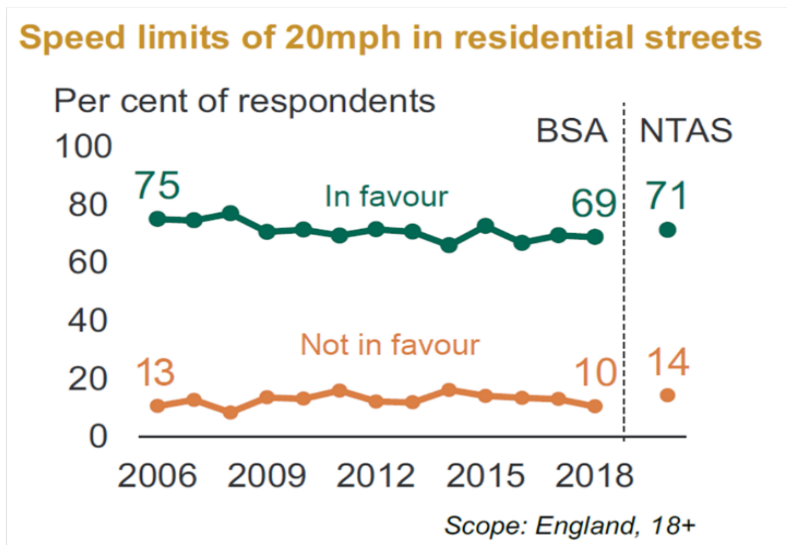


'20 IS PLENTY' IN HELMSLEY - A Survey by Helmsley Green Team

1). BACKGROUND.

- **GLOBAL CAMPAIGN** - 20 is Plenty is in reality a global movement. The World Health Organisation and the UN back 20mph as the right limit in residential areas where people and motor vehicles mix. **The UK Government in 2019 supported the international Stockholm Declaration on Road Safety which supports default 20mph (30kph) as the default speed limit where people and vehicles mix.**
- **"20 is PLENTY** has been one of the most successful campaigns in the UK in the last decade." Danny Dorling , Professor of Human Geography, Oxford University, of Oxford University.
- **70% of people in the UK say 30mph is not the right speed limit for residential areas. (British Social Attitudes Survey)**



- **NORTH YORKSHIRE** - Currently 140 parishes in **North Yorkshire** support making 20mph normal where people and vehicles mix, including Malton, Norton, Kirkbymoorside, Sheriff Hutton, Ampleforth, Swinton, Amotherby, Broughton, Burythorpe, Leavening Settrington, Scagglethorpe, Kirby Misperton, Hunmanby, Whitby, Stokesley, Selby, Skipton, Northallerton, Brompton, Leyburn, Bedale, Great Ayton, Barlby, Sherburn-in-Elmet, Settle and many more. Wales is the first home nation to adopt 20mph as the default speed limit in 30 mph area. Scotland intends to do the same by 2025. Two million live in a place where 20mph is the norm or will be soon. Harrogate and Selby are in a pilot study of 20 is Plenty.

- **HELMSLEY TRAFFIC REPORT 2018**- A speed limit of 20mph in the existing 30mph area was recommended in the traffic report made by Town Councillors in **December 2018**. It was felt to be necessary five years ago. This is not something new for Helmsley!

2). BENEFITS.

- **SAFER**- Strong link between traffic speed and the number of collisions and severity of injuries. Survival at 20mph is much greater than at 30mph. The UK's Department of Transport estimates that speed reduction of 1mph in built up areas reduces casualties by 6%. **Typically, 20mph reduces casualties by 20%**. It is a fact that children under the age of 14 have difficulty judging car speed and are therefore at more risk.

- **BETTER FOR THE ENVIRONMENT –**

20mph is 50% quieter than 30mph.

