#20mphconf

20’s Plenty – the new norm
Deborah Sims
Immediate Past President
Chartered Institution of Highways and Transportation

#20mphconf
Liz Leffman
Leader
Oxfordshire County Council

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20’s Plenty – the new norm

Headline Sponsor: JENOPTIK

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In partnership with: 20’s Plenty for Us...making your place a better place to be

Supported by: BaseMap

Rosehill Highways
Lee Waters
Deputy Minister for Climate Change
Welsh Government

Robert Kent-Smith
Deputy Director - Transport Strategy & Policy
Welsh Government

Ian Bradfield
Principal Policy Lead – Roads
Welsh Government

Jason Williams
Gwent Police

Kaarina Ruta
Transport Assistant
Welsh Local Government Association

Stefan Rollnick
Head of Misinformation
Lynn

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Lee Waters
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Robert Kent-Smith
Deputy Director - Transport Strategy & Policy
Welsh Government

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Setting a national 20mph Speed Limit in Wales
Wales Transport policy context

Robert Kent-Smith
Deputy Director Transport Strategy and Policy
Policy context
**OUR VISION**

An accessible, sustainable and efficient transport system

**Priority 1**
Bring services to people in order to reduce the need to travel

**Priority 2**
Allow people and goods to move easily from door to door by accessible, sustainable transport

**Priority 3**
Encourage people to make the change to more sustainable transport

**WELL BEING AMBITIONS**

- **Good for people and communities**
- **Good for the environment**
- **Good for places and the economy**
- **Good for culture and the Welsh language**
Sustainable Transport Hierarchy

- Walking and Cycling
- Public Transport
- Ultra-Low Emissions Vehicles
- Other Private Motor Vehicles

Target for public transport, cycling and walking trips: 32% → 45% by 2040
Ian Bradfield
Principal Policy Lead – Roads
Welsh Government

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Background and first phase

Ian Bradfield
Principal Policy Lead Roads
‘We know that 20mph zones reduce speed of traffic, reduce accidents – particularly accidents to children – and we want to see that become the default position right across Wales.’
For | Abstain | Against | Total
---|---|---|---
45 | 2 | 6 | 53

Meeting: 15/07/2020 - Plenary (Item 11)
Debate: Introducing 20mph Speed Limits in Wales

The Welsh Government response to the recommendations made in the 20 Mph Task Force Group Report

Lee Waters
Deputy Minister for Economy & Transport
Five year priorities set out in the Wales Transport Strategy to make communities safer and encourage Active Travel.

20 mph included in Programme for Government 2021 to 2026, and forms part of the legislative programme.
Recommendation 1

The Welsh Ministers should make subordinate legislation under Section 81(2) of the Road Traffic Regulation Act 1984 to reduce the maximum lawful speed of a motor vehicle on a restricted road in Wales to 20mph.
The Restricted Roads (20 mph Speed Limit) (Wales) Order 2022

Made 13 July 2022

Coming into force 17 September 2023

The Welsh Ministers, in exercise of the powers conferred by section 81(2) and (3) of the Road Traffic Regulation Act 1984(1), and after consultation with the Secretary of State as required by section 81(5) of that Act, make the following Order.

A draft of this Order has been approved by a resolution of Senedd Cymru in accordance with section 81(3)(aa) of the Road Traffic Regulation Act 1984.

Title, application and commencement

1.—(1) The title of this Order is the Restricted Roads (20 mph Speed Limit) (Wales) Order 2022.
(2) This Order applies in relation to Wales.
(3) This Order comes into force on 17 September 2023.
Recommendation 18

Welsh Government should invite local authorities to express interest in being part of a Pilot Settlements Project to make an early start on the development and refinement of the various processes needed to implement wide-area 20mph limits and to capture and collate a comprehensive data set to evaluate the impacts of the 20mph nationwide programme.
20 mph First Phase settlements
20 mph First Phase settlements have been used to develop:

- An Enforcement Strategy
- Local Comms toolkits
- Technical and Procedural Guidance

Recommendation 9: Welsh Government should publish design guidance for local authorities on typical engineering measures that may be required to support lower traffic speeds on restricted roads.

