



Cabinet Member Report

Decision Makers:	Councillor Andrew Smith, Cabinet Member for Environment and Highways
Date:	22 April 2020
Classification:	General Release
Title:	Recommendation to implement a Borough-wide 20mph Limit
Wards Affected:	All Wards
Key Decision:	Yes
Financial Summary:	If implemented, the cost of delivering the Borough-wide 20mph Limit scheme would be in the region of £1,406,887. This includes the Traffic Management Order process, a major Communications Plan, the implementation of a comprehensive signs and lines scheme and the erection of more Vehicle Activation Signs across our highway network. An allocation of £1,406,887 has been identified in the Westminster Capital Programme for 2020/21.
Report of:	Kevin Goad Director, City Highways

1. Executive Summary

- 1.1 Road safety in Westminster is the responsibility of the City Council, Transport for London (TfL) and the Police. The number of 'Killed and Serious Injury' (KSI) casualty related collisions that occur daily on the combined Westminster and TfL Red Route highway network since 2015 is no longer reducing (there were 3 Killed and 269 Seriously Injury casualties in 2018 - which is the highest of any London Borough). Accordingly, the City Council must take steps to arrest this serious trend, especially in respect of the need to reduce the number of 'Vulnerable' KSIs, i.e. motorised vehicle collisions with pedestrians, cyclists and the riders of motorcycles and mopeds across our urban street environment.
- 1.2 Later this year the proposed Westminster Road Danger Reduction Plan 2020 will be developed in partnership with a wide range of stakeholders and in the meantime

the introduction of a Borough-wide 20mph Limit will aid our ambition to reduce the severity of those KSIs that occur on Westminster's combined Highway Network, ie the City Council and TfL's Red Route networks together.

2.0 Recommendations

2.1 It is recommended that the Cabinet Member for Environment and Highways agrees that the proposed Borough-wide 20mph scheme is implemented on the basis of:

- Final design and delivery on the street is subject to the ongoing changes to the City Council's services as it manages the current COVID-19 crisis and when an agreed point in the future is reached where the delivery of new schemes can be re-activated again
- The results of the recent public consultation that ended on 10 December 2019, where two thirds of the respondents supported the proposed scheme;
- The supporting KSI casualty related collisions evidence which indicates that these have flatlined since 2015 and that many of these relate to collisions with 'Vulnerable' Pedestrians and Cyclists, of which a Borough-wide 20mph Limit can greatly reduce the severity of such;
- The supporting evidence of the 2017 trial of 39 20mph Zones where demonstrable reductions in recorded speed were evident;
- Government legislation that empowers the City Council to consider the implementation of a Borough-wide 20mph Limit across its Highway Network;
- The proposed Communications Plan that is set out in Section 9 and Appendix 4 of this report which includes the additional items set out in Paragraph 9.3, which in particular seeks approval for the placing of 20mph Limit messaging on City Council contracted vehicles and the hiring of advertising space on the backs of selected London buses;
- The proposed Highways Scheme of 20mph on-street signs that is set out in Section 10 of this report; and
- The proposed estimated £1,406,887 cost of implementing the combined Communications Plan and Highways Scheme programme in 2020/21, as set out in Section 11.

3. Reasons for Decision

3.1 In 2018 there were three fatalities on Westminster's combined highway network and a further 269 individuals were seriously injured. By reducing our Borough-wide speed limit from 30mph to 20mph will mean that a person is five times more likely to survive if it is in a collision with a motorised vehicle.

3.2 A 20mph Westminster speed limit will also encourage a calmer and more respectful street environment for all of us who live, work, study or visit our great city. The proposal will also seek to encourage more to walk and cycle which in turn will deliver wider health and wellbeing benefits across all age groups.

3.3 66% of respondents to the recent public consultation of a Borough-wide 20mph Limit were in support of the proposed scheme and a 20mph borough is also a key aim of our *City for All* ambition to develop a *Greener and Cleaner Westminster*.

