

An aerial photograph of Worcester Cricket Ground, showing the green field, stands, and surrounding city buildings. The image is used as a background for the presentation slides.

# 20's Plenty for Worcestershire July 2025

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Hannah Greenberg  
Adrian Berendt

- Who is 20's Plenty for Us?
- Why 20mph?
- Where is 20mph?
- What happened in Wales?
- How is Worcestershire doing?
- What next?



# Who are we?

20's Plenty for Us is small team which supports individuals & groups across the UK who want lower speed limits in their communities.

We empower local campaigners by providing **information, resources** and **advice** to help them to establish 20mph as the norm on the streets where they live.



Setting 20mph speed limits as the default in town and village centres aligns with global best practice outlined by the **WHO** and **UN** in the **2020 Stockholm Declaration** which the UK government signed during the 3rd Global Ministerial Conference on Road Safety.

**“ ... mandates a maximum road speed of 30km/h (20mph) in areas where vulnerable road users and vehicles mix in a frequent and planned manner, except where strong evidence exists that higher speeds are safe. ”**

Resolution 10, Stockholm Declaration





# Where we are?

700

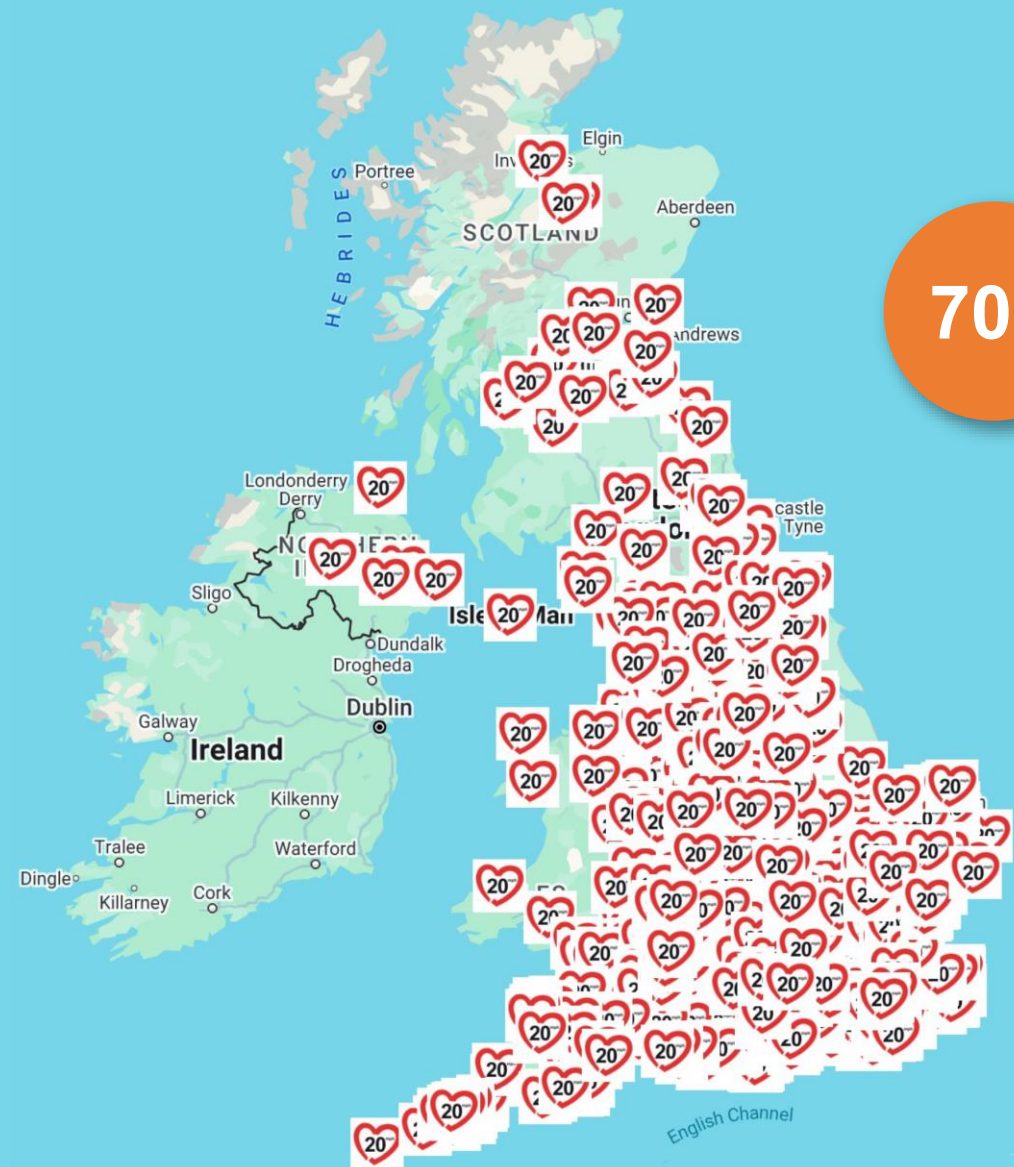
Local campaigns across the UK

22

Million people across the UK  
already live on 20mph streets

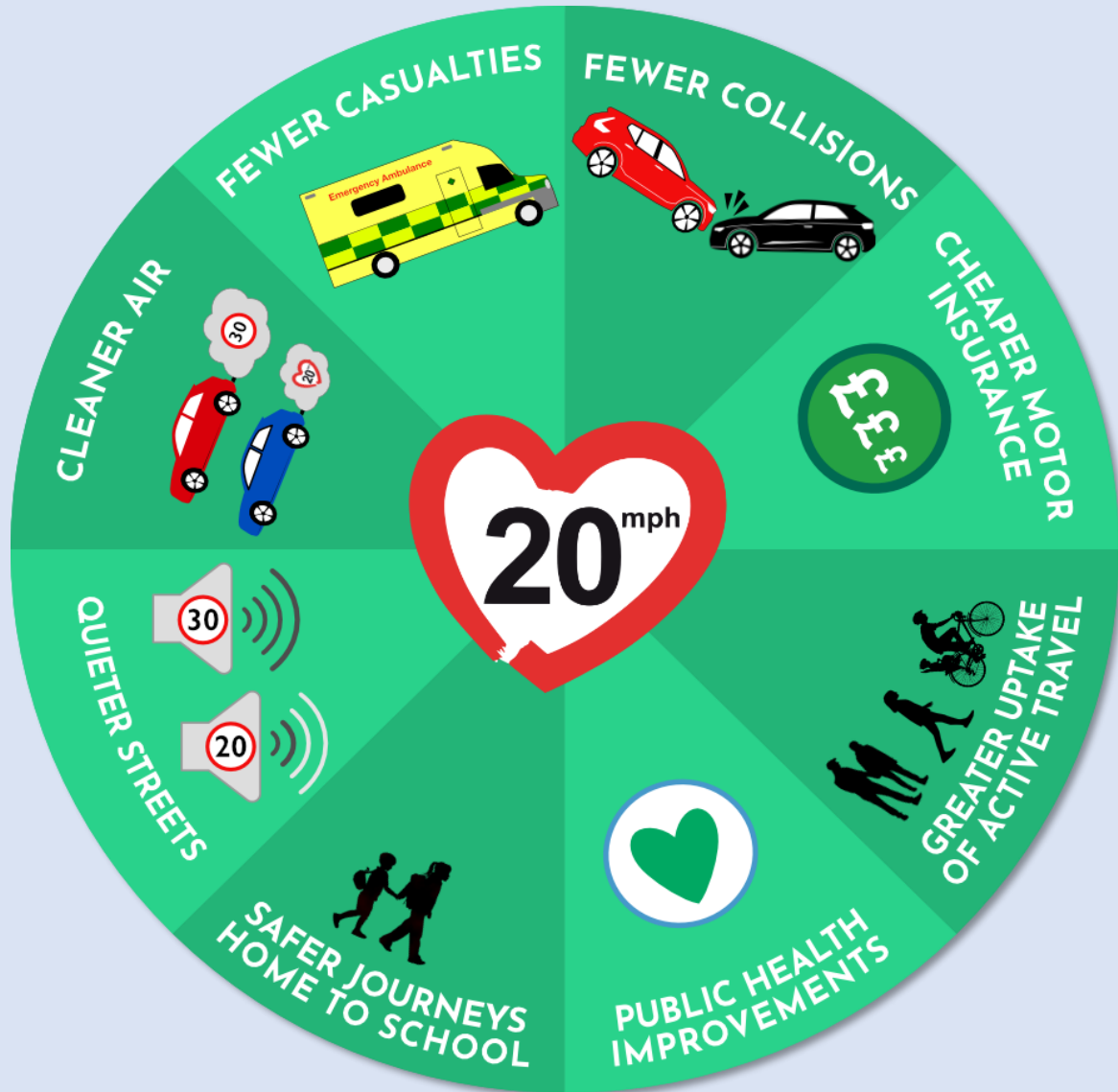
2,000

Signups for our 'Delivering 20'  
webinar series





# Why 20mph?



20mph speed limits have wide ranging benefits for local communities creating safer, healthier, cleaner, more liveable neighbourhoods.