- An Exception Process for those roads to remain 30 mph
- A Monitoring and Evaluation Strategy
Recommendation 6

Transport for Wales should further develop and finalise its GIS tool for identifying potential exceptions to the national default 20mph speed limit for restricted roads. This tool should take into account both the Place and Movement functions of each section of street/road. It should be trialled and refined through the Pilot Settlements project (see Recommendation 18).
20mph Exceptions Process
20mph Exceptions Process

Potentially suitable for remaining at 30mph
Recommendations 14 and 15

Local authorities and the Police should provide routine monitoring data, including on speed, casualties and collisions, and air quality to the Welsh Government in a timely way to contribute to the evaluation of the impacts of the 20mph nationwide programme.

Welsh Government should undertake a monitoring and evaluation study so that an assessment can be made of the impact and effectiveness of the new default speed limit. This should be initiated through the Pilot Settlements project (see Recommendation 18).
# National Default 20mph on Restricted Roads
Monitoring Framework [Draft]

<table>
<thead>
<tr>
<th>Revision</th>
<th>02</th>
</tr>
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<tbody>
<tr>
<td>Issue Date</td>
<td>11 August 2022</td>
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[Image: Welsh Government logo]
Monitoring and Evaluation Strategy

Policy Measure: Reduce speed limit on restricted roads to 20mph

- Reduce injury and death
  - Reduce the number of vulnerable pedestrians and cyclists killed or seriously injured on the road network

- Encourage a change in travel behaviour
  - Encourage mode shift from private car to walking and cycling
  - Reduce motor vehicle dominance in vehicle/pedestrian interactions

- Reduce negative externalities of vehicle use
  - Reduce carbon emissions from transport
  - Avoid any negative net effect on air quality

Improve well-being of people in Wales (health outcomes, social interaction, NHS costs, local economies)
Key Performance Indicators (KPIs)

Objectives

Reduce the number of vulnerable pedestrians and cyclists killed or seriously injured on the road network

Encourage mode shift from private car to walking and cycling

Reduce motor vehicle dominance in vehicle/pedestrian interactions

Reduce carbon emissions from transport

Avoid any negative net effect on air quality

1.1: % traffic compliance with 20mph speed limit

1.2: Change in 85th percentile speed

1.3: Change in mean speed

1.4: Vehicle journey time & variation on main through routes (difference between 5th & 95th percentile) – split by general traffic/bus

2.1: Child pedestrian (age 5-11) casualty rate, by sex & deprivation fifth, also by sex and urban/rural

2.2: Pedestrians and cyclists age 65-74 casualty rate, by sex & deprivation fifth, also by sex and urban/rural

2.3: Pedestrians and cyclists (age 75+) casualty rate, by sex & deprivation fifth, also by sex and urban/rural

3.1: Change in attitude to active travel use in built-up areas

3.2: Change in vehicle/pedestrian yield behaviours

4.1: Change in local air quality - NOx, PM10, PM2.5

4.2: Change in CO2 emissions

4.3: Scale of traffic re-assignment to alternative longer routes

5.1: Change in public attitudes to 20mph speed limits
### KPIs

<table>
<thead>
<tr>
<th>KPI</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1: % traffic compliance with 20mph speed limit</td>
<td></td>
</tr>
<tr>
<td>1.2: Change in 85%ile speed</td>
<td></td>
</tr>
<tr>
<td>1.3: Change in mean speed</td>
<td></td>
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<td>1.4: Vehicle journey time &amp; variation on main through routes</td>
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</tr>
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</tr>
<tr>
<td>5.1: Change in public attitudes to 20mph speed limits</td>
<td></td>
</tr>
</tbody>
</table>

### Data collection / measurement methods

- **Semi-permanent traffic speed & veh classification monitoring devices (radar or loop)**
  - (a) ongoing in Phase 1 areas and (b) before/after in other sample locations across Wales

- **National level – annual OS speed data layer release**

- **For 1.4, GPS data before/after**

- **STATS19 – unverified (pre-release) data**

- **Hospital data – emergency department attendances & in-patient admissions ICD-10 codes V01-V09**

- **For 3.1 & 5.1, focus groups continue periodically in Phase 1 areas and new focus groups in other areas**

- **For 3.2, camera surveys (a) continue periodically in Phase 1 areas**

- **For 4.1, AQ sensors & diffusion tubes remain in three Phase 1 areas**

- **For 4.2 & 4.3**
Air Quality

KPI = “Air quality remaining same (at the least)”

