



Love 30 Toolkit

Lower speed limits for
Healthier and Happier Communities

Travel & Global Citizenship Travel Themes

smartertravel>>>
>>> schools



WHAT IS LOVE 30?



The Love 30 Campaign calls on all Local Authorities to introduce more **30km/h** zones in urban areas, particularly in town centres, residential estates, and in the vicinity of schools and places of public assembly.



What is the speed limit outside your school?

What do you think is a safe limit for outside your school?

See what actions you could take to seek change



- Identify the speed limit outside your School
- If you're about to conduct a Walkability Audit – consider the speed limits and observe driver behaviour during the audit
- If your Walkability Audit was conducted several years ago, re-submit your audit and include a request for 30kph outside your school
- Calculate the speed of drivers, either the old-fashioned way or ask your Travel Officer to conduct a speed test using a speed gun.
- Find out where else in the world Loves 30 and agrees 20's Plenty!!
- Design your own Love 30 banners, posters, event invites, cards and postcards
- Think about hosting an event such as a Slow Down day, or a Love 30 tea party or both!
- Create a buzz regarding your Love 30 Campaign and send your photos to the local paper
- Remembering the Seven Steps; inform and involve the school, parents and the local community by photographing and sharing your Love 30 ideas on your school website, Facebook and twitter accounts
- Why not check out and follow the Love 30 Campaign on their Facebook and Twitter accounts?
- Speed limits are reviewed every 5 years the minimum. [Ascertain when the next speed limit review will take place in your Local Authority](#) and make a submission. Ask your Travel Officer to assist with this.

LOVE 30 OPPORTUNITIES



There is overwhelming evidence that lower speed limits make streets safer and more pleasant places for children and adults to live, socialise, work and play.

- Love 30 transforms our urban and village streets and residential estates from car dominated through-roads to vibrant living 'people-friendly' spaces
- Love 30 is a community led campaign to retrofit one's own community infrastructure for more active travel
- Love 30 is the opportunity for Local Authorities to make it safer to walk and cycle to school by making exceptions within the RSA speed limit guidelines
- Love 30 helps combat rising levels of obesity by encouraging people of all ages to walk and cycle and by encouraging children to play outdoors
- Love 30 reduces carbon emissions by increasing the number of people walking and cycling

LOVE 30 ACTION FACTS



When parents and children can walk and cycle in their neighbourhood, families benefit from:

- healthier children
- less stress
- more money in their pockets.

- In the rest of Europe 30km/h is fast becoming the default urban speed limit.
- Love 30 logo and term has its genesis in Ireland, and Canada was one of the first countries to ask Ireland if they could use the 'Love 30' term!
- How did it all start? Rod King MBE had an idea while attending an event in Dublin, following which he founded the UK's 20's Plenty Campaign in 2007. His work earned him an MBE in 2014.
- Love 30 was then started by members of the Dublin Cycling Campaign and is run entirely by volunteers In Ireland.
- Love 30 is retrofitting communities for active travel; making areas better for walkers, cyclists and more.

LOVE 30 STATISTICS

At **30km/hr**
1 in 10 will die



At **50km/hr**
5 in 10 will die



At **60km/hr**
9 in 10 will die



Adapted from the RSA

30KM/H SUCCESSES

Periodic 30km/h: at 20+ schools in County Laois



Fixed 30km/h:

- Carrick-On-Shannon
- Portlaoise
- Mountmellick
- Portarlington



LOVE 30 INTERNATIONALLY

Ireland is a signatory of the [2020 Stockholm Declaration on Road Safety](#) which connects road safety to the implementation of the United Nations Sustainable Development Goals.



Within the Declaration the resolution is to:

“ Focus on speed management, including the strengthening of law enforcement to prevent speeding and **mandate a maximum road travel speed of 30 km/h in areas where vulnerable road users and vehicles mix in a frequent and planned manner, except where strong evidence exists that higher speeds are safe,** noting that efforts to reduce speed in general will have a beneficial impact on air quality and climate change as well as being vital to reduce road traffic deaths and injuries. ”

World Health Organisation (WHO)

“A safe speed on roads with possible conflicts between cars and pedestrians, cyclists and other vulnerable road users is 30km/h.

To achieve these safe speeds, local authorities should have legislative power to reduce limits as needed to better protect all who use the roads.

