



Slower is safer

Working together to bring down speeds

TOOLKIT FOR EMPLOYERS

A toolkit of information and resources
for employers



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20mph Toolkit

Foreword

At Amey, we help Birmingham City Council look after over 2,500km of highway network. This has included installing the city's new 20mph scheme. We have also helped implement Birmingham Cycle Revolution, which works to improve cycling infrastructure and facilities, within a 20-minute cycle time of Birmingham city centre.

For us, 20mph is more than just a job. We embrace the benefits 20mph and schemes like Birmingham Cycling Revolution bring to businesses like ours. There are the economic advantages, such as; lower fuel costs and reduced risk of accidents, but there are also the health and wellbeing benefits to our staff.

Indeed, we are already hearing positive feedback from our workforce. Many of our employees have become advocates of 20mph speed limits. They carry, 'slower is safer' bumper stickers on their work vehicles, take advantage of Amey's Cycle to Work scheme and are making more use of Amey's free bike pool, as they increasingly report feeling safer on Birmingham's roads.

As a local employer, we are keen to continue supporting the 'slower is safer campaign' but

sometimes it's hard to know what else we can do. That's why we were pleased to hear about the new 20mph toolkit being produced by Birmingham City Council.

This useful handbook has given Amey new ideas about how we can help spread the message that, 'Slower is Safer' and encourage our staff to take greater responsibility for their driving.

On a personal note, I encourage you to talk about 20mph to your work colleagues, to other Birmingham businesses, to your family and friends and even the person you sit next to on the train.

20mph is here, it's here to stay and it's going to be great for Birmingham's businesses!



Lara Thorns
Communications and Community Manager
Amey Birmingham Highways

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!

As a Birmingham based business, there are lots of reasons why you will want to support the introduction of a Birmingham wide 20mph scheme.

Maybe you have collision reduction targets you need to meet? Or perhaps you have more personal reasons for wanting to see Birmingham's streets become safer for everyone?

We sat down to think about some of the many reasons businesses stand to gain from slower speeds on our streets and the list is huge!

This resource will help you understand what the '**Slower is Safer**' Campaign is trying to achieve and what YOU can do to help create a safer city that's better for the people who live and work in our great city.

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

-  www.birmingham.gov.uk/20mph
-  www.twitter.com/bham20mph
-  www.facebook.com/bhamconnected
-  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 city².

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 casualties³.

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.



² Evidence provided by Public Health Birmingham May 2017 birminghampublichealth.co.uk

³ 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.



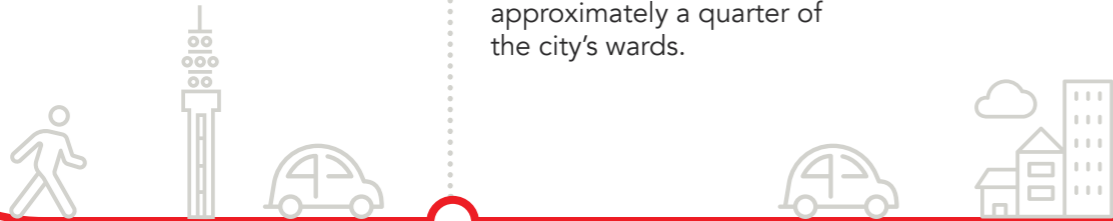
January 2013

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?

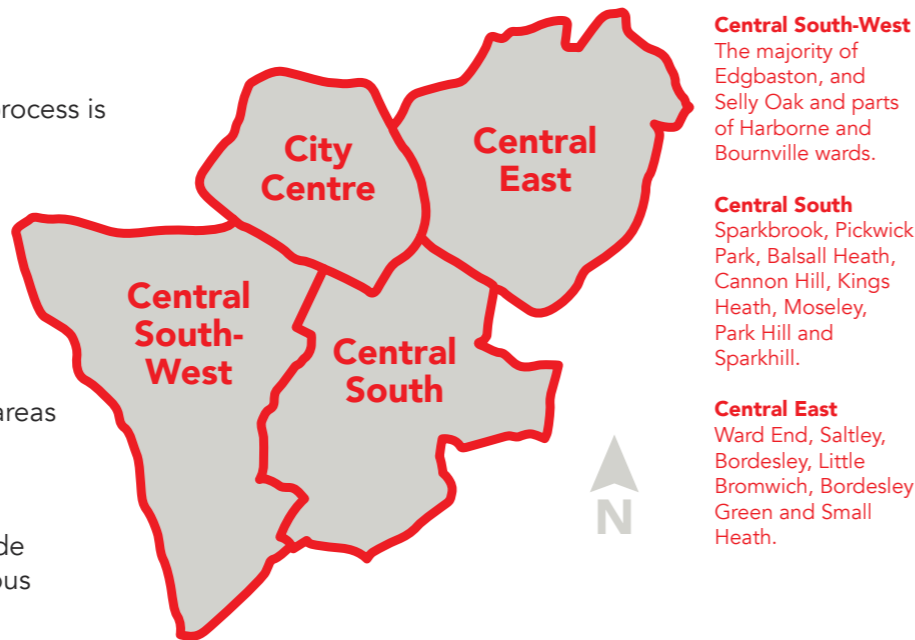
We're starting by delivering a pilot project.