• Monitoring to be undertaken at two similar ‘free flowing’ locations, one ‘inside’ the 20 mph zone and one ‘outside’ the 20 mph zone using air quality sensors

• By comparing the measurements obtained at each sensor ‘impact’ of the 20 mph speed restriction on air quality (NO2 and PM) can be estimated

• This approach attempts to ‘remove’ the influence of other factors which can influence trends in roadside air pollutant concentrations over time
Air Quality - Installation and Calibration

Where there is no power supply, large solar panel capable of powering two sensors (even during winter months), which will remain in situ during study.

Sensors typically fixed to lamppost columns at height of 2-3m to avoid tampering and to provide source of power.
## Future programme

<table>
<thead>
<tr>
<th>Task</th>
<th>Cardiff</th>
<th>Severnside</th>
<th>Abergavenny</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structural surveys</td>
<td>Complete</td>
<td>Complete</td>
<td>N/A</td>
</tr>
<tr>
<td>Initial calibration</td>
<td>Complete</td>
<td>Complete</td>
<td>In progress</td>
</tr>
<tr>
<td>Installation</td>
<td>Complete</td>
<td>Complete</td>
<td></td>
</tr>
<tr>
<td>6 month calibration</td>
<td>Nov-22</td>
<td>Nov-22</td>
<td></td>
</tr>
<tr>
<td>Initial report</td>
<td>Dec-22</td>
<td>Dec-22</td>
<td></td>
</tr>
<tr>
<td>12 month calibration</td>
<td>May-23</td>
<td>May-23</td>
<td></td>
</tr>
<tr>
<td>18 month calibration</td>
<td>Nov-23</td>
<td>Nov-23</td>
<td></td>
</tr>
<tr>
<td>Final report</td>
<td>Dec-23</td>
<td>Dec-23</td>
<td></td>
</tr>
</tbody>
</table>
National Default 20mph on Restricted Roads
Monitoring Framework [Draft]

Revision 02
Issue Date 11 August 2022
Recommendation 2

Welsh Ministers should make subordinate legislation under Section 65(3) of the Road Traffic Regulation Act 1984 to give general directions to local authorities on the appropriate placing of speed limit signs, taking into account the change in the default speed limit for restricted roads.
Changes to the Traffic Signs Regulations and General Directions 2016 (TSRGD)
The main sign changes associated with the 20 mph default speed limit:

- All current 30mph terminal signs and carriageway roundels on restricted roads will need to be changed to display 20mph
- 20mph zones will become redundant: TROs for 20mph zones will need to be revoked if they are in street-lit areas to reinstate restricted status
- 20mph repeater signs, 20mph zone/limit signs and end of zone signs will need to be removed
- Exceptions for roads that will remain at 30mph will need a TRO and 30mph repeater signs
- Any 20mph limits made by TRO that are not in lit areas will need to retain the repeaters
TSRGD Changes

- Savings
- Repeaters
- 20mph zones
- Signing humps
- Signs near schools
- Temporary signs
- Speed camera signs
Changing the signs

All current 30mph terminal on restricted roads will need to be changed to display 20mph on 17th September 2023

How to get from this?

To this overnight!
Jason Williams
Gwent Police

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The Police role

Jason Williams, Inspector Gwent Police
Recommendation 7

Welsh Government should work with the Police and Crime Commissioners, the Police and GoSafe to agree how the enforcement regime should be adapted to the widespread application of 20mph speed limits.
Police Enforcement / Education in live Phase 1 settlements

We are carrying out enforcement in all of the 8 phase 1 settlements which includes engagement prior to enforcement as part of the wider enforcement strategy. Making use of:

- CSW
- Fire service
- Schools/local authority links
- Gosafe assets and partnerships.

All activities are monitored and evaluated by TfW analysts.
20mph - Trial police education initiatives
September 2023 onwards

Both Gosafe and Police will continue to support Welsh Government around enforcement and education.

Challenges:

• Size and scope of delivering education across all Local Authorities
• Staffing and commitments that already exist within each organisation.
• Finances placing a limit to what can realistically be achieved, still making a real impact.

