



**LIVING**

**STREETS**

**SCOTLAND**

**20MPH  
MORE THAN  
SIGNS**

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**A TOOLKIT**



# INTRODUCTION

This resource draws on the learning from Living Streets' Lower Speed Communities Project. This Scottish Government funded project worked in five communities across Scotland to support local residents, local authorities and other partners to explore how speed and traffic affected the communities they lived in, the impact of existing 20mph areas or the need for the introduction of a 20mph area.

The project worked in three communities where people had expressed concern about the impact of speed and traffic – Lossiemouth in Moray, Moniaive in Dumfries and Galloway and the Tillydrone area of Aberdeen. In two communities – the city centre of Inverness and the Mount Florida area of Glasgow – the project explored the difference an existing 20mph area had made, the views of local residents on its impact on their lives, and the actions which could be taken to allow residents to reap the benefits of the 20mph speed limit.



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## STRUCTURE OF THE RESOURCE

This resource is designed as an interactive pdf which contains relevant information in a short and easily digestible format. Links to information and resources from the Lower Speed Communities Project is provided as well as links to external resources and partner websites.

It is recommended that the resource is used at the beginning of a project to consider the **WHY 20MPH?** question posed above, and as a resource during project delivery to guide activity.

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# PURPOSE OF THE RESOURCE

This resource aims to support all of those with an interest in lowering speed and introducing 20mph areas, whether local authority officers or elected members, community activists, or staff in partner organisations.

The resource supports people to consider **WHY 20MPH?**

- 1. WHAT THEY ARE TRYING TO ACHIEVE THROUGH THE INTRODUCTION OF A 20MPH AREA**
- 2. THE LOCAL CONTEXT**
- 3. WHO NEEDS TO BE INVOLVED AND WHY**
- 4. HOW TO CAPTURE THE VIEWS AND MOTIVATIONS OF STAKEHOLDERS**
- 5. WHAT ARE THE MOST IMPORTANT ACTIONS AND WHICH WILL HAVE MOST EFFECT**



# THE LOWER SPEED COMMUNITY PROJECT – WHAT WE LEARNED



The Lower Speed Community Project worked in five different communities over a six month period. The focus of the work in each of the communities was to understand the local context and the issues which were important to local stakeholders, to involve stakeholders in agreeing priorities, to encourage and develop partnership working between different stakeholders, and to agree actions which the different stakeholders could take. The learning from each of the areas is contained within a series of final case study reports for **Glasgow**, **Inverness**, **Lossiemouth**, **Moniaive** and **Tilydrone** setting out the background, project activity and next steps.

To guide and support the work in the individual communities, a review of current practice in the introduction of 20mph areas across Scotland and other parts of the UK was undertaken. The Review explores the still prevalent top down, local authority led approach to the introduction of 20mph areas, the continuing focus on safety as a reasoning for the introduction of 20mph, and the need to incorporate a range of other actions including promotion and soft measures to reap the greatest benefit. The Living Streets website hosts **The Review** alongside case studies of activity in **Edinburgh**, **Dunbar** and **Calderdale** which explore in more detail the process of introducing 20mph areas. The case studies show both the common motivations behind the introduction of 20mph areas and the variation in practice driven by local context and circumstances.

# THE KEY LEARNING FROM THE PROJECT CAN BE ENCAPSULATED AS:



- **20MPH IS A TOOL, NOT AN END IN ITSELF**

There are many motivations for the introduction of 20mph areas and the majority of these concentrate on the secondary benefits which a 20mph area and reduction in speed brings

- **PLACE IS IMPORTANT FOR PEOPLE**

Discussing the introduction of 20mph may allow people to be more overt about its importance for them and what they want the place they live in to be like

- **THE LIVEABILITY OF STREETS IS A KEY CONCERN**

And is tied to a widespread desire for a better balance between traffic and other modes of transport

- **IT IS IMPORTANT TO CONSIDER WHAT THE END GOAL IS**

And what people expect or want a reduction in speed to bring– is it just a reduction in speed or, for example active travel or more liveable space. Only after that discussion has been had can it be agreed where 20mph fits into this and what other action needs to happen

- **INVOLVEMENT OF RESIDENTS**

The importance of the involvement of residents and other stakeholders is vital in ensuring that local issues, concerns and expectations are fully understood, setting the parameters for any project, and defining what success looks like



