

## **20mph Speed Limits in Residential Roads – Update**

**Briefing Note for P D S Panel, 11 September 2012**

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### **1. Background**

1.1 On 11<sup>th</sup> April 2012 Cabinet approved a 2 year programme to implement 20mph limits in residential roads throughout Bath & North East Somerset. A funding item of £500,000 was allocated for this work, and a nominal timescale indicated, which showed the project being rolled out progressively through 14 defined areas within the urban areas and larger villages, and a 15<sup>th</sup> phase to cover residential roads in all the smaller villages, to be completed by the end of 2013. No detailed costing of the proposal had been carried out at this stage.

### **2. Funding**

2.1 As a first step, the programme was scoped, and a more accurate cost estimate prepared, based on work carried out on the Twerton/Southdown area 20mph scheme, which had been initiated and developed in financial year 2011/12. Although the actual cost of each area to be rolled out will vary with local detail (i.e how many households to leaflet drop, how many lit and unlit signs required) a ball park estimate has indicated that the programme of 14 urban areas will cost approximately £600,000 (based on a unit cost of £42,600), representing a shortfall of £100,000 on the current funding provision. It is therefore proposed to roll out the scheme as per the programme, to the limit of the existing funding. Further funding will need to be sourced if the programme is to be completed. The 15<sup>th</sup> phase has not been costed at present, as it is not clear until consultation takes place how many of the smaller villages will require 20mph treatment

2.2 It is proposed that a series of 'softer' initiatives are rolled out to support the introduction of the TROs (see below), however this will have significant cost implications, and no funding has currently been identified for this work

### **3. Timescale**

2.1 Timescale for roll out of the various areas is shown on the attached Programme. A period of approximately 7 months has been allowed, from the start of consultation to implementation, for each phase.

## **4. Consultation**

4.1 Consultation is taking the form of a leaflet drop to all affected properties, followed by the standard statutory consultation of on-street advertising with letters sent to Members, Parish/Town Councils, and other representative groups. All responses to both leaflet drops and statutory consultation is reported back to the Cabinet Member for Transport.

4.2 Given that Bristol City Council are expanding their 20mph areas over a similar timescale, there is an opportunity to harmonise the media messages from both Authorities, and to this end Officers from both Councils are meeting regularly.

4.3 Bristol have also identified the need to employ Social Marketing methods ('soft' measures) to support the design and implementation of signed-only 20mph speed limits. B&NES Officers recognise the advantages of following this approach, and again there will be benefits from adopting a joined up approach between the two Authorities. However, University of the West of England studies done on Bristol's behalf have suggested that the social marketing element of widespread 20mph limits should attract around 10% of the total scheme cost, therefore if B&NES were to do something similar, a funding element of up to £60,000 in total will need to be found.

4.4 Given that a need to source future funding to complete the 20 Project has already been identified, it is recommended that consideration is given to funding the Social Marketing initiatives from the existing funding pot, to allow this work proceed in parallel with the 20 limit roll-out

## **5. Media Communication**

5.1 We have informed 76,000 households about our plans for 20 mph zones across the district in the Summer edition of Connect Magazine. The next stage of our communications plan is to raise awareness through the media and our own communication channels about when and where the plans are being rolled out. A media launch is planned to coincide with implementation of the Twerton/Southdown 20 limit (see below), which signals the beginning of the 20mph roll-out .

## **6. Progress to Date**

6.1 The first 20mph limit area (Twerton/Southdown) is due to be implemented on 24th September.

6.2 Consultation has now finished for the second area, Peasedown St John, with 615 leaflets returned by the end of August (out of 2800 distributed). 61.4% of returns supported the proposal, 4.3% had no opinion, and 32.1% were against. Consultation is currently being carried out in Newbridge/Weston and Keynsham, with leaflets due to be returned by 17<sup>th</sup> and 26<sup>th</sup> September respectively.