
NORTH AYRSHIRE COUNCIL

03 June 2025

Cabinet

Title:	Implementation of the National 20mph Speed Limit Strategy
---------------	--

Purpose:	To advise Cabinet on the proposed implementation of the National 20mph Speed Limit Strategy within North Ayrshire.
-----------------	--

Recommendation:	Cabinet is asked to: (1) Note the Scottish Government's National Strategy for 20mph in Urban areas. (2) Agree the implementation of 20mph speed limits on appropriate roads as detailed in the implementation plans at Appendix 1.
------------------------	--

1. Executive Summary

- 1.1 Scotland's National Strategy for 20mph speed limits advocates the vision: "Slower today for a safer tomorrow". The ambitions intended to be realised by lowering the speed limit from 30 mph to 20 mph on all appropriate roads are:
- A reduction in road collisions and should a collision occur, a reduction in the severity of that collision.
 - Reduce the perceptions of road danger and provide a more equitable balance between different road users.
 - Encourage a change in the way we travel for those shorter everyday journeys to reduce our carbon footprint and promote healthier lives.
 - Improve our communities, by lowering speeds in the places we live and grow.
- 1.2 The Scottish Government has committed to working with local authorities to reduce the speed limit in our towns, cities and villages to 20 mph, where appropriate, by the end of 2025. This will help make these roads safer for all road users. Evidence shows that if a vehicle collides with a pedestrian at 30 mph, they are seven times more likely to die than at 20 mph. It is hoped the change will also improve perceptions of road safety, by encouraging people to walk, wheel and cycle more, thereby improving health, road safety and promoting active travel, creating more pleasant areas in which to live.
- 1.3 In Wales the default limit for all 30mph roads was reduced to 20mph. Scotland's National 20mph Strategy is for each Local Authority to determine which 30mph roads within their boundary should be subject to a 20mph speed limit. This means the decisions on what roads are suitable can be taken at a local level and allows a degree of flexibility.

- 1.4 All road authorities were asked to undertake a road assessment to identify those 30mph roads on their road network which are appropriate for a speed limit of 20 mph. Using the Transport Scotland guidance, officers carried out a review in 2023/24 to identify the roads that would be suitable to change to 20mph within urban areas. This included the review of over 2000 roads and resulted in the creation of overview plans with proposals for each town, as shown in Appendix 1.
- 1.5 Transport Scotland intends for Local Authorities to promote and implement their own 20mph speed limits where appropriate and are providing funding for the implementation costs. The funding is for installing 20mph limit signs.
- 1.6 Transport Scotland is working with local authorities to ensure the trunk road network running through our communities is subject to the same consideration as the adjacent local roads. Draft 20mph proposals for the Trunk Roads within North Ayrshire (A78, A737, A738) are shown in Appendix 2. There are no proposals to reduce the speed limit on the Trunk Road in West Kilbride/ Seamill.
- 1.7 Transport Scotland have proposed implementing their new speed limits on the trunk roads around July / August 2025, subject to their operating company's programme. If agreed, North Ayrshire would look to work with Transport Scotland & Amey to coordinate our implementation in affected towns.
- 1.8 In order for local authorities to measure the impact of the introduction of 20 mph limits, pre implementation surveys have already been carried out, with further surveys to be completed post implementation. These surveys will allow a report to be provided on the outcome of the strategy and have been funded by Scottish Government
- 1.9 The 20mph National Strategy is separate to the recent Scottish Government consultation reviewing National Speed limits.

2. Background

- 2.1 North Ayrshire Council is responsible for the maintenance of the adopted local road network. However, the Council has no responsibility for the management of the Trunk Road Network which falls to Transport Scotland and their operating contractor, Amey. The Trunk Road network includes the A78, the A737 from Kilwinning to the Renfrewshire Boundary and A738 from the Pennyburn Roundabout to the A737 Dalry Road Kilwinning.
- 2.2 North Ayrshire Council's roads are the Council's largest community asset and play a vital role in supporting the local and wider economy by facilitating the movement of people, goods and services and connecting people with economic and social opportunities.
- 2.3 The Scottish Government published a 'Scotland's Road Safety Framework to 2030' in February 2021. The Framework articulates a vision for Scotland to have the best road safety performance in the world by 2030 and an ambitious long-term goal where no one is seriously injured or killed on Scottish roads by 2050. To achieve this goal, the national strategy for 20 mph zones and limits in Scotland was produced. The Strategy aims to expand 20mph speed limits across Scotland, and to ensure all appropriate roads in built-up areas have a safer speed limit of 20mph by 2025.

- 2.4 The speed of a vehicle directly influences the risk of a collision as well as the severity of injuries sustained. Statistically, the average person, is seven times more likely to succumb to fatal injuries if they are in a collision with a vehicle at 30 mph than they are at 20 mph.
- 2.5 In 2022, serious road casualties mostly occurred on 30 mph and 60 mph roads. Just over half (51.1%) of road traffic fatalities in cities and towns were pedestrians or pedal cyclists. The majority (54.4%) of serious injuries were also pedestrians and pedal cyclists, whereas just over a third (34.6%) suffered slight injuries.
- 2.6 In 2022, 69% of all pedestrian casualties, 54% of all pedal cyclist casualties, 33% of all motorcyclist casualties and 30% of all car casualties occurred on roads with a speed limit of 30 mph in Scotland. In total there was 2201 casualties on roads with a speed limit of 30 mph. Of these there were 623 people seriously injured and 31 fatalities.
- 2.7 A Napier University Study assessed the effectiveness of Scottish Borders implementation, the first Scottish Authority to roll out widespread 20mph speed limits. The study highlighted that the rollout of 20mph speed limits across the Scottish Borders has reduced average speeds by 3mph. The trial, which took place across 97 villages and towns in the Borders since October 2020, showed that 85% of drivers dropped their speeds by 3mph with the largest speed reductions being observed in locations where higher speeds had been seen in the past – with those areas seeing an average reduction of 5.4mph. The report also concluded that the change in driver behaviour continued well after the beginning of the trial, with average speeds still well below previous levels eight months after the start of the trial.
- 2.8 Average speeds in our residential streets are generally under 25 mph, which means that traffic speeds are relatively low at present, however, the reduction in speed limit will assist in lowering overall vehicle speeds particularly those who currently drive at 30 mph or over within our residential estates.
- 2.9 Transport Scotland produced a guidance document recommending that the implementation of the reduced speed limit is undertaken using temporary traffic regulation orders (TTRO) in the first instance. This will allow for progress to be made with implementation and gives the community time to experience the change. It also allows for the lower speed limit to be monitored and evaluated for a period. During this period, decisions can then be made as to whether the 20mph speed limit can be refined or modified before the final TRO is made.
- 2.10 Following an evaluation period, Permanent Traffic Regulation Orders (TRO) will be promoted for roads that are appropriate. Stakeholder consultation will be required as part of this process.
- 2.11 Transport Scotland intends for Local Authorities to promote and implement their own 20mph speed limits where appropriate and are providing funding for the implementation costs. The funding is for installing 20mph limit signs. The level of anticipated funding still requires to be confirmed.
- 2.12 It was recognised that reduction in speed limits may adversely affect the length of some bus journeys and result in a requirement for altered timetables thus making

travelling by bus less appealing to the public. To ensure that there is no negative effect on bus services, bus companies were consulted on the initial plans and changes made to ensure that the main bus routes would continue to operate effectively.

- 2.13 Police Scotland will remain the enforcing body for speed limits once the Traffic Regulation Orders are made.
- 2.14 By reducing speed limits to 20mph in appropriate locations, it is also intended there will be a reduced perception of road danger, people will be encouraged to walk and cycle, thereby improving health, and promoting active travel. In addition, the strategy will create more pleasant streets and neighbourhoods by providing a more equitable balance between different road users, thereby promoting inclusivity. Furthermore, there will be a change in social and cultural attitudes towards vehicular speed and road safety as 20mph speed limit will be the norm in urban areas.
- 2.15 Cars currently account for almost 40% of transport emissions. By introducing the new limits, it is anticipated there will be greater encouragement for people to adopt active travel alternatives which will in turn support a reduction in the number of vehicles on our roads and the reliance of cars which will also help cut transport emissions.
- 2.16 Should Cabinet approve the proposal, a communication strategy will be implemented to inform the public about the introduction of the new speed limits. Transport Scotland have provided a media toolkit, which will be used as the basis for the communication campaign.

3. Proposals

- 3.1 That Cabinet notes the Scottish Government's National Strategy for 20mph in Urban areas.
- 3.2 That Cabinet agrees to the implementation of 20mph speed limits on appropriate roads as detailed in the implementation plans at Appendix 1.

4. Implications/Socio-economic Duty

Financial

- 4.1 Transport Scotland have previously provided funding for the assessment and design stages. Significant investment is required to implement the proposed speed limits. A further grant application will be submitted to Transport Scotland for the implementation costs. Maintenance costs relating to the signage will require to be accommodated in future revenue budgets.

Human Resources

- 4.2 Delivery of the programme will be met from existing staff resource.

Legal

- 4.3 North Ayrshire Council has a statutory obligation to manage and maintain its public road network under the terms of the Roads (Scotland) Act 1984. Traffic Regulation Orders will require to be promoted under the Road Traffic Regulation Act 1984.

Equality/Socio-economic

- 4.4 There are no equality implications. The implementation of 20mph speed limits within appropriate urban roads will contribute to the Council's socio-economic duty, as lower speed limits in residential environments reduce accident severity. Well-managed roads are essential for the social and economic prosperity of North Ayrshire.

Environmental and Sustainability

- 4.5 Vehicle emissions, noise and outdoor air quality varies depending on a number of criteria, including speed and consistency of driving speed, traffic volume, and type of vehicles as well as the location of the road. The introduction of 20mph limits in appropriate locations will contribute to reduced carbon emissions. It is also anticipated more people will be encouraged to adopt active travel opportunities due to feeling safer to do so.

Key Priorities

- 4.6 Effective management of these assets contributes to a number of Council plan objectives ensuring that North Ayrshire is well-connected with effective infrastructure and improved community safety.

Community Wealth Building

- 4.7 There are no community wealth building implications arising from the recommendations within this report

5. Consultation

- 5.1 Police Scotland, SPT and elected members were consulted on the proposed plans. A report was also presented to the Policy Advisory Panel on 13 May 2025.

RUSSELL McCUTCHEON
Executive Director (Place)

For further information please contact **Susan Macfadyen, Senior Manager, Neighbourhood Services (Roads)**, on Tel: 01294 324844.

