

Green-Schools Love 30 Action Pack



LOVE30



www.greenschoolsireland.org

www.love30.ie

What is Love 30 ?



The Love 30 Campaign

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















What is the Speed Limit on the Road at your School?

What would your School Community like it to be?

If Love 30 grabs your attention and your School would like to seek change – then read on and see what actions you might like to take:

-  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 the old fashioned way!!
-  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 – 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

LOVE30



Love 30's Action Facts



Love 30 – In the rest of Europe 30km/h is fast becoming the default urban speed limit



Love 30 the 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 is run entirely by volunteers in Ireland



Love 30 retrofitting communities for active travel; making areas better for walkers, cyclists and more

When parents and children can walk and cycle in their neighbourhood, families benefit from healthier children, less stress and more money in their pockets



Love 30's Opportunities



Love 30 transform our urban and village streets and residential estates from car dominated through-roads to vibrant living 'people-friendly' spaces



Love 30 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 help combat rising levels of obesity by encouraging people of all ages to walk and cycle and by encouraging children to play outdoors



Love 30 Reduce carbon emissions by increasing the number of people walking and cycling



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 Host an Event



Love 30 – **Host a School Gate Slow Down Day**

Make Posters, banners and mini Lollipop Signs

Have a catchy Slow Down Chant

Invite your Green-Schools Travel Officer

Share Photos on social media and with your local Newspaper



Love 30 – **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 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



Why have an Event?

You are Hosting/Having an Event to Promote Lower Speed Limits and your work will set the ball rolling in the Setting of those Limits!

Love 30 Host an Event



Love 30 – **Nominate a Slower Speed Champion**
Identify volunteers to become champions for your school, community and locality

Facilitate their participation in your Slow Down Day, such as inviting them to collect signatures on petition or pledge cards



Love 30 – **Announce a temporary speed limit reduction on your school's road(s) where the Slow Down Day is taking place**

Organise with local authority's permission to announce a temporary change in speed limits for a day, week, a month or ideally forever

Display road signs posting the new speed limit

Join police to ensure that these new speed limits are enforced where the Slow Down Day is being celebrated



Love 30 - **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



It is not speed bumps, traffic deterrents or other methods of blocking or obstructing vehicles ~ purely reducing speed

Love 30 Have an Activity



Love 30 – **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



Love 30 – **Organise a Breaking Distance Challenge**

Set up a game for those attending your slow down day and also passers-by to play along the road 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



Love 30 – **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



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!

Love 30 Materials



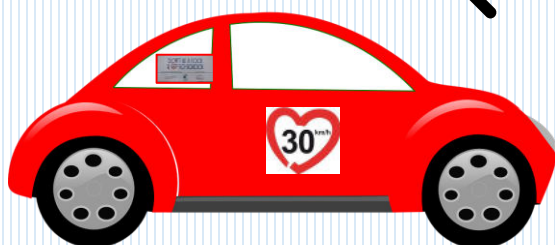
Green-Schools Love 30 Bunting – Borrow this for your event from your Travel Officer



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 Conduct a Speed



Test You need a stop watch, a trundle wheel, clipboard/paper and pencil and a flag



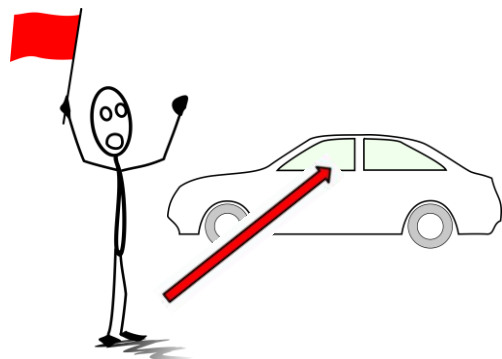
1. Select a measured distance of road



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



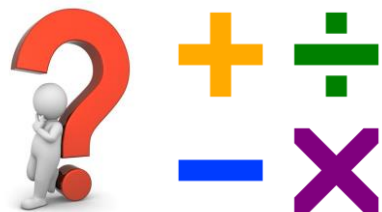
3. Stop Watch Technician ready to start the clock at Point A. When a vehicle passes (Select the 'passing point' to start your clock eg when the front car door is in line with you) (Practice beforehand in the yard!)



