

Road Safety Authority

Board Meeting Minutes & Action Tracker

Wednesday 25 October 2023

Present	In Attendance
Ms Liz O'Donnell, Chairperson	Mr Sam Waide, Chief Executive Officer
Ms Sarah Johnson	Ms Kim Colhoun, Director of Finance & Corporate Services, Board Secretary
Ms Ashling Cunningham	Ms Alison Coleman, Director of People, Development and Culture,
Ms Donna Price	Ms Sarah O'Connor, Director of Partnerships & External Affairs
Ms Gillian Treacy	Ms Laura Byrne, Executive Office
Apologies	
Mr John Cronin	
Mr Derek Cawley	

Board Minutes

1	<p>Apologies and Introductions</p> <p>The members were welcomed to the meeting and the apologies were noted.</p>
2	<p>Meeting in the Absence of the Executive</p> <p>The members did not have a meeting in the absence of the executive.</p>
3	<p>Conflict of Interest Declaration</p> <p>No conflict-of-interest matter was declared by the members present.</p>
4	<p>Minutes from Board Meeting, Decision Record & Action Tracker of 25 October 2023</p> <p>Minutes approved by Board members.</p>
5	<p>Chairperson's Report</p> <p>Currently 154 fatalities which is the same number as that at the end of 2022. Launch of e-scooter legislation in November with RSA finalising campaigns and educational material needs to be out with the public before then.</p> <p>Board members to be invited to the Nov 22 virtual Driving for Work Seminar hosted by HSA, AGS and RSA.</p>



	<p>Letter to be drafted in response to correspondence received from [REDACTED] from DriverFocus.</p> <p>The Chair highlighted the importance of driving for work, given it is a key part of the Vision Zero safe systems strategy and RSA to be more focal in the driving for work area.</p> <p>Annual Conference on Oct 4 discussed serious injuries. Event received good feedback and attendance.</p> <p>RSA to confirm date and attendance of the World Day of Remembrance event which is being hosted by the President of Ireland.</p>
<p>6</p>	<p>Chief Executive Officer's Report</p> <p>Road Safety Update</p> <p>October Bank holiday campaign to be launched on 25 Oct with theme of pedestrians.</p> <p>Staff morale affected by increased fatalities. In 2023, three of the first 9 months saw Vision Zero targets achieved, however separate 3 months were double the fatalities in 2022.</p> <p>The Board noted that the message to staff should be how much higher fatalities might be if they were not doing this good work.</p> <p>RSA and AGS to review year end stats as well as counties with low/no fatalities and what is working well to see if it can be replicated.</p> <p>Interventions and impacts (positive and negative) to be reviewed with DOT and Minister in January 2023.</p> <p>Letter to Minister of Justice being prepared which will ask for increased roads policing as all enforcement interventions are down. Need increased enforcement to change the current culture of driving. The letter will request the Minister to test this theory for a short period of time.</p> <p>Preliminary figures for the first six months of 2023 indicate the number of deaths on EU roads has fallen slightly, compared with the same period in 2022. Some Member States, including Belgium, France, Slovakia and Finland, have recorded notable falls. Other countries, such as Latvia, Lithuania, Portugal and Sweden have seen significant increases to date. Monthly fluctuations make an accurate prediction for the entire year difficult.</p> <p>Meeting scheduled with John McLoughlin CCMA and DOT to discuss e-scooter rentals.</p> <p>Suggestion from HSE to host the Christmas Campaign in the National Rehabilitation Centre. This will be reviewed by the media team.</p>