# Impact of 20mph vs. 30mph

*“30mph impact = 3<sup>rd</sup> floor building fall”*

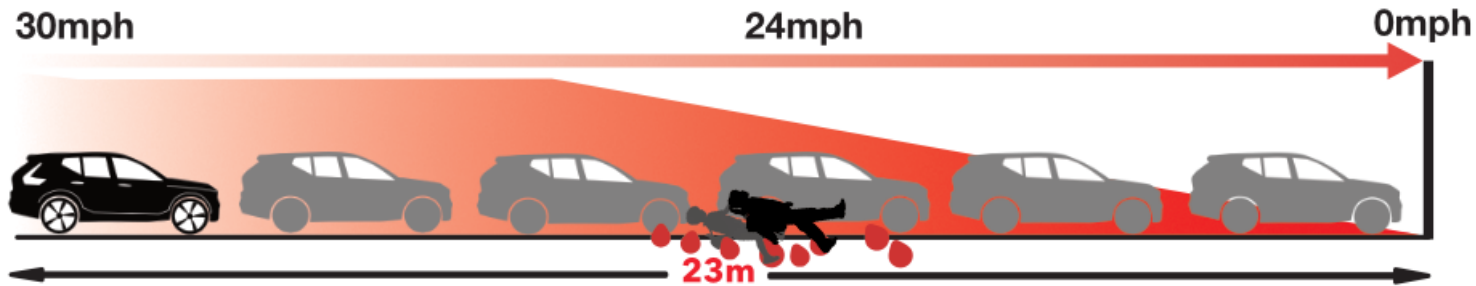
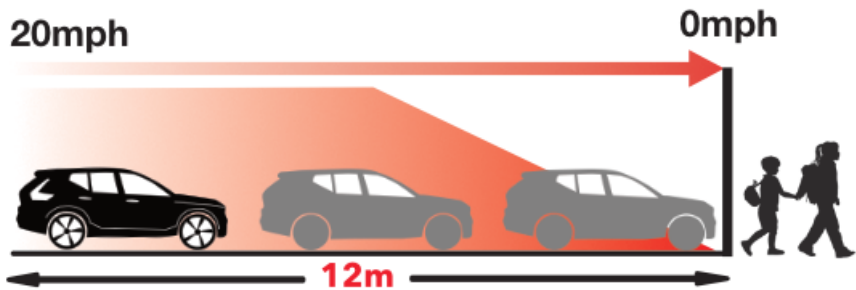
**Why  
20mph?**



**Hurts  
less**



**Thinking Distance + Braking Distance = Stopping Distance**



Design: Sue Nicholls



- More time to brake, stop & avoid a collision
- Every 1 mph reduction in speed means 6% reduction in collisions (TRL)
- Speed reductions are greatest on the fastest roads

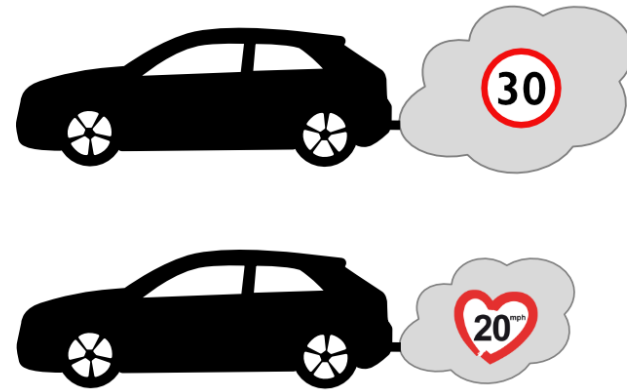


20mph street mean improved physical and mental health through cleaner air and lower noise.

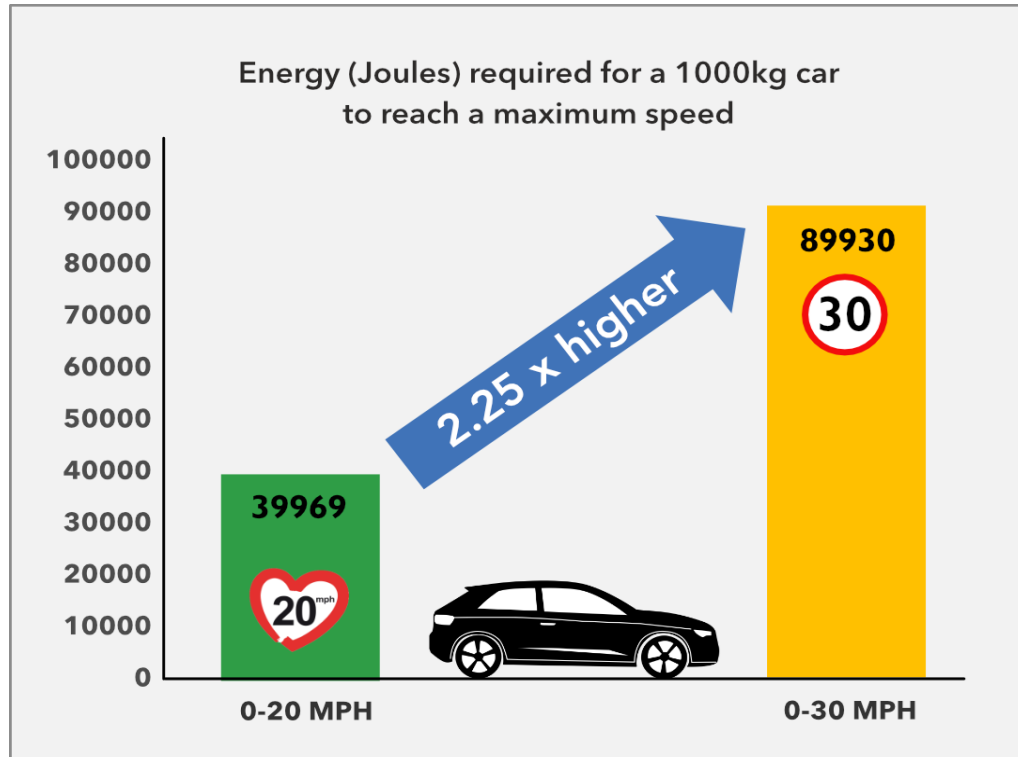


20mph sees a **3dB(A)** cut in noise - equivalent to halving sound heard

New research shows that CO<sup>2</sup> and NO<sub>x</sub> emissions are 33% higher at 30mph compared with 20mph



# Benefits for Motorists



- Smoother journeys
- Less congestion & queueing at junctions
- Fewer collisions
- Lower insurance premiums

