

RSA



ROAD SAFETY STRATEGY ANNUAL REVIEW 2010

Údarás Um Shábháilteacht Ar Bhóithre
Road Safety Authority

Foreword

The road safety performance of a country can be measured by the number of deaths that occur on the roads for every million people in the population. In 2010 Ireland recorded 47 road deaths per million population. This represents an improvement of 56% from 107 people killed per million inhabitants in 2001. While very significant improvements have been made in enhancing the safety of Irish roads in 2010, this report highlights that there is a considerable body of work yet to be done in order to maintain the reduction of deaths and serious injuries on Irish roads and the targets set out in the Government Road Safety Strategy. That target is to reduce fatalities to not greater than 60 fatalities per million, 252 deaths per annum or saving 400 lives during the lifetime of the Strategy. Whilst we have exceeded the target at 47 deaths per million population in 2010, it is important that our efforts are maintained and we do not become complacent. There are still too many people dying and seriously injured needlessly on our roads.

The contributory behaviours remain the same, speeding, impaired driving, non use of seatbelts and unsafe behaviour by or towards vulnerable road users. The RSA has targeted these behaviours through a range of interventions and initiatives. While major progress has been made in addressing Ireland's drink driving problem, speed remains the biggest contributory factor to deaths and injuries on Irish roads. The biggest challenge facing us is to change this culture of inappropriate speeding through enforcement, awareness raising and educational campaigns.

To achieve the actions set out in the Road Safety Strategy, a very high level of partnership working across all of the key agencies, with strong political support is necessary. In the current economic climate we face challenges in ensuring that the roadworthiness and quality of the national vehicle fleet does not deteriorate, that the built infrastructure is maintained and that road users are engaged and committed to further improvements that promotes responsible and safe road use.

Introduction to Road Safety Strategy Annual Review

Priority Actions

The primary aim of the Road Safety Strategy is to reduce collisions, deaths and serious injuries on Irish roads. The Road Safety Strategy identifies a number of key behaviours that will be changed by the actions set out in this strategy. These behaviours are:

- Inappropriate speeding
- Impaired driving
- Not using seat belts and child safety restraints
- Unsafe behaviour towards and careless action of vulnerable road users

The Strategy Action Plan outlines the respective actions many of which require a multiagency approach. Throughout the lifetime of the Strategy the RSA efforts will be deployed in education, evaluation and enforcement interventions.

The RSA has responsibility, in accordance with the Road Safety Authority Act 2006, for producing and formally reporting on the implementation of the third Government Road Safety Strategy 2007 – 2012. Action 83 of the Road Safety Strategy requires the RSA; to produce and present to the Minister for Transport an annual report by the second quarter of the following year.

There are a total of 126 specific measures or actions identified in the Strategy which must be implemented within the lifetime of the strategy. Responsibility for each action has been allocated to a lead Department or Agency and specifically to an individual within each organisation. A completion date for each action has also been set.

Thirty-seven of these actions are relevant to 2010. This document describes these 37 actions and their current status. Of the 37 actions, 4 have been completed in full and on time, a further 33 are annual actions which were completed in 2010.

Progress Report on 2009 Actions

The actions required in 2010 are outlined below. The actions are categorised under the headings of Education, Enforcement, Engineering and Evaluation which form the policy framework of the Strategy. There is a traffic light system to illustrate progress and delays experienced in achieving actions in 2010.

The RSA Board and Executive will continue to ensure that all actions in the strategy are a priority for the Organisations responsible for their implementation and will support them in achieving these actions.

Education

Key:

- Not completed in 2010
- Annual actions completed in 2010
- Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
2.	Implement mass media campaigns which target the main causal factors for collisions, deaths and serious injuries for all road users but in particular the high risk groups.	RSA	Annually	<p>The RSA had a comprehensive programme of activity commissioned for 2010. It was completed in consultation with the Garda National Traffic Bureau and the TISPOL international policing plan.</p> <p>The main themes for the year included Anti-Drug Driving, Anti Speeding, 'Crashed Lives' campaign, Mobile Phones and Driving, the Safe Cross Code, and the Rules of the Road.</p> <p>New Anti-Drug Driving TV and Digital activity campaign was launched in August 2010. Specifically two ads were adapted from abroad for use in Ireland.</p> <p>A new TV, Radio, Press and Digital campaign in support of the roll out of An Garda Síochána Safety Camera project commenced in early November 2010.</p> <p>The RSA "Crashed Lives" campaign (featuring true life stories) ran on TV during the month of June and a new series of ads were launched at the annual Christmas road safety campaign in mid December.</p> <p>All digital interventions commenced in Q2 and ran throughout the year.</p> <p>A new mobile phone TV & Cinema advert, adapted from the UK, screened in cinemas in October while radio was broadcast in May and September.</p> <p>The joint North / South motorbike safety ad was screened in July.</p> <p>The RSA's 'Roundabouts' TV ad was aired in May.</p> <p>A new Safe Cross Code TV and Digital activity campaign went live in late November.</p> <p>In addition, short term campaigns using radio interventions were aired during the year for 'Driving for Work', 'Drink Driving', 'Day Time Running Lights', 'He Drives, She Dies', 'Driver Fatigue', 'Vehicle Maintenance', 'Pedestrian Safety', 'Cycle Safety', 'CPC', 'ADI', 'Irish Road Safety Week' and 'Driver Fatigue'.</p> <p>Anti Drink Driving campaigns focusing on the 'Morning After' in conjunction with MEAS aired in December.</p>

Education (continued)

Key: ■ Not completed in 2010
■ Annual actions completed in 2010
■ Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
3	Integrate mass media campaigns with the policing plans of An Garda Síochána and other enforcement agencies.	RSA	Annually	In 2010, the RSA matched media campaigns in line with Garda enforcement activity with particular focus on "Crashed Lives", Mobile Phone radio, 'Driving for work', Seatbelts, drug driving, anti-speeding & the motorbike ad 'Underneath'.
5	Continue to promote joint North/South cooperation on road safety awareness campaigns.	RSA/DoENI	Annually	<p>The Road Safety Authority continued to collaborate with DoENI sharing resources and ads in particular "Crashed Lives" and the motorbike ad "Underneath".</p> <p>The RSA also provided feedback on the draft Northern Ireland Road Safety Strategy 2010-2020 vision; Driving Forward Road Safety 2010-2020.</p>
7	Develop and implement education interventions aimed at the high risk 17 to 24 year age group.	RSA	Annually	<p>The RSA piloted a programme 'Wrecked. ie' which targets 17-24 year olds who may not have participated in formal road safety educational programmes. The pilot sites included; 1 FÁS regional training centre and 7 Youthreach centres and 5 Garda Diversion Programmes, evenly divided between rural and urban centres. Feedback from the pilot has been incorporated into the final version and this will be rolled out nationally in 2011.</p> <p>Your Road to Safety</p> <p>In 2010, a total of 46 teachers participated in an in-service training programme for the transition year programme; 'Your Road to Safety'. By the end of December 2010, 297 teachers had participated in the in-service training programme and now deliver 'Your Road to Safety' in schools.</p> <p>'SAFEGRADS' was offered to all Third Level Institutions in 2010 in association with the Union of Students Ireland. 18 third level colleges availed of the programme in 2010.</p> <p>No Names Clubs</p> <p>No Name Club is a National Voluntary Youth organisation run by and for young people aged 15 years plus who come together in a safe and lively environment without the pressure of alcohol or drugs. The Road Safety Authority in conjunction with No Names Club ran a road safety competition inviting members of the 40 No Names Clubs in Ireland to submit entries to (a) design a suite of greeting cards with a road safety theme for Valentine's Day, Leaving Cert and Christmas. (b) to design a piece of high visibility clothing which would raise road safety awareness. 36 No Names clubs throughout the country participated in the greeting cards competition with a total of 300 greeting cards submitted. 29 No Names Clubs submitted entries for the design of a piece of high visibility clothing. The standard of entries was very high. Winners and runners up will be presented with their prizes at the National Youth Awards which will be held in County Kilkenny in April 2011.</p>

Education (continued)

Key: ■ Not completed in 2010
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Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
				<p>Team Theatre</p> <p>The Road Safety Authority formed a partnership with Team Theatre, a Drama in Education Company. 'Doughnuts', a road safety play was developed which is a theatre production for secondary school students. 'Doughnuts' looks at the devastating consequences of dangerous driving for a group of teenagers in a small town in Ireland. The programme is aimed at 4th, 5th and 6th year students and consists of a play, educational resource material and post show workshops.</p> <p>'Doughnuts' uses interactive and visual means to connect with the audience and raise awareness of road safety issues among young adults. Dance, lighting, sound and digital production is used to create a realistic view of the consequences of dangerous driving.</p> <p>The official show case performance took place in Smock Alley Theatre in Dublin on the 27th of November 2010. Team Theatre staged 10 productions of "Doughnuts" in 2010 throughout the country visiting Kerry, Wicklow, Kilkenny, Kildare, Mayo and Clare. Team theatre will continue to stage this play over a 7 week period commencing in February 2011 which will bring the total number of performances to 50.</p>
14	Integrate international road safety awareness events such as UN Global Road Safety Awareness Week, EU Road Safety Day and World Day of Remembrance for Road Traffic Victims into road safety plans.	RSA	2007 / Annually	<p>In 2010, a total of 135,000 people visited the Shuttle (Road Safety Interactive Roadshow) at various locations. In the first half of the year, shuttle activities took place in schools and in the Summer months, it attended local festivals and events.</p> <p>Irish Road Safety week took place from the 11th -18th October and included a visit from the OECD and an Academic lecture on Drug Driving took place on the 11th October.</p> <p>The "Leading Lights Road Safety Awards" also took place on Wednesday 13th October, during Irish Road Safety Week.</p> <p>European Night without Accidents was held in nightclubs throughout the country in association with Road Safety Officers, the nightclub industry and Students Union of Ireland on the 16th October.</p> <p>World Remembrance Day for Road Traffic Victims took place on the 16th of November where a number of ecumenical services took place.</p>
18	Host an annual international conference on road safety to update and review best practice developments	RSA	Annually	A successful international road safety conference on speeding was held in Dublin Castle on 31st May 2010.

Education (continued)

Key: ■ Not completed in 2010
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■ Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
19	Implement specific educational measures aimed at vulnerable road users. In particular: use of high visibility material for pedestrians, cyclists and motor cyclists; Awareness of intoxicated pedestrians; Use of Personal Protection Equipment for cyclists and motorcyclists; Awareness of blind spots on HGVs; Care for young and older people	RSA	Annually	<p>“Check it Fits” campaign took place in May and October checking child safety restraints in 10 locations throughout the country in which a total of 2,561 child car seats were checked.</p> <p>In 2010 the RSA continued to;</p> <ul style="list-style-type: none"> • distribute High Visibility vests through pharmacies in association with Age Action, Gardaí, Road Safety Officers, Community Groups, Festivals, sports clubs, youth clubs, pre-schools, high profile social and sporting events and through the RSA Shuttle (Road Safety Interactive Roadshow) . <p>The RSA with its partners distributed:</p> <ul style="list-style-type: none"> • 25,000 high visibility vests through the “Bike Buyers Guide” for motorcyclists. • 120,000 high visibility jackets to school children in September in association with the ESB • 50,000 high visibility vests with the Farmers Journal and FBD Insurance • 340,000 high visibility arm bands with the Sunday Independent • 100,000 high visibility arm bands to children through the Seat Belt Sherriff and High Glo silver campaign • 2,500 high visibility vests were distributed through the Roscommon Herald in September. • 8,000 high visibility vests through Advance Pitstop • 100,000 high visibility vests through the Gardaí at various road safety events and school talks. • 20,000 adult armbands from the Shuttle and the Gardaí at various events throughout the year.

Enforcement

Key: ■ Not completed in 2010
■ Annual actions completed in 2010
■ Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
22	Publish an Annual Garda Road Safety Policing Plan.	Garda Síochána	Annually	The Annual Garda Road Safety Policing Plan has been published annually and can be found on the Garda Síochána web-site at www.garda.ie
23	Rollout of Garda Traffic Corps across all Divisions to planned manning level and with all necessary equipment, technology and administrative support. 1,200 Traffic Corps personnel by 2008.	Garda Síochána	4th Qtr. 2008/ Annually	<ul style="list-style-type: none"> Quality management is to the fore in relation to traffic management. The Galway division has been successfully audited by the National Standards Authority of Ireland to the ISO standard and has been certified to the ISO 9001:2000 Quality Management System (QMS) Twenty Four (24) Gardai are qualified Forensic Collision Investigators. A further 30 are in the process of being trained. A further three "total station" Forensic Collision Investigation Kits have been purchased and deployed. This will help to reduce "road closure" times. Eight (8) new mobile speed detection systems have been purchased by An Garda Síochána. These systems utilise up to date technology and will enhance the current night time enforcement capability. One hundred and two (102) vehicles have been fitted with Automated Number Plate Recognition technology. Garda Síochána Analysis Service is now being used extensively to inform with regard to intelligence led enforcement.
24	The RSA accepts that to strive for 100% compliance is desirable but recognises that it can never be achieved. However demanding targets are required. Achieve a target level of compliance with speed limits for cars and motor cycles by 2012: Increase the number of compliant drivers from 18% to 60% or better with the urban speed limit on urban national roads. Increase compliance on urban arterials from 14% to 60% or better in a 50km/h zone and from 11% to 60% or better in a 60km/h zone. Increase the compliance level on regional roads from 84% to 90% or better; Increase compliance on 2-lane national primary roads from 74% to 90% or better.	Garda Síochána	Annually	<p>An Garda Síochána:</p> <ul style="list-style-type: none"> Has identified Speed Enforcement zones (i.e. road sections with the greatest propensity for speed related collisions) and has placed particulars on the Garda web-site. At least 80% of overall speed enforcement will be conducted on these zones. A further detailed analysis of collision prone zones has been completed to underpin the deployment of safety cameras as part of the Safety Camera Project. They will replace the current collision prone zones and some new locations have been identified. The Gardai have enhanced its management information systems in terms of use of mobile detection systems in respect of locations, collision times and days of the week. <p>Speeding Offences – Intercept</p> <ul style="list-style-type: none"> There were 55,952 intercept speeding detections recorded in 2010. <p>Speeding Offences – Non Intercept</p> <ul style="list-style-type: none"> There were 100,834 non intercept speeding detections recorded in 2010. As directed by the Assistant Commissioner Traffic (Ref: TB63/3/08) it is intended for at least 80% of total speed enforcement to be carried out in the speed enforcement zones, as specified on the Garda web page. This is in line with the strategic objective of targeted intelligence led enforcement.

Enforcement (continued)

Key: ■ Not completed in 2010
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■ Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
25	Achieve a target level of compliance with speed limits for goods vehicles and single deck buses by 2012. Increase articulated vehicles' compliance with speed limits on urban national roads (at 50 km/h sign) from 33% to 70% or better and to increase rigid vehicles' compliance on the same roads from 23% to 70% or better. Increase speed limit compliance by articulated vehicles on 2-lane national roads from 13% to 60% or better and to increase compliance of rigid vehicles from 24% to 60% or better. Increase rigid and articulated vehicles' compliance with speed limits on regional roads to 95% or better. Increase the percentage of single deck buses complying with speed limits on 2-lane national roads to 85% or better.	Garda Síochána	Annually	An Garda Síochána: <ul style="list-style-type: none"> Has in conjunction with general enforcement operations implemented in 2010 five special operations, each of three day duration, with a view to increasing awareness amongst drivers of goods vehicles and single deck buses of the dangers of inappropriate speed; Is ensuring special and increased emphasis on enforcement and compliance with speed limits with regard to these vehicles; Has enhanced their enforcement and management technical systems to support the achievement of the goal.
27	Continue the operation of MAT, determine the incidence of drink driving in Ireland and achieve a target level of compliance with drink driving law. (See action number 122, 123)	Garda Síochána	Annually	An Garda Síochána: <ul style="list-style-type: none"> Has conducted a detailed analysis of drink driving over the three year period Nov 2005 to October 2008 and same is published on the Garda website; Has engaged in media/educational campaigns with their partners in road safety; Continues to allocate considerable resources to Mandatory Alcohol Testing. Provisional figures indicate that 57,628 MAT checkpoints were conducted in 2010 (31st December 2010), resulting in 556,496 breath tests being performed of which 1,502 were positive or failure/refusal. The number of positive breath tests together with the number of failures or refusals by drivers to submit to test is now 0.27% which represents a marked improvement on 2.0% when MAT checkpoints commenced in 2006.




Enforcement (continued)

Key: ■ Not completed in 2010
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■ Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
28	Achieve a target level of compliance by 2012, through covert and high visibility enforcement, on seat belt wearing and child safety restraint use as follows: Increase adult front seatbelt wearing rates from 86% to 95% or better and increase the adult wearing rate in rear seats from 63% to 95% or better; increase primary school front seatbelt wearing rates from 76% to 95% or better and rear seat wearing rates from 64% to 95% or better; Increase wearing rates for secondary school-goers in front seats from 88% to 95% or better and in rear seats from 76% to 95% or better.	Garda Síochána	Annually	An Garda Síochána focused on increasing seatbelt usage compliance through public awareness campaigns and intensive and high visibility actions: <ul style="list-style-type: none"> In conjunction with the Road Safety Authority the Gardai continue to participate in the Transition Year Programme. There were 17,340 seatbelt offence detections up to the 31st December 2010. The publication on a monthly basis of enforcement data with regard to offences involving (a) speeding (b) seatbelts, (c) mobile phone offences (34,549) offences detected up to 31st December 2010).
29	Promote An Garda Síochána Traffic Watch scheme to enable community support for road traffic law enforcement.	Garda Síochána	Annually	An Garda Síochána has conducted an internal review and evaluation of the effectiveness of the Traffic Watch Programme. The recommendations to improve the internal processes are due to be implemented on the next PULSE release. Following this there will be a re-launch and then a public engagement process will commence.
38	Increase enforcement of driver hours and checking of operators' licences. Check at least 1% of days worked by drivers of Goods Vehicles and Buses and increase this threshold to 3% from 2010, to comply with EU Directive EC 2000 / 30.	RSA	3rd Qtr. 2007 / 4th Qtr. 2010	Up to the end of December 2010, the RSA has successfully prosecuted 70 cases in the Courts, a further 2 cases were prosecuted but were struck out. Over 232 cases are currently in the system, with 67 of these cases with court dates received and 33 cases awaiting Court dates.
39	Participate with other EU member states in a campaign of coordinated Checkpoints.	RSA	Annually	At the year ended 31 December, 2010, the RSA had participated in 3 TISPOL (Operation truck/bus) weeks. The first TISPOL operation took place from 8th to 14th March (operation truck) when a total of 8 checkpoints were held during the course of this week. A second TISPOL operation took place from 19th -25th July (operation bus) when a total of 7 checkpoints were held during the course of the week. The third TISPOL operation took place from 11th to 17th October (Operation Truck) when a total of 15 checkpoints were held. Up to the end of December 2010, there were 10 days of coordinated checkpoints (crossborder and port) with the UK and Northern Ireland authorities.

