








30 km/h



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.

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

The chart below from the Road Safety Authority shows how lower speed limits dramatically reduce the number of people killed in collisions. They also reduce the severity of injury in any collisions that occur. But it's not only a road safety issue; lower speed limits:

-  Ensure that traffic moves more smoothly with *minimal effects on journey times*
-  Reduce air and noise pollution
-  Reduce carbon emissions by increasing the number of people walking and cycling
-  Encourage young people to move about independently and encourage parents to permit their children to do so
-  Help combat rising levels of obesity by encouraging people of all ages to walk and cycle and by encouraging children to play outdoors
-  Transform our urban and village streets and residential estates from car dominated through-roads to vibrant living 'people-friendly' spaces
-  Bring us into line with the rest of Europe where 30km/h, (20 mph in the UK) is fast becoming the default urban speed limit.

HARD AND FAST FACTS

Pedestrians hit by a car...

at 30 km/h - 1 in 10 will die



at 50 km/h - 5 in 10 will die



at 60 km/h - 9 in 10 will die



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. And we call on Dublin City Council to introduce a default 30kph limit within the Canals.

If you would like to be part of the Love 30 campaign or you would like more information about it contact: info@love30.ie