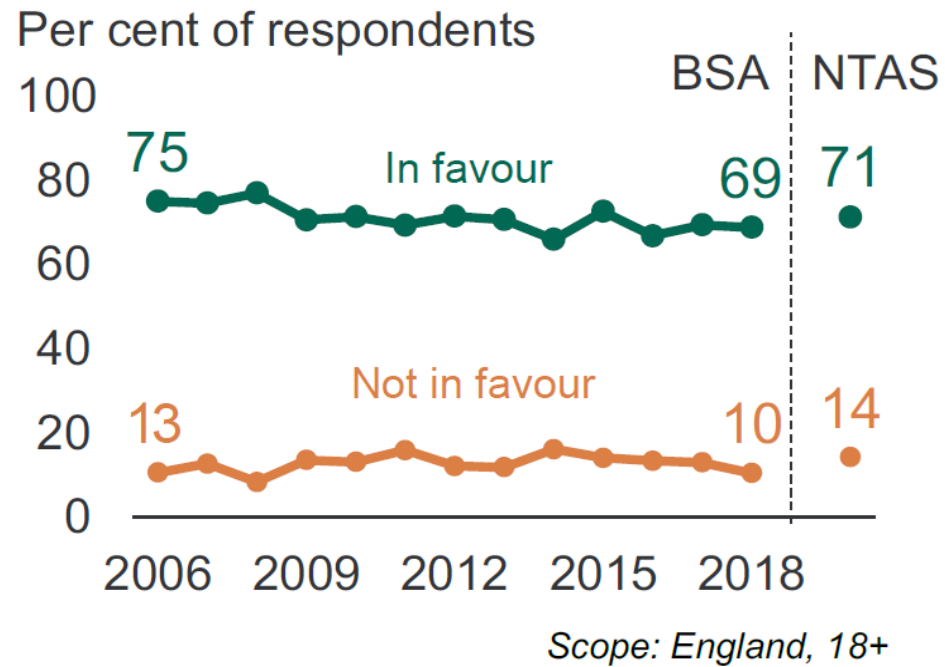
[Review of City-Wide 30 km/h Speed Limit Benefits in Europe](#)

George Yannis and Eva Michelaraki of the National Technical University of Athens

[Future Transport Research](#)



## Speed limits of 20mph in residential streets



DfT National Travel Attitude Survey 2019

- Surveys consistently show high approval ratings for 20mph speed limits.
- Popularity increases after implementation.



