

PROMOTING 20MPH TO ENCOURAGE WALKING IN EDINBURGH

A STEP-CHANGE CASE STUDY



KEY LESSONS FROM THE ROLL OUT OF 20MPH BY THE CITY OF EDINBURGH COUNCIL.

This case study is for local authorities and other organisations seeking to promote 20mph limits to help deliver the objectives of the Scottish Government's National Walking Strategy Action Plan and Road Safety Framework.



LIVING

STREETS

SCOTLAND



TOWARDS 20MPH FOR ALL RESIDENTIAL AND SHOPPING STREETS IN SCOTLAND

It is well established that 20mph speed limits are safer and help to create more vibrant communities where people live, work and shop. They are already the norm for many streets around schools and in residential areas. However, across urban Scotland many busier streets remain at the default 30mph limit. This is a barrier to walking, especially for younger and older people.

The Scottish Government has begun to tackle the issue through guidance that is supportive of lowering speeds to 20mph on these streets. Edinburgh is the first Scottish council to follow this guidance; its very ambitious project will deliver lower speeds for nearly all its residential and shopping streets. Edinburgh is following the 'opt-out' approach whereby all streets are set at 20mph, and then a minority of streets where higher speed limits are still appropriate are excluded. Key lessons are already emerging from the roll-out, which can help inform other projects.

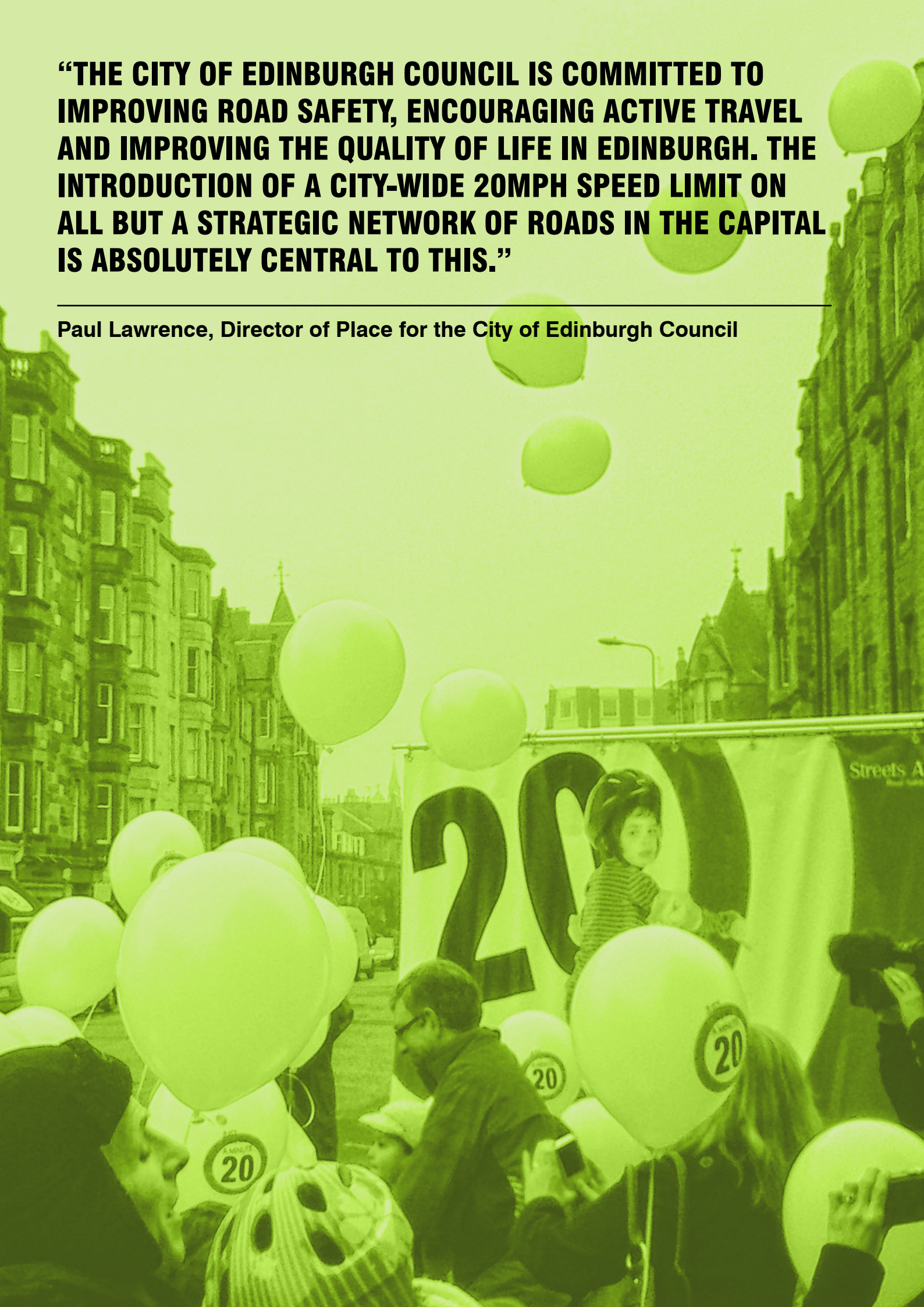
“INTRODUCING 20MPH IN RESIDENTIAL STREETS, SHOPPING AREAS AND THE CITY CENTRE WILL UNDOUBTEDLY IMPROVE SAFETY AND THAT A RELATIVELY LOW NUMBER OF PEOPLE OBJECTED DURING THE FORMAL CONSULTATION DEMONSTRATES THE PUBLIC’S ACCEPTANCE OF AND, INDEED, SUPPORT FOR 20MPH LIMITS.

