



SLOWER IS SAFER

20mph Communicator Toolkit

**#ArriveAlive**





# BACKGROUND

The Scottish Government is committed to creating a healthier, greener and safer Scotland. The introduction of 20mph restrictions can help to contribute to all these objectives.

By reducing speed on our roads, we can create streets where the space is shared more equally between different road users. This will create a safer environment, encouraging people to make active travel choices.

Speed limits affect everyone, not only drivers but pedestrians, cyclists and communities. As well as creating safer roads, they can influence the quality of life and the environment we live in.

There are many reasons why lowering the speed limit from 30mph to 20mph is beneficial, these include:

- A reduction in the severity of and total number of road collisions.
- Creating safer spaces for all road users to enjoy.
- Encouraging a change in the way we travel for those shorter every day journeys to promote healthier lifestyles.
- Improving our communities, by lowering speeds in the places we live and grow.

Slower is safer. If you hit someone at 30mph, they're seven times more likely to die than at 20mph.

[Visit the 20mph campaign page on the Road Safety Scotland website.](#)



# RECENT STATISTICS

**69%**

of all pedestrian casualties occurred on roads with a speed limit of 30mph in Scotland in 2022.

**54%**

of all cyclist casualties occurred on roads with a speed limit of 30mph in Scotland in 2022.

**30%**

of all car casualties occurred on roads with a speed limit of 30mph in Scotland in 2022.

**31**

people died on roads with a speed limit of 30mph in Scotland in 2022.

**623**

people were seriously injured on roads with a speed limit of 30mph in Scotland in 2022.

**2201**

casualties on roads with a speed limit of 30mph in Scotland in 2022.



# FAQ's

## **Q: What is the Scottish Government position on 20mph speed limits**

A: The Scottish Government is committed to working with local authorities to reduce the speed limit in our towns, cities and villages to 20mph, where appropriate, by the end of 2025. This will help make these roads safer for all road users. Evidence shows that if you hit a pedestrian at 30mph, they are seven times more likely to die than at 20mph.

It is hoped the change will also improve perceptions of road safety, encouraging people to walk, wheel and cycle more, thereby improving health, road safety and promoting active travel, creating more pleasant areas in which to live.

## **Q: When will 20mph speed limits be implemented in Scotland?**

A: The Programme for Government commits the Scottish Government to having 20mph limits on appropriate roads by the end of 2025. Speed limits of 20mph have been adopted early by Highland Council, including the relevant sections of the trunk road where appropriate.

## **Q: How will 20mph limits be delivered?**

A: Discussions are ongoing with local authorities on the delivery and rollout of 20mph speed limits. No additional powers will be required as they can already promote limits under their existing powers. Where early progress is being made, for instance in the Highlands, temporary orders are being promoted in the first instance. These allow for up to 18 months of assessment where evidence will be collected on the road's performance and can be used to inform permanent orders.

[Read more frequently asked questions on Scotland's Road Safety Framework website.](#)



# KEY MESSAGES

Here are some campaign key messages that may be useful to include in your communications to your communities.

- If you hit someone at 30mph, they're 7 times more likely to die than at 20mph.
- In 2022, 69% of all pedestrian casualties, 54% of all pedal cyclist casualties, 33% of all motorcyclist casualties and 30% of all car casualties occurred on roads with a speed limit of 30mph in Scotland.
- Slower is safer.
- 20mph speed limits in cities, towns and villages help keep everyone safe.
- Reducing speed in our communities will help reduce the number of collisions on Scotland's roads, and should a collision occur, will help to reduce the severity of it.
- 20mph speed limits can encourage a change in the way we travel for those shorter every day journeys, leaving the vehicle at home to reduce our carbon footprint.
- 20mph speed limits create healthier, fairer and greener places to live and will help Scotland reach its net zero goal.
- 20mph limits on local roads encourage more people to walk, wheel and cycle and can help to improve physical and mental health.
- Slower vehicles and quieter streets create safer spaces for everyone to enjoy, improving quality of life in our communities.



# CAMPAIGN ASSETS

The Scottish Government has produced digital assets and posters available for you to use and share to help raise awareness of 20mph speed limits in your community.

[Assets can be found on the 20mph campaign assets page of the Road Safety Scotland website.](#)

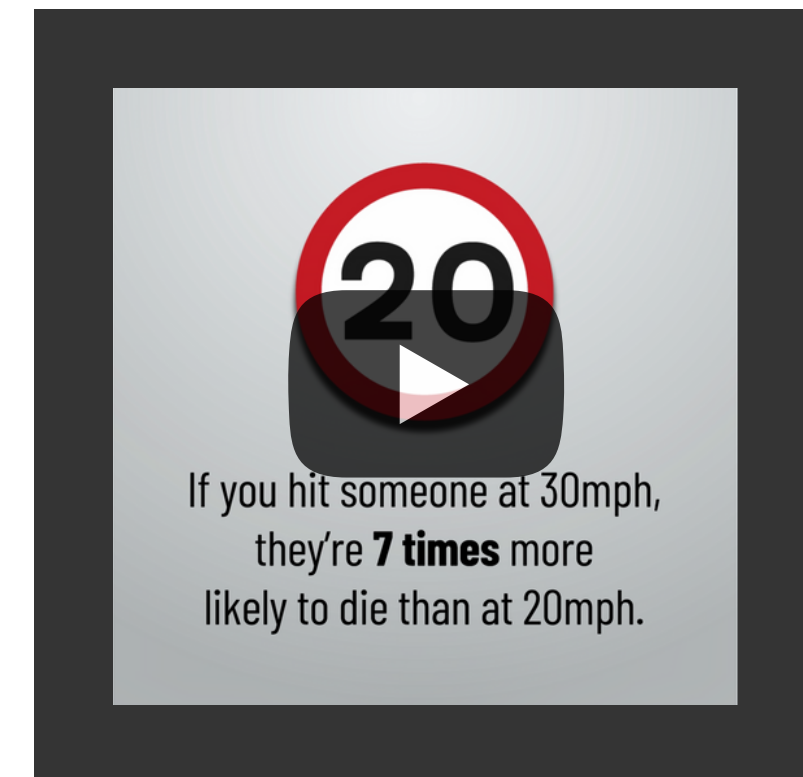
## Posters



## Social Images



## Social Animation





# SOCIAL POSTS

We've suggested some copy to go along with the created social media assets, however to make sure these gain the full impact for your community try to include messaging specific to your area.

This can include finding a case study to bring their story to life or including statistics for local roads.

## Example 1

Slower is safer. If you hit someone at 30mph they're seven times more likely to die than at 20mph.

We've introduced 20mph speed limits in built up areas across [location]. Find out more at [roadsafety.scot](https://roadsafety.scot)

## Example 2

By making the speed limit 20mph across all built up areas, we can help to keep everyone in our communities safe.

Get more information on the introduction of 20mph speed limits across [location] at [roadsafety.scot](https://roadsafety.scot)

## Example 3

Reducing speed in our communities will help reduce the number of deaths and serious injuries on Scotland's roads.

Slower is safer. Find out more about the introduction 20mph speed limits in [location] by visiting [roadsafety.scot](https://roadsafety.scot)



# GET IN TOUCH

If you are looking for further communications guidance or have any questions, suggestions or comments, please contact the Scottish Government marketing team or Transport Scotland road safety team.

Scottish Government Marketing  
[sgmarketing@gov.scot](mailto:sgmarketing@gov.scot)

Transport Scotland Road Safety  
[roadsafety@transport.gov.scot](mailto:roadsafety@transport.gov.scot)

