



**Slower  
is safer**

**Working together to bring down speeds**

# TOOLKIT FOR COMMUNITY GROUPS

A toolkit of information and resources  
for communities



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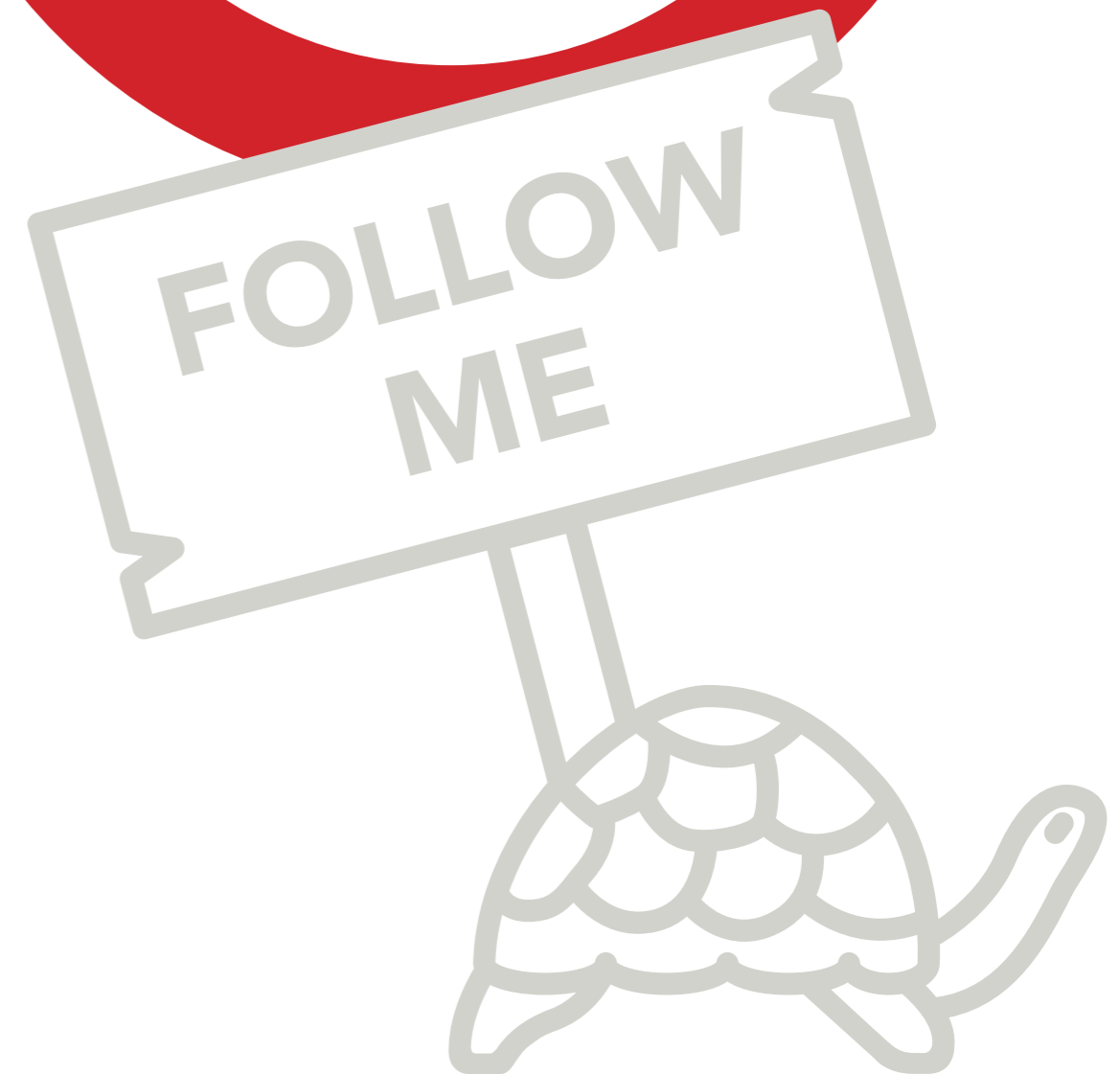
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# 20mph Toolkit

## Foreword

Unity means the state of being joined as a whole. 'Hubb' in Arabic means 'love' and 'hub' in the English sense means the central point in a network. There's a lot in a name.

I'm really proud to have helped to establish the Unity Hubb at St Margaret's Church in Ward End. I'm even prouder of the fact that I helped to name it.

St Margaret's Church serves a Christian congregation, but we are based in a neighbourhood where the primary religion is Islam. Our neighbourhood is made up of an established Pakistani community, but we are also home to many new communities who are rebuilding their lives from scratch.

And, whilst we hold a Christian Service on a Sunday, we also host an Islamic school in the evenings. The local food bank uses our building, as does Sandwell College. I think it is important to explain all of this, because it helps make sense of why community hubs like ours, hold such a unique place in society and why when we put our minds to it, we can be such a force for good!

Some weeks ago we held a really successful community event. It brought people out of their homes onto the street; it crossed over religion, age, and gender and brought a smile to everyone's face.

### What was this?

It was a 20mph play day, supported by Birmingham City Council. For one day, we closed the street to traffic and celebrated being outside, watching our children play, without fear of harm.

We held the day because the community was concerned that drivers in the area have a tendency to go a little too fast, a little too often. This reckless behaviour not only risks young lives, but it also keeps our older residents indoors.

The community spirit was amazing, everyone joined in and it was lovely to see parents open their doors and let their children out to play. The parents stayed to watch, and then their neighbours came out to join in the fun. People, who had never met before, swapped stories and gossip.

They said, "this is what we want, this is what we need, it's amazing".

Our 20mph play day helped spread the '**slower is safer**' message, reminding people that streets are for people, not just for cars.

On the back of this successful day I went back to the council and asked, "What else can we do to encourage drivers to keep to limit".

This toolkit is the response to that question. It is full of information and activities that organisations like ours can deliver to strengthen community links and keep our streets safe and pleasant for all.

The toolkit also sets out activities that we can deliver with partners from the council, the police and schools. Which is great, because working in partnership will always achieve more than working alone.

I was really pleased when I was asked to write this foreword. I'm happy to use my voice to encourage others to get behind the "**Slower is Safer**" 20mph campaign.

Slower speeds are good for our communities; they are good for our children, good for our elders and are here to stay!

Happy reading.

**Rashta Butt**  
Centre Manager, The Unity Hubb

# 20mph Toolkit

## Hello – here's how to use your toolkit

Thanks for downloading this toolkit. We hope you enjoy reading it as much as we enjoyed creating it!

This resource will help you understand what the '**Slower is Safer**' Campaign is trying to achieve and what YOU can do to help bring down speeds in the streets where people live, work and shop.

In these pages you will find information on 20mph in Birmingham and why the council, together with our partners in the community – the Police, Fire Service, hospitals (and many others) are backing this scheme.

Most important of all, you will find a number of different 'recipes' for activities which you can use or adapt to help influence others in your school, workplace or community to slow down and help make our streets safer and more pleasant for everyone.

You can find out more information on any of the links below:

-  [www.birmingham.gov.uk/20mph](http://www.birmingham.gov.uk/20mph)
-  [www.twitter.com/bham20mph](https://www.twitter.com/bham20mph)
-  [www.facebook.com/bhamconnected](https://www.facebook.com/bhamconnected)
-  [connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)
-  0121 303 7674



# 20mph Toolkit

## Reasons to go 20!

We know that the world has changed dramatically over the last 100 years. The car has shifted from being a luxury only the well off could afford to a 'standard' item for many UK households.

And, while there is no doubt that improved access to personal transport has brought about a revolution in mobility and convenience, the resulting increase in cars also brings some hefty downsides. Not only is there a direct link between the amount of traffic on our roads and the number and severity of collisions, but we now know that air pollution is resulting in up to 900 deaths every year in our city<sup>2</sup>.

In Birmingham we work hard to minimise the number of collisions on our streets and roads and are proud of the fact that between 2000 and 2015 there has been a 32% reduction in reported traffic related casualties<sup>3</sup>.

**However, it remains a sad and shocking fact that one child a week is seriously injured or killed on our roads.**

We are reducing the speed of traffic in built-up areas to not only reduce collisions and casualties but also to ensure that, where collisions do occur, the risk of fatal injury is considerably reduced.



### WHY WE NEED A WHOLE COMMUNITY APPROACH

Central Motorway Police Group Chief Inspector **Jared White** states:



*"Studies show the chances of children being killed if struck by a vehicle are hugely increased at speeds above 20mph. Just a small reduction in average speed has a dramatic impact on the number and severity of collisions."*

*"The new lower speed limits in Birmingham will be introduced on roads that go right through the heart of many local communities, and we will conduct road safety operations in the lower speed areas to educate drivers and to prosecute the most serious or repeat offenders."*

But, while West Midlands Police are committed to enforcing the speed limit; for this ambitious scheme to succeed, thousands of people just like you help us make a real, lasting and positive difference to our brilliant city.

Overleaf we look at some of the many reasons to go 20 on the streets where people live, play, go to school and shop.

Slower is Safer!

# 20mph Toolkit

## Benefits of 20mph fact sheet

### 20MPH CAN REDUCE THE POTENTIAL COSTS ASSOCIATED WITH SPEED RELATED COLLISIONS!

Road traffic collisions in Birmingham cost the local economy an estimated **£176 million a year!** Add to this the psychological harm a collision has on the victim and their family, the amount of time spent away from school or work, and you begin to get a sense of the impact it can have on the individual's learning, wellbeing and in many cases, their income.

So, it's no surprise that despite the costs involved in creating more 20mph streets, we believe that investing in 20mph now will save money later.

### SLOWER STREETS BRING HEALTH BENEFITS

20mph isn't just about numbers on a spread sheet; it's a way of effecting **real change to our health.**

It's no secret that the UK is facing an obesity crisis, but did you know that Birmingham has one of the worst obesity records in Europe?

**24%** of reception-aged children are now classed as overweight or obese, and this figure rises to a shocking **40%** by the time they reach year 6.

If we don't do something to tackle this, it is estimated that it will cost our city over **£2 billion a year by 2050.**

Giving people the confidence to cycle on or walk alongside less congested roads can create life changing benefits to peoples' overall health and wellbeing.

