



Llywodraeth Cymru
Welsh Government

20 mph

Stakeholder Communications Toolkit

February 2023

A default 20mph for Wales

On 17 September 2023, 20mph will become the default speed limit on restricted roads in Wales. Before the new speed limit comes into force, Local Authorities will be engaging with local communities on the changes and on decisions around the roads which will be exceptions (and have a speed limit of 30mph). This toolkit aims to give Local Authority communications teams the key narrative, topline and assets to use in their engagement.

The Welsh Government is developing a wider campaign to support the introduction of 20mph in Wales. We expect the campaign to go live in March 2023. When it does, we will provide an updated version of this pack that reflects the final campaign.



Date	Campaign activity and key milestones
Summer 2022 – 17 September 2023	LA exemption communications and engagement in communities
Summer 2022 – 17 September 2023	Regular Welsh Government national communications
March 2023	6 months until 20mph – national launch Publication of monitoring report from trial areas
17 September 2023	Implementation of 20mph as default on restricted roads

Core narrative

The Welsh Government recommend using the narrative below in communications with communities. We are focusing on a proactive promotion approach, where we set out the benefits of 20mph, why the policy is being brought in and how it will work.

More information on 20mph and some **frequently asked questions on the policy** can be found on gov.wales.

About 20mph in Wales

From September 2023, a new default 20mph speed limit will apply to residential and busy pedestrian streets with street lights in Wales.

The Welsh Government is making this change for a number of reasons, including:

- » reducing the number of collisions and severe injuries from them (also reducing the impact on the NHS from treating the people who are injured)
- » encouraging more people to walk and cycle in our communities
- » helping to improve our health and wellbeing
- » making our streets safer; and
- » safeguarding the environment for future generations.

According to the World Health Organisation, the most effective way to improve pedestrian safety is to reduce the speed of vehicles. The evidence from around the world is very clear – reducing speed limits reduces collisions and saves lives. In the distance it takes for a car travelling 20mph to stop, a 30mph car is still moving at 24mph. This makes a substantial difference to the ability to avoid collisions. When a pedestrian is hit by a vehicle travelling at around 30mph they are around five times more likely to be killed than when hit by a vehicle travelling around 20mph.¹

Public Health Wales believe that lowering the default speed limit to 20mph could have substantial health benefits. 20mph will reduce the risk of collisions, help people feel safer and benefit people's physical and mental well-being. A recent public health study² estimated that the 20mph default speed limit could result in:

- » 40% fewer collisions
- » saving 6 to 10 lives every year
- » and avoiding 1200 to 2000 people being injured every year.

This would save around £92m in prevention during the first year alone.

There is also evidence from across the world that vehicle speeds are one of the main reasons why people do not walk or cycle or do not allow their children to walk or cycle to school. Lower traffic speeds will create more liveable communities and encourage walking and cycling. People will feel more comfortable when walking and cycling. It will be safer for children from the moment they are outside their homes, playing or walking to school, while older people will also feel more able to travel independently and safely.

Driving slower produces less noise, reduces fuel consumption, and exhaust and non-exhaust emissions are also likely to be reduced. Accelerating up to a reduced speed of 20mph, and driving at a more consistent speed, should result in lower tyre, and brake abrasion³ and this can also save on your fuel costs⁴.

1 Davis, A. 2023 Essential Evidence 4 Scotland No.63 Impact speed and pedestrian fatality risk, Transport Research Institute, <https://blogs.napier.ac.uk/tri/essential-evidence-scotland>

2 Jones, S., Brunt, H. 2017 Twenty miles per hour speed limits: a sustainable solution for public health problems in Wales, Journal of Epidemiology and Community Health, doi:10.1136/jech-2016-208859

3 Williams, D., North, R. 2013. An evaluation of the estimated impacts on vehicle emissions of a 20mph speed restriction in central London

4 NICE, 2017 Air pollution: Outdoor air quality and health, NICE Guideline 70 [nice.org.uk/guidance/ng70](https://www.nice.org.uk/guidance/ng70). London: NICE

The Welsh Government is working closely with GoSafe and the Police, who enforce speed limits in Wales, to ensure that the new speed limits are respected and driver behaviour change is supported.

Whilst 20mph will become the default for residential and busy pedestrian streets, not all roads will change to 20mph. Local Councils will consider which streets should remain at a 30mph limit. Streets that will have a 30mph limit will also have 30mph repeater signs installed. This means that where there is street lighting on a road, with no speed limit signs, drivers should always assume that the speed limit is 20mph.

In the latest public opinion survey, published in September 2022, almost two thirds of people were in support of a lower speed limit where they live, 62% agreed they 'wished everyone would slow down a bit on the roads' and 55% agreed that 'streets would be a lot nicer for pedestrians with a 20mph speed limit'.

Other feedback, from correspondence received by the Welsh Government, has been that people who live on streets that have a 20mph limit quickly get used to the slower traffic speed and see the benefit of it.

The 20mph default limit will be in place where people live. It is being implemented for the benefit of residents and their communities. Its introduction will make for safer streets and healthier communities.



The exceptions process

The Welsh Government has provided updated guidance to Local Authorities on the exceptions to the new 20mph default. The Welsh Government has also published a map on DataMapWales showing exceptions to the default 20mph speed limit (i.e. roads that would stay 30mph by order).

Ultimately, it will be Local Authorities who decide which roads should retain the 30mph limit and they should communicate this to communities.

The Welsh Government is using the following line with the media on this process:

A Welsh Government spokesperson said:

“The new legislation will not apply a blanket speed limit on all roads, it will simply make the default limit 20mph. Ultimately, it will be down to Local Authorities to decide which roads should retain the 30mph limit in consultation with their residents. Together, we are drawing lessons from first phase settlements.”

Dealing with queries from the media

The Welsh Government are happy to take queries from the media on the overall 20mph policy, all queries should be sent to WG press office at:
ClimateChange-PressOffice@gov.wales

Decisions on road exceptions are made by Local Authorities and the relevant media/press teams will need to handle them. The Welsh Government will refer any specific questions on road exceptions to the relevant Local Authority.

Assets

To help you communicate with your communities, as well as the key messages above, the Welsh Government has produced a number of digital assets. These will be updated in March 2023 to reflect the new campaign that will be running. We will send an updated toolkit to Local Authorities in March 2023.

Web banners

Twitter post images (2022)

Twitter post images (2023)

A3 Posters

If you need these assets in other sizes please contact:
cttc@gov.wales

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