

20mph Toolkit



Following your successful application for a 20mph speed limit/zone, this toolkit offers some resources to help you implement your scheme.

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

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

A4 Posters

For noticeboards and local newsletters.

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.

Images

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

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 1)

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 but you may wish to tailor the text according to your area. (See Appendix 2)

See Branding and graphics (Appendix 3)

Making Dorset a great place to
Live, work and visit

How to engage with your 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 and suppliers

Particularly businesses with fleet/delivery vehicles, to promote 20mph to your drivers.

Community Speedwatch

If you have residents that would be interested in a Community Speedwatch group, please visit [Community Speed Watch - Dorset Road Safe Partnership](#)

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 [Community Speed Watch - Dorset Road Safe Partnership](#)

Contact us for further information

We are keen to support communities in implementing a successful 20mph scheme. If you need any further assistance or advice please contact us by email at roadsafety@dorsetcouncil.gov.uk

Terms and conditions of toolkit usage

1. Any creative assets used must not be changed or copied without prior consent from Dorset Council
2. Unless prior permission is given by the Highway Authority, no banners may be placed on the highway. Permissions can be sought by contacting Dorset Highways [Highways licences and services - Dorset Council](#)
3. As part of using the toolkit you agree to raise awareness of the 20mph messages through your own activity and engagement.
4. Dorset 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 Dorset Council.
5. You must use the campaign messages as they have been intended and set out in this toolkit.

Appendix 1

Road user tips for travelling at 20mph

We have provided below some tips that could be used on your website, in newsletters and verbally at engagement events

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.

Dorset Council 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@dorsetcouncil.gov.uk

Motorists

Get used to the sound and feel of your vehicle 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.

Leave plenty of time for your journeys. If you're not in a hurry, you're less likely to feel under pressure to rush.

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.

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.

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

- Life Drive courses for young drivers
- Dorset Driver Gold Courses (65+)

Cyclists

Always follow the Highway Code.

Consider wearing a cycle helmet (make sure it is fitted correctly).

On the road, position yourself where you are visible, maintain a gap from the kerb or parked cars and use clear signals.

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.

Give good clear and timely signals when you change direction at junctions or move around obstructions and look before you move.

Obey road signs, they are there for you as well as all other road users.

Take a refresher cycle training course if you do not feel confident on your bike. Training is available in Dorset for adults and children - [Cycling - Dorset Council](#).

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.

Dorset Police offers Bike Safe Courses for those who hold a full motorcycle licence, for further information please visit: [Driver and rider training - Dorset Council](#)

Appendix 2

Social media post ideas

Here are some examples of the messaging you may wish to use on your parish/town social media account if you have one, along with the images:

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*. Cycle training courses give people the skills and confidence to cycle more. Find out more at [Cycling - Dorset Council](#) #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

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

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

Make sure you plan your journeys and give yourself enough time to get to your destination- speed is a limit not a target and sometimes that limit could be inappropriate for the surroundings, particularly near schools and town centres #Don'tTakeSpeedToTheLimit #20

Motorists – always look out for vulnerable road users, give yourself and others space and time to react to the surroundings. #SaferTravel #20

Even though you might be walking in an area with a lower speed limit you still need to stay alert. Ditch the distractions, such as mobile phones and listening to music when near the road! #Walking #20 #MotoristLookOutForPedestrians

Excess speeding can cause devastating consequences. Always drive at an appropriate speed for the conditions, sometimes this could be lower than the limit stated. #Don'tTakeSpeedToTheLimit

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

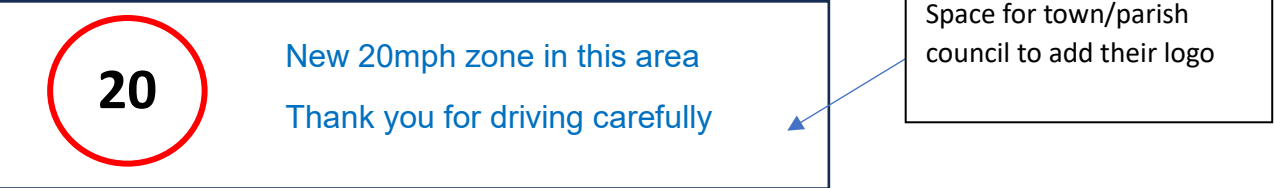
Appendix 3

Branding and artwork

We have produced banners and social media images for your use

Banners

We have a supply of roadside banners that can be booked from us. Alternatively, we can provide you with artwork for banners so you can add your logo and print via your own printer.



Social media images

Files are attached containing the following images. The are sized according to the social media platform you wish to use them on, for example Facebook, X or Instagram.