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
47	Complete the development of major inter-urban routes from Dublin to Galway (N6), Limerick (N7), Cork (N8), Waterford (N9).	NRA/LAS	4th Qtr. 2010	Completed All Major Inter-Urban routes, totalling 738km mainline route, to motorway or equivalent standard, by end of 2010. 738km now opened to traffic = 100% This action is now closed.
48	Continue network maintenance and improvement works on National Primary and National Secondary roads	NRA/LAS	4th Qtr. 2010	(Note - Network improvements works and Maintenance are ongoing tasks that need to be carried out every year)
55	Continue to monitor and develop road types, for example divided roads, ensuring best safety standards are incorporated into road design	NRA/LAS	Annually	Two 2+2 schemes opened in 2010, namely N3 Kells to Carnaross and N21 Castleisland Bypass. Schemes currently being monitored and other 2+2 schemes are at design stage. NRA TD 10 Road Link Design for Type 2 and Type 3 Dual -carriageways published in Dec 2007, was reviewed in 2010 based on feedback from schemes. Type D and Type C Lay-bys now to be included 2+2 schemes at approximated 2.5km and 10km respectively (See NRA TD69-10)
58	Examine and make available grant schemes for road safety audits and road user audits on non-national roads.	DoT	Annually	On 21 August 2008 Circular RLR 16/2008: "Road Safety Audits and Road User Audits on Regional and Local Roads" was issued to all local authorities, requesting that they carry out such audits on schemes funded or co-funded by the Department, and setting out the procedures for doing so. It is a matter for the Local Authority to now undertake these audits and follow the procedures set out by the Department.
59	Provide resources for low-cost safety schemes and expand the medium-cost schemes on non-national roads.	DoT	Annually	In 2010, the Department of Transport allocated €6.26 million under the scheme to local authorities in respect of safety improvement works to be undertaken at 247 locations throughout the country.
59	Increase the number of minor realignment schemes over the lifetime of the Strategy	NRA/LAS	Annually	The Pavement and Minor Improvement grant is expended on either strengthening of the current road profile or realignment of a discrete section. In 2010 in excess of 140 pavement improvement schemes were undertaken on the network.

Engineering (continued)

Key:  Not completed in 2010
 Annual actions completed in 2010
 Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
61	Increase the number of minor realignment schemes over the lifetime of the Strategy	NRA/LAs	Annually	The Pavement and Minor Improvement grant is expended on either strengthening of the current road profile or realignment of a discrete section. In 2010 in excess of 140 pavement improvement schemes were undertaken on the network.
62	Continue the Signing and Lining programmes on National roads.	DoT	Annually	A circular was issued to all Local Authorities requesting that they carry out audits on schemes funded or co-funded by the Department, and setting out the procedures for doing so.
69	Each local authority to publish a prioritised plan on road building, design, construction and maintenance	LAs	Annually	Local Authorities have adopted this approach.

Other Road Safety Measures

Key: ■ Not completed in 2010
■ Annual actions completed in 2010
■ Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
83	Review / monitor implementation of the Road Safety strategy and produce an annual report to the Minister for Transport by the end of the second quarter of the following year. This will emphasise road safety outcomes achieved, cost-benefit analysis and value-for-money.	RSA	Annually	Annual Strategy Monitoring Reports have been completed and submitted to the Minister for Transport for each year of the Strategy.
86	Maintain the Cabinet Level Committee on Road Safety to monitor progress, assess priorities and identify difficulties in the implementation of the Road Safety Strategy.	DoT	Annually	Committee meets regularly. Meetings took place in June and November 2010.
87	Implement all relevant EU Directives and participate actively in the development of future policy at EU level.	RSA / DoT	Annually	Transposition of all EU Directives & Regulations within the remit of the RSA is up to date.
98	Commence a programme of review and modernisation of existing driver test centres and develop new test centres to meet the driving testing requirements of all vehicles	RSA	Annually & complete 4th Qtr. 2012	The RSA completed a review of its estate requirements. The Review has been signed off by the RSA Board, submitted to the Department of Transport and the RSA is presently awaiting agreement from the Department to proceed with the implementation of the recommendations contained in the review.
102	Review and update the annual publication of road collision facts and the collection of data to support this analysis.	RSA	Annually	The Road Collision Factbook 2008 was published in January 2010. A review of the design and format for future publications has been completed. Work commenced on the Road Collision Factbook 2009 is due to be published in January 2011.
104	Review and expand the national speed and seat belt wearing survey on Irish roads and publish nationally on an annual basis.	RSA	3rd Qtr 2008 /Annually	The national speed & seatbelt wearing survey was reviewed and expanded. Two reports are now published each year (one seatbelt and one speed) in a user friendly format incorporating trend analysis. These reports can also be downloaded from the RSA website. The RSA also collaborated with the Gardai in analyzing data from the new Safety Camera Network.

Other Road Safety Measures (continued)

Key: ■ Not completed in 2010
■ Annual actions completed in 2010
■ Completed in 2010




Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
105	Participate in European and International road safety research programmes: FERSI (Forum of European Road Safety Research Institutes); SARTRE (Societal Attitudes to Road Traffic Risk in Europe); SAFTYNET (An EU project designed as a precursor to an EU road safety observatory); IRTAD (International Road Traffic and Accident Database); CARE (An EU Road Accident Traffic Database); ETSC (European Transport Safety Council); CORDIS (Community Research and Development Information Service 2007 - 2013).	RSA	Annually	<p>The RSA contributed to the ETSC reports "Tackling the Three Main Killers" which was published in May 2010, "Road Target in Sight" published in June 2010 and "Deaths on Rural Roads" published in October 2010. The Road Safety Authority contributed to the ETSC Annual report on road safety</p> <p>The research department represented the Road Safety Authority at the annual meeting of the Board of Forum of European Road Safety Research Institutes (FERSI), the annual meeting of the OECD – International Transport Forum; International Road Traffic and Accident Database (IRTAD), BESTPOINT (Criteria for BEST practise demerit POINT system) and the annual PIN meeting of the European Transport Safety Council (ETSC).</p> <p>The Road Safety Authority hosted an academic lecture on the effects of drugs and driving in October.</p> <p>Ireland was awarded the Road Safety PIN Award 2010 for 'Outstanding Progress in Road Safety' by the European Transport Safety Council</p>
106	Research emerging 'in road' and 'in vehicle' road safety technologies and make recommendations on their use/introduction	RSA	Annually	<p>The RSA produced an information leaflet promoting the EURO-NCAP system. It is an aid for consumers in selecting the safest cars on the market.</p> <p>The NRA also funded two experimental projects on the N11 in Wicklow. These projects included the installation of Retro Reflective Solar Powered Road Studs, and the installation of two "Driver Feedback Signs". The Driver Feedback signs alerts the driver to the speed they are travelling at.</p> <p>The RSA worked with the motor industry in providing free vehicle health checks both at the RSA's Child Safety Roadshows in May and also during Irish Road Safety Week in October. The Vehicle Standards Unit within the RSA is examining a number of new and emerging technologies. The RSA has prepared a report on in-vehicle technology for the Policy Advisory Panel.</p>

Evaluation, Road Safety Data and Research Programmes

Key: ■ Not completed in 2010
■ Annual actions completed in 2010
■ Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
110	Review and research the outputs from collision analysis, including precrash behaviour of those involved in fatal and serious injury collisions	RSA/An Garda Síochána	2nd Qtr. 2010	A review of Gardaí files was undertaken and analyzed with a report due to be published in 2011.
112	Research and update training and development programmes for the Garda Traffic Corps based on experience in Ireland and best practice from other comparable jurisdictions	Garda Síochána / RSA	Annually	<p>Roads policing training is provided at the Garda College. GNTB have developed a new one week comprehensive Roads Policing Programme in Road Traffic and Road Transport Legislation including inspection of vehicles for delivery to all members of the Traffic Corps. Specialist training for Forensic Collision Investigators to professional qualification is delivered at the Garda College</p> <p>Niche on the job training courses are also delivered in areas such as road transport, drugs interdiction and fuel smuggling. Traffic members are continuously updated through the continuous professional development programme, with regard to changes in legislation and Garda policies and procedures.</p>
113	Research and update the mapping of collision-prone zones and include analysis by volume and type of vehicles on the road network with special emphasis on regional and local roads.	NRA	Annually	<ul style="list-style-type: none"> Evaluation of Collision Remedial Measures Programmes was completed in 2008 and is available on NRA website. Draft review of 2009 work has been submitted – final doc to be published in Q2 2011. Evaluation of Traffic Calming Programmes was completed in 2008 and is available on NRA website. Draft review of 2009 work has been submitted – final doc to be published in Q2 2011. NRA are continuing to participate in CEDR (Conference of European Directors of Roads) Road Safety Committee. Ireland chaired this sub-committee in 2010. The NRA recently developed a GIS system to identify collision clusters based on the number of injury collisions per km of road and the average collision rate of that road type. This has replaced any analysis of discrete junctions as it is a much more structured and comprehensive review of the network. Ongoing. EuroRap 2008 report was launched by Minister of Transport. Risk mapping to be published in 2011.
115	Conduct Road Safety Audit of all new national road schemes and review the standards on an annual basis	NRA	Annually	The NRA are continuing to administer the road safety audit programme. As part of the work to implement the EU Road Infrastructure Safety management Directive, a new Road Safety Audit course leading to a 'Certificate of Competence' was developed. The first 5 week course was completed in Qtr 4 2010 and another is planned for 2011.

There are also a number of outstanding actions from 2008 and 2009 which are behind schedule or only partially complete. These are as follows;

Key:  Not completed in 2010
 Annual actions completed in 2010
 Completed in 2010




Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
16	Each Local Authority will appoint a full time Road Safety Officer to promote road safety.	LAs	2nd Qtr 2009	CCMA advise that although a number of LA's have appointed full-time RSOs majority of LA's give priority to road safety but this is done on a part-time basis within the staffing and resource restrictions. In the absence of further developments, this action will not now be delivered due to funding restrictions on local authorities.
30	Expand the range of road safety-related offences covered by way of penalty points and administrative fines.	DoT	1st Qtr. 2009	Five additional penalty point offences were introduced on 1st May 2009: 1. Using vehicle without test certificate. 2. Driving vehicle before remedying dangerous defect. 3. Driving dangerously defective vehicle. 4. Using vehicle without certificate of roadworthiness 5. bridge strikes etc The total number of road traffic offences attracting penalty points is now 42. Following consultation with relevant stakeholders, preparatory work has commenced in the department to extend the penalty points and fixed charge systems to other traffic offences.
37	Develop and ensure effective sanctions for all vehicles and drivers on Irish roads including out-of-state operators who breach relevant transport legislation while operating within the state.	DoT/RSA	2nd Qtr. 2009	Specific measures to address out of state drivers who breach HGV/Bus regulations are included in Part 4 of the Road Traffic Act 2010. Discussions between DoT, RSA And Garda Síochána relating to practical applications of the provisions are taking place.
72	Legislate for graduated driver licensing	DoT	3rd Qtr 2008	A public consultation was carried out by the RSA in 2009. Recommendations were made on foot of this consultation by the RSA. The previous Minister approved these recommendations in principle in May 2010 following which the RSA worked out details on the piloting and implementation of GDL. In September 2010, the RSA formally announced the 9 new measures as part of the introduction of a Graduated Driver licensing System in Ireland. Primary and secondary legislation is required to give effect to the proposals. Regulations will be introduced on various aspects in the coming months. Primary legislation requirements will be provided in the next Road Traffic Bill.

There are also a number of outstanding actions from 2008 and 2009 which are behind schedule or only partially complete. These are as follows;
(continued)

Key: ■ Not completed in 2010
■ Annual actions completed in 2010
■ Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
109	Review (HSE) emergency response to road collisions in light of available evidence on best practice and value-for-money. Commence implementation on the recommendations to improve the survival, treatment and recovery of those involved in road collisions	HSE	2nd Qtr. 2009	<p>The HSE has invested in re-equipping ambulances and updating its ambulance fleet. Training continues to be provided to paramedic staff in advanced life support techniques and all staff continue to be up-skilled in line with clinical practice guidelines. The HSE is continuing to re-structure the distribution of ambulance locations in order to optimise ambulance response times.</p> <p>Spatial analysis surveys have been completed in the south west, mid west, north east, midlands and northwest regions and are ongoing in the south, west and eastern regions providing the evidential basis for restructuring services nationwide.</p> <p>Satellite navigation technology is being more commonly used in order to better identify locations where assistance is needed.</p> <p>The reconfiguration of the hospital network is ongoing to ensure that it provides optimum care in the appropriate locations – including such considerations as access to major trauma care with the appropriate skill mix support.</p>
116	Prepare a comprehensive freight transport strategy that maximizes road safety.	DoT	4th Qtr. 2008	<p>Under the auspices of the North/South Ministerial Council an All Ireland Freight Forum has been established, outputs of which will provide key inputs to the development of a freight transport strategy. One of five key priorities for the Forum, and ultimately the strategy, will be the theme of “safer, compliant, eco-efficient road freight transport”. Work on this theme is being led by the DOE NI, the DoT and Sustainable Energy Ireland who are being assisted by the RSA, and a Work Programme has been developed to pursue this agenda.</p>
120	Implement the recommendations of the Coroners Review Group, December 2000, on the setting up of a National Coroners’ database.	DoJELR	4th Qtr. 2008	<p>The Coroner Service Implementation Team has been established in Navan to develop and put in place arrangements to implement the Coroners Bill, 2007, once enacted. The matter of the development of a database concerning all aspects of coronial activities will be addressed by the Implementation Team. Informal discussions have taken place with the Coroners Society of Ireland and individual coroners as to how such a database could be established in a low cost way. It is intended to build on these ideas, if possible, by tapping into existing resources within the Department.</p>

There are also a number of outstanding actions from 2008 and 2009 which are behind schedule or only partially complete. These are as follows;
(continued)

Key:  Not completed in 2010
 Annual actions completed in 2010
 Completed in 2010

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
121	Develop and implement an integrated research methodology to provide data on the incident of drink-driving in Ireland.	RSA / Garda Síochána	1st Qtr. 2008	The Coroners Bill was introduced in the seanad in April, 2007 and is awaiting Committee Stage. It incorporates many of the recommendations contained in the Report of the Coroners Review Group. Its main objective is to reform comprehensively the existing legislation relating to coroners by replacing the Coroners Act 1962 with modern updated provisions, taking into account the jurisprudence of our courts and the European Court of Human Rights. It also takes account of developments in the legal system and the ongoing reform of coroner services in other common law jurisdictions.

Road Safety Strategy 2007 – 2012

Third Annual Review 30th June 2011

In total **212*** people lost their lives in **2010** compared to 238 in 2009 an **11% reduction**.

- 29% of road deaths were under 25 years of age.
- 43% of road deaths occurred at the weekend.
- Sunday was the most dangerous day of the week accounting for 26% of road deaths.
- The hours between 6pm and 8pm were the most dangerous period of the day, with 27 deaths (13%)
- The average monthly fatality rate was 18.
- With 10 deaths recorded in December 2010, this is the lowest recorded month in decades.
- Despite the fact that there are now over eight times the number of licensed vehicles and license holders in the state compared to 1959 road deaths are 31% lower.

Over the last 10 years much progress has been made in reducing the number of fatalities and serious injuries on Irish Roads. In 2000 the fatality rate per million registered vehicles was **247 per million** whilst in 2010 this was reduced to **88 per million** registered vehicles.

Table 1: Road Deaths by Road User Category 2010

Road User	No. Fatalities 2009	%
Pedestrian	41	19.3
Cyclist	3	1.4
Motorcyclist	17	8.0
Car Users	133	62.7
PSV	1	0.5
Goods vehicle	13	6.1
Other	4	1.9
Total	212	100

**Please note that the figure of 212 is based on Garda fatality figures as at 31st December 2010. Subsequent increases/decreases in this figure are not reflected here.*

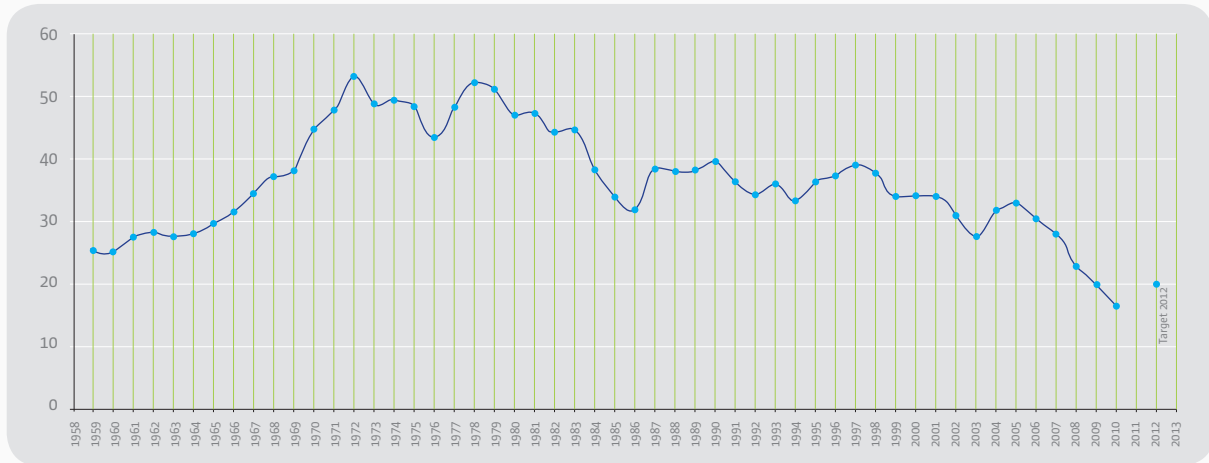
Table 2: Irish Road Safety in Context – 1998 to 2010

Year	Deaths	Monthly Average	No. Vehicles	No. Licence Holders
1998	458	38	1,510,853	1,943,184
1999	413	34	1,608,156	2,039,509
2000	415	35	1,682,221	2,014,296
2001	411	34	1,769,684	2,036,624
2002	376	31	1,850,046	2,110,666
2003	335	28	1,937,429	2,217,076
2004	374	31	2,036,307	2,285,323
2005	396	33	2,138,680	2,352,540
2006	365	30	2,296,393	2,444,159
2007	338	28	2,441,564	2,539,090
2008	279	23	2,497,568	2,632,136
2009	238	20	2,467,660	2,648,407
2010	212	18	2,416,387	2,655,048

Monthly average number of fatalities

Expressed as a monthly average, the number of fatalities in 2000 was 35 and in 2010 it was 18 per month. This represents a reduction of 48.6% in annual monthly averages since 2000. The fatality rate per million population was 47 in 2010, a decrease from the 2009 rate of 54.