20mph limits produces 26% less CO2 emissions

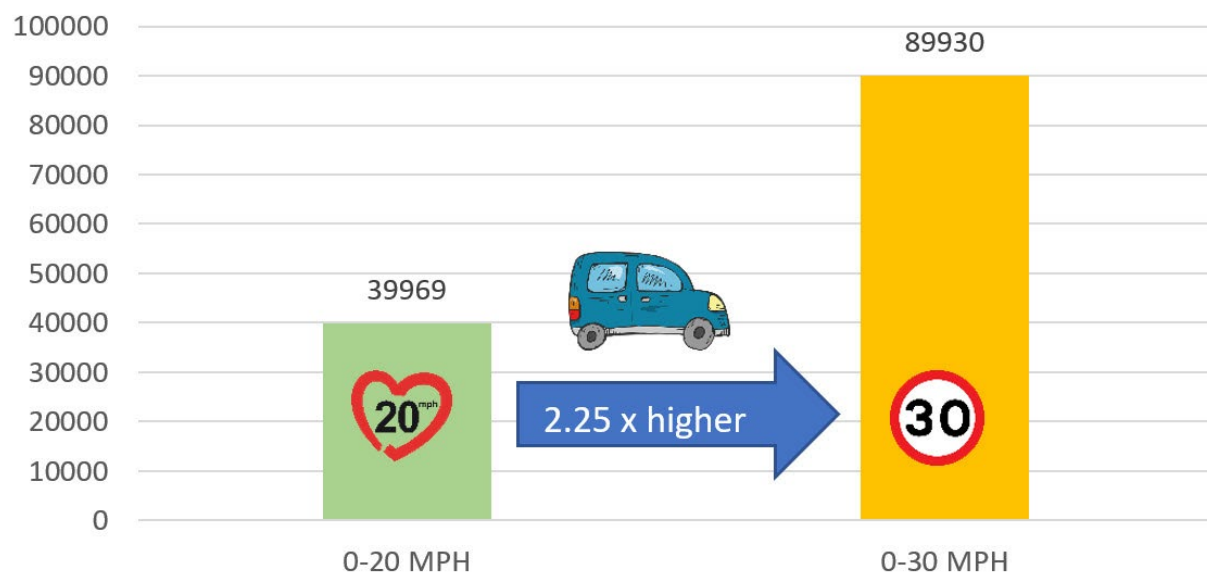
20mph produces 28% lower NOx emissions compared with 30mph.

25% lower air pollution compared with 30mph because vehicles are accelerating less

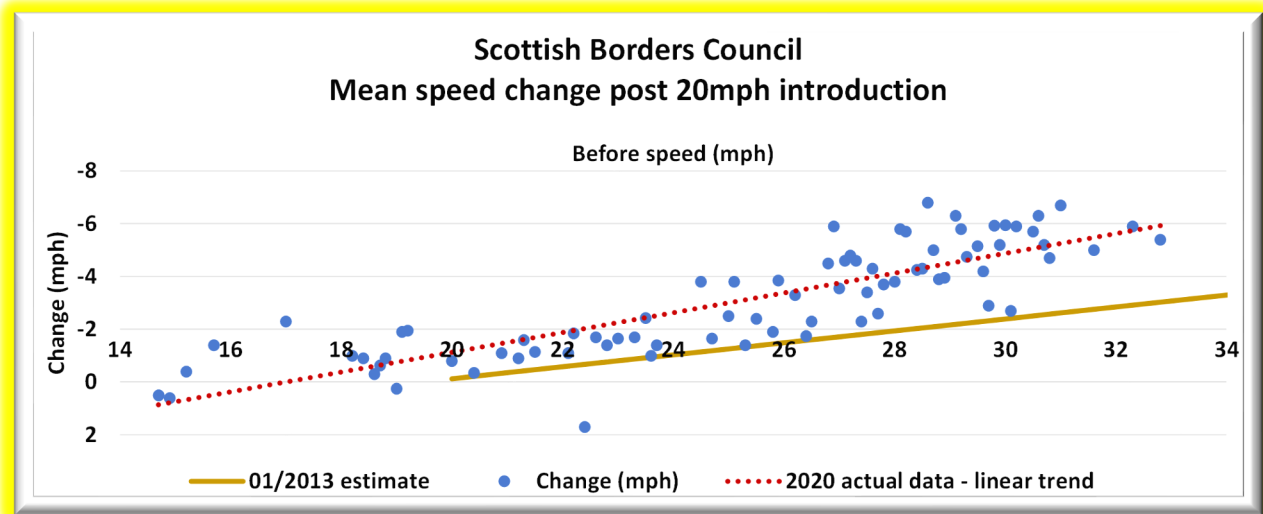
Energy required to accelerate to the speed limit was the largest contributor to fuel consumption in urban traffic conditions (see diagram below)

