

20 February 10, 2014

Councillor David Topping
Environment Portfolio
Cheshire East Council
Westfields
Middlewich Road
Sandbach
CW11 1HZ

By post and email

Dear Mr Topping,

Re: Introduction of 20mph residential speed limit in Wilmslow

Further to our email exchange and on behalf of Transition Wilmslow and our petitioners, we would like to formally request the implementation of a default 20mph speed limit in residential areas.

We would re-iterate that setting a default speed limit at 20mph is the single most (cost-) effective measure you could introduce for a step change in the quality of life of residents throughout the town and local authority.

Even large conurbations such as Birmingham and Manchester have adopted 20mph speed limits as well as countless small towns such as ours over the last 10 years. Indeed the whole of Lancashire has rolled out this policy, and central government is calling on this to be the norm.

Why does Transition Wilmslow support this measure?

You may already be aware that Transition Wilmslow works with the local community to bring about small changes for a more sustainable and resilient living environment. The 20's Plenty for Us campaign supports our goals in the following ways:

Safer – “A pedestrian hit at 20mph has nearly 100% chance of survival. At 30mph nearly a quarter of pedestrians hit by a car would be killed.” *Source: Sustrans*

Healthier – improved quality of life for all, particularly for children, the disabled and the elderly. Less congestion for motorists: with switching to walking and cycling there would be fewer cars on the road, and by driving more slowly vehicles can pack in more

closely together thereby improving traffic flow and reducing stress.

Affordable – 20mph limits can be enforced without humps. There are also multiple sources of funding available, such as Section 106 from developers or by introducing the Community Infrastructure Levy, and partnerships with NHS trusts. *Source: from 20splentyforus.org.uk briefing sheets*

Low carbon – by encouraging people to walk and cycle, fewer cars on the road lead to fewer emissions and less pollution (including noise). Also, studies show that driving smoothly and only up to 20mph is more fuel efficient. *Source: from 20splentyforus.org.uk briefing sheets, An illustrated guide to traffic calming. by Dr Carmen Hass-Klau (1990)*

We also support **local businesses** as far as possible as we believe in the “local multiplier effect” for a resilient community. The proposed measure allows residents to shop on foot far more easily and slow moving traffic allows for more effective advertising of local business.

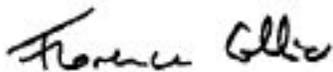
In addition it is **popular** – 80% of the public and 75% of drivers support 20 mph as a speed limit on residential streets. *Source: from 20splentyforus.org.uk, survey conducted by PACTS*

Attached are close to 170 signatures, which we have obtained through the website and through our market stall and the popular family bike rides. Some considerable effort has been put into the campaign, but we haven't yet leafleted or "walked the streets", which we plan to reserve for any eventual consultation. We have the support of local primary schools who are working especially hard to encourage walking and cycling to school. As you can see there is significant support without mounting a concerted campaign.

We would therefore ask that you begin the process of consultation and include this proposal in the Local Plan, as we do not see this mentioned so far in the available documentation.

Thank you for your support.

Yours Sincerely,



Florence Collier, on behalf of Transition Wilmslow

Enc. 20's Plenty for Wilmslow Petition
Cc. Wilmslow Town Council
Transition Wilmslow