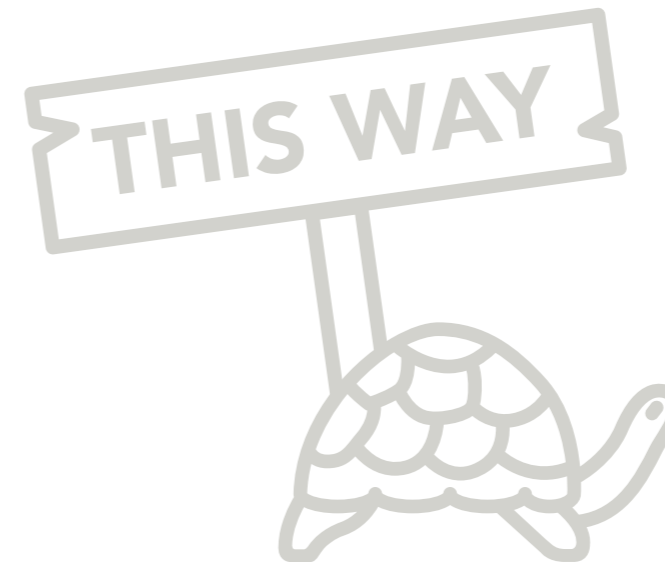
### ENVIRONMENTAL BENEFITS

Air quality is a big problem for Birmingham. Cars – especially diesel cars – are one of the largest sources of nitrogen dioxide and particulate matter. At the moment, around 900 deaths per year in Birmingham are linked to air pollution.

Adopting a smoother driving style, and making local trips on foot or by bicycle are great ways to reduce emissions and make our air better to breathe.

### STRONGER NEIGHBOURHOODS

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



<sup>2</sup> Evidence provided by Public Health Birmingham May 2017 [birminghampublichealth.co.uk](http://birminghampublichealth.co.uk)

<sup>3</sup> A Road Safety Strategy for Birmingham. (2016).

# 20mph Toolkit

## What it takes to become a 20mph city (the story so far)

START

**2008**

Portsmouth becomes the UK's 1st 20mph city, when they set the speed limit for all residential roads, bar arterial routes at 20mph. Other UK cities including; Oxford, Bristol, Liverpool and Edinburgh follow suit.



**November 2012**

The council considers introducing a 20mph scheme in Birmingham.



FINISH

**Autumn 2019**

A full assessment of the impact of 20mph limits will take place.



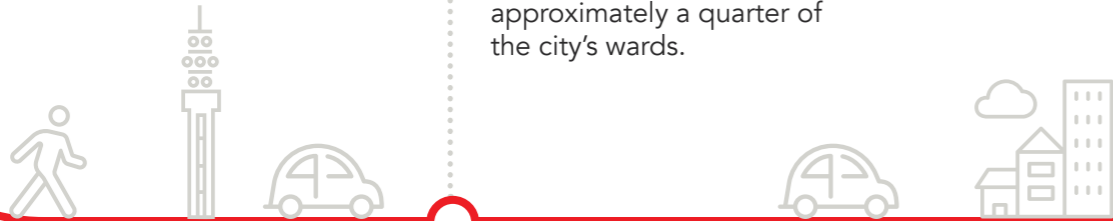
**January 2013**

Department for Transport (DfT) announces that lowering the speed of traffic reduces collisions and in turn the risk of fatal injury. They also state that 20mph limits improve quality of life and encourage more walking and cycling.



**March 2013**

The Council decides to pilot the scheme in approximately a quarter of the city's wards.



**January 2016**

Signs go up in the first three areas.



**October 2013**

The Council ask people in Birmingham for their views. Results are mixed. There is some indication that people think the council are planning to change the speed limit of all roads to 20mph! This is not the case; the majority of 'A' roads will not be affected.



**June 2016**

The City Council delivers 'Kids' Court' an innovative initiative which sees speeding drivers asked to account for their actions in front of a court run by school children. This generates high levels of public support and is widely profiled in the local media.



**March 2017**

Birmingham hosts the national **20's Plenty** Conference and are recognised for their partnership working with the police and communities.



**July 2016**

Community support for the scheme is growing; Balsall Heath Carnival decides to adopt the theme 'Slower is Safer' with great success.



**October 2016**

Legal limits come into force in the first three areas. West Midlands Fire Service brand their appliances with 20mph logos and Kids' Court receives national TV and radio coverage!



**Summer 2018**

Legal limits come into force in the fourth pilot area.



**Spring 2018**

Signs and lines go up in the fourth pilot area.



**August - September 2016**

The police deliver roadside education; resulting in hundreds of drivers being educated and several prosecuted.



# 20mph Toolkit

## How we implement a 20mph scheme?

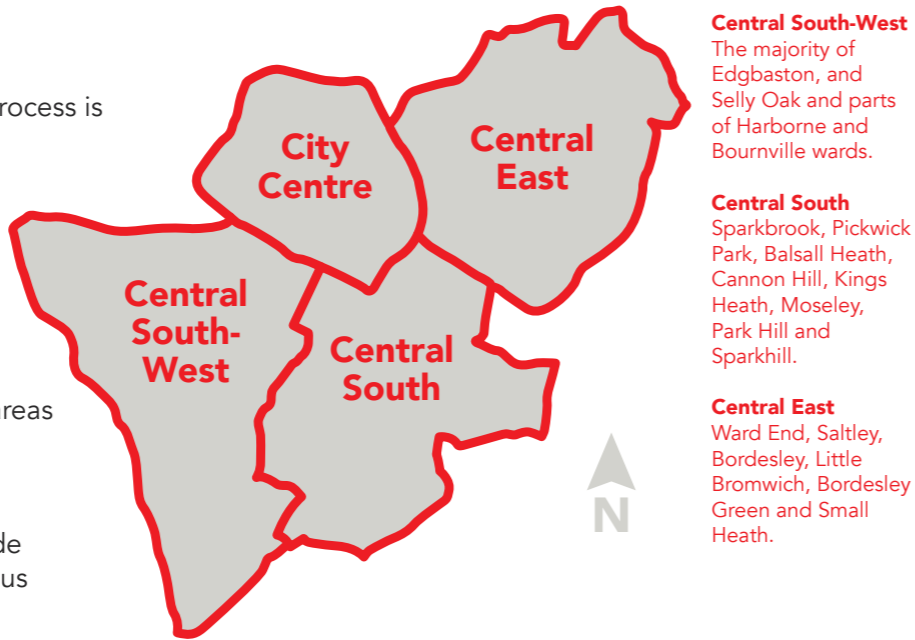
We're starting by delivering a pilot project.

This allows us to do a 'trial run,' but the process is the same as if we were rolling out 20mph across the whole of Birmingham. Working in this way allows us to understand if an 'area wide' 20mph scheme is likely to bring the benefits we expect, whilst allowing us to iron out any errors or unexpected problems.

Subject to further funding, more 20mph areas will be rolled out on a phased basis.

With Birmingham being the largest and most densely populated British city outside London, it would take 7 years of continuous work to implement 20mph speed limits citywide!

Figure 1. Map showing pilot areas (below)



### What is a Traffic Regulation Order (TRO)?

Traffic Regulation Orders (TROs) are legal documents that allow the council to manage traffic in the city. Without a TRO, the new speed limits could not be enforced.

### How is a TRO made?

Before we can make a permanent TRO we must follow a strict process, which is set out in government legislation.

The first part of the process involves advertising the proposals in a public notice and then allowing 21 days for objections, or comments.

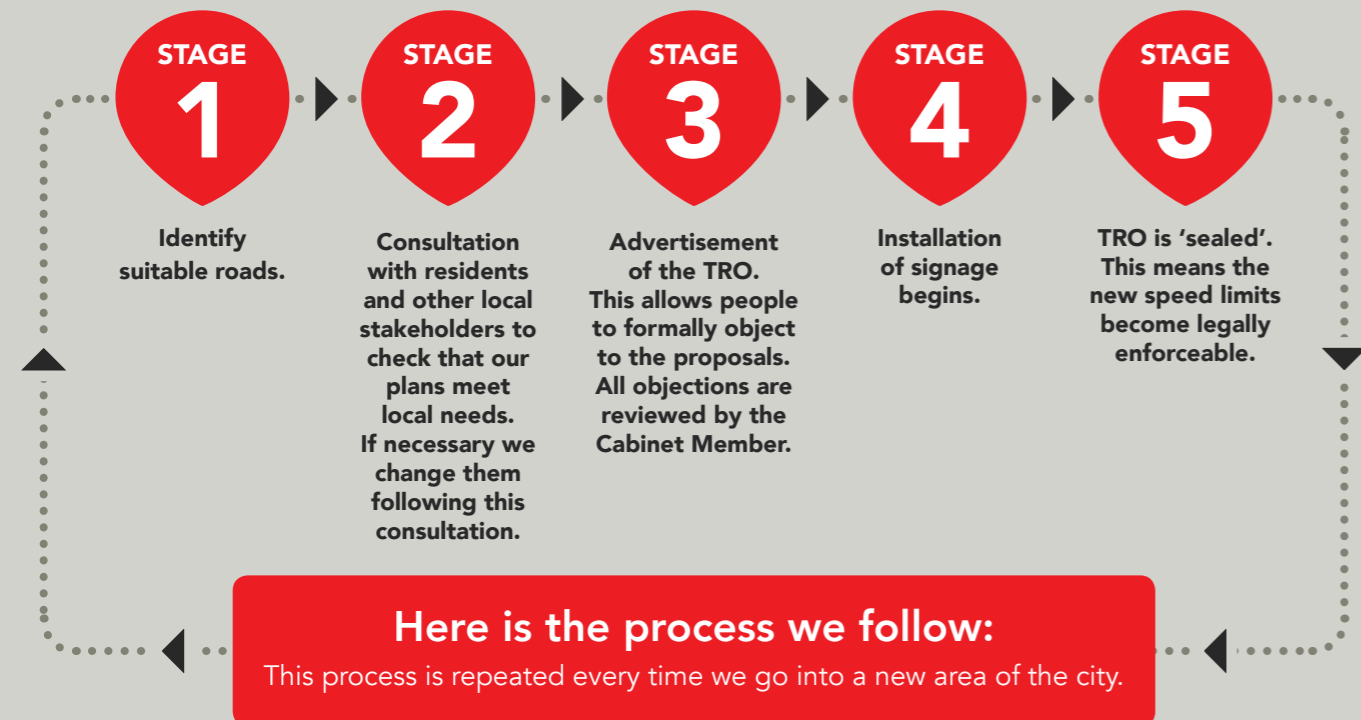
If any objections are raised they are presented to the Cabinet Member for Transport and Environment for consideration. They decide whether the proposals go ahead as advertised, be amended, or not proceeded with at all.

After this stage, we make any changes that are needed so we can then seal the TRO.

## SURPRISING FACT!

Objections are not always down to the fact that people don't want 20mph. Many of the objections we receive come from people who want to see more local streets included!

Figure 2. Implementation process



At every stage of the process we work hard to communicate and engage with residents, employers, and a wide range of local partners.



# 20mph Toolkit

## Why people speed

Public support for the introduction of 20mph speed limits in the pilot areas of Birmingham is high.

People are aware of the benefits and they understand the risks of speeding, so in theory, rolling out a citywide 20mph scheme should be relatively easy, right?

