

#20mphconf



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:





20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



Deborah Sims

Immediate Past President

Chartered Institution of Highways and Transportation

#20mphconf



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



Liz Leffman

Leader

Oxfordshire County Council

#20mphconf

#20mphconf



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:





20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



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

#20mphconf



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



Lee Waters

Deputy Minister for Climate Change

Welsh Government

#20mphconf



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



Robert Kent-Smith

Deputy Director - Transport Strategy & Policy

Welsh Government

#20mphconf

Setting a national 20mph Speed Limit in Wales



Llywodraeth Cymru
Welsh Government



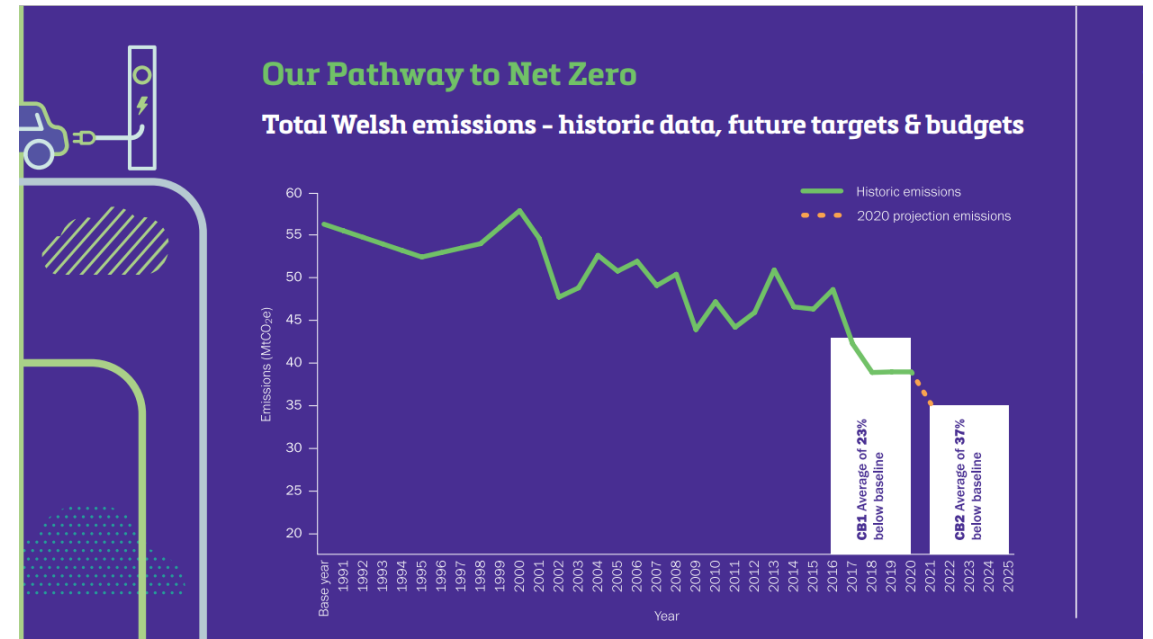
Llywodraeth Cymru
Welsh Government

Wales Transport policy context

Robert Kent-Smith

Deputy Director Transport Strategy and Policy

Policy context



Llwybr Newydd

The Wales Transport Strategy 2021

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

