



# Annual Report 2011

An tÚdarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority





## Chief Executive's Statement



For the sixth successive year in a row Ireland recorded a drop in the number of people killed on the road in 2011. Indeed for the fourth consecutive year we managed to achieve the lowest number of deaths on our roads since the first records were recorded in 1959.

Ireland has also improved its standing at an EU level, leapfrogging Germany, to become the sixth safest country in the Union. However, as I've stated before there is still a large gap between Ireland and the countries with the safest roads in Europe. We call them the 'SUN' countries and include: Sweden, the United Kingdom and the Netherlands. While Ireland's roads are getting safer the fact is that these countries were on a similar road death rate five or six years ago. Still it's an improvement on the dreadful level of carnage that we witnessed, over a decade ago. It is my firm belief that Ireland has the ability to have the safest roads in the world before 2020.

There were a number of significant milestones reached by the RSA in 2011. One of the most important developments, since the introduction of the driving test, was the launch of the new Essential Driver Training (EDT) programme. This programme requires learner drivers to take compulsory driving lessons for cars and light vans. EDT is one of a range of measures we announced as part of a new Graduated Driver Licensing (GDL) system which will enhance the way drivers are trained, tested and licensed in Ireland. Gone are the days when a person can learn to drive or take a driving test without having had some formal tuition. I am confident that this measure will return a significant road safety dividend for many, many years to come.

2011 also saw the launch of new awareness campaigns around motorway driving and the dangers of driving under the influence of cannabis. The RSA marked the launch of the 'UN Decade of Action for Road Safety', which aims to save 5 million lives on the world's roads in the next ten years. This represents a total reduction of 50% on the predicted global death toll by 2020. At present, 1.3 million lives are lost and 50 million injuries are sustained as a result of collisions on the world's roads every year.

However 2011 will be remembered as the year that we finally got to grips with the scourge of drinking driving. Firstly, new powers were granted to An Garda Síochána, to conduct mandatory testing of drivers for alcohol at the scene of a crash where someone has been injured, or of a driver who has been injured and removed to hospital. Secondly our drink drive limits are now in line with European levels, having dropped from 80 milligrams (mg) to 50 milligrams (mg) for all drivers and from 80 milligrams (mg) to 20 milligrams (mg) for learner, newly qualified drivers (for a period of two years after passing the driving test) and professional drivers such as bus, goods vehicle and public service vehicle drivers (PSV).

These measures will save lives and prevent many serious injuries. However, they simply would not have been possible without the support of the public. Thankfully, drinking and driving is now viewed by the vast majority of people in this country as reprehensible social behaviour.

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## Chief Executive's Statement

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Looking to the year ahead there are some big challenges facing the RSA. The first is the 'Driving Licence Transformation Project', which will see the introduction of a plastic card driving licence in Ireland. EU Directive mandates that all new licences issued after Jan 2013 be plastic card licences. Ireland has until 2029 to complete the process.

Another important project is the implementation of the programme of reform, to transfer responsibility for the annual roadworthiness testing of goods and passenger vehicles, from Local Authorities to the RSA. The origins of this, very significant project lie in the tragedy of the Kentstown bus crash.

However, the biggest task for the RSA in 2012 is the drafting and submission for approval to Government, of the next Road Safety Strategy.

To complete this, we will need the input of everyone who has a stake in road safety. It is my sincere wish that this strategy will be one that has been shaped by all sections of Irish society, so that everyone has a vested interest in ensuring its success.

As accounting officer I am pleased to report that the RSA had a budget surplus in 2011 and moved closer to becoming self funding. The annual accounts and C&AG audit outline the approach of the RSA Board and Executive towards the delivery of best value, probity and stewardship of public monies. In my role as accounting officer I take responsibility for the proper use of €12.039 million of Exchequer funds provided to the Authority in 2011. The financial accounts of the RSA are detailed at the end of this report.

I would like to acknowledge the Trojan efforts of the staff of the RSA to increase productivity, take on new functions and enhance the quality of its services. In particular I am proud of our staff and their ability to face new challenges head on and never lose sight of the fact that they are constantly working to save lives in everything they do within the RSA.

I am indebted to the many organisations that have supported our efforts to promote and further our road safety aims in 2011 and I look forward to continuing our excellent and fruitful working relationships again in 2012.

I must however single out our strategic partners An Garda Síochána, the National Roads Authority, The Medical Bureau of Road Safety, Local Authorities and the Department of Transport, for special thanks.

I wish to acknowledge the unsung heroes of road safety, the front line staff in An Garda Síochána, the paramedics, fire crews, nurses, doctors and those involved in rehabilitating those injured on the road.

Finally, I would like to thank the road using public in Ireland for having the courage to set an example for others to follow. It's an example that other countries have noticed, and as a result they have come knocking on our door wishing to know how it was achieved. I've told them that it's ultimately about accepting individual responsibility; I told them that you got us there.

Stay safe on the road.

**Mr. Noel Brett**

## Chairman's Statement

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2011 was the safest year on Ireland's roads since records began. But it's not a cause for celebration. While we did manage to reduce fatalities for the sixth successive year, the fact remains that 186 lives were lost on our roads last year.

This is what drives me, the Board, our Chief Executive and the staff of the Road Safety Authority. I hope you agree. By doing so, society is saying that it will never reach a stage where we agree upon an acceptable level of death and injury as a result of road crashes, because behind every statistic, there is a real person. A person with family, friends and a community saddened by their loss.

Last November, the RSA created a Wall of Remembrance on its Facebook page to mark 'World Remembrance Day for Road Traffic Victims'. Since then, over 587 people have posted a tribute to a loved one killed on the road.

I would encourage you to visit it. To post a message of your own or just to read the poignant notes left there. Some simply say that while their friend, relative or colleague is gone, they are not forgotten. Others are more personal and truly heart-breaking to read. It is clear from the words written that despite the passage of time, the pain and suffering caused by their loss is still as raw today as it was when the tragedy occurred. The most difficult to read are those that remember a child killed on the road.

As you read the short testimonials, you try to picture in your mind what these people were like, what their interests were. These were real people who had hopes and dreams, people who had futures. And then you realise with sadness that they are gone, that their life has been tragically cut short. *"Taken from us all too soon"* is how many of the posts are signed off.

Reading the messages brings home the scale of the tragedy that has been visited on far too many families in this country as a result of road collisions. It reminds us that our lives are held by the thinnest of threads, lifelines that can be cut in a split second on the road. The point of the Wall of Remembrance is to make sure that those killed on our roads do not fade from our memories. They are not statistics, they are real people and out of respect, we must not let their deaths be in vain.

Reading though the Government's first Road Safety Strategy recently, which was published in 1998, I noted that the Strategy was being introduced out of a concern that Ireland's road safety record had deteriorated compared to other EU countries. It also made the following chilling prediction; *"In the absence of new and intensified policies and measures... road fatalities are likely to increase from 472 in 1997 to at least 550 in 2002."*

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## Chairman's Statement

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As a result of your efforts and of those involved in road safety, this prediction did not come true.

It's hard to believe but back in 1997, an average of 60 motorcyclists were dying on the roads each year, the second highest motorcycle fatality rate in the EU. 115 pedestrians were dying each year, the third highest pedestrian death rate in the EU. In fact, in the early 1980s, over 200 pedestrians were dying each year, that's more than the total number of people killed for the whole of 2011.

Despite the fact that road safety had been neglected for decades, you have remarkably turned that on its head by refusing to accept this 'business as usual' state of affairs.

While we tragically lost 186 members of our community in 2011, it must be acknowledged that you have managed to achieve in six years what it took other countries to achieve in 20. This is the best tribute that we can make to those who have died on our roads and their families.

You have chosen to embrace a culture of road safety. Positive attitudes and behaviour on the road have now become a part of who we are. Every time you travel on a road you can see it for yourself. People are out walking, jogging or cycling wearing a hi-visibility jacket. This simply did not happen ten years ago.

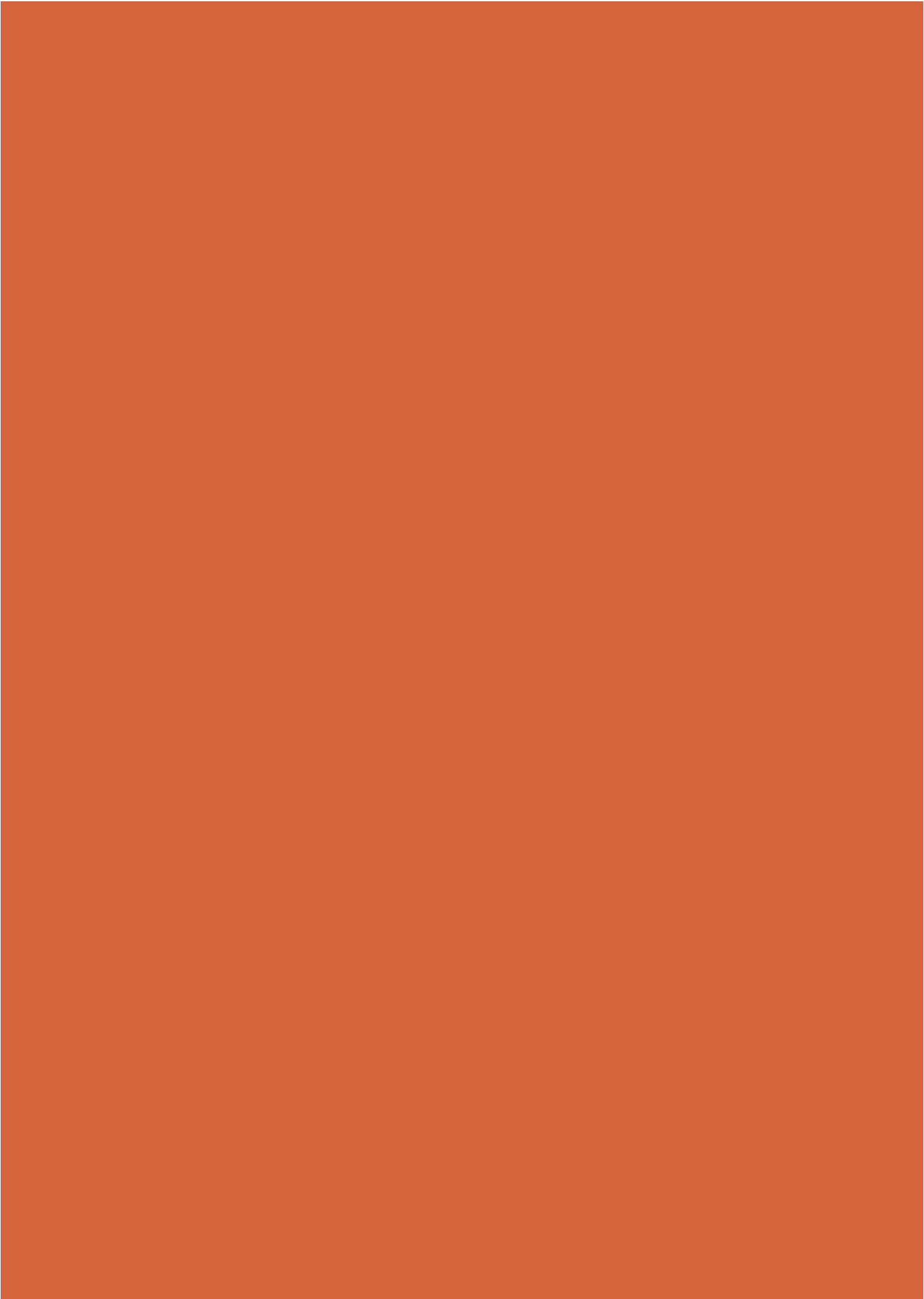
Encouraging too were figures released by the Irish Chief Fire Officers Association recently which showed that safety initiatives have contributed to a 24% reduction in call-outs to crashes in 2011.

It is very welcome that road deaths have fallen for their sixth consecutive year and for the fourth year in a row, road deaths have dropped to their lowest levels since road deaths were first recorded in 1959.

However, there are still too many people being killed and seriously injured on our roads. There is no doubt that there is significant under reporting of serious injuries. For every one person killed, there are probably 10 seriously injured. This must surely be the focus of our attention as we plan the development of the next Government Road Safety Strategy which will cover the period from 2013 to 2020.

We will never be able to identify those that have been saved by all our efforts over the past number of years. There will never be a 'Wall' to celebrate the people who lived. But like our ad says, we've already saved enough real people to fill a town. So let's fill more towns.

**Mr. Gay Byrne**





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# Introduction

## Establishment

The Road Safety Authority (RSA) is a statutory body created by the Road Safety Authority Act 2006. The RSA was vested on 13th September 2006 by Statutory Instrument (S.I.) Number 477 of 2006.

## Our Mission

The aim of the RSA is to save lives and prevent injuries by reducing the number and severity of collisions on the road. Working to Save Lives is the stated goal adopted by the Board of the RSA.

## Functions

The functions for which the RSA is responsible are set out in the Road Safety Authority Act 2006. They include driver testing and training, vehicle standards and certain enforcement functions, road safety promotion, driver education and road safety research.

These functions are assigned under the following directorates:

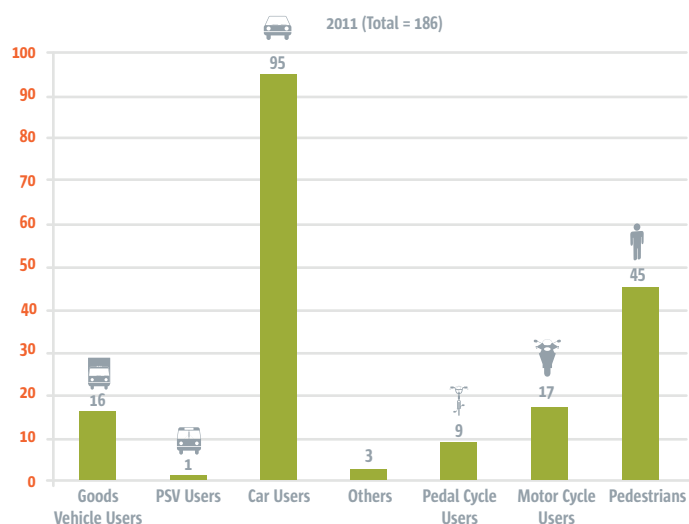
Driver Testing and Licensing  
Road Safety, Research and Driver Education  
Enforcement and Vehicle Standards  
Each is supported by Corporate Services



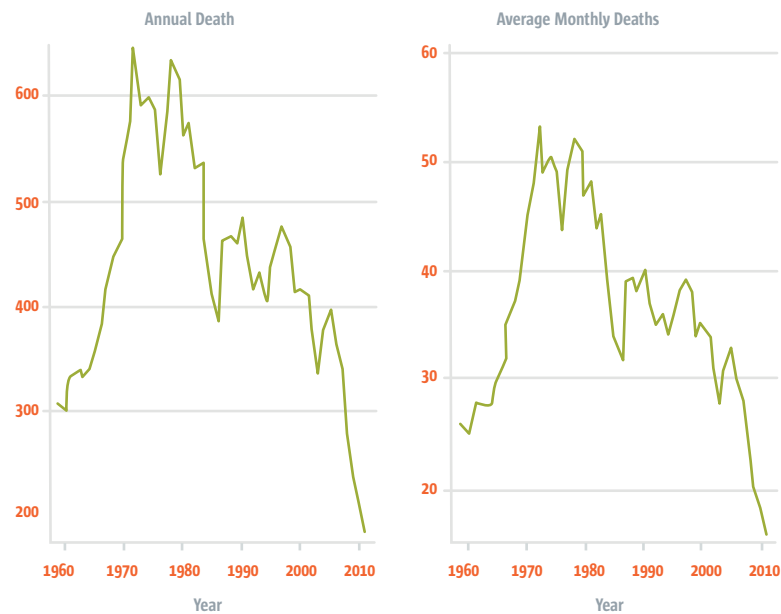
## Road Safety Review 2011

A total of 186 people lost their lives. This represents a 60.6% drop in road deaths compared to 1997 when 472 people lost their lives on Irish roads. 2011 was the safest year on Irish roads since records began in 1959. Expressed as a monthly average the number of fatalities in 2011 was 16 per month. In 2006, it was 30, in 2007 it was 28, in 2008 it was 23, in 2009 it was 20 and in 2010 it was 18. The core objective of the Government Road Safety Strategy 2007–2012 is to reduce road deaths to no greater than 60 fatalities per million population by the end of 2012. This equates to an average of 21 road deaths per month or 252 deaths per annum.