Figure 1: Trend in the annual monthly average number of fatalities



Cost Benefit Analysis

Since records began in 1959, on average, 300 people per year were killed and more than 8,000 were injured in road collisions in the Republic of Ireland. As well as the human tragedy of so many deaths and injuries, road collisions have a substantial economic cost, in the order of €1billion every year.

The estimated cost of all fatal and injury collisions reported to and recorded by, An Garda Síochána in 2010 was €856million

In estimating cost benefits for 2007-2010 the RSA used the updating mechanism as set out in the Goodbody Economic Consultant's report. The 2002 cost values were inflated to 2010 values, using the growth in Gross National Product (GNP) per person employed. The following table outlines the costs per collision and crash severity.

Table 3: Estimates of the unit costs of collisions using updating mechanism

Crash Severity	Cost per collision (Euro 2010)
Fatal	2,583,311
Serious	345,121
Minor	33,991
Material damage	2,719

The next step undertaken was to estimate the annual reduction in fatal and injury collisions and associated cost savings using the average of 2004-2006 as the baseline for comparison. The following table outlines the reduction in collision types. It shows that there were 384 less fatal collisions and 445 less fatalities over the period 2007-2010 compared to the baseline, the average of the period 2004-2006.

Table 4: The benefits of the Road Safety Strategy illustrated by expected fatal, serious and minor injury collisions avoided.

The table below illustrates the expected fatal, serious and minor injury collisions which were avoided by the implementation of the measures contained in the Road Safety Strategy.

Collisions										
Type	Baseline (2004-2006 average)	2007	Reduction in 2007**	2008	Reduction in 2008**	2009	Reduction in 2009**	2010*	Reduction in 2010**	Cumulative reduction (2007-2010)**
Fatal	338	309	29	254	84	220	118	185	153	384
Serious	701	618	83	613	88	485	216	419	282	691
Minor	5,072	4,540	532	5,869	-797	5,200	-128	5180	-108	-1233
Casualties										
Fatal	378	338	40	279	99	238	140	212	166	445
Serious	943	860	83	835	108	640	303	-	-	-
Minor	7,644	6,946	698	8,923	-1279	9102	-1458	-	-	-

*Provisional figures

** Reductions are based on the baseline (2004-2006 average)

The following table illustrates the cost savings per collision type and it is expressed in savings per million euro. It is important to note it is not related to casualties. In terms of collision cost reduction from 2007 to 2010 there was a saving of €1.2 billion as a consequence of a reduction in collisions.

Table 5: Estimated value of the collision reduction from 2007 to the end of 2010 compared to the average of 2004-2006 (as a baseline)

Estimated value of collision reduction (Million Euros)	
Type	Value
Fatal	992
Serious	238
Minor	-42*
Total	1,189

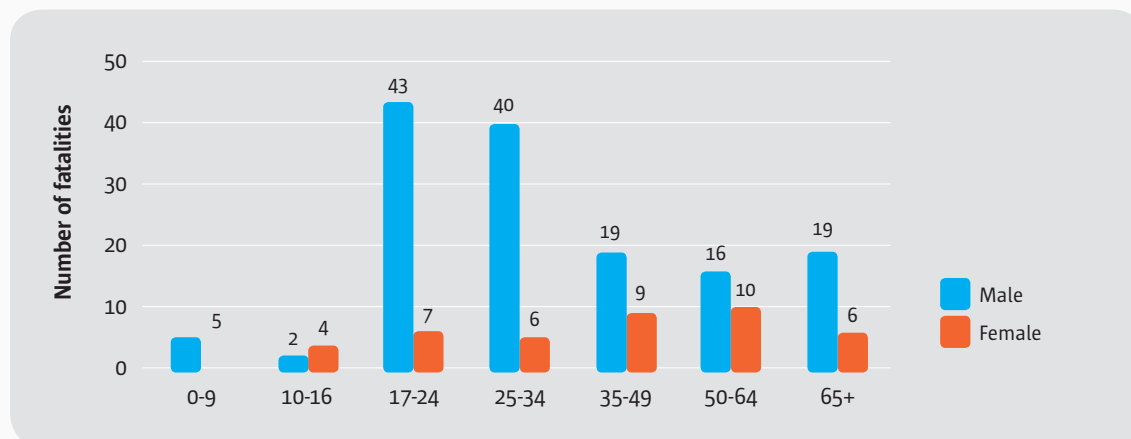
* There was an increase in reported injury collisions in 2009, which was contrary to the decreasing trends of recent years. However this increase may be related to improved reporting procedures between an Garda Síochána and the Road Safety Authority. Analysis of injury collisions will have to be carried out over the next few years to fully assess the trend.

Fatalities

Total fatalities reduced by 11% in 2010 compared with 2009. Substantial reductions have been recorded in all road user categories with the highest reduction in pedal cyclist casualties (57% reduction). The number of drivers who were killed in 2010 showed a reduction of 26.6 % compared to 2009. Fatalities among motorcyclists fell by 32% compared to 2009 figures and there was 3% increase in fatalities for pedestrians. Fatalities among passengers were also higher in 2010 than in 2009 (31%).

Figure 2: Fatalities classified by age in 2010¹

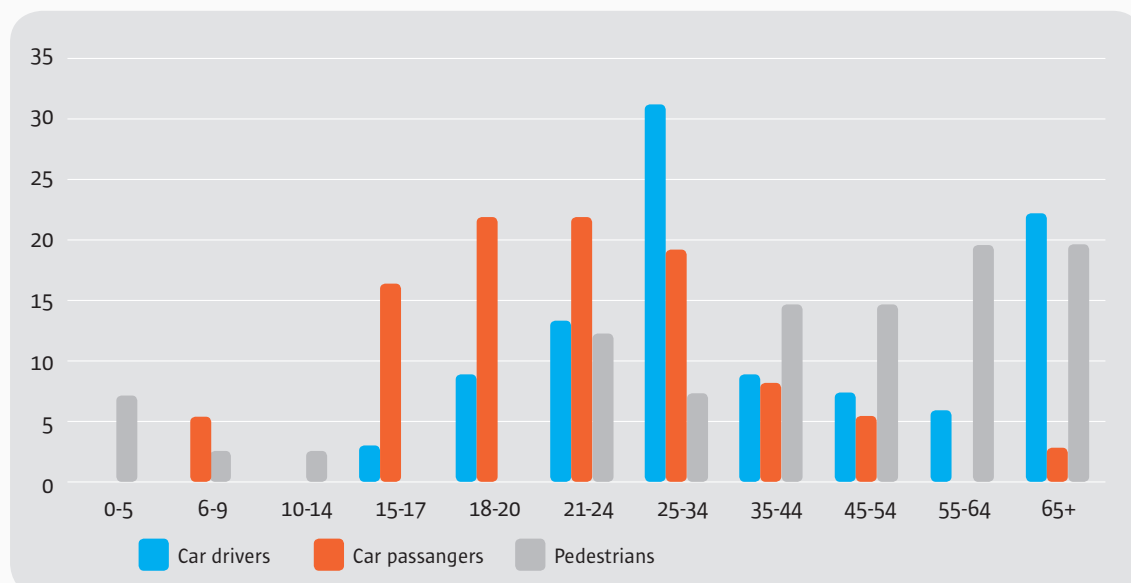
In 2009, 26.9% of all the people killed were aged 17-24. Twenty-five percent of drivers killed were aged 17-24 however, of the driver population in 2010 (both learner permit and full licence holder), 17-24 year olds make up 12%. Thus, drivers aged 17-24 were significantly over represented in road traffic fatalities in 2010 (2-fold over-representation). Twelve percent of people killed were aged 65 and over.



In 2010, the following issues in relation to deaths and gender were noteworthy:

- 79% were male.
- 31% of males killed were car drivers.
- 33% of females killed were car drivers.
- 22% of females killed were passengers.
- 24% of females killed were pedestrians.

Figure 3: Percentage of Fatalities by road user and age group, 2010.



¹ Data is excluded where gender/age are unknown.

Breakdown of road user fatalities in 2010

Drivers and passengers of motor vehicles (excluding motorcycles)

In 2010, 147 motor vehicle (car, van, trucks etc) occupants were killed in collisions.

Motorcyclists

The 17 motorcyclist fatalities that occurred in 2010 accounted for 8% of all fatalities. In 2010, motorcyclists were 15 times more likely than car users to be killed per vehicle kilometres travelled.

Pedalcyclists

In 2010, 3 pedal cyclists were killed representing 1.4% of all fatalities

Pedestrians

In 2010, 41 pedestrians were killed. 19.5 % of the pedestrians killed were 65 years old and over. 73% of pedestrians killed were male.

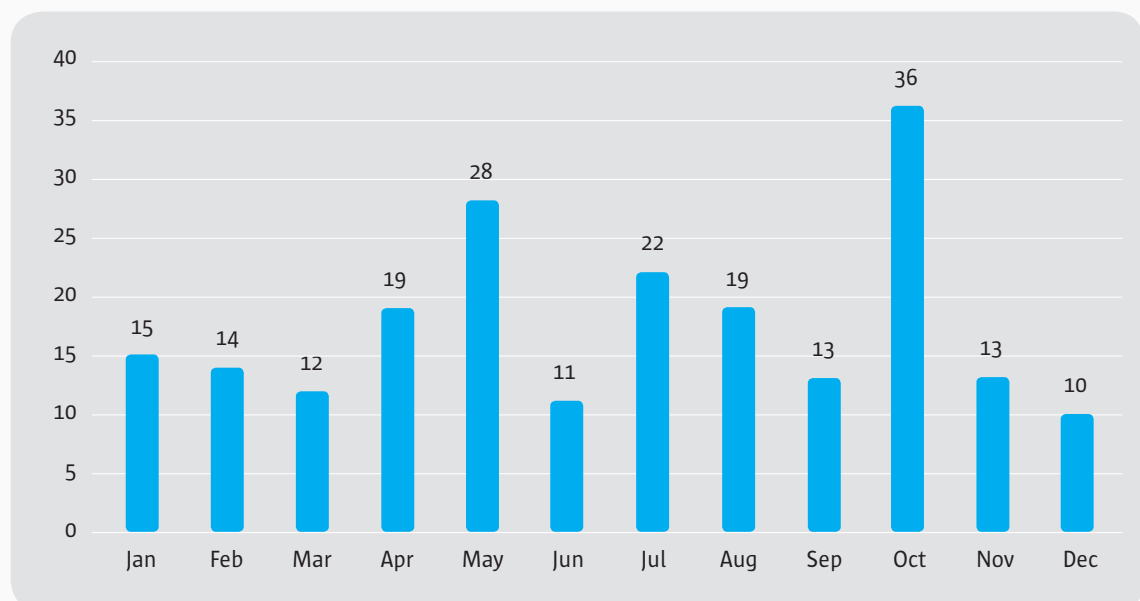
Other vehicles account for 4.

Table 6:

Fatalities by Road User Type	2009	2010	Change in %
Pedestrians	40	41	3%
Pedal Cyclists	7	3	-57%
Motor Cyclists	25	17	-32%
Car Users	146	133	-9%
PSV Users	1	1	0%
Goods Vehicle	17	13	-24%
Other or Unknown	2	4	100%
Total	238	212	-11%

Figure 4: Fatalities by month, 2010

The worst month for fatalities in 2010 was October when 36 people were killed. December recorded the lowest number of collisions in which 10 people died.²



² Data as of the 31st January according to the Garda Daily Status Sheet.

Figure 5: Fatalities by hour and day of the week, 2010

The highest number of fatalities occurred between 18:00-19:00 and 00:00 to 02:00. The number of fatal collisions between the hours of 21.00hrs and 03.00hrs, the hours most strongly associated with drinking and driving, was 58 in 2010, with 63 people being killed in these collisions. This period accounted for 31 per cent of fatal collisions and 30 per cent of fatalities in 2010.

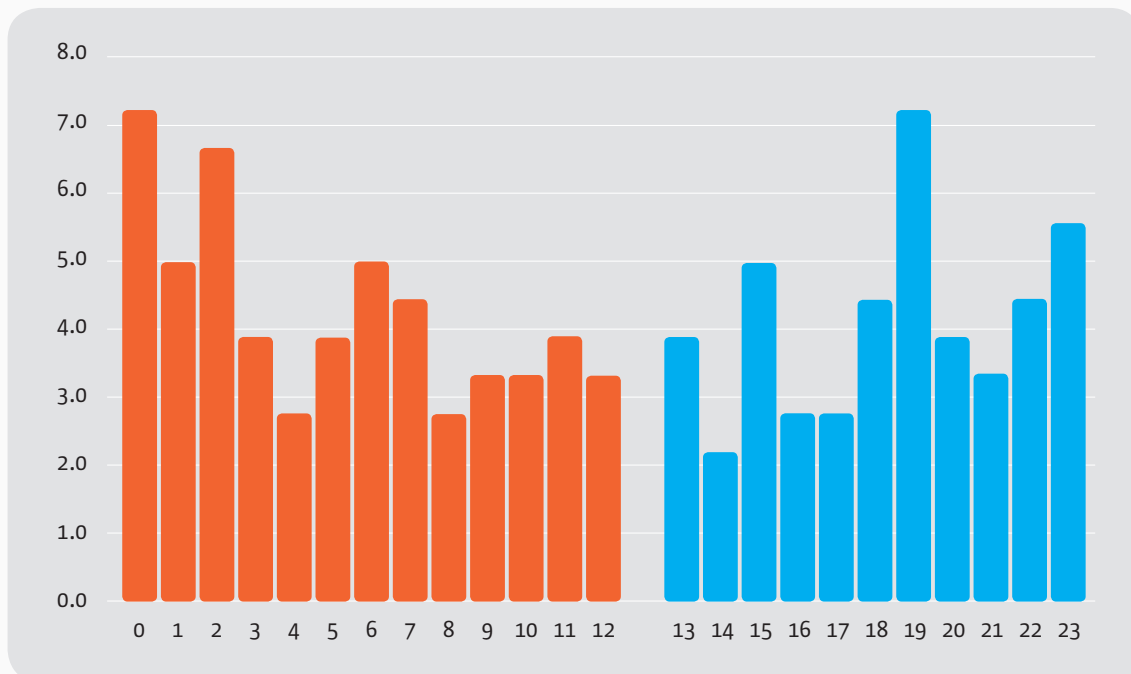


Figure 6: Fatalities by day of the week, 2010

The worst days of the week for fatalities during 2010 Saturday and Sunday, these 2 days accounted for 43% of all the fatalities.

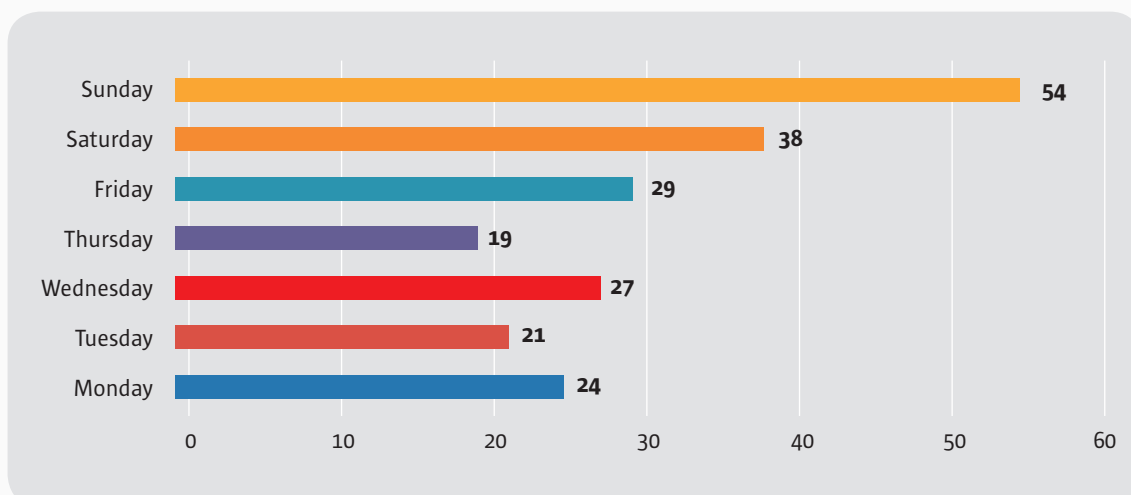


Figure 7: Fatalities by road user type, 2007-2010

There has been a decrease in fatalities by user type from 2007 to 2010 in Goods Vehicles Users, PSV Users, Car Users, Pedal Cycle Users and Motorcycle Users.

