

## DEPUTATION ONE – 20's PLENTY CAMPAIGN

THE LORD MAYOR: Good afternoon and welcome to today's Council meeting. Please now make your speech to Council, which should not be longer than five minutes, and please begin by introducing the person in your Deputation.

MR SINGH: Mindi Singh.

MS A SEMLYEN My name is Anna Semlyen and I am National Campaign Manager for 20's Plenty for us, and I am representing 20s Plenty for Leeds. I am also a City of York Councillor, where the Total 20mph is policy for residential roads. Thank you very much for this opportunity to speak to you today.

I want a contiguous Total 20mph to be Leeds policy as well for residential roads. 20mph is enforceable, mandatory, signed, default 20mph limits for the majority of roads with exceptions set by the Traffic Authority. Signs, not humps, unless absolutely necessary. This makes it both cheaper and more popular than humped zones.

In York 95% of streets will go to 20mph. Major arterials are being exempted. Limiting speeds will cost effectively improve safety and the quality of life for Leeds residents. Doing 20mph consistently with signs and on a wide area basis is better than the school catchment approach currently implemented. Creating as wide a 20mph extent as possible has the biggest impact for compliance, is an easier message to sell to drivers and is most cost effective. Cost effectiveness is a balance between maximising driver compliance whilst minimising cost.

In some areas, school catchment 20mph limits will only create a patchwork where limits change many times along a journey. This will not make sense to drivers. What helps drivers comply is to understand the limits because they are consistent across a whole community. Compliance is best when many agencies collaborate at promotion and they are enforced by the police.

As to popularity, 73% of drivers support residential 20mph speed limits, according to the British Social Attitudes Survey, so Total 20 is a transport policy that hits many buttons – safety, health, environment, community, prevention, reduces obesity, reduces pollution, improves cycling, walking, reduces asthma and improves lung health, improves people with heart problems, mental health problems and reduces noise, whilst also saving society money. Marketing is key to it.

Wide 20mph limits are proven to be effective – fewer casualties is a clear gain, yet the wider health benefits of increased active travel are worth much more.

Total 20 is affordable, at about £3 per head, with exceptional rates of return from improved quality of life. 20mph limits reduce danger, fear, pollution and noise. Many experts acknowledge that limits are the single biggest impact affordable intervention to radically improve Britain today.

Over 12 million people now live in places like Manchester, Birmingham, Bristol, Cambridge, Oxford, Newcastle, Middlesbrough and 25% of the London Boroughs have all agreed this policy of residential 20mph limits everywhere.

Maximising a 20mph limit's cost effectiveness is best achieved by investing in education to raise the long-term compliance. Other Authorities have found that raising compliance through public health education is worth the cost to achieve lasting behaviour change towards slower speeds and raising active travel.

We you know, Leeds will host the Grand Depart of the Tour de France next year. All cycling groups are asking for wider 20mph limits to protect cyclists and promote increased cycling. It is one of the Get Britain Cycling Campaign aims.

As part of the Tour legacy Leeds could announce wide 20mph limits and see cycling rates increase over 20% as they did in Bristol, with a rate of return of over £7 per £1 spent.

The New Leeds/Bradford Cycling Super Highway includes 20mph limits along neighbouring streets. If you accept that they are needed there to protect cyclists to and from the Super Highway, then you can surely see that cyclists would benefit from 20mph across Leeds lit residential roads.

The benefits include Environment: when 30k per hour or 15mph zones were introduced in Germany, car drivers changed gear 12% less, they braked 14% less and required 12% less fuel – that is 18p per litre as a tax cut. It saves time – 20mph makes traffic smoother, gaps between the cars decrease, it is easier to merge, meaning more efficient flow of traffic in urban areas. Congestion reduces.

20mph limits cost 50 times less than zones with humps. It is no longer mandatory to impose humps. Portsmouth's 20mph limit cost just £330 per street. Local Authority costs are about £3 per head of population – not much for these huge benefits.

It is self-enforcing. Strong support from communities and an increasing police focus on community policing supports 20mph speed limits which can be enforced with a "light touch" occasional policing. The economic impact is improved traffic flow, shopping on foot is more pleasant, house values rise 2% and shop rentals increase where 20mph is included.

The health improvements are massive, that you have falling emissions, improved air quality, and a shift of some drivers towards more active travel modes like walking or cycling.

Do you want Leeds to have a better quality of life and reduced inequalities? Slower speeds reduce noise. Those currently suffering the greatest inequalities tend to live nearer busy roads and therefore benefit most. 20mph reduces health inequalities by extending the life expectancy of disadvantaged people, particularly poor boys.

Please agree a 20mph wide area policy for Leeds and resource this. Thank you.  
*(Applause)*

THE LORD MAYOR: Thank you, Anna. Councillor Nash.

COUNCILLOR NASH: My Lord Mayor, I move that this matter be referred to the Executive Board for consideration.

COUNCILLOR G LATTY: I second that, Lord Mayor.

THE LORD MAYOR: All those in favour? *(A vote was taken)* That is CARRIED.

Thank you for attending and for what you have said. You will be kept informed of the consideration which your comments will receive. Thank you and good afternoon.