## 2011 Road Fatalities by Road Users



## Irish Road Safety in Context, 1959 — 2011



## Road Fatalities by Transport Mode, 2001 — 2011

Road User Type	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Pedestrians	89	86	64	70	74	73	81	49	40	44	45
Pedal Cyclists	12	18	11	11	10	9	15	13	7	5	9
Motorcyclists	50	44	55	50	56	29	33	29	25	17	17
Car Users	230	200	172	208	222	226	171	160	146	130	95
PSV Users	0	1	0	0	6	3	1	0	1	1	1
Goods Vehicle	26	20	27	25	22	18	32	20	17	10	16
Other or Unknown	4	7	6	10	6	7	5	8	2	5	3
<b>Total</b>	<b>411</b>	<b>376</b>	<b>335</b>	<b>374</b>	<b>396</b>	<b>365</b>	<b>338</b>	<b>279</b>	<b>238</b>	<b>212</b>	<b>186</b>

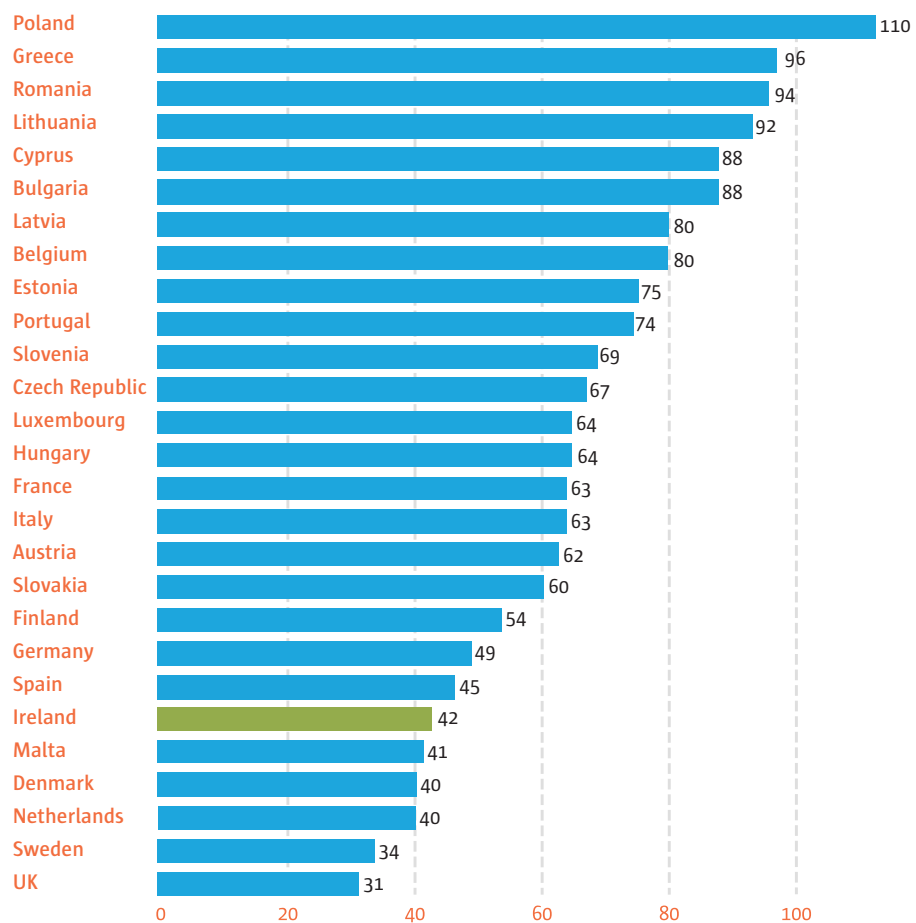
## Ireland's Position on Road Safety Relative to other Countries

Since 2001 Ireland has seen a rapid improvement in road safety, with deaths down by 55% by 2011. Ireland is now 6th out of 27 EU Member States in road deaths per million populations, according to the latest ETSC report; "A Challenging Start towards the EU 2020 Road Safety Target".

In 2011, 18 out of the 31 countries monitored by the ETSC PIN Programme registered a drop in the number of road deaths compared to 2010. **Norway** leads this ranking with a 20% reduction in road deaths. **Latvia, Spain, Bulgaria and Romania** achieved reductions of 18%, 17%, 15% and 15% respectively. **Hungary, Greece (-14%), Denmark (-13%), Ireland and Czech Republic (-12%)** follow closely.

Sadly, the positive trend in reducing road deaths was reversed in 13 countries. **Estonia** saw an increase of 28% compared to 2010, while **Sweden** had an increase of 20%, **Cyprus** 18% and **Malta** 13%. Other road safety champions, the **Netherlands, Germany** and the **UK**, registered an increase in road deaths after years of sustained decrease.

**Latvia** is the leading country in reducing their respective numbers of road deaths since the adoption of the first common EU road safety target of reducing road deaths by 50%. Latvia has achieved a 68% reduction in road deaths since 2001, **Spain** 63% and **Lithuania** 58%, and **Ireland** 55% are the other countries where the number of road deaths in 2011 was less than half of that in 2001.



### Road Safety Strategy, 2007 — 2012

The Road Safety Authority 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. The Strategy was launched by An Taoiseach, the Minister for Transport and the Minister for Justice in October 2007.

The primary aim of the Road Safety Strategy 2007 — 2012 is to reduce collisions, deaths and injuries on Irish roads by 30%. It aims to bring Ireland in line with countries that are considered to have the safest roads in the world, such as the Netherlands, Sweden and the United Kingdom. The four elements — Education, Enforcement, Engineering and Evaluation — are the policy framework of the Strategy. The Strategy provides for 126 specific actions over a six year period:

- To save lives and prevent serious injuries by reducing the number and severity of collisions on the road
- To bring Ireland in line with best practice countries on road safety
- To reduce injuries by at least 25%

### Policy Advisory Panel to the Road Safety Authority

An Advisory Panel made up of a number of experts on road safety has been established to support the work of the RSA in the development, implementation and evaluation of integrated policy measures relating to the strategy.

This Advisory Group will:

- Facilitate communication and consultation between stakeholders
- Provide access to information and research
- Assist the Road Safety Authority in the development, implementation and evaluation of its policies

The Policy Advisory Panel (PAP) includes the following members:

#### Chair

Professor Ray Fuller

#### Members

Brian Kenny; Department of Environment, Community and Local Government  
Assistant Commissioner John O'Mahony; An Garda Síochána  
Professor Fred Wegman; SWOV  
Professor Denis A Cusack; Medical Bureau of Road Safety  
Conor Faughnan; AA Policy Director  
Harry Cullen; National Roads Authority  
Breda Naughton; Department of Education  
Howard Johnson; HSE  
Michael Malone; CCMA  
Doncha O'Sullivan; Department of Justice and Equality



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## Board Members

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On the 13th September 2011, the term of the first Board of the Authority expired. A new Board of the Authority was constituted, by the Minister for Transport, Tourism & Sport, from the 14th September 2011.



Mr. Gay Byrne, Chairman



Mr. Aaron MacHale



Ms. Myra Garrett



Mr. Ronan Melvin



Ms. Aine Cornally



Mr. Eddie Rock



Dr. Áine Carroll



Mr. Sean Finan



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## Executive Management Team

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**Mr. Noel Brett**  
*Chief Executive*



**Mr. Simon Buckley**  
*Acting Director, Corporate  
Services*



**Mr. Michael Rowland**  
*Director, Road Safety, Research  
and Driver Education*



**Ms. Denise Barry**  
*Director, Enforcement and  
Vehicle Standards*



**Mr. Declan Naughton**  
*Director, Driver Testing and  
Licensing*

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## Driver Testing and Licensing

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 using the road safer for everyone.

The particular tasks for which the Directorate is responsible are:

**Delivery of the driver testing service**

**Oversight of the driver licensing regime**

**Oversight of the delivery of the Driver Theory Test service**

**Management of the 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 Directive and national legislation. Tests are delivered from 51 test centres countrywide. The RSA is committed to maintaining a 10 week national average wait time for customers and this was achieved throughout 2011. During 2011, 147,108 applications were received. At the end of 2011, the national average wait time was 7.9 weeks and of the 26,903 persons waiting for a test, 15,444 were scheduled for an appointment, 859 persons were not available for a test appointment and 10,600 were waiting for an appointment date. The table below sets out waiting times as at 31.12.2011.

### Average Waiting Time for Cars at 31 December 2011

Region/Test Centre	Average Waiting Time In Weeks	Region/Test Centre	Average Waiting Time In Weeks
Athlone	9	Loughrea	10
Ballina	8	Mallow	6
Birr	8	Monaghan	8
Buncrana	10	Mullingar	6
Carlow	8	Naas	10
Carrick-On-Shannon	7	Navan	6
Castlebar	9	Nenagh	8
Cavan	8	Newcastle West	6
Churchtown	8	Portlaoise	7
Clifden	10	Raheny	8
Clonmel	8	Rathgar	8
Cork	7	Roscommon	7
Donegal	9	Shannon	7
Dundalk	7	Skibbereen	6
Dungarvan	8	Sligo	8
Ennis	7	Tallaght	8
Finglas	7	Thurles	9
Galway	8	Tipperary	8
Gorey	10	Tralee	6
Kilkenny	9	Tuam	10
Killarney	6	Tullamore	8
Kilrush	8	Waterford	7
Letterkenny	7	Wexford	7
Limerick	7	Wicklow	9
Longford	10	<b>Total</b>	<b>7.9</b>

## Outcomes by Test Category January to December 2011

Test Type	Total Tests	Pass	%	Fail	%	No Show	%	Not Conducted	%	Abandoned	%
A – Motorcycle	3,947	2,092	69.18%	932	30.82%	613	15.53%	160	4.05%	150	3.80%
A1 – Small Motorcycle	373	69	36.13%	122	63.87%	123	32.98%	36	9.65%	23	6.17%
B – Motor Car/Light Van	141,773	55,305	48.60%	58,496	51.40%	18,454	13.02%	5,901	4.16%	3,617	2.55%
C – Truck	4,794	2,865	67.71%	1,366	32.29%	409	8.53%	79	1.65%	75	1.56%
C1 – Light Truck/Large Van	227	119	72.12%	46	27.88%	38	16.74%	18	7.93%	6	2.64%
Cpc Practical Test (Bus)	858	788	96.57%	28	3.43%	26	3.03%	11	1.28%	5	0.58%
Cpc Practical Test (Truck/Arctic)	1,585	1,439	96.13%	58	3.87%	57	3.60%	17	1.07%	14	0.88%
D – Bus	1,410	862	70.83%	355	29.17%	138	9.79%	29	2.06%	26	1.84%
D1 – Minibus	751	440	70.06%	188	29.94%	64	8.52%	42	5.59%	17	2.26%
Eb – Motor Car/Light Van And Trailer	781	453	73.18%	166	26.82%	73	9.35%	67	8.58%	22	2.82%
Ec – Articulated Truck	1,848	1,235	72.18%	476	27.82%	91	4.92%	25	1.35%	21	1.14%
Ec1 – Light Truck/Large Van And Trailer	9	8	88.89%	1	11.11%	0	0.00%	0	0.00%	0	0.00%
Ed1 – Minibus And Trailer	7	6	85.71%	1	14.29%	0	0.00%	0	0.00%	0	0.00%
M – Moped	41	5	33.33%	10	66.67%	15	36.59%	7	17.07%	4	9.76%
W – Work Vehicle/Tractor	27	10	66.67%	5	33.33%	10	37.04%	2	7.41%	0	0.00%
<b>Total</b>	<b>158,431</b>	<b>65,696</b>		<b>62,250</b>		<b>20,111</b>		<b>6,394</b>		<b>3,980</b>	

\* This arises when the test candidate fails to meet a condition of the test e.g. learner permit out of date

## Driving Test Results by Gender for 2011

Category	Male Pass	Fail	% Pass	Total	Female Pass	Fail	% Pass	Total
<b>Total</b>	37,553	31,995	54.00%	69,548	28,143	30,255	48.19%	58,398



## Driving Test Results by Age Category 2011

Age Group	Fail	Pass	Total	% Pass
16 — 21yrs	17,960	23,553	41,513	57%
22 — 25yrs	10,402	12,601	23,003	55%
26 and Over	33,888	29,542	63,430	47%
<b>Total</b>	<b>62,250</b>	<b>65,696</b>	<b>127,946</b>	<b>51%</b>

### Driver Licensing

There is a common licensing system across EU Member States. This means that an Irish driving licence is valid in each Member State. The RSA is responsible for overseeing the operation of the driver licensing system including negotiations on driver licensing matters at EU level. Responsibility for the issuing of learner permits and driving licences rests with local authorities (licensing authorities) through the network of Motor Taxation Offices (MTOs).

The role of the RSA is to prepare and issue guidelines to MTOs and offer advice to the Minister for Transport on licensing issues as required. In 2010, the RSA announced a range of Graduated Driving Licence (GDL) measures to be implemented over a period of time.

The following measures were introduced in 2011:

- April 2011 — compulsory lessons for car learner drivers
- April 2011 — enhancement of the role of the accompanying driver (Sponsor) in the learning to drive phase
- October 2011 — lower alcohol levels for learner and novice drivers
- October 2011 — a revision of the driver theory test study material





## Driving Licences Current on 31 December 2011 by Type in each Licensing Authority

Licensing Authority Licences	Learner Permit	Annual Licences	Triennial Licences	10 Year Driving Licences	Total Number of County Councils
Carlow	4,220	128	3,011	29,242	36,601
Cavan	4,533	97	3,946	34,126	42,702
Clare	6,329	219	7,015	60,115	73,678
Cork *	29,430	797	29,861	254,802	314,890
Donegal	8,090	296	9,059	80,375	97,820
Galway *	14,062	361	13,395	125,198	153,016
Kerry	8,141	192	9,434	74,098	91,865
Kildare	12,771	222	8,145	101,698	122,836
Kilkenny	5,857	269	5,116	45,068	56,310
Laois	4,594	240	3,766	33,978	42,578
Leitrim	1,704	70	2,012	16,121	19,907
Limerick	7,336	252	7,662	70,375	85,625
Longford	2,367	52	2,228	18,187	22,834
Louth	6,942	174	5,630	53,735	66,481
Mayo	7,153	285	7,851	65,824	81,113
Meath	10,041	239	8,179	87,316	105,775
Monaghan	3,167	87	3,591	31,087	37,932
Offaly	4,410	146	3,736	35,372	43,664
Roscommon	3,464	113	4,329	31,950	39,856
Sligo	3,421	159	4,119	33,291	40,990
Tipperary North	4,231	154	4,539	35,946	44,870
Tipperary South	6,018	181	5,547	43,083	54,829
Waterford	3,368	96	4,055	32,409	39,928
Westmeath	5,169	171	4,429	41,080	50,849
Wexford	9,065	749	8,348	70,319	88,481
Wicklow	8,215	311	7,350	66,635	82,511

## City Councils

Dublin *	80,390	2,126	61,891	526,750	671,157
Limerick	3,471	85	3,071	22,204	28,831
Waterford	3,469	67	2,648	22,446	28,630
Total	271,428	8,338	243,963	2,142,830	2,666,559
Change from 31.12.10	-8,449	227	19,691	42	11,511

\* City and County

**GET THE POINT!**  
**NOT THE POINTS!**



## European Convention on Driving Disqualifications

From 28 January 2010, Ireland and the UK have been operating the European Convention on Driving Disqualifications. This means that a driving disqualification for a traffic offence committed on or after this date by a licence holder in the UK who lives in Ireland can be recognised here and the person will not be able to drive in Ireland. Disqualifications imposed in Ireland to licence holders resident in the UK will also apply in the UK.

## Notifications on Mutual Disqualifications between Ireland and the UK, 2011

Notifications	Total
To GB of disqualification in Ireland	15
To Ireland of disqualification in GB	0
To Ireland of disqualification in NI	92
To NI of disqualification in Ireland	42
<b>Total</b>	<b>149</b>

## Penalty Points

Penalty points were introduced in Ireland in 2002. The purpose of the system is to improve driver behaviour and to improve safety on our roads. At the end of 2011, there were 43 offences in the penalty point system which are all safety related offences. A penalty point offence related to the lower alcohol limits was introduced in October 2011. As of this date, if the level of alcohol present in the body (Blood Alcohol Concentration or BAC) is between 50mg and 80mg, the driver will be served with a fixed penalty notice and receive a fine of €200 and three penalty points. Most penalty point offences attract a fixed charge (fine) but a small number result in an automatic summons to court without the option of paying a fine. When a person is alleged to have committed an offence, they will receive a Fixed Charge Notice from the Gardaí with 56 days to pay the fine. The fine increases by 50% if payment is not made in the first 28 days. If no payment has been received within the 56 days, then court proceedings are instigated. Penalty points are applied to the driving licence records of those who pay the fixed charge and to those who are convicted of the penalty point offences in court. Increased penalty points apply following a court conviction, i.e. a person convicted in court of a speeding offence receives four points while two points apply on payment of a fixed charge.

Where penalty points are recorded on a driving licence record, a notice issues 28 days in advance of when the points will take effect. The dates of the offence, the issuing of the fixed charge notice, the payment of the fine or the court date have no bearing on when penalty points are applied to a licence record.

The points may only be applied to a current driving licence. If the person does not have a licence or the licence is out of date, the points will apply from the first date of holding/renewing the licence. The points remain on a current licence for a period of three years. If 12 points accumulate on a licence, the licence holder is disqualified from driving for a period of six months after which those points are removed from the record.

