

# 30mph Toolkit



## What is the Toolkit?

This toolkit supports parish and local councils to encourage compliance of 30mph speed limits; it provides the tools, assets and information needed to successfully communicate this message. Everything listed in the toolkit will be supplied to you initially, although there may be a charge if you require further copies.

The key to compliance to any engineering scheme is that it be underpinned by collaboration with education, training, publicity and enforcement for all road users.

## The Toolkit consists of:

### Advisory information

You can put these on your website or on leaflets/newsletter to residents. The advisory information is useful to mitigate any questions that we think your residents might ask you. (See Appendix 1)

### Road user tips for travelling in 30mph limits

Motorists may complain that driving at 30mph is difficult to sustain; we will provide you with some tips for all road users. These can be used on your website, newsletters and verbally at engagement events. (See Appendix 2)

### Social media messages

we have provided examples and imagery for you to use on your social media pages or to use on local resident pages. (See Appendix 3)

### Digital adverts

If you have a website, we can supply digital adverts, but you would need to request these and give the sizing specifications.



### A4 posters

These can be used as posters for noticeboards and in local newsletters.



### A2 posters

These can be used as posters on larger noticeboards, at events and in local businesses and shop windows.

### A1 A-frame posters

Designed to be used within an A-frame, A1 poster artwork is available to download and print via your own supplier. These will be a useful tool for you to use at engagement events, outside community centres etc. We can loan you up to two A-frames for a maximum of 4 weeks.

**N.B. the A frames must not be displayed on the public highway, they must only be used on private property with owners' consent and in locations that will not obstruct or cause harm.**



### Car stickers

These can be given to residents and local businesses.



### Bin stickers

For residents to display on their household waste bins.



### Road banners

these can be displayed on private land with landowner permission as long as they are temporary signs, car parks with the permission of the car park owner or operator or maybe outside schools but not on the highway.



### Letter template

We will supply an A4 letter template with the appropriate branding.



### Images

We can supply these in JPEG format for use on website and social media channels.

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## How to engage with community/ideas

### Engagement events

Local community events e.g. fayres, stands in local high-street, etc.

### School competitions

You can engage with local schools to come up with posters, poems, songs etc to promote the 30mph message.

### Local businesses

Particularly businesses with any fleet/delivery vehicles to promote 30mph in shops and in vehicles.

### Community Speedwatch

If you have residents that would be interested in a Community Speedwatch group, please see the details at:

<https://www.kent.police.uk/speedwatch>

Speedwatch is an educational alternative that is owned, managed and run by the community. It gives the local community an opportunity to assist in the reductions of speed, making it a safer place to live, work and visit.

For further information please visit

<https://www.kent.police.uk/speedwatch>

or telephone 01622 653781.

## Terms and Conditions of Toolkit Usage

1. Any creative assets used must not be changed or copied without prior consent from Kent County Council.
2. Unless prior permission is given by the Highway Authority, no banners or A-frames may be placed on the highway. Permissions can be sought by contacting the relevant Street Works Team:
  - East Kent (Ashford, Dover, Folkestone & Hythe and Thanet):  
[streetworksEast@kent.gov.uk](mailto:streetworksEast@kent.gov.uk)
  - Mid Kent (Canterbury, Maidstone, Tonbridge & Malling and Swale):  
[streetworksMid@kent.gov.uk](mailto:streetworksMid@kent.gov.uk)
  - West Kent (Dartford, Gravesham, Sevenoaks and Tunbridge Wells):  
[streetworksWest@kent.gov.uk](mailto:streetworksWest@kent.gov.uk)
3. As part of using the toolkit you agree to raise awareness of the 30mph messages through your own activity and engagement.
4. Kent County Council will create, own and retain all rights to the brand and set of creative assets, including key campaign messages, therefore if you require the use of assets in any other format or channel that isn't listed you must seek advice and guidance from Kent County Council.
5. You must use the campaign messages as they have been intended and set out in this toolkit.

## Contacts and Further Information

We are keen to support communities in implementing a successful 30mph scheme. If you require any further assistance or advice please contact:

[traffic.schemes@kent.gov.uk](mailto:traffic.schemes@kent.gov.uk)

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## Appendix 1 Road User Tips for Travelling in 30mph

Speed significantly increases the chance of being injured in a collision. Research has shown that the risk of death for pedestrians struck by cars increases at higher impact speeds, although the exact risk levels varied between the studies.

### Pedestrians

1. Look for safer places to cross the road – pedestrian crossings, zebra crossings, pedestrian islands, footbridges and toucan crossings are safer places to cross.
2. Children learn from their parents/carers and if you have children walking independently, make sure you have taught them the Road Safety Code:
  - **STOP** before the kerb
  - **LOOK** for cars and other traffic
  - **LISTEN** for cars and other traffic
  - **THINK** at all times
  - **HOLD HANDS** Younger children should hold hands with their adult (if the adult is pushing a buggy, the child can hold on to the buggy).
3. Avoid distractions. Common distractions can include mobile phones, headphones, balls, food/drink and talking to friends.

