



20mph Speed Strategy



November 2022



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1 Background

1.1 Types of 20mph restriction

There are three main types of 20mph restriction that can be used on the highway depending on the requirements of each site.

1.1.1 Advisory 20mph Zone

An advisory zone which is only in force at certain times of the day, usually accompanied by flashing light signals to advise when the zone is in force. In Telford & Wrekin this type of restriction is used extensively outside schools where a period is set around school start and finish times. It is also likely that these restrictions will be supplemented by some form of traffic calming whether it be physical or visual.



Figure 1-1 Advisory 20mph Zone near Abraham Darby School



1.1.2 20mph Speed Limit

A 20mph speed limit is the same as any other formal speed limit, and is indicated by standard circular speed limit signing. These formal speed limit supported by a Traffic Regulation Order. 20mph speed limits are marked by standard speed limit signs on entry to the limit which are then supplemented by regular repeater signing throughout the limit.

These limits can often be used on their own where traffic speeds are compliant with the speed limit and therefore traffic calming is not required. Although they can also be supported by wider traffic calming measures. As these limits do not necessarily require traffic calming, they can potentially be appropriate to deploy on an area wide basis.



Figure 1-2 20mph limit on The Lloyds



1.1.3 20mph Zone

Formal speed limit, also supported by a Traffic Regulation Order. Often supported by a network of traffic calming or where the existing road geometry limits traffic speed and are generally self-enforcing.



Figure 1-3 20mph Zone on Southgate

1.2 Current Position

There are a number of 20mph restrictions in place across Telford and Wrekin including:

- 26 advisory 20mph zones
- Two 20mph speed limits, and;
- 17 20mph zones

These schemes have been implemented for a variety of reasons as indicated by the prevailing conditions when schemes have been investigated. Our advisory 20mph zones were placed as part of £1.1m investment into safety outside schools, a project which is continuing.

Figure 1-4 shows the geographical locations of all existing 20mph restrictions within the adopted highway. Detailed plans of these locations are included in Appendix A.