## Offences Incurring Penalty Points

	Penalty points on payment	Penalty points on conviction	Fixed Charge € Amount paid in 28 days	Amount paid in next 28 days
Using vehicle (car) without test certificate	m*	5		Court Fine
Driving vehicle before remedying dangerous defect	m*	3		Court Fine
Driving dangerously defective vehicle	m*	5		Court Fine
Using vehicle without certificate of roadworthiness	m*	5		Court Fine
Bridge strikes, etc.	m*	3		Court Fine
Holding a mobile phone while driving	2	4	60	90
Dangerous overtaking	2	5	80	120
Failure to act in accordance with a Garda signal	1	3	80	120
Failure to stop a vehicle before stop sign/stop line	2	4	80	120
Failure to yield right of way at a yield sign/yield line	2	4	80	120
Crossing continuous white line	2	4	80	120
Entry by driver into hatched marked area of roadway, e.g. carriageway reduction lane	1	3	80	120
Failure to obey traffic lights	2	5	80	120
Failure to obey traffic rules at railway level crossing	2	5	80	120
Driving a vehicle on a motorway against the flow of traffic	2	4	80	120
Driving on the hard shoulder on a motorway	1	3	80	120
Driving a HGV (subject to an ordinary speed limit of 80km/h per hour or less) on the outside lane on a motorway or dual carriageway	1	3	80	120
Failure to drive on the left hand side of the road	1	3	60	90
Failure to obey requirements at junctions, e.g. not being in the correct lane when turning onto another road	1	3	60	90
Failure to obey requirements regarding reversing of vehicles, e.g. reversing from minor road onto main road	1	3	60	90
Driving on a footpath	1	3	60	90
Driving on a cycle track	1	3	60	90
Failure to turn left when entering a roundabout	1	3	60	90
Driving on a median strip, e.g. boundary between two carriageways	1	3	60	90
Failure to stop for school warden sign	1	4	80	120
Failure to stop when required by a member of An Garda Síochána	2	5	80	120
Failure to leave appropriate distance between you and the vehicle in front	2	4	80	120
Failure to yield	2	4	80	120
Driving without reasonable consideration	2	4	80	120
Failure to comply with mandatory traffic signs at junctions	1	3	60	90
Failure to comply with prohibitory traffic signs	1	3	60	90
Failure to comply with keep left/keep right signs	1	3	60	90
Failure to comply with traffic lane markings	1	3	60	90
Illegal entry onto a one-way street	1	3	60	90
Driving a vehicle when unfit	m*	3		Court Fine
Parking a vehicle in a dangerous position	m*	5		Court Fine
Breach of duties on occurrence of accident	m*	5		Court Fine
Speeding	2	4	80	120
Driving without insurance	m*	5		Court Fine
Failure by driver to comply with front seat belt requirements	2	4	60	90
Failure by driver to comply with rear seat belt requirements for passengers under 17 years	2	4	60	90
Driver found to be driving carelessly	m*	5		Court Fine
Drink driving (depending on level of alcohol present in the body)	3	n/a		200

**12 Penalty Points = Automatic Disqualification!**

**\* Mandatory Court Appearance**

Breakdown of Penalty Points by Offence Type County as at 31st December 2011

Carlow **	Cavan	Clare	Donegal	Galway	Kerry	Kildare	Kilkenny	Laois	Leitrim	Limerick	Longford	Louth	Mayo	Meath	Monaghan	Offaly	Roscommon	Sligo	North Tipperary	South Tipperary	Waterford	Westmeath	Wexford	Dublin City Council	Limerick City Council	Waterford City Council	No Driver Number	Total			
1	1	1	9	2	5	2	1	8	1	3	3	4	16	1	10	3	1	2	1	1	1	1	1	1	12	1	1	1,371	1,426		
4	5	1	14	4	2	1	16	9	8	1	4	4	16	1	13	10	1	1	2	5	4	2	8	12	59	1	1	565	772		
2	4	4	53	4	21	4	7	1	8	1	2	1	1	4	5	2	5	1	3	1	1	1	3	4	44	1	1	4,826	5,012		
			1	2																								11	30		
188	133	248	981	345	361	383	289	341	168	46	239	88	97	251	286	93	155	126	129	161	218	159	144	238	164	910	71	82	3,916	11,010	
1	1	2	15	6	7	1	2	2	1	1	1	1	1	1	6	1	6	1	1	1	2	1	1	1	3	1	8	1	2,341	2,465	
1	3	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	142	148	
3	1	3	56	4		1	17	3	7			3	2	7	1	4	2	2	4	9	1	4	12	59				362	478		
1,397	1,135	2,114	9,095	1,237	3,859	1,798	4,166	2,474	1,468	317	2,274	638	1,284	1,495	3,532	680	1,308	866	955	1,043	1,071	1,019	2,094	2,919	2,728	19,826	743	806	23,543	97,884	
10	9	16	53	19	23	17	15	13	3			18	13	18	11	9	8	6	8	13	12	10	14	11	163	9	6	251	809		
																													72	77	
																													9	9	
1	1	2	1	1	1	3	6	1	1	1	3	1	3	1	4	86	179	109	91	117	133	175	200	307	366	2,813	89	110	4,775	14,474	
29	42	253	1,071	299	563	245	450	283	205	39	316	131	196	257	379	38	20	35	28	27	67	48	32	84	139	653	20	21	1,355	3,733	
1																													8	35	
2	1	13	1	1	2	1	1	1	1	3	1	1	1	1	2	8	2	4	3	3	2	9	2	2	3	16	1	1	27	101	
4	5	7	75	1	11	1	15	10	1	1	14	8	8	2	1	2	4	16	16	5	8	2	8	10	31	246	15	4	237	738	
62	50	80	837	37	80	37	244	74	43	15	109	22	98	52	393	20	30	32	69	28	85	24	66	71	231	5,431	92	13	2,986	11,011	
5	9	22	513	6	17	14	21	14	5	6	45	1	11	7	37	3	4	9	22	13	13	7	5	14	16	362	29	4	639	1,871	
1	18	3	90	3	1	5	8	2	1	6	4	7	1	28	1	1	2	1	4	2	1	2	6	6	10	9	118	1	2	132	471
124	102	242	2,297	138	660	195	631	196	119	32	247	58	318	225	693	114	112	84	155	131	147	148	167	265	591	8,517	210	232	6,269	23,419	
19	19	15	71	28	27	21	27	32	10	2	22	7	36	24	93	14	12	11	10	13	15	32	19	45	20	131	25	27	349	1,176	
1	1	5	21	2	9	3	3	2	1				1	3	2	6			3	2	1	1	3	2	1	45			484	608	
																													5	17	
1	4	30	1	10	3	1	21	6	2	1	14	1	8	2	1	1	2	2	2	4	3	3	3	3	3	3	5	7	7	17	
7	5	6	27	9	10	7	21	6	2	1	10	1	10	8	15	3	8	1	2	5	3	6	9	15	9	101	5	5	186	593	
3	3	8	53	5	8	12	11	8	5	3	7	3	6	11	10	2	8	6	2	3	2	10	2	19	12	71	4	4	123	420	
																													1	26	42
3	3	3	4	1	2	1	1	3	2	2	6		3	3	4				1	1	1	1	1	1	2	3	9	4	3	566	624
13	4	34	70	8	47	32	23	15	21	3	30	13	7	15	18	4	32	6	11	10	14	8	24	32	19	97	22	7	392	1,031	
17	8	44	107	16	87	48	47	34	30	6	37	14	13	24	26	9	48	17	9	17	22	8	38	67	30	294	26	19	986	2,148	
7	12	30	101	32	72	9	36	7	10	5	18	13	19	10	39	14	18	2	7	16	16	3	9	27	21	190	22	5	17,796	18,066	
661	352	841	3,430	793	1,066	815	908	1,158	626	119	1,118	209	430	593	766	324	484	405	289	478	800	444	798	1,761	1,039	4,551	355	408	21,743	47,934	
15	9	42	94	27	46	40	48	26	4	37	16	11	25	11	42	8	17	16	14	11	10	22	37	20	122	15	13	585	1,355		
11	23	29	24	13	24	18	24	16	12	31	16	11	23	11	42	8	32	16	21	26	21	18	32	124	68	30	14	1,539	3,062		
19	28	30	194	89	113	33	56	25	17	6	36	13	21	71	67	15	28	16	27	16	24	21	29	40	86	468	4	1	1,483	3,025	
1	1	1			1								1	1															34	35	
6,118	7,059	14,414	39,184	12,052	18,589	10,102	29,182	11,044	7,958	3,616	14,366	3,827	10,594	9,740	20,447	4,826	7,003	7,067	8,194	7,655	8,391	7,479	6,937	17,353	17,619	108,671	4,654	5,482	203,876	632,599	
5	1	8	27	6	14	2	14	5	6	15	2	2	3	5			2		5	8	5	3	7	8	9	150	18	1	3	738	1
8,865	9,174	18,599	59,299	15,310	25,989	13,975	36,384	15,876	9,921	4,246	15,166	5,122	13,308	12,919	27,078	6,297	9,546	8,864	10,075	9,820	11,120	9,651	10,657	23,229	23,260	155,114	6,484	7,293	308,305	895,255	

\* Cumulative figure from date of introduction of Penalty Point System \*\* Counties listed represents Local Authority where driving licence was issued from

## Breakdown of Drivers by No. of Penalty Points Received &amp; County as at 31st.12.2011

County**	Number of Drivers												Total
	1pp	2pp	3pp	4pp	5pp	6pp	7pp	8pp	9pp	10pp	11pp	12pp*	
Carlow	85	5,173	25	1,148	18	316	6	61	4	19	1	3	6,859
Cavan	80	5,755	48	1,133	33	231	2	47	2	11	1	1	7,344
Clare	102	11,405	50	2,390	52	526	20	124	8	22		3	14,702
Cork	1,260	36,130	499	7,125	396	1,484	106	337	49	93	12	20	47,511
Donegal	103	10,259	51	1,706	57	365	10	62	5	13	3	4	12,638
Galway	255	16,988	77	3,104	131	590	18	116	9	24	4	10	21,326
Kerry	88	9,444	32	1,612	23	303	5	83	4	8	1	1	11,604
Kildare	234	20,881	133	4,909	103	1,225	24	289	7	61	4	6	27,876
Kilkenny	96	8,964	42	2,231	31	531	10	132	3	30	1	1	12,072
Laois	44	6,058	30	1,209	29	309	9	70	6	15	2	4	7,785
Leitrim	20	2,668	8	573	12	104	1	12	3	3			3,404
Limerick Co.Co.	205	12,106	84	2,451	58	435	11	117	7	13	1	4	15,492
Longford	31	3,221	13	632	23	124	7	33		6	1	1	4,092
Louth	118	8,613	50	1,624	47	294	12	62	4	10	2		10,836
Mayo	83	8,591	40	1,495	29	300	7	52	6	12		1	10,616
Meath	309	16,111	177	3,417	114	751	34	176	11	49	2	8	21,159
Monaghan	60	4,316	24	687	27	127	23	1	2				5,267
Offaly	48	5,891	23	1,274	31	234	9	62	1	15			7,588
Roscommon	63	5,625	24	1,158	13	209	3	42	1	6	1		7,145
Sligo	95	6,166	42	1,325	22	263	10	57	3	14	1		7,998
North Tipperary	56	6,145	27	1,255	37	260	6	65	1	8		2	7,862
South Tipperary	129	6,985	53	1,391	34	278	4	65	7	7	2	1	8,956
Waterford Co.Co.	72	5,970	20	1,230	7	261	5	70	3	11		1	7,650
Westmeath	85	6,662	31	1,299	32	284	8	68	3	16		2	8,490
Wexford	109	13,506	61	3,186	49	814	26	194	10	53	3	14	18,025
Wicklow	246	13,429	125	3,077	72	720	26	183	13	33	3	5	17,932
Dublin City Co.	4,189	87,804	1,802	18,906	1,074	4,323	333	1,111	144	271	47	49	120,053
Limerick City Co.	100	3,890	52	825	39	176	15	49	4	7		3	5,160
Waterford City Co.	25	4,195	16	1,036	13	232	3	71	2	5		3	5,601
No Driver Number	5,208	214,865	1,296	50,187	31,403	18	2	4	1				302,984
<b>Total</b>	<b>13,598</b>	<b>567,816</b>	<b>4,955</b>	<b>123,595</b>	<b>34,009</b>	<b>16,087</b>	<b>732</b>	<b>3,837</b>	<b>322</b>	<b>837</b>	<b>92</b>	<b>147</b>	<b>766,027</b>

\* 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

## Full Licences

433,647

## Learner Permits

29,396

## No Driver Number

302,984

**GET THE POINT!**  
**NOT THE POINTS!**

### Driver Theory Test

A person seeking a first time learner permit must first pass a theory test. Among the topics examined are: knowledge of road safety, technical matters with a bearing on road safety, environmental matters and legal aspects of driving. There are separate tests for buses, trucks, motorcycles, motorcars and work vehicles. Professional bus and truck drivers must undergo separate theory tests as part of the Driver Certificate of Professional Competence (Driver CPC). A comprehensive review of the Driver Theory Test study material book and CD-Rom took place in 2011 with a view to improving the content and its effectiveness as a learning tool. The advice of the Dyslexia Association and the Irish Deaf Society were taken into consideration when revising the material. There was no change in the format of the Driver Theory Test itself.

### Driver Theory Test Activity in 2011

	Motorcycle	Car/Works Vehicle	Truck	Bus
Tests scheduled	5,207	104,039	6,634	2,540
Tests conducted	4,746	97,004	6,073	2,362
Tests passed	3,298	67,689	4,839	1,906
Tests failed	1,437	29,086	1,207	449
No shows	461	7,035	561	178
Tests conducted pending	11	229	27	7
Tests cancelled	147	1,548	125	66
Pass rate	69.49%	69.78%	79.68%	80.69%



3

## Road Safety, Research and Driver Education

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The Road Safety, Research and Driver Education Directorate combines the key roles of raising awareness, education and research to inform and impart knowledge and appropriate skills to road users as they move through life. The Directorate assists and works with all stakeholders signed up to the Road Safety Strategy 2007 to 2012 to ensure that actions in the strategy can be achieved.





## Advertising

The RSA's road safety awareness campaigns are developed in consultation with An Garda Síochána and their annual road policing plan. This ensures that road safety messaging is integrated with the enforcement efforts of the Gardai.

In 2011 the RSA's TV led campaigns continued to perform strongly and research into their effectiveness indicates that the majority of people view them as essential to positively changing attitudes and behaviour on the road. Specifically, independent research conducted by Behaviour & Attitudes on behalf of the RSA asked 700 motorists the following question 'Last year road deaths fell to their lowest level in 44 years. How influential or not do you think each of the following factors have been in saving lives on Ireland's roads?'

	Very influential
Road Safety TV ads	54%
Gardai enforcement	46%
Penalties imposed by courts	45%
Road traffic laws	40%
News coverage	39%
Road engineering	31%
Car design and features	29%
Education in schools	28%

Road safety advertising is viewed by the majority of respondents as the most important influencing factor in saving lives on the roads with 54% supporting this view. This level of support increases to 91% when those who said the ads were 'Fairly influential' are included.

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

1. A new 'Motorway Driving' campaign
2. 'Anti Drug Driving' campaign
3. Campaign to support the lowering of the drink drive limit



## 'Better Safer Driver' Motorway Driving 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.

On Monday 11th April 2011 a new awareness campaign to highlight safety on Motorways was launched by the RSA, An Garda Síochána, National Roads Authority and the Automobile Association, at the Lighthouse Cinema, Dublin. Central to the campaign is a new 40 second TV advert.

Since 2005, almost 100 people have been killed or seriously injured as a result of collisions on Ireland's motorway network. Of these, eight people died and 14 were seriously injured in 2010, which is the worst year since 2007 when 26 people were killed or seriously injured.

CCTV footage of dangerous driving on Irish motorways was featured at the launch. This footage and the road collision statistics were featured prominently in the TV and print media.

A new 30 second radio advert was produced and aired in November to compliment the TV campaign and provide key messages around lane discipline and the dangers of stopping a vehicle and walking on a motorway. These messages were also incorporated into the NRA's variable messaging screens on the motorway network. The radio ads were launched in co-operation with the AA who published the results of a public survey that showed large numbers of motorists admit to regularly stopping on the hard shoulder of a motorway.



## Anti Drug Driving

The RSA's new cannabis driving 50 second TV commercial — “Night Out” — asks regular cannabis users to really look at how the drug affects them.

Cannabis affects your motor skills, depth perception, judgment, reaction times and decision-making, among other things. The consequences of these effects on a normal night out don't necessarily have deadly consequences — they're things like missing an air hockey puck, stumbling while tying your shoes — relatively innocuous things that shouldn't normally pose a threat to the user or the people around them. The consequences of these same effects on the road, however, can be deadly.

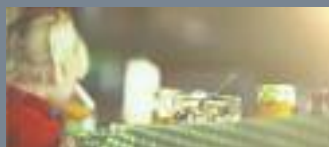
The ad moves quickly, and disorientates the viewer. When you smoke cannabis, you have to work harder to keep up with changes in your perception and events that take place around you. It shows the viewer that in this disorientated state, even the simple things are harder. As the advert continues, we see how the night turns to tragedy, and the viewer is asked — if you can't properly control a bowling ball or an air hockey puck — do you really think you're fit to drive?



## Lowering of the Drink Drive Limit

In late October the RSA launched a major public information campaign to educate the public on the reduction of the drink drive limit from 0.8 milligrams to 0.5 milligrams for all drivers and to 0.2 milligrams for learner drivers (and for a period of two years after they pass the driving test) and professional drivers (bus, truck and taxi drivers). The campaign included a 40 second TV advertisement, 30 second radio advert, national print advertising, digital and outdoor advertising. In addition a dedicated section was developed on the RSA website to provide people with detailed information on the changes. [www.drinkdriving.ie](http://www.drinkdriving.ie) was also set up to provide members of the public with factual information on the effects of drinking and driving and its role in road deaths and serious injuries. The TV advert 'Kilkee' acknowledges the fact that we've changed how we use the road. Collectively, Ireland has made a decision to wake up to unnecessary deaths on the road, and together, we've saved 1105 lives in the past decade. Just over ten years ago, only thirty percent of people subscribed to the view that there is simply no amount of alcohol you can drink if driving. Last year, the same question was asked, and more than double the number of people agreed with this statement.

Ireland has come a long way, attitudes and behaviour have changed, and as a consequence, you've saved the population of an entire town in the last decade compared to the ten years previous. In the advert we look at the town of Kilkee in Co. Clare — a town with a population slightly less than the number we've saved — 1024. This hopeful message is a thank you to the people of Ireland for making these changes on the road, and coincides with the reduction of the blood alcohol levels for drink driving. We are saying: 'Thank you for all the good work up to now. But, with this new legislation, we will be able to save even more lives.' The action in the advert looks at the town of Kilkee absent of people. There is a meditative feeling — almost wondering what it would be like if these thousand people had have died. What would have happened to their friends? Families? Communities? As the voiceover speaks to us, however, we see that all of these people are actually here, living a full and rich life. The advert is a celebration of what we have all done on the road. It's a celebration of life which otherwised mightn't have been. Pre campaign benchmarking research has established that awareness of the law changes in the Blood Alcohol Content Limits is about 70% for both changes. Support for the BAC law changes is strongly positive, with over 80% of motorists supporting the move. Remarkably the number of people who support the statement 'You should Never, Ever, Drink and Drive' now stands at 95%. This is an incredible achievement and shows that a zero tolerance for drink driving is now firmly embedded in Irish society. The last time this question was asked in 2007 the figure stood at 62%. In addition to the new campaigns the following also ran in 2011;



## Safe Cross Code

The RSA's Safe Cross Code TV Campaign aimed at teaching children how to cross the road safely was aired on TV and in Cinemas throughout 2011. The campaign 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 40 second cut down version of the Safe Cross Code 'X Factor' style dance which was aired on TV and in Cinemas for the first time in 2011. Children, parents and teachers were also directed to the RSA website as part of the advertising, where they can play the 'Safe Cross Code' game, and download and colour the illustrations of the cartoon characters. Statistics show that the campaign was a huge success with 37,000 visits to the Safe Cross Code section of the RSA website during the campaign burst in May alone.