### Wrong!

Despite large numbers of people being positive about the 'idea' of 20mph speed limits, we see a huge gap between high levels of support for 20mph and the relatively low numbers of people who are consistently sticking to the speed limit.

#### **"So why do drivers say they support 20mph and then break the speed limit?"**

The problem we face is that most Birmingham drivers see other people as the problem. They tend to overestimate their own driving skill compared to other drivers, and believe that they are safer than they actually are.

This just doesn't stand up! The idea that 186,209<sup>4</sup> collisions, which happen on the UK's roads every year, are down to a small minority of "problem drivers" is frankly not possible! So what's going on? There is a theory called the Durning Kurger effect which hypothesises that ignorance leads to confidence more often than knowledge does!

The other problem we face, is that driving has for many people become an automatic task. This leads to the mistaken belief that we can predict the actions of other drivers. It also means that drivers are more prone to make errors in driving, for example: we tend to overestimate how much time can be saved by driving faster while also underestimating minimal safe braking distance<sup>5</sup>.

So even if you consider yourself to be a safe and conscientious driver, as you start your journey on the road to reduce speeds, take a moment to reflect on your own driving. Turn to page 13 for the first of our recipes!



# 20mph Toolkit

## It starts with me

Are you a driver? Even the most careful drivers on our roads make mistakes. Unfortunately, research shows that this happens more often than you'd think.

### Duration:

PREPARATION: None required  
DELIVERY: 30 minutes

### You will need:

- Pen or pencil
- Somewhere quiet

### Overview:

Some days there seem to be loads of terrible drivers on the road! There are the people who tailgate, the people who amble along in the middle lane on the motorway and don't forget those drivers who see an amber light as a challenge, rather than a timely warning to slow down.

As for the people who speed through residential streets, or past schools because they are running late... well, let's not go even go there!

Like most people, this sort of driving annoys us. We care about others and conform to both the written and unwritten rules of the road, which are there to keep all of us safe.

Unfortunately, as we showed you on page 12, the fact that you think you're a highly skilled driver doesn't necessarily mean that you are!

### So what can you do about it?

The good news is that now we've debunked the myth that other people are the problem – there are some things YOU can do to make everyone safer on our roads.

Complete the following exercises then sign our pledge to make Birmingham's streets slower AND safer!

However, if you are like the majority of drivers who have inadvertently broken the speed limit, then carry on to Exercise 2.



P.T.O. →  
for Exercises

<sup>4</sup> DfT 2015 figures.

<sup>5</sup> Applied Cognitive Psychology Volume 23, Issue 4 May 2009. Pages 543–560.







# 20mph Toolkit

## Hold your own bike ride to support 20mph!

**Big Birmingham Bikes** in partnership with **British Cycling (Ride Active)** and **Cycling UK**, deliver a wide range of organised led rides across the city. Why not join them and help to host a fun bike ride with a 20mph theme! Cycling through your neighbourhood showing support for 20mph not only promotes fitness it also sends out a message of support from cyclists!

### Duration:

PREPARATION: 1 day  
DELIVERY: 1-2 hours

### You will need:

- A group of people who want to take part in the ride
- Every participant will be encouraged to sign up for a Birmingham Wellbeing Card at the beginning of the ride.
- Support to produce a Risk assessment

### You will be provided with:

- Risk assessment
- 20mph materials (t-shirts, stickers and rucksack covers)
- Support to develop a bike ride plan and itinerary for the day (page 20-21)
- A template to produce your own bike ride poster (page 22)
- A template to produce your own certificate (page 23)

### Roles:

- British Cycling/Cycling UK Ride leader
- Coordinator from your organisation or group
- Someone to take photos

### Contact BCC Transportation Team to order your Pledge Pack including:

- 20mph t-shirts
- Stickers and rucksack covers
- Campaign leaflets and other materials

✉ [connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)  
 🌐 [www.birmingham.gov.uk/20mph](http://www.birmingham.gov.uk/20mph)

### Overview

We know that one of the benefits of slower speeds is that more people choose to adopt active forms of travel like walking or cycling! A 20mph themed bike ride is a great way to get your group/organisation together to spread a public message of support for 20mph.

**Big Birmingham Bikes, British Cycling (Ride Active) and Cycling UK** are working in partnership along with **Community Cycle Clubs** to deliver a host of guided rides throughout Birmingham. They can help you to organise your own 20mph themed bike ride. To start with get a group of 8 or more interested people, contact your local community cycling group or Ride Active Group and let them know you're interested. They can help you to plan a route. If there are children interested in taking part let the group know in advance.

Try to get press coverage for your ride to spread the message further. The Birmingham City Council Transportation team may be able to help you with this.

No bike? Having access to a bike doesn't have to be a barrier! Big Birmingham Bikes have bikes\* that you can hire for free from some of the community wellbeing centres ([www.birmingham.gov.uk/wellbeing](http://www.birmingham.gov.uk/wellbeing)). Your community cycling club may also have bikes.

\* Please note that only adult sized bikes are currently available.

# 20mph Toolkit

## Hold your own bike ride to support 20mph!

### Method for joining a free led ride:

#### Preparation

1. Find out how many people want to take part in the bike ride.
2. Contact one of the Birmingham City Council Transportation team to tell them you would like to take part in a 20mph themed bike ride. They will provide you with 20mph materials and may also be able to help you cross-promote the activity, as well as try to secure media coverage.
3. Make contact with your Community Cycling Club or Ride Active group.
4. Work with your local Community Cycling Club to plan your ride. Once it is ready let Big Birmingham Bikes know by email: [bigbirminghambikes@birmingham.gov.uk](mailto:bigbirminghambikes@birmingham.gov.uk). Additionally you could register your ride at [www.letsride.co.uk](http://www.letsride.co.uk).
5. Promote the event through all available channels i.e. social media, local media, posters/company intranet, emails. Make sure to include us in any promotion on social media. You can find us on twitter [@bham20mph](https://twitter.com/bham20mph) hashtag [#slowerissafer](https://twitter.com/slowerissafer) or post to our Facebook page [@bhamconnected](https://www.facebook.com/bhamconnected).
6. Write a press release, contact the Birmingham City Council Transportation team who can cross promote this activity.

#### On the day

1. Make sure your group/team stands out as supporters of 20mph by wearing t-shirts, rucksack covers and stickers.
2. If you have invited any press to your bike ride, speak to them about why your group/team/company is supporting 20mph.
3. If you have permission from your employees, make sure you take lots of photos of the activity throughout the day and share these with us on twitter [@bham20mph](https://twitter.com/bham20mph) hashtag [#slowerissafer](https://twitter.com/slowerissafer) or post to our Facebook page [@bhamconnected](https://www.facebook.com/bhamconnected).



#### After the event

1. Send out a thank you to all the people who attended.
2. Let us know how it went. Share any images/press cuttings you have with the Birmingham City Council Transportation team so they can share your activity with a wider audience.

### Variation on this recipe:

You can wear our 20mph materials at an existing ride so long as the organisers agree.

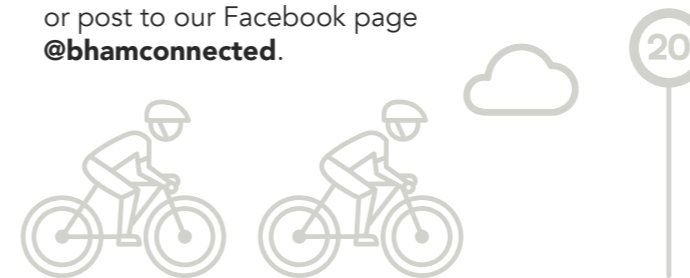
The event can be themed in order to coincide with key existing events, such as a Santa Bike Ride at Christmas.

Alternatively why not plan a 20mph themed walk!

#### About the Birmingham Wellbeing Card

The Birmingham Wellbeing Service encourages people in Birmingham to be physically active and involved in their local communities in wellbeing centres, hubs and open spaces. Your membership card is used to record attendance at the bike rides as well as other Active Parks activities. To sign up for a Wellbeing Card visit [www.kineticinsightpro.com/birmingham/](http://www.kineticinsightpro.com/birmingham/) Your card will then be posted to you.

Alternatively participants in your event can sign up for one on the day of the event.





# 20mph Toolkit

Hold your own bike ride to support 20mph!

## Bike ride plan:

### Things to develop with your Community Cycling Club/Ride Active

Date of planned ride:

Start time:

Finish time:

Meeting point:

Lead contact details on the day (names/tel numbers):

#### Overview

##### Roles (Needed):

Coordinator from your organisation

Name:

Tel:

Email:

Community Cycle Club/Ride Active contact

Name:

Tel:

Email:

##### Roles (Optional):

Someone to take photos for social media

Name:

Tel:

Email:

##### Resource requirements:

- Birmingham Wellbeing Card
- 20mph materials (t-shirts, rucksack covers, stickers)
- Refreshments
- High visibility clothing
- Helmets (optional)

##### Ride details:

Start point:

Finish point:

Brief description of outward journey (plan your full route with your CCC or Ride Active):



# 20mph Toolkit

Hold your own bike ride to support 20mph!

#### Overview (continued...)

##### Ride details:

Brief description of return journey:

Distance (miles):

Estimated cycling time (hours/mins):

Facilities at the start and on route:

Age restriction (all children under the age of 16 years old need to be accompanied by parent/guardian):

Stopping points:

Points of interest:

Bike suitability:

Car parking:

Public transport:

 **20mph Toolkit**  
Hold your own bike ride to support 20mph!

**Poster**

The below 'Ride Poster' is available as a Word document template for you to edit and put up in your premises. You can request this from the BCC Transportation Team via email: [connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)



**Birmingham City Council**

*JOIN US for a*  **Slower is safer**  
Working together to bring down speeds

**20mph themed Bike Ride**

.....

**Insert your group name here**  
is holding a bike ride to show support for 20mph.  
Brief description of the ride/route to go here  
(include approximate distance)

**Date: Sunday 20 May Start time: 10.00am**  
**Starting point: Location to go here**  
**To book your place call: 0123 456 7890**  
**Or email: xxxxx@xxxxxxxx**

**Supported by:**  
Insert CCC/Ride Active group name here

**Don't forget to bring appropriate clothing for the day!**



**BIRMINGHAM CONNECTED** **BIRMINGHAM CYCLE REVOLUTION** **BIRMINGHAM BIKES** **HSBC UK BRITISH CYCLING** **we are cycling UK**

 **20mph Toolkit**  
Hold your own bike ride to support 20mph!

**Certificate**

The below '20mph Certificate' is available as a Word document template for you to edit, print and give to participants. You can request this from the BCC Transportation Team via email: [connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)



**Birmingham City Council**

 **Slower is safer**  
Working together to bring down speeds

**Congratulations!**

**NAME HERE**

.....