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.

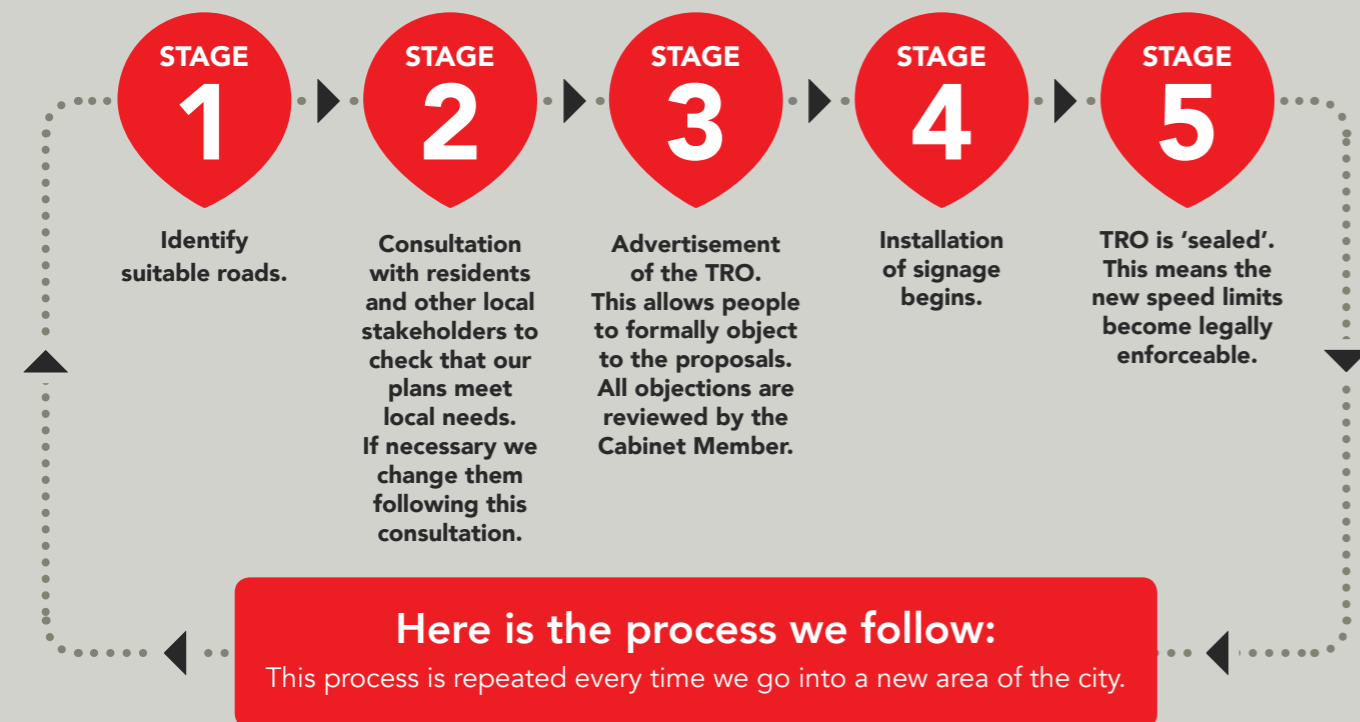
If any objections are raised they are presented to the Cabinet Member for Transport and Environment for consideration. They decide whether the proposals go ahead as advertised, be amended, or not proceeded with at all.

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 186,209⁴ 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 distance⁵.

