

# 20mph Toolkit



## What is the Toolkit?

A town-wide 20mph speed limit trial started with Faversham and Tonbridge and the communications within these schemes have been successful. Many other towns and parishes are beginning to enquire about having areas covered by 20mph speed limit.

The key to implementing any successful engineering scheme is for it to be delivered in collaboration with education, training, publicity and enforcement for all road users.

This toolkit supports parish and local councils with the tools, assets and information needed to conduct successful communication and to encourage compliance of the 20mph scheme once implemented. Everything listed in the toolkit will be supplied to you initially, although there may be a charge if you require further copies.

## The Toolkit consists of:

### Advisory Information

You can put these on your website or on leaflets/newsletter to residents. The advisory information is useful to mitigate any questions that we think your residents might ask you. (See Appendix 1)

### Road User Tips for Travelling in 20mph Limits

Often, motorists complain that driving at 20mph is difficult to do, so we provide you with some tips for all road users. These can be used on your website, newsletters and verbally at engagement events. (See Appendix 2)

### Social media messages

We have provided examples and imagery for you to use on your social media pages or to use on local resident pages. (See Appendix 3)

### Digital Adverts

If you have a website, we can supply digital adverts but you would need to request these and give the sizing specifications.



### A4 Posters

For use on noticeboards and in local newsletters.



### A1 A-Frame Posters

For use within A-frames. We can loan you up to two A-frames for a maximum of four weeks if required. These will be a useful tool for engagement events, outside community centres, etc.

**N.B. the A-frames must not be displayed on the public highway; they must only be used on private property with the owner's consent and in locations that will not obstruct or cause harm.**



### Car stickers

For residents and local businesses to display in their vehicles.



### Bin Stickers

For residents to display on their household waste bins.



### Roadside banners

These can be displayed on private land with landowner permission as long as they are temporary signs, in car parks with the permission of the car park owner or operator, or maybe outside schools. They must not be displayed on the highway.



### Letter Template

An A4 letterhead template with the appropriate branding.

### Images

We can supply these in JPEG format for use on website and social media channels.

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## How to engage with community/ideas

### Engagement events

Local community events e.g. fayres, stands in local high-street, etc.

### School competitions

Engage with local schools to come up with posters, poems, songs, etc to promote the 20mph message.

### Local businesses

Particularly businesses with any fleet/delivery vehicles, to promote 20mph in shops and in vehicles.

### Community Speedwatch

If you have residents that would be interested in a Community Speedwatch group, please visit [www.kent.police.uk/speedwatch](http://www.kent.police.uk/speedwatch)

Speedwatch is an educational alternative that is owned, managed and run by the community. It gives the local community an opportunity to assist in the reductions of speed, making it a safer place to live, work and visit. For further information please visit [www.kent.police.uk/speedwatch](http://www.kent.police.uk/speedwatch) or telephone 01622 653781.

## Terms and Conditions of Toolkit Usage

1. Any creative assets used must not be changed or copied without prior consent from Kent County Council.
2. Unless prior permission is given by the Highway Authority, no banners or A-frames may be placed on the highway. Permissions can be sought by contacting the relevant Street Works Team:
  - East Kent (Ashford, Dover, Folkestone & Hythe and Thanet):  
[streetworksEast@kent.gov.uk](mailto:streetworksEast@kent.gov.uk)
  - Mid Kent (Canterbury, Maidstone, Tonbridge & Malling and Swale):  
[streetworksMid@kent.gov.uk](mailto:streetworksMid@kent.gov.uk)
  - West Kent (Dartford, Gravesham, Sevenoaks and Tunbridge Wells):  
[streetworksWest@kent.gov.uk](mailto:streetworksWest@kent.gov.uk)
3. As part of using the toolkit you agree to raise awareness of the 20mph messages through your own activity and engagement.
4. Kent County Council will create, own and retain all rights to the brand and set of creative assets, including key campaign messages, therefore if you require the use of assets in any other format or channel that isn't listed you must seek advice and guidance from Kent County Council.
5. You must use the campaign messages as they have been intended and set out in this toolkit.

