



**Love 30,  
the Campaign  
for 30 km/h  
Speed Limits**

## **Road Traffic (Special Speed Limits) (Housing Estates) County of Meath Bye-Laws (No.1) 2021**

### **Submission by**

Love 30  
c/o Tailor's Hall  
Back Lane  
Dublin 8  
D08 X2A3  
Email: [info@love30.ie](mailto:info@love30.ie) Web: [www.love30.ie](http://www.love30.ie)

# Summary

Love 30, the Campaign for 30 km/h Speed Limits, wholeheartedly welcomes Meath County Council's proposals to increase the number of roads within the County to which a 30 km/h speed limit applies. However, we are disappointed that the proposals apply to some residential roads only.

Love 30 recommends that 30 km/h should be set as the default urban speed limit in all built-up areas throughout County Meath, with exceptions for specific roads, as required by the Stockholm Declaration of February 2020 co-signed by Ireland. 30 kph is the recognised safe vehicle speed where pedestrians, cyclists, and other vulnerable road users are mixing with vehicular traffic.

Should it not prove feasible to introduce a default 30 km/h immediately, Love 30 recommends that 30 km/h speed limits be introduced in all residential estates & other residential roads, in towns, villages & other neighbourhood centres, and that periodic 30 km/h zones be implemented around all schools and other places of assembly (cinemas, theatres, community centres, religious buildings, etc.), that have large numbers of people arriving and / or departing at the same time.

Love 30 is concerned that speed limits on some semi-rural and rural roads, particularly L roads, and on roads with "ribbon" development are excessive and recommend that they be reduced in a general speed limit review.

In Appendix A we give background information on the health, environment, safety and health benefits of 30 km/h.

In Appendix B attached we have given detailed commentary on the draft bye-law text.

# Who We Are

Love 30, the Campaign for 30 km/h Speed Limits, is a national alliance of individuals and organisations who support lower speed limits in urban areas. We are campaigning for the introduction of lower speed limits and more 30 km/h zones in urban areas, but particularly in town centres, residential areas, and near schools and other places of public assembly. The Campaign consists of walking groups, cycling campaigners, health groups, supporters of children's right to walk & play, and others who recognise the benefits of lower speed limits. We are a member group of Cyclist.ie, the Irish Cycling Advocacy Network.



**Image 1:** All ages and

*abilities should be able to cycle safely in company, and the 8-80 age cohort should be able to cycle safely independently*

Our supporters include:

- Irish Pedestrian Network • Climate and Health Alliance • A Playful City • Jake's Legacy • Playtime • 20's Plenty for Us • Cyclist.ie • An Taisce Green Schools
- European Network for 30 km/h • Navan Cycling initiative
- Limerick Cycling Campaign • Pedestrian Limerick
- Cork Transport and Mobility Forum • JustWalkNow
- Phizzfest • Galway Cycling Campaign
- Sligo Cycling Campaign • Dublin Cycling Campaign • WexBUG
- Politicians from across the political spectrum support the campaign.



*Image 2: Children should be able to walk to and from school, play in their neighbourhood, visit grandparents, and go to the local shop.*

## Detailed Comments

### Default 30 km/h in built-up areas

Ireland is a signatory of the “Stockholm Declaration”<sup>1</sup> of the Third Global Ministerial Conference on Road Safety which mandates 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’

Love 30 urges Meath County Council to follow this international example and show the lead in Ireland in complying with obligations under the Stockholm Declaration by making 30 km/h the default speed limit in all built-up areas in the County.

Should this prove not to be possible at this stage the following changes should be implemented now:

- 30 km/h speed limits should be introduced in all residential estates, other residential roads and in neighbourhood centres.
- Periodic 30 km/h zones should be implemented around all schools and other places of assembly (cinemas, theatres, community centres, religious buildings, etc.), that have large numbers of people arriving and / or leaving at the same time.
- These 30 km/h speed limit changes should also apply to roads in new housing estates that have not yet been taken in charge, and to future housing estates. This can be achieved by setting 30 km/h as the default speed limit across whole towns and villages, with exceptions for specific roads.
- Several housing estates (as defined by the proposed bye-law) appear to be omitted from the list of estates to get a 30km/hr limit. These estates are listed below.
- While not covered by these draft bye-laws, many roads in semi-rural and rural areas and roads with ribbon housing have speed limits exceeding 50- 60 km/h. We recommend that the speed limits on these roads be revised downwards in a general speed limit review which should be conducted without delay.