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 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

⁴ DfT 2015 figures.

⁵ 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 City Council 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
 🌐 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). 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). Additionally you could register your ride at 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.

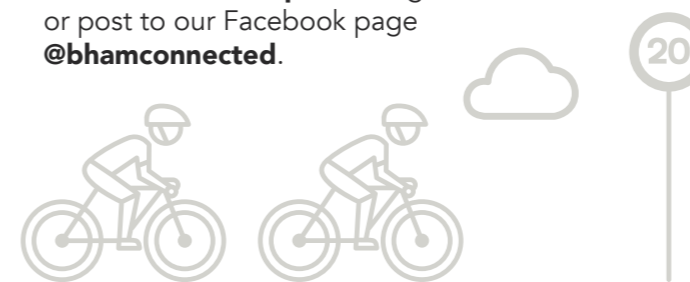
The event can be themed in order to coincide with key existing events, such as a Santa Bike Ride at Christmas.

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/ 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



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@xxxxxxxxx

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



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**

20mph Toolkit

Show your support for 20mph

If you have fleet vehicles which travel Birmingham's roads, you can display a vehicle sticker to show support for 20mph. This is a really great way of spreading the message that the people and businesses of Birmingham are really behind slower, safer speeds on our roads.

Duration:

PREPARATION: 2 hours (to make contact and agree specifications)
 DELIVERY: 1 hour (dependent on fleet size)

You will need:

- 20mph design in mind for your vehicles
- A camera to take images to share on social media
- Happy staff who are signed up to slower speeds!

Roles:

- Coordinator
- Photographer (optional)
- Press Liason Officer (optional)

Contact BCC Transportation Team to order your event pack including:

- Campaign leaflets and other materials including bumper stickers

connected@birmingham.gov.uk

www.birmingham.gov.uk/20mph

Overview:

If you have fleet vehicles which regularly travel down Birmingham's streets, then this is the recipe for you!

The majority of local residents are now in favour of slower speeds. By displaying 20mph 'Slower is Safer' branding on your vehicles, you are clearly stating that your company is supportive of safer streets, that keep your customers safe and happy.

If you think this is something you could offer, liaise with one of the Birmingham City Council Transportation Team who will work with you on creating a design and a size of a fleet sticker that can be proudly displayed alongside any existing branding.



20mph Toolkit

Show your support for 20mph

Method:

Before

1. Notify BCC Transportation Team of your intention to deliver this activity. Let them know what you have in mind and they will discuss your options with you.
2. They will try to ensure press coverage is achieved and promote your company's involvement both on the 20mph twitter account and also the council's main twitter accounts.
3. BCC main campaign team will help you secure media coverage. Not only will this produce some great PR for your company, but it will also create reach and engagement for 20mph as a whole.

During

1. When the designs are in the process of being added to your vehicles, take photos and share these with us on Twitter @bham20mph using the hashtag #sloweris safer or post to our Facebook page @bhamconnected.
2. Speak to staff members about the change and encourage them to share these images across their own social media networks.

After

1. Let us know how the vehicles look (we are dying to know) and share any press coverage and images if you haven't done so already.



TOP TIP/GUIDANCE!

Having a clear display of support for 20mph on your vehicles will also help remind your employees of the importance of driving at this speed, and that they are representing a company that is outwardly supporting it.



Variation on this recipe:

We recommend you combine this recipe with an employer engagement day, see page 28 for details. This will make your involvement more meaningful to staff and allows you to change hearts and minds within your organisation - not just in the community!

Using internal communications to educate your workforce on the benefits of 20mph is a simple, effective, and cost-effective way of getting the 'Slower is Safer' message out.

Duration:

PREPARATION: 1 day
DELIVERY: 2 hours

You will need:

- Event pack

Roles:

- Coordinator

Contact BCC Transportation Team to order your event pack including:

- 20mph coasters
- Bumper stickers
- Car air fresheners
- Campaign leaflets and other materials
- Links to videos and slides you can share either on the intranet, email or web

connected@birmingham.gov.uk

www.birmingham.gov.uk/20mph



Overview:

Most people live within a 40-minute commute to work and whilst some of those people may use public transport, many make that journey by car.

Equally you may have fleet vehicles, which your employees drive?

By engaging the people who work within your company and asking them to think about their driving you are helping to ensure the streets in which they live and work are safer and more pleasant for everyone.