**In showing your support for 20mph and taking part in the 20mph themed Bike Ride**

**BIRMINGHAM CONNECTED** **BIRMINGHAM CYCLE REVOLUTION** **BIRMINGHAM BIKES** **HSBC UK BRITISH CYCLING** **we are cycling UK**

People often ask the Birmingham Transportation Team to talk about the plans for 20mph in Birmingham.

### Duration:

PREPARATION: 30 minutes  
DELIVERY: 20-40 minutes

### You will need:

- 20mph PowerPoint presentation slides and notes. (You can access this from our website [www.birmingham.gov.uk/20mph](http://www.birmingham.gov.uk/20mph))
- Good Wi-Fi connection
- Laptop and projector speakers OR smart TV
- 20mph pack with some goodies
- Tea and cake (of course)!

### Roles:

- Someone to lead the discussion and go through the presentation
- Someone to help set up the equipment

### Contact BCC Transportation Team to order your event pack including:

- 'Slower is Safer' PowerPoint presentation
- 20mph Poster
- Bumper stickers
- Car air fresheners
- Campaign leaflets and other materials

 [connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)

 [www.birmingham.gov.uk/20mph](http://www.birmingham.gov.uk/20mph)

### Overview:

As a team we wanted to do something different, so we designed a presentation and discussion pack that people can use themselves. This means that they can have access to the information they need, when they need it.

It works a little like a book group – you go through our presentation (which includes a great little film about the ripple effects of a collision on a community).

We then ask you to share your thoughts on how we can reach more people and help make the campaign even more successful.



### Method:

#### Before

1. Contact Birmingham City Council Transportation Team to let them know you are planning to deliver the activity and to order your event pack.
2. Go to [www.birmingham.gov.uk/20mphcommunity](http://www.birmingham.gov.uk/20mphcommunity) to view the presentation and have a read through the delivery notes overleaf.

#### During

1. Prepare the room for your meeting. If you can, stick the 20mph poster up where everyone can see it and get your packs ready.
2. Load the slides and then set the slides to presenter view. To do this click, 'view present' which appears on the top bar on your screen. This will allow you to make the presentation full screen.
3. Check you have sound by testing one of the videos.
4. If you are planning to take and share photos of people in the group remember to get their permission to do so (see page 55 for the Media Consent Form which you can print and photocopy).
5. Go through the slides, remembering to encourage discussion and to ask people for their views on how Birmingham City Council can continue to reach and engage local communities.

#### After

1. Remember to give everyone attending a 20mph pack for them to take home. This should be made up of the 20mph FAQ's (see page 46), coasters, car stickers and air fresheners and leaflets.
2. Email us your idea for how we can work with groups like yours to make Birmingham's streets slower AND safer. Please send these to: [connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)
3. Don't forget to let us know how the event went (we are dying to know!) and share any images with us on Twitter [@bham20mph](https://twitter.com/bham20mph) using the hashtag [#slowerissafer](https://twitter.com/hashtag/slowerissafer) or post to our Facebook page [@bhamconnected](https://www.facebook.com/bhamconnected).



**Presenting the slides**

The presentation comprises of the following types of slides:

- Slides containing a video
- Information
- Discussion slides

We have designed this to be easy for someone with limited knowledge of the subject to deliver, but we have included some notes on each slide below.



Slide	Description
<b>SLIDE 1</b> <b>20mph in Birmingham</b>	<p>Introduce the session, stating why you/your group wanted the session to happen.</p> <p>Explain that this is a self-guided presentation but that Birmingham City Council are keen to hear feedback and particularly keen to hear your group's ideas about how we can encourage more people to slow down!</p>
<b>SLIDE 2</b> <b>Hello</b>	<p>A short video featuring some of the activities we have delivered with our partners.</p> <p>We included it because it shows how important community engagement is to the success of the scheme.</p> <p><b>Success = getting drivers to embrace the new speed limits and slow down.</b></p>
<b>SLIDES 3-6</b>	<p>If you want more background to 20mph in Birmingham, you will find this in the earlier pages of this toolkit!</p>
<b>SLIDE 7</b>	<p>The decision on whether to expand 20mph beyond the initial pilot areas will be taken on the basis of the following;</p> <ul style="list-style-type: none"> <li>• Reduction in speeds in pilot areas</li> <li>• Sufficient budget to roll out the scheme to other areas of the city.</li> </ul>
<b>SLIDES 8-12</b>	<p>These slides are here to indicate the scale of the problem.</p> <p>RTCs remain one of the biggest causes of death. In the UK but globally, Coronary Heart disease holds the number 1 spot!</p>
<b>SLIDE 14</b>	<p>Ask people for their views.</p>

Continued... ↗

Slide	Description
<b>SLIDE 18</b>	<p><b>VIDEO</b></p> <p>Jago is a local boy who was involved in a collision on his 6th birthday. He and his family wanted to share their story.</p> <p>When you are listening to the video we want you to consider the impact this had on services, the family and the wider community.</p>
<b>SLIDE 19</b>	<p>Here is a great opportunity to have a discussion. Encourage people to share their reaction.</p>
<b>SLIDE 20-23</b>	<p>Different types of costs.</p>
<b>SLIDE 24</b>	<p>Encourage people to download the toolkit.</p>
<b>SLIDE 25</b>	<p>Ask people to suggest different ways to slow down traffic, then please email us your suggestions!</p> <p>Oh, and thank you – we hope that went alright!</p>

**TOP TIP/GUIDANCE!**

Try to get the group involved as much as possible and encourage people to participate.



An activity to engage the whole family whilst encouraging active lifestyles!

**Duration:**

PREPARATION: 2 days (approx.)  
DELIVERY: Depends on no. of teams

**You will need:**

- Risk assessment
- Sporting venue
- Activity plan (page 30)
- Registration forms (page 33)
- Media consent forms (page 55)
- Flyer to promote competition
- Gazebo
- Prizes
- Water
- Fruit (optional)

**In your Birmingham City Council event pack**

- 20mph armbands
- Medals
- Campaign materials
- Winners' trophy

**Roles:**

- Event organisers and referees/ umpires
- Key person to open competition (this may be a local sporting figure or dignitary)
- Police officers with car (optional)
- Fire service with educational vehicle (optional)
- Young professional footballer for young people to relate to (optional)
- Videographer and interviewer (optional)
- Photographer (optional)

**Overview:**

The activity brings the campaign's key messages to a community bound by a shared interest in sport.

If you can encourage local dignitaries, sporting celebrities to get involved, then great, but even without their involvement this activity can have a lasting impact on those involved. It may also be an opportunity to secure involvement from the Police and the Fire Service, who provide road safety education and 20mph information.

Before the start of the competition have an official opening ceremony. This is an opportunity to acknowledge the theme of the event and to introduce the key campaign messages.

Encourage all players to wear a 20mph armband.

Rolling engagement then takes place with the spectators throughout the competition.

The closing ceremony is a further opportunity to reinforce the campaign messages – AND celebrate the winners of course!



**Contact BCC Transportation Team to order your event pack including:**

- 20mph armbands
- Medals
- Winners' Trophy
- Campaign leaflets and other materials

✉ [connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)

🌐 [www.birmingham.gov.uk/20mph](http://www.birmingham.gov.uk/20mph)

**Method:**

**Before**

1. Contact BCC Transportation Team to let them know you are planning to deliver the activity and to order your event pack.
2. Plan a date and time for your community-based sporting event.
3. Notify BCC Transportation Team of your intention to deliver this activity. They will cross-promote the activity and may try to secure media coverage.
4. Promote the opportunity to other local clubs.
5. Approach local dignitaries and local sporting personalities, to ask if they will consider being part of the campaign.
6. If this event is likely to attract large numbers, the local police/fire and rescue services may agree to come along.
7. Organise all logistics for the day.
8. Advertise the event through your normal channels and social media.
9. Ensure all registration forms and media consent forms are handed out.
10. Write a press release, contact the Birmingham City Council main campaign team who can cross promote this activity.

**During**

1. Open the event by explaining that it has been organised to celebrate and promote slower speeds in places where people live. Ask people to raise their hands if they or someone they know has been involved in a road traffic collision (you will be surprised by the result).
2. Hand out 20mph armbands to the teams.
3. Rolling engagement then takes place with the spectators throughout the competition.
4. Present the winning teams with their 20mph medals and hand out t-shirts to the runners up.
5. If you have permission from the parents/guardians make sure you take photos of activity throughout the day. Make sure you share these with us on Twitter **@bham20mph** with the hashtag **#sloweris safer** and post to our Facebook page **@bhamconnected** so we can share them with our networks.

**After**

1. Thank everyone who helped make the event a success.
2. Let us know how the event goes (we are dying to know) and share any press coverage and images!



**TOP TIP/GUIDANCE!**

Optional: Ask a young person to write and read out a poem about the dangers of speed.

Continued... ↗



# 20mph Toolkit

## Football tournament or other sporting event

### Sample Activity Plan:

To develop with your community group.

Date of event:

Start time:

Finish time (approx.):

Location:

Name of coordinator/lead contact (on the day):

Telephone No. coordinator/lead contact (on the day):

#### Overview

##### Roles (Needed):

Activity facilitator 1	Name:	Tel:	Email:
Activity facilitator 2	Name:	Tel:	Email:
Activity facilitator 3	Name:	Tel:	Email:
Activity facilitator 4	Name:	Tel:	Email:
Press and Media liason	Name:	Tel:	Email:
Photographer	Name:	Tel:	Email:

##### Roles (Optional):

Videographer	Name:	Tel:	Email:
Interviewer	Name:	Tel:	Email:

##### Resource requirements:

List your requirements here



# 20mph Toolkit

## Football tournament or other sporting event

### Detailed description of roles (continues on next page)

Coordinator (on the day):

Activity facilitator 1:

Activity facilitator 2 (if required):

Activity facilitator 3 (if required):





# 20mph Toolkit

## Football tournament or other sporting event

### Detailed description of roles (continued)

#### Photographer:

To capture photos of:

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#### Videographer and Interviewer (optional):

Videographer to ensure footage is captured of:

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Interviewer to conduct interviews with:

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# 20mph Toolkit

## Football tournament or other sporting event

### Registration form:

#### FOOTBALL TOURNAMENT - TEAM REGISTRATION FORM

Date:

Team name:

Age group:

Manager's name:

Telephone number:

Player name	Date of birth	Guest player (max two) Please tick box
1.	.....	<input type="checkbox"/>
2.	.....	<input type="checkbox"/>
3.	.....	<input type="checkbox"/>
4.	.....	<input type="checkbox"/>
5.	.....	<input type="checkbox"/>
6.	.....	<input type="checkbox"/>
7.	.....	<input type="checkbox"/>
8.	.....	<input type="checkbox"/>
9.	.....	<input type="checkbox"/>

Any other information:

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# 20mph Toolkit

## Facilitating a session with parents/ grandparents of young children

This resource can be used by experienced facilitators/group leaders who want to deliver a session aimed at encouraging slower speeds and helping to keep young children safe on the roads.