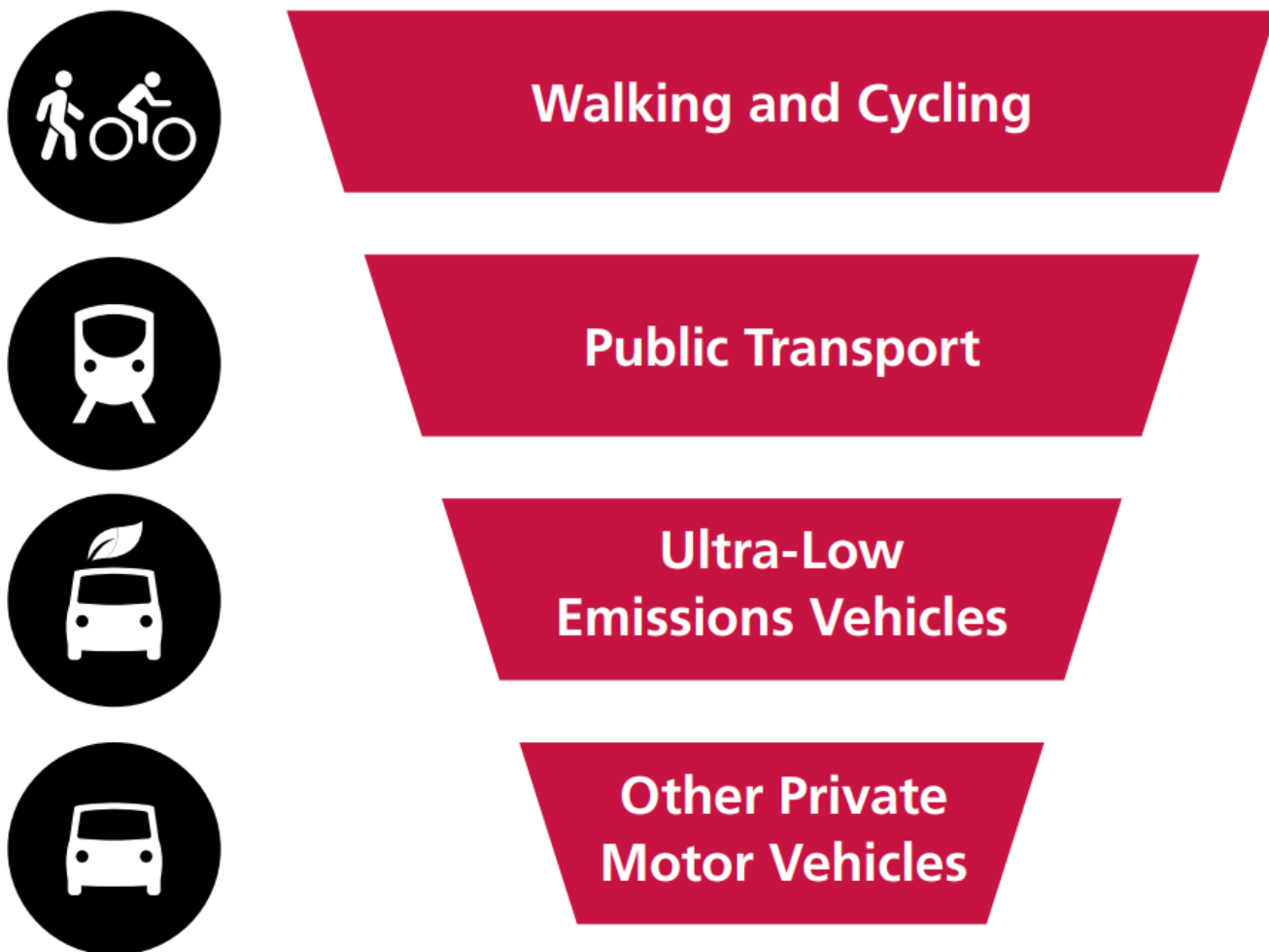
Good for people and communities

Good for the environment

Good for places and the economy

Good for culture and the Welsh language

Sustainable Transport Hierarchy



Target for public transport, cycling and walking trips:
32% → 45% by 2040



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



Ian Bradfield

Principal Policy Lead – Roads

Welsh Government

#20mphconf



Llywodraeth Cymru
Welsh Government

Background and first phase

Ian Bradfield
Principal Policy Lead Roads



Llywodraeth Cymru
Welsh Government

Senedd Cymru, 7 May 2019: Mark Drakeford MS, First Minister:



‘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.’

Welsh 20mph Task Force Group

Final Report

July 2020



2 | Welsh 20mph Task Force Group Final Report



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

Lee Waters
Deputy Minister for Economy & Transport

Mae'r ddogfen yma hefyd ar gael yn Gymraeg. This document is also available in Welsh.
OCL: © Crown copyright 2020 W540912 Digital ISBN: 978-1-90039-963-5



Llywodraeth Cymru
Welsh Government

For	Abstain	Against	Total
45	2	6	53

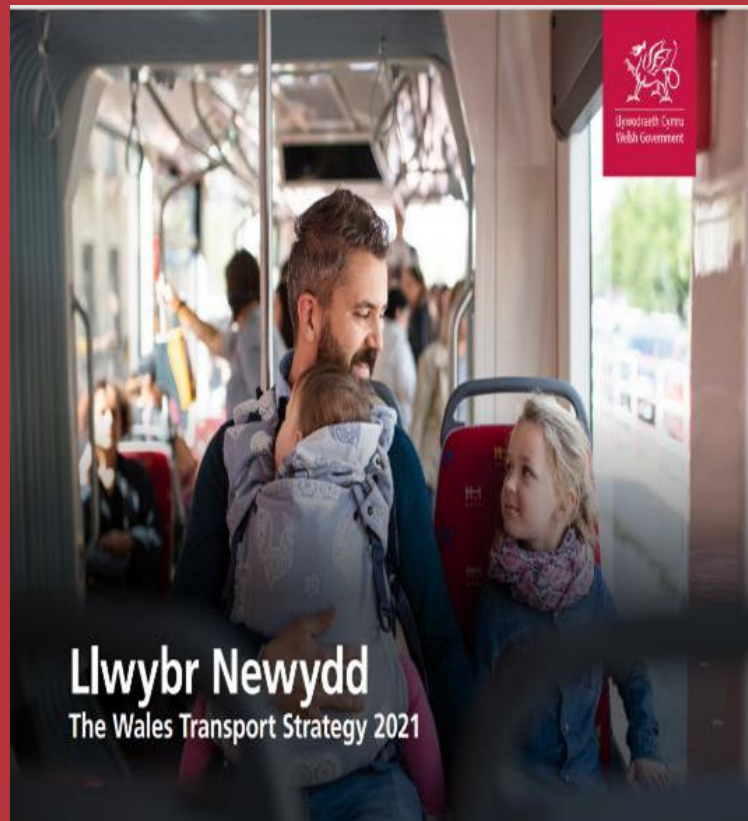
Meeting: 15/07/2020 - Plenary (Item 11)
Debate: Introducing 20mph Speed
Limits in Wales