## Safety Camera Awareness Campaign

The RSA/Garda 'Safety Camera' campaign was back on air in 2011 during April and August. This included the 40 second TV advert, Radio advert and online advertising. This campaign was timed to complement European and National enforcement efforts targeting speeding.

The 30" anti-speeding advert 'Mess' aired on TV during July. Results of Campaign Effectiveness research, conducted by independent research company Behaviour and Attitudes, indicates that, the safety camera campaign is now recognised by 72% of adults — a rise of 9% on the previous tracking research. The rise in awareness for the campaign has been particularly evident among those aged less than 34 years.

There has been a 10% drop to 40% in the number of all motorists saying they can safely exceed the speed limit on national roads. In terms of broad attitudes to safety cameras, their role in making roads safer and saving lives are again roundly endorsed by motorists.



## ‘Crashed Lives’

The RSA aired its highly successful ‘Crashed Lives’ TV and radio advertisements in the Spring, Summer and Winter of 2011. The original 2007 series of ‘Crashed Lives’ TV edits were broadcast on TV screens during March. These included ‘Erin’, ‘Emma’, ‘Fran’ and ‘Micilin’. The second series in the ‘Crashed Lives’ campaign aired on TV during June. This included the edits ‘Conor’, ‘Sarah’, ‘James’ and ‘Consultant’. The third phase saw the true life accounts featuring Siobhán O’Brien, Marjorie Flood and Dr Áine Carroll airing in the run up to Christmas 2011. The ‘Crashed Lives’ campaign is probably the most influential and successful campaign the RSA has run to date. Findings from research conducted by independent research company Behaviour and Attitudes investigating the effectiveness of the campaign shows that; (as a benchmark an awareness score of between 40% and 50% would be the industry norm for TV ads).

### Campaign Influence

- 88% of those sampled claim that the campaign influences them. Amongst drivers this rises to 90%

### Campaign Impact

- 94% claim that the campaign makes them think

### Behaviour Change

- 88% claim that they have changed behaviour following the introduction of the Crashed Lives campaign

### The top three reasons given for behaviour change

- 53% thought more about consequences of being involved in a collision
- 47% thought more about the consequences if a loved one was involved in an collision
- 35% claim to have driven more carefully as a consequence of seeing the campaign

In summary the campaign influence of ‘Crashed Lives’ is very strong with 94% of all respondents claiming the campaign makes them think and 88% claiming it influences them.



## '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 2011.

## Social Media

The RSA has built a social media programme using Facebook, Twitter and YouTube to speak with the public in order to achieve three main objectives;

- Real Time Alert System
- Two Way Communication
- Reaching a Youth Audience

## Social Media Performance

Facebook Fans: 16,308

Facebook 'Likes' (on Comments): 3,994

Facebook User-Generated Comments and Wall Posts: 2,503

Facebook Daily Active Users (number of Facebook Fans that are active daily): 25%

Facebook Weekly Active Users (number of Facebook Fans that are active weekly): 37%

Facebook High Visibility Vests Giveaway: 3,739 Vests Sent to 2,500 Facebook Fans

Facebook Wall of Remembrance: 4,005 Visitors (within 3 weeks in November), 556 Victims Remembered on the Wall

Twitter Followers: 653

Retweets of RSA Tweets: 272

Mentions of '@RSAIreland' on Twitter: 242

The number of customer queries handled: 675

## Essential Driver Training Campaign



The RSA launched the new Essential Driver Training (EDT) programme, in April 2011, which requires learner drivers to take compulsory driving lessons for category B vehicles (cars and light vans). The RSA produced and broadcast a 30 second radio advert to raise awareness of EDT and this aired on national, local and regional stations nationwide during the month of April and again in November. 15 second cut downs of the ads were also used as 'pre-rolls' on over 1 million smart phones (iPhone and Android) throughout April/May and November. The RSA implemented a digital advertising campaign for the EDT programme this included conventional banner advertising through various channels such as Facebook, Boards.ie, RTÉ and YouTube and search engine marketing. It also included 'Google' search engine marketing. The RSA also ran full color press adverts in all national newspapers at the beginning of April, to raise awareness of the EDT programme. Press adverts were also run in target market publications e.g. Hot Press. A double page spread information feature on EDT and Approved Driving Instructors ran in the Irish Independent on 23rd November and also ran in a total of 14 regional papers. The total multimedia coverage (opportunity to see or hear about EDT) reached 93.5% of All Adults.



## Real Time Alert System

One of the core challenges for the RSA is its requirement to react to conditions that affect safety on Irish roads very quickly (such as weather conditions) where social media can complement traditional communications. Social media channels are now used to deliver messages to the public in real time. An alert system for sending consumer messages was created, with Twitter being a key source for consumer alerts on matters that affect Road Safety.

## Two Way Communication

The second pillar of the social media strategy for the Road Safety Authority throughout 2011 was to open the lines of communication for response and engagement. In the past, as a government organisation delivering crucial messages to the mass public, the RSA has invested in more traditional formats. However, traditional mass media channels do not allow consumers to speak back. Social Media has allowed the RSA to have one-to-one conversations with its target audience, by creating a community of road users that live across both Facebook and Twitter.

## Reaching a Youth Audience

The final pillar of the digital strategy for the RSA is absolutely crucial in showing why social media is at the heart of the RSA's communications. Young drivers are one of the core target groups for the RSA when it comes to delivering a road safety message. To ensure that the youth audience, particularly the young male target group, are actively engaged in the messages that the RSA are delivering, social advertising has been used. Through innovative Facebook Applications, the RSA was able to interact with users of all ages in the digital space and create valuable and rewarding engagement in 2011.

**This included;**

### High Visibility Vest Giveaway

Rather than simply telling consumers to wear High Visibility Vests, the RSA wanted to offer Facebook and Twitter fans high vis vests for their friends and family for free. A Facebook application was built in order to capture necessary mailing address details and size requirements for those requesting a vest for both Adults and Children. Over 3,700 vests were delivered to over 2,500 consumers. This is an example of not only using word of mouth to drive road safety awareness; but using social media to provide consumers with the tools that will help to keep them safe on the roads.

### Mobile Phone and Driving Campaign

The RSA's mobile phone and driving campaign ran throughout the month of May and September. It included the 30 second TV advert highlighting the dangers of mobile phones and texting (which was adapted from the UK) a 60 second version of the same advert aired in cinemas and the successful radio advert '4 Times More Likely'.

## World Remembrance Day

Another example of innovation was the launch of a custom built Wall of Remembrance, in honour of World Remembrance Day for Traffic Victims, which took place on 20th November 2011. The Wall of Remembrance utilises the functionality of a social network in order to allow people to share messages about victims that have died on Irish Roads; and share these stories in order to bring people together in aid of road safety. To date, the wall has received over 600 entries. Since launching publicly in July 2011, the RSA's Facebook and Twitter pages have achieved considerable growth and engagement. The statistics below highlight not just the number of engagements, but also the quality of engagement with selected key influencers.





## Radio Campaigns 2011

### Severe Weather Campaign

In preparation for a repeat of the unprecedented severe weather of the previous year the RSA ran a special supplement in the Irish Independent. The feature included detailed information on what roads users should do to prepare for such weather and what to do when it strikes.

### Bank Holiday Road Safety Tips

The RSA ran a campaign on local and national radio which involved the recording of five, 15 second road safety tips that ran over the Easter and May bank holidays.

### 'Harvest' Radio Advert

The joint RSA and IFA campaign warning road users of the increase in agricultural vehicles over the summer months on the public ran again in 2011. It included the re-broadcast of the joint 30 sec radio advert, targeted activity on TV screens in marts across the country and the issue of a joint statement.

### Is your Car Winter Ready

The RSA broadcast its 30 second radio edit entitled 'Is your vehicle ready for winter?' on all national and local radio stations in October. A series of six '15 sec' radio messages or 'stings' on also aired on local radio providing basic winter driving tips after news bulletins and Traffic reports.

### Daytime Running Lights

The RSA's 30 second radio campaign urging motorists to always drive with their dipped headlights ran for a two week period in November/December. The advert was also backed up by two radio stings (10" & 15") which focused on the misuse of fog lights by motorists.

### 'Driver CPC' Radio Advert

The RSA ran a new 30 second radio advert in February and July to remind bus and truck drivers of the need to maintain their Driver CPC entitlements by completing their one days training for 2011 by the 10th September deadline.

### 'ADI' Radio Advert

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



#### **Driving For Work Radio**

The RSA's 30 sec radio advert urging employers to use the RSA's Road Safety Guidelines for the workplace aired in Spring of 2011.

#### **'Play it Safe' Road Safety Guidelines**

The RSA took out full page adverts in the match programmes for the Rugby Home Internationals, GAA Championship and Soccer Internationals. The adverts promoted the RSA's new 'Play it Safe' road safety guidelines for sporting organisations. The guidelines are endorsed by Cycling Ireland, the IRFU the GAA and FAI.

#### **'Keep the Race in its Place'**

The RSA and Motorsport Ireland joined forces to target the top three high profile rallying event of 2011 with road safety messaging. The first was the Mayo Rally event which was staged on Sunday 13th March 2011. Both organisations issued a joint safety message to fans attending the sporting event to "Keep the Race in its Place". It also included a 30 second radio advert on local radio and mobile advertising billboards around the race venue. The 'Killarney Rally of the Lakes' and the Donegal Rally were targeted during 2011.

#### **RSA/AA/Daily Mail Road Map Give Away**

The RSA partnered with the AA and the Daily Mail to give away 90,000 road Maps free in the Mail over the Easter Bank Holiday Weekend. The atlas features road safety messaging.

#### **Keep Drama Off the Road**

A new 120 second road safety film was produced entitled 'Loaded Weapon' in 2011. The film was the winning entry in the RSA/Setanta Insurance road safety film competition 'Keep Drama off the Road' and was launched as an 'online' road safety intervention. Since its launch the film has been viewed 28,790 on YouTube.



### **RSA & Gardai Issue Joint St. Patrick's Day Appeal**

The RSA and An Garda Síochána announced a major road safety blitz in the run up to the high risk St. Patrick's Day period.

### **Badly Maintained Lights on Vehicles**

In March the Authority issued a public statement expressing serious concern about the number of badly maintained lights on vehicles. Road users were urged to ensure that the lights on their vehicle were working properly.

### **RSA Launches Safe Cycling Campaign**

On Monday 28th March, the Road Safety Authority launched a national radio advertising campaign to raise awareness of road safety among cyclists. The advert, which aims to educate cyclists on how to stay safe on the roads, was broadcast on all national and regional radio stations over the first two weeks in April.

### **UN Decade of Action for Road Safety Launch**

The RSA, An Garda Síochána, Local Authority Road Safety Officers and PARC Road Safety Group marked the global launch of the UN Decade of Action for Road Safety 2011 – 2020 on Wednesday 11th May. The UN Decade of Action for Road Safety aims to save 5 million lives on the world's roads in the next ten years. This represents a total reduction of 50% on the predicted global death toll by 2020. At present, 1.3 million lives are lost and 50 million injuries are sustained as a result of collisions on the world's roads every year. Separately the President of the Federation Internationale de l'Automobile (FIA), Jean Todt, launched a road safety initiative from Motorsport Ireland which was supported by the RSA. The initiative is aimed at young drivers, particularly those aged between 17 and 24 who are most at risk on Irish roads. It also formed part of Motorsport Ireland and the RSA's activity for the UN Decade of Action for Road Safety.



## Awards

### The Kinsale Shark Awards

The RSA picked up a 'Silver' Shark Award for its 'Crashed Lives' campaign at the international creative advertising awards festival in Kinsale in 2011. The Sharks are Ireland's international advertising festival, inviting the cream of the global advertising community to showcase the best ads the world has produced in the past year. Winning a silver award for the 'Crashed Lives' TV Campaign is great recognition of the work and dedication that went into making the campaign. It was one of only two Irish TV campaigns to win, and there were no golds in the Irish TV category.

### National Newspapers of Ireland (NNI) 'Advert of the Month Award'

The RSA's press advert that was developed to raise awareness of the new Essential Driver Training programme was awarded a prestigious 'Advert of the Month Award' by the National Newspapers of Ireland (NNI). As a result the advert was re-produced in full colour in all the national newspapers.

### IMJ Advert of the Month Award

The RSA TV campaign for the lowering of the drink drive limit ('Kilkee') picked up an advert of the month award from the Irish Marketing Journal. The award is selected by the advertising industry for the advert that demonstrates the highest standards and achievements of the Industry.



## Education

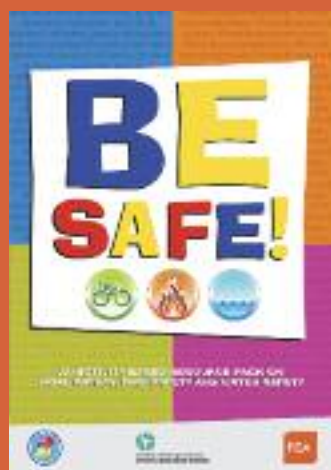
The RSA's policy is to deliver road user education in a cumulative approach up to third level in the education system and in local communities. Road safety education ensures that all road users develop appropriate attitudes and safe behaviours. In 2011, the RSA distributed the following education programmes:

## Simon and Friends

The RSA developed a road safety pack called 'Simon and 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 contains a number of road safety songs. The pack contains an accompanying teacher's guide called 'Hand in Hand' which includes information about integrating road safety into the pre-school sector and contains suggested activities, games and songs which support the 'Simon and Friends' stories. In 2011 a total of 32 County and City Childcare Committees committed to roll out the programme to a network of 1,071 childcare providers such as crèches and pre-schools throughout the country. County and City Childcare Committees organised local training sessions for providers on the 'Simon and Friends' storybooks and also organised a 'Beep Beep Day!' or a road safety awareness day in their county. Pre-school providers use the 'Simon and Friends' resources and games to promote road safety during their 'Beep Beep Day!'.

## ‘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.



### ‘Seatbelt Sheriff and Hi-Glo Silver’

‘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 60,000 child arm bands free of charge to school children in 2011.

Seatbelt Sheriff and Hi-Glo Silver were distributed to each school in Ireland in 2011. A total of 336 entries were received for the Seatbelt Sheriff and Hi-Glo Silver competition in 2011. A website was developed for schools and teachers: [www.seatbeltsheriff.ie](http://www.seatbeltsheriff.ie)



### Back to School Campaign

In 2011, 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 3rd edition of the School Newsletter
- Resources distributed in 2011 were further promoted, such as Let’s Go and Be Safe. These resources provide school authorities with information on how to be road safety aware when organising or travelling to school events. One copy of Let’s Go was sent to each Primary School in 2010
- A ‘Going to School’ leaflet for new entrants to the school
- A copy of the Safe Cross Code CD and poster, together with Safe Cross Code premia, dance moves chart, colouring books and a thermometer from the RSA and the ESB

## Cycling Proficiency Training

In 2011, 8,786 students received cycle proficiency training in 172 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 (half of the fee) is paid by the RSA to local authorities to assist with the cost of national school students who participate in the scheme.



## ‘Streetwise’

‘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. Streetwise was promoted to all schools in 2011.

## ‘Your Road to Safety’ — A Transition Year Programme

The RSA worked collaboratively with the Department of Education and Skills and the National Council for Curriculum and Assessment to develop a road safety programme for schools as part of Transition Year (TY). 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](http://www.rsa.ie).

The programme provides for an introduction to road safety for pedestrians, cyclists, motorcyclists and motorists, and covers such issues as seat 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 2011, a total of 46 new teachers participated in an in-service training programme on the resource pack. To date, 343 teachers have participated in an in-service training programme.



### Wrecked.ie

The RSA developed a programme entitled 'Wrecked.ie' which is targeted at the high risk 17 – 24 year old age groups. 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 Officers, Youthreach, FÁS, and a Behavioural 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 behaviour in relation to road safety.

In 2010 'Wrecked.ie' was piloted with Youthreach, FÁS and Garda Diversion Programmes nationwide. In 2011 the resource was rolled out through the country. A total of 206 people were trained in the Wrecked.ie resources. These 206 people proposed to roll this resource out to 5,138 people in the future.

### Community Road Safety Programme



The Community Road Safety Programme was developed by a multi-agency working group which included representation from the RSA, Muintir na Tíre, National Community Fora, Health Service Executive, the Garda National Traffic Bureau, Local Authority Road Safety Officers and the Fire Service. 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)

In 2011 the Road Safety Authority trained 75 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.



## Mobility Matters

In 2011, 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 was piloted in 2011 and will be rolled out nationally in 2012.

## 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.



## ‘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. Sixteen colleges throughout the country participated in the Safe Grad programme.

### Local Authority Road Safety Officers

The RSA hosted two seminars with Local Authority Road Safety Officers in 2011. 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.

### 'European Night Without Accident'

The RSA hosted the 5th 'European Night Without Accident' on Saturday 15th October 2011 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 encourage 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 7 nightclubs in 5 different towns and cities throughout the country.

### Streetsmart



'Streetsmart' is a road safety intervention aimed at bringing 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. Streetsmart is supported by '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. Since 2011 'Streetsmart' visited 17 locations covering several schools in each location.

### RSA Roll Over Simulator



In 2011 the RSA acquired a Roll over simulator which is very effective when trying to encourage people to use safety belts. This is a car fitted to a hydraulic platform which can simulate a half or a full roll-over which demonstrates how it would feel if you were a driver or passenger involved in a car turning over. This shows you the effects of being suspended by your seat belt. After the demonstration, people will never travel in a car without a seat belt on! The RSA provided demonstrations using real size dummies which also showed where you can end up when you are not using your seatbelt. The Roll over accompanied the shuttle to many events and visited secondary schools and third level colleges as well as national events. In Total the RSA Roll over attended 50 events in 2011.

