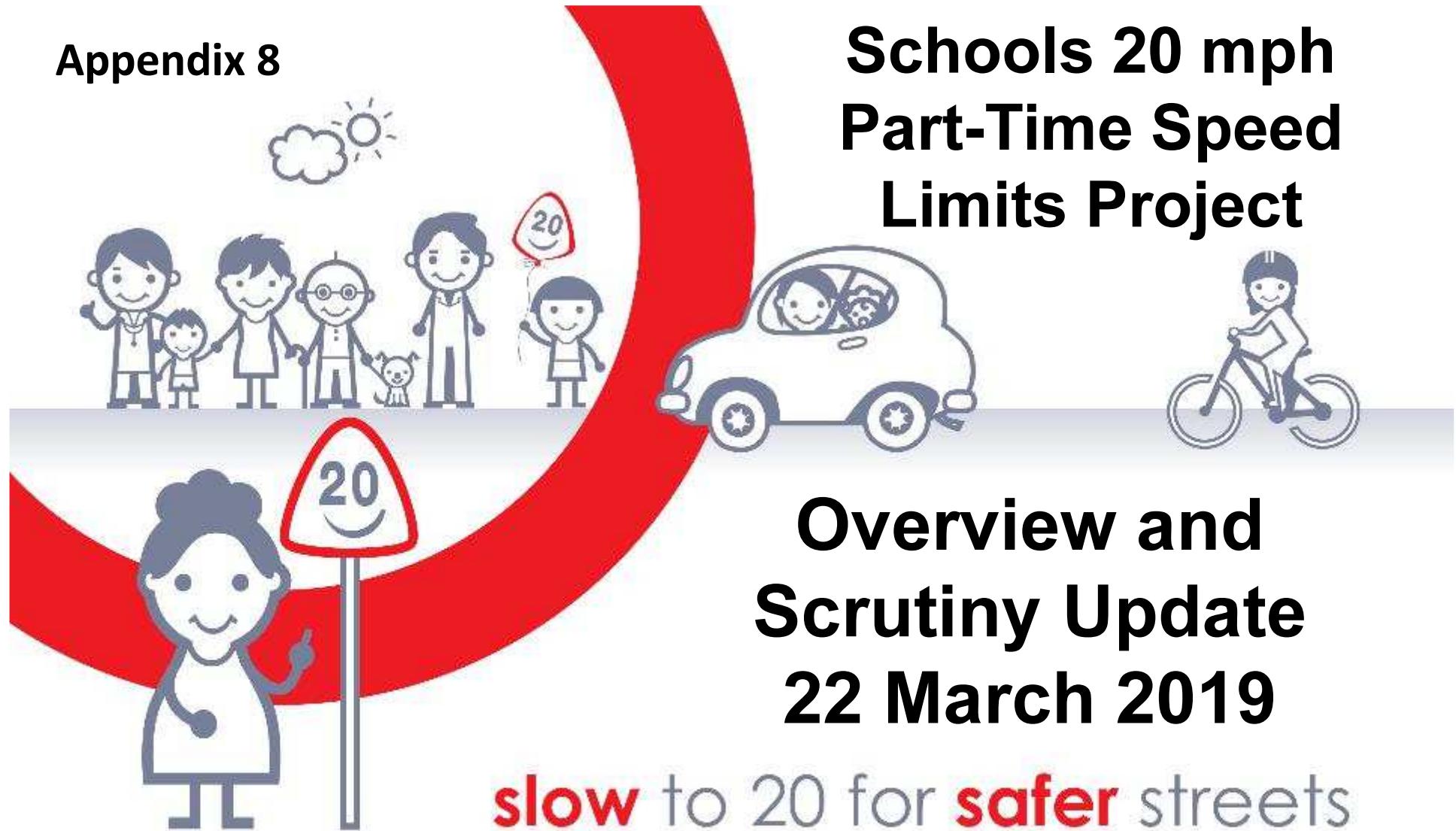


Appendix 8



Schools 20 mph Part-Time Speed Limits Project

**Overview and
Scrutiny Update
22 March 2019**

slow to 20 for **safer** streets



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



slow to 20 for safer streets

Durham
County Council

The graphic features a stylized orange and white background with a cartoon character of a person holding a '20' speed limit sign. Below the character is the slogan 'slow to 20 for safer streets'. In the bottom right corner, there is a logo for 'Durham County Council' featuring a crest with a cross and the words 'Durham County Council'.