Five year priorities set out in the Wales Transport Strategy to make communities safer and encourage Active Travel



Llywodraeth Cymru
Welsh Government

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





Llywodraeth Cymru
Welsh Government

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

2022 No. 800 (W. 177)

ROAD TRAFFIC, WALES



Llywodraeth Cymru
Welsh Government

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.

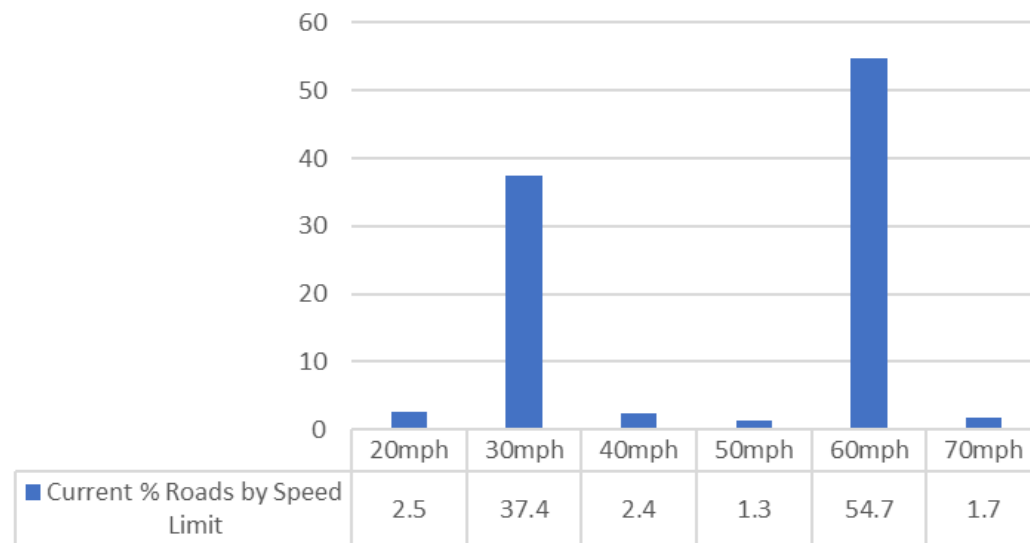
(2) This Order applies in relation to Wales.

(3) This Order comes into force on 17 September 2023.