4. Background

- 4.1 A trial of 39 20mph Zones in Westminster was implemented in 2017 and this received an overwhelming level of support from residents and stakeholders alike. The trial's consultation headline was that 73% thought it would be safer to walk and cycle if there were more 20mph Limits across their communities.
- 4.2 Another key project stage of the 2017 trial was the undertaking of 'Before and After' speed measurement surveys through the use of 'Automatic Traffic Counters' (ATC's) placed across the road at 255 locations. The survey concluded that there was an average reduction across all roads of 0.4mph and of those roads where there was a recorded speed of 20mph and above it was found that the average reduction in speed was a greater 1.12mph. This evidence contributed towards the decision to make them permanent. This broad level of reduction is in line with other London Borough 20mph Limits that have recently been implemented.
- 4.3 The success of the trial zones also influenced the decision to undertake a public consultation on the proposal to implement a Borough-wide 20mph Limit similar to those recently implemented across most other Central London boroughs, such as the City of London.

5. The Borough-wide consultation

- 5.1 The proposed Borough-wide 20mph Limit public consultation was launched on 17 September 2019 and ended on 10 December 2019, a period of 12 weeks.
- 5.2 The overarching ambition of the proposed scheme was set out in the consultation material as follows:
Reducing speeds reduces the severity of accidents and makes it safer to walk and cycle around the City - also to improve public space and to encourage more healthy, active lifestyles.
- 5.3 And the key determinants of the consultation were to understand:
- What people think about the proposed speed limit change and the reasons why they support/ or oppose it
 - What perceptions would a Borough-wide 20mph Limit have on road safety, all modes of transport, air quality, noise levels, community health etc
 - Whether the proposed scheme would actively encourage the use of alternative forms of transport, especially walking and cycling; and
 - To greater learn about people's priorities and ideas on how to achieve a *Greener and Cleaner City*.
- 5.4 The consultation centred on the publication and promotion of an on-line questionnaire and its hard copy equivalent as well making contact with a wide range of consultees and inviting them to write to/ or email the City Council with their views. This was achieved through the following avenues of communication:
- A dedicated webpage www.westminster.gov.uk/20mph
 - Consultation leaflets and posters were extensively mailed, handed out to local community centres, libraries, schools etc

- Targeted emails were sent to Residents' Associations, Housing Associations and a broad ranging list of other stakeholders that were identified at a stakeholder mapping workshop. Also use of our existing mailing lists for the recent Westminster City Plan consultation and other major Highways scheme consultations were drawn upon
- Content was included in a number of the City Council E-newsletter publications that were sent out to a wide range of residents and businesses
- Eight Borough-wide 20mph consultation 'Drop-in' sessions were held across Westminster
- Pull-up banners were used to promote the drop-in sessions and the consultation at large
- A continuous media and press programme was managed which included extensive use of messaging on Twitter and Facebook; and
- We had a display table at the Westminster Open Forum event at the Westminster Academy, 28 October 2019.

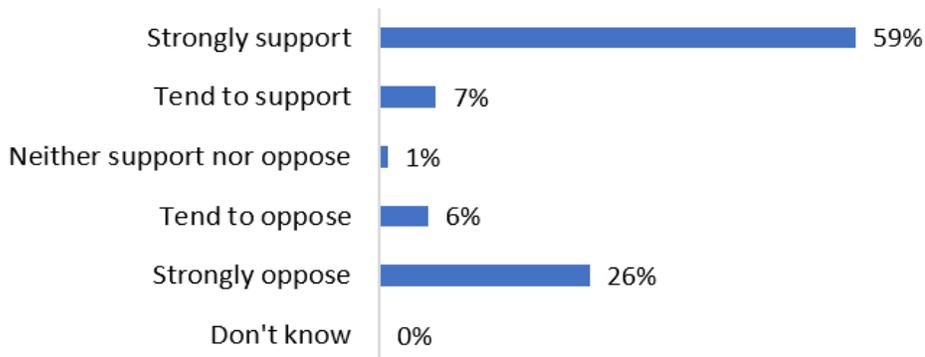
6. Results of the consultation

6.1 For a more detailed evaluation of the consultation please refer to Appendix 3 which is an analysis report that was produced by the Westco - Research and Insights Team in February 2020.

6.2 In total 1,585 people responded to the questionnaire and 24 individual written responses were received, noted and analysed. Of the 1,585 figure: 64% were residents; 15% were regular visitors to Westminster; 14% were workers or students; whereas representatives from organisations, local employers and campaign groups were in much smaller percentages.