Background Papers

Scotland's National Strategy for 20mph Speed Limits:

[Scotland's National Strategy for 20 mph Speed Limits - Scotlands Road Safety Framework](#)

Transport Scotlands 20mph Speed Limits in Scotland. Implementation Guide

[20mph Speed Limits in Scotland.](#)

Napier University Study:

[First large-scale study shows success of 20mph speed limit across Scottish Borders](#)

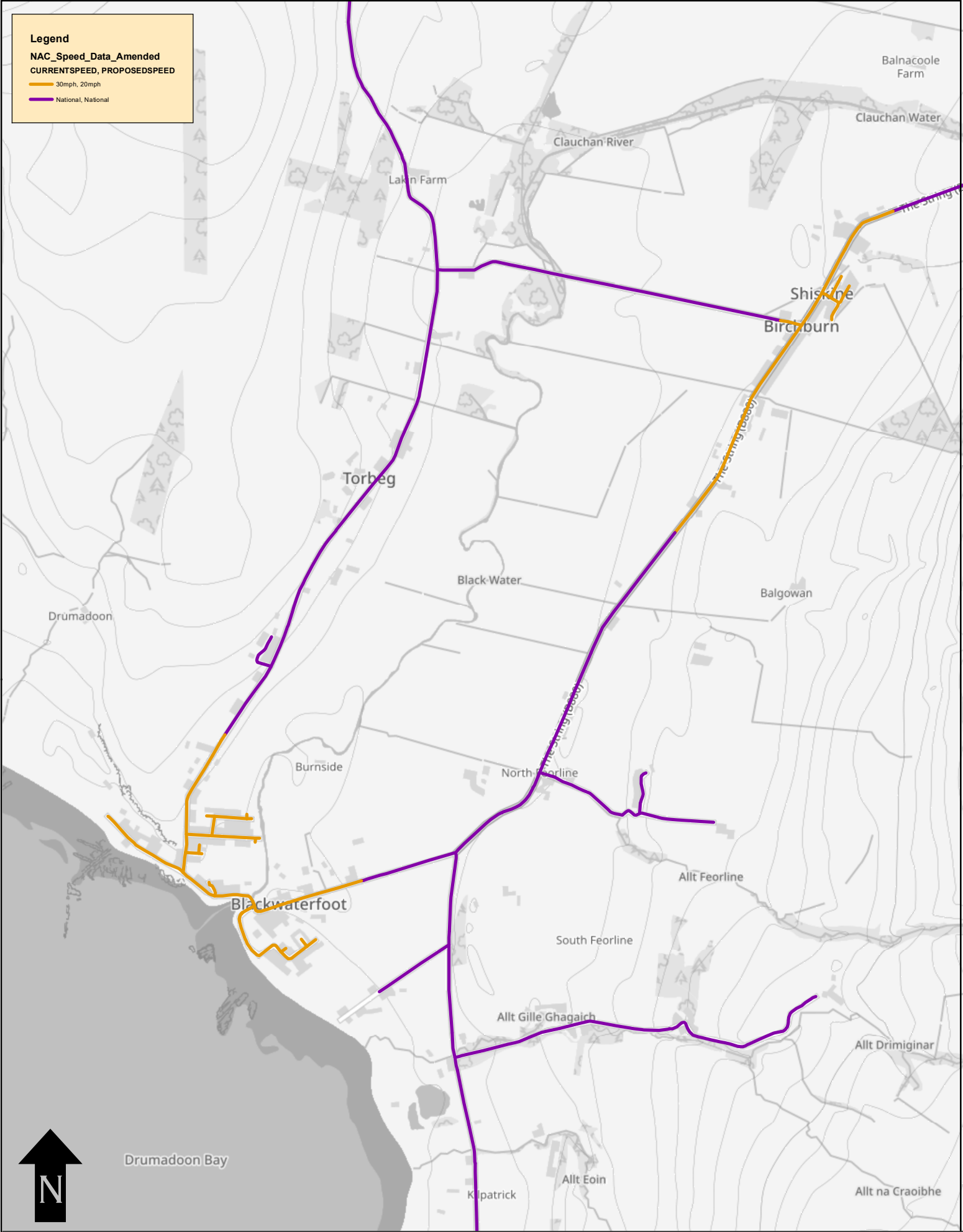
Legend


NAC_Speed_Data_Amended

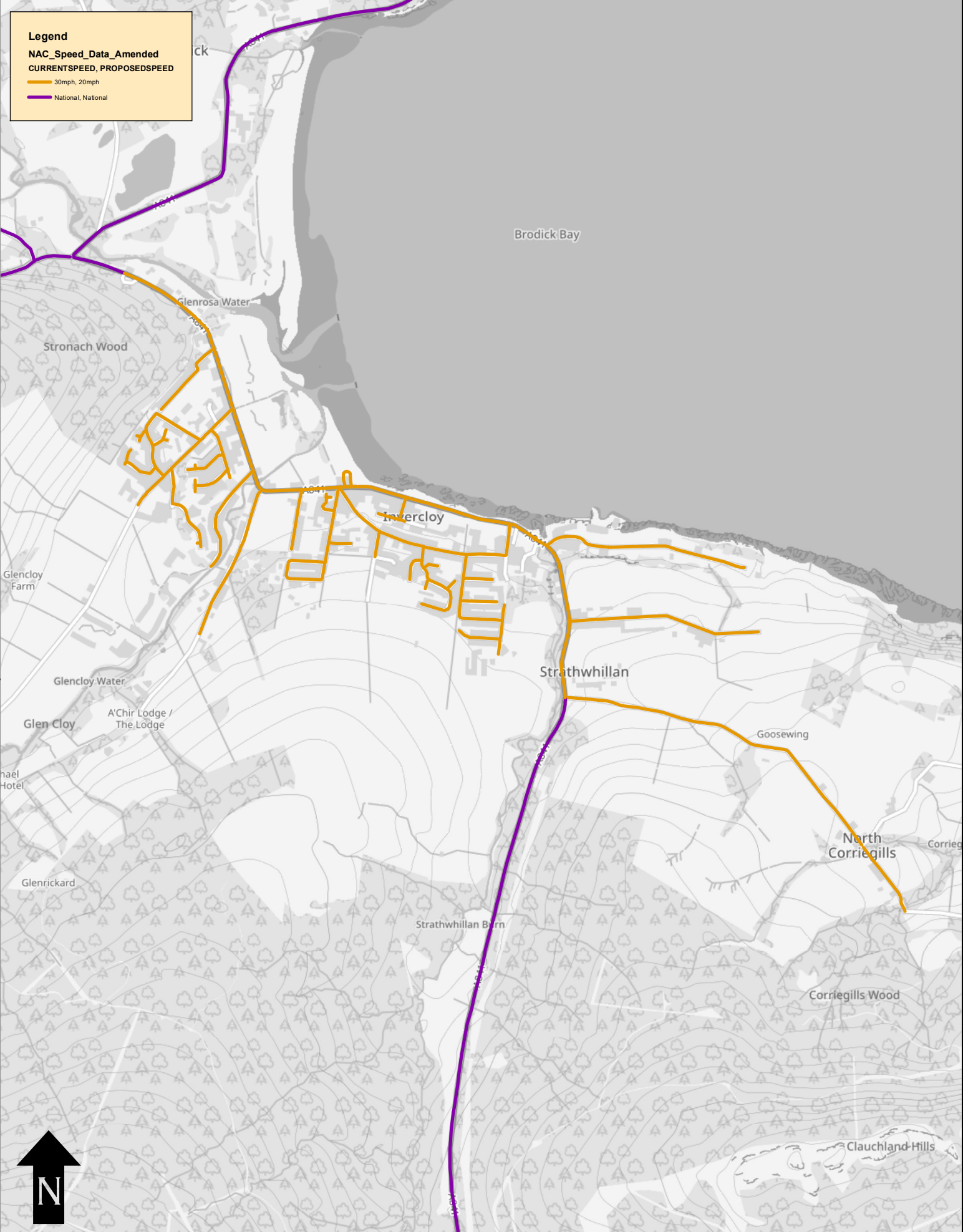
CURRENTSPEED, PROPOSEDSPEED

30mph, 20mph

National, National



<div>Title:</div> <div>Blackwaterfoot</div> <div>North Ayrshire Council</div> <div>20mph National Review</div>	<div>"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.</div> <div>North Ayrshire Council SLA Licence Number: 100023393."</div>	<div>  <div> <div>NORTH AYRSHIRE</div> <div>COUNCIL</div> <div>Neighbourhood Services</div> <div>Roads</div> </div> </div>	<div>Section: Asset Management</div> <div>Date: 12 Jun 2024</div> <div>Scale: 1:14,000</div> <div>Drawing No:</div>
--	--	---	---