## Omitted areas for consideration

There are several areas in the county that are not specified in the text, yet they appear to meet the definition, used in the text, of “self-contained groupings of dwelling houses (including ancillary commercial units) with single or multiple entry points for vehicles;”. These areas include:

Ashbourne: The Hawthorns; Brookeville; The Briars; White Ash Park; Kingsgate; Slan Duff View; Churchfields;

Laytown/Bettystown: The cloisters; Northlands; Wellesley; Buttergate way, Donnycarney; Grangerath;

Navan: Beaufort Place; Boyne View; Woodlands;

Ratoath: College Park; The Downs; The Bungalows; Chambers Park; Courttown;

This list is not exhaustive, and we urge the County Council to extend the areas covered as much as possible.

## Potential for Additional 30 km/h Speed Limits

We note that Dublin City will shortly have 30 km/h speed limits on all residential roads and that County Offaly and South Dublin County have 30 km/h speed limits on approximately 95% of residential roads. Fingal County Council has now joined the growing list of local authorities committing to 30km/hr limits in built-up areas. We urge Meath County Council to follow this lead and to extend 30 km/h or other low speed limits to all residential roads and neighbourhood centres.

## Traffic Calming

We recognise that a speed limit reduction will not be successful in reducing speed and improving safety unless improved enforcement and appropriate road design accompanies it. We support the recommendation in the Design Manual for Urban Streets (Department of Transport, Tourism and Sport, together with the Department of the Environment, Community and Local Government, 2019 - <https://www.dmurs.ie/copy-of-what-is-dmurs3>), the official guidance policy for local authorities in relation to street design, that as far as possible lower speed limits should be accompanied by psychological and physical measures to encourage observance. We are conscious that such measures will often be necessary to secure compliance with the provisions in the Guidelines for Setting and Managing Speed Limits in Ireland (Department of Transport, Tourism and Sport, 2015<sup>2</sup>).

## Sub-standard Public Consultation

Love 30 is disappointed by difficulties accessing the consultation material. It is not shown on the Meath County Council website, and is quite difficult to find using searches. It was not advertised on the [www.speedlimits.ie](http://www.speedlimits.ie) website. Links provided in advertisements do not work and a message "Access denied" is shown.

# Appendix A - The Case for 30 km/h Speed Limits

## The Case for 30km/h Speed Limits

Love 30 favours a default speed limit of 30 km/h in urban areas, residential estates, and all areas of high pedestrian and cycle use. Lower speeds reduce the potential for collisions and, importantly, reduce the severity of injury when collisions occur. Reducing vehicle speeds to 30 km/h makes roads safer for everyone - children and adults (including older people and those with frailties or disabilities), pedestrians, cyclists, and motorists. The disadvantages of lower speeds are modest and are greatly surpassed by the benefits.

There is a need for a fundamental shift in how we manage traffic to:

- Enable pedestrians to use our roads and streets safely;
- Allow children to play outdoors;
- To cater for the safety of all ages while cycling in company and the 8-80 age cohort while cycling independently;
- Allow people of all ages to walk to study or work, shops, and other amenities, and to visit friends and family.

The threat of traffic particularly affects children. It inhibits their access to the outdoors and their independent mobility. Understandably anxious, parents prefer to drive their children places in areas where speed limits are higher. There is solid evidence of a loss of independence and freedom to play outdoors for primary school children. Fewer children in this age group are walking to and from school, playing out in their local neighbourhoods, roaming and exploring, meeting up with friends, visiting grandparents or simply going to the local shop.

Research shows that lower speed limits could reverse this and the attendant problems such as a rise in obesity, limited outdoor play opportunities, and learning navigation skills.

In addition to improving safety, lower speed limits would help parents feel more confident about allowing their children the freedom to walk and cycle. This would have consequential benefits for their fitness and general health, would contribute to combating the rising levels of obesity in our society, and encourage greater social interaction.

Older people and those with disabilities can be intimidated by fast-moving traffic and are more comfortable moving about in areas with lower speeds. The improved safety, and perception of safety, provided by lower speed limits can transform urban streets and residential estates into more vibrant living spaces, providing a better living environment.

