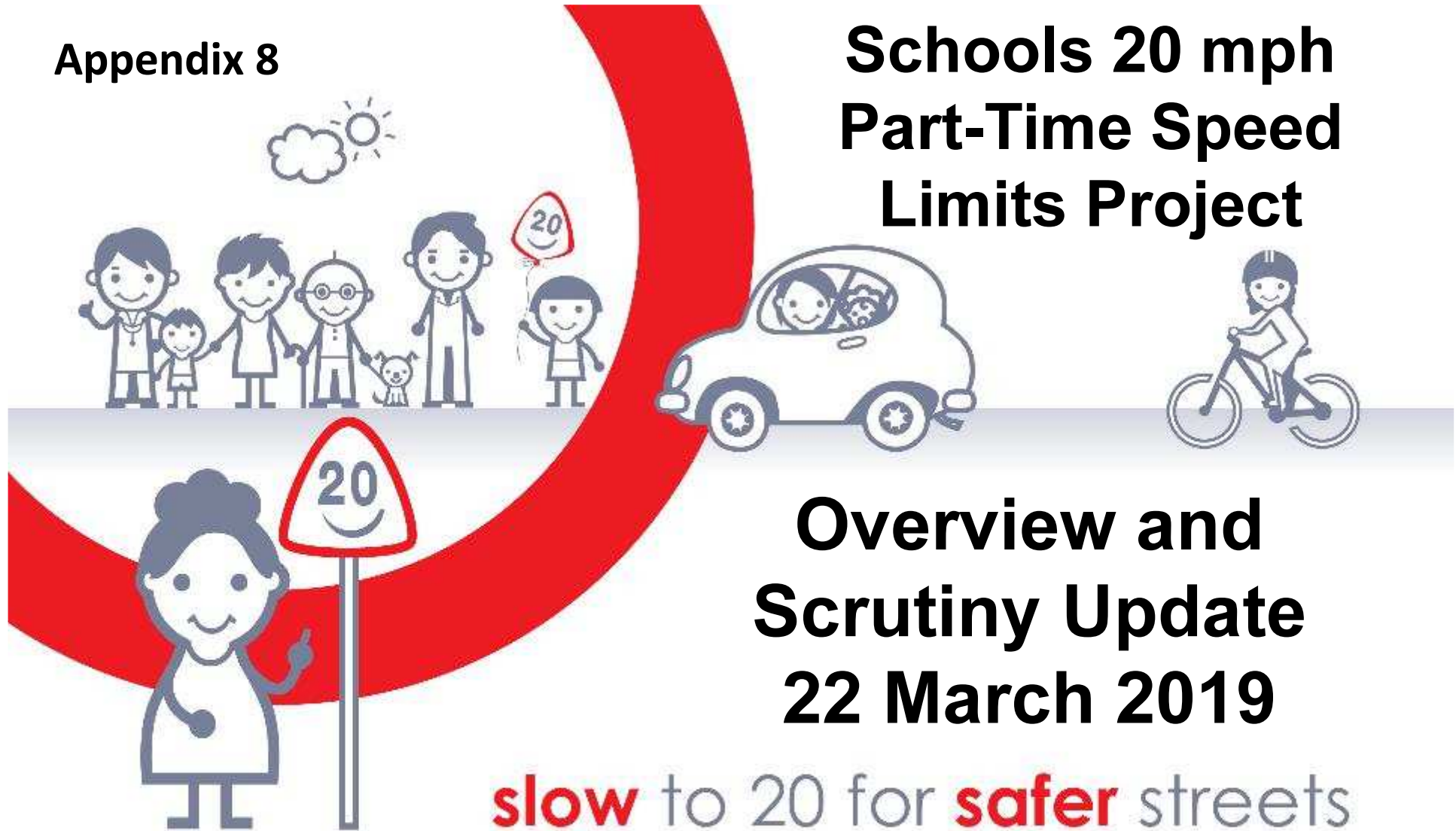


Appendix 8

Schools 20 mph Part-Time Speed Limits Project



Overview and Scrutiny Update 22 March 2019

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Introduction

- Project approved by Cabinet on 17 December 2014
- 33 schools with the highest accident rates
- Funded by one-off Public Health Grant of £952,850
- Complemented by a revenue budget to deliver road safety education and social marketing



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Additional 33 Schools - May 2016

- Project was progressing under budget
- Cabinet approved expanding scope to include a further 33 schools
- Additional 33 schools selected using updated prioritisation criteria developed in consultation with Scrutiny 20 mph Working Group



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Updated Project Scope

Scope - Completed	Number of Schools
Original	33
Additional	33
Bonus	12
Third Party Funded	31
Total	109



