



Slower is safer

Working together to bring down speeds

TOOLKIT FOR RESIDENTS

A toolkit of information and resources
for residents



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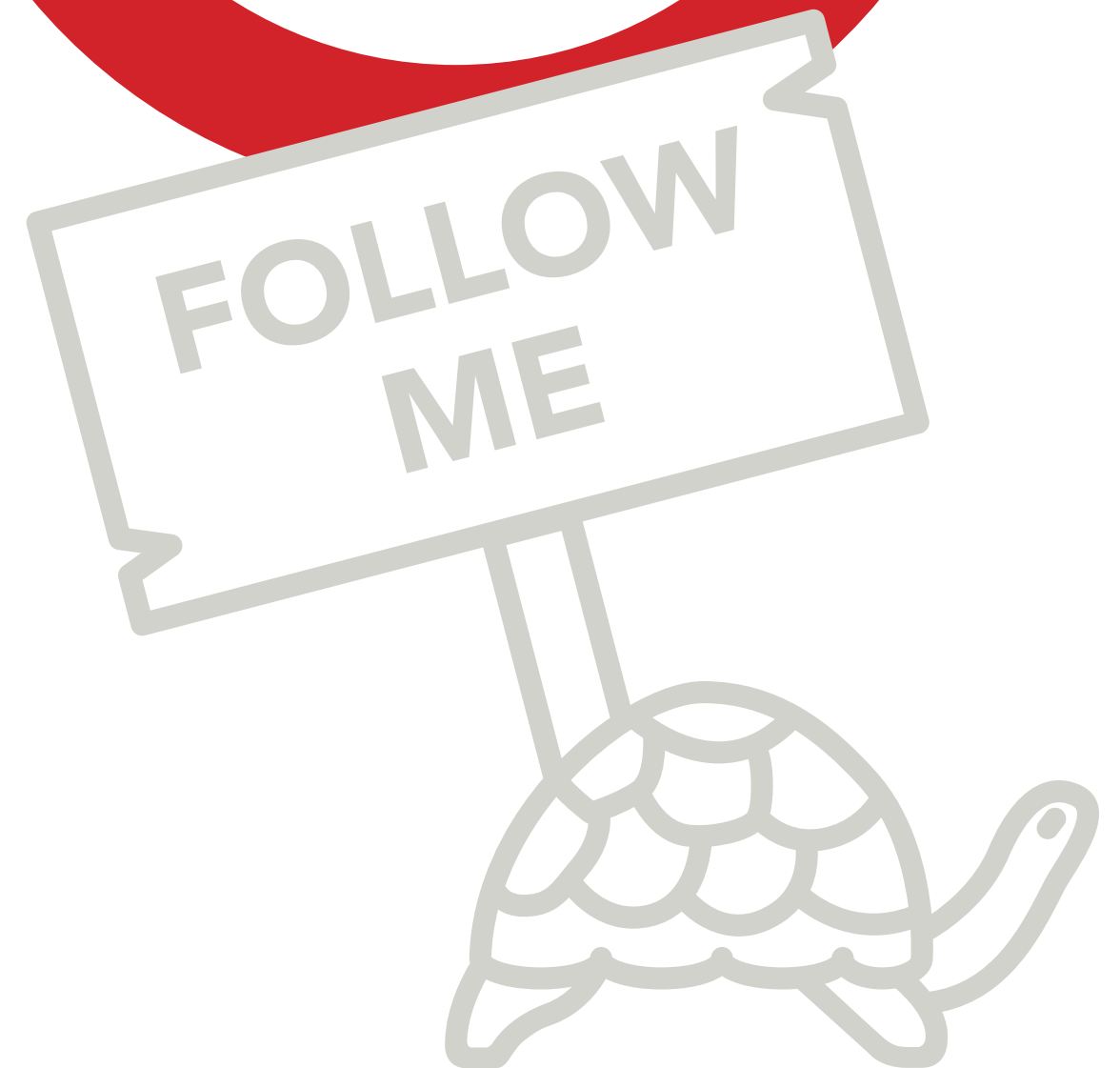
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20mph Toolkit

Foreword

I first became aware of the extent of road injuries and fatalities on residential roads after my son was involved in a collision outside our house in Birmingham.

He only sustained minor injuries, but it is clear he was lucky, and that relatively small changes in driving habits could radically reduce the number of people devastated by road accidents across Birmingham.

Following the accident I campaigned to make changes locally, working in schools and with local residents to raise awareness, develop conversations and finally to make changes. We formed a local residents group to discuss issues and ran regular **'Active Streets'** on the street to develop community cohesion. Active Streets events continue and are sometimes themed about particular issues of concern, like our recent **'Clean Air Day'** event. With the support of Birmingham City Council and organisations like **Sustrans, Friends of the Earth, Podnosh, Woodcraft Folk** and **LiveinHope** we saw road alterations, an extension of Kings Heath 20mph on our street, and most importantly a change in attitudes and driving habits of people living locally.

I want to challenge any complacency that we should accept unnecessary deaths or serious injuries on our roads. There is plenty more we can do to make roads and streets safer for the people who live and travel on them.

This **residents toolkit** represents much research and the experience of many people over many years. It has a range of practical tips to bring about change in your local area. It also represents a commitment by Birmingham City Council to support residents who want to make streets safer.