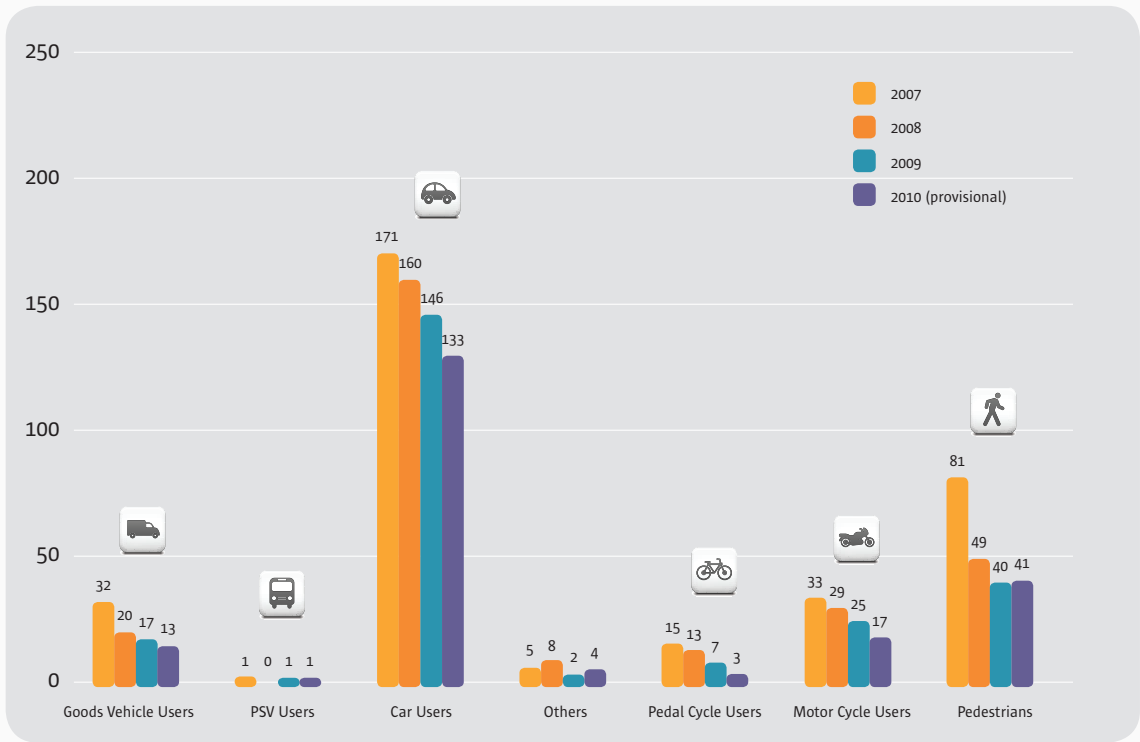


Figure 8: Fatalities by County, 2010

In 2010, the two counties with the most fatalities were Dublin which recorded 21 fatalities, followed by Donegal with 19 fatalities. The counties with the lowest number of people killed were Tipperary South and Longford with 2 fatalities.

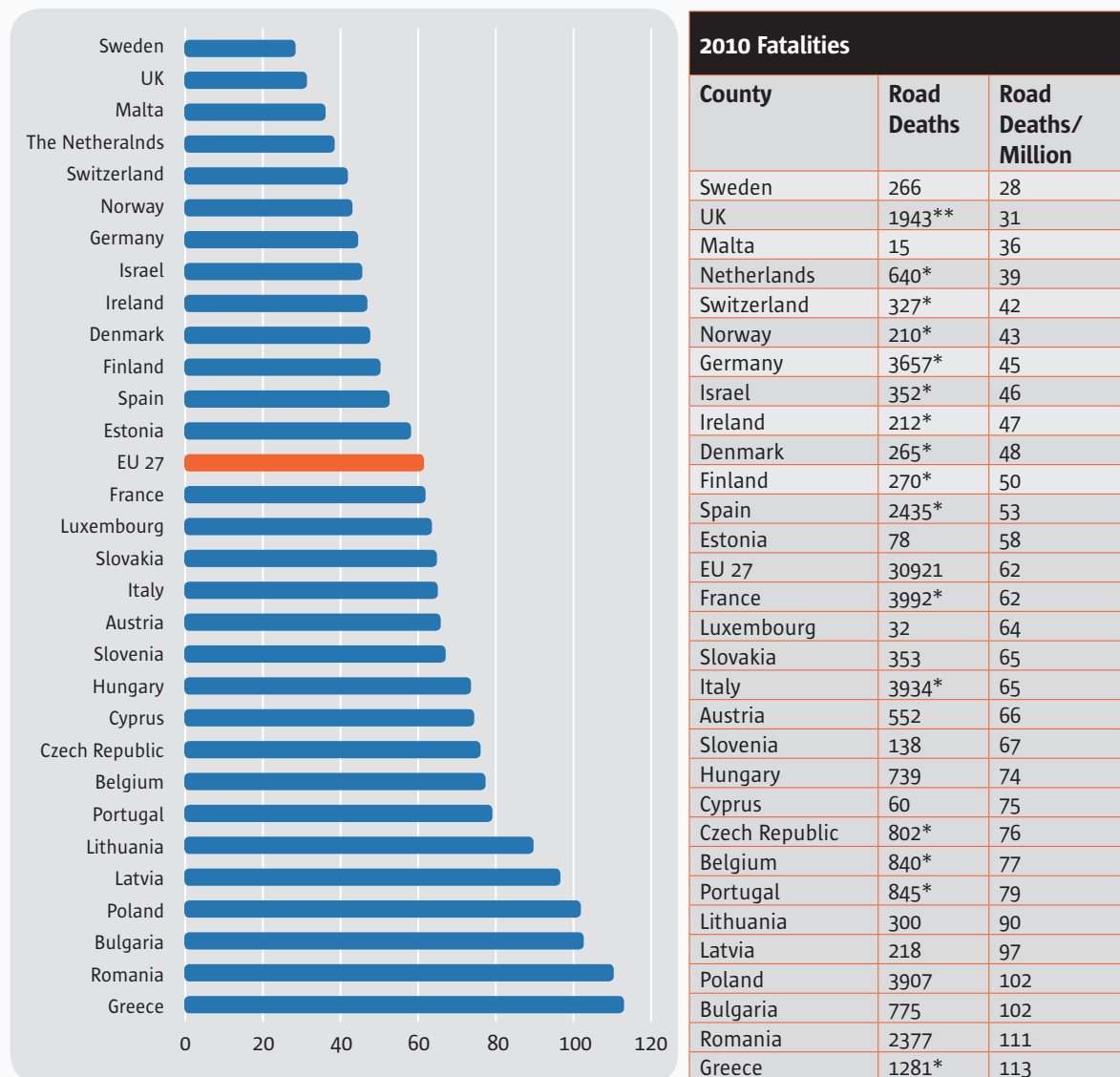
County	2005	2006	2007	2008	2009	2010
Leinster						
Carlow	9	7	3	1	3	5
Dublin	41	34	35	22	31	21
Kildare	14	23	13	13	10	10
Kilkenny	6	4	12	5	5	6
Laois	14	8	5	12	5	9
Longford	9	6	6	3	2	2
Louth	14	14	16	7	5	8
Meath	30	22	14	9	12	6
Offaly	8	9	5	8	4	4
Westmeath	12	18	14	3	4	7
Wexford	21	20	17	16	4	7
Wicklow	8	11	9	4	4	5
Munster						
Clare	12	9	12	7	7	4
Cork	39	33	31	24	21	18
Kerry	11	21	14	19	12	11
Limerick	17	16	16	18	22	18
Tipperary NR	10	15	6	12	5	3
Tipperary SR	5	11	12	9	7	2
Waterford	9	8	6	7	3	5
Connacht						
Galway	21	19	24	24	23	6
Leitrim	8	3	7	5	0	3
Mayo	14	11	9	10	10	7
Roscommon	5	5	7	3	4	9
Sligo	11	4	7	7	7	3
Ulster (part of)						
Cavan	10	7	10	8	9	11
Donegal	27	19	22	18	14	19
Monaghan	11	8	6	5	5	3
Total	396	365	338	279	238	212

Ireland's position on road safety relative to other countries

In 2010, Ireland entered the top 6 best performing EU countries in terms of road deaths per million population. Contributing to this improvement was a 11 % decrease in road deaths between 2009 and 2010. Ireland is now ranked in 6th place out of 25 EU countries. Ireland was one of the most improved European countries in terms of the reduction in road deaths between 2001 and 2010.

Despite Ireland performing well at an EU level in 2010, there is still a large gap between Ireland and best practice countries such as Sweden, United Kingdom and the Netherlands. Ireland recorded 47 road deaths per million of population in 2010 compared to the UK, Sweden and the Netherlands who recorded less than 40 deaths per million of population.

Figure 9: Road deaths per million population in 2010*



Provisional figures

* Provisional figures or national estimates for 2010 as final figures for 2010 were not available at the time of going to print

** UK 2010: ETSC estimate for the whole UK based on EC Care Quick indicator. The final count for GB will be available on the 24 June 2011 on www.dft.gov.uk/pgr/statistics.

Road Safety Review

This document provides a progress update under each of the 4 E's (Education, Enforcement, Engineering and Evaluation) in terms of 2010 priorities, achievements and reforms.

Education

The RSA's policy is to deliver road user education in a cumulative approach up to third level in the education system and in local communities. Road safety education ensures that all road users develop appropriate attitudes and safe behaviours. In 2010, the RSA distributed the following education programmes:

Pre-Primary Level

'Simon and Friends'

The RSA developed a road safety pack called 'Simon & Friends' which can be used in pre schools throughout the country. The series centres on four characters who promote age appropriate road safety messages to children - holding hands, stopping, looking and listening and setting a good example. At the end of each story there are a number of extension activities which preschool providers can use to prompt other learning experiences with the children. Stories are also recorded onto a CD Rom which can be played to children in their early year's environment. The CD also contains a number of road safety songs. The pack also contains an accompanying teacher's guide called 'Hand in Hand' which includes information about integrating road safety into the preschool sector and contains suggested activities, games and songs which support the 'Simon and Friends' stories. In 2010 a total of 25 County and City Childcare Committees committed to roll out the programme to a network of 4,169 childcare providers such as crèches and preschools throughout the country. County and City Childcare Committees organized local training sessions for providers on the 'Simon and Friends' storybooks and also organized a 'Beep Beep Day!' (a road safety awareness day) in their county. Preschool providers use the 'Simon and Friends' resources and games to promote road safety during their 'Beep Beep Day!'.

Primary Level

'Be Safe'

'Be Safe' is an activity based resource pack on road safety, fire safety and water safety which was developed for primary schools. With materials aimed at children from infants to sixth class, it was developed specifically as part of the SPHE (Social, Personal and Health Education) curriculum and is relevant to the SPHE Strand, 'Myself', which addresses Safety and Protection, Personal Safety, Safety Issues and Making Decisions.

'Be Safe' was developed in association with practicing teachers. The lesson plans are immediately accessible to both teachers and children. Each topic is first introduced with age-appropriate information which is then explored and developed through class discussion, activities and worksheets.

These Primary and Secondary school programmes are ongoing and a survey will be conducted in 2011 to ascertain usage in schools throughout the country.

Back to School Campaign

In 2010, the RSA distributed 3,196 'Back to School Road Safety Packs' to primary schools which contained:

- A high visibility vest which was co-sponsored by the ESB for each new entrant to primary school. A total of 120,000 high vis vests were circulated.
- A copy of the 2nd edition of the School Newsletter.
- A copy of the 'Let's Go' school guidelines. These guidelines provide school authorities with information on how to be road safety aware when organising or travelling to school events.
- A 'Going to School' leaflet for new entrants to the school.
- A copy of the Safe Cross Code CD and Poster.

‘Seatbelt Sheriff and Hi-Glo Silver’

Seatbelt Sheriff and Hi-Glo Silver were distributed to each school in Ireland in 2010. A total of 496 schools entered the Seatbelt Sheriff and Hi-Glo Silver competition in 2010. A website was developed for schools and teachers: www.seatbeltsheriff.ie

‘Seatbelt Sheriff’ is a fun way to get children in first class involved in saving lives. Children become Seatbelt Sheriffs by taking a pledge to always buckle up and also make sure that everyone else in the car is buckled up. They are given a sheriff’s badge plus a certificate which shows that they are authorised to instruct all passengers and drivers to ‘Buckle Up’ in any vehicle that they are travelling in. ‘Hi-Glo Silver’ is the Seatbelt Sheriff’s horse and his message is one of visibility. He encourages children to remind their parents that they should wear high-visibility jackets or belts when out walking. Hi-Glo Silver was sent to children in 2nd class, who received the Seatbelt Sheriff’s message the previous year. Through this element of the campaign, the RSA has delivered 100,000 high visibility arm bands free of charge to school children.

Cycling Proficiency Training

In 2010, 4,662 students received cycle proficiency training in schools. The aim of this training is to formally train children to ride a bicycle safely and to encourage positive and responsible attitudes towards personal safety. A subsidy of €5.00 per student is paid by the RSA to local authorities to assist with the cost of national school students who participated in the scheme.

Secondary Level

‘Streetwise’

‘Streetwise’ was promoted to all schools in 2010. ‘Streetwise’ is an activity based interactive road safety educational resource for the Junior Certificate Programme (12- 15 year olds) under the curriculum subject CSPE (Civic, Social and Political Education).

The module can be run over 12 weeks.

The following lessons are covered:

Lesson 1 Pedestrians

Lesson 2 Cyclists

Lesson 3 Motorcyclists

Lesson 4 Seatbelts

Lesson 5 Speed and speeding

Lesson 6 Hazard perception

Lesson 7 Driver fatigue

Lesson 8 Drink driving

Lesson 9 Road safety engineering

All students must complete an action project as part of their Junior Certificate examination. With each of the above topics, we have provided suggestions for these action-based projects. Each school in Ireland received a copy of Streetwise in 2008.

‘Your Road to Safety’- a Transition Year Programme

This programme encourages active learning and the development of awareness, knowledge, skills and values which will create a foundation for the development of safe road users now and into the future. The programme is available in 20 hour and 45 hour formats and builds on the active learning approaches of the Transition Year Programme. Both programmes feature inputs from other agencies such as the ambulance service, fire service and An Garda Síochána as well as providing for visiting speakers, trips out of school, projects and case studies. It is supported by digital resources including access to international websites on road safety issues from the Road Safety Authority website www.rsa.ie. The programme provides for an introduction to road safety for pedestrians, cyclists, motorcyclists and motorists, and covers such issues as safety belts and airbags, driver fatigue, drink/drug driving, road safety engineering

and enforcement, basic first aid at road crashes, emergency services and rehabilitation, licensing and insurance issues, the NCT, purchasing a car and driving abroad. Relevant Driver Theory Test learning is included at the end of each module.

In 2010, a total of 43 new teachers participated in an in-service training programme on the resource pack. To date, 297 teachers have participated in an in-service training programme.

Wrecked.ie

In 2010 the RSA developed a pilot programme entitled 'Wrecked.ie' which is targeted at the high risk 17-24 year old age group. The programme was developed with a multi agency editorial committee which included representation from An Garda Síochána, the Health Service Executive, the Fire Service, Local Authority Road Safety Officer, Youthreach, FÁS, and a Behavioral Psychologist from Trinity College Dublin. The programme is presented as both an online and offline computer based resource. 'Wrecked.ie' features a series of vodcasts recorded by Irish actors who recount experiences of reckless driving – without showing their faces. The vodcasts are illustrated with high tech animation which demonstrates the key points in each speaker's testimony. 'Wrecked.ie' is accompanied by a 'leaders guide' which includes additional exercises on each of the topics, providing them with an opportunity to look at themselves and their behavior in relation to road safety.

In 2010 'Wrecked.ie' was piloted with Youthreach, Fas and Garda Diversion Programmes throughout the country and is due to be rolled out throughout the country in 2011.

Third Level

'Safe Grads' – Road Safety Guidelines for Third Level Colleges

The RSA developed road safety guidelines aimed at 3rd level colleges to enable them to host an informative and successful road safety week. Eighteen colleges throughout the country participated in the 'Safe Grads' programme which included Carlow I.T, Blanchardstown I.T, Letterkenny I.T, Athlone I.T, Dublin City University, Dublin Institute of Technology, Galway Mayo Institute of Technology (Castlebar and Galway), Cork Institute of Technology, Cavan Institute of Technology, Tallaght I.T., Waterford I.T., University College Cork, University of Limerick, the Institute of Art and Design Dun Laoghaire, NUI, Galway, Dundalk Institute of Technology and University College Dublin.

Community Education

Community Road Safety Programme

In 2010 the Road Safety Authority trained 130 people who work with community groups on a voluntary or a professional basis on how to deliver 'Protecting Our Community- A Call to Action!' in their community.

The Community Road Safety Programme focuses on changing people's attitudes and behaviour towards road safety. The RSA will train community leaders to deliver this training to community groups. This resource pack is based on the Rules of the Road and will focus on changing the attitudes and behaviour of drivers, pedestrians, motorcyclists and cyclists.

It focuses on four main topics:

- Speed and speeding;
- Use of seatbelts, airbags and correct child restraints;
- Impairment (alcohol, illegal and legal drug use, driver fatigue and mobile phone use);
- Unsafe behaviour towards / by vulnerable road users (pedestrians, motorcyclists, cyclists, young children and older people).

Mobility Matters

In 2010, the Road Safety Authority (RSA) in association with An Garda Síochána, HSE, the Association of Optometrists in Ireland, the Association of Physiotherapy in Ireland, Age Action and Active Retirement Ireland developed this toolkit for people working directly with older adults. The aim of Mobility Matters is to equip older adults with the road safety knowledge and skills required to remain mobile and independent road users. The programme deals with the following topics of information: pedestrian safety, cycle safety, safety on buses, driving safely, impaired driving, buying a car including safety features and driver comfort, car maintenance, planning for change and staying mobile. Sessions are highly interactive. A purpose built DVD has been designed to accompany the programme. The programme will be piloted in 2011 and following the pilot it will be rolled out nationally.