### Duration:

PREPARATION: 2 days (approx.)  
up your kit and setting up)  
DELIVERY: 1.5 hours

### You will need:

- Signing in sheet
- Campaign materials
- Facilities to show video (i.e. Smart TV/ laptop and projector)
- Flipchart pad, stand and pens
- Photo of child for centre of first flip chart sheet
- Post-it notes
- Video of 'Jago's Story'  
<https://youtu.be/fZk7INe9M8E>
- Lesson plan (Pg 36)
- #1 pre-designed flipchart sheet (Pg 41)
- #2 pre-designed flipchart sheet (Pg 42)
- #3 pre-designed flipchart sheet (Pg 43)

### Roles:

- Facilitator

### Contact BCC Transportation Team to order your event pack including:

- Media Consent Forms
- Campaign leaflets and other materials

[connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)

[www.birmingham.gov.uk/20mph](http://www.birmingham.gov.uk/20mph)

### Overview:

This recipe is designed to be used with groups of parents or grandparents of young children.

It encourages positive behaviours and attitudes in relation to 20mph and will also help parents encourage safe pedestrian behaviour.

This training pack (recipe) was developed for the users of Children's Centres, however, the training is applicable to a wider audience.



# 20mph Toolkit

## Facilitating a session with parents/ grandparents of young children

### Method:

#### Before

1. Think about when you will deliver the session. You may want to tie this in with National Road Safety Week or National Walk to School Week.
2. Contact Birmingham City Council Transportation Team to let them know you are planning to deliver the activity and to order your event pack.
3. Assemble the resources you will need and organise the logistics of training based on preparation and delivery notes.
4. Ensure the training is well-publicised.
5. Write a press release and contact the Birmingham City Council main campaign team who can cross promote this activity.

#### During

1. Use the lesson plan and pre-designed resources to deliver the training.
2. If you have permission from the parents/guardians, take photos and/or videos of activity throughout the day. Make sure you share them with us on Twitter **@bham20mph** using the hashtag **#sloweris safer** or post to our Facebook page **@bhamconnected**.

#### After

1. Contact Birmingham City Council Transportation Team to let them know you have completed the activity and send any photos you have permission to share.

### TOP TIP/GUIDANCE!

The lesson plan on page 36 should be fairly straight forward to follow.

You can find examples of the pre-drawn flip chart sheets for you to copy on pages 41, 42 and 43.

For further information contact a member of who will be happy to talk through this session guide.

If you are looking to deliver this activity and would like someone from BCC Transportation Team to talk through the stages of delivery, then please do not hesitate to contact us:

#### Email:

[connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)

#### You can also find us at:

[www.facebook.com/bhamconnected](http://www.facebook.com/bhamconnected)  
[www.twitter.com/bham20mph](http://www.twitter.com/bham20mph)  
[www.birmingham.gov.uk/20mph](http://www.birmingham.gov.uk/20mph)



Continued... →



# 20mph Toolkit (Lesson Plan)

## Facilitating a session with parents/grandparents of young children

Sheet 1

<b>Ability range:</b> Mixed	<b>Lesson duration:</b> 1.5 hours
<b>Title:</b> 20mph debate	<b>Lesson aim:</b> To help parents understand how they can help reduce the number of collisions on the road by helping them to understand how they might be better drivers – help their children to be safe pedestrians.
<b>Learning objectives:</b> <ul style="list-style-type: none"> <li>To encourage active travel</li> <li>Increase driver/passenger awareness complying with speed limits</li> <li>Understand how basic road safety principles can help protect their child on the road</li> </ul>	
<b>Vocabulary/key words:</b>	N/A
<b>Resources required:</b>	<ul style="list-style-type: none"> <li>'Jago's Story' video - <a href="http://www.birmingham.gov.uk/jago">www.birmingham.gov.uk/jago</a></li> <li>Three flipchart sheets - prepared prior to session</li> <li>Flip chart pens</li> <li>Flash cards what are these for?</li> </ul>
<b>Notes:</b> Please adapt to suit the ability range and requirements of each group. ..... ..... ..... ..... ..... ..... ..... .....	



# 20mph Toolkit (Lesson Plan)

## Facilitating a session with parents/grandparents of young children

Sheet 2

Time:	Topic:	Teaching activity:	Resources:
5 mins	<b>Introduction</b>	<b>Session leader to welcome group:</b> Emphasise what today is all about. <ol style="list-style-type: none"> <li>How they can make a difference either by changing how they drive (or influencing other drivers).</li> <li>Protect their children by helping them think about some basic road safety tips and encouraging active travel.</li> <li>Explain that at the end of the session photos will be taken for press and social media people indicate if they do not wish to be included.</li> </ol>	<ul style="list-style-type: none"> <li>Media consent forms (page 53)</li> </ul>
15 mins	<b>The ripple effect of a collision</b>	<b>Activity 1</b> <ol style="list-style-type: none"> <li>Ask each person to put their hand up if they, or somebody they know, have ever been in a collision (can be as either a driver or a pedestrian?).</li> <li>Make a point that it is a high number.</li> <li>Share the statistic that every day in Birmingham a child is killed or seriously injured on the roads. This is often by people who consider themselves to be safe drivers.</li> <li>It's a simple law of physics - a vehicle moving very fast, takes longer to come to a standstill than vehicle moving more slowly. If a car hits a pedestrian at 20mph or lower the pedestrian is far more likely to only sustain only minor injuries. At higher speeds, a collision with a car can cause life changing injuries and even death.</li> </ol> <p><i>Continued on next page...</i></p>	<ul style="list-style-type: none"> <li>'Jago's Story' video: <a href="http://www.birmingham.gov.uk/jago">www.birmingham.gov.uk/jago</a></li> <li>Laptop and projector</li> <li>Speakers</li> <li>Flipchart pens</li> </ul>

# 20mph Toolkit (Lesson Plan)

## Facilitating a session with parents/grandparents of young children

Sheet 3

Time:		Topic:		Teaching activity:		Resources:	
		The ripple effect of a collision <b>continued...</b>		<b>Activity 2</b>			<ul style="list-style-type: none"> <li>1st pre-designed flip chart sheet</li> </ul>
10 mins	Why speed limits are important			<p>1. Place the 1st pre-prepared flipchart sheet up with a picture of a child in the centre.</p> <p>2. Imagine that the child was seriously injured in an RTC.</p> <p>3. Ask them to think about who was affected by the collision (encourage them to not only consider friends and family of the victim but also – emergency crews, hospital staff, driver's family).</p> <p>4. Add emotions that these characters are feeling – for example guilt etc.</p> <p>5. Emphasise that every road traffic collision has a ripple effect.</p> <p>6. End by showing the “story of a collision” video as a way to share the stories of people involved in a road traffic collision.</p>			
				<p><b>Q. Why have speed limits? (Ask group for their thoughts)</b></p> <p>Does everybody always drive at speeds appropriate for the roads?</p> <p><b>Personal stories – Lead discussion</b></p> <p>1. What are the impacts of speed (what's it like in your street/school)?</p> <p>2. Who speeds (encourage them to move away from the image that it is just the anti-social thrill seeker to the point where they acknowledge that most people are guilty of ignoring the speed limits from time to time).</p> <p><b>Emphasise normal people speed.</b></p>			

# 20mph Toolkit (Lesson Plan)

## Facilitating a session with parents/grandparents of young children

Sheet 4

Time:		Topic:		Teaching activity:		Resources:	
15 mins	Ourselves			<b>Causes of speeding</b>			<ul style="list-style-type: none"> <li>Post-it notes</li> <li>Pens</li> <li>2nd pre-designed flip chart sheet</li> <li>3rd pre-designed flip chart sheet (Things we can do to make a difference)</li> </ul>
				<p>1. Ask people to work in twos.</p> <p>2. Ask each pair to think about occasions when they might be tempted to ignore the speed limit (non-drivers to think about why people might choose to drive too fast).</p> <p>3. Ask people to feedback and capture on 2nd pre-designed flip chart sheet.</p> <p>4. Now ask them to write down on post-it notes some ways they could avoid/manage those scenarios.</p> <p>5. Ask people to put post-its onto the 3rd pre-designed flip chart sheet.</p> <p>6. Talk through some of the answers.</p>			
10 mins	Influencing others			<b>What to do if we are not the driver (influencing others).</b>			
				<p>1. Ask show of hands – “Who has ever been a passenger in a car or taxi?”</p> <p>2. “NOW take your hand down if you have never been a passenger in a car which was speeding” (Use to show that we have all/almost all of us been in a situation that could have been fatal).</p> <p>3. “What did you do/say?”</p> <p>4. Encourage discussion about whether people think they can influence drivers and the sorts of things they might feel comfortable to say.</p> <p>5. Explain that people no matter how young or old can make drivers think about their attitude to driving.</p>			

### 10 minute break

Time:	Topic:	Teaching activity:	Resources:
10 mins	<b>PART 2</b> Keeping your child safe	<p><b>Ask the group:</b> "What kind of things can we do to keep our children safe?"</p> <ol style="list-style-type: none"> <li>1. Use flash cards to talk through basic road safety tips.</li> <li>2. Give each parent pack containing 20mph campaign materials.</li> </ol>	<ul style="list-style-type: none"> <li>• Flash cards (what are these?)</li> <li>• Hi visibility vests</li> <li>• Campaign materials</li> </ul>
5 mins	<b>Recap and end</b>	<p><b>Facilitator to...</b></p> <ol style="list-style-type: none"> <li>1. Ask "Have we covered everything, do you feel more confident?"</li> <li>2. Show the campaign leaflet.</li> <li>3. Ask the group to like the Facebook site, share comments, tell us what they thought.</li> </ol>	