## • SPEED IS IMPORTANT

The perception of speed should be valued as much as actual speed. Often local people are expressing a view on the acceptability of speed in their community and residential area

## • 20MPH INTRODUCTION MAY HEIGHTEN THIS PERCEPTION OF SPEED

It allows people to express views on speed and a range of other issues

## • BEHAVIOUR CHANGE

Although engineering solutions are important and have their place to play, behaviour change is equally vital to the success of any project. Behaviour change – whether driving more slowly or ditching the car and becoming more active – doesn't happen by itself or through exhortation. There needs to be a focus on messaging, campaigning and other interventions alongside signage or other engineering solutions

## • DRIVERS AND NON DRIVERS

It is important not to baldly segment people into drivers and non drivers – many people are both drivers and cyclists or pedestrians and we all need to consider our behaviour when behind the wheel. Within this context therefore, it is important not to demonise drivers but to concentrate on the wider benefits when driving more slowly. However, the different starting positions between those who define themselves primarily as drivers and those who define themselves primarily as pedestrians or cyclists should not be underestimated

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Given the impetus in Scotland for the introduction of a default 20mph limit in residential areas, the lessons from this project will be important in defining the actions and resources which will need to be in place for a default 20mph speed limit to be successful and to meet expectations.



# WHY CONSIDER 20MPH?



The introduction of a 20mph speed limit is a tool that can contribute to realising a range of possible outcomes, rather than an end in itself. These wider outcomes can include, but are not limited to:

- **PLACE MAKING OR SUPPORTING PEOPLE TO CONSIDER HOW THEY WANT THEIR COMMUNITY TO FUNCTION AND HOW PUBLIC SPACES SUPPORT THIS**
- **ENHANCING THE ‘LIVEABILITY’ OF STREETS**
- **INCREASING ECONOMIC ACTIVITY OR DEVELOPMENT IN AN AREA**
- **INCREASING ACTIVE TRAVEL**
- **INCREASING LOCAL PERCEPTIONS OF SAFETY**
- **REDUCTION OF ACCIDENTS**

20mph limits are just one activity or intervention that could contribute to these outcomes, and it is essential to acknowledge that without incorporating other activities, successful implementation and realisation of outcomes is unlikely to be achieved.

Local communities need to understand and agree on what is most important to them, how they can achieve this and what (if any) role a 20mph speed limit will contribute to achieving this.



# WHO NEEDS TO BE INVOLVED?

One of the key lessons from the review of current practice and work in the five communities was the importance of involving a range of stakeholders and partners throughout the project. Lowering speed may be the first issue which is raised, but experience shows that this can blossom into a broader and more holistic examination of the challenges facing a community. Promoting active travel, a sense of place and the liveability of a community will emerge during discussions. Addressing these wider issues will have an impact on speed and concerns about safety – in fact without addressing these issues there may be minimal gains in terms of actual speed or perhaps more importantly in perceptions of speed and safety. It is important therefore to have a range of stakeholders representing different interests and able to bring differing expertise, solutions and resources.

**Local residents** bring a unique perspective of actually living in and travelling about a community. They know how the community works at different times of day, and can bring differing experiences depending on age, disability, whether they are parents, and how they choose to travel. They may not always agree – but they will be able to give a personal, lived experience which contrasts with professionals whose experience – although often of long standing – is that of the ‘visitor’ who visits, often for a short time, for a particular reason.

It is residents who most often express the importance of the sense of place and the liveability of a community. It is their place. They will be able to express how it has been in the past, how it feels to live in the area now – and how they would like it to be. It is often residents who express a wider view of, and solution to, ‘problems’.

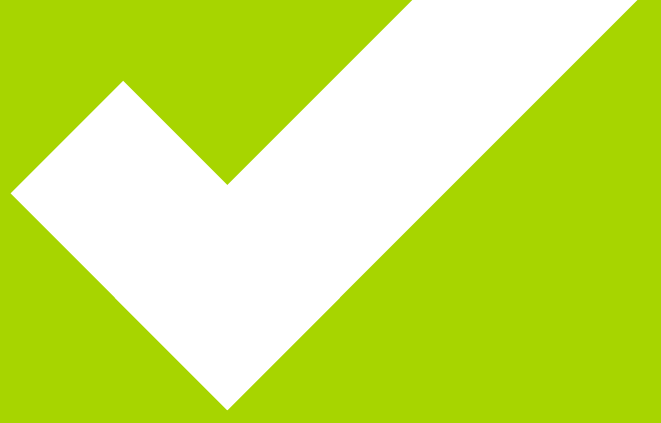
Sitting alongside residents, **local businesses** depend on local trade, passing trade and the ability to receive deliveries. Their livelihood depends on there being a community which can access their premises in a range of ways. If relevant, the local BID (Business Improvement District) will provide a valuable means of gaining access to businesses.