Play it Safe– Road Safety Guidelines for Sporting Organisations

The RSA developed road safety guidelines for sporting organisations in conjunction with the IRFU, GAA, FAI and Cycling Ireland. The guidelines provide sporting organisations with information on how to be road safety aware when organising or travelling to and from sporting events. The guidelines are available for download on the RSA website. Play it Safe was distributed to all clubs associated with the GAA, IRFU, FAI and Cycling Ireland and was promoted in game programmes in 2010.

‘Leading Lights in Road Safety’ Awards Ceremony

The awards ceremony took place on Wednesday 13th October 2010 in Dublin Castle, where the Supreme Award winner was presented to an individual for the most innovative and outstanding road safety initiative, and for their leadership and exemplary dedication to the area of road safety. National school teacher Tommy Duffy, Holy Family National School in Swords Co. Dublin who established a Cycling Safety Training Club in his school to promote safe cycling among the pupils, won the Road Safety Authority (RSA) ‘Supreme Award’ for road safety.

Leading Lights in Road Safety were handed out in twelve categories including Education (Primary, Secondary and Third Level), Community, Open Category, Road Safety Officer, Public Sector, Local Print Media, Local Broadcast Media, National Media, Business and Approved Driving Instructor.

‘European Night Without Accident’

The RSA hosted the third ‘European Night Without Accident’ on Saturday 16th October 2010 as part of ‘Irish Road Safety Week’. The initiative aimed to promote responsible behaviour behind the wheel among young adults. The initiative was run by young adult volunteers who encouraged groups of youngsters entering night-clubs to appoint a ‘designated driver’ for the night. The ‘designated driver’ was given a wrist-band to show their intention to stay alcohol-free for the night. When leaving the night-club, the ‘designated driver’ was invited to be voluntarily breathalysed by the volunteers to see if the commitment was honoured. Results showed that a high number of young people acted as designated drivers and chose to abstain from drinking and driving on the night. It took place in 8 nightclubs in 6 different towns and cities throughout the country.

Local Authority Road Safety Officers

The RSA hosted three seminars with Local Authority Road Safety Officers in 2010. The aim of the seminars was to facilitate a more integrated approach to road safety throughout the country. The RSA developed an information portal for Road Safety Officers (RSOs). Road Safety Officers are informed of all road safety activities through this medium which includes weekly road safety statistics provided by An Garda Síochána, press releases, details of all road safety educational programmes which include pre-primary, primary, secondary, third level and community level.

‘Road Safety Interactive Shuttle’

In 2010 the Shuttle attended 62 events including primary, secondary and third level institutes as well as national events such as Young Scientist Exhibition, Community Emergency Services Safety weekend, Navan Shamrock Festival, Ploughing Championships and Cathal Brugha Army barracks to name but a few. In 2010 approximately 135,000 people have visited the Shuttle.

The “Shuttle” is a road safety experience which is aimed at taking road safety directly to the heart of local communities nationwide.

The Shuttle has:

- Reaction timers;
- Computers equipped with the Driver Theory Test, interactive games and access to the RSA website;
- Exhibition areas to promote road safety;
- Plasma screen showing a series of road safety advertisements and road safety programming;
- Motorbike simulator;
- Car simulator;
- Bicycle simulators.

Streetsmart

In 2010 ‘Streetsmart’ was piloted in 6 primary schools around the country. ‘Streetsmart’ is a road safety intervention aimed to bring road safety to life in a fun way for young school children. The central prop is a ‘Streetscape’ map (measuring 9 metres x 10 metres), which is a typical street scene designed for children aged between 4 and 8. Children are given ‘walking cars’ and ‘stand up bikes’ and taught how to use the road safely. The Streetscape can be set up in the school hall. RSA staff liaised with teachers beforehand to determine the best activities to offer to students. Streetscape is supported by the ‘Shuttle’ which includes a dedicated area for children. Children can participate in a range of activities such as storytelling, road safety games and an interactive road safety question and answer session. Activities are facilitated by RSA staff and teachers. In 2010 a teachers pack was developed to assist in the roll out of ‘Streetsmart’.

ADVERTISING

Four new Road Safety awareness campaigns were launched in 2010. They included:

1. A new Anti-Drug Driving TV Campaign
2. Safe Cross Code TV campaign,
3. A joint TV campaign with An Garda Síochána to raise awareness of the new Safety Camera project
4. A new series of 'Crashed Lives' TV adverts which feature true-life accounts of road crashes, as told by victims or their families.

Anti Drug Driving

The RSA broadcast a new public service anti-drug driving TV and Cinema campaign in July 2010. The Campaign included a new 60 second TV advert called 'Cell', which was acquired from Victoria in Australia and adapted for use in Ireland. This advert depicts the tragic consequences of a driver's decision to take drugs and then drive after leaving a nightclub.

A second advert entitled 'Dead Girl Talking' was adapted from the UK and was aired on TV and in cinemas. This 50 second advert shows a young woman describe how she and her friends were involved in a collision after taking drugs, the consequences of that decision were fatal, something which is revealed in a dramatic twist at the end of the advert.

To raise awareness of the serious risk that drug driving poses to road safety, research was commissioned by the Road Safety Authority (RSA) among 17 to 34 year olds into the use of illegal drugs while driving. The results highlighted alarming behaviour with as many as 1 in 5 people (22%) admitting they were a passenger in a car driven by someone under the influence of drugs.

Safe Cross Code

A new Safe Cross Code TV Campaign aimed at teaching children how to cross the road safely went live in November 2010. The campaign revives the old Safe Cross Code song that was so popular in the 1970's. It has been given a major update for the 21st Century and now includes two 20 second animated TV adverts called 'Jack' and 'Annie'. The key message in the campaign is, - 'Your need the code to cross the road'. It also includes a new Safe Cross Code website. The website, which is found on rsa.ie, contains a newly developed 'Safe Cross Code' game, plus an animated 'X Factor' style safe cross code song and dance which is performed by the Safe Cross Code animated characters.

Safety Camera Awareness Campaign

The RSA and An Garda Síochána joined forces to develop a major public information campaign ahead of the deployment of the network of safety cameras on the county's roads. The campaign includes a 40 second TV advert entitled 'Lifebouy'; a 30 second radio advert; a press campaign plus an online campaign. The campaign went live on 17th November and ran up to the end of December.

'Crashed Lives'

The RSA also launched a new series of 'Crashed Lives' TV and radio advertisements.

'Crashed Lives' is a road safety campaign featuring true life case studies in which people speak about the consequences of a crash or about the loss of loved ones in road collisions and how it has changed their lives forever - and robbed everyone of their dreams.

The first 'Crashed Lives' ads were launched in December 2007 and a second series followed in December 2008. The new series of ads included three true life accounts and features Siobhán O'Brien, Marjorie Flood and Dr Áine Carroll who share their story of how the consequences of road crashes have affected their lives.

Mark Flood

Mark Flood was killed after a night out in Dunshaughlin. His tragic death left a family and a much wider community devastated. Marjorie, his mother, tells the story of how her family's world was shaken to its core early one morning, when she found out that her son had been needlessly killed on the road. Marjorie reminds us that until you're affected, you don't realise how many people die in preventable crashes on our roads.

Siobhán O'Brien

Siobhán, a young woman, was due to graduate the very next day, when suddenly her whole world was turned upside down following a collision with an articulated truck. Siobhán now has an acquired brain injury, and in her ad, she explains how it only takes a split second for an entire life to change forever.

Dr. Áine Carroll

Dr. Áine Carroll, Consultant in Rehabilitation Medicine at the National Rehabilitation Hospital has seen the full spectrum of the catastrophic consequences of collisions on the road. From individuals whose whole lives have been made unrecognisable by a single moment on the road, to families who must devote everything to support a survivor of a road crash, often for the rest of their lives. As a patient's mother once said to Dr Carroll, there are sometimes worse things than dying.

The RSA's second series of 'Crashed lives' TV adverts aired over the summer of 2010. It included the following edits, 'James', 'Conor', 'Sarah' and 'Consultant'.

Results of Campaign Effectiveness research indicated that:

- 88% of motorists reported that they had changed some aspect of their behavior on the roads
- 90% of drivers said that the campaign has influenced their behavior
- 94% of drivers said that the campaign makes them think a lot about their behavior

'Better Safer Driver' Campaign

The RSA's 'Better Safer Driver' Campaign of TV adverts are designed to generate awareness of some important manoeuvres that are commonly linked to fatal or serious road collisions. During 2010 the RSA aired its two 'Better Safer Driver' adverts 'Roundabouts' and 'Motorway Driving'.

The 30 second TV advert 'Roundabouts' was aired on TV for four weeks throughout April and again in September / October. The RSA 30 second TV advert on 'Motorway Driving' aired throughout June.

'Underneath'

The RSA motorcycle Safety TV advert 'Underneath', which was produced jointly with the DOE in Northern Ireland, aired on TV screens throughout July and August 2010.

Bank Holiday 2010 TV Campaign

As part of its 2010 strategy of targeting bank holiday weekends with re-runs of old road safety adverts the RSA broadcast the following ads;

- 'Shame' Anti Drink Driving Advert over the St Patrick's weekend
- 'Damage' Seatbelt Advert over the May bank holiday weekend
- 'Texting' the Pedestrian safety TV advert over the August bank holiday Weekend.

RADIO CAMPAIGNS 2010

‘ADI’ Radio Ad

The RSA ran its 30 second Approved Driving Instructor radio advert which reminds novice drivers that they should only use RSA approved ADI’s when taking lessons.

‘Local is Lethal’ Radio Ad

The RSA activated its 30 second radio advertising campaign ‘Local is Lethal’ over the summer 2010. The ad states that the biggest risk of being killed or injured is on local roads.

‘Driver CPC’ Radio Ad

The RSA ran a new 30 second radio advert in mid July to remind bus and truck drivers of the need to maintain their Driver CPC entitlements by completing their one days training for 2010 by the 10th September deadline.

‘He Drives, She Dies’ Radio Ad

The RSA radio advertising campaign ‘He Drives, She Dies’ ran on local radio stations nationwide for a two week period during July.

Driving For Work’ Radio Campaign

The RSA and the Health and Safety Authority joined forces to re-launch the driving for work road safety guidelines for employers in 2010. The campaign was backed by a national and local radio advert, asking employers to use the RSA’s and HSA’s ‘Driving for Work Guidelines’ to assist in implementing safe driving policies in the workplace. The advert aired during March.

‘Harvest’ Radio Advert

The RSA and the Irish Farmers Association re-broadcast the 30second radio advert aimed at highlighting the dangers associated with an increase in agricultural vehicles on the roads over the summer period. The advert aired on national and local radio stations over the summer months.

Mobile Phones & Driving Campaign

The RSA’s Mobile Phones & Driving radio advert aired on national and local radio during May and September.

Driver Fatigue Radio Campaign

The RSA’s 30 second radio advert highlighting the dangers of driver fatigue aired on national and local radio over the Easter Bank Holiday period.

Vulnerable Road Users Campaign

Three new radio adverts, promoting vulnerable road users safety, were produced in 2010. One targets pedestrians a second targets drivers and focus on the need to be on the lookout for vulnerable road users. The third is aimed at cyclists. The ads aired in October / November 2010.

‘Is Your Vehicle Ready for Winter?’

A new 30 second radio advert aired throughout November urging motorists to ensure their vehicle was serviced for winter and that they perform regular safety checks.

Severe Weather Campaign

In response to the unprecedented nature of the severe weather event, which occurred in late 2010 the RSA commissioned twenty one '15sec' radio messages providing basic safety tips for road users in severe weather scenarios. These 'stings' covered both snow and icy conditions as well as the hazards posed during a thaw. The RSA deployed these messages repeatedly on national and local radio and often within a matter of hours after receiving a 'Severe Weather Warning' from Met Eireann. In addition many of the stations added additional bonus 'airings' to the schedule, free of charge. The RSA is extremely grateful to these stations for their help and commitment to road safety.

PROMOTIONS/EVENTS

The Ploughing Championships

The RSA brought its Road Safety Interactive Shuttle to the 2010 Ploughing Championships which was attended by over 150,000 people. As part of its drive to promote road safety at the event, the RSA offered 50,000 free high visibility vests in association with FBD Insurance and the Irish Farmers' Journal to promote safety on the roads and on the farm.

High Visibility Giveaways

In 2010, the RSA teamed up with a number of organisations to distribute high visibility material free of charge. This included:

- 25,000 high visibility biker jackets in conjunction with the Bike Buyers' Guide;
- 2,500 high visibility vests distributed through the Roscommon Herald in September;
- Over 120,000 children's high visibility vests were distributed as part of the 'Back to School Campaign' in September 2010 to all children starting school. This campaign was run in conjunction with the ESB Cars;
- 50,000 high visibility jackets in conjunction with FBD Insurance and the Irish Farmers' Journal;
- 8,000 high visibility jackets given away through Advanced Pitstop;
- Over 100,000 vests distributed through An Garda Síochána at various road safety events and school talks;
- 340,000 adult armbands distributed through the Sunday Independent in October

Other initiatives:

- 100,000 armbands distributed as part of the Seatbelt Sheriff/Hi Glo Silver campaign.
- Over 20,000 adult armbands were given to the public from our interactive shuttle at various events around the country and through An Garda Síochána;
- High visibility materials distributed through the Road Safety Interactive Shuttle at 62 locations nationwide. This included the distribution of vests, armbands, bags, ruck sack covers;
- High visibility materials distributed to scouts, girl guides, youth clubs, crèches, hospitals and various organizations on request.

BT Young Scientist & Technology Exhibition 2010

The Road Safety Authority (RSA) invited students to visit their fun-filled Road Safety Interactive Shuttle at the 2010 BT Young Scientist & Technology Exhibition which took place at the RDS from 12th – 16th January 2010. Members of the RSA staff were on hand to offer advice and information on any road safety issues and as part of its drive to promote road safety to students at the event. Other initiatives included;

- Screening of RSA TV ads on a continual basis.
- An XBOX Competition - Students were in with a chance to win an XBOX 360 each day by taking part in a quiz which related to all activities on stand;

- RSA Material – high visibility back packs, reflective armbands and bags were distributed to students.

Seatbelt Sheriff & High Glo Silver Awards

The annual Seatbelt Sheriff & High Glo Silver Awards took place on Tuesday 2nd February in Dublin Castle. The event was attended by 300 primary school children and their families, their teachers, senior members of An Garda Síochána, the Minister for Transport and RSA personnel.

Online Road Safety Video for Goods Vehicle Drivers and Cyclists

The RSA, in association with Smarter Travel (Department of Transport), the Irish Road Haulage Association, Cyclist.ie and Dublin City Council, launched an online road safety video to promote safety among cyclists and Heavy Goods Vehicle (HGV) drivers. In particular the video highlights the dangers posed by the blind spots on goods vehicles.

Ordnance Survey Ireland Launch

The RSA, the Health Service Executive (HSE) and OSI collaborated to produce a web-based road safety application, which displays the pattern and locations of road collisions in recent years in Ireland where death and personal injury was involved, showing collision data on OSI maps at national, county and local levels by severity, year and type. The service was launched on Tuesday 30th March 2010.

The system allows people to see collision statistics and information throughout Ireland and could be used by the public to plan 'safe routes' for a journey.

Check it Fits Road Show

The 'Check it Fits' child car seats campaign visited a total of ten locations around the country in May and October 2010.

Third International Conference on Road Safety

The RSA's third international conference on road safety was held in Dublin Castle on Monday 31st May. Experts from Ireland, the UK, Sweden and Belgium joined almost 200 delegates at the conference which focused on the topic of speeding.

Driving Abroad Road Safety Campaign

The RSA issued a media statement in 2010 urging people who were considering travelling abroad not to leave road safety in the airport. The appeal was made as figures from the Department of Foreign Affairs indicated that up to 240 Irish citizens died while abroad in 2009, an increase of 20% on 2008 figures. A number of these were as a result of road collisions. Further research indicated that 12 Irish people alone died in road crashes in Australia since 2007.

RSA and HSA 'Driving for Work' Seminars

A series of 'Driving for Work' half day seminars were hosted by the RSA, the Health and Safety Authority (HSA) and the Gardai in Kilkenny, Cork, Athlone, Sligo and Dublin in June 2010. The aim of the seminars was to highlight the importance of safe driving for work among local businesses. Speakers at the seminars included the RSA, the HSA, An Garda Síochána and the ESB.

Irish Road Safety Week, Oct 11th to Oct 17th 2010

The RSA urged the public to get involved in Irish Road Safety Week 2010 by announcing details of activity that would be taking place around the country. A 20 second advert promoting Irish Road Safety Week was also broadcast on national and local radio.

Annual RSA Road Safety Lecture

The RSA hosted its second Annual Lecture on Road Safety on Monday 11th October. The theme was drug driving and at the lecture it was revealed that, in Ireland, drug driving could be as serious a problem as drink driving. Guest speaker Dr Doug Beirness, the main author of the OECD/ITF report on 'Drugs and Driving', revealed that drugs were a contributory factor in as many as 1 in 3 driver deaths in Canada in the period 2000 to 2007.

Speed Enforcement Zone Alert

TomTom, a provider of location and navigation solutions launched new content for its 'sat nav' devices in conjunction with the Road Safety Authority in November 2010. The new software alerts drivers when they are entering or exiting one of the new speed enforcement zones in Ireland. The objective is to help drivers to drive safely and more responsibly with the new Speed Enforcement Zone Alert.

World Remembers Victims of Road Crashes

The RSA, An Garda Síochána, Road Safety Officers and the road safety group PARC joined up to mark World Remembrance Day for Road Traffic Victims' on Sunday 21st November 2010.

Christmas & New Year Road Safety Campaign 2010

President of Ireland, Mary McAleese launched the RSA and An Garda Síochána Christmas and New Year Road Safety Campaign on Thursday 16th December 2010 at the National Rehabilitation Hospital, Dun Laoghaire, Co. Dublin. The RSA also launched the new series of 'Crashed Lives' TV and radio advertisements at the event.

DRIVER LICENSING AND TESTING REFORMS

The Driver Testing and Licensing Directorate is responsible for the driver testing system and for the management of the driver licensing regime. The objective of the Directorate is to ensure that the way drivers learn to drive and the rules by which they continue to drive makes road use safer.