# 20mph Toolkit

## Facilitating a session with parents/grandparents of young children

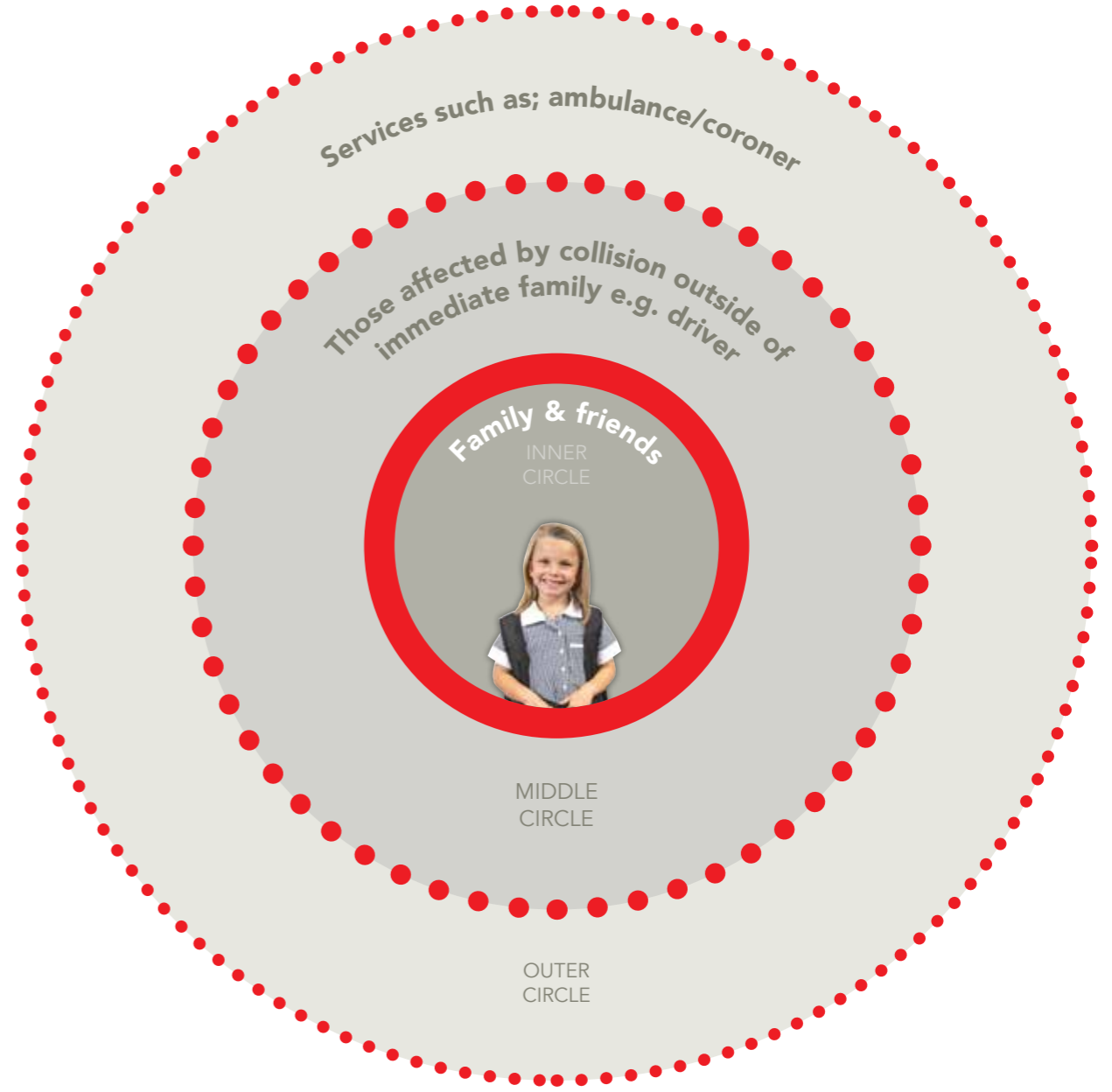
### Flipchart sheet #1

**Note to session leader:**

The diagram below is for you to copy on your first pre-designed flip chart sheet. Find a photo/image of a real child and place in the centre of diagram. Draw circles around the photo/image of the child as shown below with the accompanying text.

Use the flip chart diagram you've created to help the group explore who might be affected by a single collision which resulted in death or serious injury.

### Who's affected? The ripple effect of a crash





# 20mph Toolkit

## Facilitating a session with parents/ grand parents of young children

### Flipchart sheet #2

**Note to session leader:**

Copy the information below on your second pre-designed flip chart sheet and use for your discussion.

### Causes of Speeding

**Time:**

e.g. Being organised etc.

**Distractions:**

e.g. Turn the radio volume down etc.

**Environment:**

e.g. Read road signs etc.

**Mechanical:**

e.g. Regular car maintenance etc.



# 20mph Toolkit

## Facilitating a session with parents/ grand parents of young children

### Flipchart sheet #3

**Note to session leader:**

Copy the information below on your third pre-designed flip chart sheet and use for your discussion.

### What Can We do to Reduce Causes of Speeding?

**Time:**

e.g. Being organised etc.

**Distractions:**

e.g. Turn the radio volume down etc.

**Environment:**

e.g. Read road signs etc.

**Mechanical:**

e.g. Regular car maintenance etc.



This family-friendly activity creates a highly-visual statement that creates an impact on passers-by.

**Duration:**

PREPARATION: 1 day (approx.)  
DELIVERY: 5 hours

**You will need:**

- Wish tree (you can borrow this from us)
- Mini roundels (we can provide these)
- Pledge cards
- Table
- Risk Assessment
- String
- Scissors
- Sharpie pens or similar
- Campaign materials
- Optional: Gazebo if using outdoors
- Optional: Sand bags to weight down the wooden Wish tree if using outdoors

**Roles:**

- Coordinator and one or two helpers
- Photographer

Contact BCC Transportation Team to order your event pack including:

- Wish tree
- Mini roundels
- Photo consent forms

connected@birmingham.gov.uk

www.birmingham.gov.uk/20mph

**Overview:**

Getting your group to share personalised messages on a wish tree is an effective way of opening up a conversation around why 'Slower is Safer'. Making a pledge also encourages people to commit and make a pledge to be part of this change.

This family-friendly activity is designed to bring the whole school community together and is a great way to engage people on the key messages and benefits of 20mph.

We have previously delivered this activity outside, but we think that it works just as well indoors or at an outdoor fete, provided the tree is weighted correctly.



**Method:**

**Preparation**

1. Notify the BCC Transportation Team of your intention to deliver this activity. They will cross-promote it and may try to secure media coverage.
2. They will also send out any resources you will need such as a wooden tree, decorations etc. and will advise of any suitable locations.
3. To create interest and capture people's attention, you will need to place the tree in an area where people can see it.
4. Prepare what you will need for the day, including asking someone to take photos for use on social media.
5. Promote the activity through word of mouth and on social media using the hash tag #slowerissafer and tagging us at @bham20mph on Twitter as this will build excitement and interest.

**During**

1. On the day, engage passers-by by encouraging them to write a message on a small roundel and then hang it on the tree.
2. When asking people to make their pledge, ask them to write why 20mph is important to them. For example:
  - Lives are precious. Please slow down!
  - I will encourage my parents to drive safely at 20mph.
  - Take your time! Slow down! We all have loved ones. Keep yourself and others safe.
3. You will need their parent/guardian to sign a media consent form before you put any images of children onto social media (see page 55 if you don't have one of these already).
4. Share images on social media to generate hype and encourage more people to come to the event. Make sure you share them with us on twitter @bham20mph using the hashtag #slowerissafer or post to our Facebook page @bhamconnected.

**After the event**

1. Email us your pics and don't forget to drop the tree back!

**TOP TIP/GUIDANCE!**

Video available:  
<http://youtu.be/54o73Y0ePQc>

This activity could be used during stage 5 Citywide Engagement.




## APPENDICES: 20mph FAQs



What people sometimes say to us...	Our response 
<b>20mph has created more traffic jams and congestion.</b>	<p>20mph is intended to help ease traffic congestion.</p> <p>Evidence from other 20mph areas shows that, over the long-term, slower speeds encourage more people to walk and cycle, easing congestion on roads.</p> <p>Research also indicates that at slower speeds, vehicles go more smoothly through junctions.</p>
<b>What about enforcement?</b>	<p>West Midlands Police are committed to enforcing 20mph in the same way as other speed limits. The devices they use can measure speeds of 5 mph up to 200mph.</p> <p>As well delivering targeted enforcement in problem locations, the police will be taking part in Community Speed watch, roadside education along with other initiatives designed to create long term behavioural change.</p> <p>This is all good and we are proud of the partnership approach we have created here in Birmingham. However, to achieve the level of change needed, drivers need to self-comply, in other words, to stick to the speed limit because they see 20mph as the correct speed to drive in built-up areas. In the same way as people do not drink and drive because it is not culturally acceptable to do so.</p>
<b>Most serious collisions don't happen on roads where people live, so what's the point?</b>	<p>20mph isn't just about reducing speed, it's also about creating a more positive transport culture where people feel more confident in choosing active travel options such as walking and cycling.</p>
<b>I have told the council about the speeding problems we are experiencing on our street, but nothing has changed.</b>	<p>We have been working on an internal reporting process which will help us to streamline community reporting of trouble spots and ensure the right response is actioned in partnership with those who report the problem.</p>
<b>20mph speed limits will not make people change their behaviour.</b>	<p>The introduction of 20mph speed limits is just one element of a package of measures to reduce vehicle speeds. Reducing the speed limit should not be seen as an end in itself, but as part of a continuous process to encourage a change in driver behaviour and attitude.</p> <p>The ultimate aim is to establish 20mph as the default appropriate maximum speed in residential areas. The implementation of the scheme is supported by an ongoing campaign of publicity and community engagement, to persuade people of the benefits of driving at 20mph on residential roads.</p>

## APPENDICES: 20mph FAQs



What people sometimes say to us...	Our response 
<b>20mph limits is just a money making scheme for the council.</b>	<p>Speed enforcement is carried out by the Police, in association with the local authorities. The revenue from any fines goes to central Government funds, and to fund speed awareness courses. None of the money from fines comes back to local authorities.</p>
<b>Whatever happened to the green cross code? It's children we need to target not drivers!</b>	<p>The ability to judge speed develops with age. Children under the age of 12 are unable to accurately judge the speed of oncoming vehicles<sup>1</sup>. This means that children under-estimate the velocity of faster vehicles and, in some cases, will fail to see them at all.</p> <p>The green cross code cannot compensate/or prepare children to deal with this deficit.</p>
<b>There isn't sufficient signage.</b>	<p>The placing and positioning of signs for the 20mph network is being carried out to the standards of the Traffic Signs Regulations and General Directions.</p> <p>Where the speed limit changes to 20mph, there will be a pair of road signs to indicate this. 20mph roads will have smaller, round, repeater signs mounted on poles or 20mph roundels painted on the road in white.</p> <p>During the works, contractors will usually start by putting up signs where there are suitable existing poles which the sign can be added to, then assess where additional poles are required or where roundels need to be painted on the ground. This can mean that there is a period when it looks as though there will not be enough signs or that the smaller signs will be the only ones.</p> <p>Once the scheme is complete, the signage will be sufficient as required by the Department for Transport for a legally enforceable scheme and for the new speed limit to be clear to drivers.</p> <p>Once the 20mph limits are in force, if there are places where persistent speeding is observed which seems to be related to insufficient signage, signs and lines in that location can be reviewed alongside the other educational measures.</p> <p>There are many ways that the community can help to promote awareness of this project particularly by displaying a visible pledge. This will increase signage and show your support of the 20mph campaign.</p>