- Public Health Grant underspend of £106,000
- Recommended use to fund an additional 6 schools
- A further 15 schemes are in development through third party funding



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Road Safety Education and Social Marketing

- Integral element of 20s Project
- Raise safety awareness
- Encourage walking and cycling
- Persuade motorists to reduce speed



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Road Safety Education and Social Marketing Activities

- Cycle training & practical child pedestrian training
- Use of local artists and authors to help pupils designing signs and write articles about the benefits of lower speeds
- Peer-to-peer learning through theatre education
- The introduction of Junior Road Safety Officers to help maintain and promote road safety messages
- Working with sustainable walking charity Living Streets to introduce incentivised walking schemes
- The distribution of letters and plans to the school and wider population providing details of the scheme and its benefits



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Benefits Realisation – Durham University

- Evaluation conducted over a 6 month period in 2016
- The evaluation consisted of:
 1. A survey of 10 schools comprising 493 pupils
 2. Case study (interviews and focus group)
 3. Feedback from a Junior Road Safety Officer event
 4. School census on active travel



Benefits Realisation– Durham University (1)

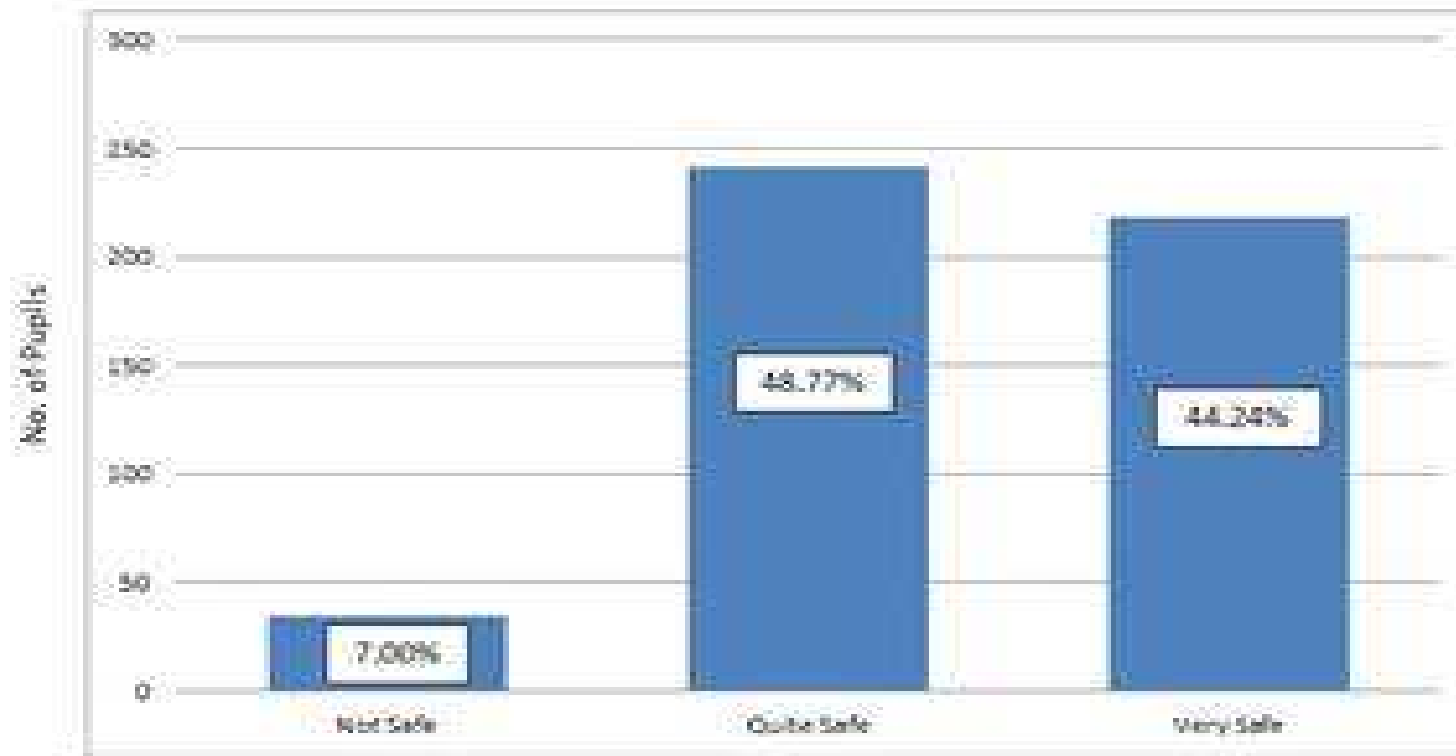
- Evaluation demonstrated a number of positive findings:
 - Widespread acceptance of the scheme
 - Increase in perception of road safety
 - Increased desire to walk and cycle to school
- Evaluation highlighted that:
 - Changing driver behaviour is a long-term goal and all 20 mph schemes should be supported by ‘soft measures’ and reinforced using ‘nudge’ approaches to underpin their implementation