<sup>2</sup>See <https://www.speedlimits.ie/>

It is well recognised that community health and the well-being of individuals is promoted by the local environment being 'liveable' in nature. Motor traffic dominance of our villages, towns and cities is not conducive to the 'liveability' concept. Lower speed limits help greatly to make a community more liveable again. Children have a human right not to grow up in an obesogenic environment brought about by the failure of a road authority to set lower speed limits to encourage walking and cycling to schools in the locality.

In Ireland, we have a high prevalence of childhood overweight and obesity with approximately 26% of nine year-old children already overweight / obese [ESRI 'Growing Up in Ireland', 2011<sup>3</sup>] The latent morbidity-costs for the health service are enormous if we do not take steps to address this serious health issue as it brings cardiovascular, diabetics, and premature joint wear-and-tear, diseases in its train.

The key issue for a road authority is parental reluctance to allow their children to walk or cycle to a local school or facility due to fears about the safety of their child in traffic. Census 2016 data shows that at primary school level the total number walking or cycling to school was a mere 135,544. The car continues to be the dominant means of transport for this group with 327,039 children (60%) being driven to school in 2016. This is one of the reasons why we have obese and overweight children.

Marino in Dublin is a neighbourhood that has had 30 km/h speed limits since 2005. Since implementation, serious and fatal collisions in the neighbourhood dropped from 17 (1997-2004) to 4 (2006-2013) - a drop of 76%. Dublin City Council commissioned a professional survey of residents. In response to an interview about their attitudes toward the existing 30 km/h speed limit in their residential area:

- 87% of Marino respondents are satisfied with the 30 km/h speed limit;
- 91% report being fully in favour of the 30 km/h speed limit from the start;
- 96% would oppose reverting to a higher speed limit;
- 58% feel that it's safer for children to play outside because of the lower limit;
- 55% feel that people are more likely to walk or cycle in the area because of the lower limit;
- 41% feel that Dublin City Council is doing enough to control traffic speeds;
- 82% would support the introduction of a 30 km/h speed limit in other residential areas.

## Benefits of Lower Speed Limits

Regarding personal safety, 30 km/h is fundamentally safer than 50 km/h for pedestrians, cyclists, and other vulnerable road users. It is well established that lower impact speeds result in fewer and less severe injuries. The images below show this.