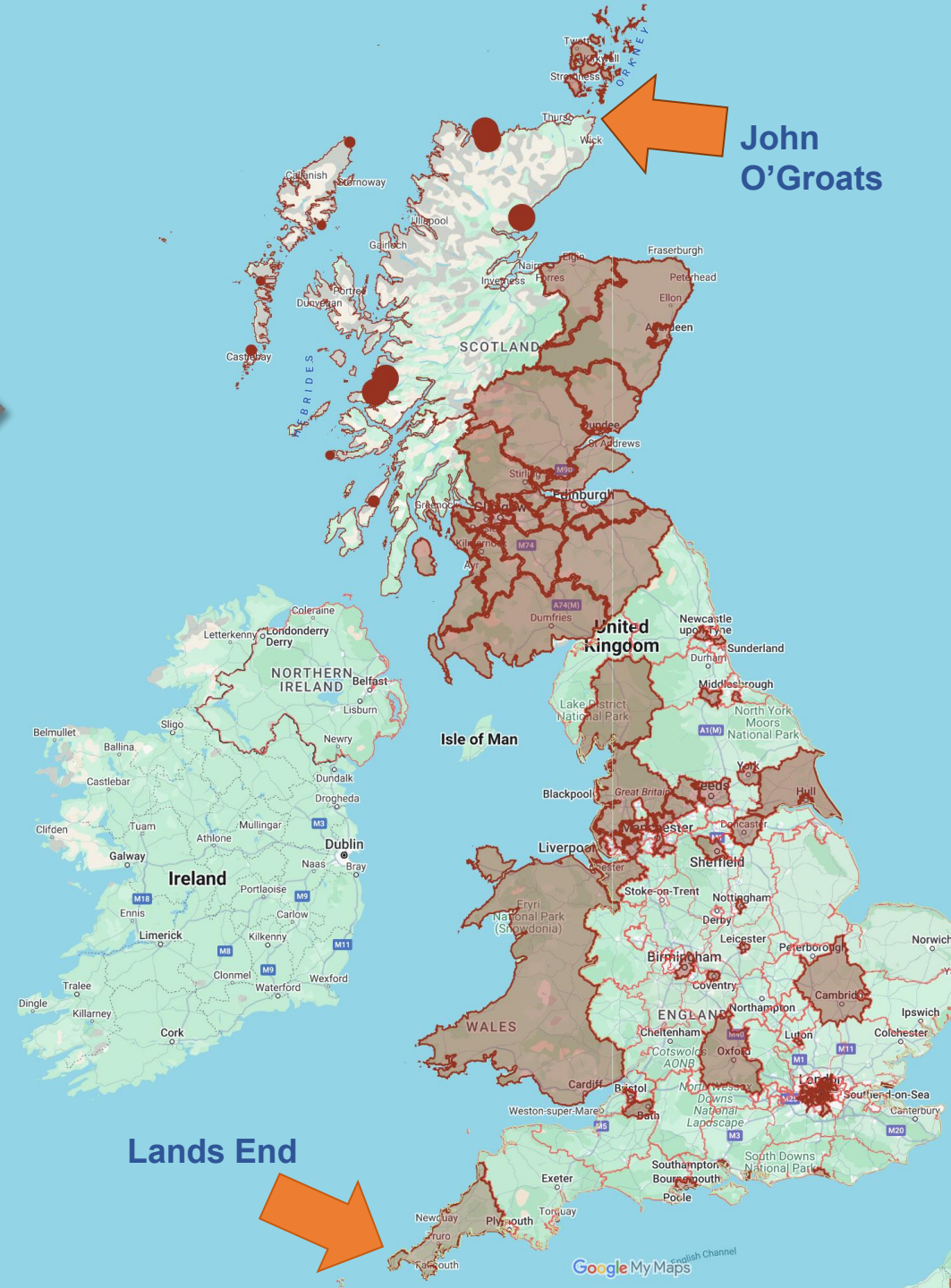
# 20mph adoption

Highway Authorities and places across the UK

116

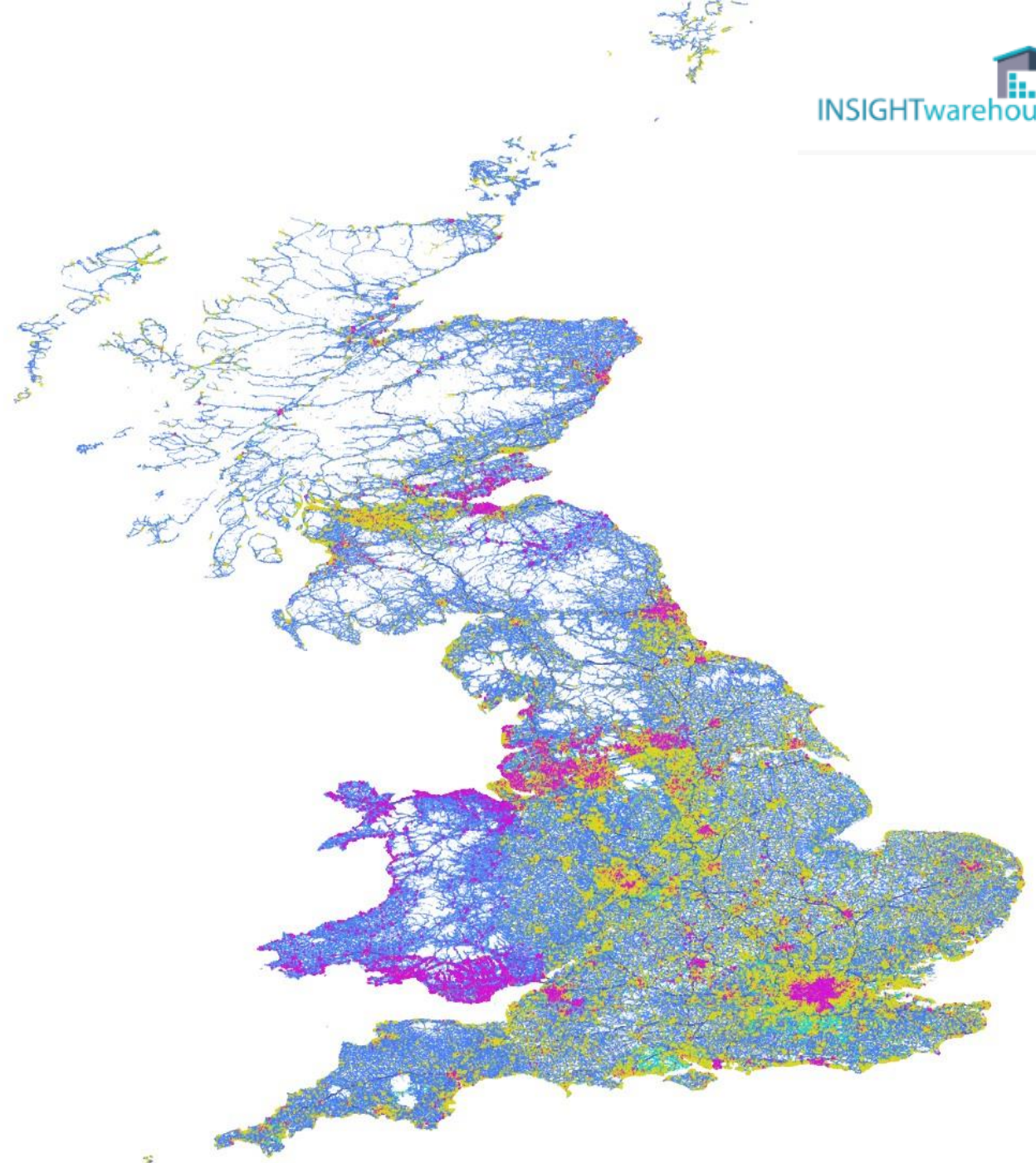
of 208 Highway Authorities have already committed to implementing a default 20mph speed limit

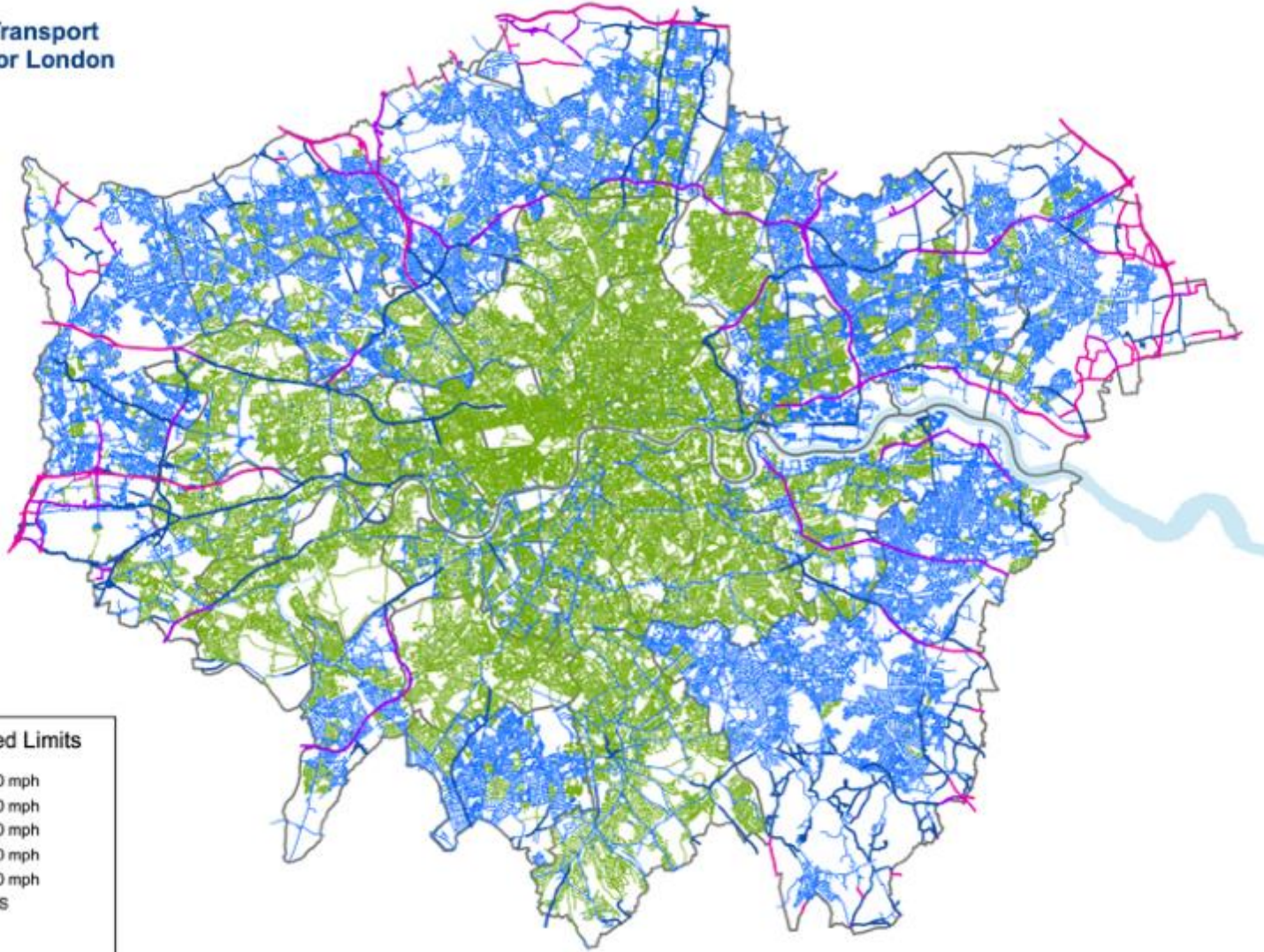
- All of Wales & Scotland
- Most of London
- Many other major cities including Edinburgh, Bristol, Birmingham, Manchester & Sheffield
- Increasing number of 'more rural' Local Authorities incl: Cornwall, Westmorland & Furness, Oxfordshire and Cambridgeshire





**22 million people already  
live on 20mph streets  
(purple areas)**





Speed Limits

- 20 mph
- 30 mph
- 40 mph
- 50 mph
- 60 mph
- NS

NS: National Speed Limit

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November 2023

LONDON SPEED LIMITS

### London Boroughs

In London, **60.8%** of all borough managed roads now have a 20mph speed limit; 20mph is the norm in inner London and spreading to outer boroughs too.

**21** out of **33** London boroughs have a 20mph default speed limit.

### TfL arterial roads

26% of TfL arterial roads (264km out of a total of 1009kms) now have a 20mph limit speed limit



On 17<sup>th</sup> Sep 2023 Wales changed the national default speed limit for built-up areas from 30mph to 20mph with local highway authorities able to make exceptions where appropriate.