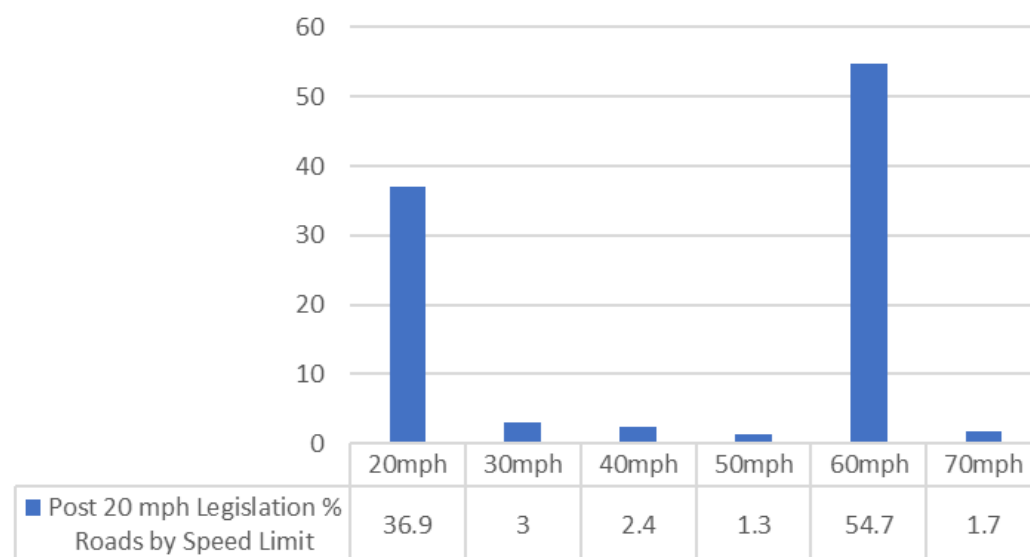


Llywodraeth Cymru
Welsh Government

Current % Roads by Speed Limit



Post 20 mph Legislation % Roads by Speed Limit

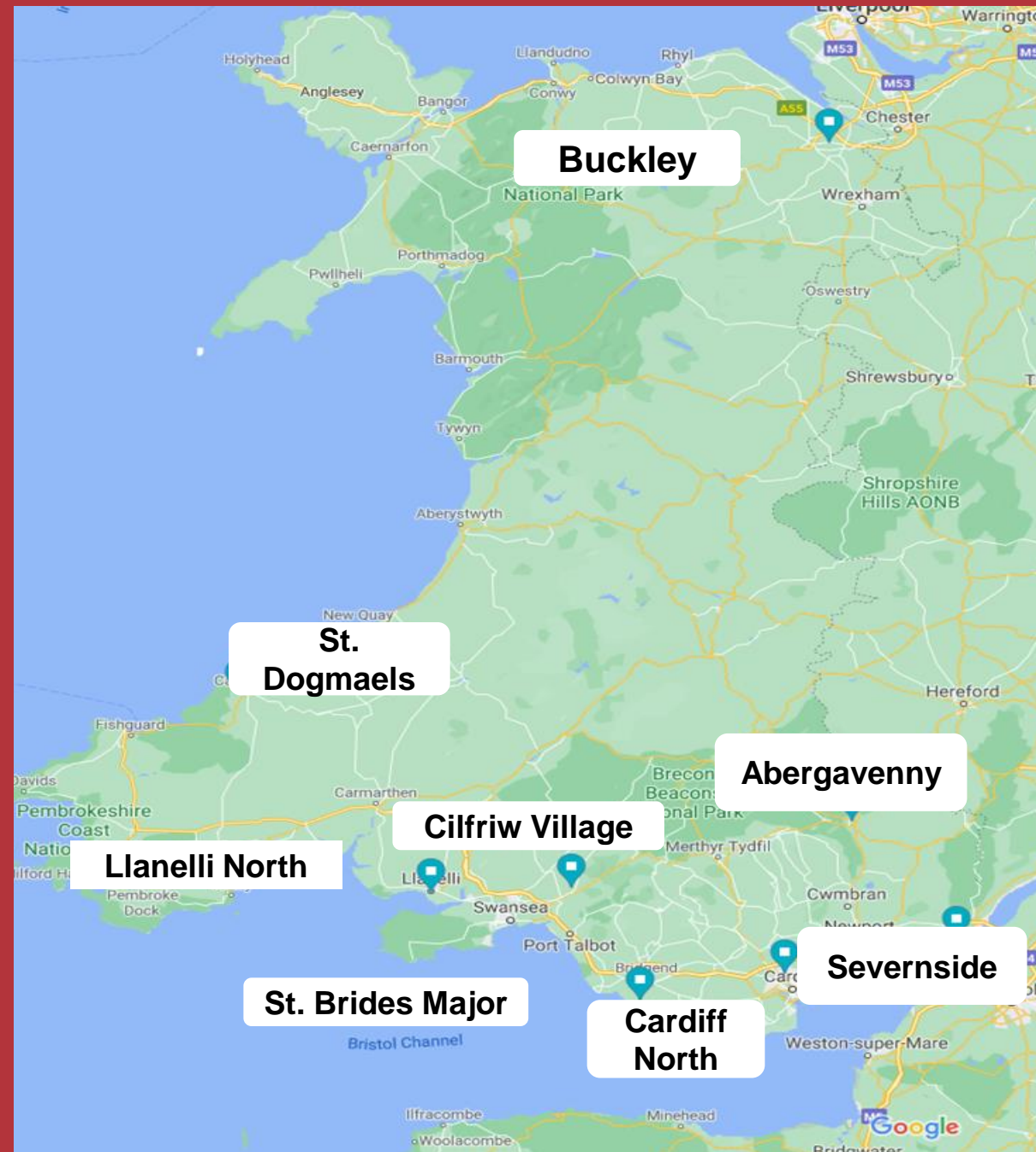




Recommendation 18

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



Llywodraeth Cymru
Welsh Government



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**



Llywodraeth Cymru
Welsh Government

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



Llywodraeth Cymru
Welsh Government



20mph Exceptions Process



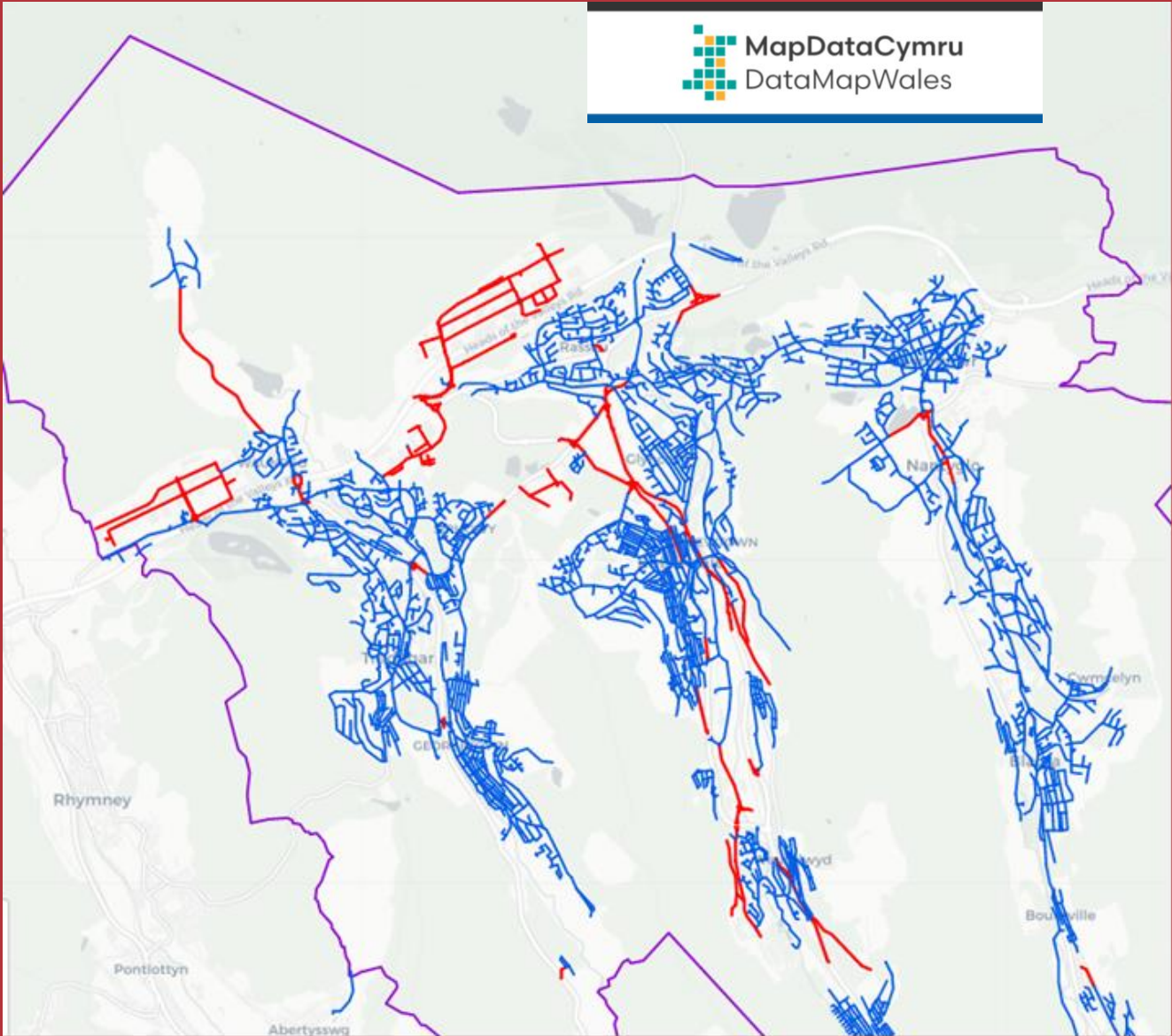
Llywodraeth Cymru
Welsh Government



**Potentially
suitable for
remaining at
30mph**



Exceptions Map





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.

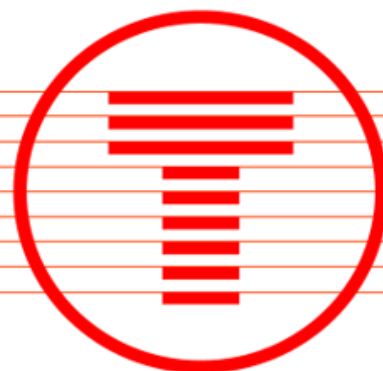
Welsh Government should undertake a monitoring and evaluation study so that an assessment can be made of the impact and effectiveness of the new default speed limit. This should be initiated through the Pilot Settlements project (see Recommendation 18).



Llywodraeth Cymru
Welsh Government

National Default 20mph on Restricted Roads

Monitoring Framework [Draft]



Revision	02
Issue Date	11 August 2022

Monitoring and Evaluation Strategy



Llywodraeth Cymru
Welsh Government

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

Improve well-being of people in Wales

[health outcomes, social interaction, NHS costs,
local economies]

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



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 85%ile speed

1.3: Change in mean speed

1.4: Vehicle journey time & variation on main through routes (difference between 5%ile & 95%ile) – 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

1.1: % traffic compliance with 20mph speed limit

1.2: Change in 85%ile speed

1.3: Change in mean speed

1.4: Vehicle journey time & variation on main through routes (difference between 5%ile & 95%ile) – 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 - NO_x, PM₁₀, PM_{2.5}

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

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



Llywodraeth Cymru
Welsh Government

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



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

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.