## Contacts and Further Information

We are keen to support communities in implementing a successful 20mph scheme. If you require any further assistance or advice please contact:

[west.highwayimprovements@kent.gov.uk](mailto:west.highwayimprovements@kent.gov.uk)

[east.highwayimprovements@kent.gov.uk](mailto:east.highwayimprovements@kent.gov.uk)

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## Appendix 1 Advisory Information - 20mph Schemes

Speed significantly increases the chance of being injured in a collision. Research has shown that the risk of death for pedestrians struck by cars increases at higher impact speeds, although the exact risk levels varied between the studies.

A large proportion of road collisions occur on residential roads.

Local authorities have a number of options when considering introducing a 20mph speed restriction, including:

- **20mph Speed Limits**

These involve 20mph traffic signs only. They are suitable for residential estate roads and side streets, where the nature of the road tends to result in naturally low average speeds of less than 24mph. Research indicates that limits achieve an average speed reduction of 1 mph.

- **20mph Speed Limit Zone**

These involve 20mph traffic signs plus traffic calming measures to ensure that the 20mph limit is self-enforcing. In order that drivers are aware of the zones, traffic signs must be erected at every entrance/exit to the zone. Research indicates that a 20mph speed limit zone can result in speed reductions of around 10mph.

- **20mph Part-time Speed Limits**

These involve advisory part-time flashing 20mph signs on main/distributor roads outside of facilities for vulnerable road users such as schools that would otherwise be unsuitable for a full-time 20mph speed limit or zone. The normal speed restriction for the road remains the legally enforceable limit.

### **Speed Measurement**

Mean speed and 85th percentile speed (the speed at or below which 85% of vehicles are travelling) are the most commonly used measures of actual traffic speed. Local authorities collect and assess both when considering introducing a 20mph speed limit and in the monitoring of an initiative. However, mean speeds should be used as the basis for determining whether to introduce 20mph speed restrictions.

### **Enforcement**

Any decision to lower the speed limit to 20mph should seek to avoid the need for extensive police enforcement, as 20mph limits will not be routinely enforced, unless it is absolutely necessary and in the interest of casualty reduction.

A range of other measures should be employed. These might include behaviour change interventions, vehicle actuated signs and traffic management and other traffic calming measures.

### **Legislative Requirements**

In order to ensure that 20mph limits and speed limit zones are legally implemented and enforceable, a speed limit order must be made which entails advertising and consulting on the proposed speed limit change.

20mph Part-time Speed Limits do not require a legal order. Therefore, an informal consultation is undertaken with statutory consultees and stakeholders including the Local Members, Schools, Kent Police, Town and Parish Councils.

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## Appendix 2 Road User Tips for Travelling in 20mph

### Pedestrians

1. Look for safer places to cross the road – pedestrian crossings, zebra crossings, pedestrian islands, footbridges and toucan crossings are safer places to cross.
2. Children learn from their parents/carers and if you have children walking independently, make sure you have taught them the Road Safety Code:
  - **STOP** before the kerb
  - **LOOK** for cars and other traffic
  - **LISTEN** for cars and other traffic
  - **THINK** at all times
  - **HOLD HANDS** Younger children should hold hands with their adult (if the adult is pushing a buggy, the child can hold on to the buggy).
3. Avoid distractions. Common distractions can include mobile phones, headphones, balls, food/drink, and talking to friends.

KCC offers various education programmes to primary and secondary schools; if a school is interested in your area, ask them to contact the Road Safety Team:  
[roadsafety@kent.gov.uk](mailto:roadsafety@kent.gov.uk)

### Motorists

1. Get used to the sound and feel of your car travelling at 20mph, so that it doesn't feel strange. A lower gear selection for the road conditions is likely to be required, 2nd or 3rd in most will work! The engine won't burn a lot more fuel but it will help you keep to the speed limit.
2. Leave plenty of time for your journeys. If you're not in a hurry, you're less likely to feel under pressure to rush.
3. You must drive at an appropriate speed for the road conditions: 20mph might still be too fast in some areas, especially near schools during pick-up and drop-up times. Be prepared for pedestrians, cyclists and vulnerable road users crossing the road and at junctions.

