

#54 20S PLENTY FOR US

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Website, 2018

Topic for advocacy Sport facility management and urban planning / Cycling, transportation and active travel / Education and Active Schools

<http://www.20splenty.org/>

Description of the good example

20s Plenty for Us' is a non-profit organisation formed in 2007, in order to help communities to live in a better street environment by setting a mandatory 20mph (32kph) limit for most roads. They do not represent any particular sector of society or mode of transportation and look for supporters amongst children, adults and elderly people. Their supporters are from the ranks of car drivers, cyclists, pedestrians and even horse riders. 20s Plenty campaigns for a 20mph as a default speed limit in residential and urban areas in the UK. The initiative argues that if the speed limit is brought in line with the rest of Europe then children and young people would have greater incentive to walk to school and play outside in residential areas, thus increasing their levels of physical activity.

Target - Who can best use this example or document?

Councillors, council officers, MPs, Transport Professionals , the media and the general public.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

As an evidence-based practice, it supports our advocacy principles: it is innovative, brings sustainable activation and sustainable partnership, educates (trains) kids, parents, trainers in the local community, has a local community approach, it is transferable (local, national, international) and supports advocacy on all levels.

Learning points - What can we learn from it?

Campaigning for policy-change has to draw a lot of support from a variety of stakeholders, in order to strengthen the message. Powerful imagery combined with statistics can help to develop public support for the campaign.

Further information

20s Plenty For Us

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<http://www.20splenty.org/>