The particular tasks for which the Directorate is responsible are:

- delivery of the driver testing service
- oversight of driver licensing regime
- oversight of delivery of Driver Theory Test Service, and
- management of penalty points system

Driver Testing Service

The objective of the driver testing service is to deliver a fair and efficient driving test in accordance with the EU Directives and national legislation. 154,166 applications for tests were received in 2010. Almost 80% of applications are made online. The RSA committed to and met the target of delivering tests within an average ten week time frame for 2010. The Tables below set out data on activity across the driver testing service in 2010.

Figure 10: The following table gives an overview of the average waiting times across the six regions:















AVERAGE WAITING TIME FOR CARS AT 31 DECEMBER 2010			
Region/Test Centre	Average Waiting Time in Weeks	Region/Test Centre	Average Waiting Time in Weeks
Athlone	11	Loughrea	10
Ballina	8	Mallow	9
Birr	10	Monaghan	9
Buncrana	9	Mullingar	10
Carlow	10	Naas	12
Carrick-On-Shannon	8	Navan	11
Castlebar	11	Nenagh	11
Cavan	8	Newcastle West	8
Churchtown	10	Portlaoise	9
Clifden	9	Raheny	9
Clonmel	10	Rathgar	10
Cork	11	Roscommon	9
Donegal	10	Shannon	7
Dundalk	11	Skibbereen	8
Dungarvan	9	Sligo	8
Ennis	10	Tallaght	11
Finglas	10	Thurles	10
Galway	10	Tipperary	9
Gorey	12	Tralee	8
Kilkenny	9	Tuam	10
Killarney	9	Tullamore	10
Kilrush	11	Waterford	10
Letterkenny	9	Wexford	9
Limerick	9	Wicklow	10
Longford	8	Total	9.5

Figure 11: The following table outlines the fail and pass rates for the various categories of licence in 2010.

Driving Test Results by Vehicle Category 2010

Category Description	Category	Pass	Fail	Total	%
Motorcycle (exceeding 125cc)	A	2266	1030	3296	69%
Motorcycle (51-125cc)	A1	99	154	253	39%
Motorcycle(not exceeding 50cc and/or 45km/h)	M	4	9	13	31%
Car	B	49127	53491	102618	48%
Truck (G.V.W. exceeding 7500 kg)	C	2525	1146	3671	69%
Truck (G.V.W. exceeding 3501 - 7500 kg)	C1	116	55	171	68%
Bus	D	945	465	1410	67%
Minibus(9 - 16 passenger seats)	D1	458	254	712	64%
CPC PRACTICAL KNOWLEDGE - Bus		927	52	979	95%
CPC PRACTICAL KNOWLEDGE - Truck		1447	80	1527	95%
Car + Trailer	EB	305	166	471	65%
Truck + Trailer	EC	1194	491	1685	71%
C1 Truck + Trailer	EC1	9	2	11	82%
Bus + Trailer	ED	0	0	0	0%
Minibus + Trailer	ED1	0	0	0	0%
Work vehicle/Tractor	W	6	3	9	67%
TOTAL	Total	59428	57398	116826	51%

Figure 12: The following table breaks down the driving test applications per licence category.

2010 Applications Received per Category		
CATEGORY		TOTAL NUMBER
 A		4,300
 A1		431
 B		137,417
 C		4,284
 C1		251
CPC TRUCK /ARTIC		1,863
 D		1,374
 D1		665
CPC BUS		1,000
 EB		767
 EC		1,718
 EC1		16
 ED		-
 ED1		-
 M		52
 W		28
TOTAL		154,166

Graduated Licensing Scheme

An objective of the RSA is to reduce long term reliance on learner permits and move to a graduated driving licensing (GDL) system. In September 2010 the RSA announced a suite of GDL measures to be implemented over a period of time. Initial Basic Training (IBT) for motorcyclists was introduced in December 2010 while Essential Driver Training (EDT) for car learner drivers was introduced in April 2011. Measures relating to lower alcohol levels for learners and novice drivers, a review of the driver theory test, an enhancement of the driving test, the displaying of R plates, a consideration of the implementation of a Hazard Perception Test, accelerated penalty points for certain driving offences as well as the availability of alternative sentencing options for traffic offences are all at various stages of implementation.

Regulation of Driving Instruction

A key and critical element to the reduction of death and injuries on Irish roads is to reform the way in which drivers are trained, tested and licensed. The RSA had put in place a regulatory system for driving instructors. Since 1 May 2009 any person giving instruction must be a registered Approved Driving Instructor (ADI). This process is designed to ensure that each instructor meets certain standards in the areas of driving, knowledge of aspects of road safety and the giving of tuition. At the end of 2010, 1,816 persons had been approved as ADI's.

The RSA then introduced Initial Basic Training (IBT) for Motorcycle learners. This important programme seeks to change the way learners learn to drive here in Ireland. The programme is up and running though regulations have yet to be made in relation to the IBT programme. IBT has become well integrated into learning to ride a motorcycle and been welcomed by both ADI's and Learners alike. Currently there are 52 ADI's providing IBT to Motorcyclists nationwide.

Initial Basic Training (IBT) for Motorcycle learners

Initial Basic Training (IBT) is a training course that teaches basic riding skills to learner motorcyclists. It is part of the RSA's Graduated Driver Licensing (GDL) scheme and is intended to improve road safety. IBT is a 16 hour course broken into four separate modules to be completed in sequence. These modules are a mixture of theory and practical riding skills.

When a novice rider has completed an IBT course, their instructor will record the details of their training in an IBT logbook and issue each successful learner with a Certificate of Satisfactory Completion. Learners can then apply for and undergo a practical driving test following the 6 month wait rule (if applicable).

The Conversion module

If a learner wants to upgrade the bike they ride (from automatic to manual or tricycle to two-wheeler) they can complete a conversion module. This module allows them to get the training they need to operate a different type of bike without having to repeat the whole IBT course.

IBT courses are only available at RSA approved IBT training centres and may only be delivered by RSA approved IBT instructors. Before beginning training, learners should check that both centre and instructor have been issued with an RSA certificate of approval.

Completing an initial basic training course means novices will:

- learn to become better safer road users;
- develop a strong understanding of basic motorcycle riding skills;
- be able to practice riding unaccompanied on a public road.

Driver Certificate of Professional Competence (Driver CPC)

The Road Safety Authority implemented Driver CPC for Bus and Truck Drivers in line with EU Directive 2003/59/EC and subsequently developed a 4 stage testing process for new drivers which consists of 2 theory tests (2 hours each) and a 30 minute practical test in addition to the standard driving test. All professional Bus and Truck Drivers are obliged to complete 1 day of periodic training each year in order to maintain their entitlement to drive for a living and a classroom-based training syllabus was developed by the RSA for use as part of this Driver CPC training process. As of the 31st of December 2010 there were 345 RSA approved training centres throughout the country providing Driver CPC training and up to this date approximately 81,000 training days were completed by 90 Training providers. In 2010, 2000 CPC cards were issued to newly qualified drivers.

Figure 13: In 2010, there were 6,966 CPC theory tests conducted as outlined below

Theory Test			
	Applications Received	Tests Conducted	Passed
January	514	472	397
February	661	461	396
March	837	626	562
April	653	734	654
May	671	570	481
June	615	629	509
July	639	557	475
August	569	538	473
Sept	810	592	495
Oct	676	696	582
Nov	656	694	589
Dec	276	397	333
Total	7,557	6,966	5,946

ENFORCEMENT

Enforcement activity by the Gardaí is a key factor in reducing deaths and injuries on our roads. Instrumental to the enforcement activity is the recognition that enforcement activity is optimally effective if combined with public awareness strategies to ensure the public are aware of the purpose and reasons for the enforcement. In 2010 the RSA timed its promotion activity to coincide with the enforcement activity of the Gardaí.

In 2010 there was high visibility enforcement of the law targeting speed, Mandatory Alcohol Testing, seatbelt wearing, licensing, vehicle roadworthiness and driver rest regulations. An important principle of the enforcement activity was the recognition that success in enforcement achieves increased levels of compliance with road traffic law.

The following table provides data from a number of sources regarding detection of non compliance with the law in relation to speeding, seatbelts wearing and driving whilst intoxicated. It also records the number of breath tests conducted during 2010. The table also illustrated the reductions in fatalities for 2010. The figures for deaths and serious injuries are provisional.

Table 7: GNTB Provisional figures / table – 25/07/2011

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Speeding			157,852	141,723	143,661	157,852	181,335	177,549	172,911	157,831
Seat belts			39,129	22,613	18,084	26,687	30,002	28,659	19,367	17,370
DWI* Arrests	12,841	13,441	11,344	12,307	13,370	17,868	19,838	18,053	14,786	12,606

* Driving While Intoxicated

Penalty Points

There are 42 offences in the penalty point system. Data for penalty points at the end of 2010 is set out below. Drivers resident in Dublin, Cork and Kildare recorded the highest number of penalty points. The RSA have been running a comprehensive public awareness programme, 'Get the Point not the Points' to educate the public about the penalty point system.

Figure 15: Number of Penalty Points (current) Issued to Drivers as at 31st December 2010 - (Cumulative Figure from Introduction)

**County	Number of Drivers												Total
	1 P.P.	2 P.P.	3 P.P.	4 P.P.	5 P.P.	6 P.P.	7 P.P.	8 P.P.	9 P.P.	10 P.P.	11 P.P.	12 P.P.*	
CARLOW	121	4,453	33	1,110	18	271	6	69	4	27	1	5	6,118
CAVAN	106	4,970	54	888	26	194	4	49	1	8	3	1	6,304
CLARE	151	9,181	61	1,750	47	382	15	91	7	16	3	2	11,706
CORK	1,879	32,346	706	6,666	421	1,461	139	392	45	100	18	29	44,202
DONEGAL	163	8,670	80	1,444	44	280	7	64	7	12	1	1	10,773
GALWAY	5,939	82,227	2,408	17,917	1,197	4,147	360	1,093	140	248	44	54	115,774
KERRY	315	14,243	94	2,586	109	518	17	106	6	19	1	11	18,025
KILDARE	131	8,397	42	1,464	31	314	8	78	2	20	1	5	10,493
KILKENNY	365	18,972	195	4,761	109	1,215	39	301	15	60	2	5	26,039
LAOIS	166	8,321	70	1,970	35	496	20	140	2	30		3	11,253
LEITRIM	79	5,979	43	1,359	33	330	12	94	9	22		7	7,967
LIMERICK COUNTY COUNCIL	33	2,401	14	443	7	100	4	17	2	2			3,023
LONGFORD	150	3,012	56	641	41	119	10	35	8	7	3	3	4,085
LOUTH	297	9,724	95	1,825	65	378	16	89	9	21	3	5	12,527
MAYO	42	2,592	10	485	26	94	4	33	2	3	1	4	3,296
MEATH	171	7,842	73	1,449	46	294	11	64		17	3	1	9,971
MONAGHAN	104	7,434	47	1,264	38	266	8	53	3	17	1		9,235
OFFALY	421	14,564	223	3,176	125	695	26	181	17	49	3	3	19,483
ROSCOMMON	81	3,854	29	627	25	123	2	23	1	2			4,767
SLIGO	74	5,574	35	1,143	34	270	4	58	2	17		1	7,212
NORTH TIPPERARY	77	5,621	16	1,248	29	275	7	68	4	21	2	1	7,369
SOUTH TIPPERARY	76	4,696	33	891	12	164	4	46	2	9	1		5,934
WATERFORD COUNTY CO.	139	5,442	55	1,187	29	244	11	68	4	7		2	7,188
WESTMEATH	128	6,108	48	1,271	40	282	12	67	6	9	1	2	7,974
WEXFORD	37	3,718	23	873	15	227	7	53	2	9		4	4,968
WICKLOW	80	5,180	32	1,059	12	244	8	68	2	14	2	2	6,703
DUBLIN CITY COUNCIL	109	5,569	52	1,071	30	250	9	70	2	15	2	5	7,184
LIMERICK CITY COUNCIL	166	12,400	74	2,980	63	741	33	224	8	66	2	17	16,774
WATERFORD CITY COUNCIL	341	11,757	157	2,612	86	631	28	146	7	39	2	4	15,810
NO Driver Number	4,863	185,116	1,194	44,609	25,442	14	2	3	1	1			261,245
Grand Total	16,804	500,363	6,052		28,235	15,019	833	3,843	320	887	100	177	683,402

* Receipt of 12 points results in disqualification for six months, ** County refers to county where driving licence was issued

Breakdown of drivers by licence type

The table below shows that 261,245 drivers, with no licence, committed penalty point offences in 2010.

Full	Provisional	No Licence
394,589	27,568	261,245

Excessive Speed and Road Traffic casualties

Excessive speed is said to be the main direct contributor to road traffic collisions and collision severity, in terms of serious injury and fatality, with other major factors such as drink driving, illicit drug use and risk taking. Speed has an exponentially detrimental effect on road safety. Thus as speed increases, so do the number and severity of collisions.

The European Transport Safety Council (ETSC) in its report 'Traffic Law Enforcement across the EU' published in May 2006 concluded that, *"To control speed, automated speed enforcement systems must be used, and offences must be followed up by procedures able to manage with a large number of violations."* The successful reduction of speed related road casualties throughout the EU has been achieved by focusing on this strategy.

In 2010 the RSA produced a report on excessive speed related collisions (see Table 9). The examination of the excessive speed related road collisions and casualties on Irish roads over the period 1997-2009 revealed the following:

- Over the period 1997-2009, 1,150 lives were lost on Irish road network as a result of excessive or inappropriate speed*. This represents 24 % of the total fatalities within the period 1997-2009. An additional 3,366 people were seriously injured over the same period.
- 34% of the people killed due to excessive speed were killed between the hours of 12-midnight and 04:59.
- 47% of the speed related fatalities occurred on Saturday and Sunday.
- 30% of the speed related fatalities occurred during the summer months (June, July and August).
- 39% of the people killed due to excessive speed were young males aged 17-24.
- Just under half of all drivers responsible for fatal collisions where excessive speed was cited as a contributory factor were young males aged 17-24.

Table 9: All road deaths where excessive speed was cited as contributory factor by age & gender, 1997-2009*

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Total	%
Male 0-9	1	0	2	0	1	0	0	0	0	0	0	0	0	4	0.3
Female 0-9	3	2	1	0	2	0	0	0	0	1	1	0	0	10	0.9
Male 10-16	11	8	3	4	2	3	1	2	3	0	1	1	0	39	3.4
Female 10-16	1	4	0	4	3	3	4	0	2	3	0	1	0	25	2.2
Male 17-24	48	67	52	61	47	37	23	31	26	20	14	10	7	443	38.5
Female 17-24	8	12	10	2	10	5	2	4	6	4	1	5	0	69	6.0
Male 25-34	31	26	23	26	25	29	21	18	19	11	8	2	5	244	21.2
Female 25-34	5	2	3	4	4	0	1	2	5	3	0	2	0	31	2.7
Male 35-49	13	13	8	19	15	12	16	8	2	7	4	1	3	121	10.5
Female 35-49	5	4	6	2	3	1	2	0	2	1	0	3	0	29	2.5
Male 50-64	5	6	4	5	4	2	5	1	2	1	1	0	0	36	3.1
Female 50-64	1	4	2	0	0	4	2	2	0	0	3	1	0	19	1.7
Male 65+	5	8	7	2	3	0	0	1	1	1	1	0	0	29	2.5
Female 65+	3	1	1	4	1	0	1	2	1	0	0	0	1	15	1.3
Male age unknown	6	1	2	1	1	1	0	0	0	0	0	1	0	13	1.1
Female age unknown	3	2	0	2	1	1	0	0	0	0	0	0	0	9	0.8
Gender unknown	1	2	1	3	1	1	3	0	1	1	0	0	0	14	1.2
Total	150	162	125	139	123	99	81	71	70	53	34	27	16	1150	100

*2010 figures not available

Table 10: All drivers responsible for fatal collisions where excessive speed was cited as contributory factor by age & gender, 1997-2009*

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Total	%
Male u17	6	2	1	1	1	3	0	0	1	0	0	0	0	15	2.1
Female U17	0	2	0	0	0	0	0	0	0	0	0	0	0	2	0.3
Male 17-24	39	57	35	45	34	26	19	27	23	17	10	11	5	348	48.3
Female 17-24	1	0	7	1	1	1	1	1	2	1	0	2	0	18	2.5
Male 25-34	24	19	22	23	20	19	17	15	16	9	7	1	3	195	27.0
Female 25-34	1	1	2	1	3	1	0	0	2	0	0	1	0	12	1.7
Male 35-49	8	7	7	11	11	10	10	6	1	5	3	2	2	83	11.5
Female 35-49	2	2	2	1	2	0	0	0	0	0	0	0	0	9	1.2
Male 50-64	4	2	3	3	1	1	2	1	1	1	0	0	0	19	2.6
Female 50-64	0	2	0	0	0	1	0	1	0	0	0	1	0	5	0.7
Male 65+	0	0	1	0	1	0	0	0	1	0	1	0	0	4	0.6
Female 65+	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0.1
Male age unknown	3	2	1	1	0	0	0	0	0	0	0	0	0	7	1.0
Female age unknown	0	0	0	1	1	1	0	0	0	0	0	0	0	3	0.4
Gender unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
Age & Gender Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
Total	89	96	81	88	75	63	49	51	47	33	21	18	10	721	100

*2010 figures not available

Speed surveys

The Road Safety Strategy has set demanding targets whilst recognising that 100% compliance with speed limits is desirable but can never be achieved.

In 2010 the RSA published a report on speeding as part of its annual surveys of vehicle speeds on the Irish road network. The survey results indicated that compliance rates are improving but there is significant room for improvement. The free speeds survey generally give a mixed results compared to results from previous years with regard to rural roads. The proportion of articulated vehicles and rigid trucks violating vehicle specific speed limits has decreased on motorways, national primary and local roads; and increased on dual carriageway and regional roads.

There were significant improvements in the proportion of vehicles complying with speed limits on urban national and urban residential roads. However, driver compliance with speed limits on urban roads is still poor. On average, 56% of motorists exceeded the posted speed in urban areas.

