



Llywodraeth Cymru  
Welsh Government

**20** mph

**Local Authority Communications Toolkit**

**October 2022**

# A default 20mph for Wales

In 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 January 2023. When it does, we will provide an updated version of this pack that reflects the final campaign.

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Digital ISBN: 978-1-80364-979-5

Mae'r ddogfen hon ar gael yn Gymraeg hefyd / This document is also available in Welsh

Rydym yn croesawu gohebiaeth a galwadau ffôn yn Gymraeg /  
We welcome correspondence and telephone calls in Welsh



## 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.

We have also published **'Seven things you may not know about Wales' new 20mph default speed limit'** which includes a number of useful key messages.

More information on 20mph and some **frequently asked questions on the policy** can be found on [gov.wales](http://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 reducing the number of severe injuries (and also reduce the impact on the NHS to treat the people who are injured)
- » it will encourage 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. In 2018, 50% of casualties on our roads happened on 30mph roads. The Royal Society for the Prevention of Accidents states that 45% of pedestrians get killed when struck by a car going at 30mph or less, but 5% when going at 20mph or less. 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.

There is evidence from across the world that vehicle speeds are the main reason 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 is safer for children to walk from the moment they are outside their homes, play outside and to walk to school, while older people also feel more able to travel independently and safely.

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. Driving slower produces less noise, reduces fuel consumption, and exhaust and non exhaust emissions are likely to be reduced at lower speeds, tyres and roads will not breakdown so much, thereby reducing non exhaust emissions.

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.

Most adults in Wales support the change, in a **national survey in 2020** over 80% of people said they supported the reduction to 20mph. Feedback from the first phase of schemes, run across Wales, is that most people, even those who have disagreed with the way the first phase scheme was implemented, agree that reducing the speed limit makes streets safer. 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. **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 pilot 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](mailto: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 have produced a number of digital assets. These will be updated in January 2023 to reflect the new campaign that will be running. We will send an updated toolkit to Local Authorities in January 2023.

## Web banners

## Twitter post images

## A3 Posters

If you need these assets in other sizes please contact:  
[cttc@gov.wales](mailto:cttc@gov.wales)

