

# Plan Your 20mph Campaign: A Checklist

A 20's Plenty for Us Briefing July 2017

[http://www.20splenty.org/campaign\\_plan](http://www.20splenty.org/campaign_plan)

**Campaigning for a 20mph can be a great way to win back your streets for your community. Some campaigns are small and others involve hundreds. We don't say what's right for you community but we will help all of those who are campaigning for wide-area 20mph limits.**

## 20's Plenty for Us

...making your place a better place to be

We don't expect you to do everything on this checklist, but it may give you some great ideas. Choose them to maximize the effect of your time and your success. And as in many projects a little planning will help you achieve your aims. Planning a 20mph campaign involves deciding what actions to do, in what order, by whom. It can help to gather a team, agree what to do and delegate tasks. Teamworking gives access to more skills, time and energy.

Winning 20mph limits involves deciding what resources you can call on and how to use them to get change. This checklist aims to give ideas and links. We have a road map! Where are you with your campaigning and what's possibly next on the list? Remember that it's your campaign. Please feel free to go with your ideas for what will work best where you live as you know your local circumstances.

| Possible Actions                         | Resource  | Who ? | When? |
|--|---|-------|-------|
| Join 20's Plenty Free. Can be 2 leaders  | <a href="http://www.20splenty.org/setupacampaign">www.20splenty.org/setupacampaign</a> Choose a name (e.g. 20's Plenty for Place name). Get a free email <place name>@20splentyforus.org.uk   |       |       |
| Optional website/FB/ twitter             | You can ask <a href="mailto:rod.k@20splenty.org">rod.k@20splenty.org</a> for free template website. Add local info/links/photos. Set up your own Facebook or twitter  |       |       |
| Educate yourself on 20mph limits         | Read <a href="http://www.20splenty.org/briefings">www.20splenty.org/briefings</a> & the free starting campaign pack from <a href="mailto:anna.s@20splenty.org">anna.s@20splenty.org</a> The Slow Down Toolkit<br><a href="http://www.who.int/violence_injury_prevention/publications/road_traffic/SlowDown_Days/en/">www.who.int/violence_injury_prevention/publications/road_traffic/SlowDown_Days/en/</a> for ideas on street based activities. Myths <a href="http://www.20splenty.org/council_myths">www.20splenty.org/council_myths</a> & <a href="http://www.20splenty.org/busting_the_20mph_limit_myths">www.20splenty.org/busting_the_20mph_limit_myths</a> |       |       |
| Who's the key target to influence?       | Search your council website. Find cabinet member for transport Councillor contact details. Ask about their priorities and how 20mph fits.   |       |       |
| Mailing list - Councillors, media,       | Copy all Councillor emails from council.gov.uk site. Send to <a href="mailto:Anna.s@20splenty.org">Anna.s@20splenty.org</a> Also send Dir of public health & police   |       |       |
| Pick a logo/visual message. Buy stickers | <a href="http://www.20splenty.org/stickers_and_campaign_materials">www.20splenty.org/stickers_and_campaign_materials</a> has graphics. Make an "I support slower speeds in <your town>" poster. Add contact details   |       |       |
| Tell local media                         | Template press release from <a href="mailto:anna.s@20splenty.org">anna.s@20splenty.org</a>  |       |       |
| Start a petition                         | Ask <a href="mailto:anna.s@20splenty.org">anna.s@20splenty.org</a> for a paper template. Or <a href="http://www.change.org">www.change.org</a> or <a href="http://home.38degrees.org.uk/">home.38degrees.org.uk/</a> "We hereby petition <highway authority name> for a default 20mph speed limit in <place name>"  |       |       |
| Clipboard your petition                  | Go door to door, or where people wait eg outside schools. Consider selling stickers / giving out posters too. Leave petitions with others.  |       |       |
| Do a 20mph street stall or fair stall    | Perhaps set up a stall on 20mph limits somewhere that people might stop and talk to you/sign your petition. Ask for donations.  |       |       |
| Drive at 20mph                           | Display a car window or bumper sticker to explain why   |       |       |
| Print Some Leaflets                      | Make local leaflets on why 20's Plenty. <a href="mailto:Anna.s@20splenty.org">Anna.s@20splenty.org</a> has templates  |       |       |

