IN THE SPOTLIGHT:
20MPH SPEED LIMTIS AND ZONES

In our very first newsletter, we published a feature on 20mph zones/limits and they are no less requested by Parish /Town Councils and their communities, with eight new 20mph schemes delivered across Kent in the 2025/26 financial year alone.

To help explain the different types of schemes delivered, it is useful to understand the distinction between a 20mph limit and a 20mph zone.

20mph Limit

20mph limits are signed with terminal signs and at least one repeater sign but do not require traffic calming measures. 20mph limits are similar to other local speed limits and normally apply to individual or small numbers of roads but are increasingly being applied to larger areas. Average existing speeds need to be 24mph or below. Kent Police are supportive of appropriate 20mph schemes where a high level of compliance is expected.





20mph Zone

20mph zones require traffic calming measures (e.g. speed humps or chicanes) or at least one calming feature and repeater speed limit signing and/or roundel road marking at regular intervals, so that no point within a zone is more than 50m from such a feature, sign or marking. In addition, the beginning and end of a zone is indicated by a terminal sign. Zones usually cover several roads.

Below we have expanded on this criteria/site requirements, and have shared some additional information and considerations that should be made as part of your decision making into whether or not a speed limit reduction to 20mph is something that you as the Parish/Town Council would wish to promote through your Highway Improvement Plan (HIP). It is important to note that where the following criteria may not be met (for example because existing speeds are too high for a 20mph speed restriction to be self-enforcing, and/or traffic calming is not possible) your Community Engagement Officer will work with you on what other measures, if any, could be introduced to address the concerns being raised.

- 20mph limits and zones should be introduced in the right places and should be targeted rather than introduced as a blanket measure. This is because over-use of inappropriate speed limits risks undermining public acceptance which can impact compliance of 20mph speed limits where they are most needed, such as outside of schools and in residential areas where there is generally a high proportion of vulnerable road users. In addition, the minimum length of a speed limit should generally be no less than 600 metres to avoid too many changes of speed limit along the route.

- Continuing on from above, 20mph speed limits are generally introduced in residential areas where there is a high proportion of vulnerable road users and where traffic flows are low. They are not usually suited to rural country lanes, although where more rural locations may still meet the criteria for a 20mph speed limit, there must be suitable locations to install the speed limit signage on all the entry points as well as repeater signs as required. In more rural locations this may not be possible if highway land is not available.

- Any speed limit reduction through signage alone should not be seen as a tool to address an evidenced speeding issue as a signed only speed limit is unlikely to have a significant effect on traffic speeds (typically around a 2mph reduction to the mean speeds). Government guidance on the implementation of 20mph schemes states that successful 20mph limits and zones should be self-enforcing and Kent Police do not support new 20mph speed limits unless the existing average speed of vehicles is 24mph or less as they do not have the resources to enforce 20mph sites with poor compliance, although **Speedwatch** may be an option. A 20mph speed limit should be designed to be "self enforcing" so that the traffic naturally keeps to the speed limit. KCC has to consider this when designing new speed limits; balancing the benefits of slower speeds alongside that of compliance. However, all requests are considered on a case-by-case basis, with the existing average speeds, whole road environment and context being assessed.



TRAFFIC OFFICER ALSO AS ALTERNATIVE SOLUTION - VAS/ SID SCHEME - CAN'T PURCHASE OWN! WHAT CONSTITUTES 'WHY SITE CRITERIA IS STRICT (VOLUNTEER SAFETY) ETC. ALSO WHY CAN'T HAVE IN A 20MPH (SEE EMAIL TO BEAN PC AND EMAIL IN FOLDER)

- In some circumstances, where average speeds are between 24-28mph it may still be possible to consider a reduction in speed limit, but some form of traffic calming (innovative or traditional such as gateway treatments, speed humps, chicanes, road narrowing or other measures to both physically and visually reinforce the reduced speed limit) would need to be installed to better ensure reasonable compliance. It is worth noting that while residents may support a 20mph speed limit in principle, they often object to physical traffic calming measures near their home and design requirements often give little scope to adjust the location. Additionally, KCC will very rarely consider installing physical traffic calming measures on A or B classified roads due to emergency services as well as high flows of HGVs. This is consistent with other Local Authorities and national guidance.