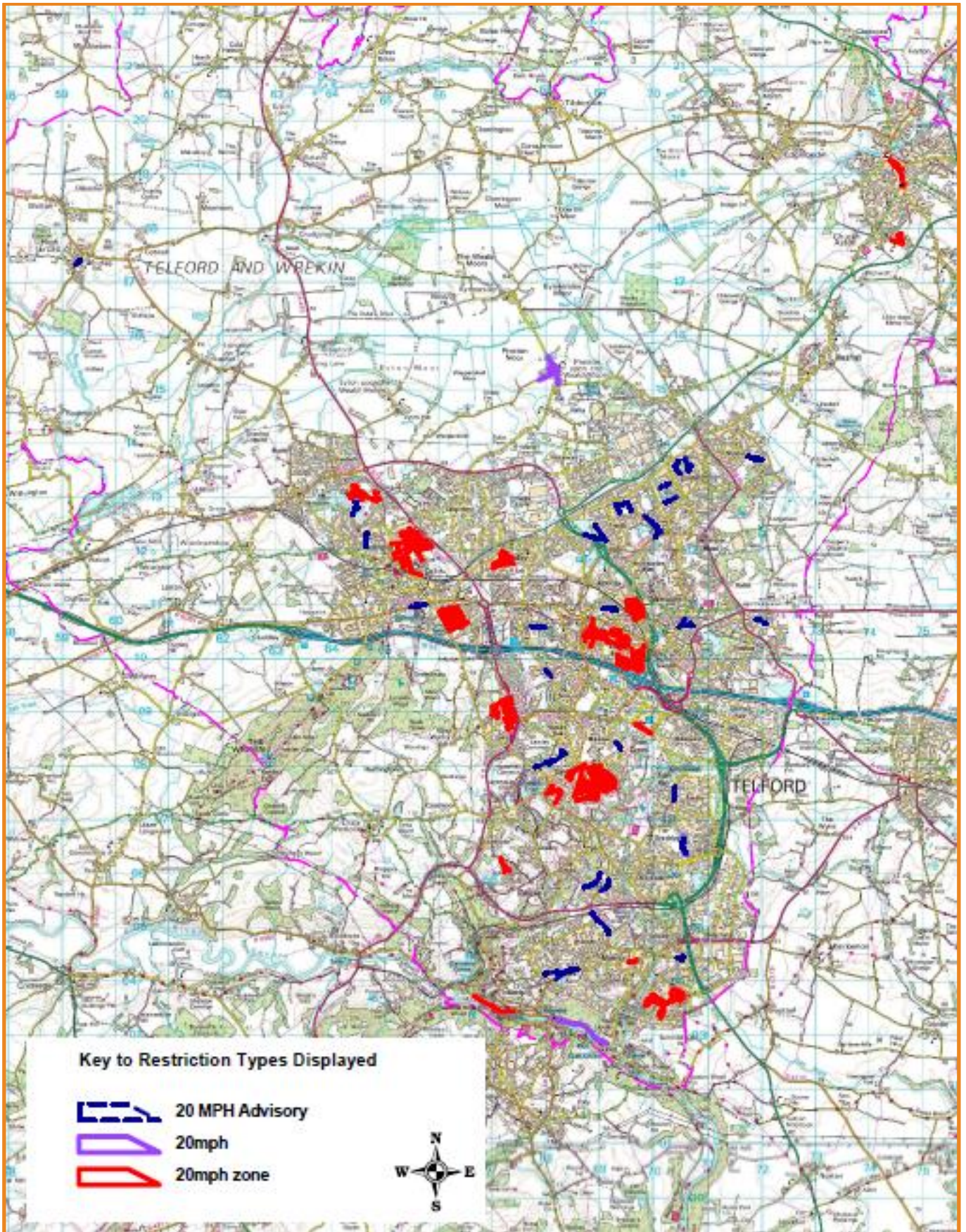


Figure 1-4 Location of existing 20mph restrictions in Telford & Wrekin



1.3 National Guidance

When setting local speed limits, the Council is governed by guidance from the Department for Transport as set out in the document 'Setting Local Speed Limits 2013'. This guidance sets out the framework the Council should follow when setting and reviewing local speed limits. It is used as the basis for assessments for local speed limits, developing route management strategies and developing speed management strategies but also allows flexibility in setting local speed limits that are appropriate for the individual road, reflect local needs and take account of all local considerations.

Effective speed management is part of creating a safe road environment which is fit for purpose. It involves many components designed to work together to require, encourage and help road users to adopt appropriate and safe speeds below the speed limit.

As well as being the legal limit, speed limits are a key source of information to road users, particularly as an indicator of the nature and risks posed by that road both to themselves and to all other road users. Speed limits should, therefore, be evidence-led and self-explaining, and seek to reinforce people's assessment of what is a safe speed to travel and encourage self-compliance. They should be seen by drivers as the maximum speed rather than as a target speed at which to drive, irrespective of conditions.

Furthermore when setting speed limits, they contribute to a wider transport and cross government priorities which are:

- The Department for Transport's vision for a transport system that is an engine for economic growth but one that is also greener and safer and improves quality of life in our communities
- Roads to become safer, less congested and less polluted
- To encourage sustainable local travel and economic growth by making public transport and cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion
- To contribute to wider public health and safety outcomes by contributing to a reduction in road casualties.

1.3.1 20mph speed limit or zones

20 mph zones, covering a number of roads, require traffic calming measures (e.g. speed humps, chicanes) or repeater speed limit signing and/or roundel road markings at regular intervals, so that no point within a zone is more than 50m from such a feature. In addition, the beginning and end of a zone is indicated by a terminal sign.

While 20 mph limits, are signed with terminal and at least one repeater sign, and do not require traffic calming.

Research into signed 20mph speed limits, has shown these are the most appropriate for areas where vehicle speeds are already low. If the mean speed is already at or below 24mph on a road, introducing a 20 mph speed limit through signing alone is likely to lead to general compliance with the new speed limit. The implementation of 20 mph limits over a larger number of roads, should be considered where mean speeds at or below 24 mph are already achieved



over a number of roads. Though additional measures in 20 mph limits can be installed to achieve compliance.

