

# 20's Plenty

## Project details

**Full project title:** 20s Plenty

**Sponsor:** Bristol City Council and Bristol NHS

**BSMC team:** [Alan Tapp](#) and Sarah Toy (Sustrans)



## Project summary

### Background

The introduction of area-wide 20mph limits using only signs is taking place in many towns and cities across the UK. The primary aim of these initiatives is to reduce road danger and thereby create more pleasant and liveable streets.

In 2010, Bristol City Council and Bristol NHS commissioned BSMC to explore the effectiveness of social marketing interventions to support the implementation of signs-only 20mph limits, while they planned the introduction of a scheme in Bristol.

This evidence based approach will help to inform the future design and implementation of 20mph signs only limits in Bristol and is also intended to help other local authorities in developing similar schemes.

### The research

This action-research project has involved a number of parallel and overlapping workstreams:

- A literature review to research driver attitudes and behaviour towards speed and best practice in influencing driving behaviour and speed choice;
- Research to learn from Bristol's 20mph pilots through analysis of monitoring data and in-depth interviews with stakeholders;
- Study visits to learn from other 20 mph initiatives through site visits and in-depth interviews with stakeholders;
- Active engagement with community groups in Bristol to identify and potentially support local initiatives promoting 20 mph compliance;
- Qualitative research with Bristol residents to gain insights into attitudes and stated behaviour with regard to 20 mph; and
- Observations on actual driving behaviour in the 20 mph pilot areas.

### Results

The research project resulted in a range of informational material and guidance to make the introduction of 20mph successful.

20 action steps towards making 20 mph normal was also developed. They are available in the 20mph Research Findings Document (see below).

## **Project outputs**

The following downloadable documents present the findings and there is a practical toolkit aimed at helping all stakeholders involved in developing similar schemes.

- The 8-page booklet [Making 20mph stick](#) offers a brief overview of the vision, with ideas and inspiration for putting it into action.
- [The 20mph Research Findings document](#) is an in-depth report including a full review of evidence, case studies from other cities piloting 20mph limits and analysis of the qualitative data including transcripts of the focus groups and in-depth interviews.
- [The 20mph Practical Guide](#) is a step-by-step toolkit aimed at those interested in implementing a signs-only 20mph scheme.
- See [the presentation](#) given to delegates at the 20's Plenty envisioning workshop held on 13 March 2012.
- Read the [project note](#) from February 2014.

Please contact [Sarah Toy](#) at Sustrans for further information.