<sup>1</sup> University of Royal Holloway London (2010.) "Traffic at 30 mph is too fast for children's visual abilities." Science Daily [online] [www.sciencedaily.com/releases/2010/11/101123101539.htm](http://www.sciencedaily.com/releases/2010/11/101123101539.htm)



# APPENDICES:

## 20mph FAQs




What people sometimes say to us...	Our response 
<b>When you drive at 20mph, people get really angry behind you and end up doing a dangerous manoeuvre.</b>	The advice we'd give is the same for all speed limits. If someone is tailgating, pull over when safe to do so and let them pass.
<b>Why don't the council put in more traffic calming/speed humps?</b>	<p>There are two different ways of applying 20mph speed limits.</p> <p><b>Zones</b> – which are small, usually isolated areas involving a small number of streets.</p> <p>20mph zones, are designed to be “self-enforcing” due to traffic calming measures which are introduced along with the change in the speed limit. Speed humps, chicanes, road narrowing, planting and other measures are typically used to both physically and visually reinforce the shared nature of the road.</p> <p><b>Schemes</b> – large usually connected areas of the city sometimes even the whole of a city! According to DfT guidelines speed bumps are NOT required for 20 mph limits.</p> <p>In many cities and towns schemes are being introduced to change the ‘norm’ – in other words, by joining up large areas we drive expecting the speeds in residential roads to be set at a maximum speed of 20mph.</p>
<b>20mph will increase congestion.</b>	On a clear stretch of road, travelling at 20mph will obviously take longer than travelling at a higher speed. However, research indicates that at slower speeds, vehicles flow more smoothly through junctions. As such, within an urban environment, 20mph may help to improve traffic flow. In addition, as a result of reduced acceleration and braking, 20mph may help to reduce fuel consumption and associated emissions.
<b>20mph won't encourage more people to walk and cycle.</b>	Bristol saw an increase in the amount of people walking and cycling in most areas after a pilot 20mph limit was introduced. <sup>2</sup>

<sup>2</sup> Bristol City Council (2012) 20mph speed limit pilot areas: monitoring report [online] <http://www.bristol20mph.co.uk/wp-content/uploads/2016/06/20mph-Monitoring-Report-pilot-areas-2012.pdf>

# APPENDICES:

## 20mph FAQs



What people sometimes say to us...	Our response 
<b>20mph penalises drivers.</b>	<p>20mph creates a safer environment for everyone, including motorists. It will not significantly increase journey times and, by easing traffic flow, may actually reduce some journey times.</p> <p>We are not trying to stop people from driving, but are trying to balance the needs of drivers with the safety and environment of local residents. This will be a change and it will take some conscious decision making as a driver to make a difference.</p> <p>The change can be compared to anti-drink driving campaigns and Clunk, Click, the seatbelt campaign: over time it has become unacceptable to drive while drunk and it is now second nature to put a seatbelt on to drive. It will take some time for 20mph to become second nature.</p> <p>In reality we are rarely driving at a consistent speed, particularly in a city where we are constantly accelerating, decelerating and braking to respond to current traffic speeds, traffic lights or junctions.</p> <p>Speed enforcement is carried out by the Police, in association with the local authorities. The revenue from any fines goes to central Government funds, and to fund speed awareness courses. None of the money from fines comes back to local authorities.</p>
<b>20mph will increase traffic noise.</b>	Driving at 20mph has been found to reduce traffic noise; the benefit of a signs-only scheme is that drivers can adopt a smoother driving style than if they were driving through a calmed zone with humps. A study in Graz, Austria found that the introduction of 30kph (18mph) signs-only limits led to a noise reduction up to 2.5 decibels. Compared to 30mph, 20mph means 3 decibels less traffic noise. This level of noise reduction means that people can more easily listen to each other and also sleep better. In urban areas with speeds up to 35mph a 6mph reduction cuts noise by up to 40% <sup>3</sup> .
<b>20mph will increase journey times.</b>	20mph will mainly apply on residential streets, and in selected locations on main roads. Most main roads will keep their existing 30mph or 40mph speed limits, so once drivers leave residential areas 20mph and join the main road network there should be no impact on journey times. The vast majority of the city's traffic travels on the 10% of the road network that will stay at 30mph or 40mph. The parts of any journey affected would only be the relatively short sections of that journey that would be on 20mph roads in order to reach the main road network.

<sup>3</sup> %. (Campaign for Better Transport for the UK Noise Association, 2009)

## APPENDICES: Separating the facts from fiction

### Fact or Fiction?

20mph will increase congestion...

**Fiction**

Research indicates that travelling at slower speeds allows vehicles to flow more smoothly, such as through junctions, and may help improve the flow of traffic<sup>1</sup>. It also means that as a result of less braking and a reduction in acceleration, 20mph may also help to reduce fuel consumption<sup>2</sup>.

20mph encourages more people to walk and cycle...

**Fact**

Bristol saw an increase in the amount of people walking and cycling in most areas after a pilot 20mph limit was introduced<sup>3</sup>.

20mph will increase traffic noise...

**Fiction**

If driving at 20mph through a sign-only area, drivers can adopt a smoother driving style compared to driving through a calmed zone with humps. In urban areas with speeds up to 35mph, a 6mph reduction cuts noise by up to 40%<sup>4</sup>.

Speeding or distracted drivers are considered to pose the biggest danger on our roads...

**Fact**

Brake's Road Safety Week survey asked 1,000 drivers to identify which driving behaviour, from a list of six, they thought posed the biggest danger. More than three quarters (76%) ranked speeding or distraction most highly<sup>5</sup>.

This was also reflected in The Birmingham Transport Study 2012/13, when 1000 Birmingham residents were asked what their greatest influence on transport choice was. Safety was given the highest rating (23%)<sup>6</sup>.

## APPENDICES: Separating the facts from fiction

20mph will increase journey times..

**Fiction**

Average city speeds are generally well below 20mph due to congestion and queues. Traffic tends to flow more freely at 20mph than 30mph, as drivers make better use of road space by packing closer, and junctions work more efficiently and at a higher capacity as it's easier to merge.

Also, 20mph mainly applies to residential streets and in selected locations e.g. selected schools (which are situated on main roads). Most of the main roads will keep their existing 30mph or 40mph speed limits.

Just a small percentage increase in speed results in a larger increase in risk of death and serious injury...

**Fact**

There is a 2.5% chance of being fatally injured if hit at 20mph, compared to a 20% chance at 30mph<sup>7</sup>.

20mph is just another way for the council to penalise motorists and make money...

**Fiction**

20mph is not designed to stop people from driving, but it is trying to balance the needs of the drivers with the safety and quality of life of local residents.

This change will take some conscious decision making from drivers in order to make a difference, and it can be compared to the Clunk, Click seatbelt and anti-drink driving campaigns. It is now second nature to put a seatbelt on when driving, and it is unacceptable to drive while drunk. In time, 20mph will feel like the correct speed when driving in places where people live and play.

Speed enforcement is carried out by the Police, in association with the local authorities.

If you are caught speeding above a certain limit your case will be heard at Magistrates Court. If you are found guilty, any fine imposed goes to the treasury.

If you are eligible for a speed awareness course any surplus from the course goes towards road safety initiatives in Birmingham, which includes covering the operating costs for the speed enforcement team.

<sup>1</sup> Transport Scotland (2015) Updated speed limit review.

<sup>2</sup> Environment Protection UK (2013) Car pollution

<sup>3</sup> Bristol City Council (2012) 20mph speed limit pilot areas: monitoring report [online] <http://www.bristol20mph.co.uk/wp-content/uploads/2016/06/20mph-Monitoring-Report-pilot-areas-2012.pdf>

<sup>4</sup> Campaign for Better Transport for the UK Noise Association (2009).

<sup>5</sup> Brake (2016). Speeding and distracted drivers revealed as most feared as charity asks everyone to sign the Brake Pledge [online] <http://www.roadsafetyweek.org.uk/pr2>

<sup>6</sup> A Road Safety Strategy for Birmingham (2016)

<sup>7</sup> Rosén, E. et al. (2011) Literature review of pedestrian fatality risk as a function of car impact speed.

## APPENDICES: Separating the facts from fiction

People who live on streets with faster, higher volume of traffic don't know their neighbours as well...

### Fact

Studies have shown that people who live on quiet streets are friends with three times as many neighbours!<sup>8 & 9</sup>

If everyone did 150 minutes of moderate exercise each week, 37,000 lives would be saved each year<sup>10</sup>...

### Fact

People who are inactive are at greater risk of serious diseases and early death. Walking to work, school or the shops instead of driving can improve your health and help you live longer.



<sup>8</sup> Appleyard, D. (1969) The Environmental Quality of City Streets: The Residents' Viewpoint. [online] [http://www.edra.org/sites/default/files/publications/EDRA03-Appleyard-11-2\\_0.pdf](http://www.edra.org/sites/default/files/publications/EDRA03-Appleyard-11-2_0.pdf)

<sup>9</sup> Hart, J. and Parkhurst, G. (2011) Driven to excess: Impacts of motor vehicles on the quality of life of residents of three streets in Bristol UK [online] [http://eprints.uwe.ac.uk/15513/1/WTPP\\_Hart\\_ParkhurstJan2011prepub.pdf](http://eprints.uwe.ac.uk/15513/1/WTPP_Hart_ParkhurstJan2011prepub.pdf)

<sup>10</sup> Moor D. Walking for Health (2013). Walking works Making the case to encourage greater uptake of walking as a physical activity and recognise the value and benefits of Walking for Health [online] ([https://www.walkingforhealth.org.uk/sites/default/files/Walking%20works\\_LONG\\_AW\\_Web.pdf](https://www.walkingforhealth.org.uk/sites/default/files/Walking%20works_LONG_AW_Web.pdf))

## APPENDICES: UK transport related facts

### Did you know?

The total value of prevention of reported road accidents in 2012 was estimated to be

**£15.1 billion**<sup>11</sup>

This includes an estimate of the cost of damage only accidents, but does not take into account any unreported injury accidents.

If average speeds reduced by **1 mph**, the accident rate would fall by approximately **5%**<sup>13 & 14</sup>.

The most dangerous hours on the roads<sup>15</sup> on weekdays are the rush hours from **3.00 to 6.00pm**, and then **7.00 to 9.00am**.

**95%** of all road collisions involve some human error<sup>12</sup>.

In 2015, 54 children under 16 were killed and 1,964 were seriously injured on British roads.

**In other words, more than five children seriously hurt or killed every day.**

Commuting into Birmingham is currently split **50-50 between car and public transport**<sup>17</sup>. In London, only 15% of commuters use a car.