	<p>Risk Report 2023 Reviewed and approved by Board.</p> <p>COPR.10 lack of funding - this is the highest risk on the register. Letters issued to DOT regarding funding and a meeting has been scheduled for Nov 22. This will delay finalising the business plan. In order to address the impact of inflation the RSA would like to increase fees, which has not been done for 10 years. The review of the RSA will cover review of its funding model however as the review will not be completed until mid-2024 and changes implemented until early 2025. This will not address the funding gap in 2024.</p> <p>CORP.02 Organisational Capacity & Capability rating has reduced from 16 to 12 due to the commencement of the Driver testing recruitment mitigation.</p> <p>CORP.01 road safety strategy 2021-2030 is decreasing as RSA are completing their actions. This risk highlights RSA actions and not the overall actions for the whole strategy. A cross agency review will be held in January 2024. CEO to raise a review of all risks at the RSTP meeting on November 14 2023. Board would like a report of actions in the strategy that are behind schedule for all stakeholders.</p> <p>CORP.10 Meeting held with AGS regarding developing reports similar to PNSI report here shared at last meeting. AGS have confirmed that they can develop this type of report which will focus on the underlying cause of the collision for the previous quarter.</p> <p>Separately RSA and AGS had a positive meeting regarding Section 8 data sharing and this is progressing.</p>
<p>7</p>	<p>People, Development & Culture Update</p> <p>Alison Coleman joined the meeting and provided an update to the People Strategy 2024-2026 here which will be launched to staff in November. Strategy to be reviewed and comments to be sent to the Board Secretary.</p> <p>Final aspects of organisation review being acted upon with update to Board in the first half of 2024. Other areas of work underway is annual review of workforce and succession planning. Culture Assessment underway until November 03.</p> <p>Ms. Coleman confirmed to Board that RSA’s Equality, Diversity and Inclusion vision (I) vision to be defined as part of strategy action plan 2024-2026.</p> <p>Results of blended working survey discussed which included 87% satisfaction and a key finding from respondents that they felt empowered and trusted by the current approach to work.</p>



	<p>TDs have a dedicated email reps@rsa.ie with queries is up 49% from Q1. 75% of all queries from public representatives in last quarter were specifically with respect to looking for test date for constituent. Responses that are issued are standardised and transparent for all.</p>
<p>8</p>	<p>Advertising Awareness Campaigns Q4 2023</p> <p>Sarah O'Connor presented an updated on current campaigns here</p> <p>The weekly leadership message from the Chairperson is to be reinstated until January. This will be tracked and measured to confirm it will be part of the rostered media going forward.</p> <p>Significant investment in “point of danger” youth targeted advertising on radio and audio, from 12am to 6om, including accompanying digital campaign reaching new channels and geo-targeting of specific counties. This is a very new piece of work and will be tracked for effectiveness.</p> <p>Podcasts and partnering with 2FM - 'The Breakfast Show', 'The Drive in' and the Two Johnnies podcast to target young males. This podcast has a large media following. Contract to be put in place which will cover behaviour and they will use RSA script, if agreement on partnership is reached.</p> <p>Uptake to NDLS online for licences has increased to 57%.</p> <p>Imogen Cotter social media piece with Skoda will be a digital campaign in November 2023, and is to be shared via LinkedIn. A follow up will be done for Bike Week 2024 with the aim to have this on TV. This can be shown to RSA followers but there is a cost associated to have it appear for all social media users, as per usual digital paid campaigns.</p> <p>In some countries, all car ads must include a dedicated % of the campaign advert time to a road safety message. RSA have discussed this possibility with DOT but there may be a current focus on building in a sustainability message above road safety.</p> <p>Media team hope to work with SIMI to discuss advertisement across the board, as part of partnership approach.</p> <p>RSA plan to re-run the Crashed Lives Ad campaign with Siobhan from 2010 once consent has been given. Upweighting of Crashed Lives (Gillian) campaign in December 2023. Anatomy of Split Second mobile phone distraction advert will be run in January 2024.</p>



	<p>*E-Scooter campaign to be recorded on 7th Nov 07 and 8th Nov with awareness campaign going live on 20th Nov 20 and social media from Dec 04. Awareness campaign launch to be discussed with DOT (*Subsequent to this Board meeting, DoT cancelled the eScooter launch, and instructed for 30k speed limit TV campaign to be run by RSA).</p> <p>30km media TV campaign aligned to DOT requests.</p> <p>Board discussed increase in motorcyclist fatalities.</p>
<p>9</p>	<p>Items for Further Discussion and Any Other Business</p> <p>Board have approved the 2024 board meeting dates.</p> <p>Board have approved the updated bank mandate to reflect the change in authorised signatory within the finance team.</p>
	<p>Date of Next Board Meeting</p> <p>Thursday 14 December 2023 in Dublin, Bow Street Offices</p>

Signed: _____
Chairperson

Date: _____