I urge you to read this toolkit and to think about what you can do to make our streets safer, happier places.



Marcus Belben
Birmingham Resident

20mph Toolkit

Hello – here's how to use your toolkit

Thanks for downloading this toolkit.

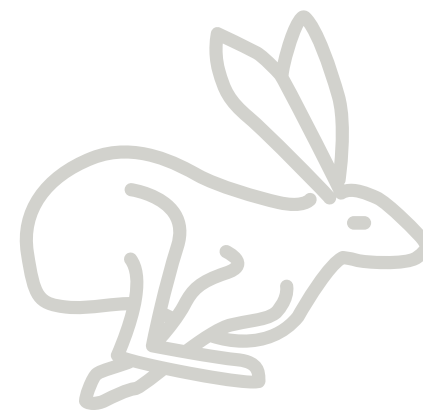
This resource will help you understand what the **'Slower is Safer'** Campaign is trying to achieve and what YOU can do to help bring down speeds in the streets where people live, work and shop.

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
- 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.

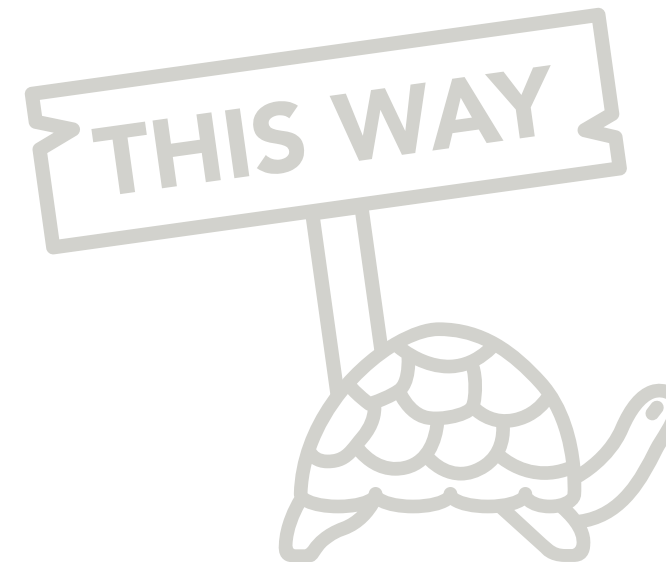
ENVIRONMENTAL BENEFITS

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.



Summer 2017

New areas are approved.



Autumn 2017

Time to assess the impact of the 20mph limits. If things are heading in the right direction and funding is available, more areas may benefit.



Summer 2018

Legal limits come into force in the fourth pilot area.



Spring 2018

Signs and lines go up in the fourth pilot area.



March 2017

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



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!



July 2016

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



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?

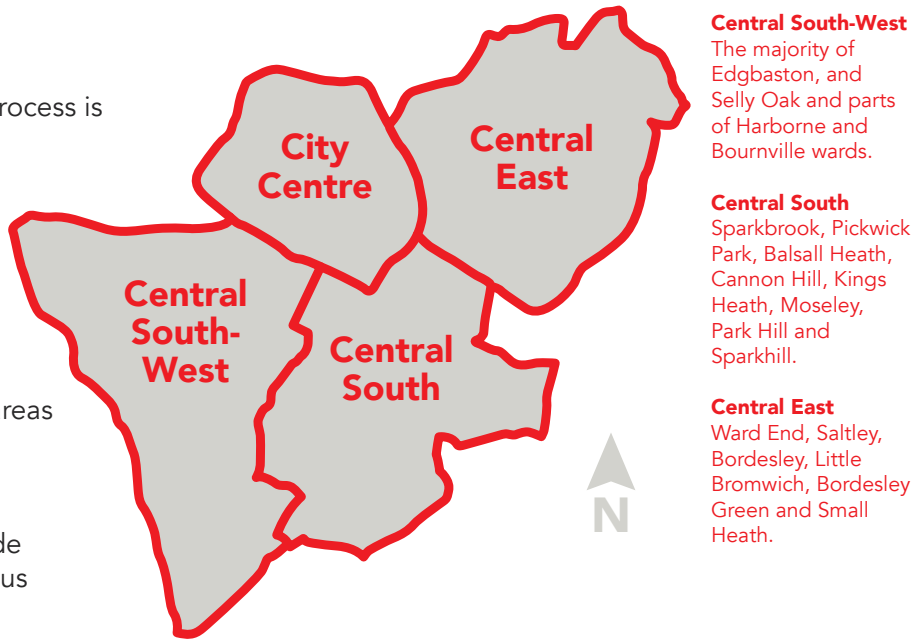
We're starting by delivering a pilot project.

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.