**A visionary politician**



**Thanks to Lee Waters MS, Deputy Transport Minister for Wales 2019-2024**





# Car crash casualties in Wales fall after 20mph limit brought in

Things are 'moving in the right direction,' the transport minister said

NEWS By **Ben Summer** Senior reporter  
11:03, 6 JUN 2024

Enter your **postcode** for local news and info  Enter your postcode



The policy was introduced in September 2023 (Image: WalesOnline/Rob Browne)

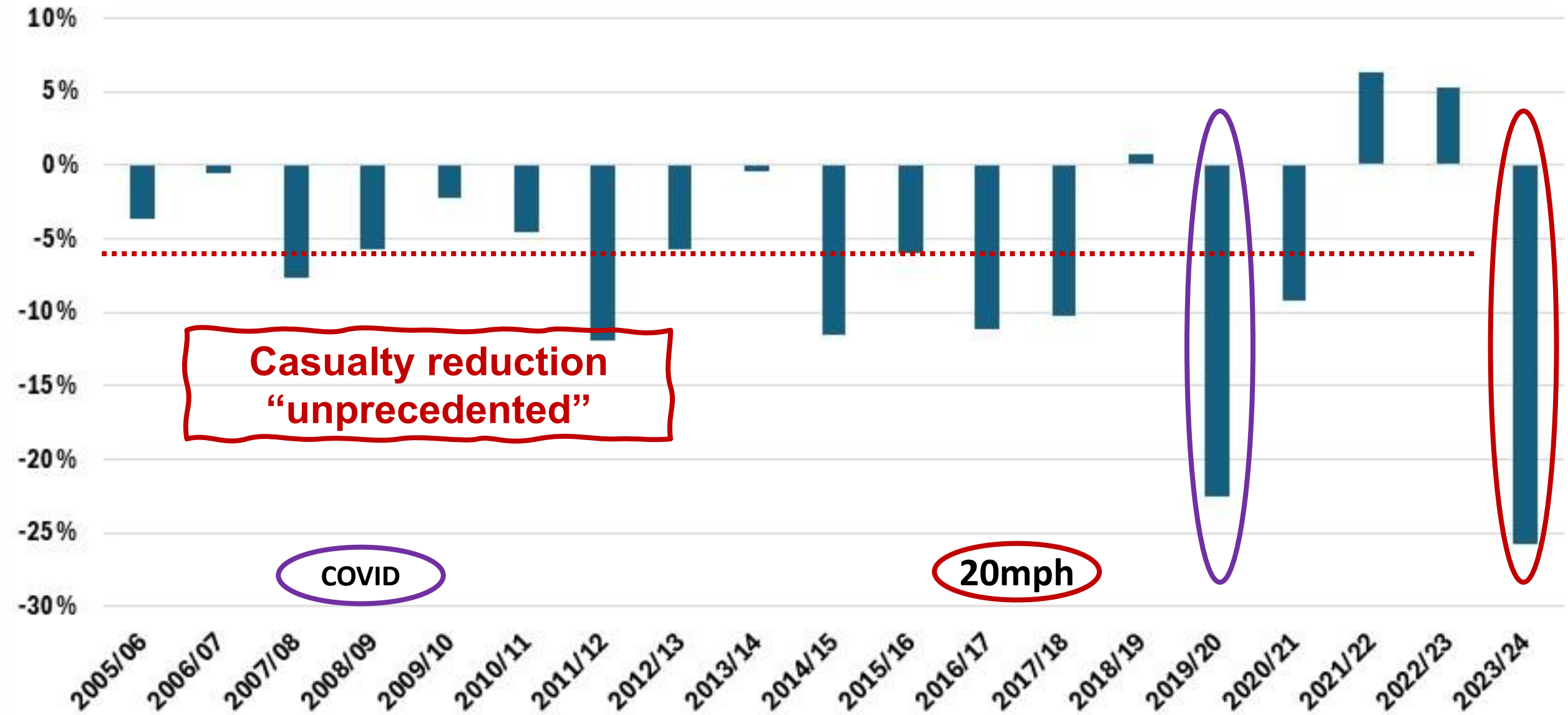
# Vehicle damage claims in Wales fall 20% since speed limit cut to 20mph, says insurer

Campaigners say lower speeds reduce... scheme has since been amended to rescind limits

£50 saving per annum



# Annual casualty change on 20/30mph roads in Wales





# Impact of 20mph in Wales

- Casualties **down by 26%** on 20/30mph roads – little change on other Welsh roads
- First 12 months: **630 fewer casualties on 20/30mph roads**
- Insurance premia in Wales **lower by £50** due to 20mph
- ***No initial enforcement from Welsh Police***
- **No change** to 20mph default; some local roads might increase to 30mph (and others decrease)