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 Stop Watch 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)

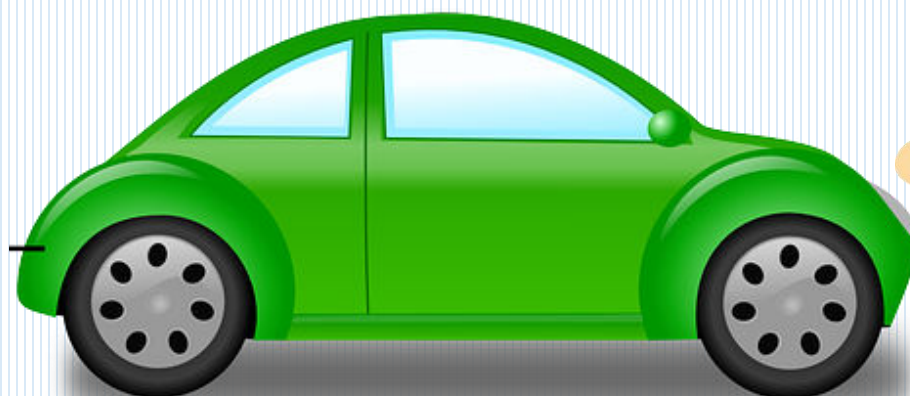
Love 30 sample to include in your Walkability Audit



Recommendations continued

Legal

1. As a Green-School we support the "Love 30" Campaign which calls on all Local Authorities to introduce more 30km/h zones in urban areas, but particularly in town centres, residential estates, and in the vicinity of schools and places of public assembly.
2. The committee feel that the Driver Feedback signs will make a difference to the speed at which cars travel at outside of their school. However, to make the road even safer and pedestrian friendly, lowering the speed limit to 30kph would make the biggest impact.



Information to send home

Below is a sample letter that can be sent or emailed home to parents. You could also use it in your school's newsletter. Feel free to copy and edit it to suit your own school.

[DATE]



SUBJECT: Love 30 Campaign Event/Day [SCHOOL NAME]

Dear Parents/Guardians,

We taking part in the Green-Schools programme and are now working on the Travel theme.

As part of our work on promoting sustainable travel to and from school, we are taking speed limits in the vicinity and approach to school into account.

The School recently conducted a Walkability Audit of the School and below is a mini-summary of our findings:

Walkability Audit Mini-report

- 1.
- 2.
- 3.
- 4.
- 5.

As you can see – we identified the Speed Limit as a matter to look into! And we would love your help and participation in helping make our school vicinity feel safer and more people on feet friendly.

Our Walkability Audit Report will shortly be submitted as a formal document to (Insert) County Council and in addition to this we want to create a friendly fuss about the speed limit.

We would love to hear any ideas you might have, let us know if you'd like a Love 30 Sticker for your car and stay tuned for news of our Slow Down Day and Love 30 Tea Party!

Meanwhile check out www.greenschoolsireland.org, www.love30.ie and their facebook and twitter accounts too.

Yours Sincerely

[SCHOOL NAME]

Green-Schools Committee

Information to send to your Local Authority

Below is a sample letter to edit as required:

To send to your Local Authority in addition to your new Walkability Audit

To send to your Local Authority as a follow up to a past Walkability audit

To send along with a Valentines Day Love 30 Art Campaign

SUBJECT: Love 30 Campaign at [SCHOOL NAME]



Dear [INSERT] County Council

We taking part in An Taisce's Green-Schools programme and are currently working on the Travel theme.

As part of our work on exploring and promoting sustainable travel to and from school, we are taking speed limits in the vicinity and approach to our school into account.

The School recently conducted a Walkability Audit of the School and below is a mini-summary of our findings:

Walkability Audit Mini-report

- 1.
- 2.
- 3.
- 4.
- 5.

