



# Communicating the 20mph scheme

Focus group report



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## Executive Summary

20mph speed limits are being introduced to residential areas and outside schools as a response to road safety concerns. The Road and Transport Safety Team and the Communications Service commissioned a series of focus groups to help understand how to clearly communicate the introduction of the 20mph speed limit to the public and what activities can be used alongside the 20mph signs to support the new speed limits.

### Main findings

The main findings from the focus groups are:

- Participants were generally supportive of the introduction of 20mph speed limits in residential areas.
- Understanding of the scheme was low among participants (despite some being actively involved in communities) – there was little awareness that it is happening, what the reasons for it are, why it is happening now and how it will be monitored.
- Participants felt that enforcement is key in getting the scheme to work. Many felt that there is no point spending money on changing the speed limits if they are not enforced. There was also a lack of clarity as to how the scheme will be enforced.
- Education was seen to be very important, from young children to those at college. Participants suggested working with schools to teach road sense and with colleges to educate the drivers of the future. It was also suggested that school children could be asked to design posters to promote the scheme.
- Several participants mentioned the effectiveness of the county council's speed awareness courses and suggested they should be used as part of the scheme.
- Most participants felt that acceptance of the new speed limits will take time. Once all residential areas are 20mph, people will be more aware of it and will know that the limit is 20mph in residential areas.
- The community roadwatch scheme (members of the community working with police to monitor speeding in their area) was felt to be hard to implement with all groups mentioning fear of reprisal. Participants felt this shouldn't be used for enforcement as that is the job of the police. It was suggested that it might work with school children or to gather evidence in an area for more formal enforcement.

- Groups liked the idea of restorative justice (speeding offenders visiting schools to be told how speeding can affect the children) and felt it could work with victims of road accidents as well as with school children. There was some concern though that if restorative justice is needed then the offence has already taken place.
- Several groups suggested using tried and tested publicity campaigns from other areas that have already adopted 20mph areas rather than trying to come up with something new.
- Three potential messages that the Communications Service is considering using were shown to the groups. The messages on the posters shown to the groups were thought to be too long and participants felt that a shorter message would be more effective.
- When asked, groups suggested using a graphic, shock-tactic style message for the communications campaign but, when showed the options, preferred the softer, gentle reminder approach.

### Recommendations

- A limitation of the focus groups is that they weren't attended by anyone under the age of 40. To address this, the Communications Service is doing some work with a group of younger drivers to get their opinion on some of the issues raised.
- Clear messages on the scheme need to be formulated and agreed with partners so that messages released to the public are consistent. In particular, clear and consistent messages should be released on:
  - what the scheme is;
  - why it is happening, in particular why it is happening now given budget cuts in other areas;
  - what road safety concerns the scheme is in response to; and
  - how the success of the scheme will be monitored.
- Discuss and agree with police:
  - how the scheme will be enforced;
  - how community roadwatch and restorative justice can be used, particularly in conjunction with schools; and
  - the possibility of introducing speed awareness courses appropriate for people caught speeding in 20mph areas.

- The county council's current speed awareness courses, which aren't relevant to people caught speeding in 20mph areas, are already running and are well regarded. Explore the possibility of working with the speed awareness team to deliver messages through other channels, eg roadshows.
- Use of signs was mentioned throughout the focus groups, eg using signs on entry to 20mph areas, 'smiley face' signs, signs with designs from school children. Look at options for how signs can be used to support the scheme.
- Develop the 'gentle reminder' message for the poster campaign, as this was the one favoured by the groups.
- Develop a long-term communications strategy for the scheme, as it was widely noted that it would take a long time for the scheme to be fully accepted.

## Introduction

20mph speed limits are being introduced to residential areas and outside schools as a response to road safety concerns. The Communications Service plans to run a campaign to support the introduction of the 20mph speed limits.

This research was commissioned by the Road and Transport Safety Team and the Communications Service to help understand how to clearly communicate the introduction of the 20mph speed limit to the public and what can be done alongside the introduction of 20mph signs to support the new speed limits.

## Research objectives

The objectives of the research were to understand:

- drivers' perceptions of speed, particularly in residential areas;
- whether drivers think the new 20mph speed limit signs will have an effect;
- drivers' perceptions of the benefits the 20mph speed limit will have;
- what would convince drivers to adhere to the new speed limits;
- which activities drivers think they may get involved with to support the speed limits; and
- the potential effectiveness of the communication campaign and messages on drivers.