4. Remember at 30mph you travel 13.5 metres every second; at 20mph you will only travel 9 metres. This provides you more space and time to be able to react and avoid collisions.

KCC offers motorist education and training courses for all ages, such as:

- Young Driver Courses delivered in Secondary Schools
- HASTE Courses for motorist who drive for work
- Mature Driver Courses (65+)

[roadsafety@kent.gov.uk](mailto:roadsafety@kent.gov.uk)

### Cyclists

1. Be bright and be seen: wear something fluorescent or bright coloured in daylight and/or reflective at night. Consider using lights even during daylight hours.
2. Give good clear and timely signals when you change direction at junctions or move around obstructions, and look before you move.
3. Obey road signs, they are there for you as well as all other road users.
4. Always wear a cycle helmet. It's the only thing that will protect your head.

KCC offers cycle training to all ages and abilities, for further information please visit:

[www.kentcycletraining.co.uk](http://www.kentcycletraining.co.uk)

### Power Two-Wheelers

Riding in 20mph zones, especially for long distances, can be tricky if you are on a powerful bike. Try selecting a lower gear. It will help you maintain control and the engine will feel more comfortable at the lower speed.

Maintaining smooth control of a bike at a low speed is an art, practise it somewhere safe and get used to the feel of the bike at low speed.

Kent Police offers Bike Safe Courses for those who hold a full motorcycle licence, for further information please visit: <https://bikesafe.co.uk/kent/>

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## Appendix 3 Social Media Post Ideas

These are some examples of the messaging you can put onto your parish/towns social media accounts if you have one, along with the JPEG image we provided:

20mph limit schemes are being introduced in *insert town/parish* to help create a healthier and safer town and/or parish (delete as appropriate). The scheme is being introduced as part of plans to increase walking and cycling #SaferTravel #ActiveTravel #Walking #Cycling

20mph schemes are being launched in *insert town/parish*. Kent County Council offers cycle training courses to give people the skills and confidence to cycle more. Find out more at [www.kentcycletraining.co.uk](http://www.kentcycletraining.co.uk) #SaferTravel #ActiveTravel #Walking #Cycling

Work has finished on a new 20mph speed limit scheme, which aims to increase walking and cycling. Find out more about the scheme *insert link to town and/or parish website with more information* #SaferTravel #ActiveTravel #Walking #Cycling

Motorists – do you know how much space you should give cyclists when passing? The minimum distance is 1.5m, this might be hard to picture so think of it as a car's width. #ActiveTravel #Cycling

Out for a weekend cycle? Have you completed the checks you need to do before riding? #20mphinsertlocalarea

<https://youtu.be/goyBhc3vPwo>

Make sure you plan your journeys and give yourself enough time to get to your destination. Speed is a limit, not a target. Sometimes, that limit could be inappropriate for the surroundings, particularly near schools and town centres where there could be lots of pedestrians and cyclists. #Don'tTakeSpeedToTheLimit #20

Motorists – make sure you are always looking out for vulnerable road users, give yourself and others space and time to react to the surroundings. #SaferTravel #20

Get used to the sound and feel of your car travelling at 20mph. Select a lower gear, 2nd or 3rd in most will work! The engine won't burn a lot more fuel but it will help you keep within the speed limit. #20 #SaferTravel Even though you might be walking in an area with a lower speed limit you still need to stay alert and ditch the distractions, such as mobile phones and listening to music when near the road. #Walking #20 #MotoristLookOutForPedestrians

Do you know how to pass a horse and their rider when driving? Even though you're in a 20mph limit this is too fast to travel around them. Maximum of 15mph and plenty of room to pass – about the width of a car. We all have a role to play to keep each other safer. #20 #SaferTravel #SpeedIsALimitNotATarget