UNDERSTANDABLY, LOWERING SPEED LIMITS WILL INVOLVE A CULTURE CHANGE FOR THE WHOLE CITY, BUT WE’RE ENCOURAGED BY THE HIGH LEVEL OF SUPPORT RECEIVED THROUGHOUT THE CONSULTATION PROCESS.”

**Councillor Lesley Hinds,
Transport Convener for the City of Edinburgh Council**

“THE CITY OF EDINBURGH COUNCIL IS COMMITTED TO IMPROVING ROAD SAFETY, ENCOURAGING ACTIVE TRAVEL AND IMPROVING THE QUALITY OF LIFE IN EDINBURGH. THE INTRODUCTION OF A CITY-WIDE 20MPH SPEED LIMIT ON ALL BUT A STRATEGIC NETWORK OF ROADS IN THE CAPITAL IS ABSOLUTELY CENTRAL TO THIS.”

Paul Lawrence, Director of Place for the City of Edinburgh Council



EDINBURGH'S 20MPH PROGRAMME IN BRIEF

- **Edinburgh Council's 2015 proposal covers 80% of the city's streets, extending previous schemes to main shopping streets and busier roads with high levels of walking and cycling.**
- **Surveys in Edinburgh have consistently shown two-thirds public support for 20mph, which is in line with other areas of the UK.**
- **The 2011 South Edinburgh pilot scheme showed that overall level of support for an area-wide 20mph speed limit increased from 68% before, to 79% after implementation.**
- **The proposal was developed via modelling of street types and use, as well as an extensive public consultation exercise. A more technical consultation on Traffic Regulation Orders followed; few formal objections were recorded.**
- **Approval was achieved after three years of consultation.**
- **Rolling-out the new limits will take two years, with completion in 2018.**



EXTENDING EDINBURGH'S 20MPH EXPERIENCE

Edinburgh has rolled out its 20mph programme over many years, with the result that by 2018 all residential streets will benefit. It is, however, not a blanket speed limit, as some arterial routes remain at 30mph.