**Community and third sector organisations** can represent the views of residents and the users of their services. Often they bring the views of underrepresented groups or those people who are least likely to attend meetings or complete surveys. They also have a huge capacity to work alongside local authorities in organising meetings and giving a local validity to community engagement when people may be suspicious of official motives. Lastly, they can deliver solutions if appropriately funded.

Given that addressing issues of speed quickly develops into, and depends on, a wider range of issues, **local authorities** need to ensure the buy in and active involvement of a range of internal partners. The key interests will very much depend on local circumstances but can include Transport Planning, School Transport, Road Safety, Active Travel, Regeneration, Community Engagement, Local Development Planning and Economic Development.

Sitting alongside this, **external partner organisations** can bring additional capacity and resources. This could include organisations representing the interests of cyclists or walkers, health services, the local sports trust, Sustrans, Cycling Scotland and Paths for All and Living Streets.

# ACHIEVING SUCCESS



The pilot projects highlighted that successful implementation can be achieved through four overlapping and related streams of activity:

## 1. UNDERSTAND THE NEEDS AND PRIORITIES OF LOCAL STAKEHOLDERS.

**Engage and consult to agree on desired outcomes for the community.**

Engagement tools used need to focus on the characteristics of the community to ensure that the methods used encourage people to become involved. Also, that the range of people who do become involved reflects the population of that community. Facebook surveys, face to face discussion, mapping exercises and exercises which give people the opportunity to describe issues, while also imagining solutions, are all techniques which can be used.

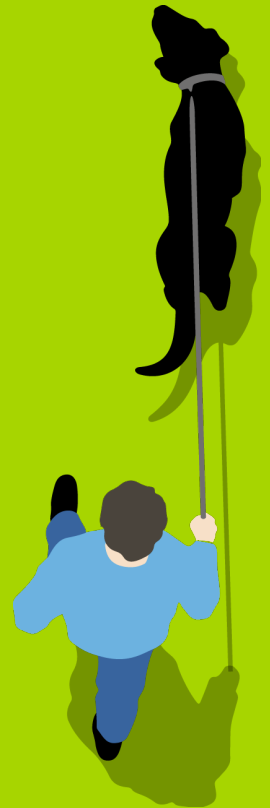
The importance of consultation, engagement and learning between stakeholders should not be underestimated and can take place through a range of engagement activities (such as meetings, workshops or community events). These will enable stakeholders to:

- Acknowledge each other's views as important
- Understand why the issue was important to them
- Gather local information to understand what is important

Ultimately, this engagement will realise a shared understanding of:

- The challenge being faced by stakeholders in the community, and
- The desired outcomes for an area.

When this is achieved the role that 20mph and other activities have in realising these outcomes will be clearly understood by stakeholders from across the community.



## 2. BUILD A NETWORK OF DELIVERY CHAMPIONS.

**Key stakeholders promote a shared understanding and engage in delivery.**

Effective engagement with stakeholders to develop a shared understanding of the desired outcomes will lead to many stakeholders feeling empowered and engaged to contribute. This may take time and will involve honest discussion between stakeholders, where agreement is reached on priorities, potential solutions and timescales. The importance of this should not be underestimated as it gives a powerful message to the wider community, elected members and funders of the strength of the network, but will also ensure that all resources are harnessed: local people's time and efforts, technical know how and a range of funding.

