

20mph in Oxfordshire and a TOOL KIT

Oxfordshire County Council (OCC) are one of the first counties to consider widespread changes from 30mph to 20mph. The plan is to roll out 20mph over the next three years. Initially there are five trial sites, Cuxham, which is the first followed by Wallingford Central, Wallingford North, Kirtlington and Long Wittenham. The reason for the test is to determine the success of just replacing existing signage with 20mph. The pilot tests will measure traffic speeds before and after the change of signage. If there is very little change then OCC will consider low cost traffic calming which measures would be developed with the local community.

What OCC are saying

<https://news.oxfordshire.gov.uk/countys-new-20mph-policy-set-to-be-a-lifesaver/>

and here is a video of Tim Bearder the OCC Cabinet Member for Highways
<https://news.oxfordshire.gov.uk/plans-to-make-20mph-the-new-30mph-in-oxfordshire/>

Requesting 20mph with Oxfordshire County Council

OCC's website is now set up to accept requests for 20mph, the process is quite simple. You may ask how will 20mph be prioritised? OCC are wanting communities to prove they are engaging with 20mph and working to gain exposure and compliance which is the reason for this **TOOL KIT**.

<https://www.oxfordshire.gov.uk/residents/roads-and-transport/traffic/requesting-20mph>

What can you do now to begin to influence 20mph?

If you are considering applying to OCC for 20mph or just want to slow down traffic the reality is that getting motorists to comply without any activity will be difficult to achieve so a robust social marketing campaign is essential. The aim is to change motorist's habits so that 20mph becomes the new normal. Below is a **TOOL KIT** of activities that can take place with immediate effect to engage with both residents and motorists. It will be a long process but the more activity that is generated the greater the effect on compliance and the more likely OCC is to promote your request for 20mph.

OCC would also like to hear from you if you have any stories about 20mph that could be used as press releases to engage with the residents and motorists of Oxfordshire, email them to 20splentyforoxfordshire@conwayco.co.uk

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20mph TOOL KIT

1. Join 20's Plenty

- Create a campaign for your area/village/town and display bin stickers, car boot stickers and bike stickers which can be found on the link below and are not expensive.
- To order stickers:
https://www.20splenty.org/stickers_and_campaign_materials
- The link to form a campaign is:
https://www.20splenty.org/form_a_campaign



2. Schools Sign Project

It is really powerful to get children involved in 20mph and pictures that they draw can be printed along with your location and signs mounted on telegraphs poles or other items similar throughout your town/village, below is the sign we created for Kirtlington.



Direct Signs, the company which printed the Kirtlington signs, has provided a format to enable you to send off children's original drawings plus the place name so that these can be put into the formats below. Please ask the children to draw in felt tip as crayons do not reprint very well. You can contact Direct Signs at sales@directsigns.co.uk or telephone 01455 230122 for quotes.



Size: 450mm x 600mm



Size: 450mm x 600mm

3. Street Tag for Schools

The concept is to encourage children of all ages to be physically active and to increase their outdoor experience in walking, running and cycling. By doing this rewards are earned for their school, recording their distance walked, ran or cycled by scanning virtual tags with their smartphone at various locations. They get fun out of watching their total distance accumulate to climb up on the Schools leader board. See more at: <https://streettag.co.uk/schools>.

4. Local Residents/shops/pubs etc.

It is imperative that the local community are engaged with 20mph and their commitment will help with compliance.

- Ask residents ask them to drive at 20 and identify "pace makers"
- Find ambassadors which will spread the word
- Encourage residents to walk and cycle more
- Engage the community by carrying out local 20mmph surveys
- Spread the word via door to door leaflets, articles and adverts in local media (local websites, Facebook, Twitter)
- Posters in local shops/notice boards etc.

5. Local Groups and Campaigns

Working with local groups and other campaigns helps to spread the word and maximises the exposure of your campaign.

- Nominate a spokesperson to present at local groups (children's clubs, wildlife, cycling, adult groups etc.)
- Ask for "pace makers" to drive at 20mph
- Ask for Ambassadors who can help engage with other residents/motorists
- Join other campaigns such as **Brake** and join Road Safety Week
https://www.brake.org.uk/road-safety-week?mc_cid=4504e65135&mc_eid=efec64bbe2
- **Oxfordshire Cycling**
<https://www.oxfordcyclingclub.co.uk/rides/routes>

- **CycloX** promoting cyclin in Oxford
<https://www.cycloX.org/>
- **Living Streets**
<https://www.livingstreets.org.uk/about-us/our-organisation>
- **South Oxfordshire Sustainability**
<https://southoxfordshiresustainability.org.uk/>
- **Oxford Friends of the Earth**
<https://friendsoftheearth.uk/about-us>

6. Engage with Motorists

Changing driving habits with signage alone will be difficult and so part of the campaign must be to engage and motivate motorists both domestic and commercial vehicles.

- Display motivating signage such as those drawn by children or 20s Plenty (see 1 and 2 above).
- Carry out a survey to collect names of commercial vehicles using the route and email the proforma below to engage and motivate
- Ask if they would ask as pacemakers to drive at 20mph

7. Community Speed Watch

Community Speed Watch is a useful way of helping with compliance and it is very easy to join up, see the link below.

<https://communityspeedwatch.org/FRONT-v2-Register.php>

It is now acceptable to use an inexpensive hand held devices such as the Bushnell 1019011 which is available from Amazon and costs less than £200.

https://www.amazon.co.uk/s?k=bushnell+speed+gun+1019011&ref=nb_sb_noss

8. Low Cost Traffic Calming

Oxfordshire County Council are encouraging towns and villages to consider low cost “place making” traffic calming. The term “place making” has been coined to describe a place where people are seen to live and share their environment with traffic rather than traffic being the dominant force. A website called Public Realm has been developed by a small team of experts to encourage and inform local councils, the two links below will help to explain what can be done in your area.

- The first is a link to Cuxham which is the first trial 20mph site that Oxfordshire County Council have commissioned.
<https://publicrealm.org/rewards-of-20mph/>
- For more about place making visit:
<https://publicrealm.org/place-making/>
- Below two examples of low cost traffic calming.
- An example of cost effective place making – slowing traffic down with narrower roads proven to slow traffic.



Narrower roads is proven to slow down traffic. This is cut sleepers back filled with soil ready to plant or seed.



Proforma for an email to local businesses, an example.



20's Plenty for -----

Dear ----- (Local Business)

Oxfordshire County Council are committed to make our roads safer and have embarked on a strategy to change 30mph to 20mp across the county over a three year period. This is the latest news from the Council;

<https://news.oxfordshire.gov.uk/countys-new-20mph-policy-set-to-be-a-lifesaver/>

We in -----are campaigning for 20mph throughout our village (or town or location). The speed of vehicles is currently inhibiting some of the activities that should be a part of normal life such as, children walking to school, mothers pushing prams along narrow pavements, people cycling and residents feeling safe crossing the road but more than that we would like to promote recreational exercise and we can only do that if people feel safe and less intimidated by speeding traffic.

The benefits of 20mph are well documented;

There is a significant reduction in fatal injuries, when a child is hit at 30mph there are much more likely to die than if hit at 20mph

Noise pollution almost halves

Vulnerable people feel safer

Children are less intimidated

The latest research from engineering consultants, Skyrad, reveals that driving at 20mph lowers CO2 by 26% and NOx by 28%

https://www.20splenty.org/new_research_on_emissions

We would like you to drive at 20mph in our village/town/area and hope we can count on you to begin to change habits and make our environment a safer place to live.

Regards

Jean Conway

20's Plenty for Oxfordshire

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