# Enforcement

20mph limits are enforceable

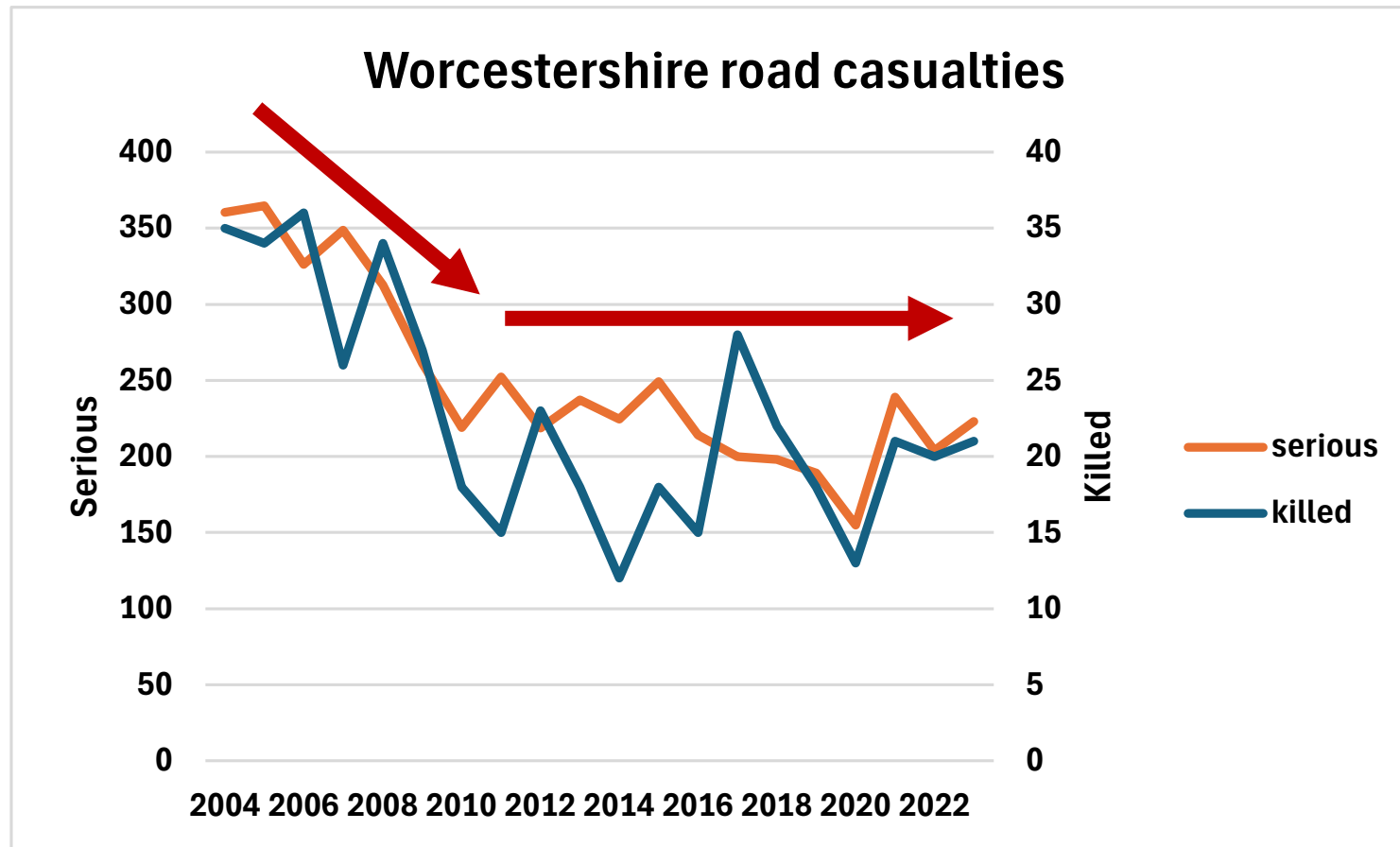
Some police forces actively enforce

Significant benefits without enforcement - **WALES**

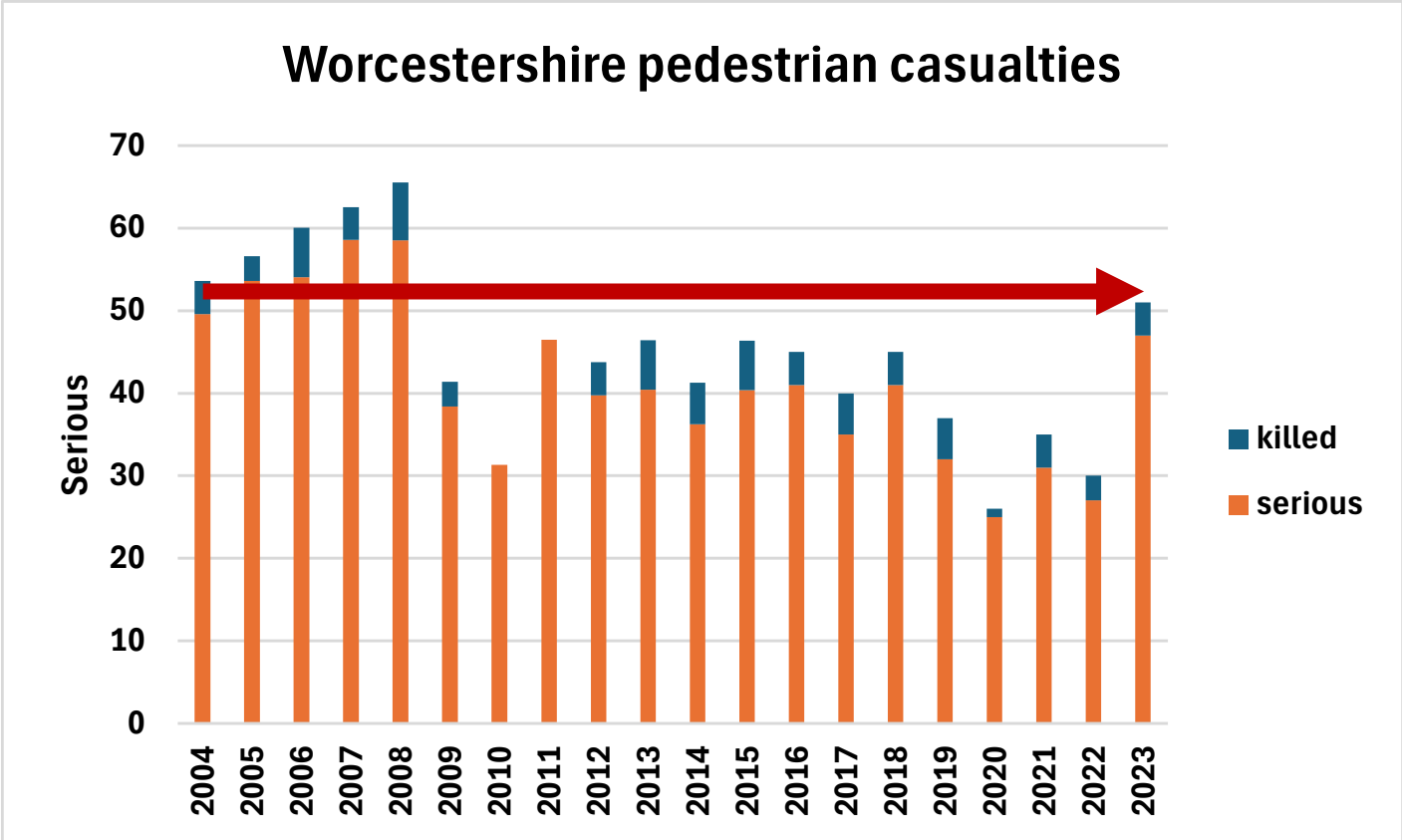
New in car limiters will enforce

20mph places are general less risky

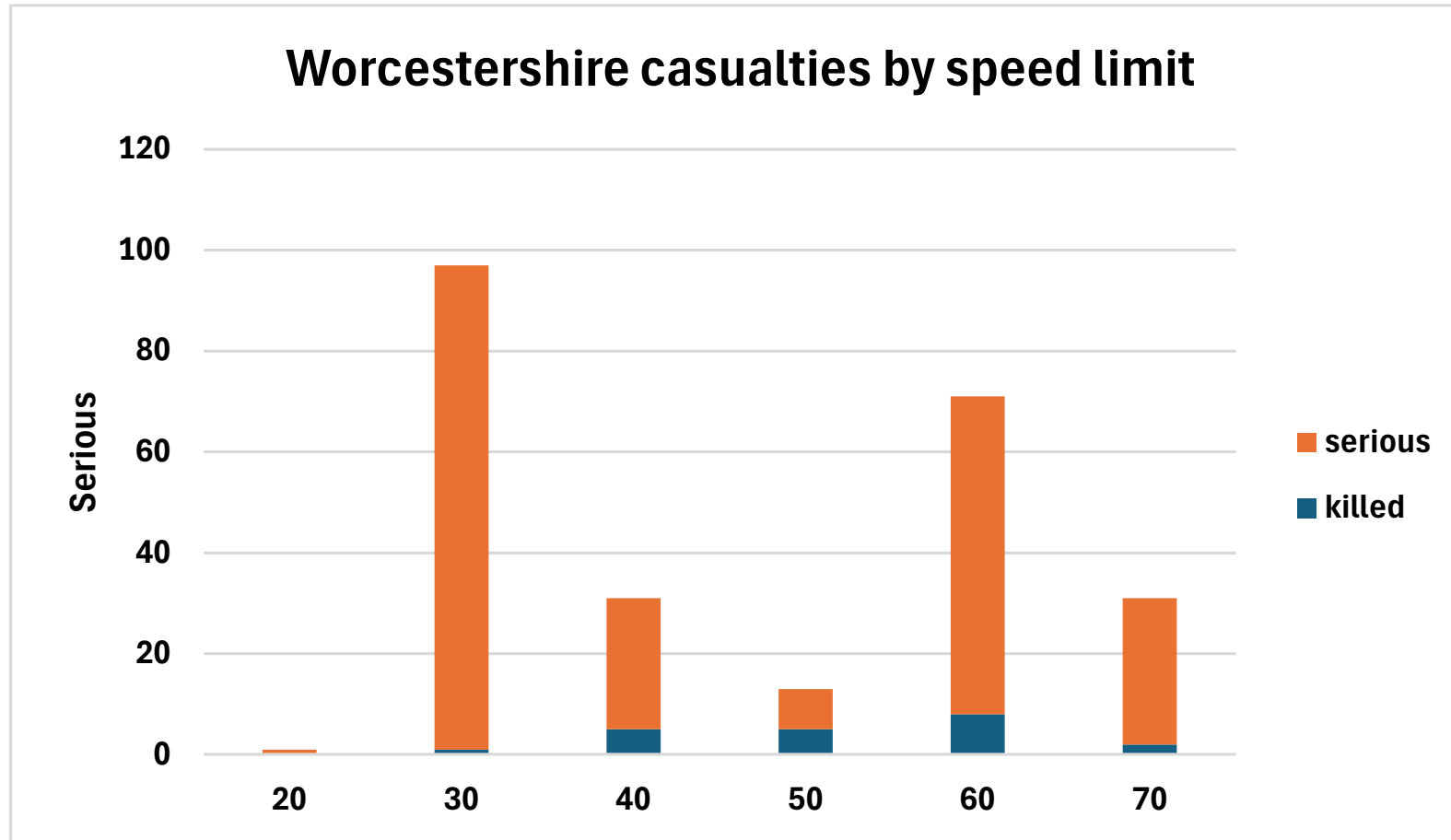
# No progress on road safety in Worcestershire in 10 years