## Methodology

To satisfy the objectives, four focus groups were held. Focus groups are effective in exploring perceptions, feelings and motivations, making them ideally suited to this project. In addition, focus groups, by their very nature, encourage discussion and debate among participants.

The focus groups were completed with members of the public. Conducting four groups enabled the research team to validate findings, improving confidence in the research and recommendations.

Members of the public were recruited from the existing Living in Lancashire panel used by the Corporate Research and Intelligence Team, which is a representative cross-section of the Lancashire population. This allowed a cross-section of opinion to be gathered and minimised recruitment time for the focus groups.

Eight people were recruited for each group. Up to eight people is an ideal number to manage and facilitate the group effectively and still gather a broad range of responses. Between four and six participants attended each session.

A range of participants were invited to attend with a geographical spread across the county. Sessions were run in:

Burnley (ages 50 - 80)

Ormskirk (ages 40 - 70)

Preston (ages 50 - 65)

Lancaster (ages 50 - 65)

For each group a mixture of male and female participants were invited to attend. Considerable effort was given to try and recruit BME respondents to the groups and also a broad range of ages. This proved extremely challenging and no BME participants or participants under the age of 40 actually attended.

Participants represented a mix of heavy and light car users, those who prefer to use public transport, cyclists and motorcyclists. There was also a mix of area with some coming from rural and others from urban areas.

Each participant was given a cheque for £20 to cover their time and transport costs. Previous focus groups run by the Corporate Research and Intelligence Team have offered £20 and have been successful, although up to £50 is more usual in the private sector.

To minimise costs, the research team carried out the focus groups in district council and satellite county council offices in the respondents' local areas. The sessions ran between 6.30pm and 8pm in the evening.



## Limitations

The nature of focus groups, and indeed qualitative research in general, means that only a small number of respondents from the population in Lancashire can participate. This means that the focus groups do not offer results that are statistically representative for all people in Lancashire; they only offer indicative or illustrative results. Results are therefore attributed to participants only and not the wider public.

The advantage, however, of focus groups is that they can explore issues and perceptions in detail, so a wealth of quality, descriptive information can be obtained, which was ideally suited to the needs of this research.

As participants are Living in Lancashire members and regularly participate in research, it could be that they are more aware of Lancashire County Council and schemes such as the 20mph speed limits than a 'typical' resident would be.

## Main research findings

### Drivers' perceptions of speed

To start the discussion, groups were asked how they feel about the speed limits on roads in Lancashire. Most participants feel that the speeds on main roads and in non-residential areas are generally at the right level but they raised the issue that not all drivers stick to the limits.

In residential areas most participants suggested, without being prompted, that the speed could be reduced to improve safety. It was also pointed out that speed is not the only issue in residential areas. Pavements blocked by cars parked on the kerb and parking outside schools were also cited as safety issues.

"Our roads are very constricted [due to on-street parking] – the danger of children running out is very high" – male, Lancaster

### Understanding of the 20mph scheme

Participants' knowledge of the scheme was limited, despite the fact that many participants are quite active in their communities (eg ex-councillors, attend PACT meetings, county council employees).

In Burnley, participants knew that there was a pilot area and that similar schemes are happening in other parts of the country but didn't realise the extent of the scheme in Lancashire. Several participants at the Ormskirk group had not heard about it before they were recruited to the focus group.

In Preston, a number of participants came with a leaflet about the scheme that had been posted through the door. Despite having this, their knowledge about the scheme was poor and they were unclear as to whether it has already been approved or can be challenged.

One participant at the Lancaster group lives in a 20mph pilot area. He feels that it is not currently working in his area and is confused about enforcement. Although the signs have gone up, he says nothing is being done about people not sticking to the new limit.

He also said that he had not been aware that the scheme was happening in his area until it happened.

"I wasn't aware of it at all until I had a letter from the county council saying it was going to start. There was no discussion prior to that" – male, Lancaster

There also seems to be some confusion about how the scheme is being monitored.

“There were regular speed traps on the road that I live on until they introduced the 20mph limit and then they stopped because the police apparently cannot legally enforce the 20mph limit...it was a county council spokesman that said this to the local paper. Someone else that I know had spoken to somebody and said that the police can enforce it, so nobody knows where they stand” – male, Lancaster

Common questions that were asked about the scheme by participants were whether it has already been agreed, whether and how it will be enforced and monitored and why it is being done, particularly at the moment when the county council is looking to save money in other areas.

### Perceptions of the impacts of the 20mph scheme

Having been given an explanation of how the scheme will work, participants were then asked what they thought the impact of the scheme would be.

Many participants mentioned the benefits of fewer road accidents, injuries and fatalities and making the roads safer for vulnerable groups such as children and the elderly.

"If it's for casualty reduction and it works then that has got to be worth doing"  
– male, Lancaster

However, few people came up with any benefits beyond this. It may be necessary to push the more long term benefits (eg safer streets encouraging people to walk and cycle more) to get this message across.

In Lancaster it was pointed out that if the roads get safer, parents may be more likely to let children walk to school instead of taking them in the car. In Preston they felt that, with the right guidance, communities may come together against people speeding in their area and that the scheme may be very positive in some areas.

"I imagine for some people, in some residential areas, it would be enormously positive" – male, Preston

## Making the 20mph scheme work

Most participants are of the opinion that the scheme will be effective in time but that the signs by themselves will not be effective initially. Groups were asked what could be done to increase the effectiveness of the scheme.

Many groups mentioned that there will be some drivers who are always going to speed.

"People who consistently break the speed limit – if they break it at 30, they'll break it at 20" – female, Burnley

"The idiots that are going to drive at 40 and 50 are still going to drive at that" – male, Lancaster

## *Enforcement*

All groups felt that enforcement of the speed limits is vital for the scheme to work. Many participants feel that the current speed limits are not enforced and that, unless the new speed limits are enforced, there is little point in changing them.

"If you're going to get it to work, you need to enforce it" – male, Lancaster

"If it isn't monitored effectively it's a waste of time in my view" – female, Preston

There were differing opinions on how quickly enforcement should be implemented. In Ormskirk there was criticism of rapid enforcement of a recent change in limit from 60 to 50mph:

"They did it overnight and were there the next morning with [speed] guns and half the residents got fined" – male, Ormskirk

In other groups though it was felt that police should 'go over the top' on enforcement from the start so that the message is quickly learned.

"When it's first introduced, you need to go over the top with monitoring it to get the message across that it's not just a sign, it means something" – male, Ormskirk

"Initially, let's get a few cameras out or more police on the road" – female, Preston

Suggested possible punishments included fines and 3 or 6 month suspension of licence for persistent offenders. It was also mentioned that fines need to be at the right level as low fines (eg £30) are not enough of a deterrent.

"If you hit people in the pocket it tends to make an impression" – female, Burnley

It was felt that a big thing should be made of people receiving fines, perhaps in the local press, so that word will spread that the limits are being enforced.

"One or two people being taken to court or fined for instance for breaking a new speed limit might assist [in making the scheme work] if the [local paper] makes sufficient fuss about it" – male, Preston

Another suggestion was that those caught speeding should be made to take their driving test again or to take the Pass Plus test.

Two of the groups suggested that persistent speeding offenders should be 'named and shamed' in the local paper. There was some concern that this may become a 'badge of honour', in the same way that ASBOs had in some areas, but others felt this could be avoided if it was combined with a fine or points on the licence.

"With people who are speeding, their names should be going in the paper" – male, Burnley

### ***Physical deterrents***

Although it was explained that physical speed deterrents will not be employed, many groups mentioned them. Traffic calming measures mentioned were speed bumps (specifically those that go right across the road as most people felt that the square ones are easily avoided), chicanes and rumble strips.

### ***Reminder signs***

Many groups mentioned extra signs that may be effective. All groups felt that the signs which display your speed and a 'smiley face' if you are under the speed limit are a very effective deterrent to speeding.

"I want to see that smiley face" – female, Burnley

"It does make people slow down" – male, Lancaster

"It's a moving image which catches the eye in a way signage, after a time, doesn't" – male, Preston

Two of the groups suggested that painting 20 on the road surface as well as the signs attached to posts would be useful.

There were several suggestions that large signs at the entrance to extended 20mph areas would work – for example 'children's zone', 'play street' or 'you are now entering a residential area, please drive at 20mph'.

"Each road that leads on to [a 20mph estate] should have a big sign saying 'you're now entering a residential area, speed limit is 20mph'" – male, Lancaster

There was also a suggestion of using images on the signs to make them stand out eg the girl on the bike image (see campaign testing section) or something designed by local school children.

Some participants felt that it would have an impact to put signs in areas along the lines of 'XX accidents here in the last XX months' to drive home the message of why people should slow down.

## ***Education***

All groups felt that educating children and young people about the scheme and about 'road sense' in general is key.