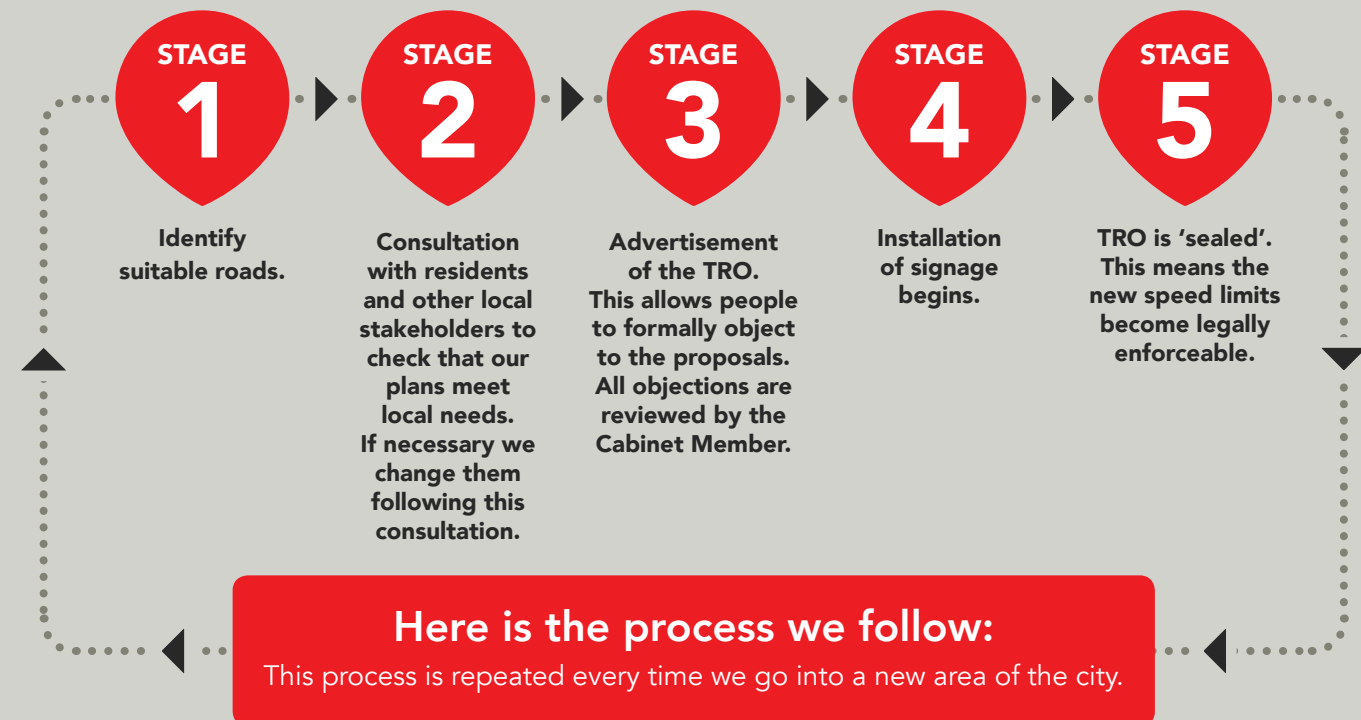
If any objections are raised they are presented to the Cabinet Member for Transport and Environment for consideration. They decide whether the proposals go ahead as advertised, be amended, or not proceeded with at all.

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 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

⁴ DfT 2015 figures.

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

20 20mph Toolkit

Five things you can say to influence others

This recipe will provide you with some simple bite sized facts you can share with others.

Duration:

PREPARATION: Enough time to learn facts
DELIVERY: 5 minutes

You will need:

- A good memory for facts!

Overview:

Do you feel strongly about 20mph and the benefits it can bring to your area, but can't quite remember all the facts and info to back it up when talking to someone who's not completely convinced it's a good idea?

This recipe will help you win over argument, whether you are on your doorstep, in work or at the local pub!

Method:

1. Study the facts.
2. Try to memorise them.
3. Or keep them in your purse/wallet as a useful reminder.

Five things you can say to influence others:

Continued... ↗

Question	Answer
<p>£7 million to implement 20mph speed limits in Birmingham!</p> <p>– that's a lot of money, surely it could be better spent elsewhere?</p>	<p>Not so fast - did you know the cost of doing nothing is far greater!</p> <p>Every fatality costs around £2.5 million (Department for Transport)</p> <p>By introducing 20mph schemes we expect to save around £5 million every year!</p> <p>So by year two we expect to have saved the local economy more than it costs to implement the whole scheme!</p> <p>Lets not forget remember the terrible emotional and social consequences of a serious collision. Things you can't put a price on but everyone understands the value of.</p>

Variation on this recipe:

Also see our website for more up-to-date facts and stats.



20 20mph Toolkit

Five things you can say to influence others

Question	Answer
<p>I'm a safe driver.</p>	<p>Congratulations - you probably are.</p> <p>But things happen that no one can predict or prepare for!</p> <p>If a child ran out into the road and you were driving at 20mph, it would take three car-lengths to stop.</p> <p>Driving at 30mph would take six car-lengths to stop.</p> <p>Go figure that one out.</p> <p> </p>
<p>It'll slow me down!</p>	<p>We hear this all the time – BUT its been proved to be a bit of an urban myth!</p> <p>A 3-mile journey, (in a built up area with a 30mph speed limit) takes on average 30 minutes to complete</p> <p>The same journey would increase by a maximum of 3 minutes when driving at 20mph!</p> <p>This is because in built up areas we seldom travel at a single, constant speed.</p>
<p>No one wants 20mph.</p>	<p>Not true!</p> <p>When the Department of Transport surveyed the public across the whole of the UK 73% were in favour.</p> <p>In each of the areas we have implemented 20mph in Birmingham the majority of local residents were in favour.</p> <p>In fact the most common complaint BCC has received has been from people wanting to see their roads included in the scheme!</p>
<p>The police won't enforce it.</p>	<p>They do in Birmingham!</p> <p>To date Birmingham police has issued over 800 speeding fines with many more drivers advised at the roadside.</p> <p>West Midlands Police are a strong supporter of the new speed limits – don't believe us?</p> <p>Check their twitter feed at @Trafficwmp</p>

83% of consumers in 60 countries say they trust the recommendations of friends, family and neighbours over any other form of advertising!