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Benefits Realisation– Durham University (2)



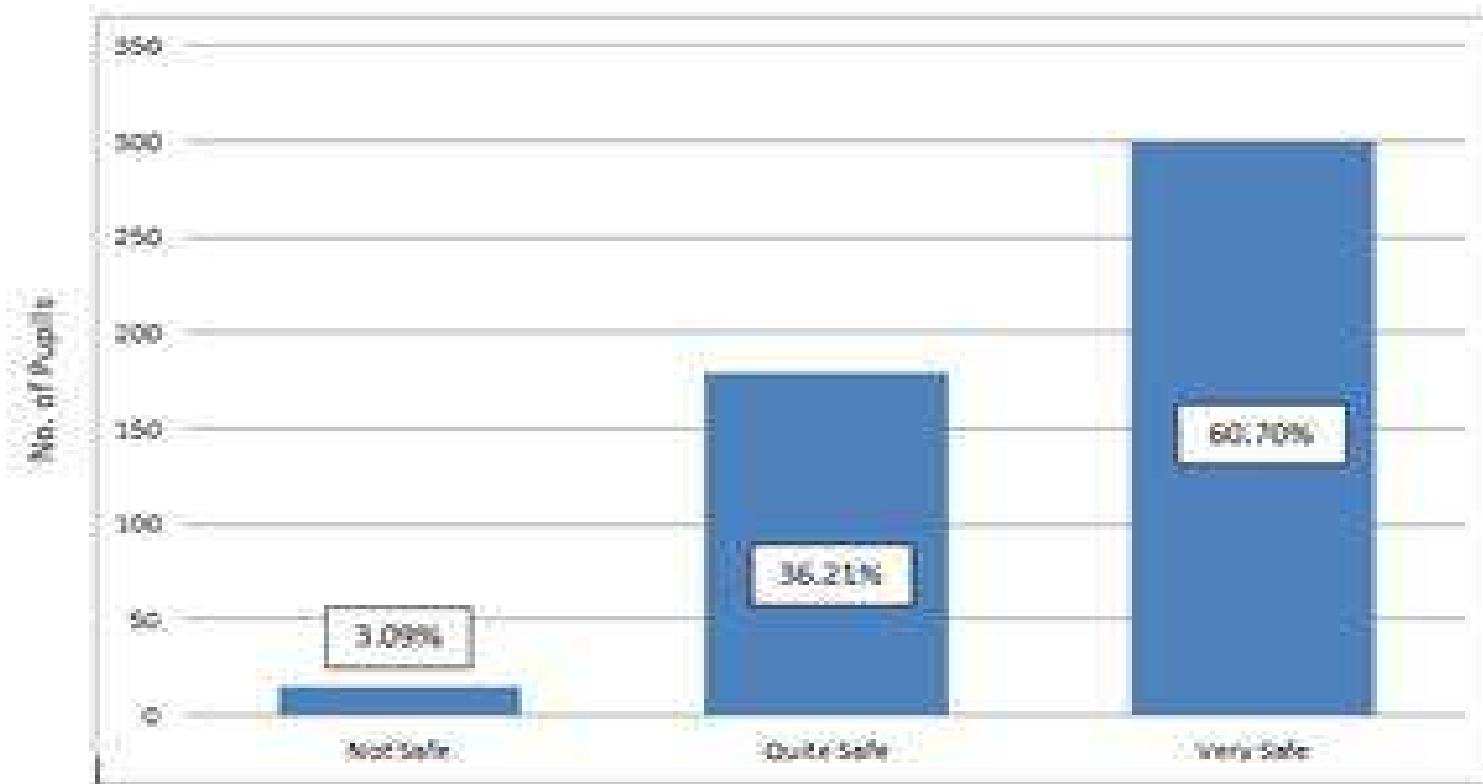
How safe did you feel travelling to/from school before the 20mph limit?



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Benefits Realisation– Durham University (3)



How safe did you feel now after the 20mph limit?



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Benefits Realisation – Department for Transport

- Evaluation demonstrated 20 mph limits:
 - Lead to a small reduction in median speeds (less than 1 mph)
 - Cause vehicles travelling at higher speeds before the change of speed limit to reduce their speed more than those already travelling at lower speeds
 - Encourage healthier and more sustainable transport modes such as walking and cycling
- Evaluation found:
 - Insufficient evidence to conclude that in residential areas a 20 mph limit led to a significant change in collisions or casualties



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Any Questions?



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