What will exist is the framework of partners with which to deliver the options that have been explored in the Phase One roll out.
Recommendation 11

Government should design and conduct an effective communications and promotion strategy, in conjunction with local authorities, to raise public awareness that the national default speed limit for restricted roads is reducing to 20mph and to promote compliance with it.
Kaarina Ruta
Transport Assistant
Welsh Local Government Association

#20mphconf
The local authority role

Kaarina Ruta
Transport Assistant
The case for change

WHY SPEED MATTERS

75% Drivers yield 75% of the time when traveling 20 MPH

17% Drivers yield only 17% of the time when traveling 37 MPH

Field of vision at 15 MPH

Field of vision at 30 to 40 MPH

HIT BY A VEHICLE TRAVELING AT:

20 MPH

1 out of 10 pedestrians survive

30 MPH

3 out of 10 pedestrians survive

40 MPH

3 out of 10 pedestrians survive

Mostly I drive through Caldicot frustrated and growly at the enforced speed limit. (Willing to go faster 🙄)

Tonight a little lad fell off his bike into the road right in front of my car. I’ve never been more grateful of going below 20mph 😊

I was able to stop promptly, thankfully. He was fine, but winded and shaken but definitely ok! I dread to think what could have happened had I been driving faster as he was tangled up in his bike struggling to get up. I’m not sure I could have stopped in time.

I do apologise if your lovely boy came home and said a random lady offered him and his bike a lift. It was me wanting to make sure he was ok! (Didn’t think until the words left my mouth 😟) then told him I was sorry for asking that and he shouldn’t go with strangers and did he want me to call his parents. He insisted he was ok so we stopped for a moment for him to rest and catch his breath and he politely thanked me for stopping 😊 and off he went on his way home. Thankfully 🙏.
First phase lessons learnt

- Local communication is **essential**
- **Do not** rely on the Statutory Consultation for TROs
- The Exceptions Maps provided by Transport for Wales are **guidance only**
- Local Authorities **must** apply their local knowledge
- Be careful **not to** miss the voice of the silent majority
- Local Authorities should work **collaboratively** where possible
Champions of change

The officers in the 8 first phase settlements worked very hard to make 20mph for Wales a reality — A big thank you!

'A lot of it was made up as we went along.' and 'To be fair, initially we were all in the dark. We have plodded along together, supported each other.'

Some have found it more difficult than others to get buy-in, support, change and response from local authorities etc.

Others think just in terms of the work done on the road surface.

Some excellent work also going on with other bodies, town councils etc.

Valuable lessons were learnt.

'A lot of it was made up as we went along.' and 'To be fair, initially we were all in the dark. We have plodded along together, supported each other.'

'A lot of it was made up as we went along.' and 'To be fair, initially we were all in the dark. We have plodded along together, supported each other.'
First phase settlements
Recommendations 19 and 20

Welsh Government should establish a Project Board, drawn from the Task Force Group together with additional members as necessary, to provide direction and oversight of the programme pre- and post-20mph speed limit implementation including for a 5-year post-intervention evaluation period. 20.

Welsh Government should establish a dedicated Project Team as soon as possible to lead and coordinate all the necessary tasks required to introduce a 20mph national default speed limit for restricted roads.
National programme - Steep learning curve for all

- Inception meeting in July 2021
- 1-2-1 meetings and Exception maps
- Political meetings
- Lack of resource
- Poor speed limit data and TRO records
Challenges and difficulties – and how to overcome them

• Signs inventory: Gaist
• Poor TRO records: Buchanan
• Practical challenge of installing signs: vinyl covers
• Difficulty of compromise: consistency across Wales v. local politicians
• Leadership and consistent messaging and communication needed from Welsh Government
• Collaboration and sharing of best practice between local authorities
Recommendation 21

Welsh Government should make additional resources available to local authorities to enable them to consult on, design and implement widespread changes in local speed limits and to provide monitoring data.
Looking ahead

- Review and finalise exceptions maps
- Inventory of all existing Signs
- Review existing TROs
- Inclusion in Exceptions Portal for engagement - DataMapWales
- Produce necessary TROs for the exceptions to 20 mph
- If required amend any existing 30 mph TROs
- Rescind any unnecessary TROs - 20 mph zones
- Design and erect/remove all signage, gateways
- Be part of the extensive Communications Campaign
Recommendation 13

Welsh Government should encourage local authorities, transport operators and other public and private bodies to ensure that drivers of their vehicles observe all speed limits through their fleet management policies and systems, including driver training and the use of relevant technology.
Pace vehicles

- Working together with Driving for Better Business
- Looking at how public and private fleet operators could become champions of change
- Bus operators, HGVs, taxis
- Combination of engagement, communication and enforcement
Welsh Government should establish a fund for communities to plan, design and implement low-cost changes to their local streets which improve local places, help develop stronger community cohesion and achieve lower traffic speeds; and provide support and accessible guidance to assist them.