6.3 Of the questionnaire the key question was:
'Q11 To what extent do you support or oppose the council's plan to implement a 20mph speed limit across the City of Westminster'

Of which two thirds (66%) supported (ie *Strongly support* plus *Tend to support*) the proposal and just under one third (32%) opposed it (ie *Tend to oppose* plus *Strongly oppose*), as illustrated by the figure from the Westco report below:



Q11. *'To what extent do you support or oppose the council's plan to implement a 20mph speed limit across the City of Westminster?'* Source: 1,585 respondents to the 20mph Consultation, September - December 2019.

6.4 The table below concerns the 1,046 respondents who supported the proposal (ie the 66% share above) by respondent type and ranked expectations of the proposed Borough-wide 20mph Limit scheme.

6.5 The orange shaded boxes indicate where there is much support for particular stated reasons. This indicates that the vast majority of these respondents believe that the scheme would encourage a safer Westminster highway network, in particular for cyclists.

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of responses</i>	1,046	616	170	187	17	35
Safety – pedestrians, children - encourages more walking, makes crossing the road easier	48%	45%	54%	53%	65%	46%
Safety – other / all road users, makes accidents less serious	37%	37%	28%	45%	41%	40%
Speeding – reduces traffic / cars / motor bikes speeding	29%	29%	29%	25%	29%	46%
Safety – cyclists, encourages more cycling	28%	20%	37%	49%	41%	23%
Improves / reduces pollution	27%	28%	24%	27%	18%	11%
Safety - would reduce number of accidents, time to react & stop	15%	13%	15%	20%	35%	29%
Makes it a more pleasant / calmer environment generally	12%	8%	12%	23%	29%	14%
Discourages the use of cars	12%	10%	9%	17%	29%	11%
Concerns about enforcement / policing	11%	12%	10%	10%	12%	14%
Improves / reduces traffic noise	11%	12%	8%	9%	6%	9%
Consistency within Westminster / with other boroughs	9%	7%	9%	11%	29%	26%
Cannot go over 20mph anyway / won't prolong journey times	9%	9%	5%	11%	6%	3%
Improve traffic flow / avoid bottle necks / congestions	6%	6%	6%	9%	0	3%
Encourages more use of public transport	3%	3%	2%	4%	12%	0
Other answers	7%	7%	6%	4%	24%	20%
Not stated	3%	2%	4%	3%	0	6%

Q12. 'Please explain in summary why you support the proposal to implement a 20mph speed limit across the City of Westminster.' Source: of the 1,046 in support of the 20mph Consultation, September - December 2019

6.6 And of those 516 (32%) respondents to the questionnaire who did not support the proposed scheme the distribution of their responses is set out in the table below.

6.7 The orange shaded sections indicate that two key concerns that prevailed for those who opposed the proposed scheme namely 'Be selective - not needed on all roads' and it 'Would make no difference, not necessary, unreasonable'

	Total	Resident	Worker / student	Visitor	Business	Stakeholder groups
<i>Number of opposers' responses</i>	516	388	53	56	6	4
Be selective – not needed on all roads	33%	30%	21%	17%	0%	30%
Would make no difference, not necessary, unreasonable	31%	43%	23%	17%	75%	43%
Pollution / emissions – would make it worse	28%	21%	20%	0%	25%	21%
Congestion – would make it worse	27%	25%	16%	33%	0%	25%
It's too slow / it's hard to drive at 20mph	27%	28%	18%	0%	0%	28%
Increasing journey times, can't get around quickly	21%	13%	14%	33%	25%	13%
Concerns about enforcement / policing	17%	8%	11%	0%	0%	8%
No evidence of reduction in number of accidents	14%	11%	13%	0%	25%	11%
Be selective – not needed at all times	14%	19%	9%	17%	0%	19%
It creates frustration / anger / stress	12%	9%	16%	17%	0%	9%
It is just a way for WCC to generate revenue	9%	6%	9%	0%	0%	6%
Concerns about bike lanes and cyclists – implement cycling restrictions, regulate cyclists, enforce speed limits	8%	13%	7%	0%	0%	13%
Less attentive drivers – drivers not alert at 20mph, watching speedometer	7%	4%	5%	17%	0%	4%
Cost of implementation	3%	4%	2%	0%	0%	4%
Negative impact on businesses / high street / shops	2%	0%	2%	0%	25%	0%
Other answers	14%	13%	14%	0%	25%	13%
Not stated	5%	4%	16%	0%	0%	4%