### ‘Road Safety Interactive Shuttle’

In 2011 the Shuttle attended 67 events ranging from secondary school and third level road safety events and also including national events such as the Young Scientist Exhibition, and The Ploughing Championships. In 2011 approximately 180,000 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, questionnaires, 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

### ‘Leading Lights in Road Safety’ Awards Ceremony

The awards ceremony took place on Wednesday 12th October 2011 in Farmleigh, where the Supreme Award 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. Niamh Kearney and Tadhg O’Shea from Coláiste Pobail Bheantraí in Bantry, won the Road Safety Authority (RSA) ‘Supreme Award’ for road safety. Working closely with the Gardai, they monitored the speed of cars passing through the village over a period of two days and came up with a solution to encourage cars to drive more slowly. Leading Lights in Road Safety were handed out in thirteen categories including Education (Primary, Secondary and Third Level and Community), Road Safety Officer, Public Sector, Local Media, National Media, Business, Approved Driving Instructor, Young Road Safety Ambassador and Road Safety Ambassador.



## Promotions/Events

### The Ploughing Championships

The RSA brought its Road Safety Interactive Shuttle to the 2011 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 40,000 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 2011, the RSA teamed up with a number of organisations to distribute high visibility material free of charge. This included:

- 40,000 vests with the Farmers Journal and FBD Insurance
- 120,000 vests through RSA/RSA Back to School Camp
- 8,000 vests with Advance Pitstop
- 60,000 armbands through Seatbelt Sheriff and Hi Glo Silver
- 43,000 armbands through Flora Mini Marathon
- 25,000 Bikers vests with Bike Buyers Guide

#### Other initiatives:

- 60,000 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 67 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 organisations on request

### BT Young Scientist and Technology Exhibition 2011

The Road Safety Authority (RSA) invited students to visit their fun-filled Road Safety Interactive Shuttle at the 2011 BT Young Scientist and Technology Exhibition which took place at the RDS from 12th – 14th January 2011. 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, the RSA offered:

- Screening of RSA TV ads ran on a continual basis
- 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 the stand
- RSA Material — high visibility back packs, reflective armbands and bags were distributed to students

### Seatbelt Sheriff and Hi-Glo Silver Awards

The annual Seatbelt Sheriff and Hi-Glo Silver Awards took place on Monday 21st March in Dublin Castle. The event was attended by 280 schoolchildren and their teachers from ten primary schools around the country. Mr Michael Rowland, RSA and Chief Superintendent Gabriel McIntyre, An Garda Síochána presented the awards on the day.



### Green School Coordinators briefing sessions

The RSA organised two regional briefing sessions for Green Schools Transport Coordinators which took place in Galway and Dublin on the 1st and the 2nd of March. A total of 24 Green School Coordinators from across the country attended these sessions. Green School Coordinators promote the 'travel' theme in schools throughout the country. Participating schools set their own travel targets, with the ultimate aim of increasing the number of pupils walking, cycling or using public transport, which will ease congestion by reducing the number of private cars arriving at the school gates. The RSA and the Green School Coordinators explored opportunities to work closely in a coordinated way, through the promotion of RSA educational resources in Green Schools as part of the 'travel' theme. Feedback on the seminars was excellent.

### Education Questionnaire

The Road Safety Authority outsourced a survey to determine the usage of Road Safety Authority educational resources in both primary and post primary schools. The survey obtained statistical information regarding:

- The number of primary and post primary schools that are aware of RSA educational resources
- The number of primary and post primary schools that use RSA educational resources in the school term September 2010- May/June 2011 and from September 2007 — May/June 2010
- The number of students who have been taught road safety using RSA educational resources in the school term September 2010- May/June 2011 September 2007 — May/June 2010
- The effectiveness of these resources in educating primary and post primary students about road safety, both in general and specific information on the effectiveness of each of the resources
- Possible reasons why schools do not use these resources

The data gathered is extremely useful in planning, developing and promoting road safety education programmes in Ireland.



## No Name Clubs (NNCs)

The No Name Clubs and the RSA met in early 2011 to discuss plans for 2011/2012. A plan was agreed to include the following initiatives:

- Public Speaking Competition
- Young Road Safety Ambassador Competition
- Design a poster with a road safety theme

## Bike Week 2011

To mark National Bike Week, which ran from Saturday 18th to Sunday 26th June 2011, the RSA re-launched its online video educating cyclists and truck drivers on how to share the road safely. The six and a 1/2 minute video (HGV and Cycling Safety Video) was produced as an educational resource for Goods vehicle drivers and cyclists to show them how to safely share the road, particularly in urban areas. The RSA also teamed up with Acquired Brain Injury Ireland and issued a joint statement urging all cyclists to 'Mind their Head', by wearing a helmet.

## Appeals to Motorists to be Patient with Learner Drivers

The RSA, in co-operation with Cathy Bacon, Chairperson of the Irish Driving Instructors Association (IDIA) and Sean Collopy, an ADI Stakeholder Forum Representative from Limerick, issued an appeal asking drivers to be patient and considerate, when they encounter learner drivers on Irish roads this summer.

## Oxygen Festival

The RSA had a significant presence at the Oxygen Festival in 2011 with the impactful 'Mobile Phones & Texting' advert on the big stage screens, lanyards and an advert mobile in the Car Parks. Social media techniques were also employed with Oxygen tweeting road safety messages, supplied by the RSA, regularly to its over 22,000 followers during and after the festival. The RSA is grateful to the organisers of the Oxygen festival for their support.

## Driver Fatigue

The August Bank Holiday campaign focused on the issue of Driver Fatigue. The RSA's 30 second radio advert ran from over the bank holiday weekend. The RSA teamed up with TOPAZ to support their offer at selected service stations to give away 10,000 free cups of coffee on Friday 29th July of the bank holiday. In addition the RSA joined with the Coffee Council of Ireland to promote the driver fatigue message.



## Donegal — ‘Your Road to Safety’ Campaign

On Wednesday 8th June, the RSA and An Garda Síochána launched a new initiative which will see both organisations visit counties around Ireland in an effort to assist local agencies strengthen road safety in the community. Donegal was the first county to be visited as part of the new ‘Your Road to Safety’ campaign. The launch took place in Letterkenny and included the publication of a new RSA report entitled ‘Donegal – Your Road to Safety’. It showed that over the period 1996-2009, Donegal accounted for 6% of all road deaths in Ireland despite making up only 3.5% of the Irish population.

## ‘Check it Fits’ Roadshow

To address the issue of not restraining children properly in cars, the RSA took its ‘Check it Fits’ Roadshow out on the road again to Ten locations, in May and October 2011. At the Roadshow, parents, guardians and grandparents were given the opportunity to get their child’s car restraint fitted by an expert, free of charge. The ‘Check it Fits’ Roadshow visited 10 locations around the country.

## Fourth International Conference on Road Safety

The RSA’s annual international conference on road safety took place on Thursday 26th May in Dublin Castle. The title of the conference was ‘The Human Impact of Road Collisions.’ It was attended by almost 200 people and among the attendees were victims of road collisions and family members who have lost loved ones in a collision on our roads. The conference was addressed by Irish, UK and international speakers working in the area of road safety, with particular emphasis on support for survivors and families of victims of road collisions. The conference included presentations on the psychological effect of road collisions; the long-term impact of road collisions on survivors’ lives; the Golden Hour; experiences of front line staff; the consequences of road collisions from a rehabilitation perspective; and the lasting impact of road collisions on victims’ family members. A mock crash extraction was staged by the Dublin Fire Brigade Service during the conference. The conference attracted a very large media attendance which was reflected in the significant amount of media reporting on the event.



### RSA and HSA 'Driving for Work' Seminars

A series of 'Driving for Work' half day seminars were hosted by the RSA and the Health and Safety Authority (HSA) in Limerick, Waterford, Galway and Dublin October 2011. 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' Monday 10th to Sunday 16th October

The RSA and the Irish Tyre Industry Association (ITIA) launched 'Irish Road Safety Week' and a campaign to improve awareness among drivers of the need to maintain their tyres, particularly as winter approaches. Drivers were urged to visit participating ITIA tyre centres to avail of a free tyre check during road safety week. A 20 second advert promoting Irish Road Safety Week was broadcast on national and local radio.

### Annual RSA Road Safety Lecture

The results of a survey into the behaviour of young drivers, was presented at the RSA's Annual Road Safety Academic Lecture, on Monday 10th October. The key finding of the study revealed that 1 in 5 male drivers aged under 25 reported having raced another driver on a public road at some point in the past. The research, which was commissioned by the RSA, was conducted by Dr Kiran Sarma, Chartered Psychologist and Lecturer in Psychology at NUI Galway. Professor Andrew Tolmie from the Institute of Education, University of London also spoke at the lecture about his recent paper for the Department for Transport (UK) on 'The development of children's and young people's attitudes to driving.





## Morning After Campaign

The RSA in conjunction with MEAS aired its two 'Morning After' radio adverts on national and local radio in the last quarter of 2011. The ads highlight the dangers of drink driving the morning after and communicate the message that the only cure for a night out drinking is time and that no 'cure' can alter this fact.

## World Remembrance Day for Road Traffic Victims

On Sunday 20th November the RSA, An Garda Síochána, local Road Safety Officers, the Emergency Services and PARC Road Safety Group marked 'World Remembrance Day for Road Traffic Victims'. Masses, services and commemoration events took place around the country to remember the lives that have been lost on our roads. To commemorate those lost lives on our roads the RSA set up a 'Wall of Remembrance' on Facebook. Members of the public were invited to light a candle and post a message for someone killed on the roads.

## 'National Be Safe, Be Seen Day'

The RSA and ESB Electric Ireland teamed up to launch the first ever 'National Be Safe, Be Seen Day' on Thursday 22nd December, the shortest and darkest day of the year. The purpose of the day was to remind road-users to wear high visibility material when out walking or cycling, particularly with the evenings getting darker.

## Christmas and New Year Road Safety Campaign

A joint Garda/RSA Road Safety Campaign for the Christmas and New Year period was launched on 16th December.

**The campaigned targeted enforcement in the following key areas:**

- Driving under the influence of alcohol/drugs
- Speeding
- Non wearing of Safety Belts
- Mobile phone use/Texting while Driving

## Road Safety Research

The Research Department of the Road Safety Authority carries out a programme of work specified in the Road Safety Strategy 2007—2012. The department covers the following key areas:

- 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 seatbelt wearing on Irish roads
- Systematic identification of high collision locations on national road network
- Conducting multi-disciplinary research to understand how road collisions and resulting injuries are caused
- Proposing and 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, CARE, IRTAD and EURORAP
- Provision of information to the public, national and international bodies

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

## Research Activity 2011

### Road Collision Database

Collision data generated by members of An Garda Síochána is forwarded to the Research Department in the Road Safety Authority (RSA) for analysis and publication. The collision data is mapped and analysed by the department. The results of the analysis are published by the Road Safety Authority in its annual Road Collision Fact Book. The collision data contains general information, vehicle information and other information such as possible collision causes. The results are used to monitor trends, target safety initiatives and to inform the ongoing review of public policy in relation to road safety. In 2011, the 2010 Road Collision Fact Book was published and reported that of the 27,085 Garda-reported motor vehicle traffic collisions, 212 people were killed, 8,270 people were injured, and 21,305 collisions involved property or material damage only.

### Free Speed Survey

The Annual Free Speed Survey for 2011 was published on the Road Safety Authority website in 2011. A total of 12,434 cars, 1,359 articulated vehicles, 2,934 rigid vehicles and 545 single deck buses were observed. The survey found the percentage of car drivers exceeding the speed limit on rural roads was 18%. Furthermore, the percentage of car drivers found breaking the speed limit by 10km/h or more on urban roads was 33%. The survey found a significant improvement in the percentage of vehicles complying with speed limits on motorways, dual carriageway, national primary and regional roads. However, overall driver compliance with speed limits on urban roads is still poor. On average, 3 out of 5 motorists exceeded the posted speed limit in urban areas.

## Seat Belt Wearing Survey

In 2011, the Road Safety Authority research department conducted a national seatbelt observational survey on Irish roads. Seatbelt usage and gender were recorded from motorists travelling along a selected sample of roads. Data was recorded from all car drivers, light goods vehicle drivers and adult front and rear passengers. Separate surveys for primary school and secondary school children travelling in the front or rear seat were also conducted. The survey was conducted among 17,525 adults occupying the front seats of vehicles, of which 14,136 (81%) were drivers. In addition, 1,939 adults occupying rear seats were observed. In 2011, 93% of adults (drivers, front and rear passengers) were recorded wearing a seatbelt – the highest rate recorded to date. 94% of drivers observed were wearing a seatbelt, an improvement of 4 percentage points on 2009 wearing rates. Seatbelt surveys conducted in previous years revealed the following wearing rates for drivers:

- 2008 — 90%
- 2007 — 88%
- 2006 & 2005 — 86 %
- 2003 — 85 %
- 2002 — 71 %
- 1999 — 55 %
- 1991 — 52 %

At 93%, rear seatbelt wearing rates for secondary school pupils saw an increase of 10 percentage points on wearing rates in 2009 (83%). Primary school pupils showed a more dramatic increase with a 94% wearing rate recorded for rear seatbelts, up 14 percentage points on 2009 (80%).

## 2011 Survey of Mobile Phone Usage When Driving

In 2011, the Road Safety Authority research department conducted a national observational survey mobile usage on Irish roads. The results are summarised below:

- 10% of drivers observed not buckled up were also using mobile phones when driving
- 22% of drivers observed using mobile phones were not buckled up
- 3% of all drivers observed were using mobile phones when driving
- Unbelted drivers are four times more likely than belted drivers to use mobile phones when driving



## 2011 Survey of Wearing High Visibility Clothing

The survey was carried out for a minimum of 2.5 hours at each site, with surveys undertaken between the hours of 07:00 to 10:00 & 16:00 to 19:00 on a weekday (Monday to Friday). All information was collected on a pre-defined data collection survey form, appropriate to the level of detail required. For each motorcycle and pedal cycle the following information was collected:

- Gender
- Age Range (Adult or Child)
- Whether or not they were wearing a helmet
- Whether or not they were wearing high visibility clothing
- Whether or not high visibility clothing was reflective
- Whether or not high visibility clothing was obscured by other forms of attire (i.e backpack)

### 2011 High Visibility Wearing by Gender

Type	Gender	Wearing High Visibility Clothing		Rates
		Yes	No	
Motorcycles	Male	1862	2664	41%
	Female	50	83	38%
	<b>Total</b>	<b>1912</b>	<b>2747</b>	<b>41%</b>
Pedal Cycles	Male	5877	8150	42%
	Female	1420	2087	40%
	<b>Total</b>	<b>7297</b>	<b>10237</b>	<b>42%</b>

### 2011 High Visibility Wearing by Age Range

Type	Age range	Wearing High Visibility Clothing		Rates
		Yes	No	
Motorcycles	Adult	1912	2747	41%
	Child (<16)	N/A	N/A	N/A
	<b>Total</b>	<b>1912</b>	<b>2747</b>	<b>41%</b>
Pedal Cycles	Adult	7181	9582	43%
	Child (<16)	116	655	15%
	<b>Total</b>	<b>7297</b>	<b>10237</b>	<b>42%</b>

## 2011 The Psychology of Risky Driving

The research involved the surveying of more than 1500 drivers at NCT centres around the country and was conducted by the RSA and Dr. Kiran Sarma, a Lecturer in Psychology at NUI Galway. The field research was completed by Amarach Research. 'Road Safety Practitioners are aware that the primary 'at risk' group for road traffic collisions is young male drivers under the age of 25', says Dr. Sarma. 'This research looked at the driver behaviour and psychological profile of young male drivers and compared this group with young female drivers, and male and female drivers over the age of 25'. The findings suggest that young male drivers under 25 years of age were 3 times more likely to have raced another car on a public road than young female drivers, twice as likely as older male drivers (over 25) and 13 times as likely as older female drivers (over 25). One in 5 male drivers under the age of 25 reported having raced another driver on a public road at some point in the past. Young male drivers also reported more frequent speeding, reckless driving, and use of mobile phones while driving.

## 2011 RSA Sharing the Road Barometer Survey

This survey of Drivers, Motorcyclists, Cyclists and Pedestrian experiences of sharing the road in Ireland seeks to help address the above Priority Action.

## Summary and Conclusions of the Survey

There is considerable consistency in the way road user groups see each other. Road users view car drivers as being particularly likely to exhibit the following negative behaviour:

- Being often distracted by using mobile phones
- Regularly break the speed limit
- Overtake in a dangerous manner
- Often drive too close to the vehicle in front or beside them

Car drivers themselves are somewhat equivocal in the extent to which they see themselves being attentive and considerate to other road use. For motorcyclists, there is broad consensus that they are likely to exhibit the following negative behaviour:

- Break the speed limit
- Overtake in a dangerous manner
- Do not realise how difficult they can be to see
- Drive too close to the vehicle in front or beside them

Motorcyclists have a slightly more positive view of how they treat other road users, especially their treatment of other motorcyclists. Just over half of motorcyclists regularly wear reflective gear such as high visibility jackets, but 86% would do so if required by law.

Key reservations around the behaviour of cyclists are in relation to their visibility, with strong agreement that they are:

- Easily hidden from view
- That cyclists don't realise how difficult they can be to see

Only in relation to cyclists are there significant differences in perceptions on a demographic basis, with urban respondents much more likely to be critical of cyclists behaviour. Cyclists themselves are not overly positive about the attention and consideration they give to other road users in general. However, they are much less likely to perceive that they themselves are regularly distracted by using music devices, or indeed go through red lights. About one in two cyclists wear reflective gear regularly and wear helmets regularly. However about 90% of cyclists would wear both high visibility gear and helmets if required to do so by law. Road users are particularly critical of pedestrians' tendency to be distracted by their use of mobile phones or music devices. Again, pedestrians are not strongly positive about their own treatment of other road users. Pedestrians are however, much less likely to perceive themselves as being regularly distracted by using music or phone devices. Across all road user groups, motorcycling is considered to be the most dangerous form of travel. This is followed by cycling, with walking and car driving strikingly being equal third in relation to level of associated danger. Car drivers are more likely to consider both cycling and walking to be dangerous. In terms of the key factors which drive road users to consider forms of travel dangerous, there is a particular emphasis on:

- **Breaking the speed limit**
- **Overtaking in a dangerous manner**

For cyclists and motorcyclists, their perceived tendency to travel too close to the vehicle in front or beside them is also a particular cause of associations with being dangerous.

