed suitable for a speed limit of 20 mph, however these would be missed under legislation.
Progress

• Two Options under consideration for implementation
  • Option 1: Introduce secondary legislation to default 30 mph restricted roads to a speed limit 20 mph.
  • Option 2: Support local authorities to expand 20 mph speed limits on their road network where they deem appropriate.

• Discussions have taken place with Welsh Government; their Restricted Roads Bill came into force on 17th September

• They are currently reviewing their guidance following a petition of nearly 500k opposing its introduction

• Highland Council have become early adopters and are implementing 20mph speed limit across their region
Insight Gathering Research
In general, there was strong support for the 20mph limit in ‘built up residential areas’. The majority also claim that they would comply.
The majority believe it’s important to comply, while almost all agree that the limits should be implemented ‘where safety is an issue’

To what extent do you agree or disagree with each of the following statements?

- **89%** Agree that 20mph limits should be implemented where safety is an issue (e.g. outside schools, at dangerous junctions)
- **78%** Agree that ‘it is important to always adhere to 20 mph speed limits’
- **53%** Believe that ‘it’s not always clear why 20 mph speed limits are in place where they are’

Most support the limit and believe it’s important to stick to it, but questions still remain over the location of the limits outside a narrow set of contexts (e.g. outside schools and at dangerous junctions)

This is a key barrier - people make their own judgement in the absence of a rationale for the limit

Q7. To what extent do you agree or disagree with each of the following statements? Base: All respondents (1,001)
The most top of mind reason for supporting the limit is the expected improvement to road safety

There is a general acceptance of limits leading to safer roads and fewer accidents

People naturally gravitate towards wanting to support the limit as a way of improving the safety of drivers, pedestrians, children and other road users (e.g. cyclists)

Road safety ads of the 80s/90s have set a category norm here: many people referenced these

However, outside of safety, people struggle to spontaneously think of any other major benefits of the limit

People are open to being better informed about the rollout and what the other benefits of the limit could be

They built a new school around here, so they need no stopping zones and for people to drive more slowly to keep children safe

I'm not sure how it does help – I've never seen anything to suggest it would help with traffic, or it's better for your car and more efficient

There is an appetite for a greater understanding of why the limit is being rolled out outside of safety reasons
Key insights

- On the surface there appeared to be strong support for introduction of 20mph speed limits
- Drivers routinely break the speed limit in built-up areas and few see this as a big deal
- While rationally, many drivers think reducing the speed limit is a good idea, influencing intention / action is more complex
- Any attempt to persuade drivers of the non-safety related benefits of a 20mph limit is likely to have limited impact
- And some will only be persuaded when they’re living alongside it
Stakeholder Communications Toolkit

Let’s show people that driving at 30 is much more dangerous as you’re 7 times more likely to die if someone hits you at 30mph than 20mph.

Toolkit released later this month and will include for use:

• Social image and animation
• Digital banners
• Posters
• Suggested social copy

In the service of Scotland
Next Steps

• The task group will meet early in the new year to outline next steps.

• Meet with SGMIU to develop pre and post communication plans.

• Continue to work with each of our local authorities to introduce more 20mph speed limits that will improve road safety and make it easier for people to choose active travel for their everyday journeys.

• Agree a programme to deliver reduced limits between now and the 2025 deadline.
Questions