Q13. 'Please explain in summary why you oppose the proposal to implement a 20mph speed limit across the City of Westminster.' Source: 516 opposers to the 20mph Consultation, September - December 2019

- 6.8 In respect to other determinants of the questionnaire findings in areas such as: Transport modes of choice; Geographical distribution of the consultees; Age, Gender etc; Areas of road safety concern and their prioritisation; Concerns about the environment; Health and wellbeing etc please refer to Appendix 3 which is the analysis report that was produced by the Westco - Research and Insights Team in February 2020.
- 6.9 Of the 24 individual written responses that were noted and analysed it is advised that 79% supported the Borough-wide 20mph Limit proposal and 17% opposed it, with the remaining percentage being attributed to there being no clear indication either way. Of these responses it is noticeable that a high 58% stressed concern about how a 20mph Limit would be enforced. Again for more information about these responses to the consultation please refer to Appendix 3, the Westco analysis report.

7. Other Central London Boroughs, TfL and the Royal Parks' plans for 20mph Limits in Westminster

- 7.1 In 2013 the Department for Transport (DfT) significantly amended its formal guidance to local authorities, Highways England etc about the setting of speed limits across the nation's highway networks. The guidance recommended that urban local authorities in particular should consider the amendment of their 30mph Limits to 20mph Limits where there is predicted reductions in casualties and there is support amongst communities.
- 7.2 The new guidance has led to a review of speed limits across a number of Central London Boroughs and this in turn has led to the roll out of borough-wide 20mph Limits across seven of the nine central authorities, ie all of them except the Royal Borough of Kensington and Chelsea and the City of Westminster.
- 7.3 The London Vision Zero Action Plan (July 2018) sets out TfL's ambition to eliminate all KSI related collisions across the combined London highway network by 2041. Within the Action Plan are proposed commitments from stakeholders, such as the London Boroughs, to draw up strategies that help London reach this very ambitious Vision Zero target.
- 7.4 The Action Plan also sets out what is proposed for making Heavy Goods Vehicles, London buses, cyclists etc safer on the road, and central to this is for London to have lower road traffic speeds especially within the capital's dense urban areas. So now in early 2020 TfL is in the process of implementing 20mph Limits on sections of the Transport for London Road Network (TLRN), aka Red Routes, in/ and around the existing Congestion Charging/ Ultra Low Emission Zone (ULEZ) which includes Victoria Embankment, Millbank (which commenced on Monday 2 March 2020) and Edgware Road between Marble Arch and its junction with Harrow Road (to be implemented in late March/early April) in Westminster. The expectation is that further sections of the Red Route network across Westminster and Central London at large will become 20mph Limits in the very near future.
- 7.5 Last year The Royal Parks consulted on a first stage of its 'Movement Strategy' and this has recently moved onto a second development stage. Within this is a proposal to consider the implementation of a 20mph Limit across all/ or some of its estate. The City Council, TfL and the Police will continue to work with The Royal Parks on the development of its Movement Strategy.

8. Speed enforcement

- 8.1 From the outset the proposed scheme is considered to be 'Self Enforcing' in terms of roadside speed enforcement on the basis that the average speed across Westminster is already well below 20mph and that much of the Westminster urban and dense highway network design is not intended for higher speeds. Currently the City Council does not have the powers to undertake speed enforcement on its highway network. Nonetheless London Councils, which represents the interests of all London Boroughs, is evaluating recent advice from the Government about possible powers being granted to Local Authorities to undertake speed enforcement

on their own streets, on a de-criminalisation of legal powers basis. Such change however is a long way off so this is not an option for the City Council to consider at this stage.