As you can see – we identified the Speed Limit as a matter to look into! We would love your consideration, help and participation in helping make our school vicinity feel safer and more people on feet friendly.

Our Walkability Audit Report was submitted as a formal document to [INSERT] County Council on [DATE]

Can you tell us the steps required for our school to achieve 30kph speed limit where there is currently [50 60 80 100 kph DELETE AS APPROPRIATE limit]. The School staff and students together with parents, members of the local community are endeavouring to see the 30kph limit set.

We are hosting our first Love 30 Campaign Day on [DATE at TIME] and would love to invite you to attend. Please RSVP by [DATE] to [NAME/EMAIL/PHONE]

Yours Sincerely

[SCHOOL NAME]

Green-Schools Committee

Sample letter from a school principal in support of 30kph (Permanent)

Below is a sample letter to edit as required:

To send to your Local Authority as a follow on from the walkability audit

To send to county councillors

To send to other interested/influential bodies



SUBJECT: Love 30 speed limit request [SCHOOL NAME] (To Local Authority/County Councillors/Other]

DRAFT

~~Done~~

I am a Principal at [SCHOOL NAME] in [LOCATION].

We are taking part in the Green-Schools programme and are now working on the Travel theme. Our work on the travel theme involves promoting sustainable travel to and from our school.

Our 2019 Green-Schools Committee together with An ~~Taisce~~ recently sent your Local Authority a ~~Walkability~~ Audit Report.

In the walkability audit we considered the infrastructure on a route(s) [INSERT ROAD etc] to and from our school. In ~~addition~~ we also considered the speed limits in the vicinity of the school and their appropriateness.

We are very supportive of Ireland's Love 30 Campaign and we wish to request the introduction of 30 kph limits using a set of Permanent Speed Limit Signs in the vicinity of our schools. [INSERT ROADS and NUMBER OF SIGNS REQUIRED] [Possibly request road painting of ~~blue/grey~~]

We have noted that Lais County Council's Road Design office for example have identified speed as an issue today and are very much at the forefront of the installation of Speed Limit Signs in the vicinity of schools ~~and also~~ the setting of 30kph Speed Limit Signs in urban settings (that go beyond the residential estates) such as Portlaoise town and ~~Downpatrick~~. We are also aware that Dublin City Council have advanced greatly in the setting and introduction of 30kph limits as well as pre and post limit studies which indicate that people living and using those areas would not wish to see a return to previous higher speed limits.

We understand the speed limit signs we are requesting will incur additional costs on the 2019 budget, however we feel in the long run these costs are comparatively small ~~and~~ ~~should~~ certainly be outweighed by the benefits of increased participation of children travelling to school in more sustainable ways which would see long term benefits of healthier active populations accustomed to healthier active travel and reduced reliance on trips by car. [for a busy village you could also mention the reduced speed will reduce road noise from traffic and create a more pleasant environment for local people out and about in their community]

We believe the setting of 30 kph limits around the school and in the ~~area~~ ~~will~~ a journey to school that is safer and more equitable and enjoyable experience for our school going children, their parents, grandparents and guardians who would accompany the children.

We would welcome a visit from a member of your team who might discuss with us the potential location of the signage, it would also be very interesting and engaging for our pupils to hear about the work the Local Authority do in this field as well as the necessary Bye-laws required in setting of new speed limits.

I along with my pupils look forward to hearing from you.

Yours Sincerely

[PRINCIPAL]

[Note you could also attach some speed recordings]

LOVE30



Sample letter from a school principal in support of 30kph (Periodic)

Below is a sample letter to edit as required:

To send to your Local Authority as a follow on from the walkability audit

To send to county councillors

To send to other interested/influential bodies



SUBJECT: Love 30 speed limit request [SCHOOL NAME] (To Local Authority/County Councillors/Other)

DRAFT

[Draft](#)

I am a Principal at [SCHOOL NAME] in [LOCATION].

We are taking part in the Green-Schools programme and are now working on the Travel theme. Our work on the travel theme involves promoting sustainable travel to and from our school.

Our 2019 Green-Schools Committee together with An [Taisce](#) recently sent your Local Authority a [Walkability](#) Audit Report.