"Children are still going to walk out into the street...what is being done to make children aware?" – male, Ormskirk

"I would like to see education in the colleges to educate the drivers" – female, Ormskirk

This has the benefit of both improving the road safety of the children but also employing 'pester power' – the children learn about safe speeds at school and then tell their parents off for speeding.

"Those children will educate the parents as well" – female, Ormskirk

## ***Speed awareness courses***

Several of the participants have been on the county council's speed awareness courses and these are very highly regarded. It was suggested that people caught speeding in 20mph areas could go on the course as an alternative to a fine.

One participant felt that the courses are so useful that anyone who wants to should be able to attend.

"I learnt such a lot from that...it should be made available to others" – female, Burnley

A participant from Ormskirk suggested holding regular sessions where those caught speeding could be lectured by, for example, the police, councillors and speed awareness instructors.

### ***Wider coverage***

Some participants mentioned that they believe the scheme will become more effective as more areas are covered by the 20mph speed limit. While people may not currently be aware or notice that they've entered a 20mph area, once all residential areas are 20mph people shouldn't have this excuse.

"We would be much more secure in the knowledge that, if it was a residential area, it was 20. End of story" – male, Preston

There was a general agreement that this sort of thing will take time to embed but that, with time, behaviours will change and people will slow down to 20mph in residential areas.

"If all residential areas become 20mph, not immediately but over a period of time, that will become the accepted norm" – male, Preston

"In the end, it's just going to be a long process" – male, Preston

Several groups made the comparison between this scheme and drink driving or wearing seat belts.

"When I was a youngster...people drank and drove. Now though...the prevalent attitude of the vast majority of people is you don't drink and drive" – male, Preston



## Community activities

The Road and Transport Safety Team have developed some suggestions of schemes that could be implemented in areas where the signs alone are not having the desired effect. Participants were told about the schemes and asked if they think they will be effective in helping ensure drivers stick to the new limits and if not, why not. They were also asked if they would be interested in getting involved in such schemes.

### *Community roadwatch*

For the community roadwatch scheme, members of the community would be trained to use handheld speed guns and, supervised by police officers or special constables, would monitor and record driver behaviour so that action such as warning letters, police visits and ultimately prosecutions could be taken.

All groups felt this would be hard to implement and that anyone taking part would be in danger of facing reprisal if they were recognised by someone they caught speeding.

"You'd get egged" – female, Burnley

"They'd put your windows in if they found out you [were involved]" – male, Ormskirk

"Near to where I live I'd probably get knifed" – male, Lancaster

Some felt that the scheme could work if people were monitoring speed away from their own area.

There was also strong feeling that it is the job of the police to enforce speed limits and participants didn't see why residents needed to be involved.

"To me it's the police that should do that. They get paid" – female, Ormskirk

"It's policing on the cheap which I'm dead against" – male, Lancaster

"That's the police's job. Why don't they go on their own?" – male, Preston

There was some support in Lancaster for this project with one participant believing that if community roadwatch could gather evidence that there was persistent

speeding in an area (say XX% of drivers speeding) then that could be used as evidence to employ some more formal measures eg speed cameras, 'smiley face' signs.

Nobody in the groups felt that they would get involved in community roadwatch.

"I wouldn't want to be stood there with a camera...even in another area I wouldn't want to do it" – female, Burnley

"I wouldn't even contemplate it" – male, Lancaster

There was suggestion that the scheme might work with school children outside their school.

### ***Restorative justice***

Another option put to the groups is to use a form of restorative justice by taking speeding offenders into schools to be told by the school children how speeding puts their lives at danger.

Many felt this option could work. Some had seen restorative justice work in other environments and feel that it is good for both offenders and 'victims'.

"That could work. Embarrass people. Sit them down and make them feel ashamed" – male, Burnley

"It works. I've got experience of restorative justice – it works" – male, Ormskirk

There was suggestion at the groups that, as well as school children, this could work using road traffic accident victims.

"People who have been the victims of car accidents...they are the ideal people to give the message back" – male, Ormskirk

Some felt that, while this may be a useful extra deterrent from repeat speeding, it shouldn't be an alternative to a fine or points on the licence. There was also concern

that this is something that would only work after someone has been caught speeding and so, while it may deter them from speeding again and prevent a more serious incident, it doesn't stop them speeding in the first place.

## Communicating the scheme

To support the introduction of the 20mph scheme, the Communications Service is planning to run a poster campaign designed to encourage drivers to be more aware of their speed. Before showing the groups some ideas and messages that the Communications Service is considering, participants were asked what they think should be included in such a campaign.

### *Suggested or potential messages*

The majority felt that a hard, shock tactic type message should be used.