- 8.2 In the meantime the Police have indicated a general support for the City Council's proposed Borough-wide 20mph Limit scheme in line with the London-wide Vision Zero action plan. If implemented, the City Council and the Police will keep the Borough-wide 20mph Limit under continual review. No additional Police speed enforcement will take place beyond routine enforcement.
- 8.3 If the scheme is approved and then implemented by mid to late September 2020 it is advised that a small number of minor Local Safety Schemes may become necessary on key sections of the highway network. However since there is no reliable means to predict such potential need for any such intervention schemes it is advised that these will be considered on an as/ and when basis if/ when the need arises.
- 8.4 In addition to speed enforcement partnership working with the Police there are 100 Vehicle Activation Signs (VAS) on our roads that flash up the speed limit to any drivers who exceed it and a further 50 will be erected across Westminster, if a Borough-wide 20mph Limit gains approval. In addition, the City Council is working with the Police and interested residents with a 'Community Speedwatch' campaign where residents are loaned road-side 'speed detection guns' which enables them to report any local speeding concerns to the Police. If a Borough-wide 20mph Limit were approved a review of the current Community Speedwatch arrangements will be undertaken and will be expanded if there is local support.

9. Communications Plan

- 9.1 If a decision is made to progress with the scheme and for implementation to commence from June onwards, a comprehensive and City Council corporate Communications Plan will be essential to support its launch and onward messaging, especially in respect to its association with our wider *Greener and Cleaner City* pledge.
- 9.2 It is advised that the proposed Communications Plan will consist of the following elements:
- Lamp column banners on selected strategic roads, local high streets etc which would make the scheme very visible to all road users
 - Articles in print and on digital publications, first to announce the approval of the proposal and then at key project delivery milestone stages thereafter
 - Targeted emails to key stakeholders, including a wide range of resident groups, transport interest groups and possibly parking permit holders etc
 - Social media posts before and after the new speed limit is introduced
 - Consistent messaging on the City Council website
 - Posters sent to a range of local centres eg libraries, community centres, schools etc
 - Press release and photo opportunities with Cllr Andrew Smith, Cabinet Member for Environment and Highways; and
 - Letters sent to schools from Cllr Andrew Smith

- 9.3 Some additional options are being developed and costed for which outline approval is also sought:
- Messaging on City Council contracted vehicles including the Veolia waste collection fleet
 - Adverts published in local newspapers; and
 - Adverts on the back of buses which are a useful way to catch the eye of drivers on the road.
- 9.4 Please refer to Appendix 4, which is an infographic summary of the proposed Communications Plan for consideration.

10. Highways Scheme and wider Delivery Programme

- 10.1 Final design and delivery of the scheme is subject to the current and ongoing mass change to the City Council's services as it addresses the COVID-19 crisis. Therefore there needs to be an agreed point in the future before the City Council can re-commence the delivery of the scheme on the street together with the activation of its supporting Communications Plan.
- 10.2 Taking account of the above suspension, the Delivery Programme below still consists of the recommended Communications Plan and the Highways Scheme combined but the stated timeframes are solely for indicative reasons only. These will be reviewed for amendment with the Cabinet Member when the time is right to re-start the design and delivery of the recommended scheme.
- 10.3 Notwithstanding the above holding position, it's advised that the Highways Scheme is proposed to consist of a phased programme of: Traffic Management Order making (TMO), Design work and; a vast mass action on-street Signs Implementation programme that will be applied across the borough. The latter consists of a 'Boundary 20mph signs scheme' closely followed by a 'Internal repeater 20mph signs scheme'.

	2020								
	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec
Communications Plan – Commercial and materials									
WCC website update									
Promotional animation									
Posters (community sites including libraries) and community centres)									
Publication of magazine / newsletter articles									
Social media messaging including Twitter and Facebook									
Cabinet Member letter to schools									
Press release and Cabinet Member photo opportunity with a school/specific location									
Newspaper adverts (optional)									
Communications Plan – On street promotion									
Lamp Column banners									
Hired Vehicle Message Signs (VMS) X4									
Messaging on Westminster fleet vehicles (optional)									
TfL Bus back promotions (optional)									
Highways Scheme									
Traffic Management Order Making (TMO)									
Boundary 20mph Signs erection									
Internal/ Repeater 20mph Signs erection									
Vehicle Activations Signs (VAS) X200									

