Background to the scheme

The Council is rolling out the introduction of 20mph Zones on all residential roads in the Royal Borough. A study into the number, types and severity of accidents has been used, along with other factors such as the number of schools in an area, to produce a priority ranking for new 20mph Zones. This study has identified the William Barefoot Drive area as a priority for the introduction of a 20mph Zone.

Accident data is considered over the latest three year period and the data for the William Barefoot Drive area showed there had been eight collisions resulting in personal injuries. Six of the collisions involved pedestrians, three of whom were children.

The improvements outlined below are designed to reduce these particular types of accidents from occurring and also to improve facilities for more vulnerable road users.

What is a 20mph Zone?

The speed limit is reduced to 20mph and measures are installed to slow vehicles down, and in this way the zone is “self-enforcing.” A combination of measures can be used within 20mph Zones. Physical measures, such as road humps, are used in locations where traffic speeds are high and/or there have been accidents. “Softer” measures, such as signs and road markings are used in those locations with lower traffic speeds and/or accident levels.

Speed surveys have been carried out on all roads in your area. The results of the surveys, along with the accident statistics, have been used to decide on what roads in the area require physical measures and what roads require “softer” measures.

Benefits of 20mph Zones

There have been a number of studies into the effectiveness of 20mph Zones. These have shown a clear link between the introduction of lower speed limits and a reduction in the number and severity of casualties. There is other strong evidence showing the benefits of physical traffic calming measures, which are used in 20mph zones.

A study commissioned by Transport for London found traffic speed within 20mph Zones reduced by an average of 9mph after the zones were introduced. The study also found that 20mph zones reduced all casualties by 42%, and fatal or serious casualties by 46%. As well as road safety benefits, 20mph Zones can have benefits in encouraging more physical activity, such as walking and cycling, by contributing towards a safer environment.
What are the William Barefoot Drive area 20mph Zone proposals?

The proposals are to:

- Introduce a 20mph Zone covering the William Barefoot Drive area as shown on the enclosed plan. The roads included in the proposed zone are: Adderley Gardens, Altash Way, Beanshaw, Biddenden Way, Birbetts Road, Bowhead, Bromhedge, Chapel Farm Road, Crockham Way, Great Harry Drive, Hartsmead Road, Hever Croft, Hillview Road, Kingsley Wood Drive, Lambarde Avenue, Lavidge Road, Leasdale, Leverholme Gardens, Leysdown Road, Littlemede, Longcroft, Lydstep Road, Mainridge Road, Milverton Way, Mottingham Road, Porcupine Close, Sandling Rise, Southold Rise, Spekehill, The Course, The Underwood, William Barefoot Drive, Witherstone Way, Woodcroft, Wynford Way, BillHamling Close, Jason Walk, Margaret Garden Drive, Ministry Way, Swithland Gardens.

- Install road humps on those roads in the area that do not currently have them and where traffic speeds are high and/or there have been accidents,

- Repair any existing traffic calming features where needed,

- Install “20” roundels, on those roads in the area with lower traffic speeds and/or accident levels and at key points on some of the roads that do have traffic calming to remind motorists of the speed limit,

- Re-mark faded road markings,

- Take down any unnecessary signage throughout the area to reduce street clutter,

- Review road markings at junctions where cars are being parked very close to the junction. Residents affected by this will be consulted separately at a later date.

Please take a look at the enclosed plan to see how you may be affected. A more detailed plan may be viewed on-line.

How can you find out more?

To find out more about the proposals please call Richard Cornell on 020 8921 5580 or send an email to Richard.Cornell@royalgreenwich.gov.uk
Below are typical photographs and descriptions of some of the types of measures that are proposed for the 20mph Zone:

**20mph Zone Signs**
Signs are put up at all entry points into a 20mph Zone so that it is clear to motorists what the speed limit is. Children’s drawings can be incorporated into the bottom of the sign which is useful to reinforce the message about the consequences of speeding. We will be asking the pupils of the schools in the area to do drawings for the bottom of the signs.

**Sinusoidal Road Hump**
A sinusoidal road hump is a type of road hump (sometimes known as a sleeping Policeman) with a special ramp profile which has a shallower initial rise which provides a smoother ride compared to a normal road hump, this is especially beneficial to cyclists.

**Raised Junctions**
A raised junction is a section of carriageway which is raised to footway level and extends across the road at a junction. Raised junctions act as a speed reducing feature for vehicles approaching the junction and provide level crossing surfaces for pedestrians assisting the less mobile such as people in wheelchairs and people with pushchairs.

**20mph Roundels**
A 20mph roundel is an elongated circular road marking with the speed limit shown in the centre. The latest 20mph Zone regulations now allow the installation of road markings instead of physical measures, such as speed humps, however vehicle speeds must already be low to do this.
How to respond to this consultation?

On-line

You can complete the questionnaire online by visiting
http://www.royalgreenwich.gov.uk/WilliamBarefoot20mphzone

Please note that you will need the unique ID Ref printed on the front of the enclosed questionnaire to respond online.

By Post

Complete the enclosed questionnaire and return it in the FREEPOST envelope enclosed, or post it to:

Royal Borough of Greenwich
Strategic Transportation
Directorate of Regeneration, Enterprise and Skills
Woolwich Centre
35 Wellington Street
London, SE18 6HQ.

If you reply to the consultation by post only the enclosed questionnaire should be used as no other material or photocopies will be accepted.

Your response is protected by the Data Protection Act and will only be used for the specific purposes for which it was collected and will not be disclosed to any other party. Please note that we cannot respond individually to responses to this consultation.

Who is being consulted?

We are consulting all residents directly affected by the proposal, Ward Councillor’s, local residents groups, schools, the emergency services and other statutory groups.

What happens next?

All comments received will be carefully considered and depending on the comments received may carry out amendments to the proposal. Any major changes will be subject to additional consultation. Once the consultation period has finished a decision will be made whether to proceed with the scheme or not. The results of the consultation and the decision made will be published on the Royal Borough of Greenwich’s website. This information is usually available within one month from the end of the consultation period.

The closing date for this consultation is 12th February 2016.
Returns received after this date will not be considered

If you require this document in larger print please call 020 8921 3026