Duration:

PREPARATION: None required

DELIVERY: 5 hours

You will need:

- Access to the internet
- A social media account (Twitter or Facebook)
- 20mph Pledge Pack containing:
 - Car Sticker
 - Bin Sticker
 - Window Sticker

Roles:

You!



Contact BCC Transportation Team to order your Pledge Pack including:

- Window, bin and car stickers
- Campaign leaflets and other materials

connected@birmingham.gov.uk

www.birmingham.gov.uk/20mph

1. Make a visible pledge

We have lots of things you can use to show people you care. Just contact the transportation team to get your hands on some campaign material.

Before

1. Contact Birmingham City Council Transportation Team to order your pack. This pack will contain a variety of stickers and other 20mph materials.

During

1. When displaying your window sticker, think about putting it somewhere visible, for example; if you place it in the porch, the glass pane in the front door, or in the living room window, you're more likely to get people seeing it when they walk past.
2. Placing a 20mph sticker in the rear window in your car will let drivers know that you intend on sticking to the speed limit. This can also send out a message to tailgaters – namely "It's 20 for a reason"!
3. Your bin sticker will show that you support 20mph, so stick it on the front of the bin for everyone to see!

After

1. You can take images of your window/bin/car stickers and share them on social media in order to spread the message of 20mph with your online networks. Make sure you share them with us on twitter **@bham20mph** using the hashtag **#slowerissafer** or post to our Facebook page **@bhamconnected**.
2. We would also like to know your thoughts on other ways you might want to share the message of 20mph in Birmingham. Please send these to connected@birmingham.gov.uk

TOP TIP/GUIDANCE!

When ordering your Pledge Pack you may want to ask your neighbours' if they want one too. The more people displaying them in the street, the stronger the message will be to others!

So what can you do about it?

We have provided two methods you can follow to help spread the message.

You can show your support by displaying our campaign branding or by using social media to show you care!

2. Get social

Being part of a network that shares 20mph content will not only influence your connections, but will increase the likelihood of their connections, and connections of those connections (and so on and so forth) finding it of relevance too.

So... what are you waiting for? Let's start spreading the message that **Slower is Safer!**

The below information describes the method for using online social networks.



Before

1. Ensure you are following us on Twitter **@bham20mph** and our Facebook page **@bhamconnected**.



During

Using Twitter

1. Retweet or comment on our tweets from our official Twitter page.
2. Give us a mention by using the '@' symbol then our twitter handle when composing your tweet. Make sure to use the hashtag **#slowerissafer**.
3. If you would like to show your support by adding some 20mph images to your personal twitter page, either download the images from our website at www.birmingham.gov.uk/20mph or from our twitter page.

Using Facebook

1. GET YOUR FRAME – 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.

If your friends are already using this frame – great! You can follow this process from their profiles too by clicking on their Profile picture and selecting the 'Use Frame' button. You can also go to the Birmingham Connected Facebook page to do the same.

2. Please also share our posts to your timeline for your own network to see.
3. Like and comment on posts shared on our official page.
4. Invite others to like our Facebook page by clicking the '...' button next to 'Share' beneath our cover photo, and select 'Invite Friends'. From here you can decide if you'd like to invite your entire network or just a few friends.
5. Head to our official page and post your story to our wall for other supporters to see and be inspired!

TOP TIP/GUIDANCE!

Share your own personal story in the media/social media.

We never underestimate the power of your story.

Maybe you, or a member of your family has had a near miss on the road and it has changed or reinforced your view on 20mph.

You're a school-crossing supervisor/community police officer/school teacher and you want to share with others what you see on a daily basis.

Perhaps you have been encouraged to cycle since your neighbourhood went 20mph?

These are the stories people want to read about.

If you have a story to tell around 20mph contact us on connected@birmingham.gov.uk and we will help you to share it.



A 20mph carnival is a get together that groups of residents arrange for their neighbours.

It is an opportunity to get the community together and allows children (and adults) to experience the joys of playing out! We think this recipe is essential to building healthier children, happier and more connected communities.

Duration:

PREPARATION: 2 days (approx.)
DELIVERY: 4 hours (from set up to pack down)

You will need:

- Invite for carnival meeting (page 25)
- Carnival reminder (page 26)
- Poster (page 27)
- Information for Stewards (page 28)
- Risk assessment form (page 29)
- Emergency procedures (page 30)
- Tables and chairs
- BCC 20mph carnival kit
- Optional: Hi-visibility vests
- Optional: Bunting

Roles:

Organisers
Stewards
Helpers
Duty Safety Officer



Contact BCC Transportation Team to order your event pack including:

- Road safety dress up kit
- Car play mat
- 20mph ride on cars
- 20mph craft pack
- Scaletrix (indoor events only)
- Campaign leaflets and other materials

connected@birmingham.gov.uk
www.birmingham.gov.uk/20mph

Overview:

Do you remember when streets were filled with kids playing out?