As at 30.03.20

11. Financial Implications

11.1 The projected cost of a Borough-wide 20mph scheme will be in the region of:

Communications Plan - Commercial and materials	
£300	Photo shoot with school or at a 20mph location
£300	Targeted social media push on Twitter and Facebook
£1,000	Newspaper advertisements x2
£3,520	Animation for social media and website content etc
£1,500	Graphics work
£1,000	Leaflets
£5,820	Sub total
Communications Plan - On street promotion	
£20,000	Lamp Column banners x100 (subject to lamp column push testing)
£30,000	Hired mobile Vehicle Message Signs (VMS) X4 for one month
£15,000 *	Four weeks of TfL Bus advertising on three routes
£1,000 *	Borough vehicle 'fleet' stickering
£66,000	Sub total
Highways Scheme	
£675,000	Civil works including Design and Implementation of signs
£193,000	Lighting contract works for certain signs
£6,000	Traffic Management Order (TMO) making
£69,529	Client and third party costs
£188,878	Risk and Contingency
£1,133,267	Sub total
Vehicle Activated Signs (VAS)	
£200,000	For 50 additional VAS
Full scheme cost (2020/21 estimated)	
£1,406,887	

* These are additional Communications Plan items that are over and above those taken to Informal Cabinet and Group in early 2020. Formal agreement is therefore sought in the Recommendations section of this report.

11.2 The above total cost of £1,406,887 will all be attributed to the 2020/21 year and will be funded from a single contribution from the 2020/21 Westminster Capital Programme, of which such an allocation has been formally agreed.

11.3 Thereafter from 2021/22 it is advised that £5,000 per year will be allocated from the annual Local Implementation Plan (LIP) settlement from TfL for onward promotion of our Borough-wide 20mph Limit as a means to periodically remind drivers of its existence.

12. Legal Implications

- 12.1 The Road Traffic Act 1988 s39 (Legal duty for Road Safety) indicates that each relevant authority must:
Prepare and carry out a programme of measures designed to promote road safety; carry out studies into accidents arising out of the use of vehicles...within their area; and in the light of those studies, take measures as appear... to be appropriate to prevent such accidents.
- 12.2 Pursuant to the above statutory provision the City Council undertook a detailed study of the KSI collisions on the Westminster Highway Network in 2016/17, and concluded that these rates were high and that a trial of 20mph Zones and then a possible Borough-wide 20mph Limit thereafter would do much to substantially reduce the severity and number of casualties suffered on our road network (there were 272 KSIs on the combined Westminster Highway Network in 2018 - which is the highest of any London Borough).
- 12.3 The Traffic Management Act 2004 (TMA) requires: Local Authorities to manage and maintain their road network and reduce traffic congestion through a range of measures and powers for regulation and enforcement; and requires Local Authorities to have regard for road safety in applying these provisions. As above the levels of KSI injured collisions on the Westminster Highway Network is very high so a Borough-wide 20mph Limit would do much to address this deep concern.
- 12.4 The Department for Transport (DfT) circular guidance 01/2013 Setting Local Traffic Speeds was published in 2013 and revised how responsible authorities should review and revise speed limits. This encourages traffic authorities to consider the introduction of more 20mph limits and zones, over time, in urban areas and built up village streets that are primarily residential to ensure greater safety for cyclists and pedestrians. The guidance indicates that the purpose of 20mph areas is to create conditions in which drivers naturally drive at around 20mph as a result of traffic calming measures or the general nature of the location. Given that the average road traffic speed in Westminster at the 39 trial sites is 15.85mph (of a study of 202 speed count sites) and that its streets are urban and congested most of the time in nature and of limited carriageway width, it is considered that suitable road conditions for a Borough-wide 20mph Limit already exists, ie without the need for wholesale re-designing of the highway network.
- 12.5 The Mayor's Transport Strategy 2018 includes Proposal 9 'The Mayor, through TfL, the boroughs and policing and enforcement partners, will seek to reduce danger posed by vehicles by: a) Introducing lower speed limits and improving compliance with speed limits through design, enforcement, technology, information and appropriate training. Twenty miles per hour limits will continue to be implemented on London's streets...TfL will work with the boroughs to implement lower speed limits on their streets, prioritising designs that are self-enforcing and that do not place an additional burden on policing partners.'