Llywodraeth Cymru
Welsh Government



Llywodraeth Cymru
Welsh Government

Future programme

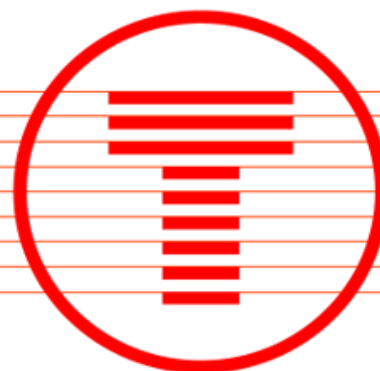
Task	Cardiff	Severnside	Abergavenny
Structural surveys	Complete	Complete	N/A
Initial calibration	Complete	Complete	In progress
Installation	Complete	Complete	To be scheduled
6 month calibration	Nov-22	Nov-22	
Initial report	Dec-22	Dec-22	
12 month calibration	May-23	May-23	
18 month calibration	Nov-23	Nov-23	
Final report	Dec-23	Dec-23	



Llywodraeth Cymru
Welsh Government

National Default 20mph on Restricted Roads

Monitoring Framework [Draft]



Revision	02
Issue Date	11 August 2022



Llywodraeth Cymru
Welsh Government

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)



Llywodraeth Cymru
Welsh Government



DfT Circular 01/2016

The Traffic Signs Regulations and General Directions 2016

May 2016
Version 2

The main sign changes associated with the 20mph default speed limit:

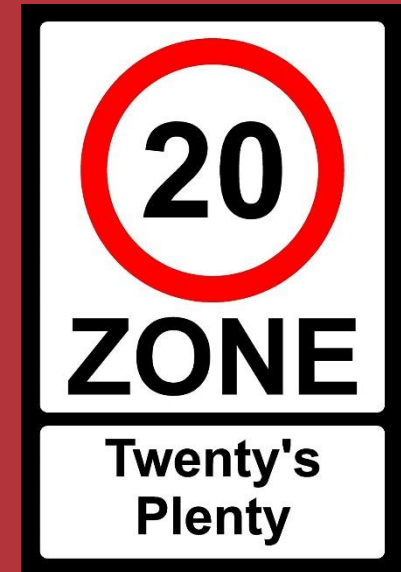


Llywodraeth Cymru
Welsh Government

- 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



Llywodraeth Cymru
Welsh Government

Changing the signs



Llywodraeth Cymru
Welsh Government

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!





20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



Jason Williams

Gwent Police

#20mphconf



Llywodraeth Cymru
Welsh Government

The Police role

Jason Williams, Inspector Gwent Police



Llywodraeth Cymru
Welsh Government

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.



Llywodraeth Cymru
Welsh Government

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



Llywodraeth Cymru
Welsh Government



September 2023 onwards



Llywodraeth Cymru
Welsh Government

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.



Llywodraeth Cymru
Welsh Government

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.



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



Kaarina Ruta

Transport Assistant

Welsh Local Government Association

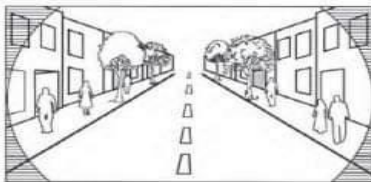
#20mphconf

The local authority role

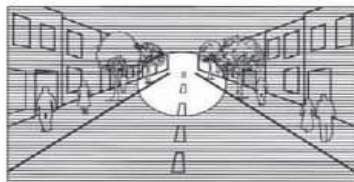
Kaarina Ruta
Transport Assistant

The case for change

WHY SPEED MATTERS



Field of vision at 15 MPH



Field of vision at 30 to 40 MPH



graphic
for
South
DOT

02 - UK 62% 07:51

← ☰ Caldicot Co... 🔍 ➡

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. Ive 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. 🙏

👍🙄❤️ 283 18 comments • 4 shares





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



First phase settlements



First Issue / June 2021

20 Share our streets

St Dogmaels has been chosen as one of eight pilot settlements from across Wales to trial a consistent and steady 20 mph speed limit throughout the whole village.

The trial is part of Welsh Government plans to reduce the national speed limit in residential areas, from 30mph to a safer 20 mph in April 2023.

There is overwhelming evidence that lower speeds result in fewer collisions and a reduced severity of injuries; and consistent evidence that casualties are reduced when 20mph limits are introduced.