1.4 Enforcement

Speed limits in the borough are enforced by West Mercia Police and the Safer Roads Partnership. The police service has to ensure all resources are used effectively in responding to community priorities and West Mercia Police will support all appropriate speed limits, including 20mph roads, where;

- The limit looks and feels like the limit, giving visiting motorists who wish to conform that chance
- The desired outcome has to be speeds at the speed limit chosen so as to achieve safe roads for other and vulnerable users, not high speeds and high enforcement
- The speed limit is self-enforcing (with speed reducing features) not requiring large scale enforcement
- The speed limit is only introduced where mean speeds are already close to the limit to be imposed, (24mph in a 20mph limit) or with interventions that make the speed limit clear to visiting motorists
- Speeding problems identified in an area must have the engineering, site clarity and need re-assessed

Enforcement will be considered in all clearly posted speed limits, given other priorities, and this will be by:

- Targeted enforcement where there is deliberate offending and the speed limits are clear
- Where speed limits are not clear (that is they don't feel like or look like the limit or are on inappropriate roads), they will not be routinely enforced but only targeted where there is intelligence of obvious deliberate disregard which may result in increased threat, harm or risk to other road users
- Deliberate high harm offenders will always be targeted and prosecuted whereas enforcement against drivers who simply misread the road may not be appropriate.



2 Recommendations

Speed limits and safety interventions are assessed on a case by case basis, implementing the most appropriate measure for each area. This can range from education to traffic calming which may include new 20mph restrictions. This section highlights the approach that will be taken when considering further 20mph restrictions in the Borough.

2.1 Implementation of Future 20mph Restrictions

Telford & Wrekin Council continue to consider implementation of 20mph interventions on a case by case basis, and in doing so will take into account the nature of the area, traffic data including speed and flow data, and the collision history in the area. This approach ensures that schemes being brought forward are tailored to each area and its characteristics.

Whilst this scheme specific approach does not deliver blanket or area wide speed limits, it allows initial investment to be targeted to the areas of most need. However, we are committed to delivering best value as part of all schemes, and if when investigating a specific scheme the potential for an area wide scheme is identified, we will look to expand any schemes to deliver best value and impact over a wider geographical area.

In terms of our schools, the Council is committed to implementing advisory 20mph zones outside our schools where possible, building on the significant number that are already in place. Funding for these schemes will either be sourced through the highways capital programme, or more targeted programmes such as Safe Routes to School where available.

2.1.1 Current Speed Thresholds

As detailed in section 1, and in national guidance, the current recorded speed limits are a key factor when implementing 20mph Zones and Speed Limits. The thresholds below will be applied when assessing and designing these schemes:

- If existing recorded mean speeds are less than 24mph:

When funding has been identified, we will consider the implementation of a signing only limit to support and reinforce the existing traffic conditions.

- If existing recorded mean speeds are above 24mph:

Where funding is available and a scheme prioritised for investigation, we will consider 20mph a speed limit or zone where data suggests the speed of traffic is having an adverse effect.

However, further engineering measures will be required in order to bring recorded mean speeds below 24mph. This physical traffic calming requires more detailed public consultation due to the impact on the local community. Whilst each scheme consultation will be assessed and decision made on the individual merits of the scheme, the engineering judgement of our engineers and comments received, a scheme would not usually progress without majority subject support.



Should a scheme not have majority support, the scheme will be discussed with the relevant Cabinet Member, Director & Service Delivery Manager and a decision on how to progress made. In such cases there may be a competing engineering case such as significant road safety concerns where it may be appropriate to continue without majority support, however these will be reviewed and considered in detail at the level indicated above.