Welsh Government should commission an independent study, five years after implementation of the national default 20mph speed limit for restricted roads, to provide an assessment of the programme both in terms of outcomes and process. It should be recognised that the programme is an internationally important intervention in generating data and results, not just for Wales.
After September 2023

- Continue monitoring speeds and compliance
- Soft measures: buffer speed limits, removing centre lines, reducing carriageway width, planting etc.
- Placemaking measures and ownership by communities
- Setting Local Speed Limits Guidance in Wales to be published later this year: review of other speed limits
- Effect on bus operators, home to school transport and winter maintenance vehicles
Stefan Rollnick
Head of Misinformation
Lynn

#20mphconf
Stefan Rollnick, Head of Misinformation
Lynn
objective for the campaign

Change behaviours for good

Communications activity supporting the implementation of a Wales-wide 20mph default speed limit is based on securing long-term behavioural change that sticks. There are distinct objectives and goals for the Welsh Government that communications supports:

<table>
<thead>
<tr>
<th>Organisational goals</th>
<th>Communication goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Support residents’ voluntary adoption of 20mph limits</td>
<td>• Promote 20mph as the 'new default speed limit' for Wales</td>
</tr>
<tr>
<td>• Make roads a safer place for everyone, improving road safety and decreasing accident/incident rates</td>
<td>• Drive awareness of specific, indisputable benefits of driving 20mph</td>
</tr>
<tr>
<td>• Encourage active travel modes of transport (walking &amp; cycling)</td>
<td>• Project 20mph as a positive step for everyone</td>
</tr>
<tr>
<td></td>
<td>• Reduce the intention-action gap by making 20mph limits desirable for all road users</td>
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<tr>
<td></td>
<td>• Change long-term behaviour</td>
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<tr>
<td></td>
<td>• Combat mis/disinformation narratives</td>
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</table>
why our approach is different

Applying scientific rigour

Our approach is based on rigorous audience research. We understand the behavioural barriers and motivations behind adherence, and non-adherence to 20mph, as well as the mis/disinformation narratives that drive resistance.

Our strategic approach for change is anchored in rigorous audience testing. Knowing what audiences engage with helps create targeted digital and programmatic marketing. **There will be no firing from the hip - everything will be evidenced in insight, data, and the knowledge of what will work and what doesn’t.**

We use the **Lynn Framework** to help develop evidenced and effective campaigns.
### the Lynn Framework

<table>
<thead>
<tr>
<th>Research &amp; Insights</th>
<th>Development</th>
<th>Rapid Test Phase (RTP)</th>
<th>Activation</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our approach is to understand the problem within a behavioural context, helping identify target behaviours and identifying barriers to audiences’ decision-making.</td>
<td>We use localised information to develop a behaviourally-informed strategy, setting measurable campaign and behavioural objectives that will drive outcomes.</td>
<td>This is our experimentation phase. We test our ideas and solutions in a randomised manner to gather data and behavioural insights direct from target communities.</td>
<td>We use RTP insights to adjust creative, messaging, and delivery to ensure that campaigns are optimised for maximum impact. And we monitor campaigns in real-time to make adjustments according to our audiences’ reactions, perceptions, and emotions.</td>
<td>We agree robust KPIs to support organisational goals. Our real-time monitoring supports our iterative learning approach. This way, we ensure our campaigns evolve and develop.</td>
</tr>
<tr>
<td>We diagnose structural, informational, cognitive and social barriers to change.</td>
<td>We tailor our creatives and content so we create maximum impact and salience; so people pay attention, understand the message and take action.</td>
<td>Our experiments provide clarity on what works, what doesn’t – and critically, why.</td>
<td></td>
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</table>
why behavioural science is essential for this campaign

We must understand behaviour

To change behaviour, we must understand behaviour. By understanding the reasons why our audiences behave the way they do, we can find opportunity for impactful change. This starts with detailed research and insights where we break down specific behavioural barriers, including informational, social, and cognitive.