Why 20mph?

20 Safety

20 mph helps Drivers spot the 2nd child in time...

Improved 'field of vision'. At higher speed our vision narrows and focuses automatically further ahead. This reduces what we actually see in all directions. Let's give those driving time to stop.

The field of vision to observe pedestrians at 20mph and 30mph

20 Helps boost Active Travel

With streets feeling safer, more people choose to walk or cycle to work and to use local services. Active travel can help us keep fit and well. Help our children walk and cycle to school in the village and in towns too. Please keep to our 20 mph speed limits.

20 Myths and Misconceptions

Worry: "A 20mph limit through the village will increase journey times significantly".

FACT CHECK: Driving through at the top of the existing rate of 30mph & 20mph limits (from the Moorings to exit the village above BV Rows)... it takes 2 mins 31 seconds. Driving through at a consistent 20mph it would take just + 37 seconds longer.

20 Motorists Save Money!

At a steady 20mph there is less acceleration and braking, less fuel is burnt and there's less tyre and brake wear - Motorists save money.

20 Sense of Community!

20mph is a friendly limit - it raises livability and enhances local quality of life.

A well connected, friendly society flourishes in places where it feels safe to chat or play. People, especially families and the elderly, connect outside more easily where there is slower traffic. It's key to healthy streets.

20 Healthier Environment!

It's the equivalent of taking half the petrol cars off the road. Also there is traffic reduction as some drivers switch to other modes of transport.

Quieter streets - at 20mph traffic is almost half as noisy as 30mph. Noise can fuel health as we can't turn away from it. With quieter and calmer environments it's easier to sleep and have that chat with a neighbour - overall better for our mental health.

SHARE OUR STREETS

20's PLENTY FOR US

Paperless? E-Newsletter? If you would prefer to receive your community newsletter electronically please forward your details to the following email address: stodogmaels20mph@gmail.com (Please note your email address will not be used for any other purposes. You may unsubscribe at any time).

Comments, questions and suggestions for future Newsletters? Email us at stodogmaels20mph@gmail.com