13. Consultation

- 13.1 The 2017 trial of 20mph Zones was complemented by a proportionally sized consultation campaign that sought views about the scheme. Then for the September 2019 public consultation on a Borough-wide 20mph Limit extensive contact was made with a much wider range of residents, businesses, stakeholders etc. For more information regarding the consultation please refer to Appendix 3 - the Westco report or Section 9 above. Samples of the branding and messaging used for the campaign can be viewed below:
- 13.2 If approved for implementation a Borough-wide 20mph Limit would also be subject to a Traffic Management Order (TMO) which includes a period of consultation with stakeholders. Any comments received through the TMO process will need to be taken into consideration and incorporated into the scheme's final design stage.



City of Westminster 2019

14.0 Equalities assessment

- 14.1 Under the Equalities Act 2010 the City Council has a “Public Sector Equality duty”. This means that in taking decisions and carrying out its functions it must have due regard to the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the 2010 Act;
- To advance equality of opportunity between persons who share a relevant protected characteristic (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it; and to
 - Foster good relations between persons who share a relevant protected characteristic and those who do not share it.
- 14.2 The City Council is also required to have due regard to the need to take steps to take account of disabled persons’ disabilities even where that involves more favourable treatment; to promote more positive attitudes toward disabled persons; and to encourage participation by disabled persons in public life. The 2010 Act states that “having due regard” to the need to promote equality of opportunity involves in particular having regard to:
- The need to remove or minimise disadvantages suffered by persons sharing a protected characteristic;
 - Take steps to meet the needs of persons sharing a protected characteristic that are connected with it;
 - Take steps to meet the needs of persons who share a protected characteristic that are different from those who do not; and
 - Encourage persons with a protected characteristic to participate in public life or any other activity in which participation by such persons is disproportionately low.
- 14.3 The courts have held that “due regard” in this context requires an analysis of the issue under consideration with the specific requirements set out above in mind. It does not require that considerations raised in the analysis should be decisive; it is for the decision-maker to decide what weight should be given to the equalities implications of the decision.
- 14.4 The equalities impact of the proposed introduction of the Borough-wide 20mph speed limit has been considered, and the City Council is satisfied that it will not negatively impact those with mobility difficulties. A safer road network will make our communities more inclusive for all.

Appendix:

20mph Speed Limit Consultation report

If you have any queries about this report or wish to inspect any of the Background Papers, please contact: Hugh Brennan, Transport Programme Manager, hbrennan@westminster.gov.uk

For completion by the Cabinet Member for Environment and Highways

Declaration of Interest

I have <no interest to declare / to declare an interest> in respect of this report: Westminster’s Street Types - final approval

Signed:

Date:

.....

NAME: Councillor Andrew Smith, Cabinet Member for Environment and Highways

State nature of interest if any:

.....

.....

(N.B: If you have an interest you should seek advice as to whether it is appropriate to make a decision in relation to this matter)

For the reasons set out above, I agree the recommendations in the report entitled **Recommendation to implement a Borough-wide 20mph Limit** and reject any alternative options which are referred to but not recommended.

Signed

Councillor Andrew Smith, Cabinet Member for Environment and Highways

Date

If you have any additional comment which you would want actioned in connection with your decision you should discuss this with the report author and then set out your comment below before the report and this pro-forma is returned to the Secretariat for processing.

Additional comment:

.....
.....
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.....
.....

If you do not wish to approve the recommendations, or wish to make an alternative decision, it is important that you consult the report author, Director of Law, the Executive Director of and, if there are human resources implications, the Director of People Services (or their representatives) so that (1) you can be made aware of any further relevant considerations that you should take into account before making the decision and (2) your reasons for the decision can be properly identified and recorded, as required by law.

Note to Cabinet Member: Your decision will now be published and copied to the Members of the relevant Policy & Scrutiny Committee. If the decision falls within the criteria for call-in, it will not be implemented until five working days have elapsed from publication to allow the Policy and Scrutiny Committee to decide whether it wishes to call the matter in.

Appendix 2

Other Implications

1. Resources Implications

All Capital and all other chargeable costs for the implementation of the full Borough-wide 20mph scheme will be included within the Coty Council's Capital Programme

2. Business Plan Implications

A Borough-wide 20mph Limit would fully align with the key City for All pledge to create a *Greener and Cleaner City*

3. Risk Management Implications

Component schemes and project risks should be managed through the projects Risk Register

4. Health and Wellbeing Impact Assessment including Health and Safety Implications

A Borough-wide 20mph Limit would bring considerable Health and Wellbeing benefits to all those residents, workers and those who study or visit Westminster in terms of safer roads, cleaner air and the encouragement of those to walk and cycle.

5. Health and Safety issues

All component schemes and projects will be identified and addressed in accordance with the Construction, Design and Management Regulations 2015

6. Crime and Disorder Implications

The measures in this report are not directly expected to have any implications under the Crime and Disorder Act 1998

7. Impact on the Environment

Existing materials that are taken up will be recycled wherever possible. Many of the component schemes and projects encourage more sustainable modes for travel

8. Staffing Implications

There are no direct staffing change implications arising from this report

9. Human Rights Implications

There are no human rights implications arising from this report

11. Energy Measure Implications

The component schemes and projects have much potential in reducing use of motorised vehicles

12. Communications Implications

There will be a long term commitment for the City Council to promote a Borough-wide 20mph Limit, but this will be marginal in terms of resourcing.

20mph Implementation Communications

Objectives

Objectives of the Borough-wide 20mph scheme

- Improve road safety
- Reduce risk to those who are most vulnerable (pedestrians, cyclists, motorcycle & moped riders)
- Create an environment that encourages more walking and cycling
- Reduce car use
- Encourage more communal/ shared use of Westminster's road space, especially residential streets
- Create a more pleasant environment for all those who use public space in Westminster

Objectives of implementation campaign

- Ensure all vehicle drivers see 20mph signs signage / markings throughout the city
- Demonstrate the council's ambition to improve road safety and create more pleasant public spaces to residents, schools, businesses and visitors etc.
- Demonstrate to residents, schools and road safety groups that the council has listened and responded to their safety concerns

Strategy

Inform key stakeholders about:

- the change in the legal speed limit,
- why it has been introduced to respond to consistent safety concerns
- how it will improve safety in the City and make the environment more pleasant
- how it will complement TfL's programme to make its Red Routes safer
- how we have used the feedback of key stakeholders programme to make its Red Route, received through an in-depth consultation process, to help make the decision

Engage key stakeholders including drivers, residents, schools, businesses and visitors, whilst mitigating the risk of potential opposition from groups such as residents who drive and transportation companies

Change behaviour of vehicle drivers, encouraging them to reduce their speeds and reduce the risk for vulnerable groups

Change behaviour of residents, encouraging people to walk and cycle more, and to use communal / shared space more often

Outputs

- A comprehensive programme of 20mph roundel signs
 - 20mph carriageway markings
 - Digital Vehicle Activation Signs (VAS) on the highway
 - Lamp column banners
 - Articles in print and digital publications, announcing approval of the proposal and / or the date the new speed limit becomes effective
 - Emails to key stakeholders, including parking permit holders
 - Social media posts before, during and after the speed limit is introduced
 - Messaging on the City Council website
 - Posters in community centre, libraries sites
 - Press release and photographs
 - Letters to schools from Cllr Andrew Smith
- Some additional options are also being costed for the Cabinet Member's consideration:
- Messaging on Westminster contractor vehicles including waste collection vehicles
 - Adverts in local newspapers
 - Adverts on buses

Outcomes

- Vehicle drivers see clear signage / markings highlighting the new 20mph speed limit and adjust their speed
- Residents, schools, businesses and visitors learn that a 20mph speed limit has been introduced to improve road safety and make the environment more pleasant
- Pedestrians, cyclists, motorcycles and moped riders (the most vulnerable road users) feel safer in Westminster
- Residents and visitors find public spaces to be more pleasant due to the reduction in traffic / traffic noise
- More people choose to walk and cycle around central London, delivering more health and wellbeing benefits across all age groups

Audiences

- Residents and resident groups
- Schools / colleges / universities
- BIDS, businesses and business groups, workers / commuters
- Interest groups: road safety, accessibility / disability, cycling, walking and running, freight, taxi drivers, motorcycle riders, drivers
- Property owners / developers
- Councils
- Local media