Well Public Health experts across the UK want to see kids of today having the same opportunities to play out that we had when we were young. Why? Because playing out, helps kids to achieve healthier lifestyles and to socialise away from the ever-present temptations of technology.

We would like to see more of Birmingham’s children benefiting from opportunities to play out with other children, make new friends. Organising a carnival in your area is a great opportunity for adults to get involved in teaching kids some of the games they played when they were growing up.

We also want the adults in the street to have a chance to get together to share some community friendship and fun. So, come on... what's stopping you?

Method:

Preparation

1. Decide on a suitable location to hold your carnival, this could be a local park, community centre, school playground or playing field. Remember it needs to be somewhere that everyone in the area has easy access to and best if it's in walking distance.
2. Share the idea with your neighbours to see if they are on-board.
3. If there is sufficient support, arrange an informal meeting - this will act as your consultation. This preliminary meeting should be held at a minimum of 13 weeks before you'd like to hold the event. Try to hold the meeting somewhere convenient and accommodating for everyone. i.e. a café, someone's front room or in the park or community centre itself. Decide on a convenient date to hold the event. Get everyone's ideas on the scope of the carnival and who should be involved. It may be that you want to invite more people along. Collect contact details such as email, phone numbers etc.
4. For your chosen location, contact the venue manager, park warden etc. to ensure that correct insurances are in place. Any outdoor park event will need permission from Birmingham City Council which will need to be applied for 12 weeks in advance. This can be applied for at www.birmingham.gov.uk/info/20089/parks/165/holding_events_in_parks_and_open_spaces/1 Birmingham City Council recommend that you don't advertise your event until you have gained written confirmation the event can go ahead.
5. Once you have written confirmation – advertise your event! Let everyone know what a great day it's going to be and how they can get involved.
6. Contact the Birmingham City Council Transportation Team to let them know the date of this activity. They'll need to make sure that the resources they provide for the carnival aren't already booked. They may also want to arrange press coverage or share your photos from the day on social media.
7. Respond to any objections and concerns that may arise quickly. Try to reassure the person who has raised the concern and perhaps arrange a face-to-face chat.
8. Nearer the time try to get everyone to share their memories of playing out, and discuss their hopes, ideas and concerns.
9. Decide who will be doing what prior to, and on the day. The roles that need filling are:
Organisers – responsible for being the main point of contact and for making it all happen (you need at least one person taking the lead.)
Stewards - responsible for making the event area safe, and a minimum of two adults are needed at any entry point which is near a road. Four people are needed to steward the event, so keep in mind that you'll need at least three extra volunteers to help with other things on the day.
Helpers – responsible for helping with all the other bits, such as creating flyers, bunting (if applicable) and generally giving a helping hand.
Duty Safety Officer – ensure the site is compliant with health and safety and respond to emergency situations as required

10. Confirm stewards and those who agreed to other roles.



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Continued...

Method:

Preparation - One week before

1. Remind your neighbours of the dates and you're looking forward to seeing them there.
2. Arrange to pick up your carnival kit from Birmingham City Council Transportation Team.
3. Print out copies of the 'Information for Stewards' on page 28 and make sure the stewards (and you as the organiser) become familiar with it.
4. Print out copies of the 'Media Consent form' on page 47 to ensure that you can take plenty of photos on the day.

On the day

1. Make sure you have everything ready to go.
2. Verbally brief the stewards and make sure they are confident in the 'Information for Stewards' process, make sure they know key location information (toilets/parking) and what the procedure is in an emergency.
3. Verbally brief the volunteers make sure they know where the toilets are, parking arrangements and any other key information.
4. Have fun and play out whilst remembering to take lots of photos! If you have permission from parents/guardians make sure you take photos of activity throughout the day and share these with us on twitter **@bham20mph** hashtag **#slowerissafer** or post to our Facebook page **@bhamconnected**.

After the event

1. Once the carnival is over, clean up and leave the area as you found it.
2. Contact Birmingham City Council Transportation Team to arrange drop off of your carnival pack and share your images with them. They can then publicise what a great success it was!
3. If you have a local newspaper, consider sending a photo and a short piece about your carnival activity (if one of the Transportation Team hasn't already done so).

Variation on this recipe:

Why not organise a street closure event?

Active Streets is a Birmingham wide initiative aimed at providing residents with the scope to close their road and get their neighbours together to be sociable and enjoy their communal space in a different way.

The Active Streets programme offers Birmingham citizens the scope to temporarily close their roads to traffic and come together to enjoy civic and physical activity with one another right where they live.

Over 7000 roads are eligible for the light touch road closure, and working with Active Streets team, a simple form is all that is required to get the process underway.

The Active Streets team will support you to consult with your neighbours, plan your closure, and deliver the event with you on the day. By following the Active Streets simple road closure process, you will be supported to deliver the event and covered by the Active Streets public liability insurance.

For more information contact:

Email: activestreeets@birmingham.gov.uk

Tel: 0121 464 0206

FB: www.facebook.com/ActiveStreets/

Tie your event to an existing road safety campaign

You could coincide your carnival with a pre-existing event such as National Road Safety Week.

Carnival day meeting invite (template)

The below 'Invite for carnival day meeting' letter is available as a Word document template. You can request this from the BCC Transportation Team via email: connected@birmingham.gov.uk

Invite for carnival day meeting

Dear neighbours,

I/we would like to invite you to an informal meeting to discuss the possibility of us organising a carnival day in our area.