**20's Plenty For Us campaigns for a 20mph default speed limit in built up areas without physical calming.**

**Web** [www.20splentyforus.org](http://www.20splentyforus.org) **Twitter** @20splentyforus

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|   |   |  |  |
|---|---|--|--|
| Do you need sponsors / Donors / Funding       | Consider if you want to ask for sponsors/funds eg local improvement money to buy stickers/ print leaflets   |  |  |
| Find volunteers. Form a committee             | Ask friends, neighbours, Facebook contacts, letter to press, advert on volunteer site/ neighbourhood networks. Begin supporter lists eg email or as a Facebook page, twitter followers/at fairs etc   |  |  |
| Link with more groups                         | Link with other 20's Plenty branches <a href="http://www.20splenty.org/local_campaigns">www.20splenty.org/local_campaigns</a> , or Friends of the Earth, Women's Institute, Local improvement groups etc. Offer talks on 20mph to other groups and ask for their support/logo |  |  |
| Regular meetings                              | Invite key supporters somewhere with free room hire. Decide on your plan & delegate jobs eg who'll get petition names from which streets.   |  |  |
| Write press letters to raise awareness        | Ideally decide a schedule of letters to the press from those with different characteristics eg a parent, road victim, disabled person etc monthly   |  |  |
| Meet media editors                            | Ask the local press/radio etc to back your campaign   |  |  |
| Meet the Director of Public Health            | Find his/her contact details on your council site   |  |  |
| Meet the Police & Crime Commissioner          | Google them & set up a meeting.   |  |  |
| Manifestos                                    | Depending on when the next election is, ask for 20mph in party manifestos. A party member is best to put this forward for each party  |  |  |
| Take photos                                   | Photograph key people holding 20mph posters/stickers  |  |  |
| Make a short video                            | Video your street and post it on your site/facebook or video an endorsement from a local hero   |  |  |
| Political composition analysis                | Consider the political composition of your council. Work out how each party would probably vote. How many yes votes are likely for 20mph?   |  |  |
| Meet with Party Groups.                       | <a href="http://www.20splenty.org/campaigners_get_20mph_on_group_meetings_agendas">www.20splenty.org/campaigners_get_20mph_on_group_meetings_agendas</a><br>Explain wide 20mph & answer questions. Starting with largest group  |  |  |
| Public meeting                                | Organise a public meeting on 20mph limits. Invite the press along. Some campaigns have organised a local conference with many speakers.   |  |  |
| Get 20mph on local Council Agendas            | <a href="http://www.20splenty.org/informed_decisions">http://www.20splenty.org/informed_decisions</a>   |  |  |
| Register to speak & lobby for a yes           | When 20mph is on an agenda, register to speak. Send your speech by email in advance to all Councillors. Lobby for a yes vote promise in advance.  |  |  |
| Demonstration                                 | Organise a demo eg supporters holding posters at a meeting & take photos  |  |  |
| Photo opportunity or fun visual action        | Set up a photo opportunity eg an art trail, logo competition or a slow down day <a href="http://www.20splenty.org/photo_opp">http://www.20splenty.org/photo_opp</a>   |  |  |
| Respond to news                               | For instance, if there is a serious crash/ 20mph news then submit your views  |  |  |
| Full Council Motion                           | <a href="http://www.20splenty.org/winningcouncilmotions">http://www.20splenty.org/winningcouncilmotions</a>   |  |  |
| Thank yous                                    | When you win a vote - thank all Councillors who voted yes to 20mph limits.  |  |  |
| Ask for scrutiny if the leading group said no | Scrutiny is a back bench committee that does research on policy options<br><a href="http://www.20splenty.org/how_scrutiny_panels_endorse_20mph_limits">www.20splenty.org/how_scrutiny_panels_endorse_20mph_limits</a>   |  |  |
| Celebrate 20mph                               | Celebrate wins, eg with press releases or perhaps a street party  |  |  |
| Driver education                              | Work with public health to design and deliver a driver education campaign to explain the benefits of 20mph limits to raise driver compliance  |  |  |
| Speed watch                                   | Offer to help the police with community speed watch to raise compliance   |  |  |
| Media work                                    | Keep 20mph in the media. Positive press stories to make 20mph normal  |  |  |
| Ask for help                                  | If you're unsure what to do next, ask <a href="mailto:anna.s@20splenty.org">anna.s@20splenty.org</a>  |  |  |

Good luck. Remember that you are not alone. We are here to help and there are over 360 campaign branches of 20's Plenty for Us working toward making 20mph limits normal where they live. Once those limit signs go in, the hearts and minds campaign continues to educate drivers to understand why so that they voluntarily go slower.

**20's Plenty For Us campaigns for a 20mph default speed limit in built up areas without physical calming.**

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