



Demand for traffic to go at 20 or below in communities is sweeping across the UK. More and more of us are realising it makes our communities safer, happier and healthier.

But while some communities are reaping the rewards of slower speeds, many are still waiting as slow coach politicians fail to get up to speed.

We're asking everyone to GO 20 now, to help us make the UK a safe and friendly haven for walking and cycling.

Why GO 20?

- **Fewer casualties**

20mph is much safer for people walking and cycling because drivers have far more chance to react in an emergency and avoid hitting someone: your stopping distance at 30 is nearly double than at 20¹. Where 20 limits have replaced 30 limits, there have been reductions in casualties².

Lower urban speeds are particularly good for kids. Research shows children struggle to judge speed when vehicles are doing more than 20mph³, yet some drivers expect them to keep out of the way or pay the price. We say kids – and everyone else! – should be able to walk and cycle without their lives being endangered.

Yet every day seven children and 19 adults are killed or seriously injured while walking or cycling on UK roads. Every death and injury is devastating for families involved, and entirely preventable. These casualties went up last year, adding to the case for action⁴.

- **More walking and cycling**

20mph encourages more walking and cycling as people feel safer. Let's face it, few people like dicing with death on their way to work, and no parent wants their child to walk or cycle to school or the park if they fear they could be hurt on the way.

Where town- and city-wide 20mph limits have been introduced, walking and cycling has increased⁵. Aside from the obvious freedom and enjoyment this gives people of all ages, it's also great for public health. Physical activity reduces premature death by 20% to 30%⁶.

- **Happy, active communities**

20mph is about happy, active communities: people who care about each other, get out and enjoy their local area, and say hello when they pass in the street. Research shows lower traffic speeds (and lower traffic volumes) improve the 'sociability' of streets: people get out more and are more likely to know their neighbours⁷. In 2012 the UK celebrated a royal wedding, jubilee and

¹ The Highway Code, Driving Standards Agency, 2007

² 20mph speed reduction initiative, Scottish Executive Central Research Unit, 2001; 20mph Speed Limit Pilots Evaluation Report, Warrington Borough Council, 2010

³ Reduced sensitivity to visual looming inflates the risk posed by speeding vehicles when children try to cross the road, University of London, 2011

⁴ Pedestrian deaths and serious injuries rose by 6% across the UK in 2011 compared to 2010, while cyclist deaths and serious injuries rose by 15%. Reported road casualties Great Britain 2011 annual reports, Department for Transport, 2012 and Police recorded injury road traffic collisions and casualties Northern Ireland annual report 2011, Police Service of Northern Ireland, 2012

⁵ Where widespread 20 limits have been introduced levels of walking and cycling increased by 20% Citywide Rollout of 20mph speed limits, Bristol City Council Cabinet, 2012

⁶ At least five a week - evidence on the impact of physical activity and its relationship to health - a report from the Chief Medical Officer, Department of Health, 2004

⁷ The contribution of good public spaces to social integration in urban neighbourhoods, Daniel Sauter & Marco Hüttenmoser, Swiss National Science Foundation, 2006; Driven to excess, Joshua Hart, University of the West of England, 2008

Olympic and Paralympic Games. People got together to celebrate and realised they liked it. Let's keep the ball rolling by making this the year we all GO 20.

- **Less pollution**

More people using their feet or a bike to get about? That means less traffic and more carbon-free journeys. 20mph can also mean lower emissions from journeys by car because vehicles travel at a steadier speed, with less speeding up and slowing down⁸.

- **Lower costs**

Let's not forget 20mph can save the taxpayer money at a time when money is tight. Fewer casualties means less strain on the NHS and emergency services as well as preventing families suffering the emotional and financial devastation of a serious casualty⁹. More walking and cycling means better health and prevention of illnesses like heart disease and diabetes¹⁰, helping save NHS spending. In fact, 20mph limits pay for themselves many times over¹¹.

It's great news for family budgets too – when roads are safer, families can get around under their own steam. Walking and cycling are definitely cheaper than funding and fuelling a car.

Who's GOT it?

The British Social Attitudes survey found 71% want 20 limits where people live¹². Lots of local authorities have twigged and are GOing 20. Well done to Portsmouth, Islington, Warrington, Leicester, Liverpool, Glasgow, Wigan, York, Colchester, Bodmin, Lancashire, Brighton & Hove, Sheffield, Greenwich, Camden, Middlesbrough, Bristol, Bath and Oxford, to name a few¹³.

Doesn't it leave you thinking "wouldn't it be simpler and cheaper to lower the default from 30 to 20, so we only have to put up signs for faster through-routes?" Well yes, but unfortunately the powers that be haven't made this leap yet.

In England and Wales default limits are governed by the Department for Transport, who aren't ready to lower the default. They have been reviewing their guidance for local authorities on setting speed limits, and are asking them to consider putting 20 limits in, but it remains up to the local authority to decide this¹⁴.

The Scottish Government has been recently given power over default limits and are yet to respond¹⁵. While there has been progress on installing 20 limits outside most schools¹⁶, councils have been left to progress slower speeds in communities on an ad hoc basis.

In Northern Ireland there has been little debate on lowering the default, but the government has said it will consider 20 limits in some residential and other urban areas¹⁷.

Let's GO

⁸ Environmental effects of 30 km/h in urban areas – with regard to exhaust emissions and noise, The Swedish National Road and Transport Research Institute, 1999

⁹ Each death on British roads cost £1.7 million in 2011, while each serious injury costs £190,000, including costs to the NHS, emergency services and costs to families. Reported road casualties Great Britain 2011, Department for Transport, 2012

¹⁰ At least five a week - evidence on the impact of physical activity and its relationship to health - a report from the Chief Medical Officer, Department of Health, 2004

¹¹ In Bristol, 20mph resulted in a massive return on investment because of the cost savings to the health service through increased physical activity. They used the World Health Organisation's Health Economic Assessment Tool to estimate the changes in cost to health as a result of 20mph. They found for every £1 spent they saw a return of £24.72 through increased walking and £7.47 through increased in cycling. Citywide Rollout of 20mph speed limits, Bristol City Council Cabinet, 2012

¹² 2010 British Social Attitudes survey: attitudes to transport, Department for Transport, 2011

¹³ A full list can be found at www.20splentyforus.org.uk

¹⁴ Consultation of revision of DfT's Speed Limit Circular, Department for Transport, 2012

¹⁵ Scotland has been given powers to set speed limits through the Scotland Act.

¹⁶ There are 20 limits outside 83% of schools in Scotland. Scotland's Road Safety Framework to 2020, The Scottish Government, 2009

¹⁷ Northern Ireland's Road Safety Strategy to 2020, Department of the Environment, 2011

If you drive, you can make a huge difference now, by making a simple pledge: stay well within limits, and slow down to 20 around homes, schools and shops, even where the limit is still 30. You will be helping to protect people, doing your bit for your community (and other communities) and you'll hardly notice the difference to your journey time. In fact, you may find journeys smoother, less stressful, and you may use less petrol.

Whether you drive or not, make a difference by spreading the word about the importance of safe walking and cycling. Find out how at www.go20.org.

GO 20 is also calling for government and local authority action. Ultimately, we need our default changed to 20, to make this the norm in our communities, and our streets people-friendly. In the meantime, we want more councils to GO 20, so our towns, villages and cities can start reaping the benefits. To help them do this, we need funding and leadership from government to help authorities deliver the best outcomes for communities across the UK.

You can help achieve this by campaigning for 20 limits locally, writing to your MP or simply spreading the word on Facebook.

Visit go20.org