### **Driving for Work Survey**

This survey was carried out to provide insight into the driving for work practices among companies in Ireland. This information gives better understanding of work related road safety in Ireland specifically in the following areas:

- **Perceived risk of work related road safety**
- **The current level of activity to minimise road risk**
- **Future intentions and influences on driver training decision making**

### **Library**

The research department has established a research library at the RSA headquarters in Ballina. The library is now a substantial information resource on all aspects of road safety.

## Bursaries

The research department on behalf of the Road Safety Authority funded two new PhD studies in 2011 as well as monitoring the four studies funded in 2010 and two in 2009.

	Topic	Institution	Supervisor
Commenced in 2009	Learning about driving dangers: from hazard detection to hazard handling	Department of Applied Psychology, University College Cork	Professor John A Groeger
	Evaluating road safety interventions: The role of proximal and distal factors in differential assimilation of safety oriented knowledge, skills and attitudes in adolescents	School of Psychology, Trinity College, Dublin	Dr Michael Gormley and Dr Kevin Thomas
Commenced in 2010	Fitness to drive following neurological disorder: integrating off-road, simulated and on-road driver assessment	School of Applied Psychology, University College Cork	Professor John A Groeger
	Analysis and reconstruction of two-wheel vehicle accidents involving head injury	School of Electrical, Electronic and Mechanical Engineering College of Engineering, Mathematical and Physical Sciences, University College Dublin	Professor Michael D. Gilchrist
	Determining the psychological profile of young male drivers resilient to Road Safety Campaigns and identifying the types of messages that moderate intentions to take driving risks in this audience	School of Psychology, NUI, Galway	Dr Kiran Sarma
	Proposal for the development of a National Statistical Centre for Traumatic Brain and Spinal Cord Injury	National Rehabilitation Hospital	Dr Aine Carroll
Commenced in 2011	Using mobile phone apps as 'in-vehicle technology' to monitor driving behaviour RISK:MONITOR)	School of Psychology, NUI, Galway	Dr Kiran Sarma
	Impulsivity and its contribution to aberrant driving	School of Psychology, Trinity College, Dublin	Dr Michael Gormley and Professor Hugh Gavan

## International Liaison

The Road Safety Authority is committed to participation in European research and to develop within the Authority a road safety research capability that is of the highest standard. The research department represented the RSA 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), the bi-annual conference of the International Conference on Alcohol and Drugs in Transport Safety (ICADTS) and the annual PIN meeting of the European Transport Safety Council (ETSC).

## BESTPOINT

The research department of the Road Safety Authority is a partner in an EU Commission funded project BESTPOINT. Other partners are road safety institutes such as; SWOV (Netherlands), KfT (Austria), CDV (Czech Republic), BAST (Germany) and the ETSC (Belgium). The objective of BESTPOINT is to collect, analyse, summarize and disseminate best practice criteria for penalty point systems as well as to develop a tool towards harmonisation on European level. To achieve this goal a comprehensive literature analysis will be carried out which will be the foundation for evaluation tools. With the help of those tools and an EU-wide data collection regarding DPS a best practice criteria list will be derived which will be further discussed on the national and the European level. Final outcome will be best practice guidelines (handbook) for the implementation of an effective penalty point system. The project will conclude with Final Conference September 2012.

## ETSC (European Transport Safety Council) PIN Conference and Panel

The Research Department of the Road Safety Authority are representative on the ETSC's Road Safety Performance Index PIN panel. PIN is a policy instrument to help EU Member States in improving road safety. By comparing Member States' performance, it serves to identify and promote Best Practice in Europe and bring about the kind of political leadership that is needed to create what citizens deserve — a road transport system that offers a maximum of safety. Cross-country comparisons are published three times a year in the series of Road Safety PIN Flashes. Over the three initial years, 13 cross country comparisons on ten different areas of road safety have been presented. In June each year a PIN Report is launched at the PIN Annual Conference.

**The Research Department reviewed and provided data and information for the following publications in 2011;**

- Tackling the three main killers on the roads A priority for the forthcoming EU Road Safety Action Programme [www.etsc.eu/documents/05.05%20-%20PIN%20Flash%2016.pdf](http://www.etsc.eu/documents/05.05%20-%20PIN%20Flash%2016.pdf)
- Road Safety Target in Sight: Making up for lost time [www.etsc.eu/documents/ETSC%20PIN%20Report%202010.pdf](http://www.etsc.eu/documents/ETSC%20PIN%20Report%202010.pdf)
- Reducing deaths on rural roads — A priority for the next “Decade of action” [www.etsc.eu/documents/PIN\\_Flash\\_18.pdf](http://www.etsc.eu/documents/PIN_Flash_18.pdf)





## SARTRE 4 (Social Attitudes to Road Traffic Risk in Europe)

The research department of the Road Safety Authority is a partner in an EU Commission funded project SARTRE4. Other partners are road safety institutes such as; SWOV (Netherlands), KVT (Austria), BAST (Germany), AVT (Slovenia), IFSTARR (France), ITS (Poland), VTI (Sweden) and the ETSC (Belgium). The project in the form of a survey, will address issues such as mobility experiences, perception of safety needs by different types of road users; opinions and experiences about speeding, impaired driving; attitudes towards motorcycle riders, pedestrians and other road users.

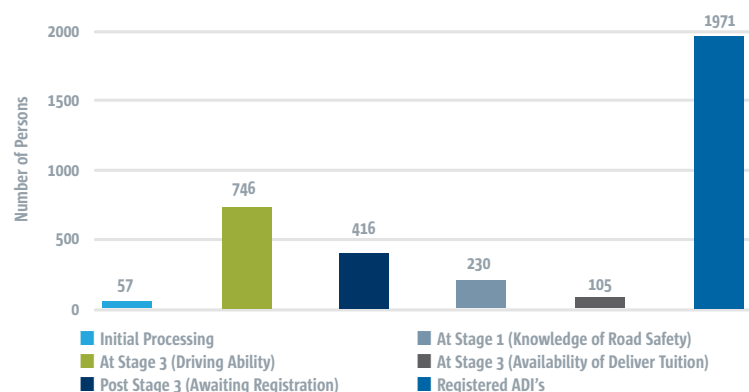
It is based on a common representative survey to be conducted in each participating member state, and a shared analysis of the large database. The information will be useful for comparing the relative standing of member states on the issues examined. It will also aid assessing citizens' acceptance of EU (and national) road safety policies, the limitations or successes of existing road safety measures, or support for new measures and policies. The project will conclude in 2012.

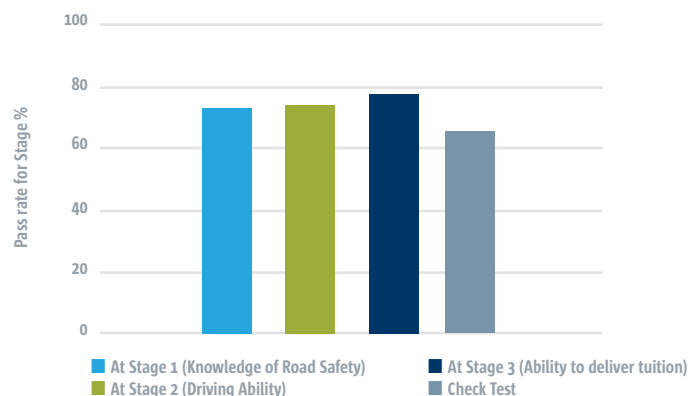
## Approved Driving Instruction (ADI)

As at 31st December 2011, there were 1971 approved driving instructors working in the industry.

### Number of ADI Tests carried out in 2011

Stage 1	540
Stage 2	535
Stage 3	443
Check tests	877





### Initial Basic Training (IBT) — Motorcycles

Initial Basic Training (IBT) is a mandatory 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.

During 2011 there were some 950 novice motorcyclists who successfully completed their IBT training. IBT courses are only available at RSA approved IBT training centres and may only be delivered by RSA approved IBT instructors at approved IBT training centres.

The number of approved IBT training centres has increased to 40 and the number of approved motorcycle instructors now stands at 120. There are currently 54 IBT approved Instructors. A novice motorcyclist may not undergo his/her practical riding test without firstly completing an IBT course.

### Essential Driver Training (EDT)

#### Car and Light van drivers

Regulations made in April 2012 require Category B learner drivers who have taken out their first Learner permit on or after 4th April 2011 to complete a course of training known as the Essential Driver training (EDT) course.

Each learner is issued with their own personal EDT logbook by their ADI who then uses it at the end of each lesson to record feedback on performance and make a set of recommendations in relation to what needs to be studied or practised further.

Learners are encouraged to 'self analyse' in keeping with very best learning practice and record their thoughts in their logbook. The role of a sponsor is promoted. The RSA have encouraged the participation of a Sponsor to ensure that informal practice is facilitated as recommended in most international research on the subject of learning to drive. The Sponsor also has a page in the logbook for each EDT lesson to record details of the informal practice and encourage interaction with the ADI and learner.

Whilst preparing this report not all ADI's have returned their lesson records though a conservative estimate would suggest that in excess of 160,000 EDT lessons have taken place since its introduction. The RSA committed to early reviews of both mandatory programmes (IBT & EDT) to ensure they are working as intended and are effective. A final report on the review is expected in August of 2012.

### Driver Certificate of Professional Competence (Driver CPC)

All professional bus and truck drivers (those who drive for a living) are obliged to maintain their Driver CPC qualification by completing one day of periodic training each year. EU Directive 2003/59/EC introduced Driver CPC in 2008 for all professional bus drivers and in 2009 for all professional truck drivers.

The RSA has developed a training syllabus in line with the EU directive and this has been circulated to all approved training providers for use when facilitating Driver CPC training, there are 112 approved training providers established throughout the country for this purpose. Training is all class-room based and there are six individual training modules, four of which are generic with one bus and one truck specific. Professional drivers must complete a different module each year, with five days training to be completed in each five year period. Drivers with a bus and truck category on their licence must complete six training days in order to maintain both.

In excess of 152,000 training days have been completed since the introduction of Driver CPC with approximately 56,000 training days completed in 2011. The RSA is responsible for ensuring that training material is up to date and relevant in addition to ensuring that each training module is specific to the needs of the modern day professional driver.



# 4

## Vehicle Standards and Enforcement

The Standards and Enforcement Directorate is headquartered in Loughrea where the enforcement and commercial vehicle testing functions are based. The Vehicle Standards function is based in the RSA's Headquarters in Ballina. The Standards and Enforcement Directorate encompasses the following key areas and functions:

- Type approval and regulation of the entry into service of new vehicles and the regulation of vehicles in use on our roads
- Enforcing EU and national road transport legislation on tachographs, driver's rules, Working Time Directive and licensing of road haulage and passenger operations
- Overseeing the Commercial Vehicle Roadworthiness scheme to ensure the quality and integrity of the scheme and assisting An Garda Síochána in roadside roadworthiness checks of commercial vehicles
- Implement a wide-ranging Commercial Vehicle Roadworthiness programme which will drive a 'step change' in the roadworthiness standards of commercial vehicles operating on Ireland's roads
- Administering the National Car Testing Service and monitoring the performance of the contractor on behalf of the State
- Administering the Digital Tachograph Card issuing scheme on behalf of the State

The overall aim of the Directorate is to ensure that Ireland's vehicle standards and testing procedures are in line with best practice and that commercial vehicle operators and drivers meet their obligations to use and operate commercial vehicles safely. Its aim is also to ensure that the work of the Directorate contributes to the RSA being a recognised and influential authority on road safety.



## 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 Regulatory Acts.

The RSA represents Ireland at EC and international forums and is responsible for contributing 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, the National Standards Authority of Ireland and the Department of the Environment, Heritage and Local Government.

## European Communities Whole Vehicle Type Approval (ECWVTA)

European Communities Whole Vehicle Type Approval (ECWVTA) and its related National Schemes were introduced in Ireland in April 2009. The objective of the type approval system is to remove barriers to the sale of road vehicles between Member States of the European Union while ensuring that vehicles meet common safety and environmental requirements. The National Standards Authority of Ireland (NSAI) is the designated type approval authority ([www.nsai.ie](http://www.nsai.ie)). The RSA works closely with the NSAI to ensure the type approval system is working effectively.

Since 29 October 2011, all new buses and mini-buses are required to have proof of approval before being registered by the Revenue Commissioners for use on Irish roads. Also since that date, all new LGVs manufactured in a single stage require approval in order to be registered in Ireland. The RSA has interacted with the Revenue Commissioners in order to implement the measures. An information leaflet was circulated by the RSA to stakeholders in May 2011 and again in October 2011.

Amending Statutory Instruments to type approval and entry into service legislation were signed into law by the Minister for Transport on 2 August 2011 in order to give effect to recently adopted EU regulatory acts and to include changes to national approval technical requirements in order to help progress mutual recognition discussions with the UK. These were SI 421 of 2011 amending SI 127 of 2009, SI 420 of 2011 amending SI 157 of 2009 and SI 422 of 2011 amending SI 158 of 2009.

## Mutual Recognition of Approval Schemes

In 2011, the RSA actively pursued mutual recognition of approval schemes with the UK. A draft Memorandum of Understanding was compiled by the RSA and submitted to the UK. It is currently being reviewed by the approval authorities and legal services in both jurisdictions with a view to signing in mid 2012.

## Public Consultations

During 2011, the RSA carried out the following public consultations in relation to Vehicle Standards:

### Written-off vehicles

In late 2010 and early 2011, a consultation was carried out proposing a system to regulate written-off vehicles in this country. After the consultation period, extensive follow-up meetings were held with stakeholders and subsequently proposals were developed and finalised. In addition, primary legislation was submitted (resubmitted) to DTTAS in June 2011 allowing the Minister to establish a system to regulate written-off vehicles. A report was prepared for the Department setting out the facets necessary for any system to regulate written-off vehicles in this country. These included:

- IT infrastructure/system for processing/managing written-off vehicle information
- Proposals with respect to the destruction, inspection and certification of a written-off vehicle
- Proposals with respect to the qualifications/accreditation of individuals/companies inspecting and repairing written-off vehicles

The report containing these proposals was submitted to the Department in September 2011.



## Motor Caravans

On 1 March 2012, new regulations (S.I. No. 58 of 2012) came into effect regarding the roadworthiness testing of motor caravans. Motor caravans must be tested at Commercial Vehicle Test Centres at the same frequency as the NCT, i.e. the first test on the fourth anniversary of first registration and thereafter every two years until the vehicle is ten years old, after which annual testing applies. Vehicles registered prior to 1 January 1980 are exempt from testing. Motor caravans with two axles will be charged €70.86 plus VAT and motor caravans with three or more axles will be charged €88.58 plus VAT. Vehicles with living accommodation which are also used for transporting goods, i.e. vehicles fitting the description of a 'living van' (horse transporters etc) are, for test purposes, classified as goods vehicles. This has been clarified in the amendment regulations. Further details, including test centre contact details, are available on the RSA website under the 'Vehicle Testing' tab, where a dedicated webpage has been created in relation to the roadworthiness testing of motor caravans.

## Mobile Machines

A framework for bringing mobile machines within the ambit of the roadworthiness testing regime conducted at Commercial Vehicle Test Centres has been agreed with the Department of Transport, Tourism and Sport (DTTAS) and new regulations regarding the test criteria for these vehicles will be prepared and submitted to DTTAS for the Minister's signature by end of 2012.

## Spray Suppression

The report and recommendations arising from the consultation have been progressed and regulations were in place in early 2011 so that all new trucks over 7.5 tonne and trailers over 3.5 tonne are fitted with spray suppression from 1 September 2011.



## Safety Belts on Buses

It is now a legal requirement that all buses carrying children have to be fitted with safety belts of an acceptable standard. This was made law by Statutory Instrument Number 367 of 2011. An extensive awareness campaign was undertaken before commencement of these regulations to ensure that all bus owners and members of the public were aware of the new requirements with respect to the transport of children.

## Braking

New braking regulations (S.I. No. 235 of 2011) took effect from 1 June 2011 and apply to all new passenger vehicles, goods vehicles and their trailers. Under the new requirements, motor vehicles and trailers are required to meet with the technical requirements of the EC Braking Directive. One of the key features of the new regulations is the requirement that all commercial vehicles (including buses and heavy trailers) registered from 1 June 2011 are equipped with an Anti-lock Braking System (ABS) and that this system is maintained throughout the life of the vehicle. Features affecting light trailers (> 750kg) manufactured since 1 June 2011 include a requirement that they have brakes fitted to all wheels and that they are equipped with auto-reverse functionality. Updates to the commercial roadworthiness test, following on from the introduction of the new braking regulations, include a requirement that all relevant vehicles and trailers are fitted with a properly functioning ABS system.

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

The Minister of Transport indicated at the end of 2011 that six axle articulated vehicles would have their maximum permitted combination weight increased to 46 tonnes. It was also indicated at that time that the 42 tonne derogation for five axle articulated vehicles would continue until 31 December 2014, at which point it would be discontinued. The RSA was tasked with submitting draft regulations to the Department which allowed six axle articulated vehicles to operate at 46 tonnes. Draft regulations were submitted to the Department in February 2012 and are in the process of being finalised.

The draft regulations also contain provisions which mandate that specific devices be fitted to heavy goods vehicle combinations operating at increased weights. Such devices have been shown to improve the safety and performance of heavy goods vehicles. These additional provisions include: Electronic Braking System (EBS), Vehicle Stability Function/ Electronic Stability Control (ESC), Euro V or Euro VI emission levels, Advanced Emergency Braking Systems (AEBS) and Lane Departure Warning Systems (LDWS).

## Review of the Use of Agricultural and Works Vehicles on Irish Roads

In 2008 — 2009, the RSA carried out a comprehensive review of the use of Agricultural and Works vehicles on Irish roads and, in conjunction with the Department of Transport, submitted a detailed report to the Minister for Transport outlining our recommendations. These recommendations have now received ministerial approval.

This report was compiled following a detailed review of the regulation, classification and safety issues surrounding their use on public roads and has highlighted several areas that need to be addressed in order to increase safety for the drivers of these vehicles, and also that of other road users that may come into contact with them while using the public road.

In summary the RSA will be implementing improvements to the standards of agricultural vehicles used on the public road specifically relating to gross vehicle weights and plating, lighting and visibility, braking and coupling systems and roadworthiness testing. The Department of Transport, Tourism and Sport will introduce speed limits and implement policy regarding the use of agricultural vehicles for road haulage.

## Technical Advisory Forum

During 2011, the Technical Advisory Forum continued to provide valuable input to the future technical standards and contents of roadworthiness testing in Ireland. A review of the Light Goods Vehicle (LGV) test was completed and included updates to accommodate advances in vehicle design and engineering. The forum comprises representatives of 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 the NSAI.

## EU Representation

The RSA has been actively participating in Council Working Group meetings. In 2011, the main dossier that was progressed was the new framework directive for motorcycles (including quads). The objectives of the dossier include the introduction of new safety requirements such as mandatory anti-lock braking systems fitted to medium and high performance motorcycles, powertrain tampering prevention and daytime running lights. The dossier also proposes to strengthen emissions standards, introduce market surveillance measures and simplify the current legal framework.

## Vehicle Testing

In accordance with Directive 2009/40 EC, Member States of the European Union are required to have arrangements in place for the compulsory periodic roadworthiness testing of motor vehicles and trailers registered by them. Since 13 September 2006, the RSA has had responsibility for vehicle testing, including the operation of the National testing Service (NCTS) contract.

### NCTS Contract 2011

The National Car Testing Service (NCTS) is provided by Applus at 46 test centres around the country. The RSA, assisted by the Supervision Services Contractor (SSC), PricewaterhouseCoopers, and a Technical Elements Contractor (TEC), AA Ireland Ltd, monitors the NCTS contractor's adherence to key performance metrics and service level agreements. These include regular checks on test accuracy, test waiting times, customer satisfaction levels, the issuing of advance notifications, equipment consistency, independent re-inspection of tested cars and reviews of NCTS operations. Applus met all of the required performance measures for 2011.

The RSA, in its role in overseeing the NCTS, has always recognised the need for consistently high vehicle testing standards, irrespective of the test centre at which any vehicle is tested, the vehicle inspector who tests it, or the circumstances in which it is tested.

In recent years, the RSA has encouraged the implementation of new technologies and procedures to assist with test monitoring e.g. CCTV on all test lanes, fixed cameras connected to test equipment, the introduction of identity checks for people presenting vehicles for test, online remote systems to monitor testing activity and holding vehicles for independent re-inspection.



## Fraud Management

In the RTÉ Primetime Investigates broadcast of 16 May 2011, the quality and integrity controls of the NCTS were called into question. Although the subject of an ongoing Garda investigation, with a number of issues still unproven, the RSA worked closely with the NCTS contractor's senior management team and the Supervision Services Contractor (SSC) to identify the potential causes of specific incidents reported in the programme and to implement actions to prevent or detect occurrences of similar situations arising in the future.

A robust anti-fraud management plan has been put in place which details additional measures being taken to minimise fraudulent activities, as well as taking steps to identify the individuals and companies who would seek to obtain roadworthiness certificates for vehicles through illegal means. Key aspects of this, which require the co-operation of the public, include raising awareness of the requirement for identity checks for people presenting vehicles for test and the introduction of a new 'whistleblower' confidential telephone line and email system, to which both staff and public have access.  
**(Confidential telephone hotline: 1890 928580; Email: [integrity@ncts.ie](mailto:integrity@ncts.ie))**

The RSA is committed to its role of supervising and monitoring the NCTS to provide a system of testing that meets standards of good practice, stands up well to international benchmarking and that enjoys the confidence of the public. It is confident that the NCTS contractor is committed to eradicating fraud. The quality of the Irish car fleet has improved substantially since the test was introduced over 10 years ago.

## Presenter ID

The requirement for the person presenting a vehicle for test to produce identification has been in place since January 2010. It is important that people are aware that anybody bringing a car for its NCT must present their driving licence, otherwise the NCTS may refuse to test the vehicle or issue the test certificate until ID is produced.

## Annual Testing of 10 Year Old Cars

The annual testing of cars 10 years and older was introduced in 2011 and commenced on 1 June. This means that all cars presented on their 10th anniversary or subsequent NCT on or after 1 June 2011 will receive a certificate valid for up to one year only. There is a need to ensure that older vehicles are frequently maintained and are fit for purpose on our roads. The NCT pass rate for cars four years old is over 70% while it deteriorates to an average of just 33% for cars over 10 years old. More than one car in a hundred over 10 years old is found to be in a dangerous state.

## Road Collision Facts 2010

Older vehicles are also more likely to be involved in a collision. The Road Collision Facts 2010 show that 42.9% of fatal collisions that occurred in 2010 involved vehicles that were 10 years old or more. 36.6% of serious injuries from collisions that occurred in 2010 involved vehicles that were 10 years old or more.

## Number of Tests Conducted by the NCTS

- In 2008, 835,802 full tests were conducted with a pass rate of 51.9% while 402,125 retests were conducted with a pass rate of 86.8%
- In 2009, 864,499 full tests were conducted with a pass rate of 51.5% while 367,467 retests were conducted with a pass rate of 90.7%
- In 2010, 893,713 full tests were conducted with a pass rate of 51.7% while 379,622 retests were conducted with a pass rate of 90.6%
- In 2011, 984,968 full tests were conducted with a pass rate of 50.5% while 464,337 retests were conducted with a pass rate of 90.5%

## What the NCT Test Examines

During the NCT, specific items are checked and tested. These include:

- Brakes
- Exhaust emissions
- Wheels and tyres
- Lights
- Steering and suspension
- Chassis and underbody
- Electrical systems
- Glass and mirrors
- Transmission
- Interior
- Fuel system



### NCT Changes from 1 January 2012

Changes to the periodic roadworthiness tests have been mandated by Directive 2010/48/EU. The purpose of this Directive is to harmonise the testing regimes of Member States and, for the first time, lists methods of testing and reasons for failure for all items. Some of the test items in the NCT test have been modified to comply with the requirements of the Directive. These changes took effect from 1 January 2012.

- Seats
- Service brake performance
- Exterior lamps
- Auxiliary lamp condition and position
- Bodywork and exhaust system
- Tyre specification
- Steering linkage, suspension and drivetrain
- Electrical system
- Rear fog lamp(s)
- Malfunction indicators

### NCT Customer Service Satisfaction

One of the key aspects of the NCTS requiring regular monitoring is to monitor the level of customer satisfaction. PricewaterhouseCoopers (PwC) was commissioned to assist with the supervision of the contract. Customer satisfaction surveys are conducted quarterly to ensure that the NCTS is meeting the required standard. Satisfaction with the overall service received from the NCTS in 2011 stood at 83.7%, which was slightly above that observed in 2010 (84%).





## Number of Tests by Centre in 2011

Centre	Pass (Initial Test)	Fail (Initial Test)	Pass (Re-test)	Fail (Re-test)	Total Passes	Total Tests
Abbeyfeale	5,969	4,661	4,093	358	10,062	10,630
Arklow	7,958	8,224	7,093	831	15,051	16,182
Athlone	8,191	7,363	6,524	679	14,715	15,554
Ballina	5,636	6,316	5,400	499	11,036	11,952
Cahir	10,496	10,161	8,498	818	18,994	20,657
Cahirciveen	1,597	674	619	25	2,216	2,271
Carlow	9,535	11,323	9,635	1,103	19,170	20,858
Carndonagh	2,513	2,017	2,034	157	4,547	4,530
Carrick-on-shannon	4,961	5,006	4,417	379	9,378	9,967
Castlerea	5,596	5,368	4,535	439	10,131	10,964
Cavan	4,629	6,065	5,292	666	9,921	10,694
Charleville	7,486	4,299	4,068	298	11,554	11,785
Clifden	1,166	1,717	1,571	132	2,737	2,883
Cork-Blarney	15,916	14,094	12,000	1,113	27,916	30,010
Cork-Little Island	29,639	22,385	20,348	1,696	49,987	52,024
Deansgrange	38,008	35,052	30,766	2,811	68,774	73,060
Derrybeg	1,998	1,941	1,862	113	3,860	3,939
Donegal	4,885	3,473	3,083	289	7,968	8,358
Drogheda	13,510	11,010	9,400	878	22,910	24,520
Dundalk	6,745	7,943	6,630	845	13,375	14,688
Ennis	10,605	11,821	9,766	1,273	20,371	22,426
Enniscorthy	13,835	13,507	11,884	1,072	25,719	27,342
Fonthill	31,575	41,315	32,132	4,235	63,707	72,890
Galway	20,986	22,207	19,340	2,227	40,326	43,193
Greenhills	14,755	13,703	13,750	1,468	28,505	28,458
Kells	11,007	11,008	9,208	946	20,215	22,015
Kilkenny	10,102	8,888	7,624	730	17,726	18,990
Killarney	7,592	5,586	5,182	424	12,774	13,178
Letterkenny	8,609	8,886	7,824	824	16,433	17,495
Limerick	20,009	18,682	16,832	1,645	36,841	38,691
Longford	5,185	5,452	4,664	566	9,849	10,637
Macroom	7,340	5,257	4,747	437	12,087	12,597
Monaghan	4,337	5,322	4,679	557	9,016	9,659
Mullingar	5,929	7,552	6,395	776	12,324	13,481
Naas	15,703	15,896	12,748	1,418	28,451	31,599
Nenagh	10,473	8,355	7,557	555	18,030	18,828
Northpoint 1	18,357	22,114	17,516	2,524	35,873	40,471
Northpoint 2	28,687	33,009	29,347	3,490	58,034	61,696
Portlaoise	8,794	7,450	6,941	582	5,735	16,244
Skibbereen	6,626	4,862	4,384	350	11,010	11,488
Sligo	6,228	7,065	6,133	561	12,361	13,293
Tralee	9,638	6,722	5,845	465	15,483	16,360
Tullamore	6,537	7,776	6,265	881	12,802	14,313
Waterford	14,898	12,759	10,784	1,139	25,682	27,657
Westport	8,388	7,222	6,363	553	14,751	15,610
Youghal	5,931	4,901	4,343	389	10,274	10,832



## Commercial Vehicle Testing (CVT)

The annual testing of commercial vehicles in Ireland is carried out by over 146 privately operated test centres which are currently appointed and supervised by the Local Authorities. According to returns made to the RSA by test centres, some 117,686 Heavy Goods Vehicle tests (a decrease of less than 10% on 2010) and 395,956 Light Goods Vehicle tests (an increase of just over 2% on 2010) were completed in 2011. In 2011, RSA Vehicle Inspectors made 167 Commercial Vehicle Test Centre visits to review compliance with commercial vehicle test centre standards and consistency of testing. Issues identified were followed up with the Local Authorities who are responsible for licensing and supervising commercial vehicle test centres

## Roadside Checks for Commercial Vehicle Roadworthiness

The Gardaí are responsible for enforcing the roadworthiness of commercial vehicles on the roadside. They are supported by the RSA in this function. RSA Vehicle Inspectors participated in 597 roadside checkpoints in 2011. Roadworthiness checks were completed on 4,919 vehicles and these checks revealed that 2,312 vehicles or 47.8% had defects. 32% of these vehicles had defects serious enough to warrant immediate action, such as impoundment, repair on site or a new test.

## Reports from other EU Member States on Irish Commercial Vehicles

During 2011, the RSA received reports from the UK Vehicle Operator Standards Agency (VOSA) that 4,005 Irish commercial vehicles had been stopped in the UK with vehicle defects and that 24.51% of these defects were classed as serious. Over 50% of the defective vehicles reported by VOSA were trailers and 29% of trailer defects were serious defects. In 2011, the RSA recorded and reviewed all reports received and issued 814 letters to operators in relation to reported serious defects.

## Commercial Vehicle Maintenance

In 2011, the RSA continued to circulate the 'Guide to keeping commercial vehicles roadworthy'. The guide includes details on how an operator can implement an effective preventative maintenance system with many of the elements being simple, low cost, common sense solutions that can be easily implemented by all operators. There are also many benefits in having an effective vehicle maintenance system in place including increased customer satisfaction, fewer vehicle breakdowns, reduced maintenance costs and increased road safety for all road users. The majority of defects found at the roadside could have been noticed by a simple driver walk around check and could have been easily rectified before the vehicle was taken on to the road. The guide includes walk around check posters for different vehicles giving details of what a driver should check.

## Commercial Vehicle Roadworthiness (CVR) Reform Programme

The RSA is currently engaged in the implementation of a wide-ranging Commercial Vehicle Roadworthiness (CVR) reform programme. The programme was initiated following a request by the Minister for Transport to perform a detailed review of the Irish roadworthiness testing, compliance and enforcement regimes. The RSA has been charged with delivering on these recommendations, and the CVR reform programme was formally initiated in July 2010. CVR incorporates a three strand approach to reform. These are roadside enforcement, periodic checks and operator's checks.

The overall objective of the transformation programme is to make a step change in the quality of commercial vehicles and therefore help improve road safety, reduce congestion, ensure fair competition, develop a much greater awareness of road safety issues and improve the culture of safety within the transport industry.

Through these reforms, the RSA's objective is to focus compliance and enforcement efforts predominantly on those operators who choose not to keep their fleet in a roadworthy condition 365 days a year (and thus represent a safety risk on public roads), whilst compliant operators can go about their business with a lower risk of disruption. The RSA anticipates that there will be a positive impact on road safety and congestion both through the improved condition of Irish registered vehicles and also through increased focus on international vehicles in Ireland and on the international reputation of Irish vehicles operating in other countries. In 2011, the RSA developed policies, procedures and processes which will support the smooth delivery of the CVR programme. A total of 16 new staff members transferred from Local Authorities to support the development and delivery of the project. A public consultation on the proposed reforms was carried out with both test centres and operators. The results of the consultation were collated and a response document was circulated to all stakeholders and on the RSA website [www.rsa.ie](http://www.rsa.ie).

The RSA also advanced the development of an integrated ICT solution for the Commercial Vehicle Information System (CoVIS), a primary driving force and tool which will be used by the RSA to implement, monitor and enforce its responsibilities for authorising and supervising commercial vehicle testing. CoVIS will assist the RSA in ensuring that vehicle testing is carried out to a common standard and will support intelligence-based enforcement through targeting of non-compliant operators. CoVIS will support the full integration of all RSA enforcement activities in respect of commercial vehicles.

In addition to vehicle roadworthiness, it will record enforcement activity on driver's hours (including prosecutions under the European Communities (Road Transport) (Working Conditions and Road Safety) Regulations 2008) and unlicensed haulage. The intention is to create a single user interface containing a profile of each operator and vehicle which can be used to target non-compliant operators. In 2011, the RSA carried out a procurement process for the CoVIS System. It is envisaged that the CoVIS System will become operational in 2013. The reform implementation group, chaired by the RSA, with representatives from key stakeholders such as the Department of Transport, An Garda Síochána and Local Authorities, met regularly to oversee the implementation of CVR in 2011. The first phase of the programme is currently scheduled to be operational in the second quarter of 2013.

**Other features include:**

- Improved roadside enforcement processes and procedures, including facility to immobilise non compliant vehicles and improved deployment and coordination of enforcement agencies
- Enhanced quality of commercial vehicle testing and stream lined management of the testing system by transferring authorising of test centres to the RSA
- Targeted improvement of commercial vehicle operators through a combination of education and risk based enforcement
- Legislative changes to enable the above deliverables
- Strategic deployment of roadside enforcement technology including remote access and data collection devices, ANPR and WIMS

The reform programme is a complex programme which will be delivered over 18 months to two years.

**Special Permits**

Permits were issued to 20 vehicles which breached the Construction, Equipment and Use, Construction and Use and Lighting Regulations, thereby allowing their use on public roads. 18 were for buses which included three standee permits. A permit was issued for a Landrover Defender which was converted to a large PSV and a permit was also issued for a novelty land train.

**Road Haulage Enforcement**

The RSA, together with An Garda Síochána are charged with enforcing EU and national road transport legislation on tachographs, EU driver hours rules, Road Transport Working Time Directive and the licensing of road haulage and passenger operators to engage in hire and reward operations. Both the RSA and An Garda Síochána carry out enforcement at the roadside, while the RSA also investigates and enforces at the operators premises.

RSA enforcement strategy is intended to enhance road safety by improving operator and driver compliance with the rules on driving times, breaks and rest periods, and tachograph requirements. Drivers' work and rest hours are regulated to avoid driver fatigue. One of the main causes of road traffic collisions among large vehicle drivers is fatigue. This is hardly surprising considering that the HGV drivers are on the road for prolonged periods of time and often involved in shift work or irregular work patterns. For drivers of large commercial vehicles driver fatigue is an occupational hazard which, under Safety and Health laws, must be managed by a safe system of work.

No driver can afford to be fatigued nor can anyone else afford a driver to be fatigued. Recognising the road safety risks of fatigue and adverse consequences for fair competition, the RSA is adopting an increasingly risk based strategy towards enforcement where persistent offenders are being targeted for more frequent and intense inspections and inspections of compliant operators who demonstrate good levels of compliance are being minimised as much as possible.

## Overview of Activity in 2011

RSA enforcement activities show a year on year increase in terms of roadside inspections and prosecutions at Court. A number of innovations were implemented in 2011 designed to enhance efficiency and effectiveness of enforcement while at the same time contributing to the Government's policy of reducing the administrative burden on business.

## Roadside Enforcement Activities

RSA Transport Officers participated in 596 roadside checks during 2011 and inspected driving time records for 3,781 drivers. This compares with 510 checks and 3,143 driver inspections in 2010. Roadside checks were undertaken across a wide segment of the roads network and specific measures were put on place to minimise the opportunity for non-compliant drivers and operators to evade checkpoints.

## Operator Premises Checks

There were 682 checks at operator premises during 2011. Checks at premises provide opportunities for RSA Transport Officers to provide advice and guidance to operators on appropriate systems for organising and managing compliance with the tachograph and driving time rules. Many operators have responded positively by updating systems and procedures for improving compliance. While the Authority will work with operators who demonstrate a commitment to mend their ways and improve compliance, the Authority will also take prosecutions where necessary having regard to the nature and seriousness of infringements, the operator's culpability and prevalence of infringements detected during investigations.

