



Rod King MBE
20's Plenty For Us
Love 30



Love 30

How 30km/h limits are being embraced across the world

RSA Dublin





Thank you for inviting me to talk

.. I am not here to tell you what to do

..but maybe I can talk about what is happening
elsewhere

...and I have 15 minutes and I want to leave time for
questions



Some ideas!

How do speed limits question our values, rights and justice?

How do we share equitably and safely the public spaces between buildings that we call streets?

Is 50km/h speed limit set decades ago appropriate for 21st century community needs?



Areas to cover

Who are 20's Plenty/Love 30

Why 30km/h as a default urban/village speed limit

Who is setting 30km/h as a default

30km/h limits as exceptions or as the norm

How is Wales setting a national 20mph urban/village limit.

How to maximise success



20's Plenty/Love 30 is a small not-for-profit org



- We assist and empower those that want lower urban/village speed limits to create better streets for people – in UK and all over the world.
- We have thousands of volunteer campaigners who want better streets
- Align with Global Best Practice, WHO & the UN
- Set 20mph or 30kmh as a norm where people are
- Influencing globally



Rod King MBE
Founder



Anna Semlyen
Campaigns



Adrian Berendt
South East



Jeremy Leach
London



Sue Nicholls
Media Co-Ordinator



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Its physics and biology in any language

Gravedad de las lesiones en atropellos a peatones



New research shows that 30km/h limits reduce CO₂ and NOx by 25% compared to 50km/h





30km/h and 20mph - Key reasons



Global road fatalities of 1.4m



Global Climate Emergency



Global aspiration for better places



3RD **GLOBAL**
MINISTERIAL CONFERENCE
ON **ROAD SAFETY**

ACHIEVING
GLOBAL GOALS 2030
STOCKHOLM
19-20 FEB 2020

Stockholm Declaration - Resolution 11

11. *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;



...and globally UN endorses 30km/h



2017

UN Global Road Safety Week
Save Lives #Slow Down



2020

Stockholm Declaration 30km/h
where motors mix with people



2021

UN Global Road Safety Week
Streets for Life #Love 30



2022

UN 2nd Decade of action 2021-2030
30km/h where motors mix with people

30km/h limits are not a silver bullet for climate change reduction or anything else

But they are the single most cost-effective intervention that provides a foundation for :-

- **Transport carbon reduction**
- **Active travel**
- **Movement equality**
- **Liveability in communities**
- **Public health**

And what sort of “Climate Emergency” response do you have if adding a few minutes to motor journeys is considered too difficult



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UK History 20mph limits - from 2006

- 2006 - Change in guidance to local authorities
 - Endorses use of limits without physical calming
 - 85%ile scrapped instead observe ave speeds
- First city-wide 20mph in Portsmouth
- Followed by city-wide in Oxford
- First borough-wide in Islington, London
- First town-wide in Warrington
- By 2010 less than 1m people





UK History 20mph limits - 2013-22

- 2013 - Another change in guidance
 - 20mph without physical for many roads
 - Referenced setting 20mph on roads where ave >24mph
- By 2022 local authorities setting 20mph for most roads
 - Majority of 40 largest urban authorities
 - Many shire counties like Lancashire, Cornwall
 - All Inner London Boroughs, many outer
 - Capital cities of Edinburgh and Cardiff
- Wales has set a national urban 20mph from Sept 23
- Scotland plans 20mph as urban norm by 2024
- Now 28 m people (43% of UK pop) have or are planned to get 20mph - more coming





..and in Europe

- Sep 2020 Bilbao sets 30km/h for the entire city
- May 2021 Spain sets 30km/h limit as national urban default
- Brussels sets city-wide 30km/h
- Paris sets general 30km/h with few exceptions
- Many French towns set 30km/h as default
- Netherlands, Norway, Sweden, Denmark, Switzerland, and others have 30km/h as norm for towns and villages



Often these include major arterial routes



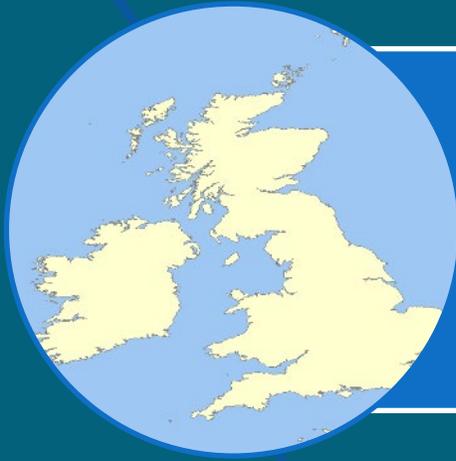
Bilbao



London



Casualty reductions in practice



UK authorities

- Calderdale - 30-40% fewer casualties
- Bath - 23% fewer casualties
- Cheshire - West and Chester 43% fewer casualties
- Edinburgh - 33% fewer casualties