In addition, drivers should be informed of limits through sign-posting the legal speed limits on roads and rigorously enforcing the law.”

UN Global Road Safety Week, May 2017

UN Slow Down Toolkit
Developed by WHO and 20's Plenty UK

[Click on image to download](#)



HOST A LOVE 30 EVENT



Hosting an event is a way of raising awareness as to why the school community believes that the speed should be lowered outside your school.

Host a School Gate Slow Down Day

- Make posters, banners and mini or maxi lollipop signs
- Have a catchy Slow Down chant
- Invite your Green-Schools Travel Officer
- Share photos on social media and with your local newspaper



Let's Go Walkabout

Once you've conducted your Walkability Audit, invite decision-makers and representatives of the media to walk the area outside your school and show them the risks you've identified.

Ask the decision-makers what they will do to make the vicinity a safer and better place.

Invite the representatives of the media to document your discussions and share these stories through print and broadcast media.

HOST A LOVE 30 EVENT



Nominate a Slower Speed Champion



Identify volunteers to become champions for your school, community and locality and facilitate their participation in your Slow Down Day, such as inviting them to collect signatures on petition or pledge cards.



Hold a Street Party in support of slower speeds

Invite people in support of slower speeds to gather in a safe place. Contact parents, local clubs and community members to promote and join the party and activities.



Dress-up

School pupils could dress up on the day – Colour themed or as footpath and road users. Dress-up as/invent a Love 30 Mascot with prizes too!

HAVE A LOVE 30 ACTIVITY



Obtain Pledges from Drivers and Parents

Encourage drivers to sign your pledge cards and display a sticker to drive more slowly and obey the rules of the road.



Organise a Breaking Distance Challenge

Set up a game to play along the road, for those attending your Slow Down Day (and passers-by), which encourages them to guess stopping distances.

Offer a prize to winners such as a poster, sticker or other trinket developed for the Slow Down Day or a voucher offered by a local business.

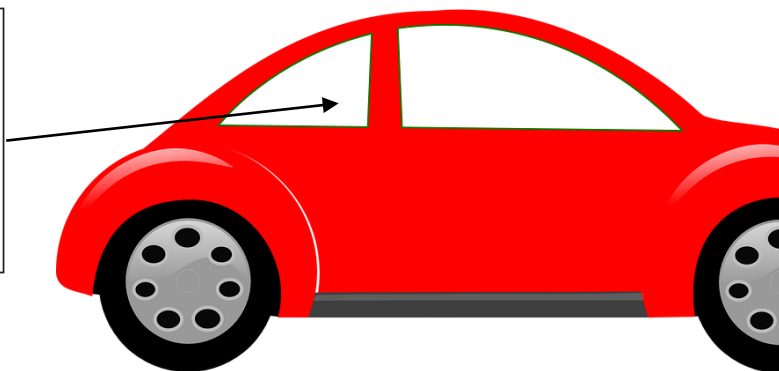


Demonstrate the impact of speed

Display a poster showing that a 30km/h crash is like falling from a second floor of a building and that a 50 km/h crash is like falling from the fourth floor of a building.

Consider using a tall building or structure locally or nearby on the floor levels mentioned.

LOVE 30 MATERIALS



- Green-Schools Love 30 Bunting – Borrow this for your event from your Travel Officer
- Green-Schools have lots of glossy Love 30 Stickers – Ask us for some (Use for art, badges, and on certificates and more)
- Green-Schools currently have a stock of 'Don't be a Fool & Love 30 to School' Car Window decals – Grab them before they're all gone!

LOVE 30 VALENTINE'S DAY



Valentines Day is a great opportunity in your calendar.

- Consider sending a Love 30 Display/Art or photo portfolio to your County Council.
- Target Key decision makers and influencers and even make an appointment to present it by hand and make a photo opportunity out of it – ask your Green-Schools Travel Officer for help too!





LOVE 30 CAMPAIGNS



LOVE 30 CAMPAIGN IN LETTERKENNY



CONDUCT A SPEED TEST

YOU WILL NEED:

a stopwatch, a trundle wheel, clipboard/paper, a pencil and a flag.



1. Select a measured distance of road



2. Mark your Measurement Points. Choose safe locations Point A and Point B



3. Stopwatch Technician ready to start the clock at Point A. When a vehicle passes (Select the 'passing point' to start your clock e.g., when the front car door is in line with you) (Practice beforehand in the yard!)