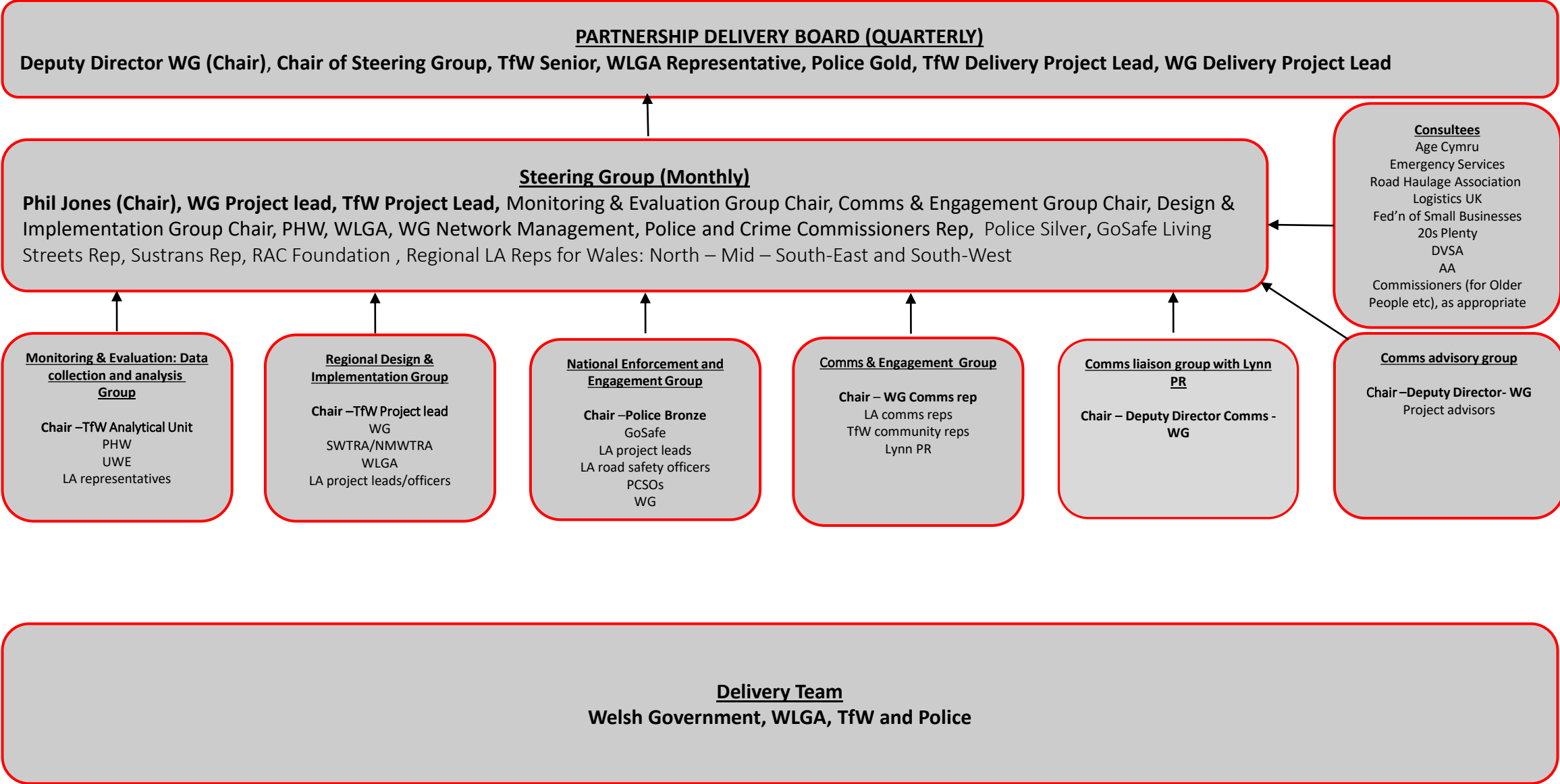


Recommendations 19 and 20

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.

Project Governance Organogram



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





Llywodraeth Cymru
Welsh Government

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





Llywodraeth Cymru
Welsh Government

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



Recommendations 10 and 16

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



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



Stefan Rollnick

Head of Misinformation

Lynn

#20mphconf



Llywodraeth Cymru
Welsh Government



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:

Organisational goals	Communication goals
<ul style="list-style-type: none">• Support residents' voluntary adoption of 20mph limits• Make roads a safer place for everyone, improving road safety and decreasing accident/ incident rates• Encourage active travel modes of transport (walking & cycling)	<ul style="list-style-type: none">• Promote 20mph as the 'new default speed limit' for Wales• Drive awareness of specific, indisputable benefits of driving 20mph• Project 20mph as a positive step for everyone• Reduce the intention-action gap by making 20mph limits desirable for all road users• Change long-term behaviour• Combat mis/disinformation narratives

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

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

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.

Research & Insights

- **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*

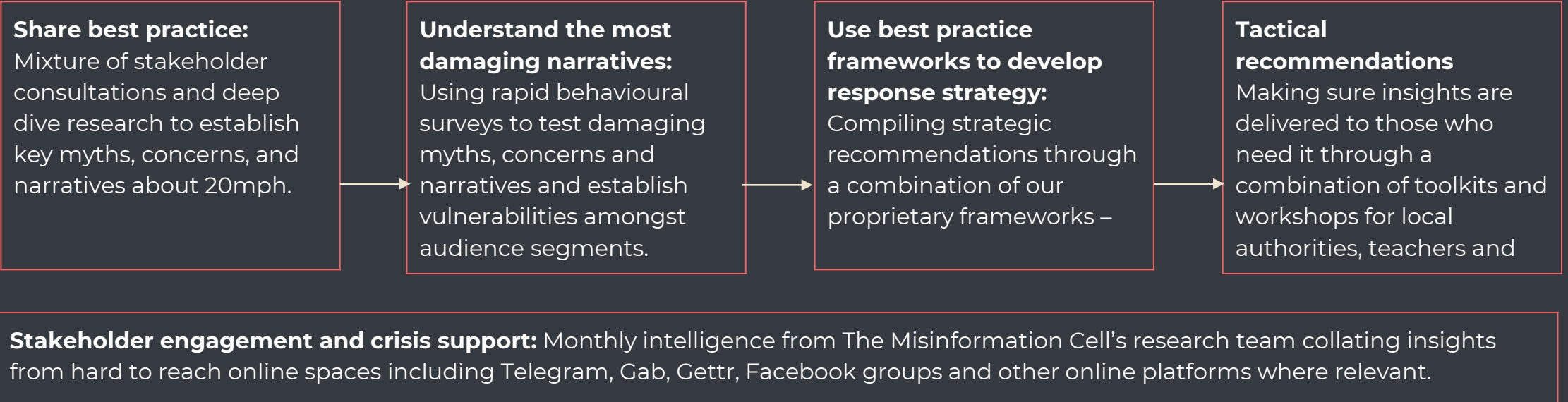
Enthusiastic supporters and self-enforcers. These will be powerful advocates and social influencers.

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**



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.

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?

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?

2. Debunk carefully

When debunking, making sure you're not giving undue prominence to the lie. Start and end by emphasising the facts.

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?

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



Llywodraeth Cymru
Welsh Government

- 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



Llywodraeth Cymru
Welsh Government

Diolch yn fawr

Thank you



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:



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

#20mphconf

#20mphconf



20's Plenty – the new norm

Headline Sponsor:



Organised by:



In partnership with:



Supported by:

