This idea is flawed. My view was that 20mph zones work, specifically because they are isolated and rare. People recognise the need for them around schools and parks etc. making them blanket in urban areas loses that by just making them an encumbrance on peoples progress on journeys. Driving is a licenced activity and drivers in the main adhere to the rules of the road. Those that do not, will not adhere to the 20 limit any more than they do the 30 limit, and by making them blanket all you achieve is desensitising people to the importance of the existing 20mph zones and increasing frustration, which although it cant be measured, is the cause of most accidents in reality.

I’ve just come across the below article which even puts my assumptions about the existing 20mph zones in question, so to roll out in all urban areas would be disastrous.

https://www.highwaysindustry.com/safer-20mph-zones-can-make-roads-dangerous/