<sup>11</sup> DfT (2012) Reported Road Casualties in Great Britain: 2012 Annual Report

<sup>12</sup> DfT (2011) Road Casualties Great Britain, 2010.

<sup>13</sup> TRL. TRL Project Report 58. (1994). Speed, Speed Limits and Accidents

<sup>14</sup> TRL Report 421. (2002) The Effects of Drivers Speed on the Frequency of Road Accidents

<sup>15</sup> DfT (2011) Road Casualties Great Britain, 2010.

<sup>16</sup> DfT (2016) Reported Road Casualties Great Britain 2015, tables RAS30059 & RAS30062

<sup>17</sup> Moss S. (2015) End of the car age: how cities are outgrowing the automobile [online] <https://www.theguardian.com/cities/2015/apr/28/end-of-the-car-age-how-cities-outgrew-the-automobile>

## APPENDICES:

### Fun transport related facts from the UK and around the world

**On January 28, 1896,**

at the Tonbridge Police Court, **Mr Walter Arnold** of East Peckham became the first person to be fined for breaking the speed limit.

He was fined one shilling plus nine shillings costs for driving his car at **8mph** when the speed limit was **2mph**.

The world's largest speeding fine was

**\$290,000**

(£180,000).

It was given to a Swiss motorist who was caught driving 85mph in a 50mph zone in a village near St. Gallen, Switzerland in January 2010.

The UK's first driving test was passed by **Mr R Beere in 1935**. It cost just 7/6d (37.5p) and was a voluntary test!

**A leaky milk wagon was responsible for one of the most important single traffic safety devices in the history of highway transportation.**

It inspired an Edward Hines of Michigan to paint a centre line on a road in 1911 in order to separate traffic in opposing directions.

This was then replicated on "Dead Man's Curve", a dangerous stretch of road in Michigan that was experiencing an increase in traffic. It resulted in an immediate reduction in the number of collisions.

The first UK-based traffic behaviour change was in **Maney Corner, Sutton Coldfield, Birmingham in 1921**.

Following complaints by residents over reckless driving and several collisions, Maney Corner was the first place in the UK to experiment with a hand painted white line.

The experiment proved to be so successful that the whole country adopted it as a standard road safety device.

## APPENDICES:

### Media Consent Form



Name of the child's parent or guardian:

Name of child:

School:

Your child has been chosen to be included in an activity for our 20mph campaign. To comply with the Data Protection Act 1988, we need your permission before we can photograph or make any recordings of your child. Please answer the questions below, then sign and date the form where shown and return the completed form to the school.

**Please circle your answer**

May we use your child's photograph in printed publications that we produce for promotional purposes?

Yes / No

May we use your child's image on our website (including video)?

Yes / No

May we record your child's image on video?

Yes / No

Are you happy for your child to appear in the media?

Yes / No

Please note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

**I have read and understood the conditions of use on the back of this form.**

Parent's or guardian's signature:

Date:

Name (capitals):

#### Conditions of use

We will not use the personal details or full names (which means first name and surname) of any child in a photographic image on video, on our website, or in any of our other printed publications. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, or in other printed publications. We may use group or class photographs or footage with very general labels, such as 'slower is safer' lesson. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

## GLOSSARY:

<b>Birmingham City Council (BCC)</b>	The City Council is the Planning Authority, Highway Authority, Traffic Authority, Street Works Authority, Technical Approval Authority and Land Drainage Authority for Birmingham.
<b>Birmingham Connected</b>	A 20 year transport strategy for Birmingham launched in the Birmingham Connected White Paper in November 2014.
<b>Birmingham Cycle Revolution</b>	A scheme that aims to improve the cycling conditions on Birmingham's roads so that 5% of all trips to the city will be made by bike by 2023.
<b>Consultation</b>	A discussion about something that is being decided.
<b>DfT (Department for Transport)</b>	DfT is a ministerial department, supported by 19 agencies and public bodies.  They work with agencies and partners to support the transport network that helps the UK's businesses and gets people and goods travelling around the country, by investing in transport infrastructure to keep the UK on the move.
<b>Motion</b>	A formal suggestion made, discussed, and voted on at a meeting.
<b>PHE (Public Health England)</b>	Public Health England are an executive agency of Department of Health that aims to protect and improve the nation's health and wellbeing, and reduce health inequalities.
<b>RTC</b>	Road traffic collision.
<b>TRO</b>	Traffic regulation order - a legal document that supports a traffic restriction placed on street.  It can only be made and brought into force by following a defined statutory process under the relevant Road Traffic Regulation Act.
<b>20's Plenty for Us</b>	An independent voluntary campaigning group that seeks for the introduction of a default 20 mph speed limit for residential and urban streets.



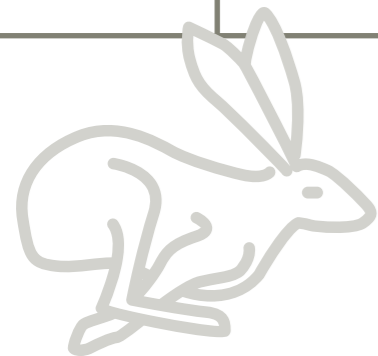
## USEFUL LINKS:

Organisation	Event	Description	Link
<b>Brake</b>	<b>Go 20</b>	A downloadable resource to promote the benefits of 20mph limits and encourage drivers to slow down in towns, cities and villages.	<a href="http://www.brake.org.uk/campaigns/flagship-campaigns/go-20">www.brake.org.uk/campaigns/flagship-campaigns/go-20</a>
	<b>Road Safety Week</b>	A themed event to raise awareness of road safety.	<a href="http://www.roadsafetyweek.org.uk">www.roadsafetyweek.org.uk</a>
	<b>Beep Beep! day</b>	Every year thousands of tots and infants age 2-7 take part in a special Beep Beep! Day organised by their nursery, playgroup, childminder or infant school, to help engage children with the road safety basics.	<a href="http://www.brake.org.uk/events-training/community-events-training/beep-beep-day-for-early-years">www.brake.org.uk/events-training/community-events-training/beep-beep-day-for-early-years</a>
<b>Living Streets</b>	<b>Road Safety Week</b>	A themed event to raise awareness of road safety.	<a href="http://www.roadsafetyweek.org.uk">www.roadsafetyweek.org.uk</a>
	<b>Beep Beep! day</b>	Every year thousands of tots and infants age 2-7 take part in a special Beep Beep! Day organised by their nursery, playgroup, childminder or infant school, to help engage children with the road safety basics.	<a href="http://www.brake.org.uk/events-training/community-events-training/beep-beep-day-for-early-years">www.brake.org.uk/events-training/community-events-training/beep-beep-day-for-early-years</a>
	<b>International walk to school month</b>	Every October is International Walk to School Month.	<a href="http://www.cycletoworkday.org">www.cycletoworkday.org</a>
<b>Sustrans</b>	<b>The Big Pedal</b>	The Big Pedal is the UK's largest inter-school cycling and scootering challenge. It inspires pupils, staff and parents to choose two wheels for their journey to school.	<a href="http://www.sustrans.org.uk/our-services/who-we-work/teachers/big-pedal">www.sustrans.org.uk/our-services/who-we-work/teachers/big-pedal</a>
	<b>Cycle to Work Day</b>	Cycle to Work Day is a national event promoted by Cyclescheme UK, Cyclescheme Ireland and Halfords that aims to encourage everyone to take to two wheels.	<a href="http://www.cycletoworkday.org">www.cycletoworkday.org</a>

Continued...

## USEFUL LINKS:

Organisation	Event	Description	Link
<b>ROSPA</b>	N/A	'Royal Society for the Prevention of Accidents' are committed to save lives and reduce injuries.	<a href="http://www.rosipa.com/road-safety">www.rosipa.com/road-safety</a>
<b>Bike Week</b>	<b>Bike Week</b>	Bike Week is an annual opportunity to promote cycling, and show how cycling can easily be part of everyday life by encouraging 'everyday cycling for everyone'. Demonstrating the social, health and environmental benefits of cycling, the week aims to get people to give cycling a go all over the UK.	<a href="http://www.bikeweek.org.uk">www.bikeweek.org.uk</a>
<b>Cycle Scheme</b>	<b>Cycle to Work Day</b>	Cycle to Work Day is a national event promoted by Cyclescheme UK, Cyclescheme Ireland and Halfords that aims to encourage everyone to take to two wheels.	<a href="http://www.cycletoworkday.org">www.cycletoworkday.org</a>
<b>Birmingham Cycle Revolution</b>	N/A	The Birmingham Cycle Revolution project is supported by the Big Birmingham Bikes programme of free bikes, cycle training, and activities with employers, schools and communities to encourage cycling.	<a href="http://www.birmingham.gov.uk/bcr">www.birmingham.gov.uk/bcr</a>
<b>World Carfree Network</b>	<b>World Carfree Day</b>	Every year on or around 22 September, people from around the world get together in the streets, intersections, and neighbourhood blocks to remind the world that we don't have to accept our car-dominated society.	<a href="http://www.worldcarfree.net/wcfd/">www.worldcarfree.net/wcfd/</a>
	<b>European Mobility Week</b>	Encouraging local politicians and the public to look at smart and sustainable mobility as an investment for Europe.	<a href="http://www.mobilityweek.eu/">www.mobilityweek.eu/</a>



Continued... ↗

## USEFUL LINKS:

Organisation	Event	Description	Link
<b>20's Plenty for Us</b>	N/A	A not-for-profit organisation that was formed in 2007 to help communities who want a more liveable street environment where they live by setting a mandatory 20mph limit for most roads.	<a href="http://www.20splenty.org">www.20splenty.org</a>
<b>World Health Organization</b>	<b>United Nations Global Road Safety Week</b>	The United Nations Global Road Safety Weeks and its' campaigns are coordinated by the United Nations Road Safety Collaboration, chaired by the World Health Organization. All stakeholders – national and local governments, international agencies, civil society organizations, private companies, and the public generally – are invited to plan and host events marking the Weeks.	<a href="http://www.unroadsafetyweek.org/en/home">www.unroadsafetyweek.org/en/home</a>
<b>Global Action Plan</b>	<b>National Clean Air Day</b>	A chance to take action to make the air cleaner and healthier for everyone.	<a href="http://www.cleanairday.org.uk">www.cleanairday.org.uk</a>
<b>Modeshift Stars</b>	N/A	Modeshift STARS is a national accredited awards scheme that supports schools in the promotion of active, sustainable and safe travel. This online tool collects travel data on how pupils currently travel to school with an action plan to encourage pupils to get involved with activities to reduce car use and to use other modes of travel such as walking and cycling.	<a href="http://www.modeshift.org.uk/stars">www.modeshift.org.uk/stars</a>





**Working together to bring down speeds**



@bham20mph



facebook.com/bhamconnected



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