2.2 Prioritisation of Road Safety Schemes

When allocating funds to road safety schemes including 20mph schemes, the demand for such schemes always outstrips the available local and national funding that is available. This means that all schemes of this nature are prioritised for future funding using a range of data including (but not limited to) traffic speeds, traffic flows, collision history, local support, external funding, road geometry and the local environment (presence of schools etc.). This ensures that the limited available funding is targeted to the areas of most need on a risk based approach.

It is however possible that schemes can progress outside this prioritisation process, however they must be fully funded from outside the highways capital programme. In these instances schemes will still be progressed by Council teams, but as a second priority behind the delivery of the approved highways capital programme.

2.3 Consultation

In implementing these schemes we commit to work with the local community including Members, Town & Parish Councils to develop schemes, as well as through wider public consultation to shape schemes. On schemes outside schools, we will also endeavour to engage with the impacted schools when developing proposals to give the opportunity of them to contribute through their knowledge of the local situation.

2.4 Post Scheme Monitoring

Similarly to the approach in developing schemes, data collection and scheme appraisal is also important after scheme implementation. Such monitoring allows for the success of a scheme to be monitored against the original scheme objectives which educates any further interventions at this or other sites.

As with all schemes, we will aim to undertake this post scheme monitoring within two years of a scheme being implemented. As part of this initial review, we will determine the need to undertake further monitoring at a future date on a scheme by scheme basis.

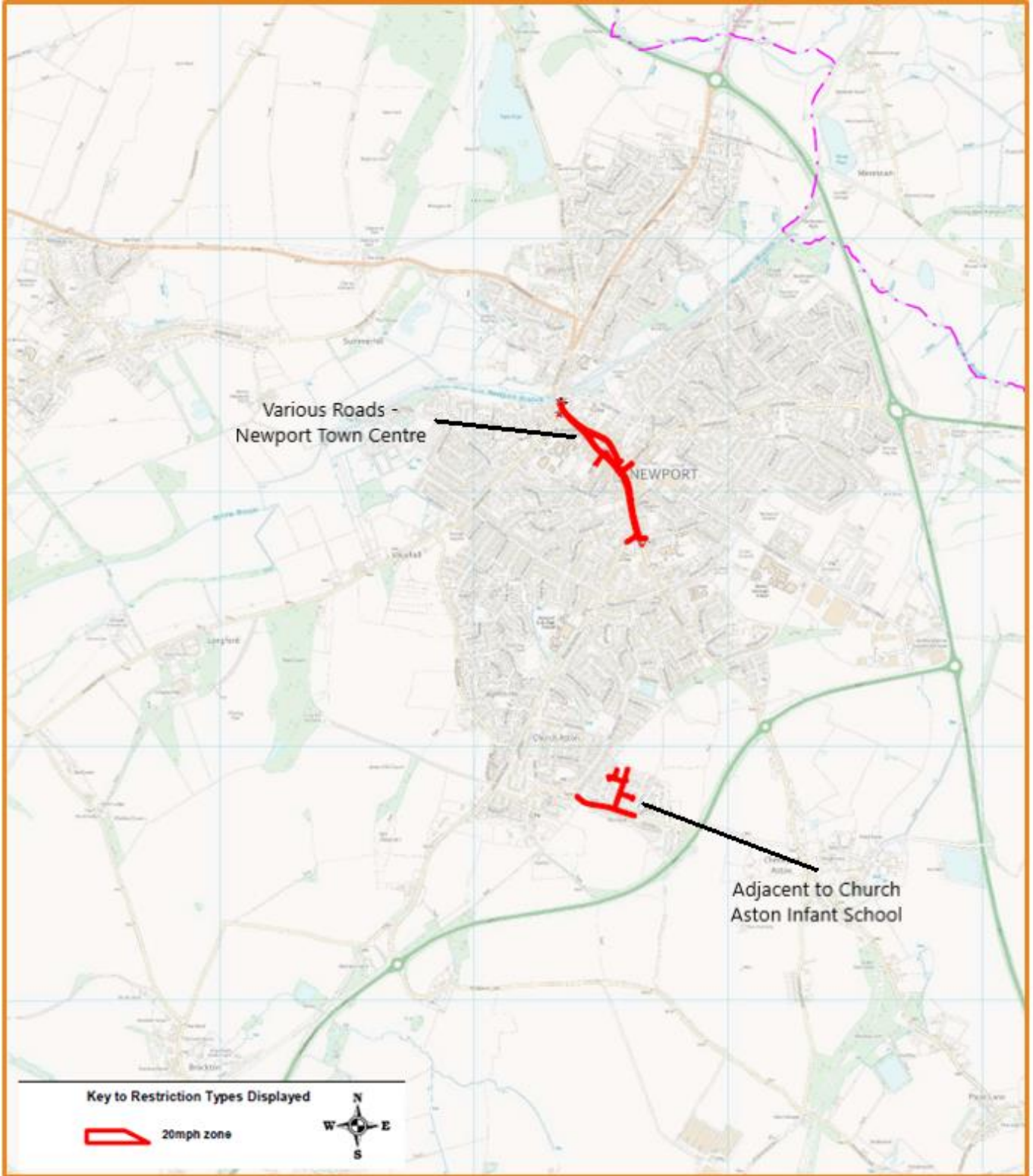
Should this monitoring, or subsequent follow up phases indicate a decline in compliance with a 20mph restrictions, we will undertake an initial assessment of the potential reasons in order to determine next steps.

