



Llywodraeth Cymru
Welsh Government

#ReadyFor20mph

20mph

communications & engagement toolkit

Help make sure your local residents are ready for the new 20mph default speed limit, coming 17th September 2023.

This toolkit provides creative assets, messages, and guidance to help you and your organisation interact with and support the campaign.

English. Welsh version available.



20mph: A new default speed limit for Wales

Commencing 17th September 2023, a default 20mph speed limit for drivers will be implemented on 'restricted roads' across Wales. This means most 30mph speed limits will reduce from 30mph to 20mph.

'Restricted' refers to roads which have street lights placed no more than 200 yards apart. They are usually located in residential and built-up areas with high pedestrian activity.

A Welsh public health study estimated that the 20mph default speed limit could result in:

- **40%** fewer road collisions
- saving **6 to 10 lives** every year
- and avoiding **1,200 to 2,000** people being injured every year

The Senedd passed **The Restricted Roads (20 mph Speed Limit) (Wales) Order 2022** legislation last year. Under this legislation, local authorities and the two trunk road agencies, will decide which roads should remain at 30mph.

The Welsh Government is launching a public awareness **campaign starting 17th March 2023** to inform the public on the new limits being introduced. From 17th March, the campaign will be signposting to the following landing pages (web pages made live from the 17th March only):

- **[Barod Am 20](#)** (Welsh)
- **[Get Ready for 20](#)** (English)

Further information on the policy is available on gov.wales:

- **[Policy information page](#)** (Welsh)
- **[Policy information page](#)** (English)

#ReadyFor20mph communications toolkit

What's going on: The campaign

The Welsh Government's public awareness campaign, launching 17th March, will consist of bilingual digital, social media, and pan-Wales radio advertising. This will be supported by media activity such as press notices.

In this campaign, Local Authorities across Wales have an extremely important role to play in helping ensure local residents fully understand the upcoming changes.

Welsh Government social media

20mph content will be shared from these main social media channels:

Welsh language

- [Twitter](#)
- [Facebook](#)

English language

- [Twitter](#)
- [Facebook](#)

How to get involved with the campaign

Here's what you can do to support the campaign in your local area:

- Share creative assets and messages on your **social media channels** or internal and external newsletters
- **Repost content** directly from Welsh Government social media channels
- Setup dedicated 20mph policy pages on **your website** or sections on existing pages
- Build **local news stories** on 20mph and engage residents on any exemptions
- Consider if your fleet vehicles could participate in being a **20mph pacer car** in local areas

Key messages

The Welsh Government's key message is:

- The new 20mph default speed limit will be introduced on 17th September 2023
- Reducing speeds to 20mph will help save lives and protect our communities
- The 20mph default speed limit will affect most 30mph roads, which are generally residential or busy pedestrian streets with street lights.
- Bydd y terfyn cyflymder newydd o 20mya yn cael ei gyflwyno ar 17 Medi 2023
- Bydd lleihau'r cyflymder i 20mya yn helpu i achub
- Bydd y terfyn cyflymder 20mya yn effeithio ar y rhan fwyaf o ffyrdd 30mya, sydd yn amlach na pheidio'n strydoedd preswyl neu'n strydoedd prysur i gerddwyr lle mae goleuadau stryd.

Please use the hashtags: **#ReadyFor20mph / #BarodAm20mya**

Download our full suite of bilingual assets, [here](#).

Example messages you're free to use

Post these **ready-to-go messages** to your Facebook, Instagram, Twitter, or any other platform you're active on.

Make sure to use the hashtag **#ReadyFor20mph / #BarodAm20mya**

Main messaging

Mae cyfyngiadau 20mya yn cael eu cyflwyno mewn ardaloedd ledled Cymru lle mae pobl yn byw, gweithio, dysgu a chwarae, o 17 Medi 2023. #BarodAm20mya

Across Wales, most roads with 30mph default speed limits are changing to 20mph from the 17th September 2023. #ReadyFor20mph

Safety-focused

Ledled Cymru, mae'r cyfyngiadau cyflymder yn newid o 30mya i 20mya gan ddechrau ar 17 Medi 2023. Gadewch i ni chwarae ein rhan i ddiogelu ein cymunedau. #BarodAm20mya

Across Wales, the default speed limit is changing from 30mph to 20mph starting on 17th September 2023. Let's play our part in protecting our communities. #ReadyFor20mph

Remember to **use these links** when sharing campaign assets and messaging:

- http://www.llyw.cymru/barodam20?utm_source=toolkit (Welsh)
- http://www.gov.wales/getreadyfor20?utm_source=toolkit (English)



Creative assets

Post these bilingual [creative assets](#) to your Facebook, Instagram, Twitter, or add banners to your website and email footer. They are available in a variety of sizes.