You are also reducing the likelihood of potential days off sick, reputational damage to the company and meeting any Corporate Social Responsibility ambitions your company has to be a good employer that gives back to the community.

This recipe does not require a great deal of time to execute, rather it encourages you to take some simple steps to making sure your workforce is aware of the move to increase the number of 20mph speed limits and help them to understand why 20mph is here, it's a good thing for the city and it's here to stay!



TOP TIP/GUIDANCE!

Try to engage with staff face-to-face after sharing the 20mph materials. Continuing the conversation in person will help make sure the message of 20mph is heard.

Method:

Before

1. Contact Birmingham City Council Transportation Team to let them know you are planning to deliver the activity and to order your pack.

This will include:

- A generic leaflet about why 20mph is important
- 20mph poster
- 20mph coasters

2. Consider what actions you can implement from the suggested list below.

Add the Birmingham City Council's 'Slower is Safer' logo onto payslips. Showing you support the campaign.

To download the logo visit www.birmingham.gov.uk/20mphemployers

Add a 20mph frame to your social media.

To add our custom 20mph Facebook Frame to your Profile picture, head to your profile and hover over your profile picture. A message 'Update Profile Picture' should appear for you to click on. When you've clicked on this a pop-up box will appear with the option to 'Add frame'. Click this and then type in the search box '20mph' or 'Birmingham 20mph' and the frame will appear. You can then choose to add it to your profile and for how long you'd like it to display.

Add the 20mph logo & slogan to your email signature. Alternatively, you could add your pledge of support.

To download the logo visit www.birmingham.gov.uk/20mphemployers

Display 20mph materials on reception.

If you have intranet, state your corporate commitment and add videos and other campaign materials.

To access these campaign materials visit www.birmingham.gov.uk/20mphemployers

During

1. Send out an email to staff using the wording you/ your comms team drafted previously.
2. Put your 20mph poster up in a place with high footfall so it's visible to all employees. A lunch area may be a good place to position it, or in the staff toilets.
3. Email staff to let them know that the company supports the increase in 20mph streets in Birmingham and direct them to where they can find more information on the initiative. Refer to the 'Benefits of 20mph' on page 7 for a list of reasons why your company is supportive of 20mph. Include a link to: www.birmingham.gov.uk/20mph which features two videos on 20mph in Birmingham. We especially recommend 'Jago's Story' and 'Slower is Safer' which are particularly informative and thought provoking.
4. If you have intranet then make sure you let people know why you are supporting 20mph and share some 20mph facts (see 20mph FAQs on page 36) and videos. We especially recommend 'Jago's Story' and 'Slower is Safer' which are particularly informative and thought provoking. You can find these on www.birmingham.gov.uk/20mph
5. Put 20mph coasters on each desk so every staff member has one along with the 20mph leaflets.
6. You might want to take some photos of any activity throughout the week and share these with us on Twitter [@bham20mph](https://twitter.com/bham20mph) using the hashtag [#slowerissafier](https://twitter.com/bham20mph) or post to our Facebook page [@bhamconnected](https://www.facebook.com/bhamconnected). E.g. 'Lots of discussion around 20mph today in the office' with a picture of staff using their 20mph coasters.

After

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

Variations on this recipe:

1. Combine this recipe with the group discussion recipe detailed on page 34.
2. This recipe will work well alongside the fleet branding on page 24, because if you suddenly put 20mph branding on your company vehicles before engaging staff on 20mph, then you may find that some of your drivers may not stick to the speed limit as much as those who have been educated on the benefits of 20mph.
3. You could also encourage staff to plan a bike ride (see page 18) or set up a wish tree in the office foyer (speak to the BCC Transportation Team to implement this).



If you want to talk to your staff about the benefits of a 20mph workforce this recipe is perfect for you. We show you how to deliver an awareness day that is full of interactive presentations/displays and videos that are guaranteed to change hearts as well as minds.

Overview:

If you're a company with at least 15 staff, then thinking of ways to educate everyone on the reasons to go 20 can be quite daunting! Worry not! This recipe has been designed to be informative, fun, and most of all, easy to do!

Staff will experience a simulated collision scenario to determine whether their reactions are quite as sharp as they think they are. They will also be encouraged to engage in discussion.

Not only will this encourage your staff to discuss 20mph at work, but hopefully will lead to conversations being created outside of the workplace.