EU locations

- Brussels - 19% reduction in fatalities
- Bilbao - 24% fewer crashes
- Helsinki - Zero fatalities
- Oslo - Zero pedestrian or cyclist fatalities
- Spain - 20% reduction in fatalities



Spain 2021 urban road casualties v 2019

- 20% reduction in all fatalities
- 17% fewer motorist fatalities
- 34% fewer cyclist fatalities
- 31% fewer elderly fatalities
- 26% fewer pedestrian fatalities

19th Sep Minister of the Interior, Fernando Grande-Marlaska

“To explain this significant reduction in road deaths in our cities last year, I want to remind you that on May 11, 2021, the speed limit of only 30 kilometers per hour on single-lane streets in each direction came into effect.”





ETSC call for 30km/h - Response from EU states



Greece - National Strategic Plan will include ... the establishment of a maximum speed in urban residential areas of 30 km/h.



Latvia - In “areas near schools, kindergartens, et cetera”, the permitted speed limit is 30 km/h, and in residential areas - 20 km/h, adding that there is “a discussion” about reducing the general speed limit in urban areas to 30 km/h.



Denmark - ...and 30 km/h urban speeds being applied in many cases



Netherlands - 70% of urban roads have a maximum speed of 30 km/h, but ‘low-traffic areas’ 15 km/h. The government has commissioned a study on the design of through roads in built-up areas to help municipalities that want to move to 30 km/h limits on that part of the network.



Spain - the default urban speed limit on single-carriage roads to 30 km/h across the country - a world first.



Slovenia - Carefully studying possibility of recommended limits Estonia - results reflected in next year’s road safety strategies.

Spain - referenced Stockholm Declaration

Luxembourg - Encouraging 30km/h

Ireland - Did not reply



Antonio Avenso, Exec Dir ETSC said:

“The laws of physics apply equally to every EU Member State. Our suggestion that the EU should formally recommend maximum limits of 120 km/h on motorways, 80 km/h on rural roads, and 30 km/h in urban areas, is sensible and pragmatic; some of the safest countries have lower limits than those already. **There can be absolutely no justification today for default urban limits of 50 km/h where motorised traffic mixes with pedestrians and cyclists,** standardised rural road limits that are way too high on countless stretches nor unlimited motorway speeds.”



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30km/h - as **exception** or as norm?

50km/h everywhere, but only in some places slow to 30km/h

- Endorses 50km/h on most streets
 - Maintains high emissions from stop/start driving
- 30 requires physical calming to counter the norm
 - 30-50 times more expensive
- 30 around schools addresses *perceived* driver danger rather than *actual* pupil danger
 - Go faster sign just past school
 - Gives safety to those driven into school zone
 - Leaves 50km/h for largest part of pupil journey
- **50km/h maintains hegemony of motor car and prioritisation.**



30km/h - as exception or as **norm**

30km/h everywhere, go faster only where safe

- Endorses a new norm on sharing space with pedestrians and cyclists
 - Opportunity for population-wide engagement assisting behaviour change
- Far more cost effective
 - Reduction lower than physical calming but far wider effect
 - Population-wide rather than site-specific
- Wide benefits are maximised across network
 - Less road danger
 - Fewer emissions
 - Less noise
 - Greater priority to active and sustainable travel
 - Increases mobility equality
- Ends hegemony of motor car and prioritisation
- **A foundation for many active travel initiatives**