"More of a harsh reality gets the message home rather than softly softly" – female, Ormskirk

"The major deterrent to most common, decent people is to see the consequences of their actions" – male, Preston

Participants provided a number of suggestions for slogans including 'no need for speed' and 'look out, kids about'. Some felt that the campaign should sell the benefits of the 20mph scheme 'as well as the horrors'.

Many participants discussed slogans and images from national campaigns eg 'kill your speed, not a child' and 'speed kills'. Some participants felt that these campaigns are effective and that there is no need to 'reinvent the wheel' by coming up with new ideas.

There was also suggestion that local authorities in other parts of the country where 20mph areas have already been implemented may have campaign ideas and slogans that could be used eg '20's plenty'.

Some participants felt that what is needed is to make it more widely known that all residential areas will be 20mph by the end of 2013 as this message is not being received currently.

### ***Communication channels***

As locations for the campaign, participants suggested using TV screens in GPs surgeries, advertising in county magazines and supermarkets and, if possible, getting coverage of the scheme on a local TV programme such as North West Tonight. It was suggested that young drivers could be targeted by putting posters in youth clubs.

There was some debate as to whether posters should be by the roadside or not – some felt that there is already too much to concentrate on when driving without adding extra posters while others felt that if the posters aren't by the roadside they won't remind people to slow down.

"You get so much [signage] that, eventually, you can't see the wood for the trees" – male, Preston

"Seeing these on billboards wouldn't make me think next time I go down a residential street" – female, Ormskirk

### ***Use of schools***

Again there were suggestions to include children and young people. Several groups suggested a competition in schools to come up with campaign suggestions to be used across their area.

"A child doing a video, explaining why [drivers] should slow down might have more of an impact" – male, Lancaster

"You could even run a little campaign in the schools and get kids to come up with ideas" – male, Ormskirk

## Campaign testing

Participants were then shown three options that the Communications Service developed. The images were intended to be illustrative of the message and may not be the final images used.

### *General comments*

For all posters it was felt that there are too many words.

"Too wordy, too much. It's a distraction if you're driving" – male, Lancaster

"If you're going to put a sign up, it needs to be short and snappy" – male, Lancaster

Several groups also pointed out that the posters don't make any reference to 20mph.

"It actually says 'check your speed', well that's just a non-message...check your speed to what?" – male, Preston

"Go back to basics. What is the absolute bottom line message of this whole campaign? Isn't it that we are reducing the speed limit to 20mph? Isn't that all you need to say?" – male, Preston

### *Option 1 – child on bike*

Poster 1 shows a close up of a grinning child on a bike with the words 'I might be playing out today – remember, check your speed'. Option 1 is shown in appendix 1.

This option was generally well received, although participants felt the slogan was too long. Participants felt that it was a bold image that caught your attention and acted as a gentle reminder that kids may be playing and that you should be careful of your speed.

"I think it's very persuasive" – female, Burnley

Despite having suggested previously that a harder, more graphic message should be used, three of the four groups felt this was the best poster, although in Preston it was felt that this wasn't the shock tactic they were looking for.

Several of the groups felt this would work well as a permanent sign used on entries to 20mph areas as a reminder that children may be playing.

"Something like that as you're entering 20mph. That's where they should be"  
– male, Burnley

One participant mentioned that the pink used is very similar to the Breast Cancer Care pink and that, just glancing at the poster, he would have assumed that is what the poster was for and wouldn't have picked up on the message about speed.

### ***Option 2 – shattered glass/teddy***

Poster 2 used a harder image aimed to prick the conscience of drivers that their speed may have serious consequences. For the first two groups (Burnley and Ormskirk), participants were shown an image of a shattered windscreen with a patch of blood and again the message 'I might be playing out today – remember, check your speed' (see appendix 2). The groups found this image quite obscure and difficult to make out at a glance.

Having said they didn't like the image, it was hard to get an opinion on the message of the poster so, for the Preston and Lancaster groups, the image was changed to a teddy under a car wheel (see appendix 3).

Most participants felt that neither image was graphic enough.

"I'd go a bit gorier than that" – male, Burnley

"If we could see behind that teddy bear the child's legs so it's obvious someone's actually been knocked over I could take it more seriously" – male, Preston

Several groups suggested that the words on this option needed to be changed to 'I was playing out today – remember, check your speed', although again they felt this was too long.

The Burnley group felt that options 1 and 2 would work well together to tell a story, side by side in a newspaper for example – the reminder of the child that may be

playing and then the harder message of what might happen if you don't check your speed.