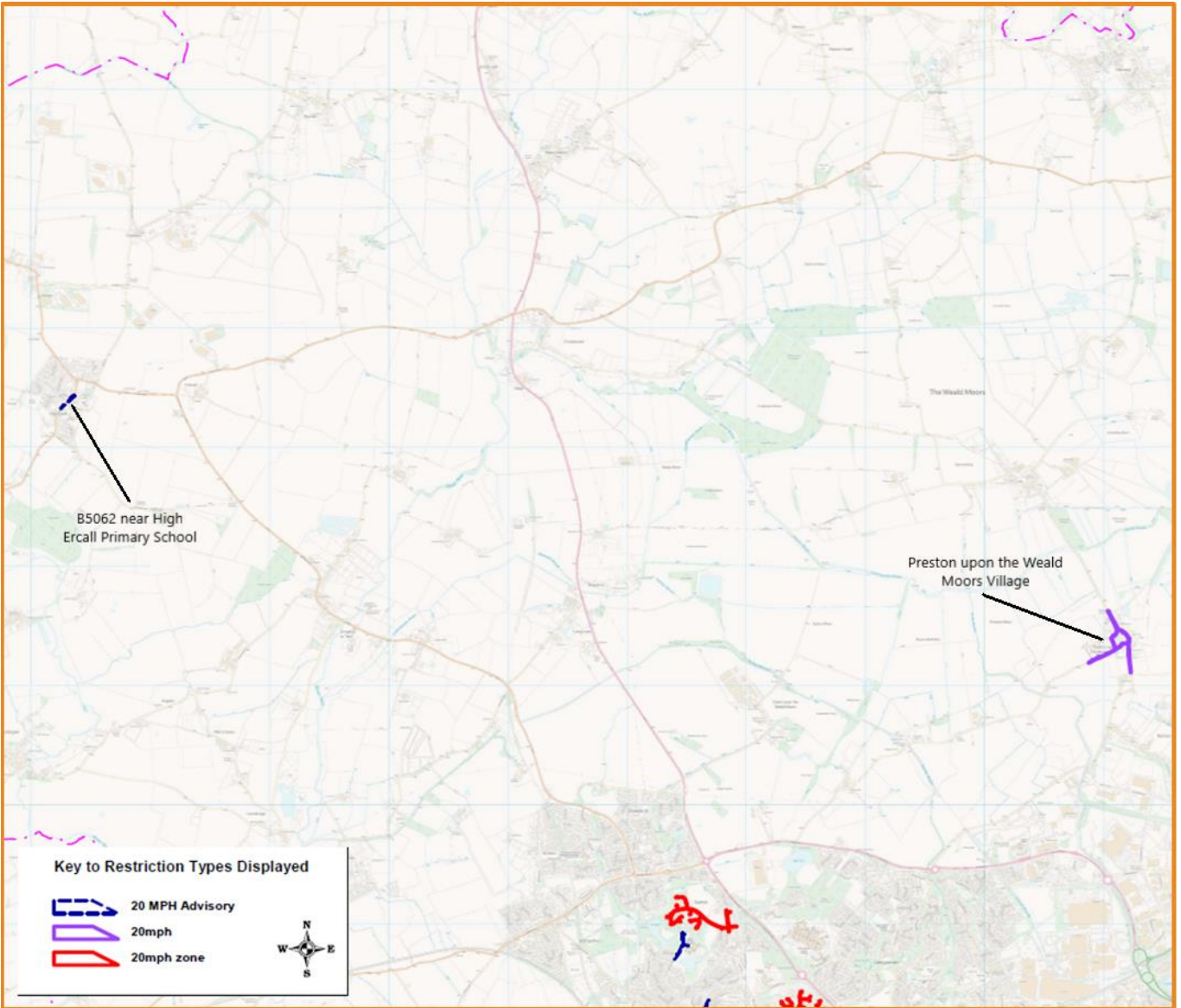
If a potential short term education solution be identified, we will work with internal stakeholders such as our Road Safety Education teams or external partners such as West Mercia Police as part of our normal day to day operations.

