

Proposal to Purchase and Distribute 20mph Twenty is Plenty Stickers

1. Introduction

20mph speed limits have been proven to both reduce the risk and limit the impact of road traffic accidents.

With the introduction of the new 20mph speed limit into Studley and Norley Lane in June of this year, many of the residential streets in the parish are now covered by either a 20mph speed limit or a 20mph speed zone. Challenges nevertheless remain around compliance.

This paper proposes purchasing and distributing vinyl stickers for residents' wheelie bins to raise awareness of the 20mph speed limits with motorists and reinforce compliance.

2. Proposal

A range of designs are available from multiple suppliers, but the following is typical:



These self-adhesive weatherproof stickers may be placed on wheelie bins to raise awareness of, and reinforce, the speed limit. In many cases, the impact of this will be limited to waste collection days, but, given the low cost of the stickers, this is nevertheless considered a practical and cost effective measure.

Once procured, options for distribution would include:

Ref	Option	Comments
A	Delivery with parish magazine	Most effective way to get widespread coverage, but many stickers may not be displayed.
B	Leave for free collection at outlets such as the village hall and shop	May be taken by people outside of the parish.
C	Residents apply by email, with the stickers then delivered by members of the Road Safety Working Group	Greatest chance that stickers will actually be displayed; risk of low take-up.
D	As per C, but also canvas homes on streets with significant through-traffic.	Maximises coverage and take-up. Likely to require purchase of more stickers.

3. Cost

The indicative cost of supplying white self-adhesive weatherproof vinyl wheelie bin stickers (220mm x 300mm) is as follows:

Number of Stickers	Cost	Cost per sticker
100	£120.00	£1.20
250	£230.00	£0.92
500	£395.00	£0.79

Source: <https://www.smartwheelie.co.uk/shop-20mph-wheelie-bin-stickers.html>

4. Recommendation

It is recommended that the Council approves an allocation of £395 to purchase and distribute up to 500 “Twenty is Plenty” Wheelie Bin stickers to residents, funded by Precept from the Road Safety Budget, with research through Facebook and InSpire being undertaken to gauge demand prior to placing the order.

Cllr John Barnes