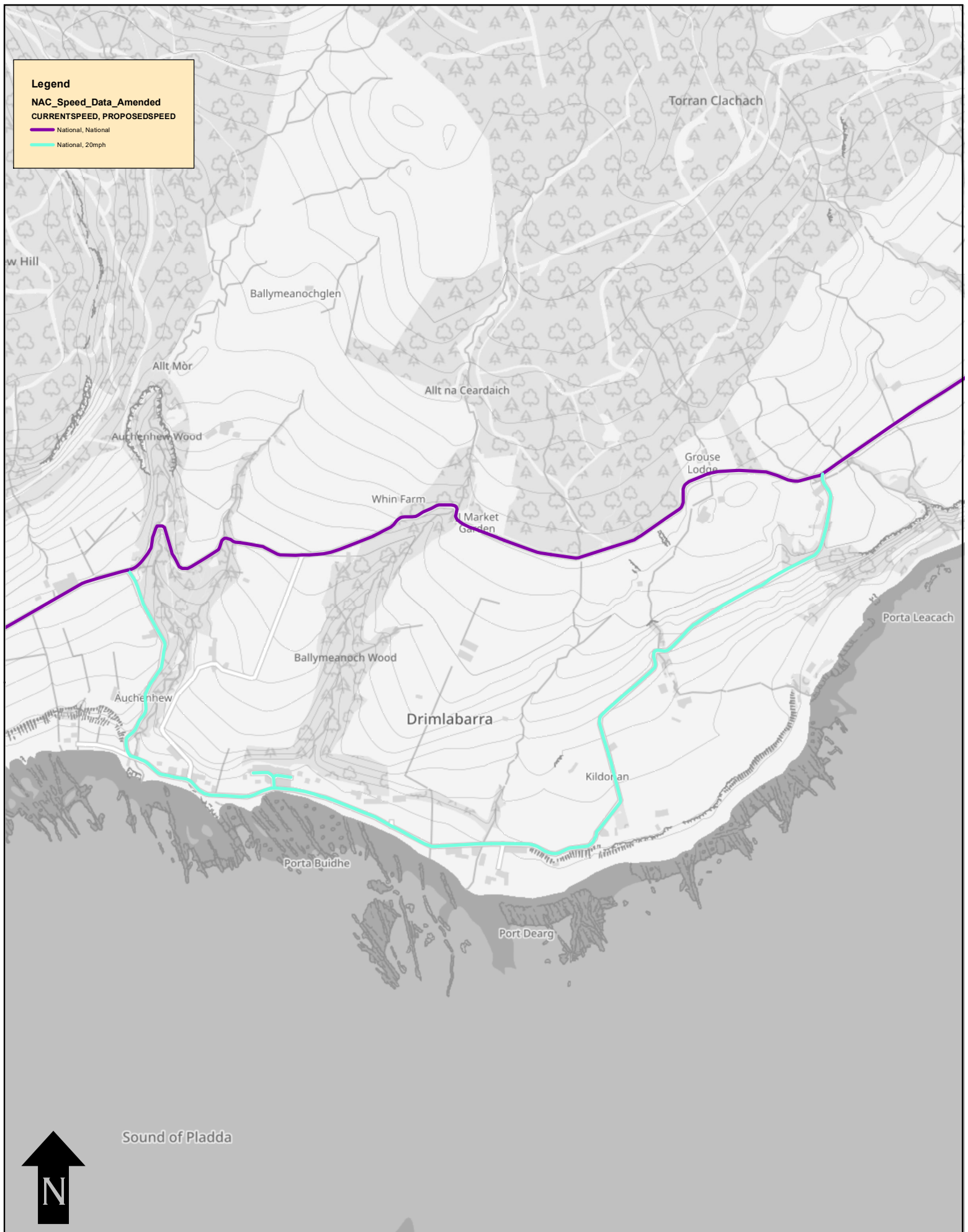



Title:
Brodick
North Ayrshire Council
20mph National Review

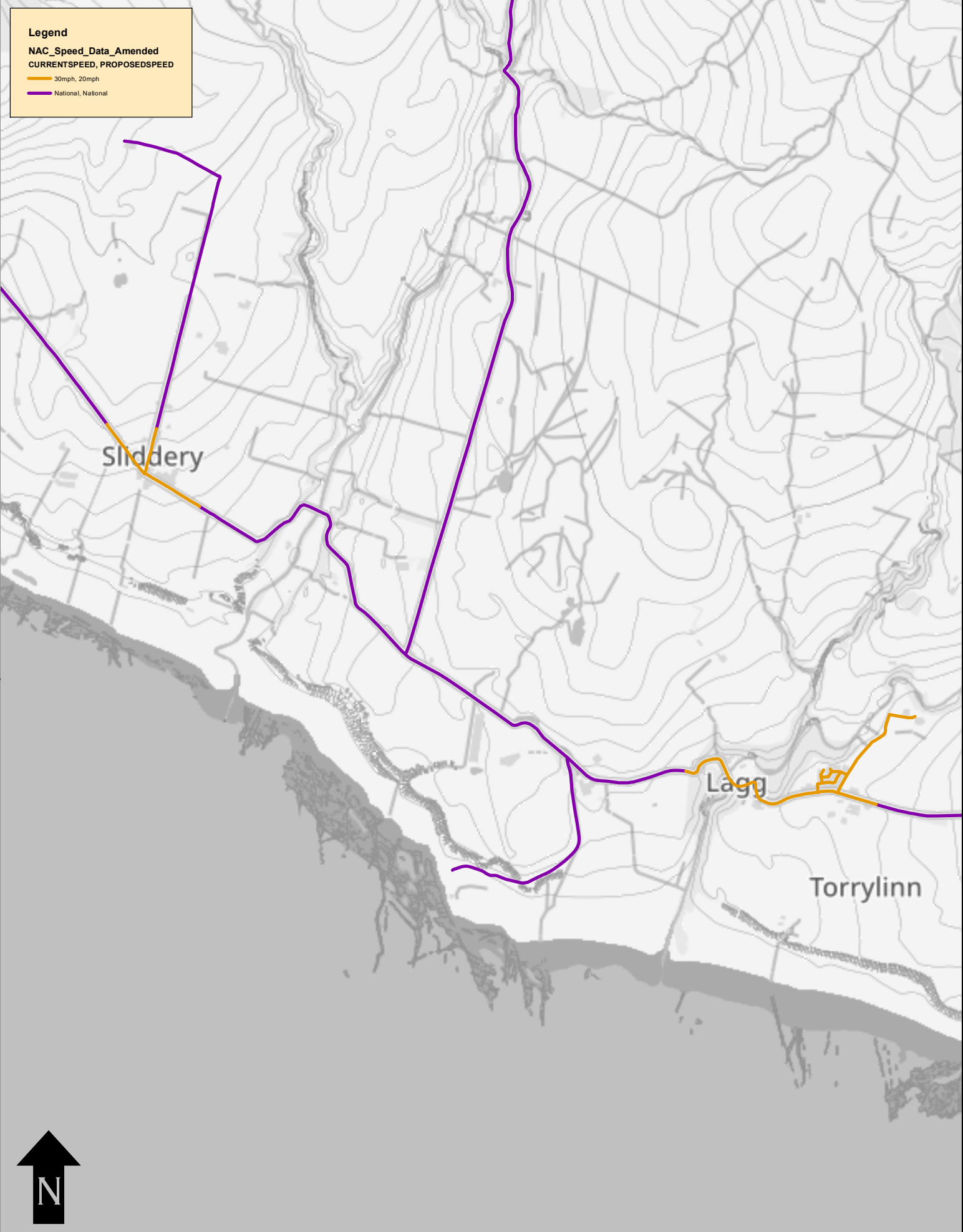
"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.
North Ayrshire Council SLA Licence Number: 100023393."




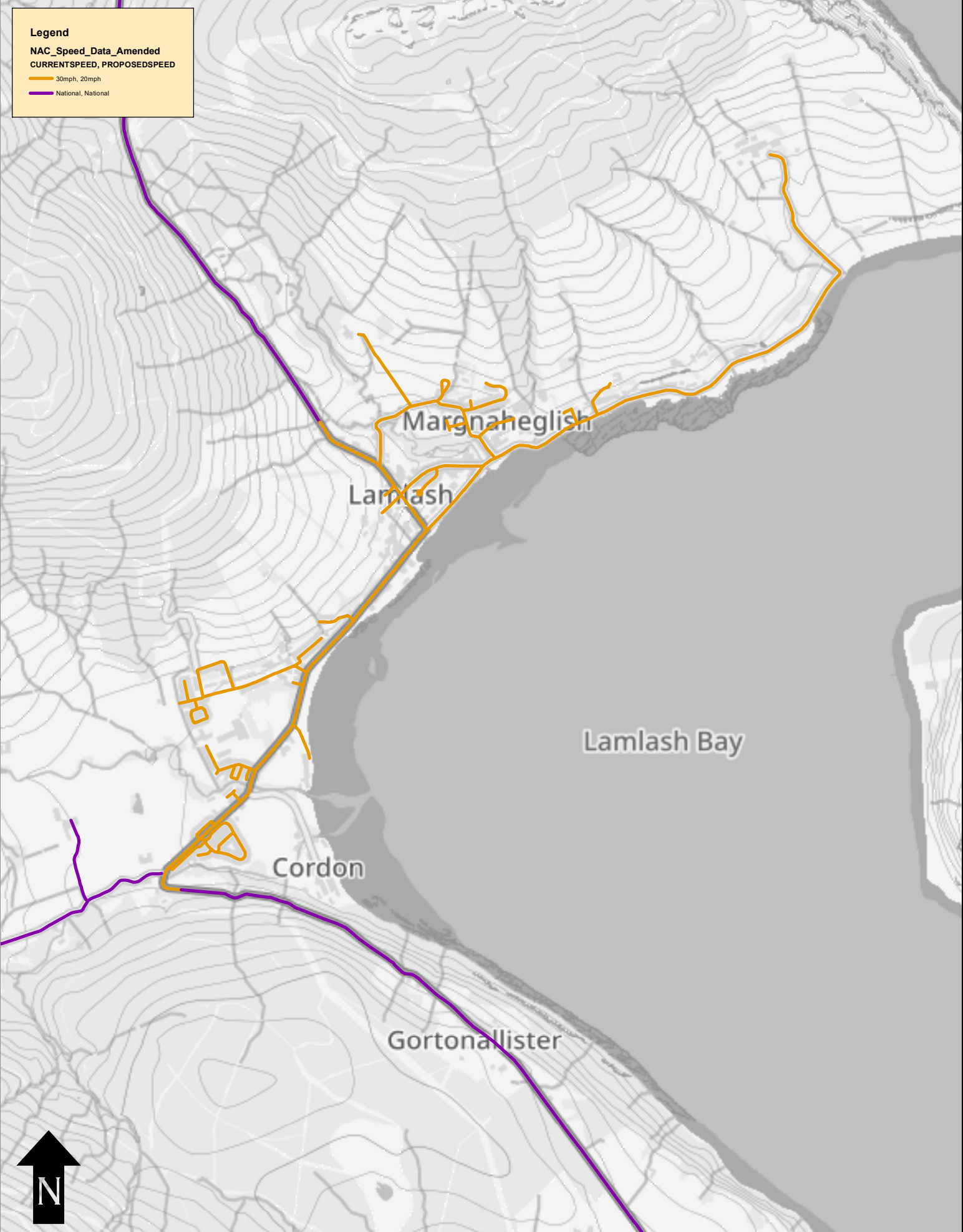
Section:	Asset Management
Date:	12 Jun 2024
Scale:	1:16,000
Drawing No:	



Title: Kildonan North Ayrshire Council 20mph National Review	"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. North Ayrshire Council SLA Licence Number: 100023393."	 NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads	Section: Asset Management
			Date: 12 Jun 2024
			Scale: 1:15,000
			Drawing No:



Title:		 NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads	Section: Asset Management
Kilmory, Sliddery North Ayrshire Council 20mph National Review			Date: 12 Jun 2024
"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. North Ayrshire Council SLA Licence Number: 100023393."			Scale: 1:20,000
			Drawing No:



Title:

Lamlash
North Ayrshire Council
20mph National Review

"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.
North Ayrshire Council SLA Licence Number: 100023393."