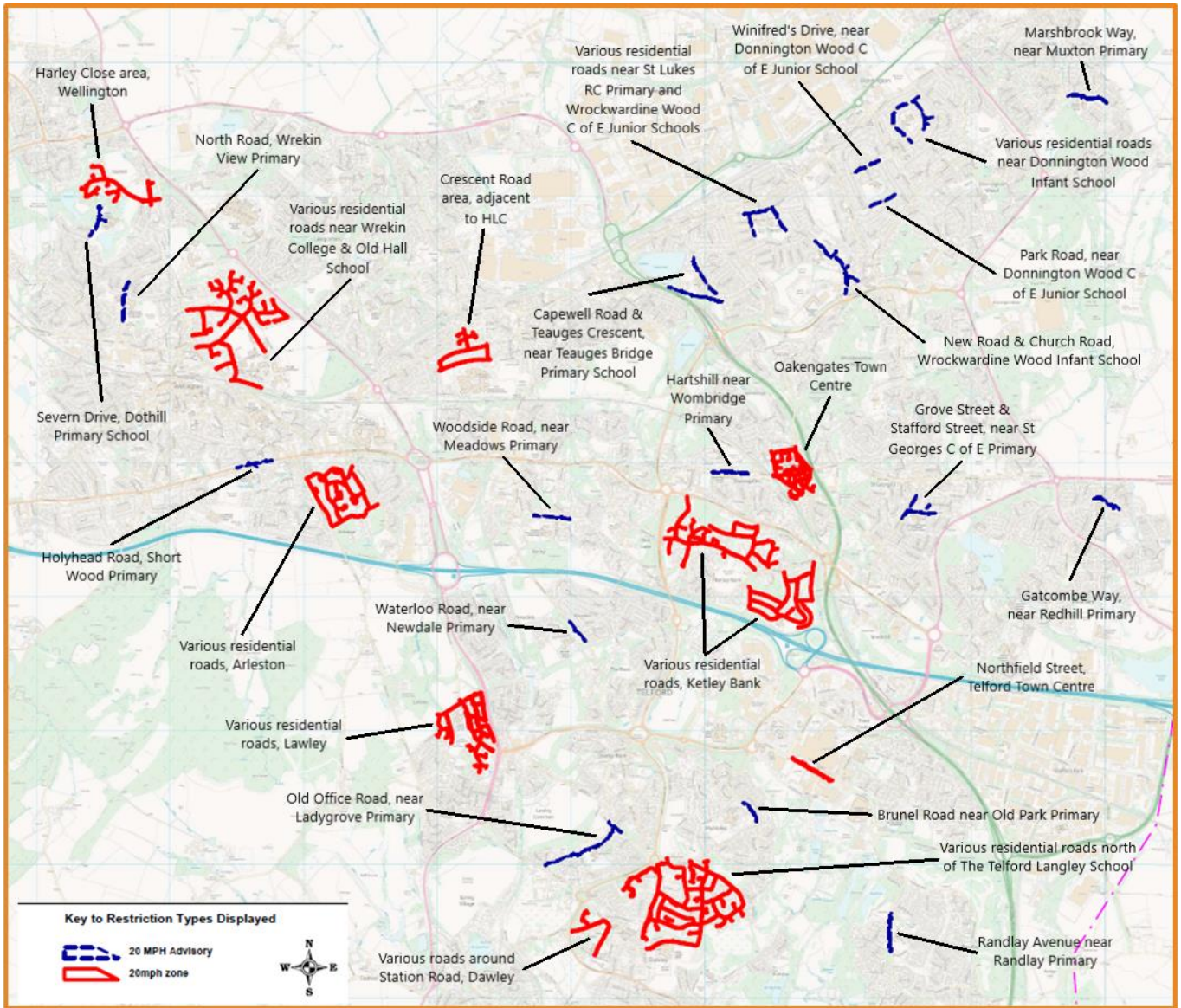
Should wider engineering interventions be required, this will be returned to the capital programme scheme prioritisation process to be considered for allocation of future funding.