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

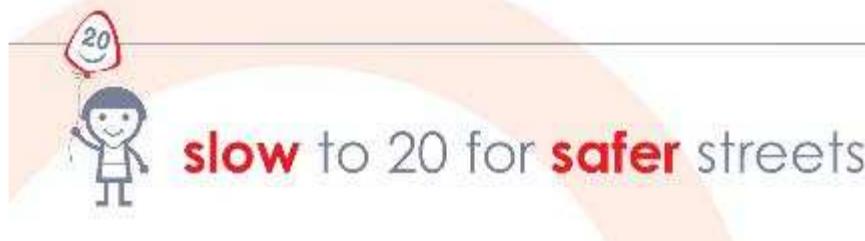


Updated Project Scope

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



Road Safety Education and Social Marketing

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



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



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

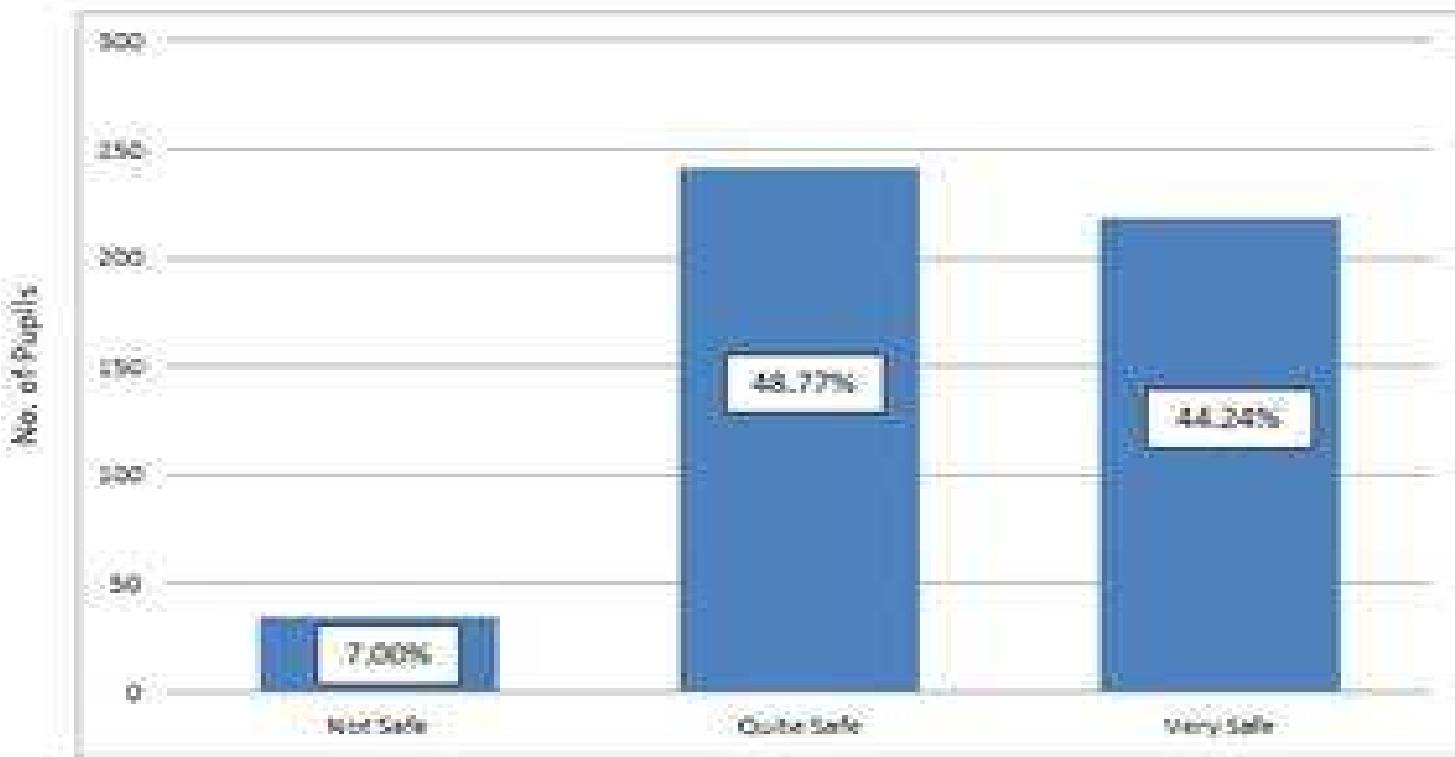


Benefits Realisation– Durham University (1)

- 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



Benefits Realisation– Durham University (2)



