

Speed



URBAN SPEED

THE FACTS

53 children under 16 were killed and 2,029 were seriously injured on British roads in 2014: that's almost six children seriously hurt or killed every day. The majority (80%) were on foot or bicycle at the time¹.

If a child runs into the road three car lengths ahead, a driver travelling at 30mph will not be able to stop in time, and will still be travelling at 28mph when they hit the child. A driver travelling at 20mph should just be able to stop in time, providing they are paying attention, have well-maintained brakes, and are driving in dry conditions.

A trial of 20mph limits in Warrington, Cheshire, found pedestrian and cyclist casualties dropped 36%².

Analysis of 75 20mph limit sites in Scotland found casualties dropped 42%³.

The World Health Organisation recommends 20mph limits as a key measure to improve pedestrian safety and save lives⁴.

Driving at more than 20mph in towns and villages involves lots of speeding up and slowing down, increasing carbon emissions⁵.

When traffic is slowed to 20mph in communities, research shows people feel safer in their area, are friendlier with their neighbours, and take part in more community activities⁶.

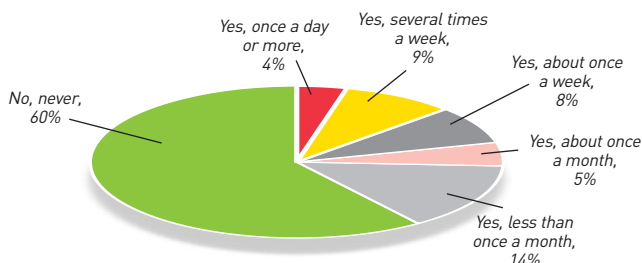
Research has also found that 20mph limits boost the economic sustainability of local areas, as safer areas for walking and cycling are seen as more desirable areas to live, boosting local businesses and increasing the value of homes in these areas⁷.

Q1: Within the past year, have you driven at 30mph or faster in a 20mph speed limit?

Four in 10 drivers admit to breaking the speed limit by at least 10mph in areas designed to protect vulnerable road users. 40% of drivers questioned said they sometimes drive at 30mph or more where the limit is 20mph. Just over a quarter (26%) of drivers admit they exceed a 20mph speed limit by at least 10mph at least once a month.

- Yes, once a day or more 4%
- Yes, several times a week 9%
- Yes, about once a week 8%
- Yes, about once a month 5%
- Yes, less than once a month 14%
- No, never 60%

Figure 1: Percentage of people who in the past year have driven at 30mph or faster in a 20mph speed limit?



ADVICE FOR DRIVERS

To stay safe, stay well within limits, slow down to 20mph around homes, schools and shops, slow right down for bends, brows and bad weather, and avoid overtaking.

Keep at least a two-second gap behind the vehicle in front on any road, but especially at higher speeds – it's your braking space in a crisis. If it's wet you need to double that to four seconds.

Stay well under limits, rather than hovering around them. Look out for signs, including temporary limits.

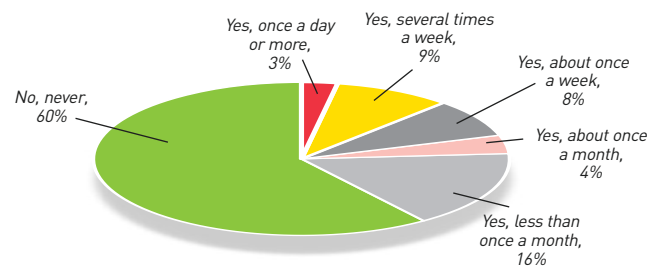
Know which limits are usually in place on different roads (see the Highway Code) and if unsure, err on the side of caution and slow down. It will help you stay safe and avoid fines and penalty points.

Q2: Within the past year, have you driven at 40mph or faster in a 30mph speed limit?

Four in 10 drivers admit they sometimes break 30mph speed limits by at least 10mph. A quarter (24%) do this regularly, at least once a month. 60% of drivers say they never drive at 10mph over the speed limit or faster on roads with a limit of 30mph.

- Yes, once a day or more 3%
- Yes, several times a week 9%
- Yes, about once a week 8%
- Yes, about once a month 4%
- Yes, less than once a month 16%
- No, never 60%

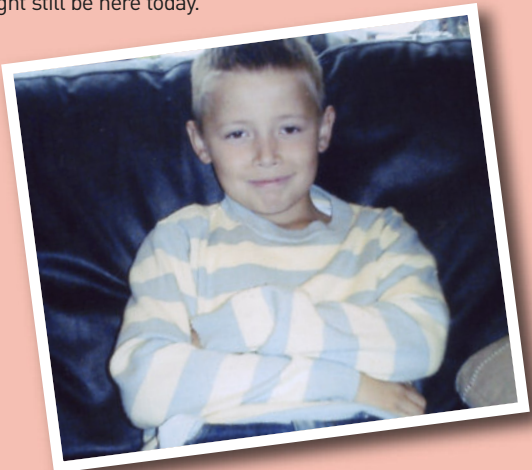
Figure 2: Percentage of people who in the past year have driven at 40mph or faster in a 30mph speed limit?



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LOST LIVES

Tommy Kenny was just 10 years old when he was tragically knocked down and killed on a pedestrian crossing on a 30mph road in London. He was thrown approximately 60ft on impact, leaving him with multiple traumatic injuries so severe that he stood no chance of survival. The police investigator said that the driver was doing between 30-39mph when he hit Tommy. If the limit had been set to 20mph rather than 30mph, Tommy might still be here today.



Tommy's aunt Michelle Kirby says:

"Tommy was a much loved son, brother, grandson, nephew and cousin with the best years of his life ahead of him. Our lives fell apart when he died and he is missed hugely by his whole family. He was a very bright, fun-loving and cheeky boy with a unique personality and a vivid imagination. He loved dinosaurs, Steven Gerrard and Doctor Who.

If we are honest with ourselves, most people have to admit to creeping over the speed limit at times. Yet we've all seen the harrowing adverts on TV showing the horrific results of what speed can do to a child.

If you drive at 20mph, you have a good chance of being able to stop in time if you need to, such as if a child runs out in front of you. We all need to slow down, and we can all do that, today. One can only imagine what pain Tommy's parents, Lynsey and Lloyd, have gone through and will do for the rest of their lives."

End notes

1. *Reported Road Casualties Great Britain 2014*, Department for Transport, 2015, table RAS30062
2. *20mph Speed Limit Pilots Evaluation Report*, Warrington Borough Council, 2010
3. *20mph speed reduction initiative*, Scottish Executive Central Research Unit, 2001
4. *Pedestrian safety: a road safety manual for decision-makers and practitioners*, World Health Organisation, 2013
5. *Speed limits: a review*, RAC Foundation, 2012
6. *The contribution of good public spaces to social integration in urban neighbourhoods*, Swiss Natural Science Foundation, 2006
7. *Motor Vehicle Speeds: Recommendations for Urban Sustainability*, Transportation Research Board, 2012