This would involve getting everyone together in **[insert venue location]** for a few hours, either after school or at the weekend, to give children (and adults!) a chance to get together and enjoy a carnival. How far we take this is really up to you we can keep it simple or invite the larger community to get involved.

It would be a great opportunity for all of us to enjoy being out and about, to meet and chat and get to know each other.

If you would like to talk about this idea, please come along to:

[insert date, time, place]

I/we am/are keen to get as many views as possible, so we can try to reflect the street's wishes in whatever is agreed. If you have comments, questions or concerns at this point, do let me know.

If you would like to contact me/us, please do on: **[insert tel/email]**

Best wishes,

Carnival day Reminder Leaflet (template)

The below 'carnival day reminder' A6 leaflet is available as a Word document template.
You can request this from the BCC Transportation Team via email: connected@birmingham.gov.uk



Carnival day Poster (template)

The below 'carnival day reminder' A4 poster is available as a Word document template.
You can request this from the BCC Transportation Team via email: connected@birmingham.gov.uk





20mph Toolkit

Have fun – hold a 20mph carnival!

Information for Stewards

Whilst stewarding, I understand that it is my responsibility to:

Stay visible, alert and safe

Always wear your high-viz jacket. Be **in view** of oncoming traffic, the closure area and other stewards.

Keep children within the closure

Remind them to stay on pavements outside of the carnival area. If a child arrives unaccompanied, try to find out if their parent or guardian knows where they are.

Familiarise yourself...

with the Emergency Procedures for the carnival as it will be your responsibility to respond in an emergency.

Ensure your replacement has read and understood...

this information leaflet if you are stewarding in shifts.

Look after yourself

Dress sensibly and keep hydrated while stewarding.



If you have any doubts or questions, please talk to your Organiser



Have fun – hold a 20mph carnival! | Risk assessment form

Hazards identified	Persons at risk	Risk factor (high, medium, or low)	Measures required to control the risk	Actions to be taken by (name)	Date completed and signature

Example hazards:

- Slipping tripping or falling
- Fire risks
- Need for First aid

Example persons at risk:

- Stewards
- Members of the public
- Disabled persons
- Children and elderly

Classify risks into **high, medium and low**.
 Examples of risks falling into these categories are as follows:
High: An unsecured inflatable being used in adverse weather conditions by young children.
Medium: A cycle demonstration area.
Low: A mime artist performing amongst the crowd.

For each risk consider whether or not it can be eliminated completely.
 If it cannot, then decide what must be done to reduce it to an acceptable level.
 Consider the following:
 • Removal of the hazard.
 • Find a substitute for that activity/machine etc

Emergency procedures

In the event of an emergency situation arising Stewards will first be alerted by a call:

- 'All Stewards to posts'
- Stewards should then await further instruction

In the event of a disturbance the following call will be made:

- 'Disturbance in area'
- Stewards should isolate the area
- Stewards should move people as far away as necessary
- Assistance will be summoned if necessary

In the event of a fire the following call will be made:

- 'Fire in area'
- Stewards should isolate the area to enable the emergency services to deal with the problem
- Stewards should move people as far away from the incident as possible
- Only those who have received training should attempt to tackle the fire

In the event of a bomb scare the following call will be made:

- 'Blue alert in area'
- Stewards should await further instruction from the Duty Safety Officer

In the event of the need to evacuate the following call will be made:

- 'Ladies and gentlemen, due to unforeseen circumstances we need to evacuate the park. Please leave the park calmly by the nearest exit.'
- Stewards should ask people to leave the park quietly and calmly
- Stewards should muster by the designated emergency meeting point and await further instruction from the Duty Safety Officer

Once the problem has been localised and dealt with, the following call will be made:

- 'All stewards stand down'
- This is the signal to return to normal duties

How to set up your 20mph mini track

Parents of young children are unlikely to engage in a conversation with you if they are having to look after their little ones. The cars keep children occupied, in a contained and safe space, giving you the chance to talk to them about road safety. The other advantage is that this is a totally free activity and is a great attraction to engage people.

Your 20mph race track pack from Birmingham City Council will include:

1. 20mph ride on cars
2. Police cones or stakes and tape
3. Banners with the important message 'The place for speed is on the track'

Set up of the 20mph track is easy!

1. Pick a good place for you track which is nice and flat so that its easy for the kids to get the cars around the track
2. Put out your cones or stakes to make a circular race track and mark the start line
3. Have a steward there to keep an eye on the kids making sure that they are all going in the same direction and that everyone is getting a turn

Your pack from Birmingham will also include some 20mph materials. Why not give all the participants a 20mph sticker for being a part of the day?

While you're picking up your Carnival Day pack from Birmingham City Council why not ask them for advice on delivering some other great 20mph themed activities they've found effective in this past:

- Design your own roundel using stickers and paper plates
- Bake a 20mph cake using writing icing for 20mph
- Pledge tree
- Giant mural
- 20mph bunting
- Face painting





20mph Toolkit

Have fun – hold a 20mph carnival!

Games and how to play them

Here are a list of traditional games that generations of children have played outside. However, in case you don't know these games (or you've simply forgotten them), here is a reminder of how to play them!