Duration:

PREPARATION: 5 hours (including picking up your kit and setting up)
DELIVERY: 2 hours

You will need:

- 20mph presentation slides and notes (to view presentation visit www.birmingham.gov.uk/20mphemployers)
- Projector/large screen TV
- 20mph pack from BCC Transportation Team
- Tape measure (8m minimum)

Roles:

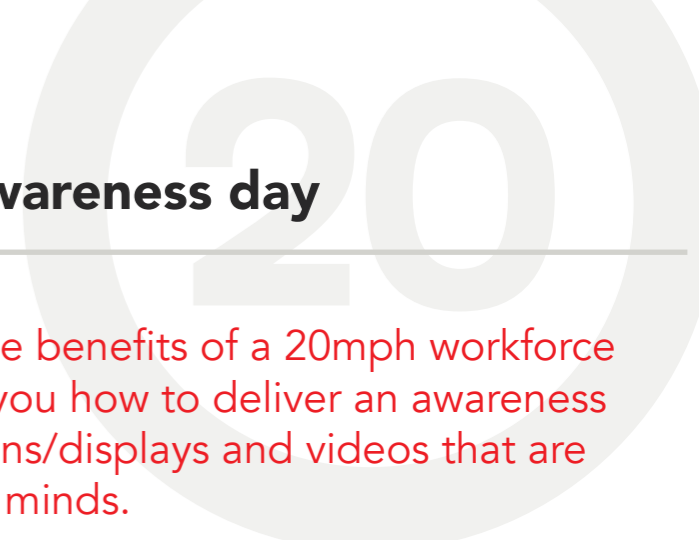
- Group facilitator
- Assistants to help on the day

Contact BCC Transportation Team to order your event pack including:

- Slower is safer presentation
- 20mph coasters
- 20mph poster
- Bumper stickers
- Car air fresheners
- Laminated numbers
- Brake reaction tester
- Campaign leaflets and other materials

connected@birmingham.gov.uk

www.birmingham.gov.uk/20mph





20mph Toolkit

Workforce 20mph awareness day

Method:

Before

1. Contact Birmingham City Council Transportation Team to let them know you are planning to deliver the activity and to order your resources.
2. They will discuss requirements with you, and talk through how you would go about setting up the space.
3. When you pick up the resources pack from BCC a member of the team will show you how to set up the brake reaction tester and go through the presentation slides. Don't worry there are notes in the presentation so you won't have to do any more than read the script!
4. Plan a day where your staff (or the majority of them) can get involved with the 20mph awareness day and make sure it's in everyone's diaries.
5. Your comms team may want to update the intranet site with this information, as well as some background on 20mph. See recipe on page 27 for tips on how to use your internal communications resources alongside this recipe.
6. The session will kick off with a presentation (included in your 20mph pack) - you will need a laptop that can link up to a wall projector or a large screen.
7. Go through the session plan on page 32 to make sure you are prepared for your presentation.
8. Place 20mph materials such as posters and coasters around the office to remind people of the workforce awareness day, and set up the laminated markers which displays car stopping distances in your chosen area.
9. Plan out your day as you may have to split people into groups. We would recommend that it starts with the classroom presentation, leading onto the brake reaction tester. (Finish with a demonstration that involves them personally as it will help to resonate the message of 20 from the presentation.)

During

1. Prepare the room for your presentation; test audio works when laying the embedded videos.
2. The presentation slides contain speaker's notes at the bottom, but we have also put these into a session plan for you. This will give you additional information at the group discussion points.
3. After people have taken part in the presentation ask for volunteers to try out the brake reaction tester. This works best in a large room/long corridor (or if you have the weather, the car park!)
4. Sit them in the chair you have set up by the tester. Ask them to point to where they think they would stop when traveling at a speed of 30mph if a child ran out in front of their car. Place one of your laminated numbers at the spot they point to.
5. Ask your volunteer to follow instructions on the screen. The brake reaction tester will provide you with an actual stopping distance. Measure this distance from their brake foot and place the second laminated number. You may be surprised at the result: nearly every time we have delivered this the actual stopping distance significantly exceeds where people think.
6. If you take photos of people participating in the presentations and the brake reaction tester (and get their permission to do so), then share these with us on Twitter [@bham20mph](#) hashtag [#sloweris safer](#) or post to our Facebook page [@bhamconnected](#).
7. You may want to split your staff into groups on this day so people don't feel like they are waiting around to try out the brake reaction tester. i.e. three groups of thirty. When the first group have seen the presentation, take them to the brake reaction tester so that the second group can see the presentation etc.
8. Make sure each staff member leaves with a 20mph pack. This will contain leaflets, coasters, air fresheners, car stickers and coasters.