Figure 16: Percentage of cars exceeding speed limit on urban roads, 2003-2009

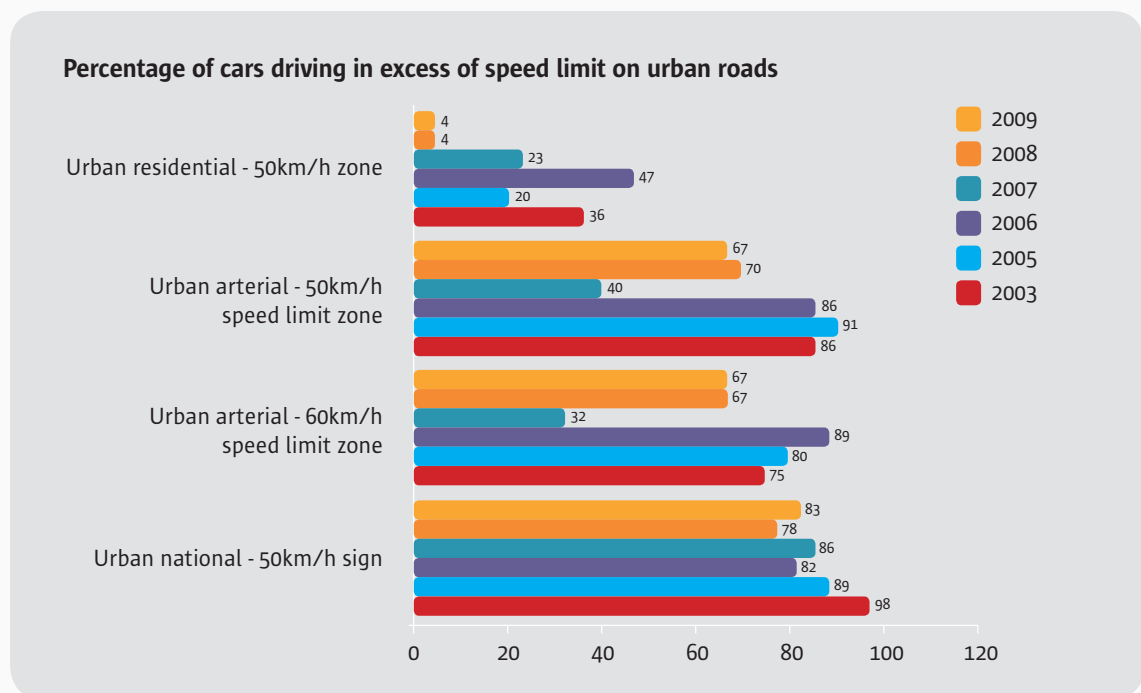
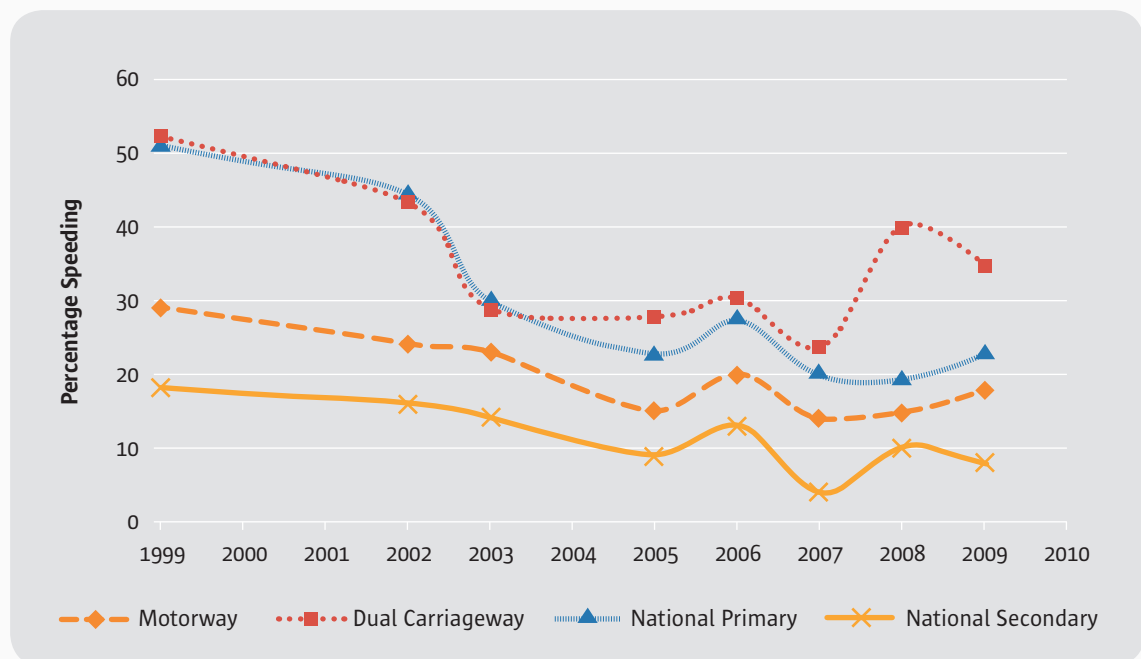


Figure 17: Percentage of cars exceeding speed limit on rural roads, 1999-2009



Current Status:

The following table charts progress against targets set out in the Road Safety Strategy using the most recent data published in 2010.

- **Articulated vehicles (80 kilometres an hour).**

There are significant compliance issues with urban national, national primary 2-lane and regional 2-lane roads. See table on next page.

Vehicle Type	Road type	2009	2012 target (Road Safety Strategy)
		Compliance %	Compliance %
Articulated Vehicles	Urban national -50km/h sign	23	70
	National primary 2-lane	33	60
	National secondary 2-lane	59	60
	Regional road 2-lane	74	95
	Local road 2-lane	98	95

- **Bus (80 kilometres an hour excluding double deck buses or coaches)**

Whilst the number of buses observed was small there was significant non compliance on national primary 2-lane road types. See table below:

Vehicle Type	Road type	2009* ^t	2012 target (Road Safety Strategy)
		Compliance %	Compliance %
Bus	National primary 2-lane	22	85
	National Secondary 2-lane	74	85

*Results should be interpreted carefully as the number of buses observed was small

- **Car**

There was significant non compliance on urban national 50km/h and 60km/h and regional 2 lane roads.

Vehicle Type	Road type	2009	2012 target (Road Safety Strategy)
		Compliance %	Compliance %
Car	Urban national -50km/h Speed limit zone	17	60
	Urban Arterial – 60km/h	33	60
	Urban Arterial – 50km/h Speed limit zone	32	60
	National primary 2-lane	77	90
	National secondary 2-lane	92	90
	Regional road 2-lane	59	90
	Local road 2-lane	85	90

● Rigid Vehicles

There is significant non compliance on urban national and national primary 2-lane roads.

Vehicle Type	Road type	2009	2012 target (Road Safety Strategy)
		Compliance %	Compliance %
Articulated Vehicles	Urban national 50km/h sign	27	70
	National primary 2-lane	43	60
	National secondary 2-lane	67	60
	Regional road 2-lane	79	95
	Local road 2-lane	97	95

Impaired Driving

Ireland has a drink driving problem. A total of 12,606 people in period January to December 2010 were charged with driving whilst under the influence of alcohol. Irish and European research establishes that Ireland's excessive alcohol consumption is reflected in deaths and injuries on our roads. The research also indicates that at half the current legal limit drivers are twice as likely to be involved in a collision.

Advisory Panel to the Road Safety Authority

The Policy Advisory Panel produced a paper on reducing the Blood Alcohol Levels for drivers which was used by the Road Safety Authority Board to advise the Government on this issue. The panel recommended a reduction to 0.05% blood alcohol concentration from current level of 0.08% and a further reduction for novice drivers to 0.02%.

In 2010 the Medical Bureau of Road Safety continued to roll out and maintain the agreed necessary roadside alcohol screening devices for Mandatory Alcohol Testing (MAT). The enforcement was supported by media and educational campaigns.

Seatbelt Wearing

It is well recognised that "seat belts" have enormous life saving potential. Increasing seatbelt wearing rates will not only reduce fatalities but also the severity of injuries. The best way to increase seat-belt usage is through public awareness campaigns and through intensive and high visibility actions.

The 2009 Seatbelt Survey (published in 2010) carried out by the RSA indicated that the use of seat belts by drivers and front-seat passengers in cars was 90 %, no change from 2008 but 33 percentage points increase since 1999. Under the Strategy a target of 95 % for front seat belt wearing has been set.

Seatbelt Use by Location

The 2009 un-weighted nationwide estimates for driver seatbelt compliance by road type were

- 89 % for urban national primary
- 87 % for urban national secondary
- 93 % for rural national primary
- 91 % for rural national secondary
- 92 % for regional roads
- 86 % for county roads

Seatbelt Use by Gender

In 2009 women were more likely than men to belt up in front seats, with wearing rates of 94 % and 87 % respectively. Females had higher seat belt use than males in every seating position.

Seatbelt Use by Seating Position

90 % of front seat occupants observed were wearing a seatbelt.

Current Status:

Figure 19: Driver & Front Passenger seatbelt wearing rates (%), 1991-2009

The front seatbelt wearing rates have increased substantially since the early 1990's when just over 50% of people wore seatbelts. This figure increased to 90% in 2009.

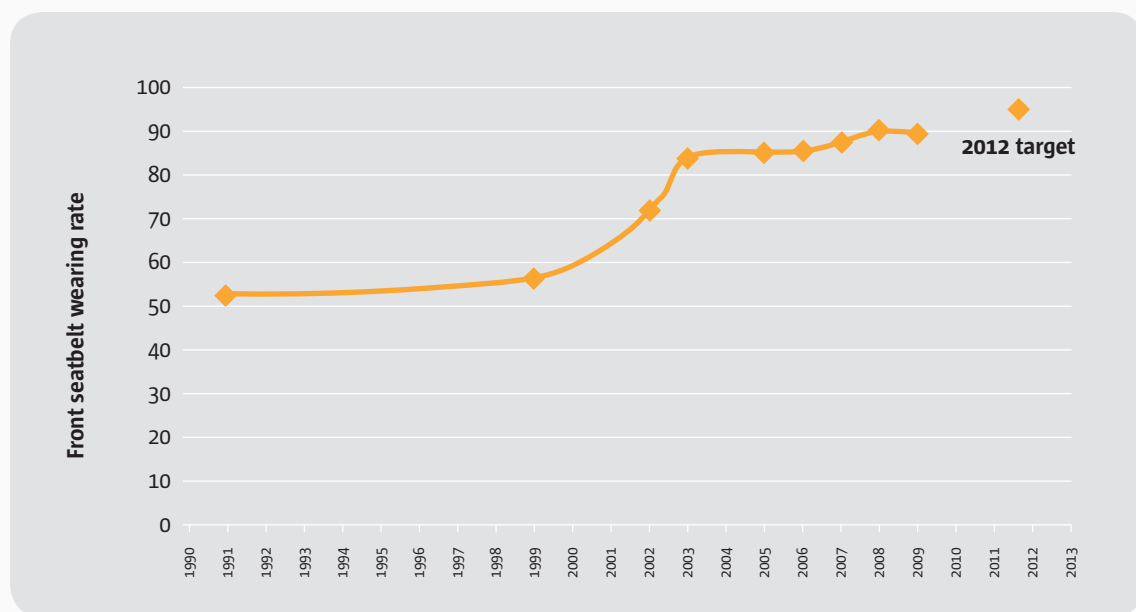


Table 11: Wearing rates (%) for adults in the rear seats.

The wearing rate for rear seats for adults has also increased substantially from just 26% in 2005 to 79% in 2009.

	Wearing Rate (%)
2012 Target	95
2009	79
2008	78
2007	84
2006	63
2005	26

School pupil - seat belt wearing

The 2009 school seat belt survey showed a consistent increase in seat-belt wearing rates for both primary and secondary schools. For primary school pupils the seat belt wearing rate for rear seat passengers was 80 % in 2009 which is 6 percentage points higher than the 74 % recorded in 2008. For secondary school pupils the seat belt wearing rate for rear seat passengers was 83 % which is 11 percentage points higher than the 72 % recorded in 2008.

In the case of front seat belts this rate decreased from 86% to 82% for primary school pupils. The rate of seat belt wearing for secondary school pupils remained at the 2008 levels of 87% in 2009.

Table 11: Wearing rates (%) for adults in the rear seats.

	Wearing Rate (%)
2012 Target	95
2009	82
2008	86
2007	80
2006	76
2005	70
2003	68

Table 12: Primary schools - front seat belt wearing rates, 2009.

	Wearing Rate (%)
2012 Target	95
2009	80
2008	74
2007	70
2006	64
2005	60
2003	48

Table 13: Primary schools - rear seat belt wearing rates, 2009.

	Wearing Rate (%)
2012 Target	95
2009	87
2008	87
2007	78
2006	88
2005	68
2003	62

Table 14: Secondary schools - front seat belt wearing rates, 2009.

	Wearing Rate (%)
2012 Target	95
2009	83
2008	72
2007	63
2006	76
2005	55
2003	44

VEHICLE STANDARDS AND ENFORCEMENT

Road Haulage Enforcement

In 2010, RSA Transport Officers conducted inspections of 3,143 drivers at 510 roadside check points arranged with An Garda Síochána. This compares with 2,527 drivers and 318 checkpoints in 2009.

In addition Transport Officers conducted 831 premises inspections and inspected driving time records for 4,030 drivers. This compares with 1,146 premises and 6,287 drivers in 2009.

There was a 22% reduction in the number of working days checked at roadside and premises checks during 2010 compared to 2009 which is largely attributable to (i) reduction of 3 in Transport Officer numbers as a consequence of retirements (ii) time spent preparing legal proceedings and attendance at Court and (iii) inclement weather conditions. At end 2010, RSA had 14 Transport Officers available for official duties. Reduced enforcement resources will adversely impact on the RSA's ability to improve operator and driver compliance with the EU rules on driving times, tachographs and operator licensing.

RSA successfully prosecuted all its 74 cases at Court during 2010.

During 2010 the RSA continue to work with An Garda Síochána in relation to road transport enforcement activities. The overall strategy put in place in relation to checks is to target enforcement efforts on non-compliant operators while minimising inconvenience to compliant operators. Contacts were also strengthened with the UK and Northern Ireland Authorities and concerted checkpoints were arranged at land border crossings and sea-ports, each agency operating within its own jurisdiction. Concerted checkpoints are a key component of the RSA enforcement strategy

As part of the enforcement strategy, RSA has published a range of guidance material for operators and drivers which explains in simple language the key legal obligations in relation to driver's hours, tachographs, working time and operator licensing. This has helped operators and drivers to become and remain compliant. The guidance material is updated as necessary in the light of changing or new legal obligations. However, there are still bus and truck operators who pose a significant risk to road safety by choosing to remain noncompliant.

Other significant developments during 2010 included

- I. Adoption of new legislation to give effect to EU Directives 4 and 5 of 2009 concerning the conduct of enforcement activities and the updating of national legislation dealing with the enforcement of the EU rules relating to tachographs and driver's hours.
- II. Adoption of new legislation on a single report form to be used by Members of An Garda Síochána to record enforcement activities relating to tachograph, drivers' hours and vehicle roadside checks.
- III. Inclusion of scheme for a fixed charge penalty scheme for road transport related offences in the Road Traffic Act 2010.
- IV. Submission of draft proposals for new legislation to the Department relating to the Road Transport Working Time Directive.
- V. Publication of the RSA wall-planner for operators.
- VI. Participation in EU Exchange programmes on digital tachographs manipulations and fraud.

Reports from other Member States

Reports were received from other Member States concerning infringements by drivers in relation to tachograph and driver's hours rules while operating in those States. This information is recorded and used as part of the targeting of operators. Reports were received in respect of 1,195 drivers which is similar to the numbers (2,541) received in 2009. The bulk of these reports were received from the UK Vehicle Operator Standards Agency (VOSA).

Digital Tachograph Scheme

During 2010, 8,691 digital cards were issued to applicants compared with 9,036 in 2009. The average processing time for digital tachograph cards has been less than three weeks since the RSA took over processing digital tachograph cards.

The RSA prepared for the doubling of digital tachograph cards from 2011 onwards, by reviewing administration and processes. The RSA identified that processing improvements, and the introduction of a online system in late 2011 would enable it to manage the increased level of applications and continue to provide excellent customer service as well as move the administration of digital tacho cards to being self-financing. A tender for the required system was published in October 2010.

National Car Test (NCT)

Following a procurement process run in accordance with EU procurement rules, the RSA, in December 2008, awarded a further single national contract for the provision and operation of the NCTS for the period from January 2010 to December 2019 to Applus+ Car Testing Service Limited ("**Applus+**"). Applus+ is a leading multinational company in testing, inspection, certification and technological services. Applus+ took over provision of the service on 4 January 2010.

The RSA has a contract in place with Applus+ which requires the contractor to meet a number of specific performance standards in a wide range of operational areas including customer service, premises, test equipment, staff, test arrangements, facilities management and management information technology. The contract sets out the penalties which can be imposed in the event that the contractor fails to meet the performance requirements. The RSA monitors the performance of the NCT continuously. The RSA is assisted by a Supervision Services Contractor (SSC) in supervising and monitoring the performance of National Car Testing Service Limited (NCTS) to ensure that it is providing the car testing service in accordance with the terms of the contract between the Company and the RSA.

The transition of the service from the old to the new contractor went relatively smoothly, albeit with reduced volumes for the first few weeks as Applus+ bedded in new IT systems and coped with adverse weather conditions. New test centres were opened at Greenhills, Tallaght and in Carndonagh, Co Donegal, while new equipment was installed in all centres, in a 9 month implementation programme.

During 2010 NCTS experienced the highest demand since the introduction of the service with more than 1.3 million tests undertaken – 893,664 full tests with a pass rate of 51.8% and 419,077 retests with a pass rate of 90%. Demand on the call centre was also at the highest level ever with almost 2 million calls.

The year proved challenging as demand exceeded the expectation of the company, particularly in the early part of the year. The company failed to meet the performance standards in relation to waiting times for test appointments, both overall and at individual test centres and incurred a performance adjustment. All other key performance measures were met.