4. At Point B the Flag Technician raises the signal when the vehicle 'Passing Point' is inline with him/her.



5. At Point A the Stopwatch Technician simultaneously stops his/her clock and the Recorder makes a note of the time for that (and each) vehicle.



6. Time now for the Maths! You need the Distance (m) and the Time taken (Secs) and then convert to km/h (1 hour has 3600 seconds).



Alternatively, contact your Travel Officer to arrange Speed Testing outside your school using a speed gun.

See recording sheets for speed data on the following pages.



Date:			
School Name:			
Location:			
Speed limit type:	Fixed ☐	Periodic ☐	
If fixed, choose the speed	30km ☐	40km ☐	50km ☐
	60km ☐	80km ☐	100km ☐
If periodic, choose the speed	60km/h reduced from 100km/h		☐
	60km/h reduced from 80km/h		☐
	50km/h reduced from 80km/h		☐
	50km/h reduced from 60km/h		☐
	40km/h reduced from 50km/h		☐
	30km/h reduced from 60km/h		☐
	30km/h reduced from 50km/h		☐
Time of day:	Drop-off time		☐
	Off-peak time		☐
	Collection time		☐
Weather: <i>*Options 1 & 2 cannot be selected together</i>	Dry		☐
	Wet		☐
	Icy/Snowy		☐
Are there other traffic calming measures in place?	Yes ☐	No ☐	



If yes, choose the measures present:	School Ahead Warning sign (with lights)	
	School Children Crossing Ahead sign	
	Road markings	
	Horizontal and vertical deflections, e.g. chicanes, ramps - chicanes	
	Frequent crossing points	
	Shared surfaces	
	Street furniture	
	Low kerbs	
	Tree planting	
	Narrow carriageways	
	Road alignment and curvature	
	Tight corner radii	
	School streets	
	School zones	
Other		
Start time:		

Vehicle Codes	
M	Motorbike
C	Car
V	Van
LT	Long Truck

Note: Survey123 app will geolocate recording position



Log Number	Speed km/hr	Vehicle Code
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		
29		
30		

Log Number	Speed km/hr	Vehicle Code
31		
32		
33		
34		
35		
36		
37		
38		
39		
40		
41		
42		
43		
44		
45		
46		
47		
48		
49		
50		
51		
52		
53		
54		
55		
56		
57		
58		
59		
60		



Log Number	Speed km/hr	Vehicle Code
61		
62		
63		
64		
65		
66		
67		
68		
69		
70		
71		
72		
73		
74		
75		
76		
77		
78		
79		
80		
81		
82		
83		
84		
85		
86		
87		
88		
89		
90		

Log Number	Speed km/hr	Vehicle Code
91		
92		
93		
94		
95		
96		
97		
98		
99		
100		
101		
102		
103		
104		
105		
106		
107		
108		
109		
110		
111		
112		
113		
114		
115		
116		
117		
118		
119		
120		

LOVE 30 SAMPLE TO INCLUDE IN YOUR WALKABILITY AUDIT



Walkability Audit Report

Issue: Signage & Road Markings - Inadequate speed limit

Recommendations: Reduce speed limit to 30k/hr

Notes: Ireland is a signatory to the Stockholm Declaration on Road Safety and the UN General Assembly endorsement of a maximum road travel speed of 30 km/h in areas where vulnerable road users and vehicles mix. The Programme for Government has committed to “Review and reduce speed limits, where appropriate, to address both road safety issues and carbon emissions, and ensure greater compliance.” 30k/hr speed limits is in line with other countries (Wales, Denmark, Spain, the Netherlands, the US etc), outside schools in other counties (Co. Laois) and across the board in urban areas (Carrick-on-Shannon, Dublin City Council).