Byddwch yn barod am y 20mya



O 17 Medi, bydd y rhan fwyaf o derfynau cyflymder 30mya yn newid i 20mya.

#BarodAm20mya

Get ready for 20mph

From 17th September, most 30mph limits will change to 20mph in Wales.

#ReadyFor20mph



Mae 20 yn fwy diogel:
Dewch i ni ofalu am ein gilydd

O 17 Medi, bydd y rhan fwyaf o derfynau cyflymder 30mya yn newid i 20mya.

#BarodAm20mya

Safer at 20:
Let's look out for each other

From 17th September, most 30mph limits will change to 20mph in Wales.

#ReadyFor20mph



Byddwch yn barod am y 20mya



O 17 Medi, bydd y rhan fwyaf o derfynau cyflymder 30mya yn newid i 20mya.

#BarodAm20mya

Get ready for 20mph

From 17th September, most 30mph limits will change to 20mph in Wales.

#ReadyFor20mph



Download all assets, [here](#). This link will be updated throughout the campaign.

If there are specific assets you need which is not in the linked asset suite, please email 20mph@lynn.global. Best efforts will be made to consider all creative requests.

Handling negative comments

Here's advice on how to deal with any negative responses on the introduction of 20mph limits on social media.

Will we get negative comments?

Yes - there will undoubtedly be those who disagree or oppose the policy.

It is important to remember that negative comments on social media are not representative of the public as a whole.

Those with a negative opinion are much more likely to publish their opinion online than those who have positive opinions, presenting a distorted view.

How to deal with negative sentiment

- Consider semi-regular posts pointing to any House Rules you have for your channels, making clear those who violated them will lose their access to your social media channels
- If you don't have House Rules, consider making some. A good north star for these guidelines is **"anything that will get you thrown out of a public building, will also get you thrown off our channels"**
- If someone is being **abusive** or **threatening** in your comment section, we recommend blocking them
- If someone is being excessively negative in your comments, without a clear question or purpose, we recommend hiding the comment
- If someone is being negative but has a genuine question, we do not recommend taking restrictive action. Instead, ask them to direct message the page/ account.
- You can **encourage prosocial behaviour** by engaging positively with people engaging constructively in your comments, to cement the social norm

Lynn's Misinformation Cell have created a set of guidelines on dealing with mis and disinformation, you can find the toolkit, [here](#).



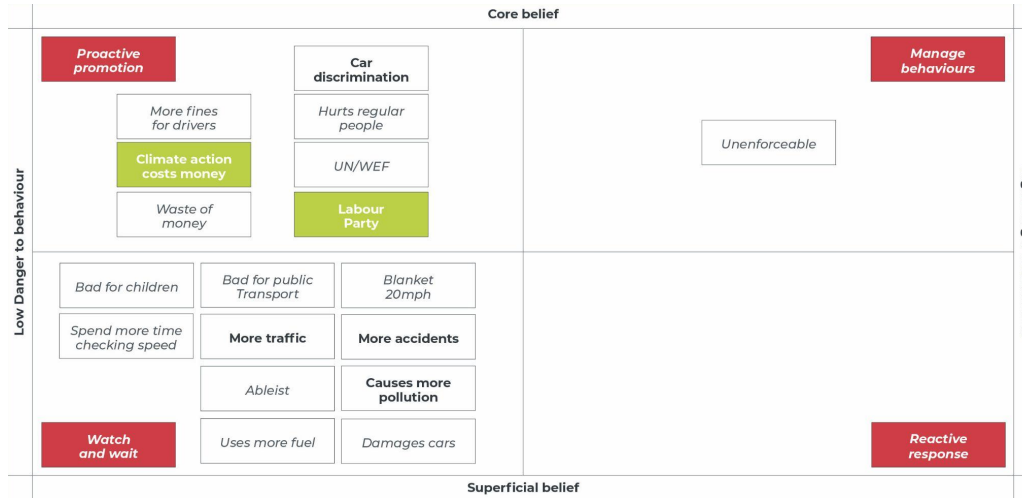
Combating misinformation on 20mph

The purpose of the **20mph misinformation toolkit** is to give communicators and supporters the confidence they need to proactively build resistance to misinformation about the Welsh Government's new 20mph policy.

Within the toolkit you will find:

- Misinformation best practice
- Key narrative and counter-narrative recommendations
- What to talk about and what not to talk about
- Tactical delivery recommendations

At present, the Welsh Government **do not recommend** active myth-busting. Local authorities and partners will be updated when this guidance changes. However, if you choose to, you can find accurate and up-to-date information on the Welsh Government's website, [here](#).





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Thank you for supporting #ReadyFor20mph



Want to go further in supporting the campaign?
Let us know by emailing 20mph@lynn.global

English. Welsh version available.