In the walkability audit we considered the infrastructure on a route(s) [INSERT ROAD etc] to and from our school. In [addition](#) we also considered the speed limits in the vicinity of the school and their appropriateness.

We are very supportive of Ireland's Love 30 Campaign and we wish to request the introduction of 30 kph limits using a set of Periodic Speed Limit Signs. Examples of which are in situ at [Droichead](#) National School, [Sionainn](#), and [Craigholm](#) National School, [Craigholm](#), County Laois. We have noted that Laois County Council's Road Design office have identified speed as an issue today and are very much at the forefront of the installation of Periodic Speed Limit Signs in the vicinity of schools [and](#) the setting of permanent 30kph Speed Limit Signs in urban settings (that go beyond the residential estates) such as [Portlaoise town](#) and [Droichead](#).

We understand the speed limit signs we are requesting are expensive and cost in the region of €6000 each, however we feel in the long run the costs would be far outweighed by the benefits of increased participation of children travelling to school in more sustainable ways which would see long term benefits of healthier active populations accustomed to healthier active travel and reduced reliance on trips by car.

We believe the setting of 30 kph limits around the school arrival and departure times would [make](#) the final, busier and possibly most dangerous part of [the journey](#) to school a safer and more equitable and enjoyable experience for our school going children, their parents, grandparents and guardians who would accompany the children.

We would welcome a visit from a member of your team who might discuss with us the potential location of the signage, it would also be very interesting and engaging for our pupils to hear about the work the Local Authority do in this field as well as the necessary Bye-laws required in setting of new speed limits.

I along with my pupils look forward to hearing from you.

Yours Sincerely

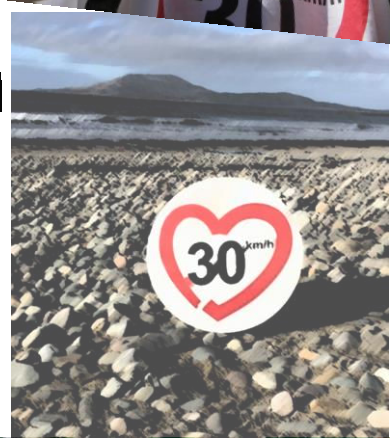
[PRINCIPAL]

[NB [user](#) could also attach some speed recordings]

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Love 30 Pic-Collage



LOVE 30



Love 30 Pic-Collage



Meath




Westmeath



Laois



Offaly

LOVE 

Love 30 Pic-Collage



Meath Chronicle



NS Green School Committee Working on the Travel Flag with Regina Doherty, John Moore and Niamh McDonnell, Green Flag Co-ordinators

LOVE30



Love 30 Valentines 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** & 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 Statistics



When struck at.....