[.Urban-Transport-Modelling-2022-05-16.pdf \(futuretransport.info\). .](#)

Energy (Joules) required for a 1000kg car to reach a maximum speed



- **SUSTAINABLE** – Ties in closely with other policies to address climate change, improves air quality by reducing emissions and encourages more people to walk and cycle more safely especially for short journeys.
- **AFFORDABLE and COST EFFECTIVE** – Limited signs needed. 1 or 2 signs on entry and some repeaters to remind drivers and no need for physical calming like speed humps. Much lower implementation costs compared to the cost of casualties. There isn't the need for separate cycle lanes when traffic and cyclists can share the roads at safe speeds. Much cheaper than the cost of casualties e.g.– Department of Transport figures for NYCC: 2019 casualties at 30mph 404 at a cost of £21.3million, Cost to implement on 80% of roads in N,Yorks at a typical cost of £5 a head is £2.4million.
- **IMPROVES ACCESS TO ACTIVE AND HEALTHY LIFESTYLES** – 20mph helps create places where human activity including walking, cycling and social interaction takes precedence over traffic. In our 2021 survey, 77% of residents enjoyed living in Helmsley because of the opportunities for walking. it is clearly very important to our residents. Following the introduction of 20mph speed limit in Edinburgh rates of cycling to school tripled (x7 in upper primary) [Press Release \(d3n8a8pro7vhmx.cloudfront.net\)](https://www.cloudfront.net/d3n8a8pro7vhmx.cloudfront.net/press-release-2021-09-21-20mph-speed-limit-in-edinburgh.pdf). Walking increased, and people felt safer and said the streets were more pleasant and casualties decreased by 20%.
- **LITTLE IMPACT ON JOURNEY TIMES** - Helmsley - Travelling from the 30mph sign on the A170 through town to the end of the 30mph limit takes 1.38 secs at 30 mph and 2.14 secs at 20 mph. **The difference is only 36 secs.**
Journey time is increased by the 'stop start' nature of traffic in towns i.e. how long you have to wait rather than overall speed of travelling as our figures bear out. Bus journeys and timetable times are generally unaffected.
Bridge Street already has effectively a 20mph limit to speed due to narrowness of the road and the pavements either side and frequent parking of delivery vehicles.
- **CLEAR EVIDENCE OF SPEED REDUCTION with a 20mph speed limit**- One of the most recent studies of default 20mph working on a large scale involves 90 towns and villages in the Scottish Borders, a rural area similar to North Yorkshire. It shows that the faster the speeds before implementation the more speed was reduced.



The dotted line plots the average speed reductions compared to pre-20mph implementation speeds e.g. pre-implementation 30mph, average of 5mph reduction, if it was 26mph before, then 23mph average after. The solid line plots the speed reductions predicted in the 2013 Government guidance still followed by some authorities. It can be seen from this and also the average of all other large-scale studies that speeds reduce by more than predicted

This chart also shows that speed reduction is the outcome of a 20mph speed limit not perfect compliance, but the same is true of every single speed limit – there are always some who break the speed limit but the outcome is reduced speeds and therefore reduced collisions.

These figures hold up whether there is some or no formal police enforcement. In the Borders for instance, there was an initial higher profile police presence, and then only routine enforcement as there would be for 30mph areas. We note that there is no reason that routine enforcement on the A170 could not continue. Other authorities where default 20mph has been implemented by Councils have routine enforcement by police of 20mph areas.

The use of community speed watches can also have a deterrent effect on speeders. Helmsley Community speed watch will soon be up and running following training in February. Malton and Norton Community speed watch have already run sessions in the 20mph area of Langton Road in Norton in 2022, and 20mph areas have been targeted elsewhere in the County also over the last few years.

Improved car technology can help to restrict and monitor speed if chosen to be used.

- **POPULAR** 25 million people in the UK live in authorities which have a default 20mph policy, covering Wales, Oxfordshire, Cornwall, Scotland (soon), Calderdale, East Yorkshire, City of York, Bradford, Sheffield etc. **Conservative-run Cornwall, another rural county , is fulfilling a manifesto pledge to roll out default 20mph.** [Cornwall could](#)

[get 20mph speed limits on every residential street - Cornwall Live](#). The Transport member for Cornwall Philip Desmonde was delighted with phase 1 roll-out, 76% support from the urban area, and **85% support** rurally. [Cllr Philip Desmonde - Cornwall Council on Vimeo](#).