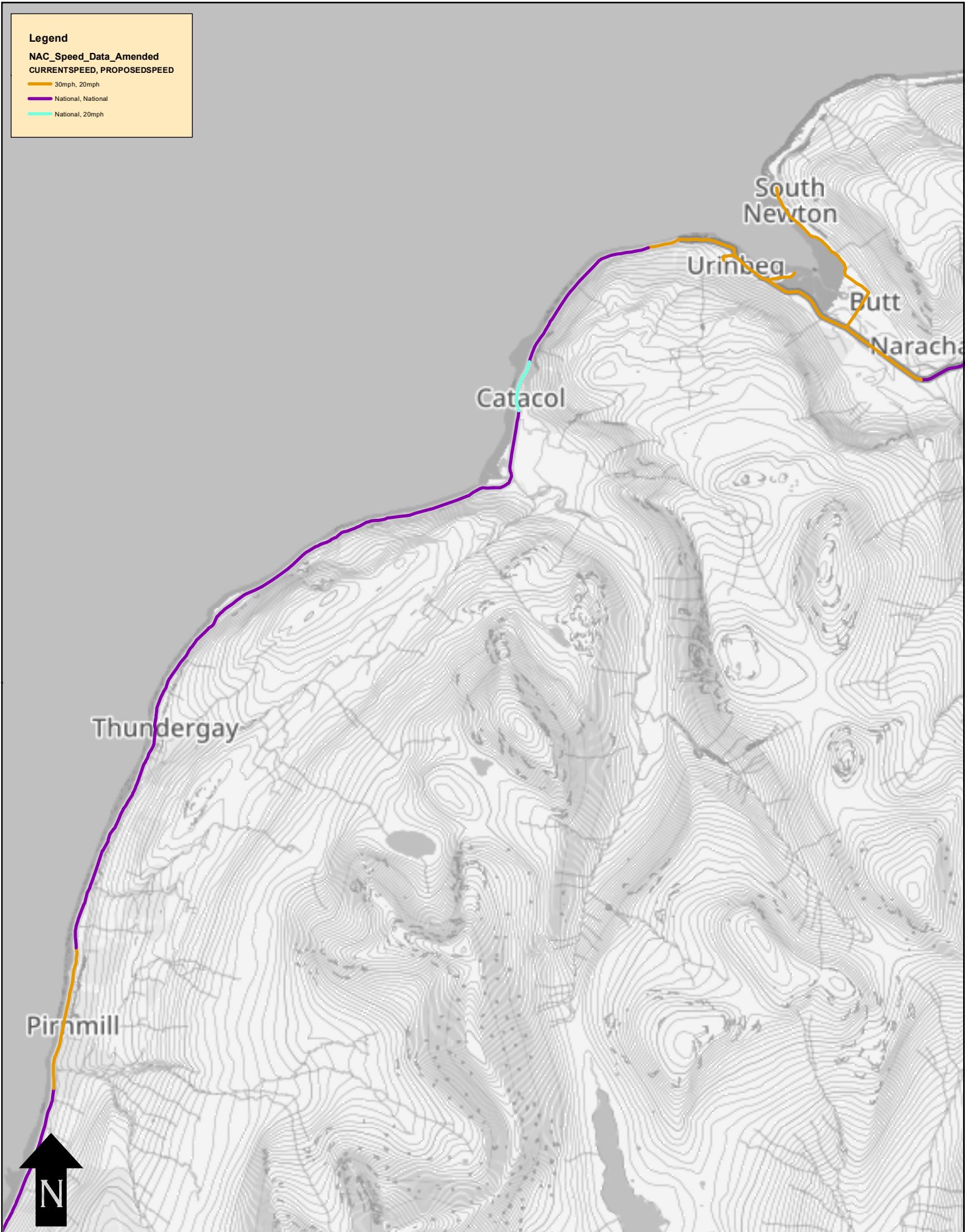
NORTH AYRSHIRE
COUNCIL
Neighbourhood Services
Roads

Section:	Asset Management
Date:	12 Jun 2024
Scale:	1:20,000
Drawing No:	

Legend

NAC_Speed_Data_Amended
CURRENTSPEED, PROPOSEDSPEED

30mph, 20mph
National, National
National, 20mph



Title:

Pirnmill, Newton
North Ayrshire Council
20mph National Review

"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.
North Ayrshire Council SLA Licence Number: 100023393."



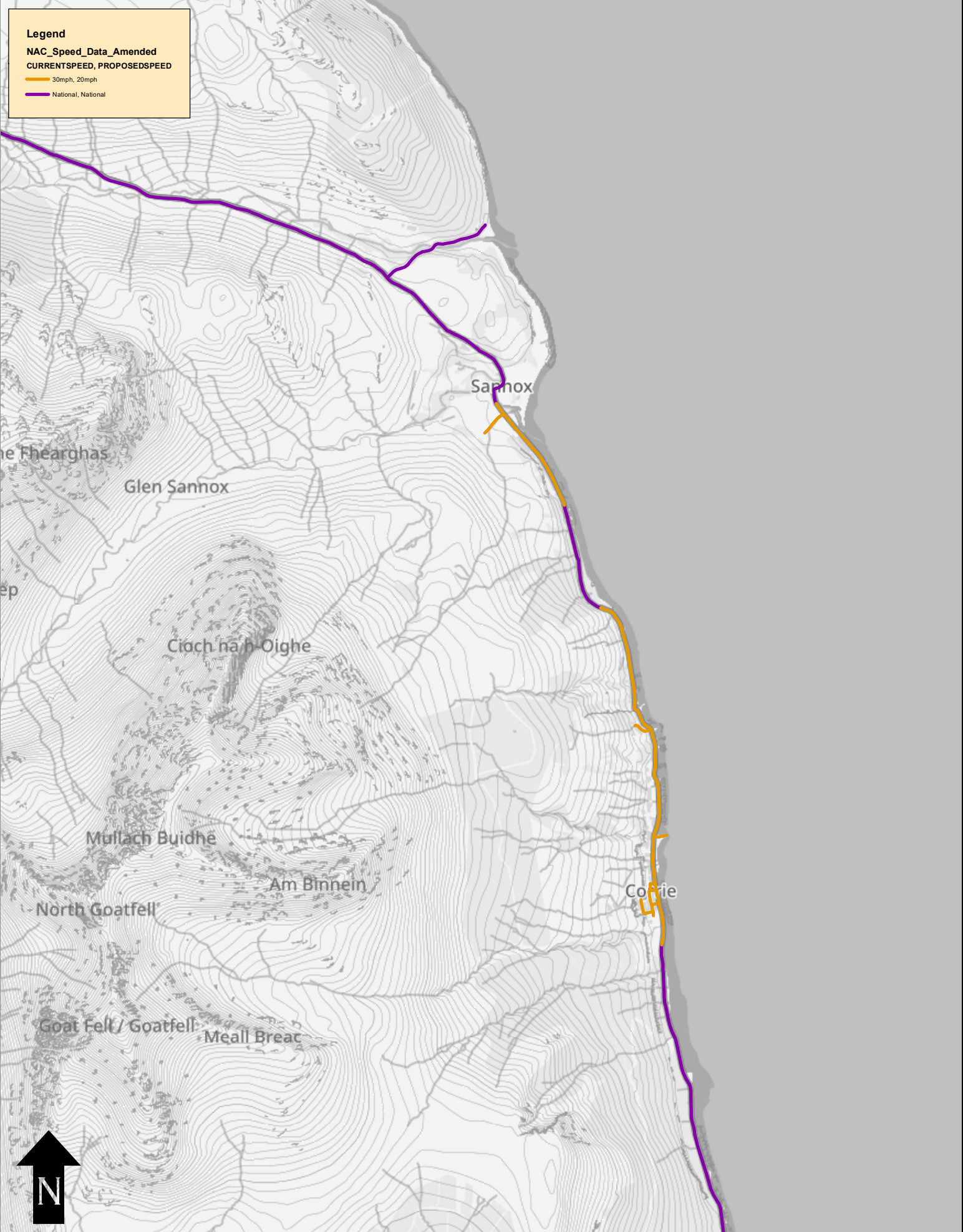
NORTH AYRSHIRE
COUNCIL
Neighbourhood Services
Roads


Section: Asset Management

Date: 12 Jun 2024


Scale: 1:39,000

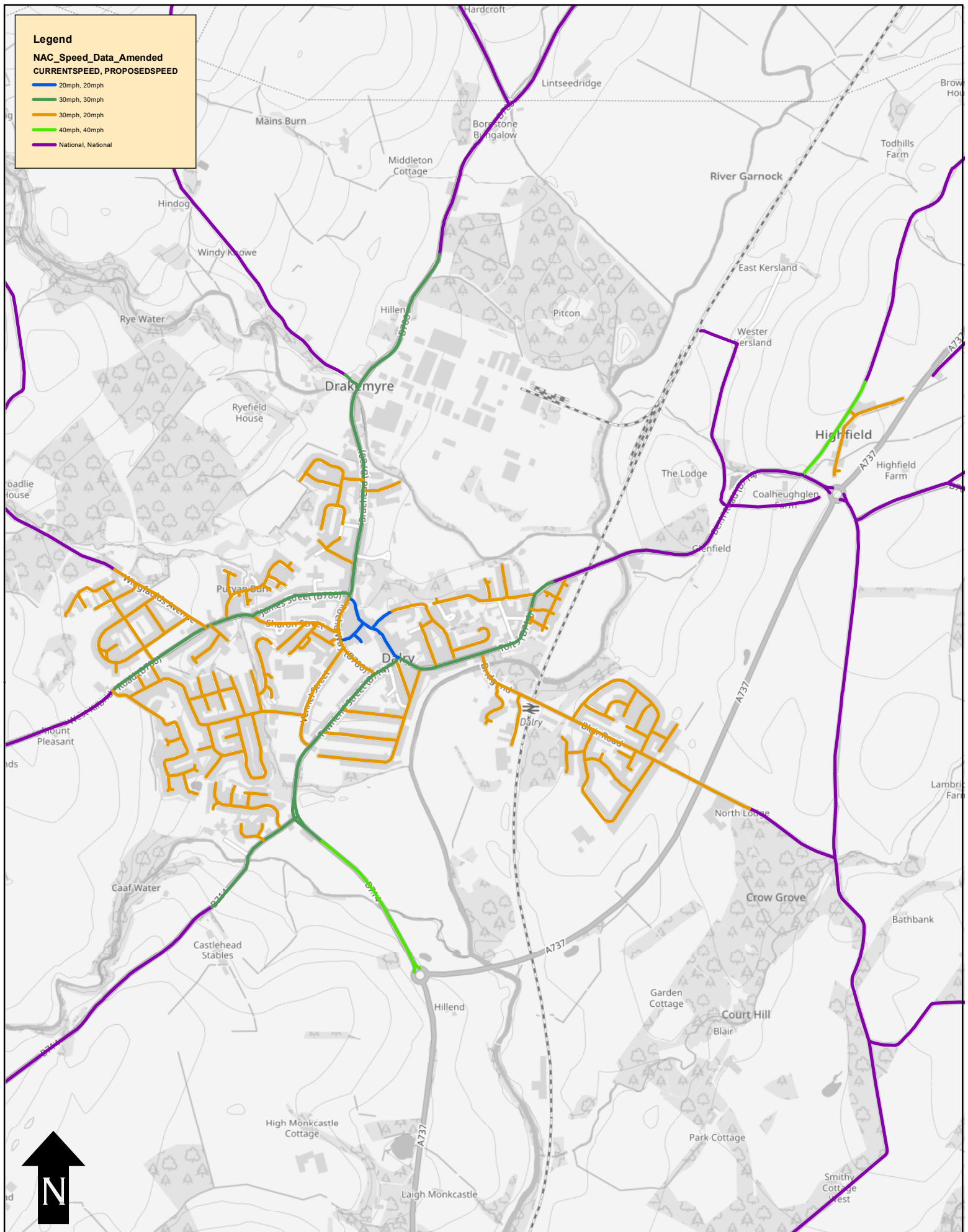
Drawing No:




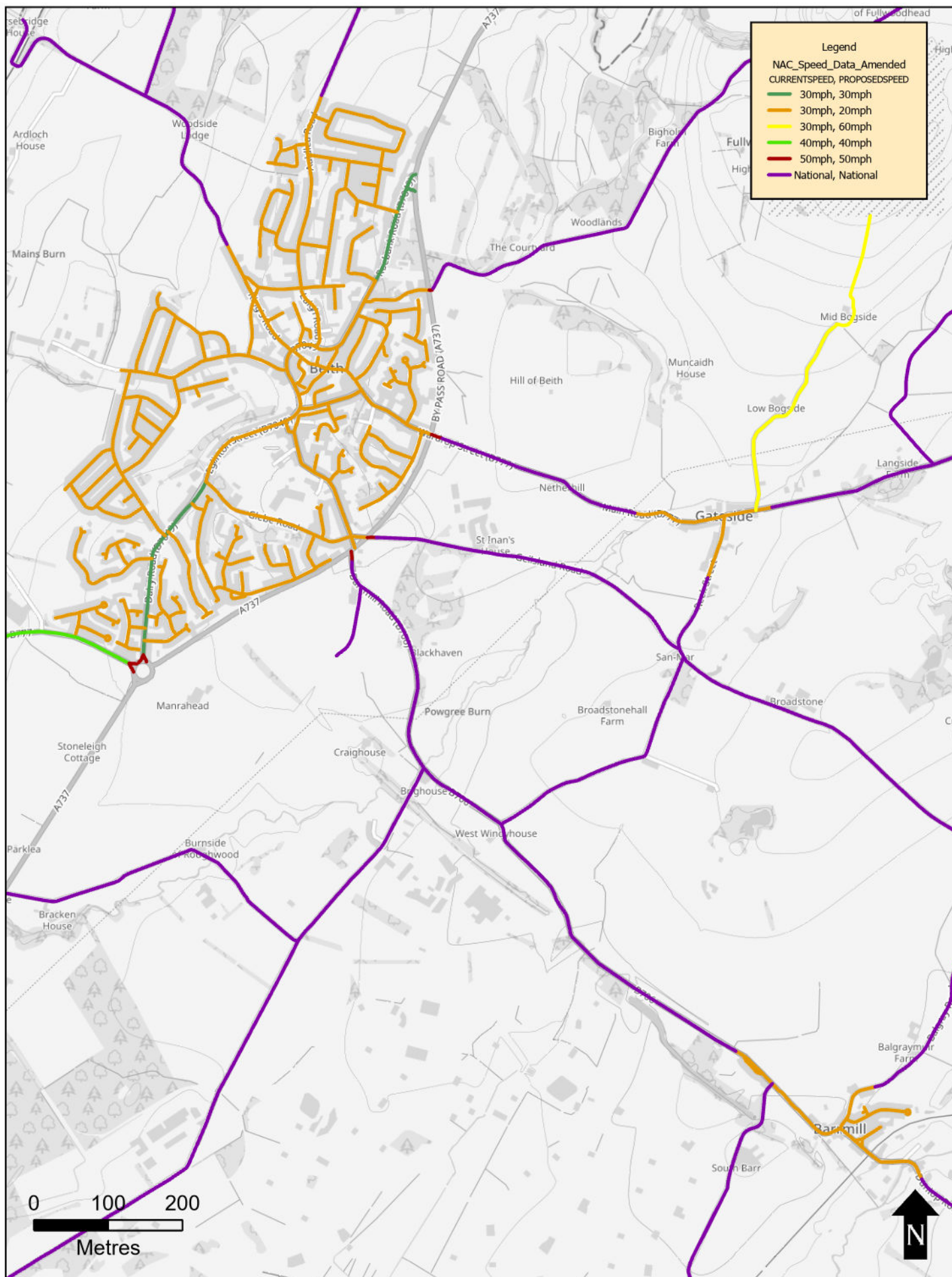
<div>Title:</div> <div>Sannox, Corrie</div> <div>North Ayrshire Council</div> <div>20mph National Review</div>	<div>"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.</div> <div>North Ayrshire Council SLA Licence Number: 100023393."</div>	<div><div><div>NORTH AYRSHIRE</div><div>COUNCIL</div><div>Neighbourhood Services Roads</div></div></div>	Section: Asset Management
			Date: 12 Jun 2024
			Scale: 1:30,000
			Drawing No:




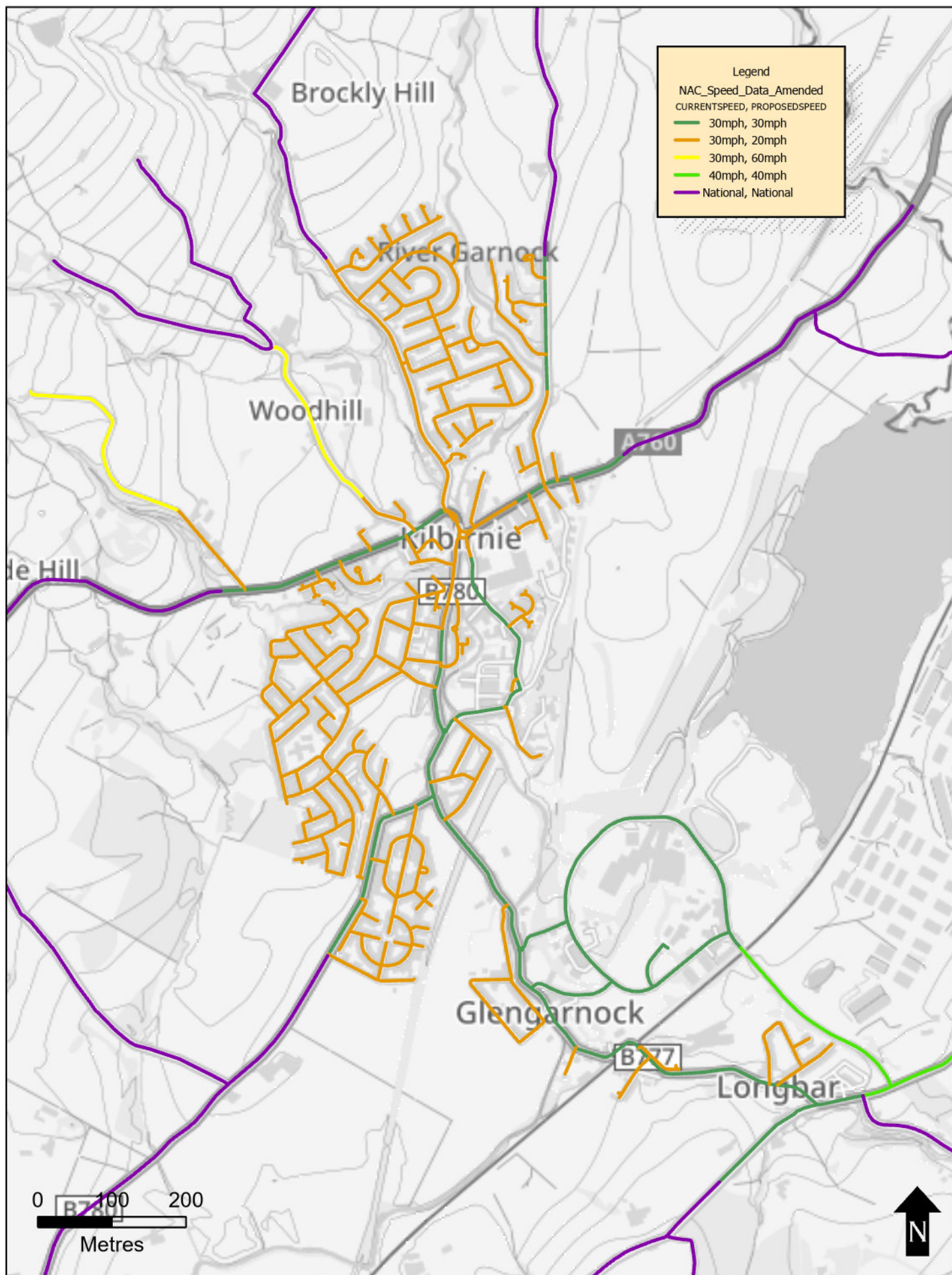
Title: Whiting Bay North Ayrshire Council 20mph National Review	Copyright Statement: © Crown copyright and database rights 2025. OS Licence Number AC0000825715.	 NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads	Section:	Asset Management
			Date:	22/05/2025
			Scale:	23,000
			Drawing No:	




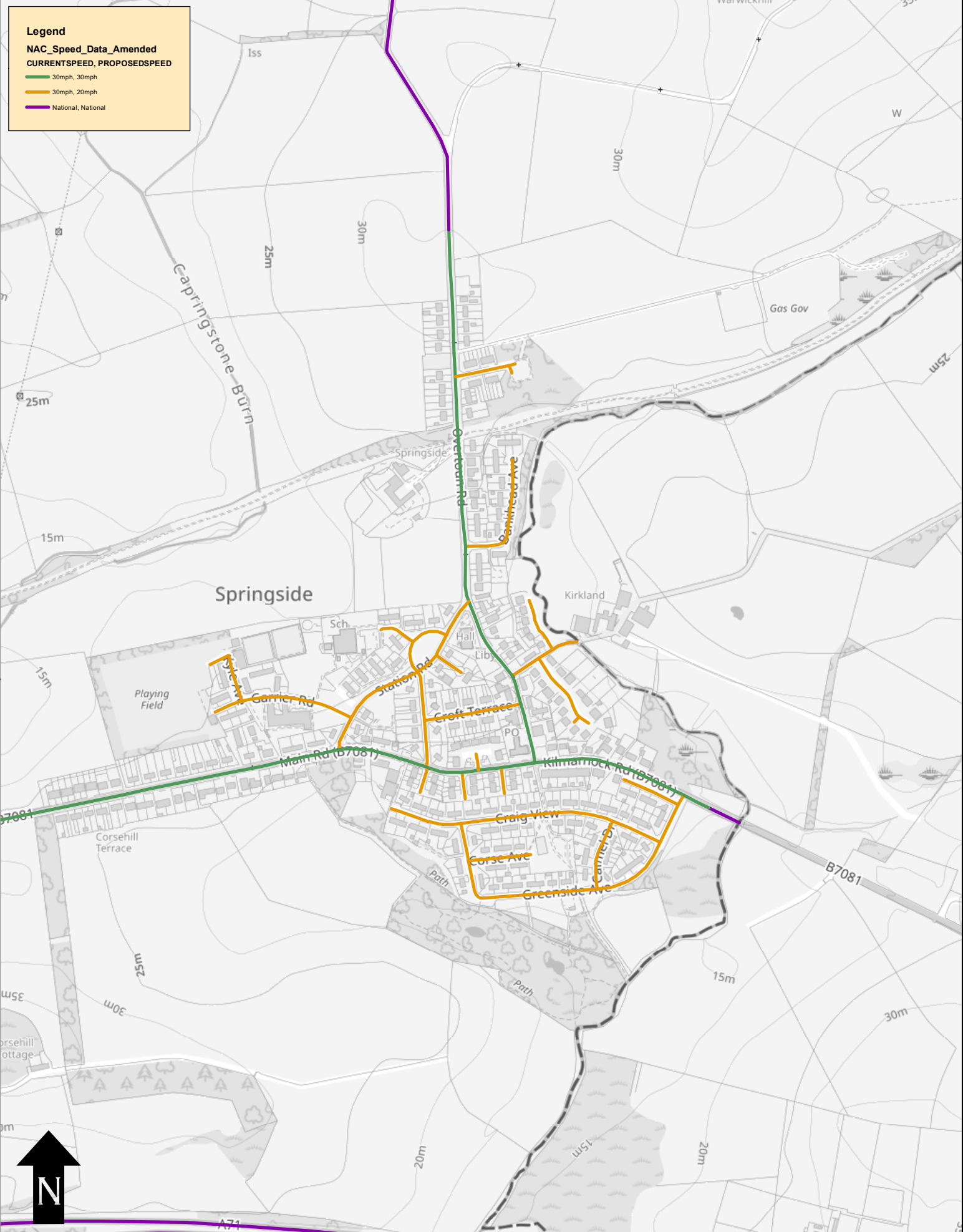
<div>Title:</div> <div>Dalry</div> <div>North Ayrshire Council</div> <div>20mph National Review</div>	<div>"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.</div> <div>North Ayrshire Council SLA Licence Number: 100023393."</div>	<div></div> <div>NORTH AYRSHIRE COUNCIL</div> <div>Neighbourhood Services Roads</div>	Section: Asset Management
			Date: 12 Jun 2024
			Scale: 1:17,000
			Drawing No:




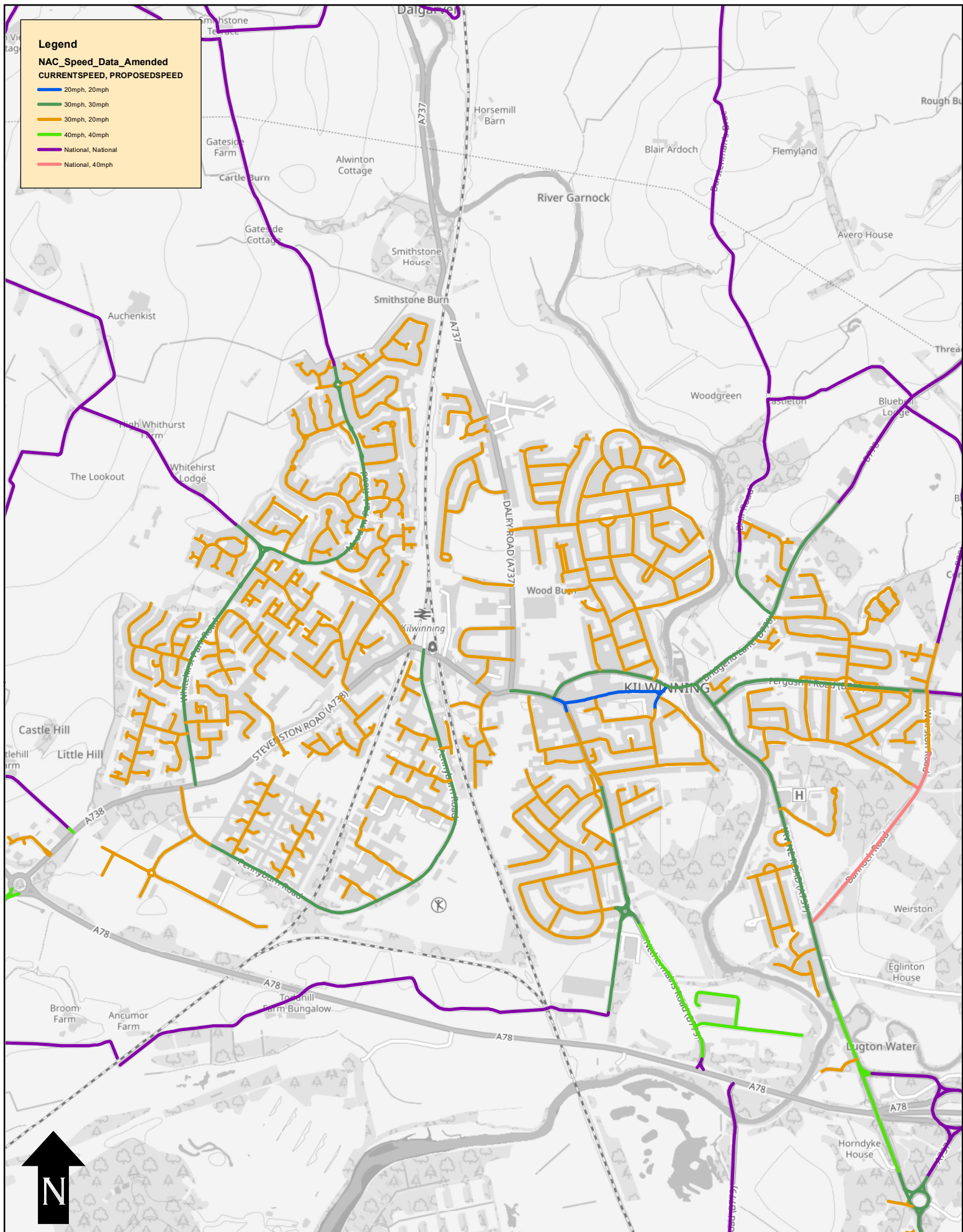
Title:	Copyright Statement:	 NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads	Section:	Asset Management
Beith, Barrmill, Gateside North Ayrshire Council 20mph National Review	© Crown copyright and database rights 2025. OS Licence Number AC0000825715.		Date:	03/04/2025
			Scale:	18,000
			Drawing No:	




<p>Title:</p> <p>Kilbirnie & Glengarnock North Ayrshire Council 20mph National Review</p>	<p>Copyright Statement:</p> <p>© Crown copyright and database rights 2025. OS Licence Number AC0000825715.</p>	<p> NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads</p>	<p>Section: Asset Management</p> <p>Date: 02/04/2025</p> <p>Scale: 18,000</p> <p>Drawing No:</p>
--	--	--	--



<p>Title:</p> <p>Springside</p> <p>North Ayrshire Council</p> <p>20mph National Review</p>	<p>"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.</p> <p>North Ayrshire Council SLA Licence Number: 100023393."</p>	 <p>NORTH AYRSHIRE COUNCIL</p> <p>Neighbourhood Services Roads</p>	<p>Section: Asset Management</p> <p>Date: 12 Jun 2024</p> <p>Scale: 1:7,000</p> <p>Drawing No:</p>
---	--	--	--



<p>Title:</p> <p>Kilwinning</p> <p>North Ayrshire Council</p> <p>20mph National Review</p>	<p>"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.</p> <p>North Ayrshire Council SLA Licence Number: 100023393."</p>	 <p>NORTH AYRSHIRE COUNCIL</p> <p>Neighbourhood Services Roads</p>	<p>Section: Asset Management</p> <p>Date: 12 Jun 2024</p> <p>Scale: 1:17,000</p> <p>Drawing No:</p>
---	--	--	---


Legend

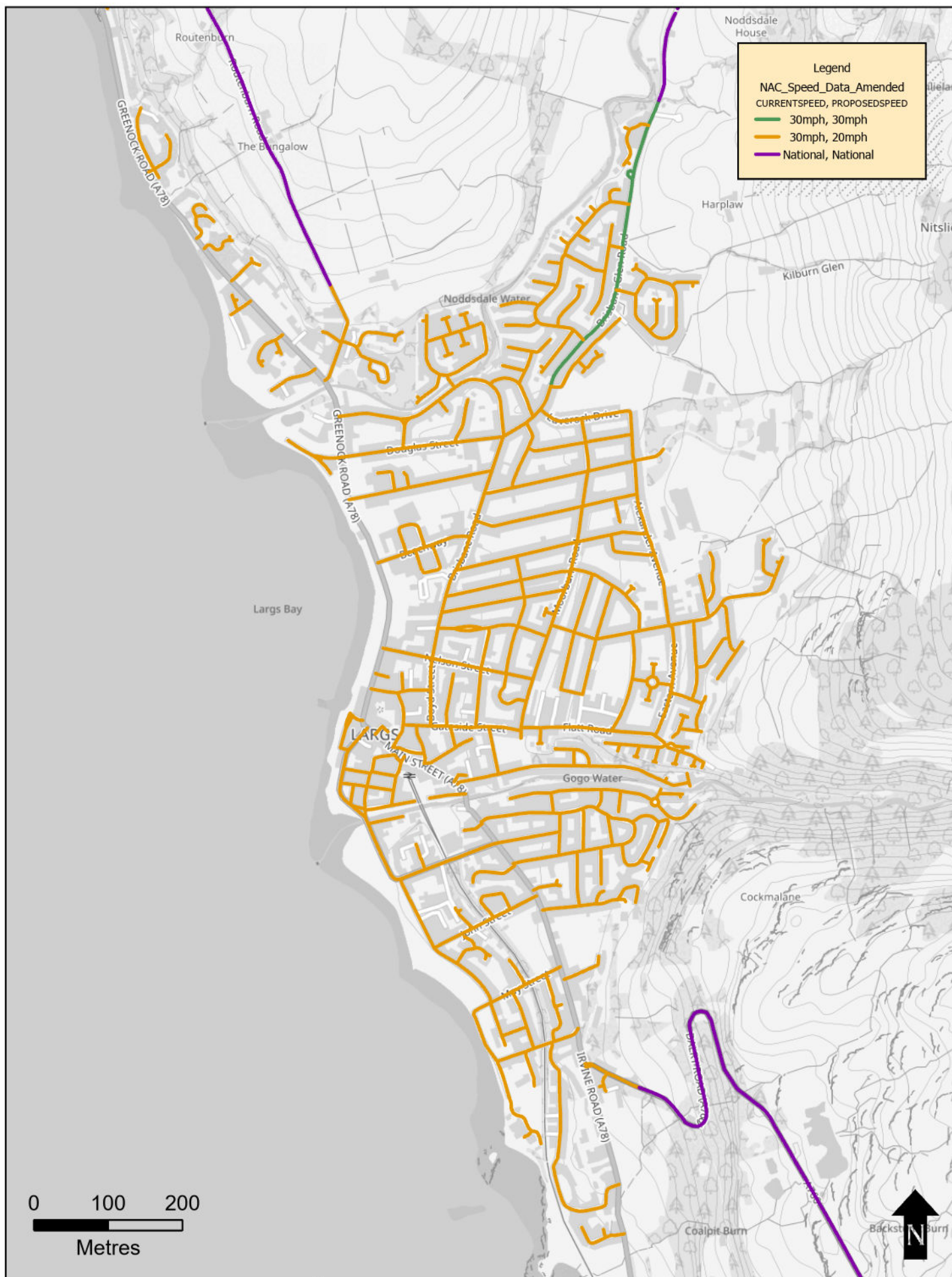
NAC_Speed_Data_Amended


CURRENTSPEED, PROPOSEDSPEED

30mph, 20mph



<div>Title:</div> <div>Fairlie</div> <div>North Ayrshire Council</div> <div>20mph National Review</div>	<div>"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. North Ayrshire Council SLA Licence Number: 100023393."</div>	<div>  <div> <div>NORTH AYRSHIRE</div> <div>COUNCIL</div> <div>Neighbourhood Services</div> <div>Roads</div> </div> </div>	<div>Section: Asset Management</div>
			<div>Date: 12 Jun 2024</div>
			<div>Scale: 1:12,000</div>
			<div>Drawing No:</div>