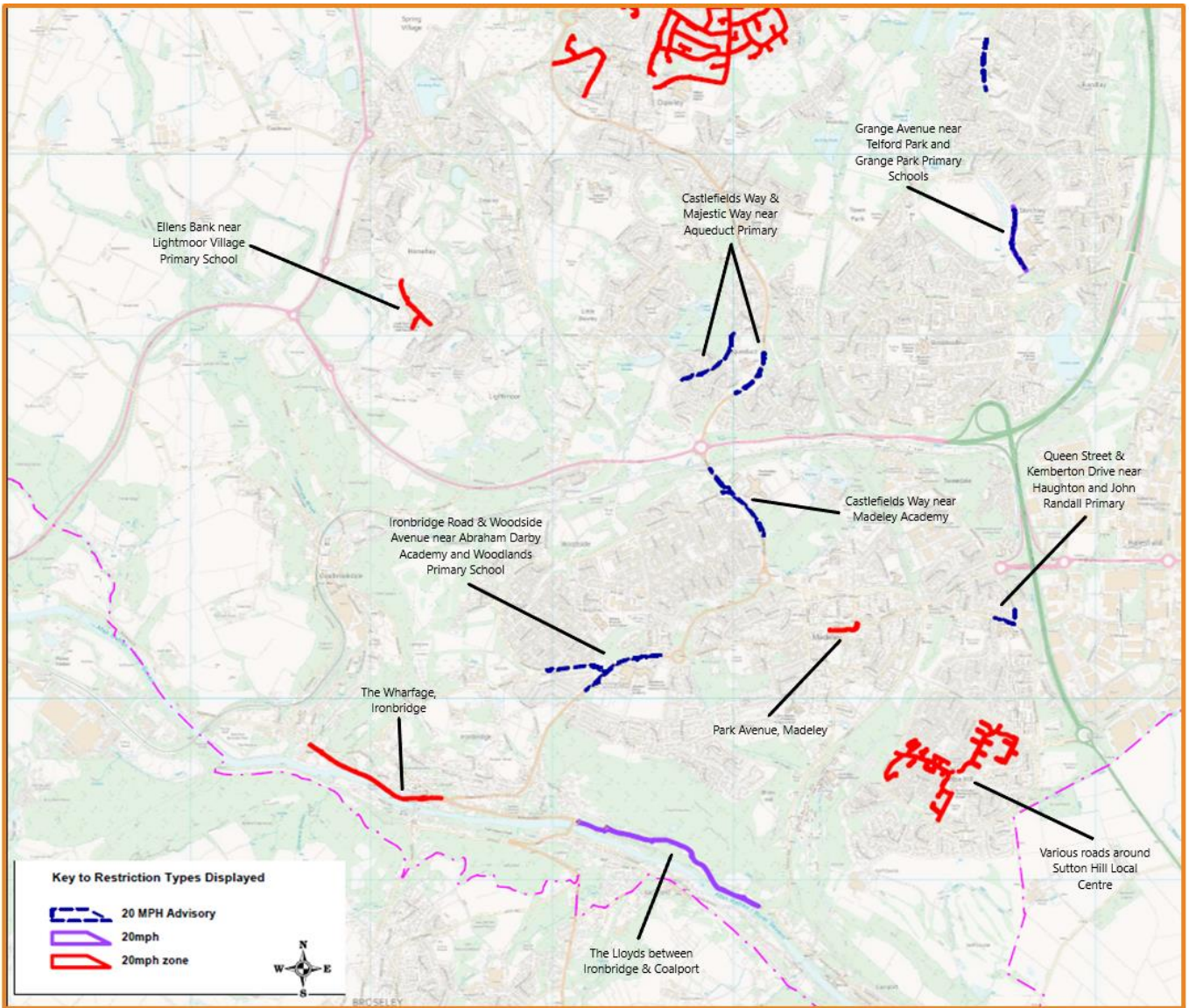


Appendix A – Existing Restriction Locations











20mph Scheme List

Location	Type
B5062 High Ercall Primary School	Advisory 20mph
Brunel Road near Old Park Primary	Advisory 20mph
Capewell Road & Teauges Crescent, near Teauges Bridge Primary School	Advisory 20mph
Castlefields Way & Majestic Way near Aqueduct Primary	Advisory 20mph
Castlefields Way near Madeley Academy	Advisory 20mph
Crescent Road area, adjacent to HLC	20mph Zone
Ellens Bank near Lightmoor Village Primary School	20mph Zone
Gatcombe Way, near Redhill Primary	Advisory 20mph
Grange Avenue near Telford Park and Grange Park Primary Schools	Advisory 20mph
Grove Street & Stafford Street, near St Georges C of E Primary	Advisory 20mph
Harley Close area, Wellington	20mph Zone
Hartshill near Wombridge Primary	Advisory 20mph
Holyhead Road, near Short Wood Primary	Advisory 20mph
Ironbridge Road & Woodside Avenue near Abraham Darby Academy and Woodlands Primary School	Advisory 20mph
Marshbrook Way, near Muxton Primary	Advisory 20mph
New Road & Church Road, Wrockwardine Wood Infant School	Advisory 20mph
Newport Town Centre	20mph Zone
Northfield Street, Telford Town Centre	20mph Zone
Oakengates Town Centre	20mph Zone