This is a key element of success and will result in:

- Stakeholders promoting a shared understanding of the desired outcomes for the area
- Stakeholders developing their own ideas and solutions to realise the desired outcomes
- Stakeholders actively working to take ideas forward

## 3. SHARE KNOWLEDGE AND BEST PRACTICE.

**Communities learn from success elsewhere.**

Understanding and learning what has worked elsewhere to contribute to these types of outcomes will be helpful in:

- Clarifying and defining the desired outcomes for the community
- Understanding the current challenges within the community and the factors that can contribute to these
- Understanding the role that different stakeholders can play in achieving outcomes
- Inspiring stakeholders to generate ideas for interventions to contribute to outcomes

Visits to other areas or research which shows the end result of a potential solution or action are good ways of doing this.



## 4. LEARN FROM WHAT HAS WORKED (AND WHAT HASN'T).

### **Communities learn from their own practice.**

Capturing and embedding learning will not only support the development of activities to achieve the immediate desired outcomes for each area, but also support future activity: for example, reframing how engagement could happen in the future, building links to other activities or projects or inspiring people that success is possible and worth the effort. This applies to both people living in communities and partners working with them.



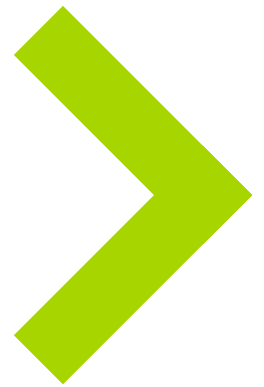
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## KEY OUTCOMES FOR SUCCESSFUL IMPLEMENTATION:

The desired outcomes for each area may be long-term and not immediate (e.g. increasing level of active travel or increasing economic activity). However, the pilots have demonstrated success around these types of activities can also be understood in terms of the realisation of:

- A lower speed community of support
- A co-ordinated suite of activities which makes identifiable progress towards the longer term outcome.

# LINK TO OTHER INITIATIVES AND RESOURCES



A range of other initiatives are in place across Scotland which support active travel, healthy streets and a sense of place.

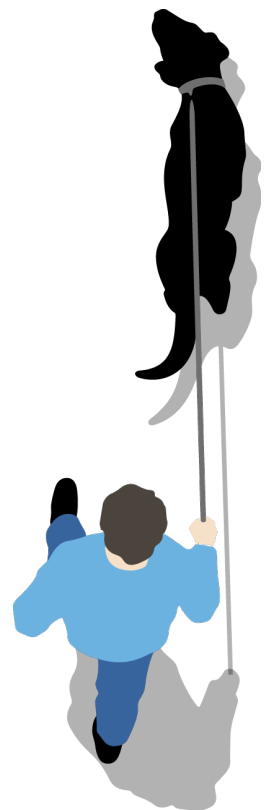
**LIVING STREETS SCOTLAND** has a number of relevant programmes.

**WOW** which works with schools to promote active travel.  
For more information contact [rebecca.simpson@livingstreets.org.uk](mailto:rebecca.simpson@livingstreets.org.uk)

**COMMUNITY PROGRAMME** which works with communities to assess and develop improvements to streetscape.  
For more information contact [penny.moriss@livingstreets.org.uk](mailto:penny.moriss@livingstreets.org.uk)

**WALKING CONNECTS**, a Big Lottery funded project which aims to improve older people's wellbeing through walking.  
For more information contact [penny.moriss@livingstreets.org.uk](mailto:penny.moriss@livingstreets.org.uk)

A range of **WALKING INITIATIVES** which offer guided walks for people at a range of abilities and degrees of difficulty exist across Scotland. These can be targeted at residents generally or be targeted at those with specific conditions, for example those with heart or other physical difficulties or for those with dementia or Alzheimers. As the organisation and delivery of these is generally organised locally, it is best to seek information through the local Third Sector Infrastructure organisation. Your local organisation can be found at [www.vascotland.org](http://www.vascotland.org)





A guide to assessing **HEALTHY STREETS** and a set of associated indicators have been produced for Transport for London. This is a very useful resource which could be used in a variety of different geographies.

These can be accessed at <https://healthystreets.com>

**THE PLACE STANDARD** tool is a simple and methodical tool to structure conversations about place. It allows groups to consider the social as well as the physical aspects of a place. It allows groups to highlight the positive as well as the areas where there is room for improvement.