Select your category: *

- | | |
|--|--|
| ☐ Footpaths and Verges | ☐ Roads and Surfaces |
| ☐ Crossings | ☐ Illegal or Dangerous Parking |
| ☒ Signage & Road Markings | ☐ Road User Behaviour |
| ☐ Look and Feel | ☐ Front of School |
| ☐ Accessibility | ☐ Positives |

Select your issue: *

- | | |
|---|--|
| ☐ No signage for school | ☐ No speed-limit signage |
| ☐ Broken, damaged or faded signage | ☐ Faded or missing road markings |
| ☐ Inadequate signage or markings | ☐ Bike lane disappears |
| ☒ Inadequate speed limit | |

Recommendations

LETTER OF SUPPORT TEMPLATE - SCHOOL

LETTER OF SUPPORT



Date

SUBJECT: Letter of support for a speed limit reduction outside *School Name* to
County/City Council

Dear *County/City* Council,

We, the Board of Management of *School Name* are very supportive of the introduction of a speed reduction to 30km/hr outside our school and surrounding area. A 30km/hr zone:

- Is the default speed limit in urban areas in other countries.
- Is the speed limit being rolled out across all areas of Dublin City, and other areas in Ireland, i.e., housing estates, outside schools in Co Laois, the town of Carrick-on-Shannon and other examples.
- Is an organic fit as speed tests carried out in the area outside of peak traffic times showed average speeds of *average speed recorded/hr*.
- Would provide consistency, as many streets in the area already have a speed limit of 30km/hr.
- Has significant implications for safety.
- Assists children under 12 who are unable to judge speed and distance as well as other vulnerable road users.
- Complies with the National Climate Adaptation Strategy, which promotes sustainable travel.
- Complies with the Stockholm Declaration, which Ireland adopted in Feb 2020.

This reduction would not only benefit the approximate *number* students using the area daily, but would also benefit the businesses, significant faith communities, residents and shoppers in the area.

Yours Sincerely,
The Board of Management of *School Name*

LETTER OF SUPPORT TEMPLATE – NON-SCHOOL

LETTER OF SUPPORT



Date

SUBJECT: Letter of support for a speed limit reduction outside *School Name* to
County/City Council

Dear *County/City* Council,

It has come to our attention that *School Name* is campaigning for a speed reduction of 30km/hr outside their school and the surrounding area to promote a safer, cleaner and more practical approach to active travel to and from their school.

We are very supportive of their proposal.
A 30km/hr zone:

- Is the default speed limit in urban areas in other countries.
- Is the speed limit being rolled out across all areas of Dublin City, and other areas in Ireland, i.e., housing estates, outside schools in Co Laois, the town of Carrick-on-Shannon and other examples.
- Is an organic fit as speed tests carried out in the area outside of peak traffic times showed average speeds of *average speed recorded/hr.*
- Would provide consistency, as many streets in the area already have a speed limit of 30km/hr.
- Has significant implications for safety.
- Assists children under 12 who are unable to judge speed and distance as well as other vulnerable road users.
- Complies with the National Climate Adaptation Strategy, which promotes sustainable travel.
- Complies with the Stockholm Declaration, which Ireland adopted in Feb 2020.

This reduction would not only benefit the approximate *number* students using the area daily, but would also benefit the businesses, significant faith communities, residents and shoppers in the area.

