Slower is Safer

20mph Speed Limits in Birmingham

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www.birmingham.gov.uk/20mph
The Birmingham Connected Vision

- Birmingham Connected - the city’s long term strategy for transport
- Working towards a safer, healthier, greener city with a reliable integrated transport system which supports our growing population and economy.
- Making our roads safe is implicit if we want to encourage more use of active travel modes and support more sustainable movement and healthier lifestyles
- Birmingham Cycle Revolution

www.birmingham.gov.uk/20mph
Road Safety in Birmingham

All road casualties in Birmingham (2000-15)

- 10 people per day are injured, one seriously
- One child is injured per day
- One child KSI per week
- 20% fall in road casualties over the past ten years
- Overall positive trend, but focus needed in terms of some areas/groups
- Vision and actions set out in Road Safety Strategy for Birmingham 2016

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Why 20mph?

• To make roads safer where people live – because slower is safer
  • more time to see hazards and react
  • injuries are less severe at lower speeds
• Good for vulnerable road users – walkers, cyclists, the elderly, children
• Support / encourage walking and cycling for local journeys - 250,000 car journeys per day under one mile
• Use cars less = less congestion and pollution.
• Active travel = health benefits
• The pedestrian pound – people who walk or cycle spend more
• Supportive Government guidance
Birmingham’s 20mph Policy

• City Council Motion passed in 2012 – cross party support
• City-wide consultation – mixed picture – some misconceptions
• Positive policy position retained (approved 2014) – phased approach to implementation commencing with pilot scheme
• Eventually covering 90% of the city’s roads:
  • Residential Streets
  • Local Centres
  • Schools – including variable 20mph limits
• Signs and lines only
• Key element of Road Safety Strategy for Birmingham (2016)
Implementation Approach

- Divided city into 15 areas
- Pilot areas chosen on basis of road safety data, public support and funding
- Local consultation on which roads to include 2015
- Phased approvals and implementation intended to follow
- Minimal signage / maximise coverage
Progress to date

• Signs and markings installed from January 2016 in the first three areas
• Delays to approvals and contractual issues resulted in losing the phased implementation approach
• As a result all three areas went ‘live’ on the same day – 10th October 2016
• Subsequently consulted on the fourth area to be implemented in 2017 (subject to approvals)
• Variable 20s outside schools consultation just closed
Behaviour Change and Enforcement

• More than just a speed limit – changing driver attitudes
• Public support is essential in making 20mph work.
• Package of measures
• We think that change of this scale can only be delivered when partners, residents, communities, employers and schools work together
• Communities deliver the campaign in their own words – and telling us what will work in their area
• Use best practise from other areas and apply in Birmingham way
• Slower is Safer
• Working together video

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How will 20mph be enforced?

- Police are supportive
- Education / enforcement approach
- Central Motorway Police Group take enforcement lead – Local Policing Units at community level – coordinated via Birmingham Road Safety Partnership
- **Talking Heads video**
- Process continuing to evolve
- Integrated into speed portal once live
- Community Speedwatch (led by West Midlands Fire Service) and promotional activity

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Business engagement

• Lots of reasons why businesses should care about road safety
• Working with key organisations such as Amey and Birmingham Children’s Hospital
• Business pack and toolkit
• Coffee Van competition
Community Engagement

- ‘Co-productions’ and ‘stunts’
- Tailored to local issues and needs – THEIR message in THEIR words + REAL stories
- Programme of training through children’s centres, health visitors, places of worship etc.
- Playing out days
- Piggybacking existing initiatives and networks
- Residents toolkit
- Training, supporting, mentoring of champions and volunteers in partnership with Department of Work and Pensions
- Carnival video

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School Engagement

• ModeShift STARS – online tool for school travel plans - Bronze, Silver and Gold awards
• Road Safety Education – additional support in 20mph limits areas with Fire Service
• Refuse lorry poster competition
• Variable 20’s at some schools
• Schools toolkit
• Kids’ Court video

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Monitoring and Evaluation

• Initial monitoring after 12 months of operation – collision and speed data only
• Full assessment after 3 years
  • Collision data
  • Traffic flow and re-routing
  • Vehicle speeds
  • Residents’ perceptions
  • Air quality
  • Cycling monitored as part of Birmingham Cycle Revolution
  • Walking more challenging – covered by perceptions
• Participant evaluation
• Social media reach

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Initial Lessons Learnt

• Very early days – no data until at least October 2017 BUT:
• Did we bite off more than we could chew?
• Does the minimal signage approach undermine the credibility of the scheme?
• Sometimes mother does know best – in responding to the consultation and adding in more 20mph roads have lost the goodwill of some drivers?
• Bus operators currently satisfied with impact on operations – anything that cuts congestion is good for buses
What Next?

• Policy position remains positive – committed to further roll-out – pilots will shape where/how but not if
• Remedial signage? Taking roads out?
• Supporting implementation of fourth pilot area and variable limits at school gates
• No funding identified for further areas – but we are looking
• Expanding from the city centre towards north west next priority – exact boundaries to be determined
• Revisiting the 15 areas – updating data and boundaries

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Further Information & Questions

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