At 30km/h
1 out of 10
people will
die

Love 30 Internationally



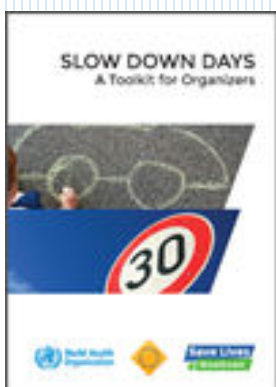
World Health organization

“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.”**

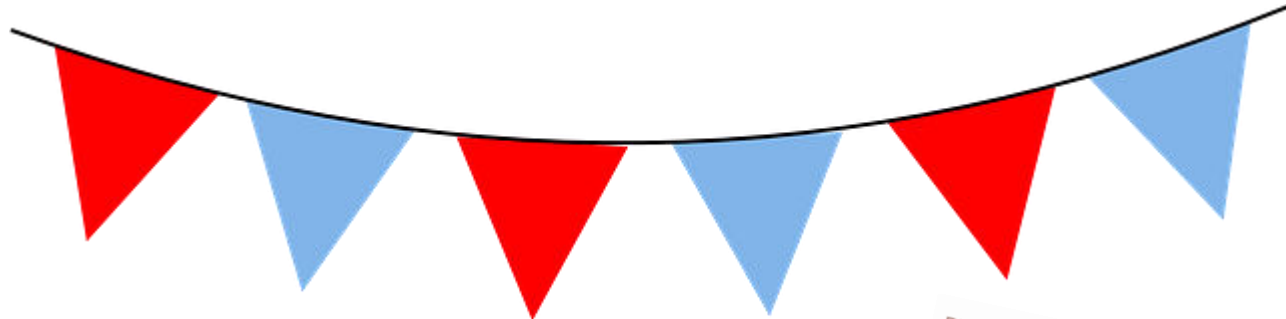
UN global road safety week, May 2017



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

http://www.who.int/violence_injury_prevention/publications/road_traffic/SlowDown_Days/en/

Love 30 Poster & Pledge



Slow Down Day



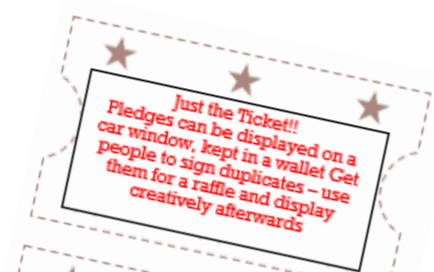
JOIN US

We would love you to be here!

Date _____

Time _____

Where _____



I Pledge to drive at slow safe speeds outside School and will encourage support of the Love 30 Campaign

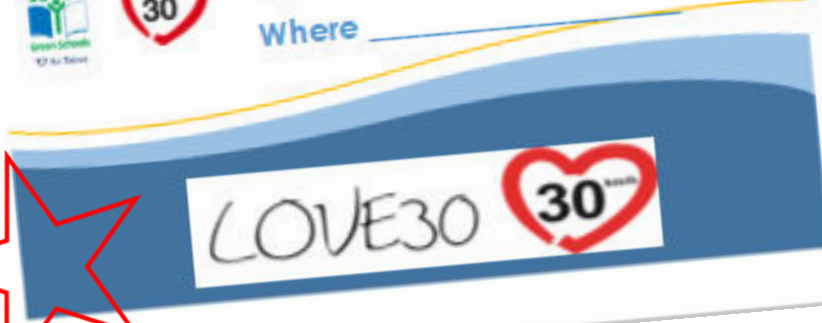
PLEDGE

I Pledge to drive at slow safe speeds outside School and will encourage support of the Love 30 Campaign

PLEDGE

I Pledge to drive at slow safe speeds outside School and will encourage support of the Love 30 Campaign

PLEDGE



Love 30 Invite



Téigh go mall !



Love 30 Slow Down Campaign Day



You're Invited!



ALL YOU NEED TO DO IS COME ALONG ON THE DAY

IF YOU WANT TO BE MORE INVOLVED IN OUR CAMPAIGN DAY TICK BELOW ACCORDINGLY

I CAN.....

HELP SET UP

ORGANISE SOMETHING

MAKE LOVE 30 POSTERS & BANNERS

MAKE A VIDEO ON THE DAY

WRITE AN ARTICLE/SHARE TO SOCIAL MEDIA

We're organising a Love 30 Campaign Slow Down Day on:

Date _____

Time _____

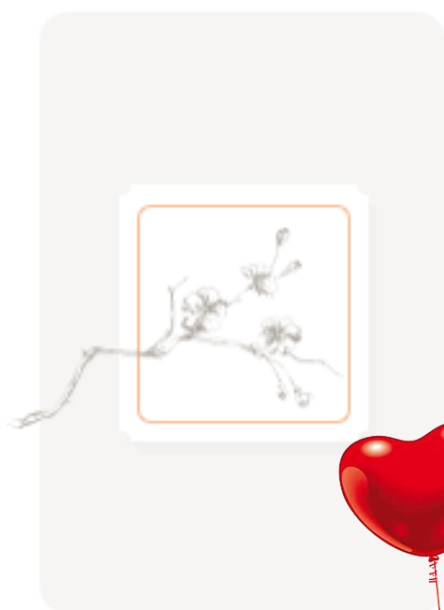
Where _____

And would love you to be part of it

The Slow Down Day is simply our road front display of our Love 30 Art and banners and our whole school presence for a short while at the front of our school.