Commercial Vehicle Roadworthiness Testing

The annual testing of commercial vehicles in Ireland is carried out, at present, by over 146 privately operated test centres appointed and supervised by the Local Authorities. According to returns made to the RSA by test centres some 119,185 Heavy Goods Vehicle (i.e. HGVs, large trailers, buses and ambulances) and 387,724 Light Goods Vehicle tests were completed in 2010. In 2010, RSA Vehicle Inspectors made 173 Commercial Vehicle Test Centre visits to ensure compliance with standards and consistency of testing.

RSA Vehicle Inspectors participated in 440 roadside checkpoints in 2010 which represents an increase of over 47% from 2009. Roadworthiness checks were completed on 3,612 HGV's and these checks revealed that 1,706 vehicles had defects with 40% of these vehicles having defects serious enough to warrant immediate action, such as impoundment, repair on site or a new test.

This would be similar to the outcome of checks on Irish vehicles in the UK up to November 2010 where circa 50% of Irish commercial vehicles checked at the roadside were found to be defective and close to 40% of the defects were serious enough to warrant immediate prohibition of the vehicle. In excess of 10,700 Irish commercial vehicles were checked in the UK up to November 2010. For this period, the Road Safety Authority recorded and reviewed all reports received and issued 974 letters to operators in relation to reported serious defects.

Vehicle Standards

Vehicle standards are continuously changing and improving with safety, environmental and technological developments. There is also a robust legal obligation to regulate vehicle standards resulting from Ireland's Road Traffic Acts and EC Directives.

The RSA represents Ireland at EC and international forums and is responsible for inputting to and implementing EC policy relating to the type approval and entry into service of new vehicles. The RSA is also responsible for proposing new Road Traffic legislation for vehicles in use on our roads. The RSA works closely with a number of other State bodies in relation to vehicle standards, including the Department of Transport, Tourism and Sport, the Revenue Commissioners, An Garda Síochána, the National Standards Authority of Ireland and the Department of the Environment, Heritage and Local Government.

EC Whole Vehicle Type Approval

Vehicles with ECWVTA (EC Whole Vehicle Type Approval) meet with common safety and environmental requirements and can be sold anywhere in the EC. Since April 2009 all cars (M1 vehicles – passenger vehicles with eight or less passenger seats and a driver's seat) require ECWVTA in order to be registered and enter into service. ECWVTA will apply to additional vehicle categories on a phased basis and since October 2010, new buses manufactured in a single stage must comply. Also in 2010, four amending statutory instruments were signed into law by Minister for Transport which gave effect to EC and UN/ECE regulatory Acts relating to ECWVTA.

The National Standards Authority of Ireland (NSAI) is the designated type approval authority (see www.nsai.ie). The RSA works closely with the NSAI to ensure the type approval system is working effectively.

Public Consultations

During 2010, the RSA carried out the following public consultations in relation to Vehicle Standards:

- **Motor Caravans**

In 2010 the RSA carried out a review of the arrangements for testing motor caravans, including a public consultation. The outcome of that review was to make a number of recommendations to the Minister for Transport regarding the testing of motor caravans, including requiring them to be tested at the Commercial Vehicle Test Centres on the fourth anniversary of first registration and thereafter every two years until the vehicle is ten years old, after which annual testing will apply.

Following Ministerial approval of our recommendations, draft amendments to the Vehicle Testing Regulations were submitted to the Department of Transport, Tourism and Sport (DTTAS) in December 2010.

- **Mobile Machines**

A number of commercial vehicles such as cranes, mobile workshops, cement mixers etc. fall into the motor taxation category of "mobile machine". Heretofore, these vehicles have not been subject to roadworthiness testing. An information note was sent to the registered owners of mobile machines clarifying the roadworthiness test requirements for these vehicles for them, and draft amendments to the Vehicle Testing Regulations were submitted to the DTTAS in December 2010 to specifically include mobile machines.

- **Braking**

In March 2010, proposals to bring the braking standards of all new vehicles into line with best practice in the EC were submitted to the Department Of Transport. It also proposed strengthening the current law by requiring braking devices to be maintained throughout the lifetime of the vehicle.

- **Spray Suppression**

A proposal and draft regulations to mandate the fitment of Spray Suppression Systems to all new goods vehicles exceeding 7.5 tonnes Gross Vehicle Weight (GVW) and trailers exceeding 3.5 tonnes GVW was submitted to the DTTAS in late 2010.

- **Written-off vehicles**

This consultation, was launched in December 2010 and it proposed ways in which the current administrative system should deal with written-off vehicles. Consideration was given as to how the current system would be strengthened through the introduction of a legislative framework for managing written off vehicles and support processes and procedures to ensure they present no road safety risk.

- **Buses involved in the organised transport of children**

This consultation made recommendations for verifying the standard of fitment of safety belts and also proposed introducing a new requirement to have safety belts on all buses carrying children on organised trips. The consultation ran from April until May 2010 and a report and recommendations issued thereafter. These recommendations proposed that a formal safety belt verification exercise would take place as part of the roadworthiness test for all buses fitted with safety belts and would commence on 29 October 2010. It also proposed that from October 2011 all buses involved in the organised transport of children will require certified or approved safety belt installations. A comprehensive awareness campaign was conducted for bus owners including the distribution of an information note to all bus owners in early August 2010. There was also a dedicated helpline established to deal with queries and bus owners in general expressed positive feedback on the clarity and user friendliness of the new requirements.

- **Review of the Weight Limits for Motor Vehicles and Trailers in Ireland**

The RSA review of weight limits was still under consideration in the Department in 2010. A derogation allowing an increase in the gross weight of 5 axle (2+3) vehicles from the EU accepted 40 tonnes to 42 tonnes has been in place since 2003. The derogation was extended by DTTAS in September 2010 until June 2011. This extension was put in place to facilitate a study on bridge and road structures to be carried out by the Department which will determine if the weight increases can be accommodated.

- **Review of the Use of Agricultural and Works Vehicles on Irish Roads**

The Department signalled its intention to publish the RSA review of the Use of Agricultural and Works Vehicles on Irish Roads in July 2010. A number of meetings have been held with the main stakeholders since then in preparation for its publication and a decision is awaited from the Minister on when the review will be published.

- **Technical Advisory Forum**

The Technical Advisory Forum continued to advise the RSA on the future technical standards and contents of the national car and commercial vehicle roadworthiness tests. The Forum is comprised of representatives of the DIT, NCT, SIMI, RSA Vehicle Inspectorate, Local Authority Authorised Officers, An Garda Síochána, the Taxi Regulator's office, VTN Testers Committee, AA, Irish Tyre Industry Association and NSAI.

ADR* applications for test

The RSA took over processing of ADR testing applications from Bus Éireann in January 2010. Some administrative improvements were introduced and 2,721 applications were processed in 2010.

* Commercial vehicles which carry dangerous substances

ENGINEERING

Infrastructural measures to make Irish roads safer are a key component of the current Road Safety Strategy. The National Roads Authority (NRA) and the 36 local authorities around the country have continued with an extensive new road building campaign, as well as improving the safety of existing roads including treatment of high collision locations and traffic calming measures.

The successful completion of the inter-urban motorways, the upgrade of the M50 and the M3, together with the completion of many other important schemes made 2010 a landmark year.

The outlook for the coming years is that public finances will be very strained, with reduced budgets available to maintain and improve the national road network.

National Network

The national road network now totals approximately 5,425 km made of:

- 1,187km dual carriageway
- 4,328km other

The network carries about 45% of the countries total road traffic. Traffic volumes fell in 2008 and 2009, while in 2010 the volumes stabilised. Most freight in the country is distributed by road, and the strong growth in exports in 2010 certainly showed on some of our major routes, with Dublin Port Tunnel traffic growing by 10% over 2009 levels, for example.

Network operations include providing travel information through variable messages, emergency phone services, tolling, tunnel operations, winter services, emergency response and service areas. About 320km of the 900km motorway network is being operated by Public Private Partnerships.

Accomplishments 2010

- Opened 6 new sections of the interurban routes in 2010, i.e.
M7 Castletown Nenagh, M7 Nenagh Limerick, N7 Limerick Tunnel, M7/M8 Portlaoise to Cullahill/Castletown, M9 Waterford Knocktopher, M9 Carlow Knocktopher, and so completing all remaining Major Inter-Urban routes:
M1 Dublin to Boarder/Belfast (Completed 2007)
M6 Dublin to Galway (Completed in 2009)
M7 Dublin to Limerick (Completed in 2010)
M8 Dublin to Cork (Completed in 2010)
M9 Dublin to Waterford (Completed in 2010)
- Completed 137km of other road schemes in 2010. The schemes are
 - M3 Clonee to North of Kells
 - N10 Kilkenny Link Road
 - M18 Gort Crusheen Scheme
 - N21 Castleisland Bypass
 - M50 Upgrade Scheme Phase 2
 - N52 Kells Bypass
 - N59 Derrylea Realignment
 - N78 Athy Link Road

- Opened three on-line service areas totalling six facilities:
M1 – at Castlebellingham, Co. Louth and at Lusk, Co. Dublin and on the M4 at Enfield, Co. Kildare.
- Completed a National Secondary Roads Needs Study.
- Completed a Scoping Study for the National Cycle Network on behalf of the Department of Transport.
- Completed a National Roads Traffic Management Study.
- Commenced the compensation process in respect of land acquisition (notices to treat) on the following schemes:
 - N5 Longford Bypass
 - N5 Ballaghaderreen Bypass
 - M11 Gorey to Enniscorthy
 - N22 Tralee Bypass
 - N25 New Ross Bypass
 - N56 Mountcharles to Inver
- Submitted for approval from An Bord Pleanála the following road schemes:
 - N4 The Downs Grade Separation
 - M20 Cork to Limerick
 - N21 Adare Bypass
 - N52 Carrickbridge to Dalystown
- Published Seanda, NRA Archaeological Magazine, Issue 5.
- Published updated Archaeological and Architectural Assessment Guidelines.

Road Safety

The National Roads Authority, in conjunction with Local Authorities, completed 201 road safety improvement schemes in 2010, ranging from junction improvements, improved lines of sight at bends and pedestrian crossings to traffic calming schemes.

The schemes completed have included minor realignment, signing and lining, junction improvements such as Scrub Cross on the N80 and near Clonakilty on N71, and traffic calming improvements such as on the N52 in Carrig and on the N55 at Glasson.

The road safety section is also involved in the ERA-NET 'Safety at the heart of road design' project. The Authority is one of the co-funders of this three-year programme along with 10 other EU countries.

The National Roads Authority is also deeply involved in the implementation of the new EU Road Infrastructure Safety Management Directive. This directive principally covers the four areas of Road Safety Infrastructure Assessment, Road Safety Audit, Network Safety Management and Safety Inspections. The Authority has been working with Department of Transport to enable the directive to be implemented on the TEN T network in Ireland.

One of the key requirements of the EU Road Infrastructure Safety Management Directive is that all Road Safety Auditors have a Certificate of Competence. The Authority is working with the Road Safety Authority and University College Dublin to provide one of the first courses of its type in Europe.

The Road Safety Section continues to maintain a very close working relationship with our counterparts in Transport Scotland, the Welsh Assembly, Roads Service Northern Ireland and the English Highways Agency. This close working relationship allows for a mutual exchange of good practice for example Northern Ireland and the Authority publish a Joint EuroRAP review of the entire national road network on the island of Ireland.

Winter Services

During 2010 two very severe winter weather events took place, first in January and again in November / December. At the request of Government, the Authority centralised the purchasing and co-ordination of salt

for use by local authorities on national roads. This policy directive arose from the “Review of the Transport Response to Winter Weather”, conducted by the Department of Transport after last winter’s severe weather. The new arrangement ensured that an average seasonal supply of salt was already in the country by November, which assisted greatly in dealing with the unprecedented early onset of severe winter weather.

Additionally, the National Roads Authority circulated to local authorities a draft Winter Maintenance Manual to assist in providing guidance to Local Authorities and to ensure greater consistency of approach across the Local Authority system. It is envisaged that the document will be finalised in 2011, taking account of experience gained during the current winter season.

The Authority continued to provide road weather information data on the national road network through the ICENET road weather information system. A number of enhancements to the system have been implemented in 2010. An additional five weather stations have been deployed on network bringing the total number of stations up to sixty five. Weather cameras were installed at all broadband enabled weather station sites; in total forty five sites now have camera coverage. The weather cameras operate 24/7 through the use of infra-red sensing during the hours of darkness. Through forecasts provided by Met Éireann and taking into account the predetermined thermal area characteristics such as altitude, data generated by the road weather information system is relayed to each local authority and forms the basis of decision making as to whether or not treatment of the roads is required.

In 2011, the Authority will make the camera images from the weather stations available through the website, further enhancing the level of road weather data being made available to road users.

The data from the weather stations is available online at

www.nra.ie/RoadWeatherInformation

Signage and Delineation

In 2010, the Authority continued to roll out its programme of improvements to road signage on the national road network. In total approximately 1,100km of route were re-signed, principally on the M7, M8, N11, N14, N15, N25, N61, N63, N69, N70, N71 and N81 routes.

In addition the Authority continued to undertake its programme of signage maintenance and works and lining renewal programme across the network.

Travel Information Service for Drivers

The Authority utilises a co-ordinated suite of traffic monitoring, detection and control devices and information services, utilising a central computer system and communications network, supported by operational staff generally based in a dedicated control centre.

The initial deployment was on the M1, and was extended to the M50 and radial approaches to Dublin in 2010. This included 30 large electronic variable message signs (VMS) and automatic number plate recognition (ANPR) cameras. A new control centre in the Dublin Port Tunnel operations centre commenced operations in 2010 for the control of this signage and will become fully operational in early 2011. This will allow for the setting of signs to alert drivers of traffic congestion, major delays caused by traffic collisions or other events. In addition, journey time information will be posted.

In August 2009, the Minister for Transport designated almost 300km of high quality dual carriageway as motorway, and during 2010 the Authority has installed new roadside emergency telephones along the newly designated sections of motorway.

By the end of 2010 there were over 900 emergency telephones operating across the motorway network. In 2011 a centralised call answering service will become fully operational at the Dublin Port Tunnel traffic control centre.

For further information on ITS, go to the Authority’s website **www.nratraffic.ie**.

Service Areas

Service Areas opened at three locations on the motorway network in 2010, at Lusk and Castlebellingham on the M1 and at Enfield on the M4. The public response to these new facilities has been very positive. We believe that they contribute to safety by providing good, accessible rest areas for commercial vehicle, bus and car drivers, and provide essential services for the travelling public.

During 2010 the Authority placed informational (brown) signs throughout the motorway network identifying off-line petrol and service facilities located within a kilometre or so of junctions.

Low cost safety improvement works scheme for regional and local roads

In 2010, €6,268,195 was provided to 36 local authorities under the Low Cost Safety Improvements Scheme for safety measures at accident blackspots. This allocation covered 247 separate schemes, with an average cost of €25,000.

EVALUATION

The Strategy recognises the importance of evaluation and research in improving the availability of accurate and timely data / information to support and inform policy decisions and strategy action implementation.

Road Safety Research

In 2010 the RSA commenced a programme of work specified in the Road Safety Strategy 2007-2012. Key areas include;

- Maintenance of the road collision database and data system;
- In-depth analysis of collision data;
- Production of statistical reports on road collisions in Ireland;
- Survey of speed and seat belt wearing on Irish roads;
- Survey of driver attitudes and behaviour;
- Systematic identification of high collision locations on national road networks;
- Multidisciplinary research to understand how road collisions and resulting injuries are caused;
- Evaluating ways to prevent collisions and injuries;
- Participation in national and international research projects in the field of road safety;
- Participation in EU research programmes such as SARTRE 4, CARE, IRTAD, BESTPOINT and EURORAP;
- Provision of information to the public, national and international bodies.

The RSA also liaises with the Garda National Traffic Bureau, the National Roads Authority, the Local Government Computer Services Board and other organisations on aspects of road safety research activities.

The following research publications were published in 2010:

1. 2009 Road Collision Facts
2. 2009 Speed Survey Report
3. 2009 Seat Belt Survey Report
4. 2009 Driver Attitude and behaviour survey report
5. 2009 Use of mobile phone when driving

These can be accessed on www.rsa.ie

Road Collision Database

The collision data provided by the An Garda Síochána is mapped and analysed by the RSA Research Unit. The results of the analysis are published by the RSA in its annual Road Collision Fact Book. The results are used to monitor trends, target safety initiatives and to inform the on-going review of public policy in relation to road safety. In 2010, the 2009 Road Collision Facts was published. The report shows that, of the 26,495 Garda-recorded motor vehicle traffic collisions in 2009, 238 people were killed, 9,742 people were injured of which 640 were seriously injured, and 19,880 collisions involved property or material damage only.

Inappropriate use of Fog Lights

Roadside observation surveys were undertaken of cars at 75 sites in 20 areas of Ireland in 2009. In total there were 58,008 observations made. There were 7,108 cases where fog lights were left on inappropriately (13%).

Use of mobile phone when driving

Roadside observation survey of the use of mobile phones when driving was published in 2010. The survey recorded whether or not a hand held mobile phone was observed to be in use by the driver of all moving vehicles passing the survey location. In total there were 33,949 observations made in which 1,964 drivers were observed to be using a hand held mobile phone. This represents an overall non-compliance rate of 6%.

Pedal cyclist helmet wearing

A roadside observation survey of pedal cyclist helmet usage was published in 2010. The survey was undertaken at 45 sites in seven areas throughout Ireland. It was found that overall the helmet wearing rate is 40.3%.

Policy Advisory Panel (PAP).

The objectives of the Policy Advisory Panel are to facilitate communication and consultation between stakeholders, provide access to information and research, and assist the RSA in the development, implementation and evaluation of its policies.

The Policy Advisory Panel (PAP) met on three occasions in 2010. Reports were produced on the following

- The In - Vehicle Technology report
- The Speed Fallacy Report. This is a concept relating to challenging the idea that there is a time benefit to be derived driving at high speed.
- Use of Alcohol Ignition Interlocks

Working To Save Lives

Údarás Um Shábháilteacht Ar Bhóithre Road Safety Authority

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