

20's Plenty for Tunbridge Wells

20's Plenty is a national campaign to reduce the default speed limit to 20mph in areas where people live. Evidence shows that 20mph speed restrictions make it safer for pedestrians and cyclists and make the environment a quieter, more pleasant place for everyone – especially for children and those who are elderly or disabled.

14 million UK residents now live in places where 20mph limits exist, or are promised, including Brighton, Portsmouth, Bristol and Edinburgh, and there are more than 250 local 20's Plenty groups.

20's Plenty aims to change the way we share our roads and wants all residential roads to have 20mph speed limits by 2020.

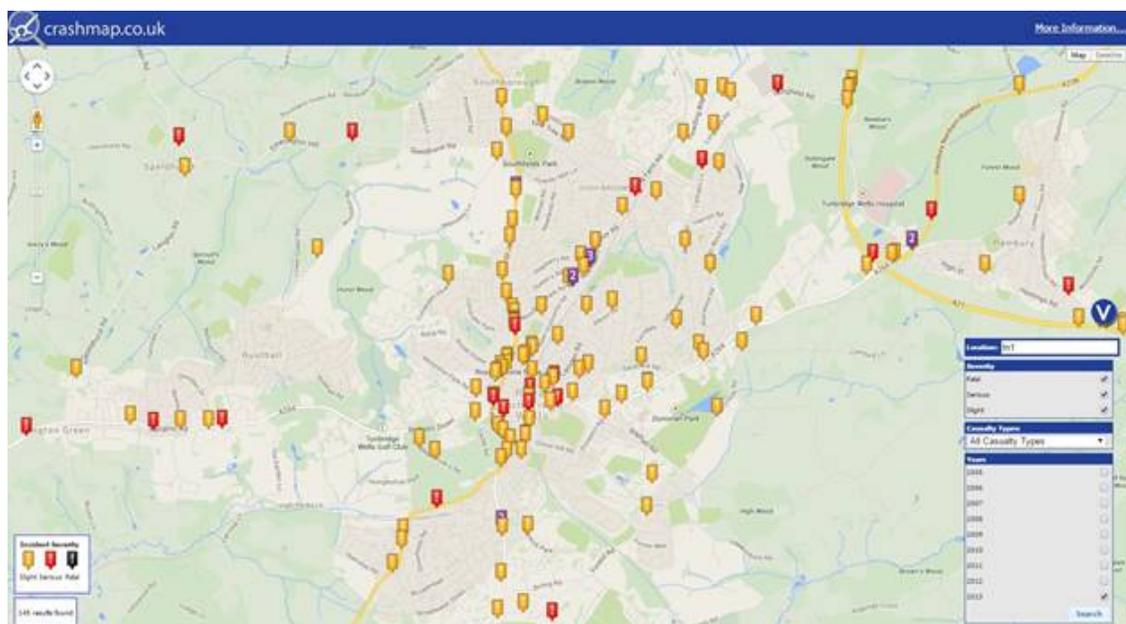
Benefits of 20mph limits for Tunbridge Wells residents

Reduction in injuries and deaths:

Road safety statistics show that 20% of pedestrians hit by a car travelling at 30mph will die, whereas 3% of pedestrians hit by a car travelling at 20mph will die.

A 1mph reduction in speed reduces road casualties by an average of 6%. This is based on data measured in Portsmouth, which had 22% fewer casualties after 20mph limits had been in place for two years.

In 2013 there were 145 reported road casualties in and around Tunbridge Wells. It is widely believed that only one in four casualties are actually reported so the real figure could be much higher.



Map showing the locations of the 145 road casualties that occurred in Tunbridge Wells in 2013

Relieves congestion; promotes walking and cycling

In Edinburgh, the introduction of 20mph limits to 80% of its roads increased walking trips by 7% and cycling trips by 5%, while car journeys fell by 3%. In Bristol, walking trips increased by 20% when 20mph limits were introduced.

Given the compact size of Tunbridge Wells as well as the high number of schools in the area, we might expect to see higher increases in walking and cycling journeys if it were safer and more pleasant to travel by foot and by bike. This in turn helps to improve health.

A 2.5-mile radius of the town hall takes you to Pembury, Langton Green, the top of Southborough and Frant – journeys that could easily be made by bike in less than 15 minutes. With congestion as it is in Tunbridge Wells, these journeys can take twice that amount of time by car.



Good for the local economy

If the environment encourages more walking, it will attract more tourists and more shoppers travelling to the town by foot, which is good for local businesses.

Good for the environment

Evidence shows that reducing speed limits to 20mph reduces the amount of acceleration and braking needed, a pattern of driving that produces fewer emissions and helps to make traffic flow more smoothly.

Cost benefits of introducing 20mph speed restrictions

There are initial costs involved in paying for new 20mph signage but the benefits mean that huge savings are made in the cost of casualties. Statistics from the National Institute of Clinical Excellence found that 20mph limits give a 100% return on investment within the first 12 months of implementation.

The average cost for introducing a 20mph limit in a reasonably large area is around £3 per head (but getting cheaper). According to local crash data, in the area in and around Tunbridge Wells, there has been an average of one fatality, 20 serious injuries and 100 slight injuries per year in the last five years. According to national guidelines, each death costs around £2 million, a serious injury costs £200,000 and slight injuries cost £20,000 each. On this basis, the cost of crashes in Tunbridge Wells is about £8 million a year. If a 1mph decrease in speed brings about a 6% decrease in casualties, this alone would save £480,000.

The impact on drivers

Car journeys from Pembury or Langton Green to the town centre take about 15 seconds longer for each 1mph reduction in speed. If speeds were reduced by 5mph, these journeys might take one and a quarter minutes longer. However, if you've ever sat in queues on Pembury or St John's roads, it's unlikely that reducing the speed limit to 20mph will increase your journey time. In fact, it might even make your journey time quicker.

Join the 20's Plenty campaign

Reducing speed limits in residential areas to 20mph is a no brainer. In surveys, 75% of residents favour 20mph speed restrictions in their area. If you would like to see the introduction of 20mph limits in Tunbridge Wells, please join our campaign. See <http://www.tunbridgewells.20splentyforus.org.uk> or the national website: www.20splentyforus.org.uk