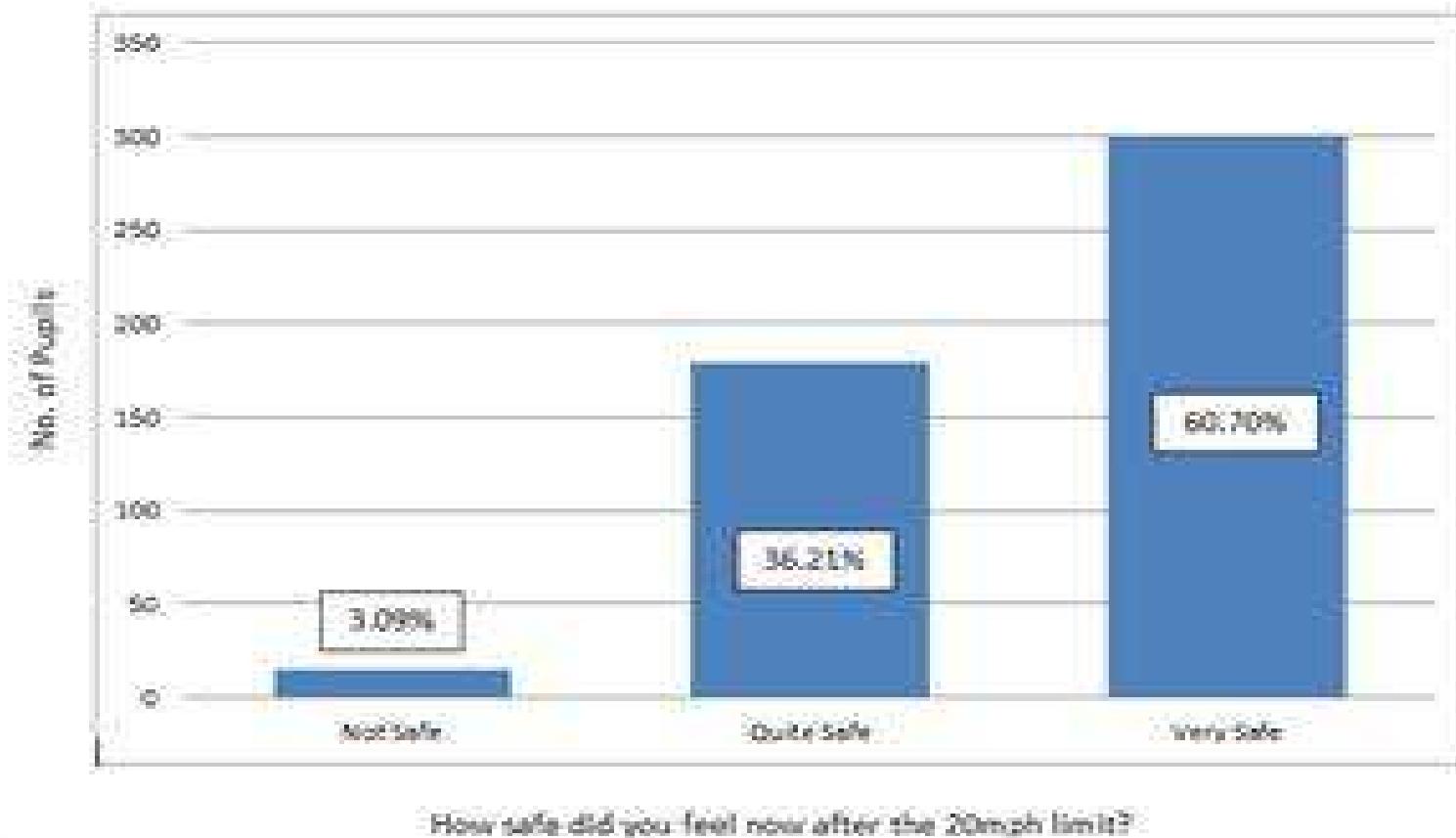
How safe did you feel travelling to/from school before the 20mph limit?



slow to 20 for **safer** streets

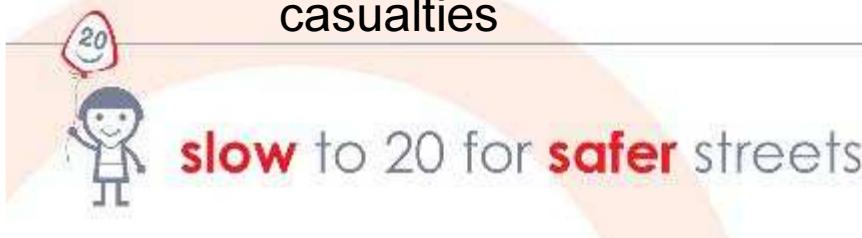


Benefits Realisation– Durham University (3)



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



Any Questions?

