

27/12/2014



PRESS RELEASE

New Campaign group start-up – 20's Plenty for Kendal

Three Kendalians have set up a new campaign group for the town, called 20's Plenty for Kendal.

Three Kendal residents (Rory Black, Alastair Dunn and Paul Holdsworth) decided to promote default 20mph speed limits for Kendal by setting up a local branch of the national campaign group **20's Plenty for Us**¹. The move is in response to Kendal Town Council's recent² decision to consult Kendal residents over the option of introducing area-wide 20mph speed limits on urban streets in the town, in 2015.

Said Alastair: "Before the Town Council decision, I didn't really know much about default 20 limits. But I read up on it and quickly realised it would be great for the safety of my own children – and with loads of benefits for all Kendalians, too!"

Key benefits are:

- **Traffic safety** – 20 limits are up to 7 times safer compared to 30 limits, and 10 times safer for children and older people. 20mph is much more forgiving. A simple mistake that can result in serious injury - or worse - at 30, is much more likely to leave everyone unscathed at 20.
- **Better for motorists** – less stop/start traffic means smoother, safer driving, steady traffic flows, less congestion, fewer bumps and shunts, lower insurance premiums and better fuel efficiency (yes, really!)
- **20 limits, not 20 zones** – high levels of compliance throughout town WITHOUT physical traffic calming. Your suspension is safe with 20's Plenty!
- **Better for business** – lower fleet running costs; more walking means more footfall past shops; less pollution, less congestion and less traffic noise means a more attractive trading environment

Rory said: "I run a local business, and I know that this will be really good for us. We already have businesspeople in town supporting 20 limits, and as people learn more about the benefits, we know more will come on board."

Paul added; "It's easy to imagine problems with 20's Plenty – will I be able to drive more slowly? Do we really need this? Won't it cause congestion instead of easing it? That's why we've set up this group, to help Kendalians understand why it makes sense. Over 13 million people already live in local authorities that are adopting this policy – we don't want Kendal to be left behind!"

¹ See www.20splentyforus.org.uk

² KTC meeting, November 3, 2014

20's Plenty for Kendal is already working with local schools, businesses and residents. We're keen to work with the local media too. Please contact us for interviews, news stories, facts and figures.

Contact:

Paul Holdsworth 07917 312911 paulandlydia@yahoo.com

Alastair Dunn 07885 650494 20splentyforkendal@gmail.com

Rory Black 01539 723254 rory@thedesignworks.co.uk

On Twitter: @20sPlentyKendal