Yours Sincerely,
Name, Organisation

LOVE 30 PAPER PLATE TEMPLATE

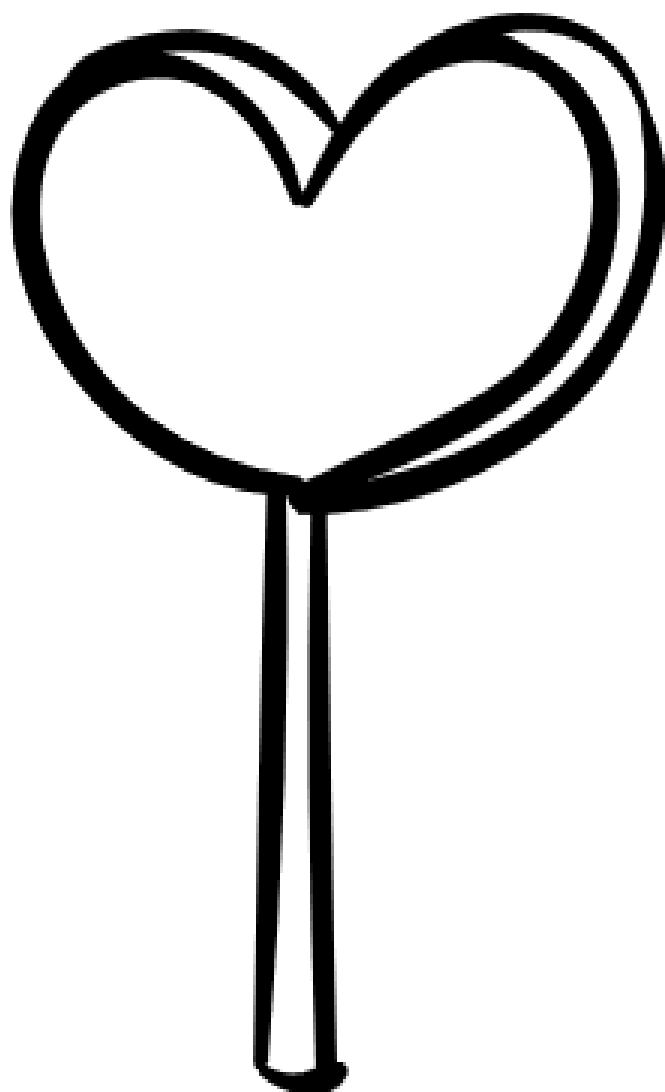


Instructions for your Love 30 Plate

1. First of all, decide on your message and write it on the plate. Make sure it's big enough to read. You could add some decoration or a picture as well if you like. Don't forget to add your name and the place where you live.
2. Cut out your plate following the dotted line.
3. If you have a paper plate, stick your design in the middle—don't worry if you haven't got one.
4. Now take a photo of your finished plate, making sure your message is easy to read. You can also include yourself in the photo holding the plate or perhaps just show your hands holding the plate.

This design was inspired by the 20's Plenty for Us campaign in Buntingford, UK

LOVE 30 COLOURING-IN SHEET



LOVE30

www.greenschoolsireland.org



www.love30.ie

LOVE 30 PLEDGE



I pledge to drive slowly and safety
outside the school and support the Love
30 Campaign

Signed: _____



I pledge to drive slowly and safety
outside the school and support the Love
30 Campaign

Signed: _____



I pledge to drive slowly and safety
outside the school and support the Love
30 Campaign

Signed: _____



I pledge to drive slowly and safety
outside the school and support the Love
30 Campaign

Signed: _____



I pledge to drive slowly and safety
outside the school and support the Love
30 Campaign

Signed: _____



I pledge to drive slowly and safety
outside the school and support the Love
30 Campaign

Signed: _____



I pledge to drive slowly and safety
outside the school and support the Love
30 Campaign

Signed: _____



I pledge to drive slowly and safety
outside the school and support the Love
30 Campaign

Signed: _____



Love 30

SLOW DOWN DAY



We would love you to join us

Date: _____

Time: _____

Location: _____





CERTIFICATION OF PARTICIPATION

Is recognised for their work in the Love 30 Campaign at their school

Signature: _____

Date: _____



LOVE 30 ONLINE MEDIA

Discover more Love 30 campaigns across the world and maybe you could exchange ideas / find a twinning opportunity!



[@Love30ie](https://twitter.com/Love30ie)



[Love 30 Campaign](https://www.facebook.com/Love30Campaign)



WHAT NOW?



Focus on what you'd like to do and achieve



Ask your Travel Officer for help too



Keep an eye out for updates and news



Submit to the Speed Limit Review in your county



Enjoy Love 30 – it's going to be fun!



USEFUL LOVE 30 LINKS

Love 30 Facebook: <https://www.facebook.com/love30ie>

Love 30 Twitter: <https://twitter.com/love30ie?lang=en>

20's Plenty: http://www.20splenty.org/our_videos

Irish Times article: <https://www.irishtimes.com/news/environment/dublin-city-council-committee-accepts-30km-h-limits-1.3627240>

UN Slow Down Toolkit (WHO and 20's Plenty):
https://www.who.int/violence_injury_prevention/publications/road_traffic/SlowDownDaysToolkitWebFinal.pdf?ua=1

Stockholm Declaration:
<https://www.roadsafetysweden.com/contentassets/b37f0951c837443eb9661668d5be439e/stockholm-declaration-english.pdf>

Ireland's Speed Limits (Special Speed Limit Bye-laws for 31 Local Authorities): <https://www.speedlimits.ie/>

Rod Kind – 20's Plenty UK

*Lorraine Flanagan – Green-Schools
Travel Officer*

Mairead Forsyth - Love 30 Campaign

Michael Rowland – Road Safety Authority