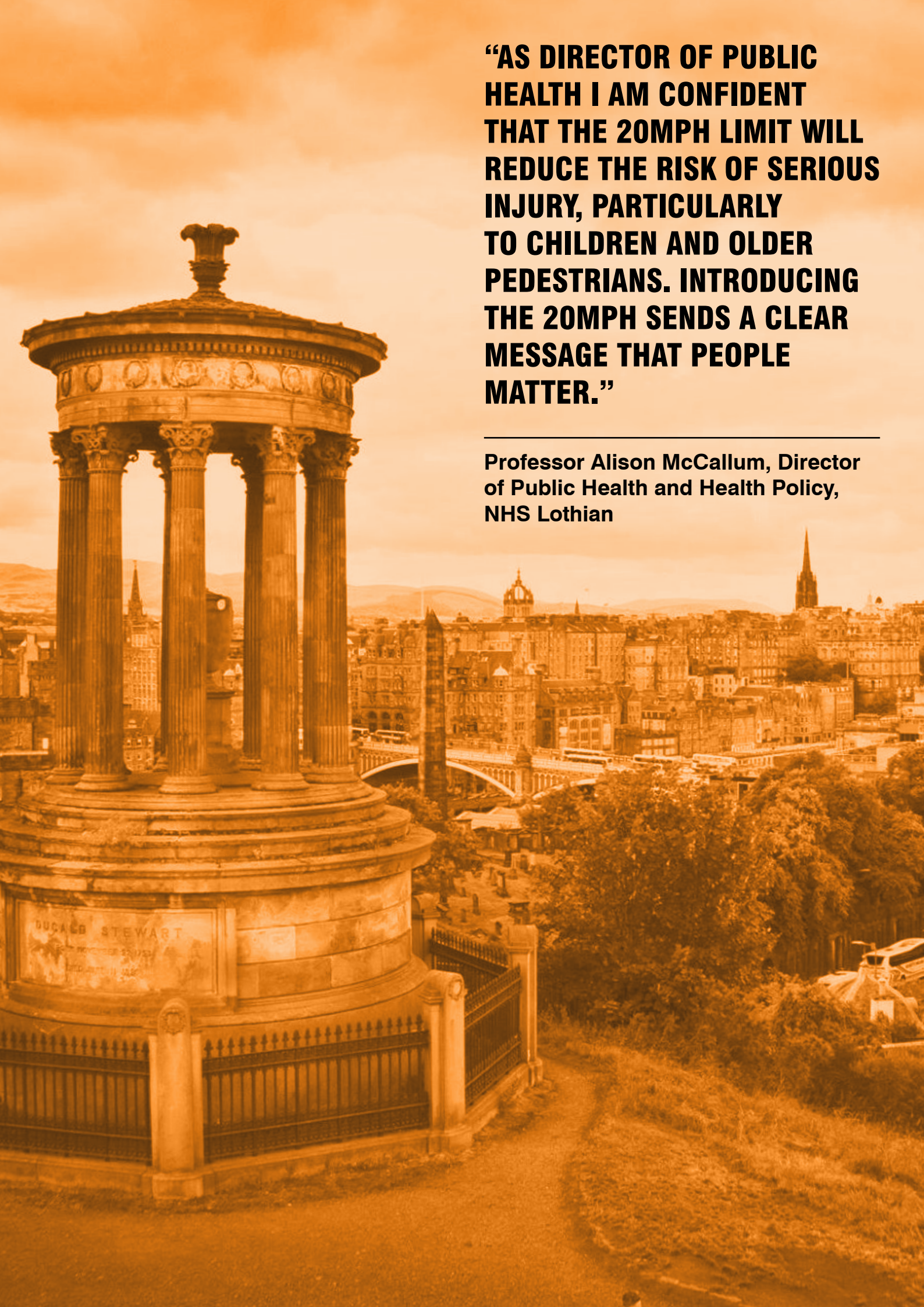
The 2015 proposal was the culmination of many years of work. Critical to the success of the proposal is the use of Scottish Government guidance on 20mph, which relaxes the amount of engineering and signage needed and hence costs of a large scheme. Public support was established through city-wide public opinion surveys and consultation and reinforced with a large-scale pilot in the south of the city. This demonstrated public support and informed the city-wide programme.

The council's city-wide roll-out targets areas where there are the biggest safety benefits and greater scope to boost walking and cycling - denser residential areas and busy high streets. High levels of walking in the city centre mean the vast majority of the area benefits from 20mph.

The programme recognises that large-scale roll-out of 20mph is more about behaviour change than just traffic engineering. This means focusing more on changing attitudes instead of re-engineering street layouts, the latter being time-consuming and expensive.

Edinburgh's experience indicates that some level of negative response is inevitable and may be exaggerated in certain sections of the media. It is important that a wide range of organisations highlight the many benefits to older people, children, other vulnerable pedestrians and cyclists, to show such a reaction may be neither representative nor informed.





“AS DIRECTOR OF PUBLIC HEALTH I AM CONFIDENT THAT THE 20MPH LIMIT WILL REDUCE THE RISK OF SERIOUS INJURY, PARTICULARLY TO CHILDREN AND OLDER PEDESTRIANS. INTRODUCING THE 20MPH SENDS A CLEAR MESSAGE THAT PEOPLE MATTER.”

Professor Alison McCallum, Director of Public Health and Health Policy, NHS Lothian

8 KEY LESSONS



1.

Political leadership which understands the benefits of lower speed limits is critical. In Edinburgh the council was able to draw on cross-party support for strong vision and strategy, which prioritised safety and better conditions for cycling and walking.



2.

Safety for vulnerable users remains the strongest argument for 20mph rollout.

3.

Promoters need a consistent and clear message about safe and appropriate speeds for places where people live, walk and shop.

4.

As well as residential and shopping streets, 20mph should be the norm around busy parks and waterfronts that have high-density housing fronting on to them. Consultation with communities helps to identify these areas.

5.

Bus companies need to be engaged early to assess the real, as opposed to perceived, impact on journey times and service reliability.



6.

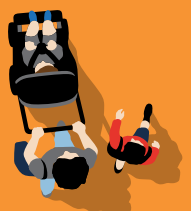
The remaining 30mph and 40mph routes are most prevalent in less dense areas outside the city centre. This has potential equality implications as these arterial routes dissect most of the city's neighbourhoods that feature high levels of deprivation.

7.