### 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



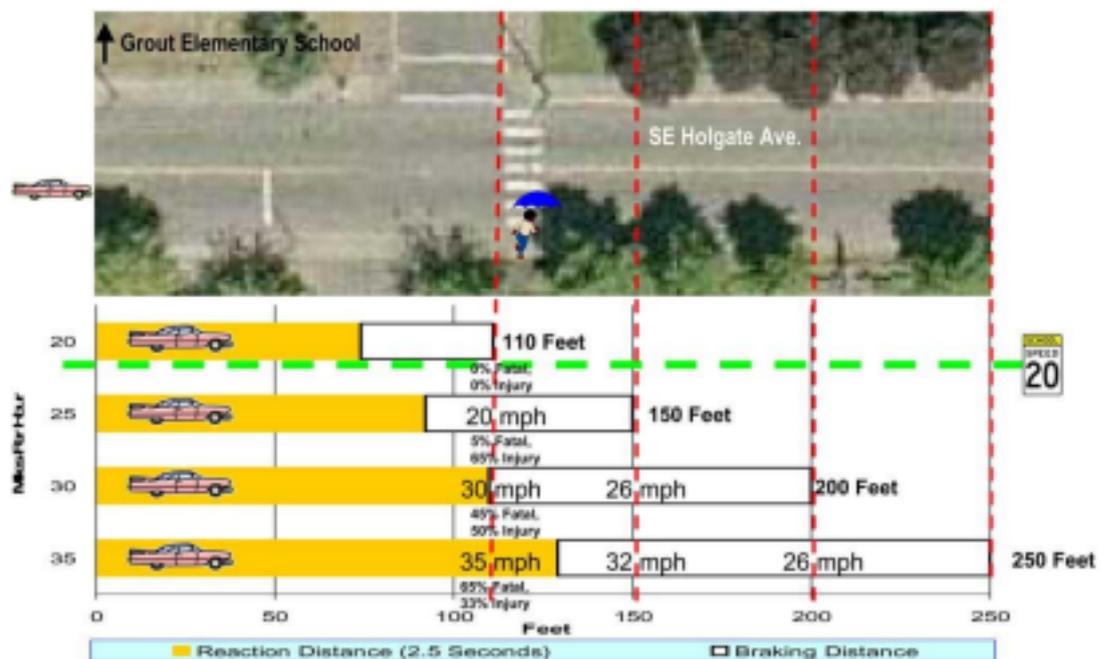
at 60 km/h – 9 in 10 will die



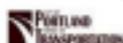
**Image 5:** Illustration from the Road Safety Authority showing the impact of vehicle speeds on pedestrian fatalities.

<sup>3</sup>See <http://www.esri.ie/pubs/BKMNEXT211.pdf>

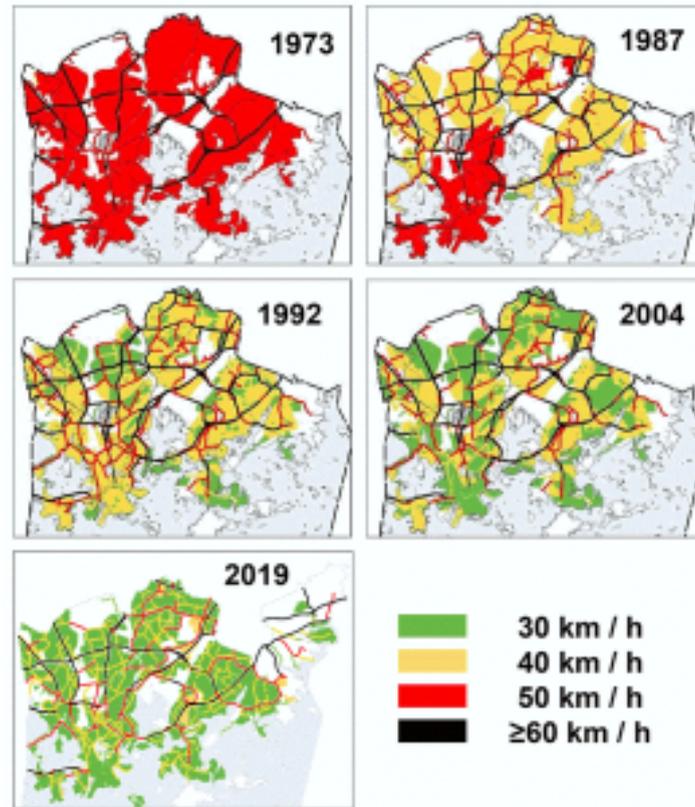
## EFFECTS OF SPEED ON STOPPING DISTANCE



District Coalition - Southeast Uplift Neighborhood Association



**Image 6:** Image shows how lower speeds can minimise stopping distances for cars, thereby preventing collisions.



**Image 7:** Evolution of 30 km/h speed limits in Helsinki, Finland. Speed management in Helsinki, Dr Eero Pasenen, Aalborg University, 2004 and Helsinki City Council 2019.

Wherever 30 km/h speed limits have been introduced as the default speed limit, safety has improved, and there are fewer collisions and injuries. Throughout Europe, 30 km/h is fast becoming the default urban speed limit for cities, towns, and villages. In some cities, speed limits as low as 10 km/h are in place in 'home zones'.