- ·We continue to see mixed popularity for 20mph schemes amongst Kent residents and so a pre-consultation engagement exercise will need to be carried out the Parish/Town Council (as scheme promoter) prior to a formal Traffic Regulation Order (TRO) being advertised to ensure there is community support for a 20mph limit. Further detailed information, including advice on identifying your stakeholders, the different promotion, communication and engagement methods that should be considered, and guidance on producing a feedback report, as well as a pre-consultation engagement template, can be found in your Highway Information Pack on pages 6&7.

- As mentioned in our last newsletter, if you currently have a Vehicle Activated Sign (VAS) or Speed Indicator Device (SID) on a road that falls within the newly proposed 20mph limit/zone, this will need to be removed/moved to another location as neither can operate on 20mph roads. This goes against policy and the equipment is not suited to use in 20mph areas due to the nature of the radar unit and activation thresholds making them less efficient when operating on roads below 30mph. Additionally, in the case of a SID, if one or more units cannot be moved, all SIDs may need to be removed as there must be a minimum of three.

- With regard to street lighting, it may be that provision or enhancement of street lighting is required where physical traffic calming is installed as part of a 20mph scheme. Alternatively, a 20mph scheme may incur a cost to de-illuminate any currently illuminated speed limit signs. 20mph speed limit signs, and all other signs within 20mph limits, do not legally have to be illuminated. As such, and in order to save money on the highway asset and reduce future energy consumption and carbon emissions, all signs within a 20mph limit/ zone are de-illuminated.

Further details on the site requirements and typical costs of a 20mph limit or zone can be found on pages 11-13 of your Highway Information Pack.

TRAFFIC OPS TEA CAN'T PURCHASE
OWN! WHAT COS EER SAFETY) ETC.
ALSO WHY CAN MAIL IN FOLDER)



ACTIVE TRAVEL

Apply for up to £5,000 with the Kent Active Travel Business Grant



KCC is proud to launch the second round of the Kent Active Travel Business Grant, an innovative funding programme designed to support sustainable commuting across Kent.

The grant enables businesses to invest in infrastructure and initiatives that encourage staff, customers, and visitors to walk, wheel, or cycle when travelling to and from their premises.

The grant's programme supports key priorities identified in the Third Cycling and Walking Investment Strategy (CWIS3), published by the Department for Transport (DfT) and Active Travel England (ATE) in June 2026, which are economic growth, decarbonisation and social inclusion.

The strategy's long term vision is that by 2035, 55% of all short trip stages in towns and cities will be walked, wheeled, or cycled.

We welcome applications from small businesses, not- for -profit organisations, or an NHS Community facility such as doctor's surgery (excluding hospital sites) in Kent's 12 districts sites excluding Medway. The grant can be used by successful applicants to develop innovative projects, or secure facilities that demonstrably encourage staff, visitors or customers to safely walk, wheel or cycle to access the business.

Visit **Kent Active Travel Business Grants - Kent County Council** to apply and read stories from successful applicants in the past.



WE NEED YOUR HELP!

There is currently an advert open for Road Crossing Patrol applications. For information, access to the on-line application form and to view a short video featuring a couple of the team explaining why they love their roles, please visit **School Crossing Patrol - Vacancies**.

There are current vacancies at Schools in Brenchley and Matfield, Hunton, Dartford, Dover, Cheriton, Ramsgate, Ditton, Rolvenden, Sheerness, Aylesford, Chartham, Hildenborough, Sandwich, Eynsford, Leeds, Tunstall, Northfleet, Bearsted, Langton Green, Kings Hill, Biddenden, Capel, Tunbury, Crockenhill and East Malling

WISHING SUE MACKAY A HAPPY RETIREMENT

Colleagues from the Safer Active Travel Team gathered for a celebratory lunch on a beautiful summer day to celebrate the retirement of Sue Mackay following over 20 years' service.



Sue worked within RSATG during this time, enjoying dual roles as a Cycling Instructor and Pedestrian Training Coordinator. In later years, Sue parked her bike up permanently and moved to an admin role ensuring schools and instructors were supplied with all the course materials required for seamless delivery of cycling courses across Kent. Sue's knowledge and vast experience was also invaluable for new staff joining the team.