Disclaimer: As with all games, people (in particular, children!) can get a little excited! Please ensure that there is a responsible adult present at all times.

What's the time Mr Wolf?

One child is chosen to be Mr Wolf.

This child stands at one end of the playing area.

The other players stand in a line at the other end.

Mr Wolf turns his back to them to begin the game.

The players call out, *"What's the time Mr Wolf?"* and Mr Wolf turns and answers with a time (i.e. 3 o'clock).

He then turns his back again. The players have to move forward the amount of time he has said. So 3 o'clock would mean taking 3 steps forward. (5 o'clock would mean taking 5 steps forward etc.)

The players again shout, *"What's the time Mr Wolf?"*

To which Mr Wolf will continue to respond until the players come very close.

Once the line of players is close to Mr Wolf, he can respond to the chant with *"It's dinner time!"* at which point, he will chase the players back to the starting line with the aim to catch one of them. Whoever Mr Wolf catches becomes Mr Wolf for the next round of the game.

Red Rover

Create two teams (with an equal number of players in each) and line up opposite one another – no more than 30 feet apart.

Each team must form an arm-in-arm chain (you can do this by holding hands.)

The first team must agree to call out a player from the opposite team and chant, *"Red Rover, Red Rover, send (players name) on over!"*

That person must then run to the other line and attempt to break through the chain.

If they don't get through the chain, they must join the team that called Red Rover and link on the end.

If they do get through the chain, they can take either of the players who broke the chain back to join their team.

Teams take turn calling Red Rover and challenging players on the opposite team.

Whichever team gets all the players on their side wins!



20mph Toolkit

Have fun – hold a 20mph carnival!

Games and how to play them (continued...)

Leapfrog

You need at least two people to play this game (but there is no maximum!)

The first player needs to crouch down and rest their hands on their knees. Younger players can simply crouch on the floor, making sure to tuck in their head and feet.

The second player runs up to the crouched player in front, placing their hands on their back and leaping over like a frog, straddling their legs wide apart on each side.

On landing, this player immediately stoops down into the frog position so that the third player has to leap over the first and second, and then adopts the crouching position for the fourth player to leap over.

Make sure you create room between each player so there is space to land and leap.

When all the players are stooping, the last in the line begins leaping over all the others in turn.

It can go on forever!



Orange and Lemons

Two players face each other, joining hands to make an arch.

The rest of the players form a long line in single file, and hold onto the person's top/coat/waist in front of them, and walk/skip through the arch.

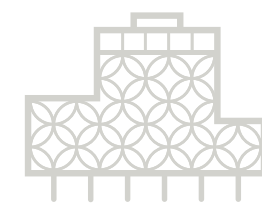
These players must sing the following rhyme:

*Oranges and Lemons,
Say the bells of St. Clement's;
You owe me five farthings,
Say the bells of St. Martin's;
When will you pay me?
Say the bells of Old Bailey.
When I grow rich,
Say the bells of Shoreditch.
When will that be?
Say the bells of Stepney,
I do not know,
Says the Great bell of Bow.
Here comes a candle to light you to bed,
Here comes a chopper to chop off your head!
Chip chop chop chop the last man's dead!*

At the last word the archway comes down and catches the player passing through at that moment and they are out.

They must then form another arch next to the existing one.

The arches will start to get longer, and the tunnel which the players have to run through will take more time to get through – so they will need to run faster in order to escape.





20mph Toolkit

Have fun – hold a 20mph carnival!

Games and how to play them (continued...)

Hot Potato

You will need someone to control the music, and a bean bag/tennis ball to act as the hot potato.

Players form a circle either by standing, or sitting cross-legged on the floor.

The hot potato starts with one person and they must toss it to another player in the circle.

Whoever controls the music must choose when to stop the music, and whoever has the hold of the potato is out.

The game continues in this way until there is only one player left – and the last person is the winner!



20mph Toolkit

Have fun – hold a 20mph carnival!

Games and how to play them (continued...)

Kerby

This game requires a ball. (Various sized balls can be used but a football produces the best results.)

Before you start, decide a set amount of points needed to win the game (e.g. 10 points.)

Two players stand at each edge of a kerb facing each other.

The first player takes a turn to throw the ball with the aim of hitting the opposite kerb.

If they miss the kerb then the second player takes possession of the ball and proceeds to take their go.

If the ball hits the kerb cleanly and bounces back to the player then they score a point.

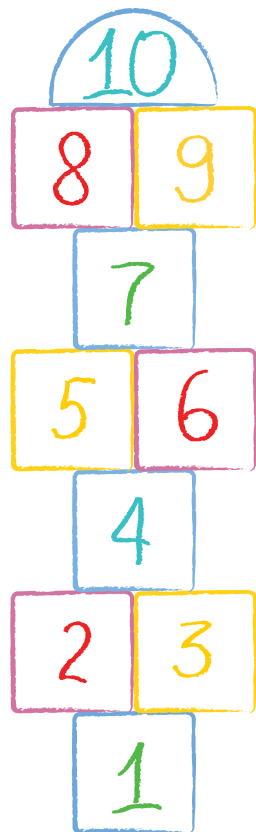
Having scored they keep the ball and move to the middle of the road and attempt the same again.

Each bounce from the middle counts as one point and this continues until that player misses. If it is missed, the player must move back to the kerb again and it is the other player's go.