It can be accessed at <https://placestandard.scot/>

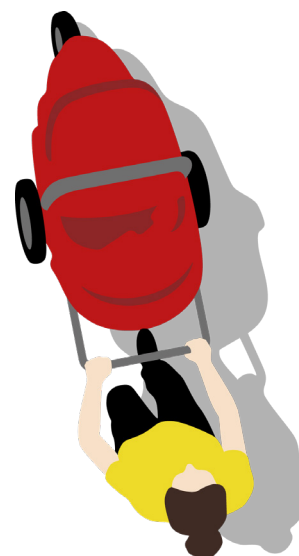
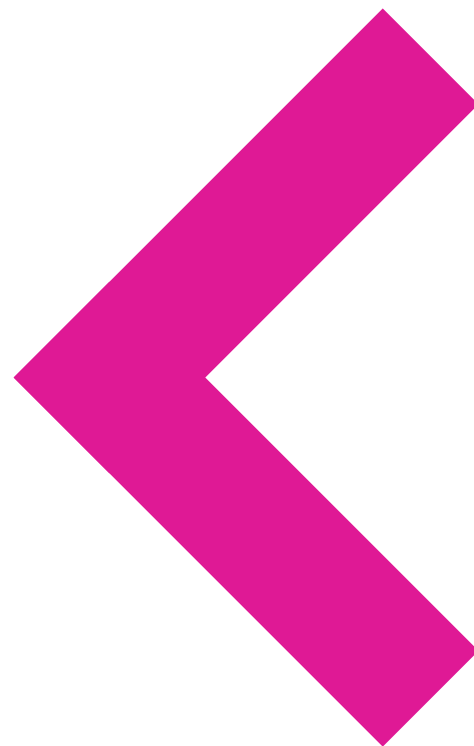
**TRANSPORT SCOTLAND** has produced Guidance on the introduction of 20mph speed limits. This can be accessed **online**.

## **THE SCOTTISH GOVERNMENT'S INDIVIDUAL, SOCIAL AND MATERIAL (ISM) TOOL**

is a useful behaviour change model to explore. It has been successfully used to develop new policies and interventions, and as an analytical framework to evaluate previous research or intervention activity. Underpinning the use of the tool is an understanding that, for substantive and lasting behaviour change, we should work across multiple contexts, involve multiple stakeholders in fostering behaviour change and combine or consider a package of interventions and routes to change that are mutually reinforcing. You may need support in use of the tool but this is well worth considering.

The ISM Tool was used at the beginning of this project and as part of the delivery in Inverness. It has provided insights at various levels – it helped us explore why lowering speed and 20mph areas are important, the bigger context in which they sit, the motivations for certain behaviours and change within various stakeholders – and the actions which need to be taken to bring about lasting change. The learning from the use of the ISM tool is incorporated into this resource.

The tool can be accessed **online**.

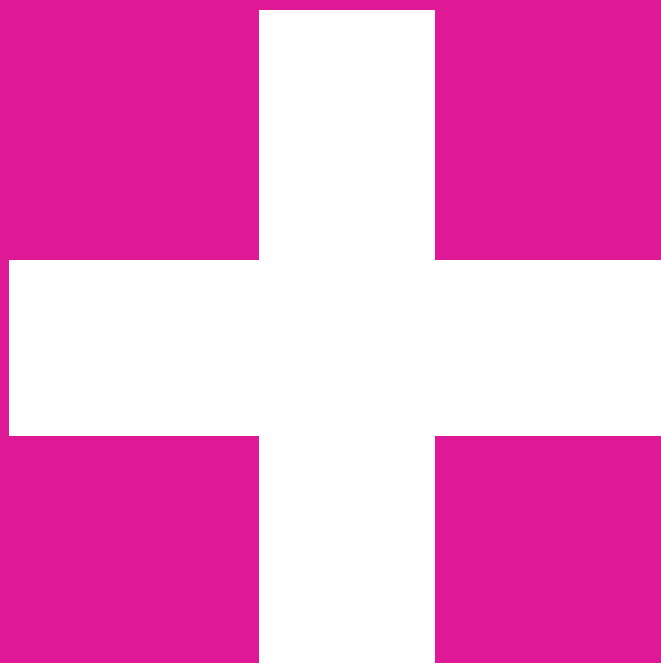


# FUNDING

A range of sources of funding are available to support exploration of local issues, community involvement and engagement, feasibility studies and delivery.

Third Sector Infrastructure organisations are a good source of information on local and national funders and can offer support and advice on the best fund for your activity and the application process.

In addition both Sustrans and Paths For all have specific funds which support active travel.





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