20mph Toolkit

Workforce 20mph awareness day

Method (continued...):

After

1. Thank everyone who attended the session.
2. Let us know how the event went (we are dying to know) and share any images with us!
3. We would also like to know if there are any new ideas on how to share the message of 20mph in Birmingham. Please email these to connected@birmingham.gov.uk
4. You may want to ask staff for some feedback from the day which could be a simple feedback form via email. If you do this, please forward the results onto us.

TOP TIP/GUIDANCE!

Try to get the group involved as much as possible and encourage people to participate. We want to continue the community involvement of 20mph, but we can't do this without your help!

Variations on this recipe:

Taking the workforce 20mph awareness day to a location outside of the workplace would be a great morale booster. You could also look to tie this in a pre-existing event such as Road Safety Week.



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
SLIDE 1 20mph in Birmingham	<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>
SLIDE 2 Hello	<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>Success = getting drivers to embrace the new speed limits and slow down.</p>
SLIDES 3-6	<p>If you want more background to 20mph in Birmingham, you will find this in the earlier pages of this toolkit!</p>
SLIDE 7	<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"> • Reduction in speeds in pilot areas • Sufficient budget to roll out the scheme to other areas of the city.
SLIDES 8-12	<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>
SLIDE 14	<p>Ask people for their views.</p>

Continued... ↗

Slide	Description
SLIDE 18	<p>VIDEO</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>
SLIDE 19	<p>Here is a great opportunity to have a discussion. Encourage people to share their reaction.</p>
SLIDE 20-23	<p>Different types of costs.</p>
SLIDE 24	<p>Encourage people to download the toolkit.</p>
SLIDE 25	<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.



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.urltogethere)
- 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

 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 pack
2. Go to [url to go here](http://url.to.go.here) 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.
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 38), 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
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 [#slowerissaferr](https://twitter.com/hashtag/slowerissaferr) 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
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SLIDE 2 Hello	<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>Success = getting drivers to embrace the new speed limits and slow down.</p>
SLIDES 3-6	<p>If you want more background to 20mph in Birmingham, you will find this in the earlier pages of this toolkit!</p>
SLIDE 7	<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"> • Reduction in speeds in pilot areas • Sufficient budget to roll out the scheme to other areas of the city.
SLIDES 8-12	<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>
SLIDE 14	<p>Ask people for their views.</p>

Continued... ↷

Slide	Description
SLIDE 18	<p>VIDEO</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>
SLIDE 19	<p>Here is a great opportunity to have a discussion. Encourage people to share their reaction.</p>
SLIDE 20-23	<p>Different types of costs.</p>
SLIDE 24	<p>Encourage people to download the toolkit.</p>
SLIDE 25	<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.

If you don't have time to deliver the full Workforce Awareness session in the previous recipe this is a great condensed alternative.



APPENDICES:

20mph FAQs




What people sometimes say to us...	Our response 
20mph has created more traffic jams and congestion.	<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>
What about enforcement?	<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>
Most serious collisions don't happen on roads where people live, so what's the point?	<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>
I have told the council about the speeding problems we are experiencing on our street, but nothing has changed.	<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>
20mph speed limits will not make people change their behaviour.	<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 
20mph limits is just a money making scheme for the council.	<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>
Whatever happened to the green cross code? It's children we need to target not drivers!	<p>The ability to judge speed develops with age. Children under the age of 12 are unable to accurately judge the speed of oncoming vehicles¹. 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>
There isn't sufficient signage.	<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>

¹ 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

APPENDICES:

20mph FAQs




What people sometimes say to us...	Our response 
When you drive at 20mph, people get really angry behind you and end up doing a dangerous manoeuvre.	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.
Why don't the council put in more traffic calming/speed humps?	<p>There are two different ways of applying 20mph speed limits.</p> <p>Zones – 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>Schemes – 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>
20mph will increase congestion.	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.
20mph won't encourage more people to walk and cycle.	Bristol saw an increase in the amount of people walking and cycling in most areas after a pilot 20mph limit was introduced. ²

² 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 
20mph penalises drivers.	<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>
20mph will increase traffic noise.	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% ³ .
20mph will increase journey times.	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.