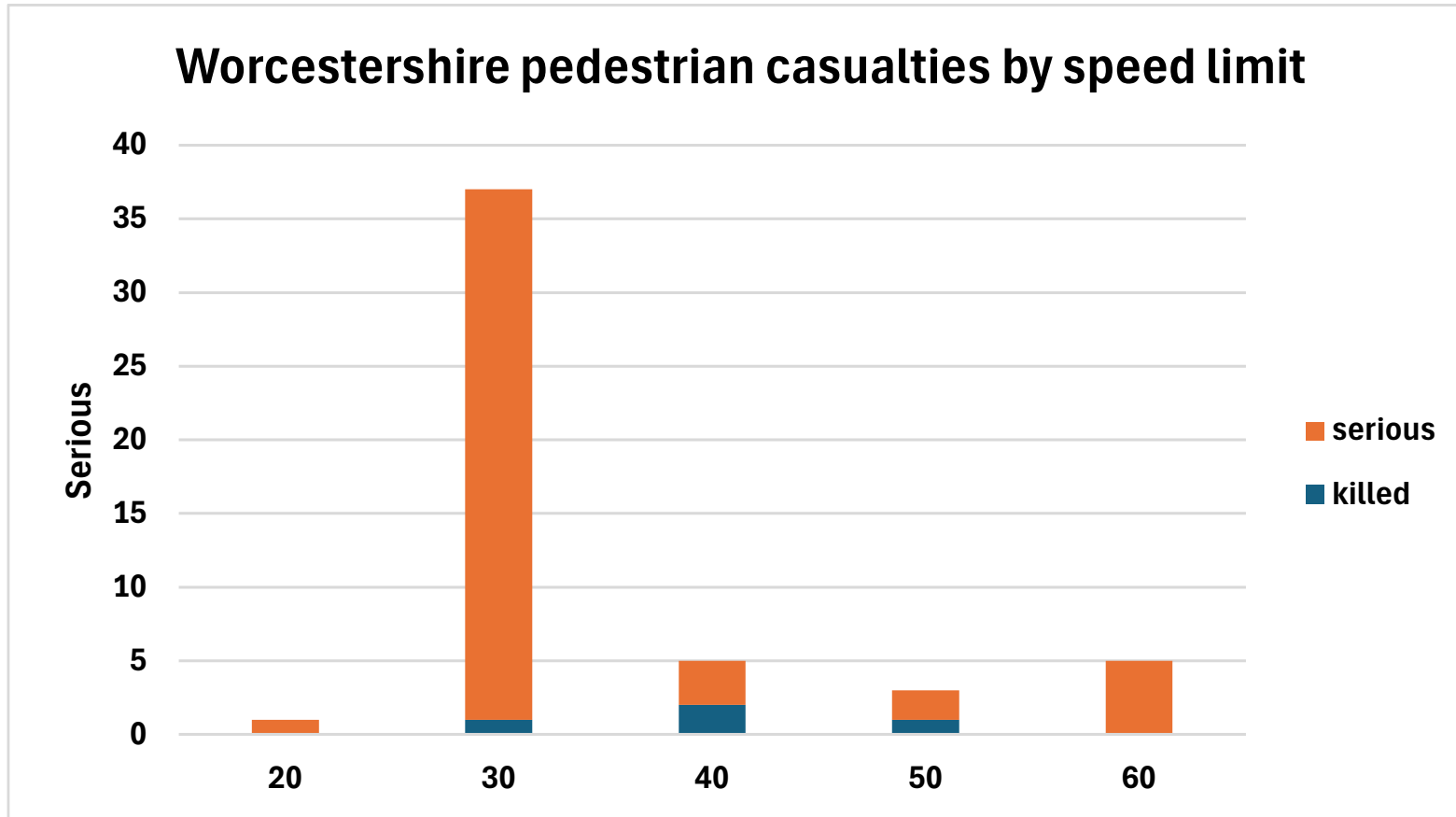
...even worse for pedestrians - no progress in 20 years!!



# Most serious and fatal casualties on 30mph roads in 2023



# Almost all pedestrian casualties on 30mph roads in 2023



# Worcestershire policy: Mark Twain would note a lack of statistics



Photo contest Wiki Loves Earth:

An international photography competition where you can showcase England's unique natural environment and potentially win a prize.

## Lies, damned lies, and statistics

12 languages

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From Wikipedia, the free encyclopedia

"**Lies, damned lies, and statistics**" is a phrase describing the persuasive power of [statistics](#) to bolster weak [arguments](#), "one of the best, and best-known" critiques of [applied statistics](#).<sup>[2]</sup> It is also sometimes colloquially used to doubt statistics used to prove an opponent's point.

The phrase was popularized in the United States by [Mark Twain](#) (among others), who attributed it to the British prime minister [Benjamin Disraeli](#).<sup>[1]</sup> However, the phrase is not found in any of Disraeli's works and the earliest known appearances were years after his death. Several other people have been listed as originators of the quote, and it is often attributed to Twain himself.<sup>[3]</sup>

### History [\[ edit \]](#)

Mark Twain popularized the saying in *Chapters from My Autobiography*, published in the *North American Review* in 1907. "Figures often beguile me," Twain wrote, "particularly when I have the arranging of them myself; in which case the remark attributed to Disraeli would often



# Worcestershire policy: full of...er...terminological inexactitudes

Oh yes, it is...

“...oh no, it doesn't...”

“...and, no it won't”

7.3 Worcestershire County Council is aware that not all Local Authorities are implementing speed reduction measures when required with new 20mph speed limits. Instead, many are monitoring and looking at remedial measures only if speeds do not reduce to agreed thresholds. This is not in line with the Government guidance and will cause problems where measures cannot be implemented if required, as this will force the need to revert to the original speed limit (normally 30mph). Where this process is not followed, it may lead to further public disregard for posted speed limits and the Police will not pursue enforcement.

“Nonsense!”

# More terminological inexactitudes

unintentional but prevent specific inexactitudes and errors in writing with that particular inexactitude.

7.4 In Brighton, a 20mph zone was implemented, without traffic calming features across approximately a quarter of the City. This cost approximately £330,000 (although this figure is over 5 years old). Since implementation, Brighton and Hove City Council are now considering the implementation of additional traffic calming measures to increase compliance, which will result in the final cost of implementation being far higher, dependent on future measures delivered.

It hasn't! Even if it had, it's a good idea to wait and see impact

Pejorative. Define "far"

## ...and yet more....

7.5 Recently Bath and North East Somerset Council implemented seven 20mph zones across the City of Bath. Monitoring over time has shown that the number of serious incidents has risen, with the Council now expected to return to the original 30 mph limits at the end of the trial period. This example may suggest that residents and the travelling public become less diligent when travelling in these areas as a result of these 'blanket' limits.

Nope...they fell!