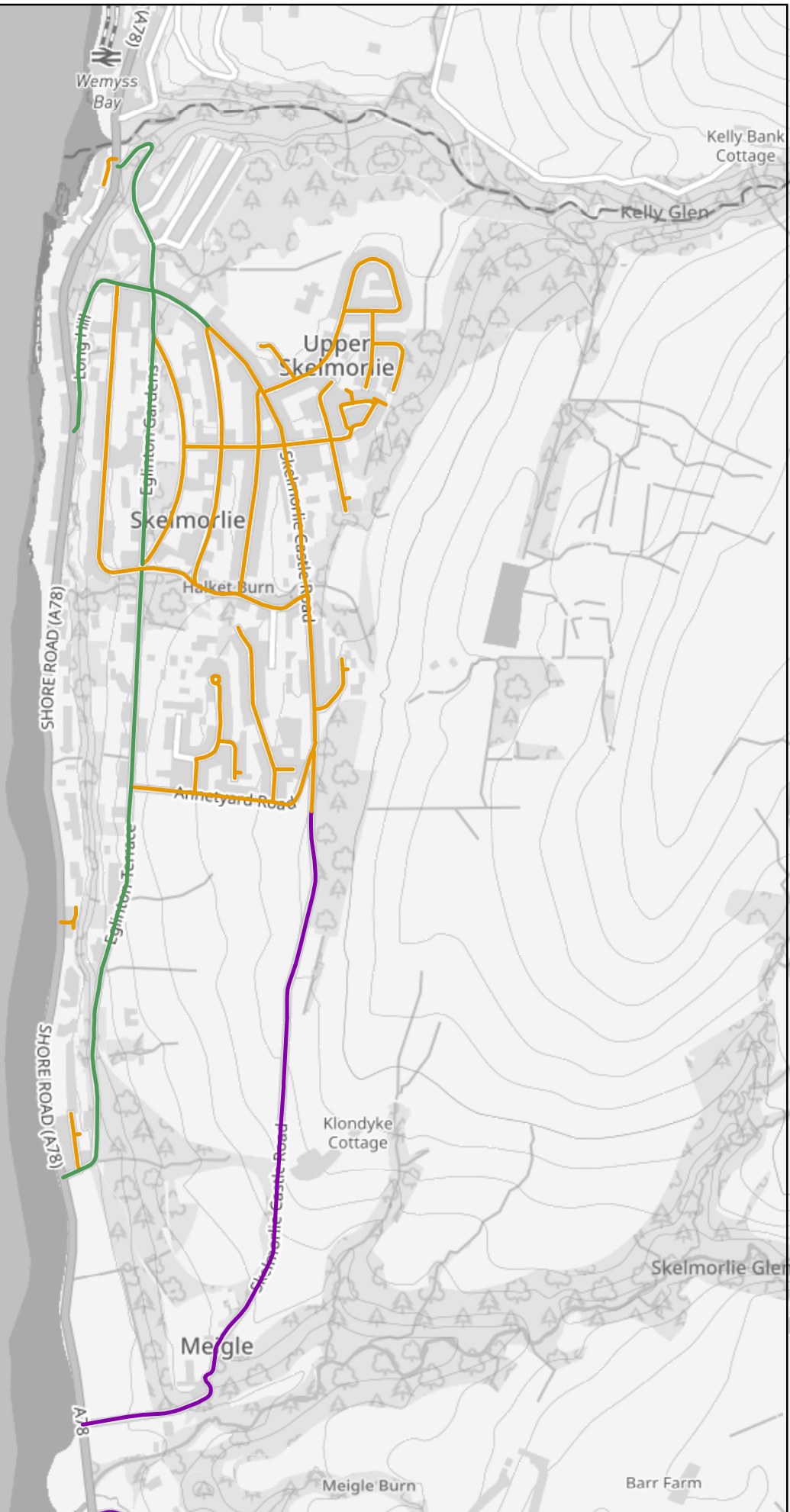


<p>Title:</p> <p>Largs North Ayrshire Council 20mph National Review</p>	<p>Copyright Statement:</p> <p>© Crown copyright and database rights 2025. OS Licence Number AC0000825715.</p>	<p> NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads</p>	<p>Section: Asset Management</p> <p>Date: 22/05/2025</p> <p>Scale: 23,000</p> <p>Drawing No:</p>
--	--	---	--

Legend

NAC_Speed_Data_Amended
CURRENTSPEED, PROPOSEDSPEED

30mph, 30mph
30mph, 20mph
National, National



Title:

Skelmorlie North Ayrshire Council 20mph National Review

"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.
North Ayrshire Council SLA Licence Number: 100023393."



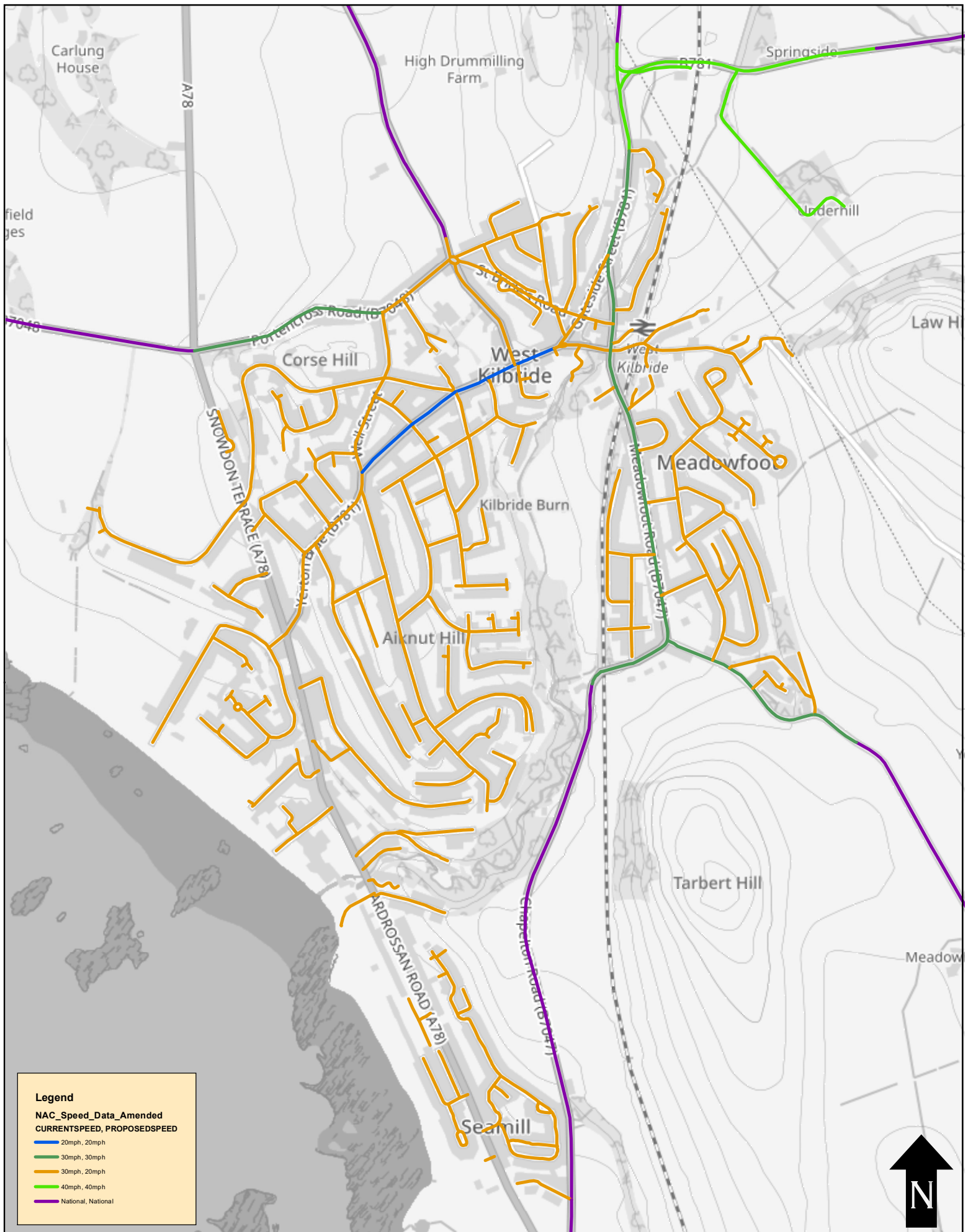
NORTH AYRSHIRE
COUNCIL
Neighbourhood Services
Roads


Section: Asset Management

Date: 12 Jun 2024

Scale: 1:12,000

Drawing No:



Title: West Kilbride North Ayrshire Council 20mph National Review	"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. North Ayrshire Council SLA Licence Number: 100023393."	 NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads	Section: Asset Management
			Date: 05 Jul 2024
			Scale: 1:11,000
			Drawing No:

Legend

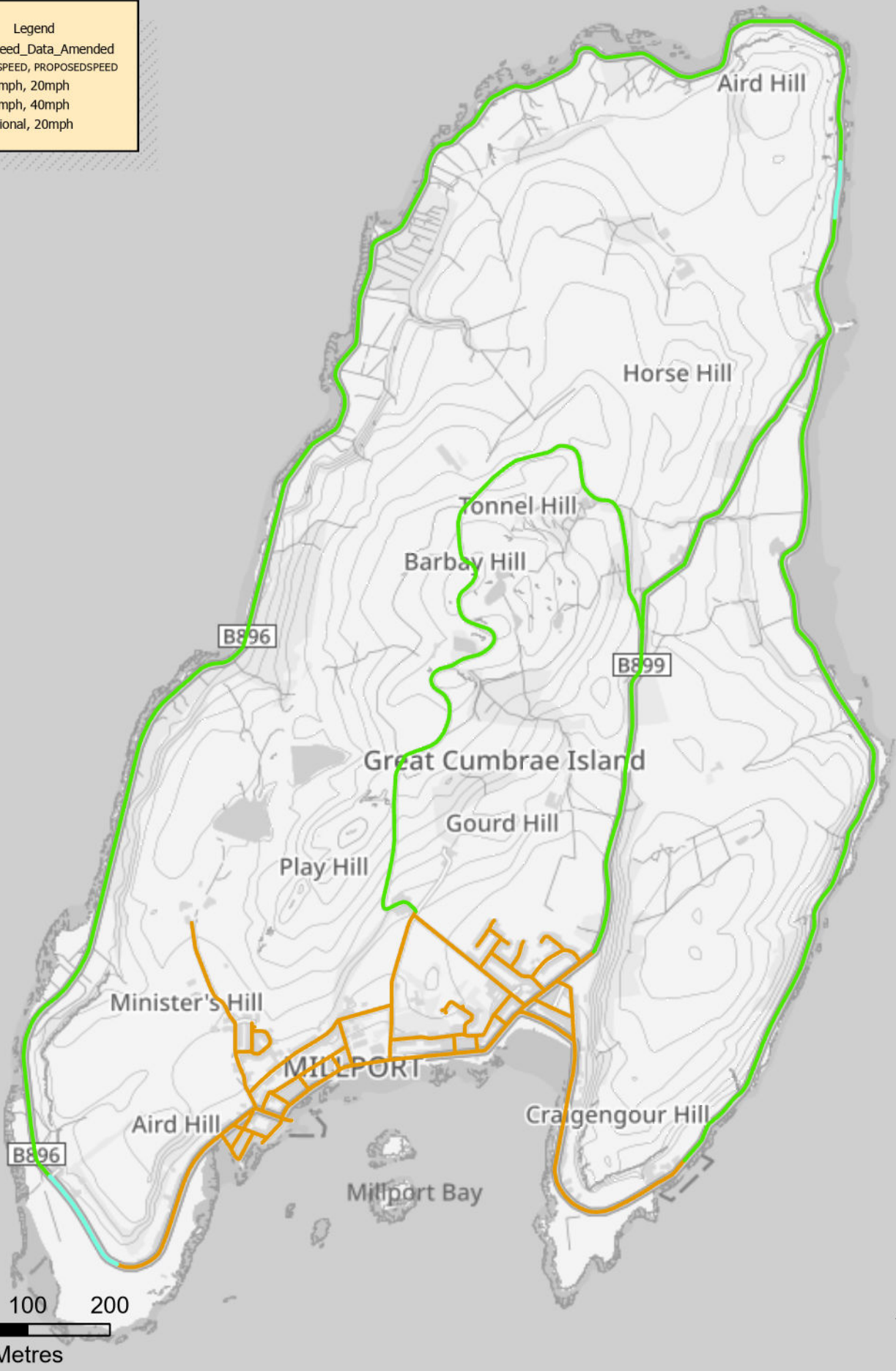
NAC_Speed_Data_Amended


CURRENTSPEED, PROPOSEDSPEED

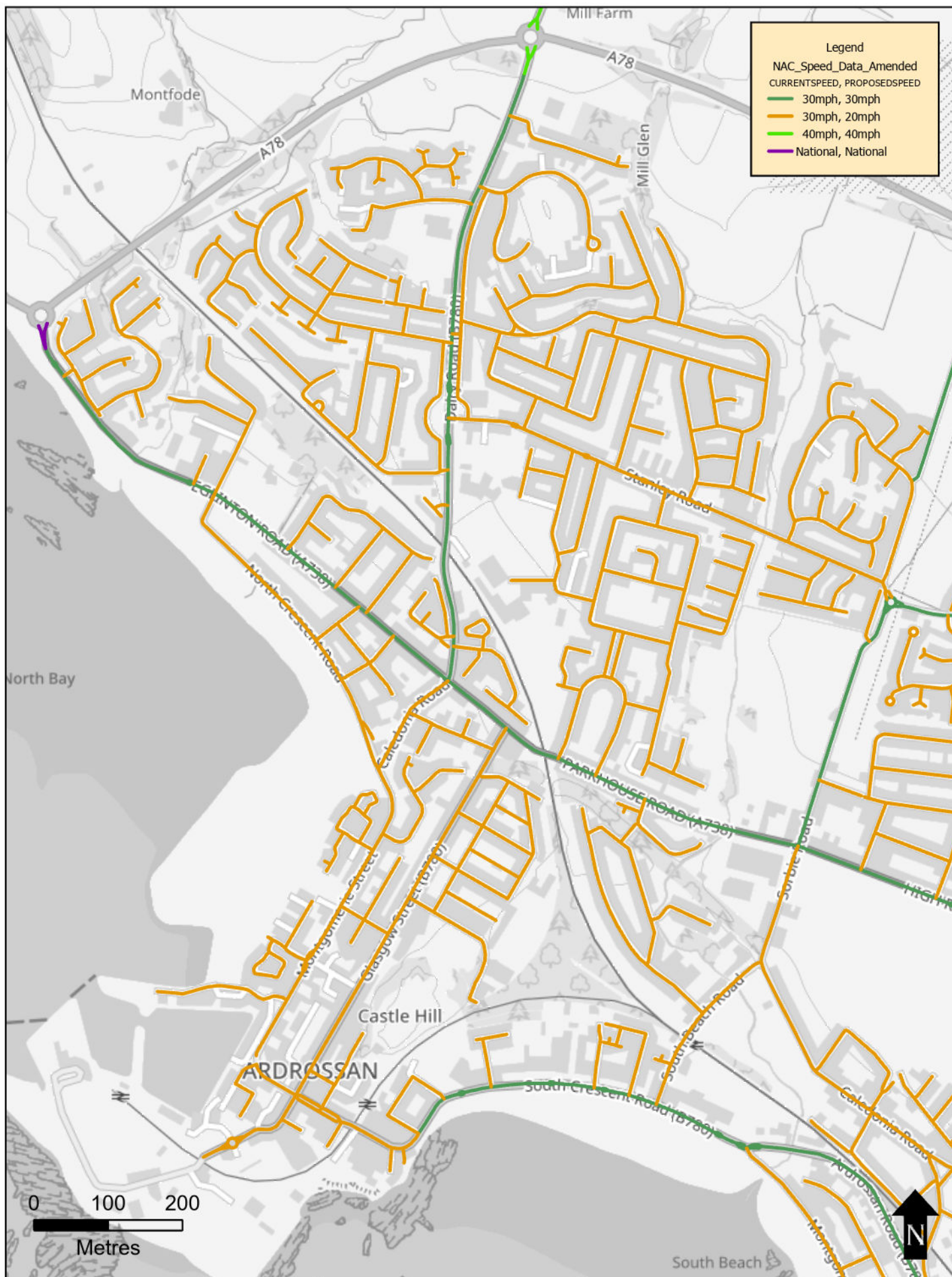
30mph, 20mph


40mph, 40mph

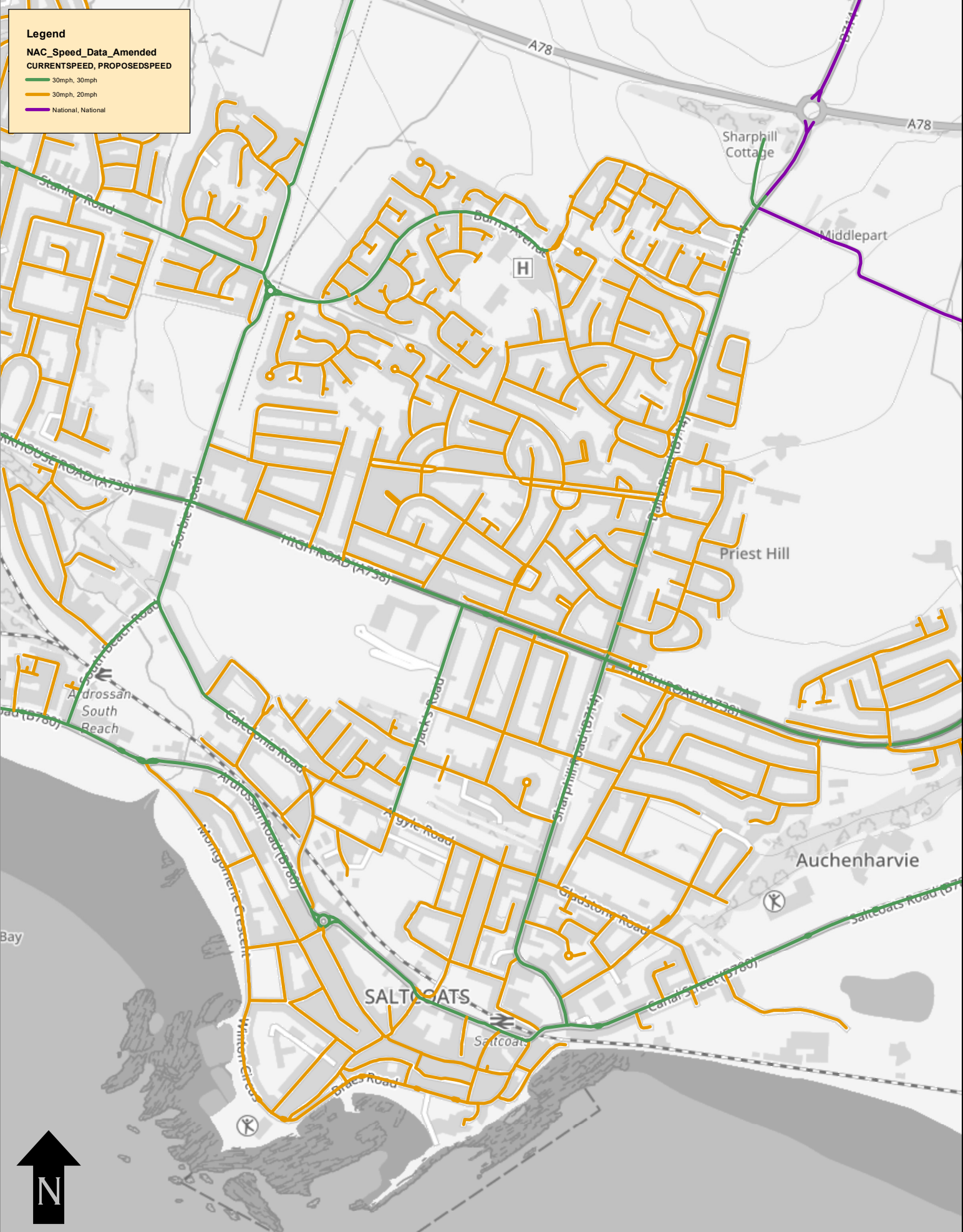
National, 20mph




<div>Title:</div> <div>Millport North Ayrshire Council 20mph National Review</div>	<div>Copyright Statement:</div> <div>© Crown copyright and database rights 2025. OS Licence Number AC0000825715.</div>	<div> NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads</div>	<div>Section:</div> <div>Asset Management</div>
			<div>Date:</div> <div>03/04/2025</div>
			<div>Scale:</div> <div>23,000</div>
			<div>Drawing No:</div> <div></div>



<p>Title:</p> <p>Ardrossan North Ayrshire Council 20mph National Review</p>	<p>Copyright Statement:</p> <p>© Crown copyright and database rights 2025. OS Licence Number AC0000825715.</p>	<p> NORTH AYRSHIRE COUNCIL Neighbourhood Services Roads</p>	<p>Section: Asset Management</p> <p>Date: 03/04/2025</p> <p>Scale: 18,000</p> <p>Drawing No:</p>
--	--	---	--



Title:		<div><p>NORTH AYRSHIRE COUNCIL</p><p>Neighbourhood Services Roads</p></div>	Section: Asset Management	
Saltcoats North Ayrshire Council 20mph National Review			Date:	12 Jun 2024
			Scale:	1:12,000
			Drawing No:	
"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. North Ayrshire Council SLA Licence Number: 100023393."				

Wemyss Bay to Skelmorlie

Trunk Road 20mph Criteria







Kilwinning A737/A738

Trunk Road 20mph Criteria

30mph zone north terminal signs

Full section proposed to change from 30mph to 20mph (2680m)

30mph zone south terminal signs

Google Earth

600 m

