15th July 2017

Dear Town Clerk,

**How can a general 20mph speed limit assist your council in achieving its objectives?**

We are organising a free conference at Theatre Severn in Shrewsbury on Saturday 30th September2017, 1300-1700, to hear from public health experts, local campaign groups in Shropshire, and local authority best practice about the benefits of wide-area 20mph speed limits. Wide area 20mph speed limits now apply to about 15 million residents in the UK and the principle is that every residential street and road is limited to 20mph and this brings significant road safety gains. If a child is hit by a vehicle at 20mph he/she has a 9 in 10 chance of survival which falls to 5/10 at 30mph and 1/10 at 40mph:



This wide area 20mph concept is supported by the National Association of Directors of Public Health and the Local Government Information Unit and a large number of Councils.

The purpose of the conference is to raise awareness of the multiple advantages of a general, system wide 20mph speed limit in every residential street and road in Shropshire and to bring national and international experts to Shrewsbury to present evidence on these benefits to answer questions and to encourage Shropshire Council and town councillors to adopt a policy that is now in place in dozens of local authority areas with a >70% approval rate from residents and welcome reductions in road traffic danger.

20mph is recognised as a public health measure and one that supports council policies to reduce air pollution, promote walking and cycling and the many advantages of “active travel” as part of a wider health agenda to reduce obesity and improve cardio-vascular health. It is inexpensive and reduces signage which reduces the clutter associated with many changes of speed limits within small geographical areas.

The conference is free of charge and is intended to provide all town councils with a strong evidence base for a discussion around the merits of 20mph.

Confirmed speakers so far are:

Rod King MBE, campaign director of “20 is plenty for us”

Paul Butcher, Director of Public Health at Calderdale Council in Lancashire

Dr Adrian Davis, Public Health Evidence and Effectiveness Adviser, Transport Planning, Bristol City Council

Answers to other speaker invitations are awaited

We would like to invite your town council to nominate a representative who would attend the conference on the 30th September in Shrewsbury.

I would be very grateful if you would convey this invitation to all town councillors and let me know the name and e-mail contact details of the councillor who would attend.

With best wishes

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