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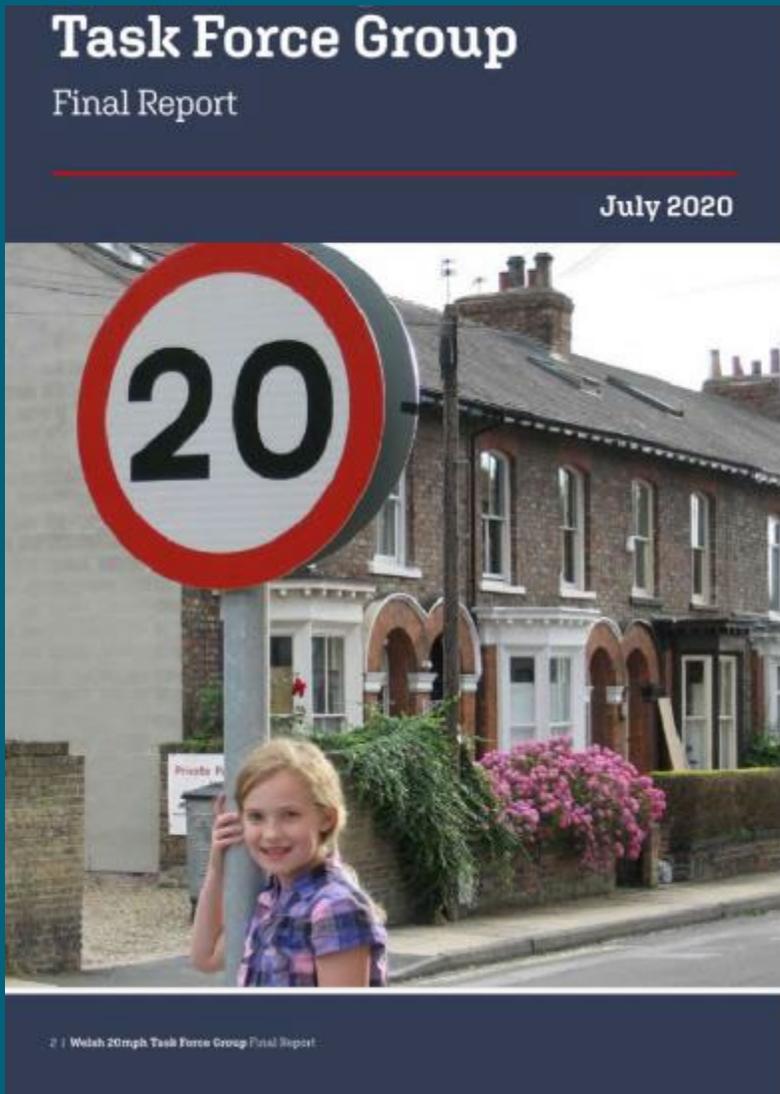


Wales - putting liveability first

- First UK nation to set a national 20mph (32km/h) limit
- Changes default speed limit from 30mph (48km/h) to 20mph (32km/h) for all lit roads.
- Already legislated for operation 17th Sept 2023
- Planned communications and publicity program
- Using geo-mapping to allow local authorities to identify potential exceptions (lack of housing, schools, etc)
- Increased resources for police to enforce, plus automated enforcement
- Supported by Public Health Wales, Institute for Welsh Affairs, Children's Commissioner, Future Generations Commissioner, Active Travel Act, Cross Party Support
- Set up a Task Group in 2019 to establish how to implement



Welsh 20mph Task Force Report



21 Recommendations covering :

Legislation and Policy

- Change in national limit
- Amend Highway Code
- Signage reg changes

Exceptions

- GIS mapping

Enforcement

- Commit to EU ISA rules
- Work with police

Engineering

- Develop low-cost typical measures

Communications and Promotion

- Strong engagement at national level

Monitoring and Evaluation

- Speed, casualties, active travel

Implementation and Programme

- Pilot settlements
- Project Team
- Key milestones



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Streets for Life

#Love30

The big mistake would be to think this is about Traffic Engineering

Marketing and Engagement, Engagement, Engagement

Put into context of the huge community and societal benefits

Provide value based benefits to compliers

Create multi-agency collaborative team - transport, PH, Education, Social, Emergency

Involve & be inclusive of all sectors, even if opposed

Bust the myths - challenge opposing views, quantify issues & turn into benefits

Create the social norm that people Love 30 where they live, learn, work and shop

Its all about engagement





Can Ireland be next with a default 30km/h?

- Is your current 30km/h practice is too slow to implement, too cumbersome, too isolated
- No consistency in setting limits at all, minimal guidelines
- Do your isolated 30km/h limits endorse higher speeds elsewhere

- As world has moved forward with 30km/h as best practice why not implement nationally
- Far cheaper than isolated limits
- Far more consistent
- Centralised engagement and publicity
- Sets a new norm for the sharing of those public spaces we call streets



The inescapable fact

“It is illogical for governments to retain a national urban limit of 50km/h and then urge all the local authorities and cities to change it to 30km/h on most urban roads because the national limit is considered inappropriate!”



A final question

If you defer the implementation of a 30km/h limit for most urban/village roads then :-

- How many people will be killed or injured as a consequence?
- How much will active travel be suppressed as a result?
- How will you ever meet your climate change commitments?

STREETS FOR HEALTH.
STREETS FOR CLIMATE.
STREETS FOR PEOPLE.
WE MUST ACT TOGETHER
FOR #STREETSFORLIFE



Streets for Life

#Love30

unroadsafetyweek.org



Thank you for your attention

**If you Love 30 where your
people work, play, shop, learn
and live then you can make
your place a better place to be**

www.20splenty.org

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and

www.love30.org/talks



Streets for Life

#Love30