RSVP _____ by _____
Date

Love 30 Invite



Love 30 Tea Party & Slow Down Day



You're Invited!



ALL YOU NEED TO DO IS COME ALONG ON THE DAY
IF YOU WANT TO BE MORE INVOLVED IN OUR CAMPAIGN DAY
TICK BELOW ACCORDINGLY

- I CAN.....
- BRING SOME BUNS
 - HELP SET UP
 - ORGANISE SOMETHING
 - MAKE LOVE 30 POSTERS & BANNERS

We're organising a Love 30 Campaign Slow Down Day together with a Tea Party on

Date _____

Time _____

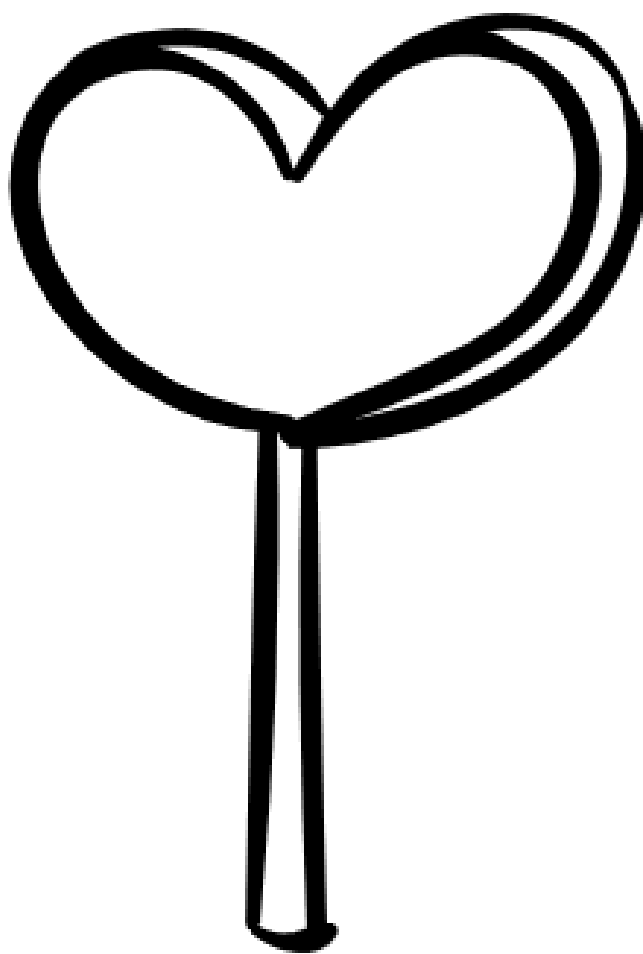
Where _____

And would love you to be part of it

The Slow Down Day is simply our road front display of our Love 30 Art and banners and our whole school presence for a short while at the front of our school, followed by a scrumptious Love 30 Tea Party!

RSVP _____ by _____ Date

Love 30 Colouring Sheet



LOVE30



www.greenschoolsireland.org

www.love30.ie

Love 30 Colouring Sheet



LOVE30



www.greenschoolsireland.org

www.love30.ie

Love 30 Colouring Sheet



LOVE30



Love 30 Green-Schools Participation Certificate



LOVE30



Love 30 Green-Schools Participation Certificate



GREEN-SCHOOLS COMMITTEE AWARD

Is hereby recognized for his/her huge commitment and drive in supporting the Love 30 Campaign



PRESENTED BY: _____

ON THIS DAY: _____



www.greenschoolsireland.org

www.love30.ie

LOVE30



Love 30 Links to Look at



http://www.20splenty.org/our_videos



Pictured (L)
Rod King
MBE founder
of the UK
20's Plenty
Inside Right
Mairead
Forsyth
founding
member of
Ireland's
Love 30
Campaign



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



Love 30 Online Media



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



Love 30 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



Enjoy Love 30 – it's going to be fun!