### ***Option 3 – welcome to Fulwood***

Option 3 showed a sign with the words 'We welcome you to Fulwood...please drive safely on our roads'. Rather than a poster campaign, this is intended to be used on road signs as you enter different areas. This is shown in appendix 4.

Most participants felt that these sorts of signs are quite widespread anyway and, although it's a nice message, participants didn't feel it would be more effective than the other poster options, as it didn't remind you why to slow down.

"You see these everywhere these days don't you?" – male, Lancaster

"I wouldn't say there's any mileage in that" – male, Ormskirk

Some felt this option didn't represent value for money.

"As a rate payer, I'd be heartbroken if I thought a lot of money was going on 'welcome to Ashford', 'welcome to Fulwood', 'welcome to here, there and everywhere'" – female, Preston

Groups felt that, if this approach is used, then it should also include the 20mph sign.

There were several suggestions that this could be something which district or parish councils might be asked to fund.

Some participants pointed out that the definition of area boundaries can be contentious and it would be very difficult to get this option right.

## Conclusions and recommendations

The main findings from the focus groups are:

- Participants were generally supportive of the introduction of 20mph speed limits in residential areas.
- Understanding of the scheme was low among participants (despite some being actively involved in communities) – there was little awareness that it is happening, what the reasons for it are, why it is happening now and how it will be monitored.
- Participants felt that enforcement is key in getting the scheme to work. Many felt that there is no point spending money on changing the speed limits if they are not enforced. There was also a lack of clarity as to how the scheme will be enforced.
- Education was seen to be very important, from young children to those at college. Participants suggested working with schools to teach road sense and with colleges to educate the drivers of the future. It was also suggested that school children could be asked to design posters to promote the scheme.
- Several participants mentioned the effectiveness of the county council's speed awareness courses and suggested they should be used as part of the scheme.
- Most participants felt that acceptance of the new speed limits will take time. Once all residential areas are 20mph, people will be more aware of it and will know that the limit is 20mph in residential areas.
- The community roadwatch scheme (members of the community working with police to monitor speeding in their area) was felt to be hard to implement with all groups mentioning fear of reprisal. Participants felt this shouldn't be used for enforcement as that is the job of the police. It was suggested that it might work with school children or to gather evidence in an area for more formal enforcement.
- Groups liked the idea of restorative justice (speeding offenders visiting schools to be told how speeding can affect the children) and felt it could work with victims of road accidents as well as with school children. There was some concern though that if restorative justice is needed then the offence has already taken place.
- Several groups suggested using tried and tested publicity campaigns from other areas that have already adopted 20mph areas rather than trying to come up with something new.



- Three potential messages that the Communications Service is considering using were shown to the groups. The messages on the posters shown to the groups were thought to be too long and participants felt that a shorter message would be more effective.
- When asked, groups suggested using a graphic, shock-tactic style message for the communications campaign but, when showed the options, preferred the softer, gentle reminder approach.

### Recommendations

- A limitation of the focus groups is that they weren't attended by anyone under the age of 40. To address this, the Communications Service is doing some work with a group of younger drivers to get their opinion on some of the issues raised.
- Clear messages on the scheme need to be formulated and agreed with partners so that messages released to the public are consistent. In particular, clear and consistent messages should be released on:
  - what the scheme is;
  - why it is happening, in particular why it is happening now given budget cuts in other areas;
  - what road safety concerns the scheme is in response to; and
  - how the success of the scheme will be monitored.
- Discuss and agree with police:
  - how the scheme will be enforced;
  - how community roadwatch and restorative justice can be used, particularly in conjunction with schools; and
  - the possibility of introducing speed awareness courses appropriate for people caught speeding in 20mph areas.
- The county council's current speed awareness courses, which aren't relevant to people caught speeding in 20mph areas, are already running and are well regarded. Explore the possibility of working with the speed awareness team to deliver messages through other channels, eg roadshows.
- Use of signs was mentioned throughout the focus groups, eg using signs on entry to 20mph areas, 'smiley face' signs, signs with designs from school children. Look at options for how signs can be used to support the scheme.
- Develop the 'gentle reminder' message for the poster campaign, as this was the one favoured by the groups.

- Develop a long-term communications strategy for the scheme, as it was widely noted that it would take a long time for the scheme to be fully accepted.

## Appendix 1 – campaign option 1



## Appendix 2 – campaign option 2, version 1



## Appendix 3 – campaign option 2, version 2



## Appendix 4 – campaign option 3