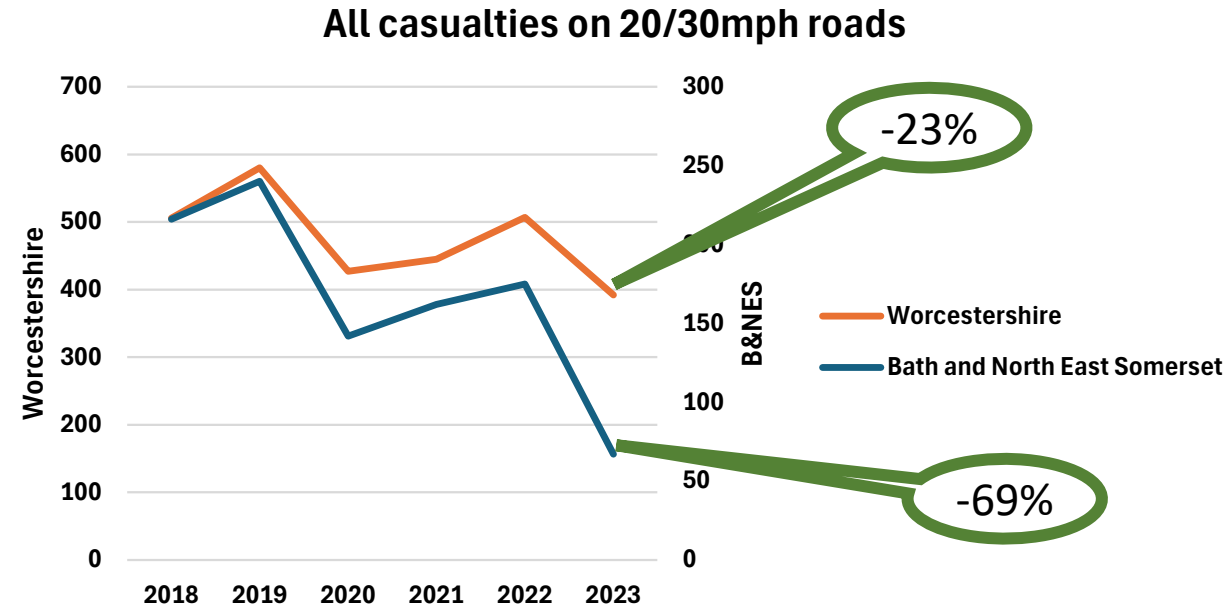
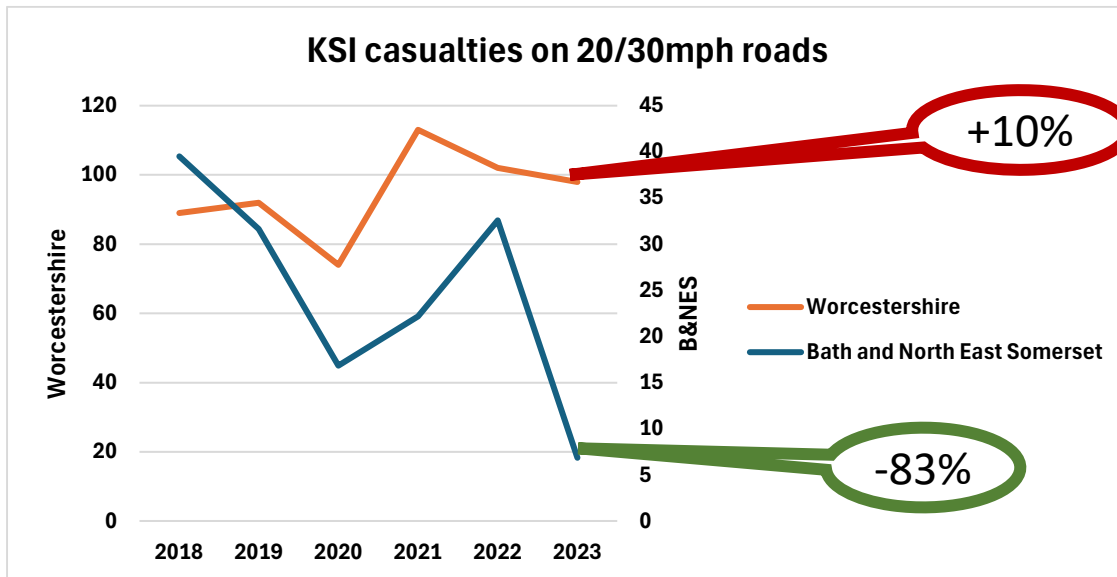
Let's see, shall we?

It's not a blanket

"Unfounded speculation!"

# What if Worcestershire had followed B&NES?

If Worcestershire had mirrored B&NES, it could have meant 235 fewer casualties in 2023, including 82 fewer serious



# The real picture in B&NES & Brighton

HA name	Urban road length	Urban road length (20mph)	%ag	Rank
Bristol, City of	1,196	1,009	84%	1
Sefton	903	725	80%	2
Portsmouth	472	370	78%	3
<b>Bath and North East Somerset</b>	<b>394</b>	<b>305</b>	<b>77%</b>	<b>4</b>
Bolton	1,023	767	75%	5
Newcastle upon Tyne	1,007	747	74%	6
Wigan	1,055	768	73%	7
<b>Brighton and Hove</b>	<b>619</b>	<b>450</b>	<b>73%</b>	<b>8</b>
North Tyneside	758	539	71%	9
Middlesbrough	524	366	70%	10

# ...actually, there were some stats (nb Mark Twain)

More like 90%

## 8.1 Resources

8.1 From the incurred costs noted above, this suggests that whilst one road costs around £100 per metre to implement 20mph zones, the costs could possibly be reduced to as little as £25 per metre in a larger zone, such as a housing estate. If we assumed that with appropriate measures, 50% of the current urban highway network would be suitable for a 20mph speed limit, that total length for treatment would be 973 kilometres in length. Strategically, this would incur a total cost of approximately £25 million, whereas if traffic calming were not included, total costs would reduce to around £10 million.

Really?

HA name	Urban road length	Urban road length (20mph)	%ag	Rank
Oxfordshire	1,313	661	50%	21

Cost? £4m, or £7 per person...

# Light touch engineering (Pembridge, Herefordshire)



# Language is important: “20mph is an imposition”



## Various Roads, Bewdley 20 mph zone

Road Traffic Regulation Act 1984 (As Amended) Worcestershire County Council (Various Roads, Bewdley Town Centre) (20 Mph Zone) Order 2024

Worcestershire County Council are to consider making an Order the effect of which will be to impose a 20 MPH Zone on the following lengths of road in Bewdley to 20 miles per hour:

**B4190 Winbrook and Welch Gate** from its junction with Load Street to a point 81 metres north west of its junction with Sandy Bank.

**U10202 Welch Gate** to a point 33 metres south of its junction with Venus Bank.

**B4194 Dowles Road** from its junction with the northernmost junction with Dog Lane for a distance of 15 metres in a northerly direction.

# Where is the promised review?



Call for 20mph review accepted by Worcestershire County Council

Feb 5, 2021 | Latest News

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First meeting of county council 20mph review

May 17, 2022 | Latest News

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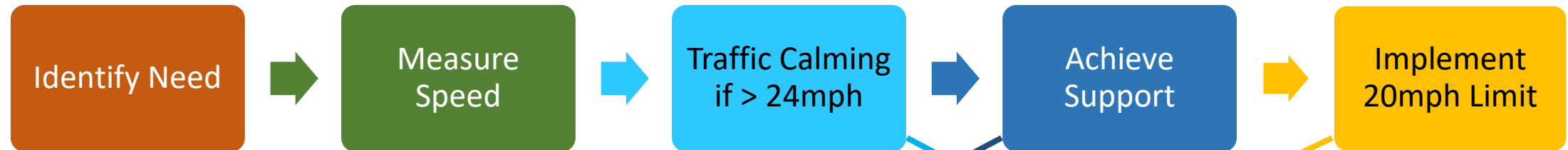
Still no 20mph review meeting

Mar 7, 2023 | Latest News

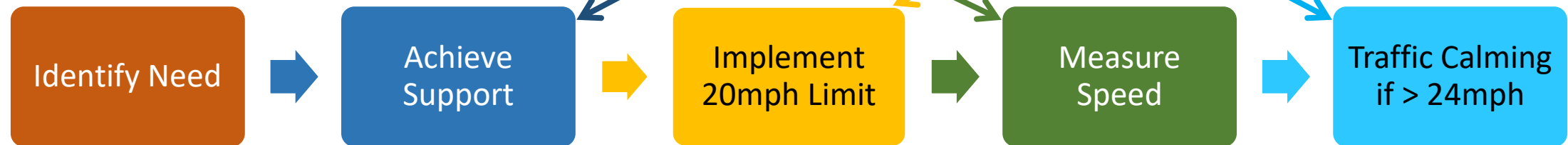
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# Worcestershire policy and process: current and possible?

Worcestershire currently does this...



Progressive LAs do this...





# What can Worcestershire local councils do?

- Adopt a resolution supporting 20's Plenty (template available)
- Ensure you have an idea of scope of 20mph for your community
- Include 20mph in Highways Improvement Plan (if not already)
- Lobby local district and county councillors to implement
- Resources to publicise campaign available from 20s Plenty website (wheelie bin stickers, banners etc)

<https://www.20splenty.org/stickers> and [campaign materials](#)



# 20's Plenty for Us, CIC

**Rod King, MBE**  
Founder & Chair

**Jeremy Leach**  
Director & Community Champion, London

**Adrian Berendt**  
Director & Community Champion

**Sue Nicholls**  
Director & Media Coordinator

**Hannah Greenberg**  
Campaign Coordinator

## Thank you



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