Our understanding of behaviour is essential, if we are going to create:

- The most impact with audiences we know are already sensitive to the mission
- An environment where the impact of Defiers who refuse to comply is limited
current project status

Where we are

We are currently collecting primary research and insights, both with a behavioural and misinformation lens to enable us to develop an informed campaign.

- **Secondary behavioural research**
  - Desk research
  - Literature review
  - Target behaviour identification

- **Primary behavioural research**
  - Stakeholder consultations
  - Stakeholder survey
  - Pan-Wales quantitative omnibus survey

- **Behavioural Diagnostic**
  - Cognitive Diagnosis
  - IN CASE
  - Campaign recommendations

- **Misinformation Intelligence Analysis (MIA)**
what we know about our key audience

Defiers
Drivers who refuse to comply, likely identifying with dangerous driving cultures.

Conformers*
Adapt to social pressures around them, and can be influenced by either the Defiers or Champions.

Champions*
Enthusiastic supporters and self-enforcers. These will be powerful advocates and social influencers.

Their behavioural traits and barriers*

- ‘Pluralistic ignorance’ - Conformers & Champions think supporters of 20mph are in the minority, but they’re not.
- Drivers contradict their support for 20mph limits with their actual driving (intention-action gap).
- Drivers often speed due to social pressure (e.g. tailgating, see ‘Don’t be a Space Invader’ Highways England).
- Those who show the most willingness to slow down (Champions and Conformers).
- Characteristics of likeliness to speed (younger males, non-manual occupations, higher social class, larger engine sizes).
world-leading misinformation strategy

Building off global best practice from the Global Disinformation Index, President Biden's 2020 election campaign strategy and UK Cabinet Office

Share best practice:
Mixture of stakeholder consultations and deep dive research to establish key myths, concerns, and narratives about 20mph.

Understand the most damaging narratives:
Using rapid behavioural surveys to test damaging myths, concerns and narratives and establish vulnerabilities amongst audience segments.

Use best practice frameworks to develop response strategy:
Compiling strategic recommendations through a combination of our proprietary frameworks –

Tactical recommendations
Making sure insights are delivered to those who need it through a combination of toolkits and workshops for local authorities, teachers and

Stakeholder engagement and crisis support:
Monthly intelligence from The Misinformation Cell's research team collating insights from hard to reach online spaces including Telegram, Gab, Gettr, Facebook groups and other online platforms where relevant.
**toolkit recommendations**

Top line takeaways from the phase one of The Misinformation Cell's work on 20mph

1. **Don’t engage**
   Engaging directly with determined detractors algorithmically promotes their messaging on to more users timelines. Ensure all your advocates are aware of this.

2. **Debunk carefully**
   When debunking, making sure you’re not giving undue prominence to the lie. Start and end by emphasising the facts.

3. **Shift the narrative**
   To win over and inspire new audiences, we need to move away from correction to creativity. What positive narratives can you promote that undermine damaging narratives and information?

4. **Value lenses**
   Have you thought about the core personal and political values of your audience? How can you frame your argument in a way that resonates?

5. **Use relationships**
   Relationships are kryptonite for misinformation. Where are you connected to your community and how can you use these channels to spread good information?

6. **Long-term resistance**
   What can you start doing to educate your audience about how misinformation spreads, and the tactics that spreaders use to trick them? This will build up their long-term immunity.
Making 20mph the new norm

- A bold and transformative moment for Wales
- Once in a generation change
- Paradigm change: looking at streets from pedestrians and cyclists perspective
- The Welsh way: Not only road safety, but well-being at heart of the policy
- Challenges remain but collaboration between WG, TfW, WLGA, LAs, Police and other stakeholders will take us to a successful national rollout in September 2023
Diolch yn fawr
Thank you
20’s Plenty – the new norm

Lee Waters
Deputy Minister for Climate Change
Welsh Government

Robert Kent-Smith
Deputy Director - Transport Strategy & Policy
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