Government and other surveys consistently find 70% support in residential streets which rises after 20 mph limits are introduced.

- **HELPS THE VULNERABLE and CHILDREN**– The needs of vulnerable people and children using the road should be put first. 20mph makes crossing the road much easier for vulnerable people. “Bondgate is hazardous”.
- Children under 14 find it difficult to perceive car speed. Braking distance travelling at 20mph is 12m compared with 36m at 30mph so it is much safer for pedestrians if cars travel at 20mph in residential areas.
- There is precedence for 20mph along A roads like the A170 e.g Chipping Norton another rural area with an A road through the town. Transport for London (TfL) are introducing 20mph speed limits on 220 km of TfL network as part of their commitment to Climate Change initiatives. This includes many A roads.
- **BETTER FOR LOCAL BUSINESSES** – increased footfall to businesses where places are considered to be safer, more pleasant and therefore more attractive places to be. If speed of traffic is lower, it is simply easier for people to cross the road without feeling they are risking life and limb. This is better for both residents and visitors.
- **NYCC** – Many towns and villages in North Yorkshire and locally have already passed motions supporting a default 20mph in their towns and villages. There is a need to treat everywhere equally so implementation doesn’t depend on the size of town. Councils need to be democratic and responsive to residents so their voices are heard and can influence decision making more directly especially now we will be in a unitary authority and more power will be devolved to local communities including Town Councils.

NYCC declared a climate emergency on July 5, 2022 and intends to be carbon neutral by 2030 and the first carbon negative region by 2040. 20 mph speed limits in 30 mph areas would clearly fit in with the NYCC’s recently published Climate Change strategy. It should be noted that 61% of Helmsley residents according to our Survey in 2021 were concerned about climate change.

3). PUBLIC OPINION ON A 20MPH SPEED LIMIT

a). SURVEY

Members of Helmsley Green Team spent about 15 hours taking a representative sample of 90+ households in Helmsley (including Bondgate, Carlton Road, Ashdale Road, Ryegate, High Street and Castlegate, etc.) asking residents for their views about a 20mph speed limit in Helmsley and their reasons for their answer. Conducting the survey was not a difficult experience for us. Residents were very happy to take part.

The results are overwhelmingly in favour - with an average of 92% in support of a 20mph speed limit in the existing 30mph area in Helmsley.

This result indicates the popularity amongst Helmsley residents of a 20mph speed limit in the existing 30 mph area. This level is likely to rise even further once introduced which has happened in other areas post introduction. People find it makes the place where they are living more pleasant places to live and visit with no downsides.

We would not expect a substantially different result if a bigger sample of residents were involved.

b). PETITION

The Helmsley Green Team also had two stalls in the Market Square in Helmsley on market days during 2022 and asked local people and visitors for their opinion on a 20mph speed limit in Helmsley. This was not a difficult experience. People were only too willing to sign the petition and were very enthusiastic.

IN FOUR HOURS, we gathered 284 signatures from residents and 161 from visitors.

THE TOTAL NUMBER OF SIGNATURES WAS 445.

As Helmsley does receive a large number of visitors, we thought it was reasonable to include their views too. It would indicate the popularity of a 20mph speed limit amongst those people who the town wishes to attract as well as amongst residents. Visitors do after all use our streets and pathways and facilities and make an important contribution to the town's economy.

The safe speed to navigate the bridge coming into Helmsley on the A170 is already effectively 20mph. The narrowness of the pavements on both sides of Bridge Street going down to the Market Square with pedestrian traffic already necessitates a lower speed than 30mph.

c). COMMENTS FROM THE PUBLIC

We also asked residents for their comments about the traffic situation in Helmsley and 20mph speed limits.

Extracts of comments received during the survey: -

"...extremely dangerous and stressful crossing the roads especially with children, pushchairs, wheelchairs and for the elderly and disabled who need time to cross safely it is of course environmentally deleterious ". There are a few rat runs e.g. Ashdale Road Bridge Street, exit road to Stokesley which are PERILOUS"

"I take my life in my hands crossing the road in the dark."