Local authorities should consider extending and making permanent existing time-specific 20mph limits outside schools. Some of these part-time zones have been retained in the Edinburgh scheme.

8.

Police messages on enforcement must be simple, clear and agreed to avoid misinterpretation – e.g. highlighting 20mph will be enforced, on a street-by-street, case-by-case basis, in response to safety and community concerns.



BUILDING SUPPORT FOR 20MPH



Councils need to engage and work with a wide range of organisations, especially third sector groups to help make the case for 20mph. This can help to:

- **GENERATE** informed responses to consultations. This can help highlight support for change and benefits to the people who live, work and shop in the area.
- **FOSTER** active groups of local people representing walking interests. Visible support from groups who will benefit from 20mph helps create a more balanced debate in the media.
- **SEEK** support from other groups, e.g. those representing disabled, older people and the health service.
- **DEMONSTRATE** wider support beyond cycling groups, from people who walk on and use streets every day.
- **USE** social media resources such as infographics and key facts to reach a wide range of people.
- **IDENTIFY** ways to involve schools and young people. For example, by linking with existing walk to school programmes such as Living Streets' Walk to School campaign.
- **START** wider conversations with communities on their streets and explore opportunities to use tools such as street audits or the Scottish Government's Place Standard.



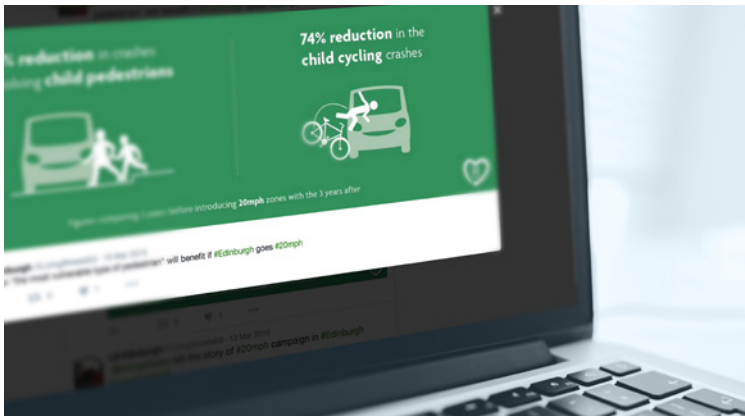
**IMAGES AND
INFOGRAPHICS
USED AS
PART OF THE**

20MPH CAMPAIGN IN 2015

**MEMORABLE BRAND
WAS CREATED FOR THE
CAMPAIGN LED BY
LIVING STREETS
EDINBURGH**



**69%
REDUCTION
IN CHILD
CYCLING
CRASHES**



74% REDUCTION

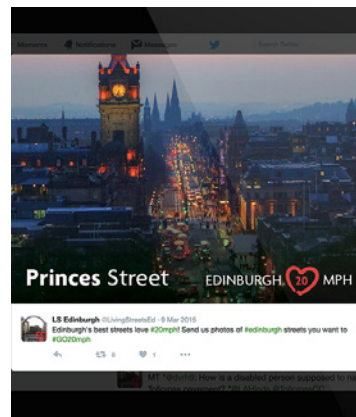


**IN CRASHES
INVOLVING
CHILD
PEDESTRIANS**

68% ARE IN FAVOUR



**OF 20MPH
LIMITS ON
RESIDENTIAL
STREETS**



**'EDINBURGH'S
BEST STREETS
LOVE 20MPH'
CAMPAIGN**



**STUDIES SHOW THAT
DRIVING AT 20MPH
COULD REDUCE VEHICLE
EMISSIONS THROUGH
LESS BRAKING AND
ACCELERATION**





WE ARE LIVING STREETS SCOTLAND, PART OF THE UK CHARITY FOR EVERYDAY WALKING.

We want to create a walking nation where people of all generations enjoy the benefits that this simple act brings, on streets fit for walking.

We know 20mph limits help to create safer and more vibrant streets where people live, work and shop. In our towns and cities, 20mph speed limits must become a national standard, ending the mismatch of speed limits in our urban areas.

FOR MORE INFORMATION PLEASE GET IN TOUCH. WE'D LOVE TO HEAR FROM YOU.

www.livingstreets.scot
scotland@livingstreets.org.uk
0131 243 2645

FURTHER INFORMATION AND RESOURCES

www.edinburgh.gov.uk/info/20243/20mph_for_edinburgh
www.20splentyforus.org.uk

Living Streets (The Pedestrians' Association) is a Registered Charity No. 1108448 (England and Wales) and SCO39808 (Scotland). Company Limited by Guarantee (England and Wales), Company Registration No. 5368409. Registered office: 4th Floor, Universal House, 88-94 Wentworth Street, London E1 7SA

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