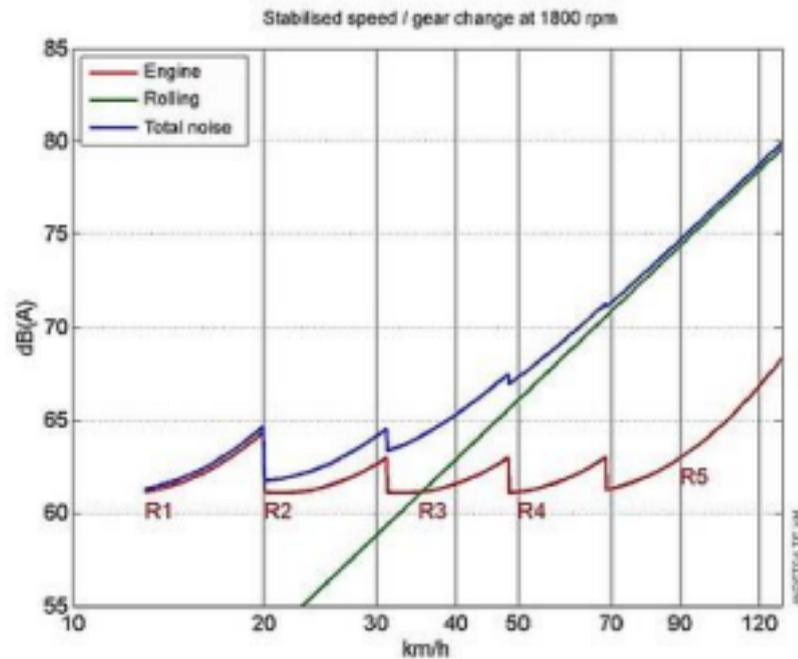
**Image 8:** Village scene with older people, wheelchair and pram users, pedestrians, dog walker, shoppers, cyclists, and motorists. All will benefit from the safety and environmental benefits.

In the UK, where 20 mph is the equivalent of our 30 km/h, the “20’s Plenty for Us” Campaign ([www.20splenty.org](http://www.20splenty.org)) has been actively campaigning for reduced speed limits in urban locations. There are now over 20 million people in the UK living in 20 mph (30 km/h) areas. This includes many large cities and boroughs of London. 20’s Plenty has many background research papers, showing the benefits of 20 mph areas at [www.20splenty.org/briefings](http://www.20splenty.org/briefings)

However, speed reductions give not only a safety dividend, but also a socio-economic dividend, which makes the urban space a nicer place to live. Lower speeds result in less noise & pollution and greater fuel efficiency (high fuel consumption is associated with stop-start traffic, not slow traffic). On residential roads and shopping streets, people simply do not want to be exposed to the noise, fumes, and dangers from higher speed traffic. Experience elsewhere has been that the introduction of 30 km/h urban speed limits leads to an increase in the number of people walking and cycling, and thus to healthier lives.

While 50 km/h is not particularly noisy or polluting, the acceleration from stop to 50 km/h is much noisier and more polluting than the acceleration from stop to 30 km/h. Air pollution currently kills more than 1,000 per year in Ireland, primarily through asthma, cancers, and other pulmonary illnesses. Reduced acceleration also means improved fuel economy and lower vehicle maintenance costs.

Figure 2.8. Engine noise and rolling noise as a function of speed



Source: INRETS.

**Image 9:** Engine noise and rolling noise as a function of speed.

The reduced fuel consumption from lower speed limits can also help to contribute to the reduction in emissions that is needed to help us meet transport greenhouse gas emission targets.

The Department of Transport Tourism & Sport's Design Manual for Urban Roads and Streets<sup>4</sup>(DMURS) recommends that where cyclists and pedestrians are present in large numbers lower speed limits should be applied. It also recommends lower speed limits where vehicle movement priorities are low, such as on local streets.

Higher speeds can discourage pedestrians and cyclists and encourage the use of larger and heavier cars. This has wider implications for society in impairing social interaction on the street (causing isolation), effects on the balance of trade (from the import of vehicles and fuels), health issues from lack of exercise and exposure to pollution, and lack of passive supervision, allowing crime to go undetected. The objective of any safety measures should be more than to reduce the number of casualties, but also to empower vulnerable road users, especially children, older people and those with frailties or disabilities, so that they can be an active part of and avail of all the facilities in their community and not be intimidated by traffic.

<sup>4</sup>See <https://www.dmurs.ie/copy-of-what-is-dmurs>

## Default 30 km/h to comply with the Stockholm Declaration

Ireland is a signatory of the “Stockholm Declaration”<sup>1</sup> of the Third Global Ministerial Conference on Road Safety: Achieving Global Goals 2030 Stockholm, 19–20 February 2020. In paragraph 11 it commits 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** (our highlight), 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;”

The General Assembly of the UN in September 2020 endorsed the Stockholm Declaration as key to delivering its Sustainable Development Goals 2030 in its 2nd Decade of Action for Road Safety.

30 km/h is rapidly becoming the norm in built-up areas throughout Western Europe and in many other parts of the world. Wales, Spain, and the Netherlands are examples in Europe providing for a national default 30 km/h speed limit.

<sup>1</sup>See

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