Sue retained her role as a Pedestrian Trainer throughout her 20 years of service at KCC. This involved walking in all weathers to teach primary school children how to become safer pedestrians, predominantly in the Dartford and Gravesham districts. Sue developed deep respect within schools and maintained strong links returning each year to train new cohorts of pupils.



Sue will be hugely missed by her colleagues, primary schools and the 300+ pupils each year, who enjoyed their training sessions.

A welcome retirement hanging up her Hi-Vis, will enable Sue to try new hobbies, enjoy more family time and travel, all richly deserved by Sue and her husband.

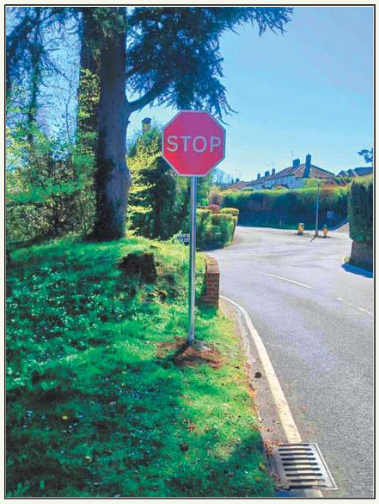
JUNCTION IMPROVEMENTS BRITTAINS LANE/OAK LANE/ASHGROVE ROAD, SEVENOAKS
HIGHWAY IMPROVEMENT PLAN (HIP) SCHEME

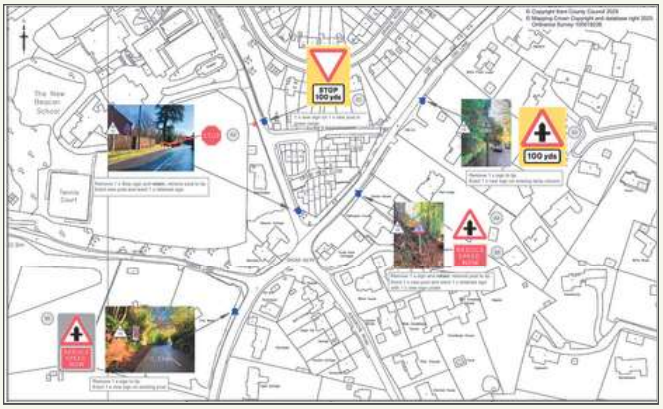
In September 2025, Sevenoaks Town Council requested a review of the junction at Brittains Lane, Oak Lane and Ashgrove Road through their HIP.

This is a four-way junction and the Town Council raised concerns relating to poor sightlines and a crash history. Origianlly, the Highway Improvements Team were asked to consider a convex safety mirror however this location does not meet the criteria (as set out on page 48 of your Highway Infomration Pack) for installation.

Given the on-going concerns of incidents, including several near misses, at this junction the Highway Improvements Team undertook a review to see what other engineering measures may be feasible at this location to address the issues and concerns being raised.

This resulted in a scheme being designed to move the STOP sign on Brittains Lane closer to the junction and install an advanced yellow-backed STOP sign 100 yards from the junction. REDUCE SPEED NOW plates were also added to exisiting “Crossroads ahead” warning signs on the northeast and southwest approaches and the exisiting advanced “Crossroad ahead” warning sign with 100 yards plate on the northeast approach was replaced with a yellow-backed sign of the same.







This scheme was delivered in April 2026 and funded through the Highway Improvement Team's dedicated HIP budget at a cost of £1,630.57.

ZEBRA CROSSING, KINGSMEAD ROAD, CANTERBURY – LOCAL TRANSPORT PLAN (LTP) SCHEME

The installation of a new zebra crossing on Kingsmead Road, Canterbury, was initially requested by County Member Alister Brady and discussed as part of his Highway Improvement Plan (HIP) review.

Kingsmead Road is a well-used route serving both the local Leisure Centre and Children's Centre, making it a busy location for pedestrians of all ages. In response to concerns about pedestrian safety, a traffic and pedestrian survey was undertaken. The results confirmed that the location met the necessary criteria for a formal pedestrian crossing.

Following the successful feasibility assessment, a funding bid was submitted through the Local Transport Plan. The bid was approved, allowing the scheme to progress to delivery. Construction work began on 14 September and involved the removal of the existing pedestrian refuge island and the installation of a new zebra crossing. The project took approximately two weeks to complete, with final surfacing and road marking works carried out overnight to help minimise disruption to road users.