KCC offers various education programmes to primary and secondary schools; if a school is interested in your area, ask them to contact the Road Safety Team: [roadsafety@kent.gov.uk](mailto:roadsafety@kent.gov.uk)

### Motorists

1. Leave plenty of time for your journeys: if you're not in a hurry, you're less likely to feel under pressure to rush. Give yourself time – there's no need to speed.
2. Assume that streetlights mean you are driving in a 30mph area.
3. You must drive at an appropriate speed for the road conditions: 30mph might still be too fast in some areas, especially near schools during pick-up and drop-up times. Be prepared for pedestrians, cyclists and vulnerable road users crossing the road and at junctions.
4. It's a fact that you lose half your speed in the last 5 metres of braking to a stop. So, if you are travelling at 30mph and a child steps into your path 23 metres away you should be able to stop with two metres to spare. However, if you are travelling at 35mph, and brake at exactly the same time as at 30mph, you will still be travelling in the order of 15mph when you collide with the child.
5. Reduce your speed, reduce your risk of a crash: this provides you more space and time to be able to react and avoid collisions.
6. Check your speedometer regularly, especially when leaving high speed roads.
7. Focus on the road: distracted drivers speed so you need to minimise any potential distractions and allow yourself enough time to get to your destination so you are not in a rush.

KCC offers motorist education and training courses for all ages, such as:

- Young Driver courses delivered in secondary schools
- HASTE course, designed to provide all drivers and riders with the skills required to avoid crashes and as a bonus to save money on vehicle running costs too.
- Mature Driver courses (65+)

[roadsafety@kent.gov.uk](mailto:roadsafety@kent.gov.uk)

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## Cyclists

1. Be bright and be seen: wear something fluorescent or bright coloured in daylight and/or reflective at night. Consider using lights even during daylight hours.
2. Give good clear and timely signals when you change direction at junctions or move around obstructions, and look before you move.
3. Obey road signs, they are there for you as well as all other road users.
4. Always wear a cycle helmet. It's the only thing that will protect your head.

KCC offers cycle training to all ages and abilities, for further information please visit:

[www.kentcycletraining.co.uk](http://www.kentcycletraining.co.uk)

## Power Two-Wheelers

1. Riding in 30mph zones, especially for long distances, can be tricky if you are on a powerful bike. Try selecting a lower gear. It will help you maintain control and the engine will feel more comfortable at the lower speed.
2. Maintaining smooth control of a bike at a low speed is an art, practise it somewhere safe and get used to the feel of the bike at low speed.

Kent Police offers Bike Safe Courses for those who hold a full motorcycle licence, for further information please visit: <https://bikesafe.co.uk/kent/>

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## Appendix 3 Social Media Post Ideas

Listed below are some examples of the messaging you can put onto your parish/town social media accounts if you have one, along with the JPEG image we provided:

Motorists – do you know how much space you should give cyclists when passing? The minimum distance is 1.5m, this might be hard to picture so think of it as a car's width. #ActiveTravel #Cycling

Make sure you plan your journeys and give yourself enough time to get to your destination – speed is a limit not a target. Sometimes that limit could be inappropriate for the surroundings, particularly near schools and town centres where there could be lots of pedestrians and cyclists.

#Don'tTakeSpeedToTheLimit #30

Motorists – make sure you are always looking out for vulnerable road users. Give yourself and others space and time to react to the surroundings. #SaferTravel #30

Even though you might be walking in a 30mph area, stay alert and ditch the distractions, such as mobile phones and listening to music when near the road. #Walking #30 #MotoristLookOutForPedestrians

Do you know how to pass a horse and their rider when driving? Even though you're in a 30mph limit this will be far too fast to travel around them. Slow to a maximum of 10mph and allow plenty of room to pass, at least two metres. We all have a role to play to keep each other safer. #30 #SaferTravel #SpeedIsALimitNotATarget

Drivers, check your speedometer regularly, especially when leaving high speed roads #30 #SaferTravel

Know the limits – look for signs, especially at junctions and assume that lamp posts mean 30mph unless stated otherwise #SaferTravel #30

Remember, speed limits are a maximum, not a target #Don'tTakeSpeedToTheLimit

Try no higher than 3rd gear in a 30mph limit #ReduceSpeedReduceRiskOfCrash

Recognise what makes you speed. Keeping up with traffic, overtaking or being tailgated may cause you to exceed the legal limit. #ReduceSpeedReduceRiskOfCrash