³ %. (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 traffic¹. It also means that as a result of less braking and a reduction in acceleration, 20mph may also help to reduce fuel consumption².

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 introduced³.

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%⁴.

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 highly⁵.

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%)⁶.

¹ Transport Scotland (2015) Updated speed limit review.

² Environment Protection UK (2013) Car pollution

³ 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>

⁴ Campaign for Better Transport for the UK Noise Association (2009).

⁵ 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>

⁶ A Road Safety Strategy for Birmingham (2016)

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 30mph⁷.

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.

⁷ 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!^{8 & 9}

If everyone did 150 minutes of moderate exercise each week, 37,000 lives would be saved each year¹⁰...

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.



⁸ 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

⁹ 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

¹⁰ 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)

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 billion¹¹

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%**^{13 & 14}.

The most dangerous hours on the roads¹⁵ 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 error¹².

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**¹⁷. In London, only 15% of commuters use a car.

¹¹ DfT (2012) Reported Road Casualties in Great Britain: 2012 Annual Report

¹² DfT (2011) Road Casualties Great Britain, 2010.

¹³ TRL. TRL Project Report 58. (1994). Speed, Speed Limits and Accidents

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

¹⁵ DfT (2011) Road Casualties Great Britain, 2010.

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

¹⁷ 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.

GLOSSARY:

Birmingham City Council (BCC)

The City Council is the Planning Authority, Highway Authority, Traffic Authority, Street Works Authority, Technical Approval Authority and Land Drainage Authority for Birmingham.

Birmingham Connected

A 20 year transport strategy for Birmingham launched in the Birmingham Connected White Paper in November 2014.

Birmingham Cycle Revolution

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.

Consultation

A discussion about something that is being decided.

DfT (Department for Transport)

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.

Motion

A formal suggestion made, discussed, and voted on at a meeting.

PHE (Public Health England)

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.

RTC

Road traffic collision.

TRO

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.

20's Plenty for Us

An independent voluntary campaigning group that seeks for the introduction of a default 20 mph speed limit for residential and urban streets.

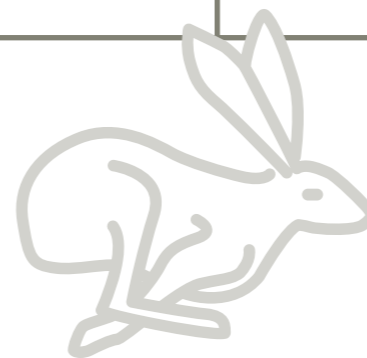


USEFUL LINKS:

Organisation	Event	Description	Link
Brake	Go 20	A downloadable resource to promote the benefits of 20mph limits and encourage drivers to slow down in towns, cities and villages.	www.brake.org.uk/campaigns/flagship-campaigns/go-20
	Road Safety Week	A themed event to raise awareness of road safety.	www.roadsafetyweek.org.uk
	Beep Beep! day	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.	www.brake.org.uk/events-training/community-events-training/beep-beep-day-for-early-years
Living Streets	Road Safety Week	A themed event to raise awareness of road safety.	www.roadsafetyweek.org.uk
	Beep Beep! day	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.	www.brake.org.uk/events-training/community-events-training/beep-beep-day-for-early-years
	International walk to school month	Every October is International Walk to School Month.	www.cycletoworkday.org
Sustrans	The Big Pedal	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.	www.sustrans.org.uk/our-services/who-we-work/teachers/big-pedal
	Cycle to Work Day	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.	www.cycletoworkday.org

USEFUL LINKS:

Organisation	Event	Description	Link
ROSPA	N/A	'Royal Society for the Prevention of Accidents' are committed to save lives and reduce injuries.	www.rosipa.com/road-safety
Bike Week	Bike Week	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.	www.bikeweek.org.uk
Cycle Scheme	Cycle to Work Day	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.	www.cycletoworkday.org
Birmingham Cycle Revolution	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.	www.birmingham.gov.uk/bcr
World Carfree Network	World Carfree Day	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.	www.worldcarfree.net/wcfd/
	European Mobility Week	Encouraging local politicians and the public to look at smart and sustainable mobility as an investment for Europe.	www.mobilityweek.eu/



Continued...



Working together to bring down speeds



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