



## Influencer Award

### Name of organisation or individual nominated

Rod King of 20's Plenty for Us

#### 1. What were you trying to change? (maximum 200 words)

Help us understand your vision, aims and the factors that drive you forward

30 mph became the UK national limit for built-up areas in 1934. Since then massive increases in traffic volumes have created a huge imbalance in vulnerability between pedestrians or cyclists and car users. "Vehicle failed to stop in time" is a major cause of injury. Stopping relate to thinking time plus braking distance. At 30 mph there is less reaction time to a hazard. A vehicle's kinetic energy is proportional to its speed squared. A car braking from 30 mph will still be at 22 mph when one braking from 20 mph will have stopped (at approx. 12 m). It takes approx. 23 m to stop from 30mph (6 car lengths). 20 mph is evidenced as safer, greener, quieter, less polluting and better for quality of life than 30 mph. 20's Plenty for Us aims to maximise the number of people with UK local authorities adopting 20 mph as the default residential road speed limit. Our objective is wide area, signed, mandatory, enforceable, default speed limits – "Total 20". Some roads are exempted where warranted. Portsmouth implemented 20 mph on 94% of roads. We don't ask for traffic calming, school safety areas, single streets, "blanket" 20 mph, trials or pilots.

#### 2. How did you use your influence? (Maximum 200 words)

Who did you influence, what methods did you use to influence them and how did you overcome problems etc.

Speed limits are set at local authority level, so we recruit UK wide grassroots volunteers. They convince councillors to vote for 20 mph limits through the democratic process by explaining its benefits and demonstrating popularity (eg petitions, letters, polls, people displaying stickers, local press coverage). We empower those wanting 20mph speeds to demonstrate they are effective and deliverable. A second stage is social marketing to get drivers to obey limits. Free to join, we raise volunteer's skills and confidence with professional materials. Actions include • daily monitor Google news alerts to find new campaigns / respond to opportunities • free start up campaign packs and memorable emails eg [york@20splentyforus.org.uk](mailto:york@20splentyforus.org.uk) • Map to locate nearby campaigners [http://www.20splentyforus.org.uk/local\\_campaigns.htm](http://www.20splentyforus.org.uk/local_campaigns.htm) • Quality

website packed with downloadable research and video clips -  
www.20splentyforus.org.uk • local websites eg  
www.20splentyforchichester.org.uk with online petitions. • Training  
conferences, newsgroup, internet materials and advice by email and  
phone. • Mail national press releases to local decision maker and  
media email lists • Free Video / Power Points. • Blogsite  
www.20splentyforus.blogspot.com, • Facebook  
http://tinyurl.com/20splentyonfacebook • Share resources - speed  
guns, presentation banners, stall equipment. • Conference  
presentations • National level lobbying eg with Ministers, Dept of  
Transport. Resources: £15k pa grants, one half time staff member and  
many dedicated volunteers including Founder Rod King.

3. **What changed?** (Maximum 200 words)

e.g. Did you change a law, an attitude, a policy, a conflict situation?

Results are two fold - as a catalyst for campaigning for political action,  
and for implementation. Evidence of Campaigning Action •  
Recruited and serviced 89 local campaigns with 21 local websites  
• Increasing website hits in the past year • Lively newsgroup  
with nearly 200 members to share best practice. Recent average of 75  
messages p/month • Produced 2 videos • Over 100 supporting  
organisations • 187 Facebook members • Consulted with local  
authorities - Islington, Brighton and Hove, Gloucestershire, Hartlepool,  
Warrington, Sheffield, Colchester, Lancashire, Liverpool. • Co-  
running 20mph conferences, eg with PTRC training/Warrington Borough  
Council • Recognition - praised by the Sustainable Development  
Commission and National Council for Voluntary Organisations. Praised  
by Living Streets Charles Maher award panel. In Dec 2009 the  
Department for Transport changed its guidance on 20mph speed limits.  
EU recommended 20 mph limits in June 2011 • Meetings with  
Transport Minister Norman Baker, with EU Transport Committee in  
Brussels and with campaigners and politicians in New York Impact  
through implementation • Over 6 million people live in “Total 20”  
committed authorities e.g. Oxford, Islington, Bristol, Warrington, York,  
Brighton, Portsmouth, Newcastle, Hartlepool, Hackney and Lancashire  
County. • 22% fewer casualties in e.g. Portsmouth/ Warrington. •  
“Total 20” is now mainstream in road danger reduction.

**Additional Nomination Comments from others**