Whoever reaches the set amount of points wins!



Hopscotch



Draw a hopscotch design on the ground using street chalk. The squares should be big enough to fit one shoe.

Throw a stone/beanbag/button so it lands inside square number one.

If it lands on the border or bounces out then you lose your turn and you must pass the stone onto the next player.

Hop through the squares, missing out the one that has your marker on it. You can only have one foot on the ground, unless you reach two number squares next to each other. Here you can put your feet down at the same time (one in each square), and then jump back onto the one foot moving forward.

If you hop on a line, the wrong square or outside the border then you lose your go.

When you reach the last number, you must turn around (remaining on the one foot only) and hop your way back down the board again.

When you reach the square before your marker, you must lean down, pick it up and skip over that square to finish.

Pass the marker onto the next person.

On your next go you must throw the marker onto square number two and repeat the above.

Whoever can complete the course with the marker on each square wins the game!



Tug of war

Tug of war is a game that involves two teams against each other in a test of strength!

Start by marking the centre of the rope – this could be with a piece of brightly coloured ribbon, and drawing a line on the floor underneath the centre of the rope on the floor. This line acts as the centre line.

Two teams pull on opposite ends of rope.

Whoever can pull the rope a certain distance in one direction against the force of the opposing team's pull wins!



Ring a-ring o'roses

Players need enough room to be able to form a circle by holding hands, and to sit down without hitting anyone or anything.

When you've formed the circle, start to walk or gallop (keeping the circle intact) while singing:

*Ring a-ring o'roses
A pocket full of posies
A-tishoo! A-tishoo!
We all fall down!*

On "fall down", sit quickly on the floor.

You may be playing this game for a while, so if you'd like a little variety, you can add a traditional verse. Chant it while you're still sitting, then jump up at the end:

*The cows are in the meadow,
Eating buttercups,
A-tishoo! A-tishoo!
They all jump up!*

20mph signs are up, but drivers appear to be consistently ignoring them on your street. Here's what you can do.

You will need:

- A copy of this toolkit in the first instance

Roles:

Ideally someone who can liaise on behalf of the street.

Contact BCC Transportation Team to order your event pack including:

- Campaign posters
- Bin stickers
- Other materials

✉ connected@birmingham.gov.uk

🌐 www.birmingham.gov.uk/20mph

Method:

We suggest you start by taking ownership of the problem, letting drivers (who are often local to the area) know that your street is unhappy with their behaviour.

Often these types of approaches have a positive impact. Speeding is often down to complacency, rather than a deliberate act of social defiance. Most people are unaware of the upset they are causing until it is pointed out to them.

If you find that the suggestions in this recipe are having little or no impact please contact us directly and we will look at other ways to help you.

Before and during

1. Start with the 'Show your support for 20mph' recipe on page 20.
2. You may want to try other recipes in this booklet first to send out a message that your street has had enough of speeding traffic.
3. If after trying different approaches you still feel that the problem persists, report the problem at www.birmingham.gov.uk/speedreporting. One of the team will record your complaint and advise you of the best course of action to take.
4. You will/may be offered the use of a temporary lamppost installation, which lets drivers know that your street is unhappy with the way they are behaving. You will be able to personalise this letting people know that the wider community is unhappy and wants to see a change in driver behaviour. Many drivers speed due to complacency, rather than a deliberate act of defiance.

Continued... ↗



After

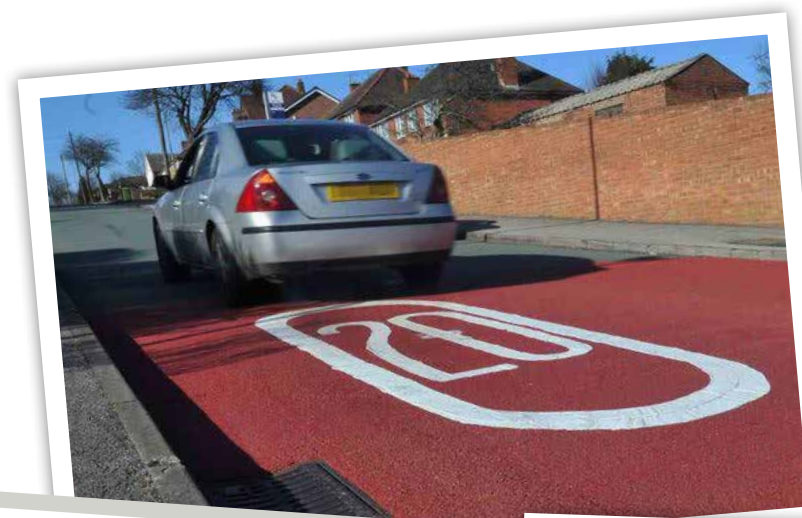
1. If you see an improvement, please let us know. It is important that we understand what works, so we can share it with others.
2. If however, the problem still exists, let us know and we will talk to you about alternative actions. This could involve a number of measures tailored to your specific street and community.

TOP TIP/GUIDANCE!

Optional:
Speak to your neighbours.
The more people you have supporting you, the greater the effect the activities will have.

Variation on this recipe:

We don't have all the ideas. Often communities have great insight into what might work locally. Let us know your ideas – it may be something we can help you on!




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.

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.

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)

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.

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.



Working together to bring down speeds



@bham20mph



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