Old Office Road, near Ladygrove Primary	20mph Zone
Park Avenue, Madeley	20mph Zone
Park Road, near Donnington Wood C of E Junior School	Advisory 20mph
Preston upon the Weald Moors Village	20mph Speed Limit
Queen Street & Kemberton Drive near Haughton and John Randall Primary	Advisory 20mph
Randlay Avenue near Randlay Primary	Advisory 20mph
Severn Drive, Dothill Primary School	Advisory 20mph
The Dale & The Spinney - Church Aston Infant School	20mph Zone
The Lloyds between Ironbridge & Coalport	20mph Speed Limit
The Wharfage, Ironbridge	20mph Zone
Various residential road near Wrekin College & Old Hall School	20mph Zone
Various residential roads near St Lukes RC Primary and Wrockwardine Wood C of E Junior Schools	Advisory 20mph
Various residential roads north of The Telford Langley School	20mph Zone
Various residential roads, Arleston	20mph Zone
Various residential roads, Ketley Bank	20mph Zone
Various residential roads, Lawley	20mph Zone
Various roads around Station Road, Dawley	20mph Zone
Various roads around Sutton Hill Local Centre	20mph Zone
Waterloo Road, near Newdale Primary	Advisory 20mph
Winifred's Drive, near Donnington Wood C of E Junior School	Advisory 20mph
Woodside Road, near Meadows Primary	Advisory 20mph