The completed scheme, delivered at a cost of £83,000, will provide a safer and more accessible crossing point for residents and visitors, particularly those accessing the nearby community facilities.





JUNCTION REALIGNMENT, NEWINGTON ROAD JUNCTION WITH WHITEHALL ROAD, RAMSGATE - CRASH REMEDIAL MEASURES (CRM) SCHEME

A review of 2024 collision data identified a pattern involving vehicles emerging from Whitehall Road, colliding with traffic on Newington Road, as well as incidents involving vehicles and pedestrians.

A site assessment found that the existing road layout and visibility at the junction could be improved to help reduce the likelihood of future collisions by:

- Realignment of the junction to provide clearer sightlines for motorists exiting Whitehall Road, particularly towards traffic approaching from the north-west.
- Renewal of high-friction anti-skid surfacing on the approaches to help improve vehicle braking performance.
- Relocation of the zebra crossing approximately five metres further from the junction, giving drivers turning left more time to identify and respond to pedestrians.
- Renewal of dropped kerbs on Whitehall Road to improve accessibility for wheelchair users, people with mobility difficulties, and those with pushchairs. Previously, dropped kerbs were only provided on one side of the road.

These improvements were delivered in September 2026 at a cost of £95,000 to address issues identified through the aforementioned collision data and site observations.







THE SAFER ROAD USERS TEAM
Young Driver and Passenger Session 5 Launch

In the last newsletter, we announced the brand new 5th session of our award winning Young Driver and Passenger course. The internal launch event took place at Kent Police College, where the new film was showcased along with speakers from partners giving background information to this.

The new session includes practical information about what to do if you are involved in a collision, and is broken down into three sections -

1. Make It Safe - what to do at a damage only collision, and what to do at an injury collision.
2. Make the Call - the information required by control rooms and emergency services to send resources.
3. Make the Difference - the role of each emergency service and a summary of the learning outcomes from sessions 1 - 4.



A big thank you to Simon Jones, Corporate Director for Growth Environment and Transport at KCC, for attending the evening, and saying a few words.

The new session has now been externally launched and schools and colleges who have signed up to receive the course, will benefit from this.

More information about the course can be found here **https://kentroadsafety.info/what-we-do/young-driver-courses/** or please get in touch **saferroadusers@kent.gov.uk**.



Summer Events

The Safer Road Users team has been busy engaging with all ages of the public at summer events. We've supported colleagues and partners at Family Hub Days and Kent Fire and Rescue Service's Open Days as well as attending the Scout's Summer Fayre, Biddenden Tractorfest and the Air Ambulance Family Fun Day.

All of these events gave us an opportunity to share messaging around being a safer road user. There were lots of discussions with all age groups ranging from the road safety code, which way to look first when crossing the road, cycle safety, the fatal 4, Vision Zero, tyre maintenance, when a child can move out of their car seat and start using a seatbelt... and lots more.



Freshers Fairs

Furthermore, the team has been busy at Freshers Fairs at universities and colleges across the county, welcoming new students as the academic year begins.

These events provide a great opportunity to reinforce road safety messaging such as how mobile phones, head phones and mates for example can be a distraction when crossing the road as a pedestrian; as well as how being impaired whether through tiredness, alcohol or drugs can affect driving – all demonstrated in a fun and engaging way by testing reaction times on the Bataks board. There were also lots of discussion with those learning to drive or who are new drivers.



Car Seat Clinics



In August, the Safer Road Users team held a successful car seat clinic in conjunction with the Ashford Family Hub. At a car seat clinic, we check how a child fits into their car seat, and how the seat fits into the vehicle. These checks are non judgemental, and intended to reassure parents and carers to give them peace of mind.

In Ashford, we carried out 12 checks and found a total of 57 issues (3 of which were major) related to the child or seat fitment. Feedback from parents has been extremely positive and we are delighted to be able to advise them.

A big thank you to the Ashford Family Hub for their support with this. We're now looking forward to holding further clinics around the county.

HAVE YOUR SAY

We value your feedback and would love to hear from you if you have any thoughts or suggestions as to what you'd like to see in future issues. Please complete this brief questionnaire which will allow us to ensure that our newsletters are providing you with the information that you would like to see.

Have your say - Microsoft Forms