

20's Plenty for Kendal

20's Plenty



Where People Live

Briefing note for Kendal BID Board

In the New Year, Kendalians will be asked to support Kendal Town Council in calling on Cumbria County Council to introduce a **20mph speed limit throughout Kendal**. Local campaign group *20's Plenty for Kendal* wants you to support this initiative.

20's Plenty for Kendal believes that a general 20 limit in Kendal will **save lives**, reduce the number and severity of collisions, reduce pollution and be **good for Kendal's community and economy**.

We think the evidence is plain if you're willing to look at it honestly. **Default 20mph limits are being introduced all over the UK**, with nearly **13 million people** already positively benefitting, and solid support for it within those communities.

Public support for wide area 20mph limits runs at 60%+ before implementation, and support increases in communities once it's introduced.

So why is it good for business?

- First, it saves lives and reduces injuries – to you, your loved ones, your staff, your customers and their families. You pay for the current level of traffic casualties in your taxes, in lost staff hours and expertise, and in loyal customers. **Reducing casualties saves you money.**
- 20 limits (without traffic calming measures) reduces stop/start driving and smoothes traffic flow. This is good for fuel consumption, reduces minor collisions involving expensive repairs, and makes driving less stressful. Insurance premiums drop in 20mph limit postcodes. **If you run even one business vehicle, 20 mph will save you money.**
- 20 limits encourage walking. More walking means **more footfall** past your business. It also means **healthier staff taking less sick-leave!**
- Properly informed, most of your **customers will be in favour** of default 20 limits. If they think you don't care about the safety of them and their children, **how will you retain their custom?**

We will be working with all the local schools, the business community, residents, the police and Councils to make this happen. **We want you to consider how much support your business is prepared to offer.**

We are not calling for physical traffic calming, or punitive, costly enforcement. Compliance with wide area limits is achieved through public support, coupled with soft measures including social disapproval, compliant vehicles speed-limiting other traffic, driver education and community speed-watch projects. Cumbria Police are likely to maintain their current level of speed enforcement.

Most people, most of the time, stick roughly to the 30 limit without physical measures or punitive enforcement. We believe that most people, most of the time will stick roughly to 20 limits too. And that'll be good for Kendal, and good for you.

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