"Bondgate is horrific".

"I can only see the benefits..."

"There is more likelihood that people will slow to 30mph."

"Safety before speed is essential."

"Road safety is paramount. PEDESTRIAN PRIORITY."

"Great idea for cyclists like me."

My vehicle has been hit twice in 6 months on parked Bondgate where I live."

"One simple message is easier to remember."

"I'm fed up with traffic speed in Helmsley."

"They come down like idiots." (Ashdale Road)

"Sooner or later there will be an horrific accident with children on bikes..."

"The outskirts are particularly important."

"Put a speed limit of farm vehicles." "Farm vehicles scare me to death." "They should put a speed limit on all farm vehicles".

"I'm so happy to have anything (to stop speeding vehicles)! There are no downsides."

“Cars speed late at night. It could be fatal.”

“It would help people to cross safely.”

“Our house shakes when a bike goes past because it’s going so fast’. We have an awful job getting out sometimes because they put their foot down to get out.”

d). CONCERNS

Concerns about a 20mph speed limit included:

“Enforcement, people ignoring the speed limit, farmers and lorries might not like it. Possible backlog of traffic going through town.”

Backlog - There is no evidence to support 20mph creating a backlog – if anything, 20mph can ensure traffic runs more smoothly at a more uniform speed, also space between vehicles can be smaller because braking distance is just 12m at 20mph, whereas it is 3 times as long, 36m for 30mph. The cause of backlogs or delays is congestion around junctions and traffic lights, volume of traffic at busy times, and collisions, not the speed limit.

The County’s Net Zero Carbon Reduction Plans include a 48% reduction in private car miles by 2030, which could reduce congestion significantly.

Enforcement - The evidence supporting default 20mph is of speed reduction and typically 20% collision reduction not perfect compliance. Many people opposed compulsory wearing of seat belts but it very quickly became accepted as the norm. Police have a duty to uphold the law and enforce 20mph just as they do 30, 40, 50, 60, 70mph and operationally we expect them to use their resources to do this. Police receive £40 for every speed awareness course taken so there is some gain for them in finding speeders.

Improved car technology and pace setting helps monitor your speed if used, if you are in a line of cars where the lead vehicle is travelling 20mph, all other vehicles will tend to go the same speed thus improving general compliance.

4). CONCLUSION

A 20mph speed limit in the existing 30mph area on roads in Helmsley is extremely popular amongst residents and visitors.

In summary the following benefits are :-

- **Safer**
- **Helps reduce speeding**
- **Better for the environment**
- **Helps the vulnerable**
- **Promotes an active and healthier lifestyle**
- **Popular**
- **Better for the local economy**
- **Little impact on journey times through town**
- **Need to do what is right for all the community**

It is being introduced in many areas nationally and is supported by over 225,000 people in North Yorkshire already including villages close to Helmsley.

5). A WAY FORWARD

In view of the above evidence from the survey and the petition, the Helmsley Green Team urges the Town Council to consider carefully the widespread popular support in Helmsley for the adoption of a 20mph speed limit in the current 30mph area in Helmsley. Many villages locally have already shown their support for 20 is Plenty.

We respectfully ask the Town Council to debate the following two motions and to vote on both motions.

May it be pointed out that a strong show of support from all Town Councils for the first motion gives the Town's a clear voice at a time when the new County Council is promising to give Town Councils a bigger say in how the new authority is run and demonstrates what can be done when the Town's stick together on issues of mutual benefit and that no town is left behind. 20 Towns and Parishes with populations greater than 2,000 have supported similar motions supporting the 20s Plenty campaign for default 20mph which is building significant pressure for change.

Motion 1.

“Helmsley Town Council supports the implementation of 20mph as the default speed limit for our parish and in all the urban and village streets in North Yorkshire where people live, work, shop, play and learn. This parish council will write to the Leader and Cabinet Member for the Highway Authority (currently North Yorkshire County Council) to implement a County wide policy on this issue to support 20mph as the default limit with higher limits only where the needs of vulnerable road users are fully taken into account”

Motion 2

“Helmsley Town Council supports the implementation of a 20mph speed limit in all areas of the town where currently 30mph currently exists.”

**Helmsley Green Team
January 2023**