## RSA Successes at Court — 2011

201 cases were successfully prosecuted by the Road Safety Authority in the District Courts (this compares with 74 in 2010). The majority of the cases prosecuted at Court relate to breaches of driver's hours rules, tachograph and operator licensing.

It is generally the case that proceedings are taken against drivers and operators. The operator is responsible for organising each driver's activities and ensuring compliance with the tachograph and driver's hours rules. Persistent offenders are targeted for frequent inspections both at the roadside and at premises. Some of the cases successfully prosecuted relate to use of tachograph manipulation devices designed to "hide" excessive driving or failures to take rests and breaks.

The outcomes of RSA cases are published on the RSA website at [www.rsa.ie/prosecutions](http://www.rsa.ie/prosecutions).

## Strategic Aspects — Enforcement

The overall enforcement strategy put in place in relation to roadside and premises checks is to target enforcement efforts on non-compliant operators while minimising inconvenience to law-abiding operators.

Enforcement capacity across the State is being significantly expanded as a consequence of the acquisition by An Garda Síochána of a new digital tachograph download system which has been rolled out across all Garda Divisions. The Authority is concentrating the scarce enforcement resources that are available to it on the targeting of the highest risk operators while at the same time maintaining high visibility enforcement at roadside checks and working with operators who demonstrate a commitment to improving their compliance levels.

The EU Directive 2006/22/EC deals with the enforcement of tachograph and drivers' hours' rules and obliges Member States to carry out a minimum number of roadside and premises checks per annum. The State exceeded the overall target for 2009 and 2010. Arrangements are in place to ensure that the State achieves the EU minimal targets for 2011 and 2012. The various enforcement, educational and advisory measures being implemented by the RSA are designed to meet the Road Safety Strategy goals 2007 — 2012.

RSA liaised with the Department of Tourism, Transport and Sport on the drafting of proposals for new legislation relating to the reform of the operator licensing system in the State and specifically the withdrawal, suspension of operator licenses where there is evidence of persistent offending in relation to driver's hours, tachograph and roadworthiness offences.

There is on-going liaison with the various representative associations about enforcement and emerging legal developments. The RSA participated in various events organised by trade associations including attendance at seminars and workshops.

## Reports from other Member States concerning driver infringements

Reports were received from other Member States concerning infringements by drivers in relation to tachograph and drivers' hours' rules while operating in those States. This information is recorded and used to target operators. Reports were received in respect of 828 drivers in 2011. The bulk of these reports were received from the UK.

## Legislative Developments

**The European Communities (Road Transport) (Working Conditions and Road Safety) Regulations 2008 (SI 62 of 2008) was updated through the adoption of:**

- SI 386 of 2011 concerning mutual recognition of certain road transport vehicles engaged on certain categories of transport activities between the State and Great Britain and Northern Ireland from tachograph and the EU driver's hours rules; and
- SI 578 of 2011 concerning the alteration of fees payable for digital tachograph cards and reduced fees for applicants using the RSA online application facility

The Road Traffic Act 2010 included provisions for the establishment of a fixed penalty scheme for road transport related offences. RSA is pursuing the implementation of the scheme with the Department of Tourism, Transport and Sport and the Garda Síochána.

## Digital Tachograph Scheme

The Road Safety Authority is also responsible for administering the Digital Tachograph Scheme on behalf of the State. Since the RSA took over this function in 2007, it has worked to provide an excellent customer service to applicants for digital tachograph cards. In December 2011, customer service was enhanced even further with the roll out of an on-line application facility which is available 24/7 to HGV and bus drivers seeking digital tachograph driver cards. The online system allows drivers to apply quickly and easily for a driver card at a reduced fee of €45 compared to the usual fee for €60 for paper based applications. The fee differential recognises the reduction in the administrative burden to both the RSA and the operator. Uptake of the new system exceeded expectations and within the first couple of weeks online applications comprised 62% of all applications.

There were 11,521 applications for cards processed during 2011 compared with 8,691 in 2010. Nearly 30% of the applications related to renewal of existing tachograph cards. Turnaround target times for the processing of valid applications was exceeded – most applicants now receive cards within two weeks.



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## Corporate Services

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The RSA is committed to maintaining the highest standards of corporate governance as part of the ongoing implementation of the Code of Practice for the Governance of State Bodies. In 2011, the Board of the RSA held nine meetings and the Internal Audit Committee held four meetings. The Internal Audit Plan, covering the period 2011, was agreed by the Internal Audit Committee and the RSA Board. The plan was implemented and reported on by the RSA's Internal Auditors (Mazars).



## Human Resources

The HR department continues to support all Directorates in relation to staffing issues, performance development, absence management, training, health and safety, and developing relations between staff, management and trade unions.

### Staffing

The Road Safety Authority is staffed by a combination of both civil and public servants. The staffing level as at 31 December 2011 was 295 Staff (284.69 whole time equivalents working in each of the four Directorates. There were eight retirements in the RSA in 2011.

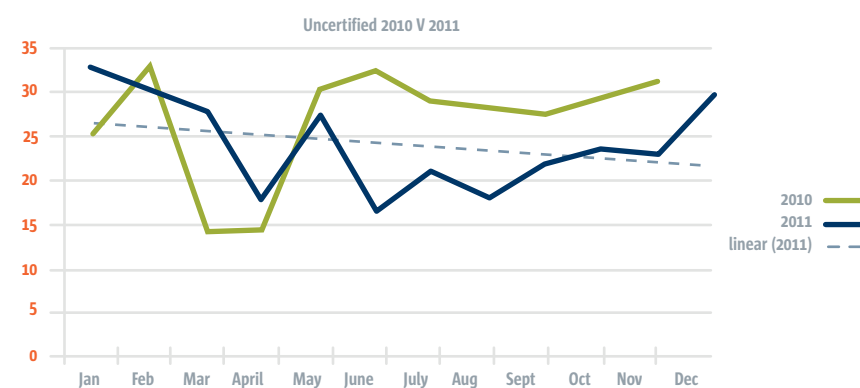
### Absence Management

The HR department continues to focus on the issue of absence management with a particular emphasis on absences due to sick leave. We continue to refer all long term sick leave cases to the Chief Medical Officer after a duration of four weeks, hold 'back to work discussions' with employees after every sick leave absence and provide a detailed report including costings to the Board of Directors on a monthly basis. All these measures have assisted in reducing our level of absenteeism.

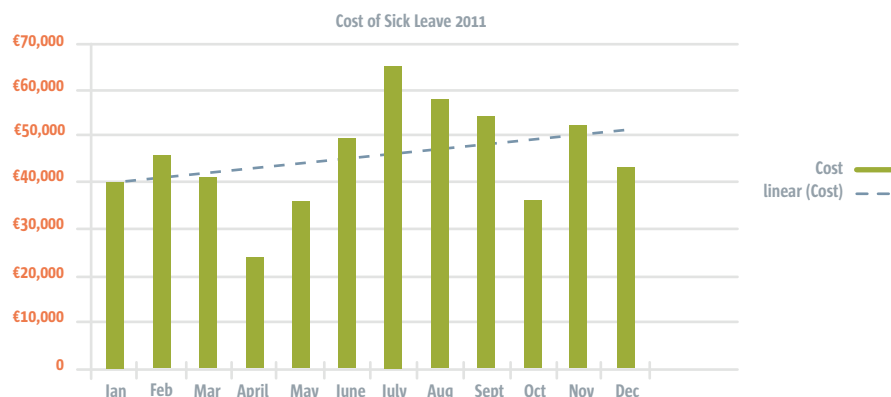
The following graph displays the certified sick leave levels (no. of actual days lost) in 2011 in comparison to 2010 levels:



The following graph displays the uncertified sick leave levels (no. of actual days lost) in 2011 in comparison to 2010 levels:



The cost of sick leave to the Road Safety Authority in 2011 was €547,659 for the year, and the distribution of this cost is displayed in the following chart:



## Recruitment

There was no open recruitment in 2011 due to a staffing moratorium. However, the RSA was tasked with the Commercial Vehicle Reform Project and 13 people were successful at interview to staff this project and permanently transferred from their respective Local Authorities. The HR department will continue to complete the staffing of the CVR project in 2012 within the Employment Control Framework. The RSA has also been tasked with the Driver Licence (Plastic Card) Transformation Project and five staff members were transferred to the RSA on a secondment basis from Mayo County Council to staff the initial project team.

## Industrial Relations

The HR department works with unions and staff representatives to achieve good working relationships and is committed to the promotion of a good industrial relations environment through the Industrial Relations Council (IRC) which meets on a quarterly basis. The RSA also has a high level of ongoing interaction with staff representatives at local level.

## Health and Safety



RSA staff continue to be trained and given refresher training in all areas of health and safety such as fire safety, CPR and AED, signing, lighting and guarding (at roadside checkpoints) and manual handling. A number of RSA staff members have been trained as instructors and will provide training in-house to the remainder of our staff. The health and safety unit, in conjunction with the Integrated Management system (IMS) team, saw the successful award of three NSAI standards to the Road Safety Authority in 2011. They were ISO 9001 Quality Management, OHSAS 18001 Health and Safety and ISO 14001 Environment Management. The RSA is the first public service body in Ireland to hold all three internationally recognised standards.

## Finance

The main function of the Finance Division is to ensure that the Authority has strong financial administration in accordance with a strong internal control environment.

The principal functions of the RSA Finance division are as follows:

- Business planning and budgetary control
- Financial and regulatory reporting
- Compliance in respect of external and internal audits
- Financial control in respect of payroll, travel and subsistence, payment processing and procurement
- Treasury and cash management
- Income recognition of the Authority's non-Exchequer income
- Management of the Authority's Exchequer allocation
- Compliance in respect of taxes
- Management of complete suite of corporate governance requirements

In 2011, the Finance Division of the Authority achieved the following:

- Completion of the Authority's Internal Audit Programme 2011
- Complete updating of all the Authority's financial policies including the creation of three new financial policies
- Financial records management policy
- Banking and treasury management policy
- Board corporate governance and board procedures policy
- Completion of the Comptroller and Auditor General Audit of the 2010 Financial Statement for the year to the 31 December 2010 with the expression of a clean audit opinion
- RSA Finance also renewed its main outsourced contracts in 2011 in banking, payroll administration and internal audit and contracts have now been put in place until 2016 for these services

## Information Communications Technology (ICT)

During 2011, the ICT department focused primarily on the following three areas:

- Completion of projects as per business plan
- Improving on the existing service provided to RSA customers both inside and outside the organisation
- Identifying and delivering technical solutions to facilitate cost savings

## Projects Delivered in 2011

### 1. Improvements to driver testing online process

Improved online application system allowing applicants to self schedule, cancel or reschedule an appointment online. New system conforms to international standards for web security and navigation.

**2. Hardware Refresh Programme**

By replacing old hardware and by moving servers to a virtualised environment, ICT department has been able to meet the RSA's growing ICT needs while reducing the number of physical servers used to support this environment which has resulted in significant capital expenditure savings as well as day to day savings on electricity, heating and air conditioning costs.

**3. Security and Server Hardening**

Through the delivery of an automated patching system (WSUS), upgraded antivirus and intrusion detection system and the rationalisation of the active directory and group policy environments, we have protected our ICT hardware, allowing us to meet the main outstanding audit findings.

**4. Migration of Mobile Services to O2**

The contract to manage our mobile service was re-tendered using the National Procurement Service Framework Agreement and the competition was won by O2. As well as significant cost cutting on voice, text and data, the migration us to review the services provided to staff and to reduce the service where a clear business case could not be established. The year on year monthly comparison on cost savings for October 2011 shows a drop of over 50% (€6,611 to €3,199).

**5. Digitacho Online Project**

By allowing drivers to request a tachograph card online, this has allowed the RSA to meet a surge in demand without the need to allocate five extra staff.

**6. Essential Driver Training (EDT)**

The ICT department has delivered a system which allows the ADI unit to capture and manage the training records for circa 60,000 first time drivers without a significant increase in staff.

**Improved Customer Service****1. External Customer**

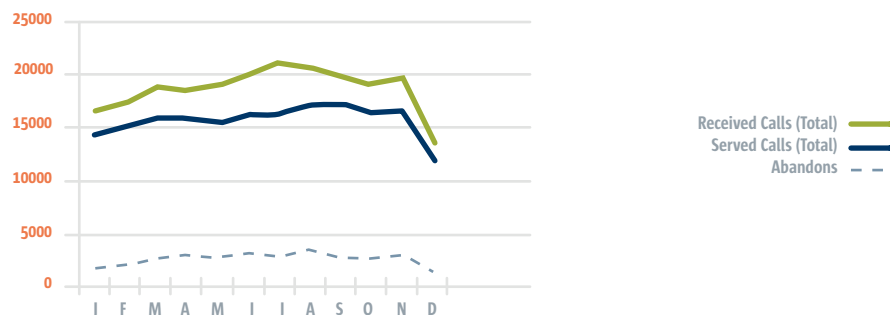
ICT has facilitated improvements to the customer service delivered by the RSA. This has been achieved by supplying a call recording system to the Customer Care Centre to allow for training and monitoring. We have also expanded the communications management system and improved the management of our web content.

**2. Website Statistics for 2011**

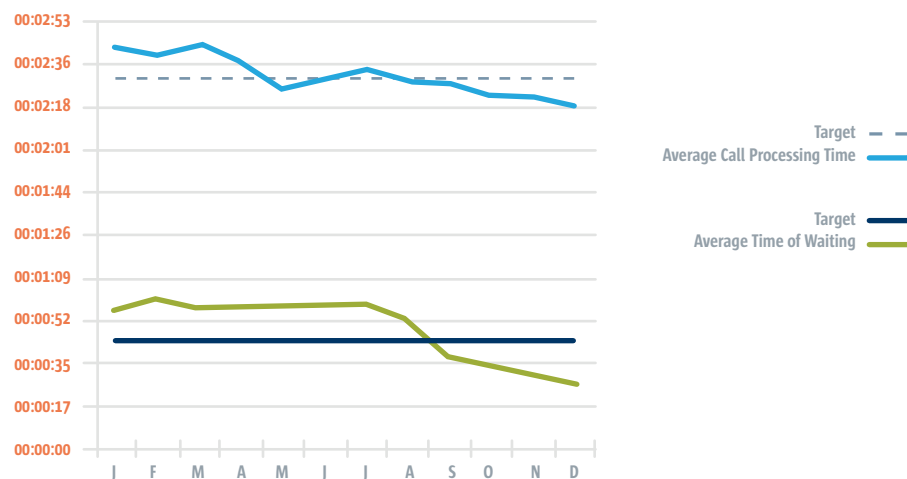
Number of people visited the site	863,455
Gross number of visits	511,261
Page views	4,200,363
Average page views per visitor	4.86

## Call Centre Statistics for 2011

### 1. Call Centre — Monthly Call Activity



### 2. Call Centre — Monthly KPIs



### 3. Annual Call Breakdown by Section

Driver Testing	64%
Driver Licensing	4%
Standards & Enforcements	7%
ADI	14%
CPC	8%
Other — General queries	3%

### 4. Meeting our internal Service Level Agreement (SLA)

Our core SLA targets as defined for internal customers were met and/or exceeded:

SLA	Target	Actual
ICT system uptime target	99.9 %	99.95%
Closing of Priority 1 incidents	90% within 1 working day	95% within 1 working day
Closing of Priority 2 incidents	75% within 3 working days	85% within 3 working days
Closing of Priority 3 incidents	60% within 5 working days	73% within 3 working days

## Initiatives to Improve Efficiencies and Reduce Costs

### 1. Roll-out of Video Conferencing

Static round table conferencing facilities were set up in regional centres. Laptop video conferencing capabilities were also provided to remote and mobile workplaces, therefore reducing the need for face-to-face meetings.

### 2. Improved Data Storage and Sharing

Through expanding our SharePoint environment, providing secure extranet sites and a secure FTP site, we have allowed RSA staff to share data between remote sites and also with external users.

### 3. Facilitate Ongoing ISO Accreditation Process

ICT delivered and expanded Smart-ISO system, a staff facing KPI monitoring and display system, as well as facilitating the delivery of relevant project updates and information through a real-time screensaver.

## Estate Management

### Office Premises

During 2011, the driving test centre in Donegal Town moved to the Donegal Public Service Centre in Drumlonagher in the town. This move means that the driver testing service is operating from a modern and serviced location, capable of meeting the demand of its customers.

Also during 2011, due to serious health and safety issues at our driving test centre in Doughcloyne in Cork, category testing of all HGVs was transferred to a temporary location at Ballincollig RFC. This arrangement provides suitable temporary relief to the difficulties faced in Doughcloyne but it is far from an ideal solution. The RSA continues to work with the OPW to seek a suitable long-term resolution for an appropriate driving test centre for Cork city.

The RSA also experienced health and safety issues with our driving test centre in Gorey, Co. Wexford. A resolution to these difficulties was to relocate the test centre to Naomh Eanna GAA Club, Gorey. The arrangement is working well while awaiting a long term resolution.

As part of the Croke Park Agreement, the Department of Transport, Tourism and Sport commissioned consultants to undertake an option appraisal to assist in determining whether the driver testing service should continue to be directly delivered by the RSA or should be outsourced by the RSA to a service delivery partner. Following the Minister's decision that service delivery was to remain a function of the RSA, the driver testing service of the RSA decided to conduct a review of its accommodation needs and requirements in order to better serve the public in the current difficult economic environment. This review also looked at how the driver testing service could meet the requirement to reduce the cost to the State of the delivery of public services through its spend on estate. Awaiting the outcomes of both of these reviews effectively blocked any significant improvements in the condition of RSA building throughout the year. During 2011, the RSA conducted a project on rebranding all of its buildings. The objective was to ensure consistency between and across locations in the design and layout of both external and internal signage, to eradicate any 'temporary' signs that had been erected and any signs which did not comply with RSA brand guidelines.





## Freedom of Information (Fol)

Pending the extension of the Fol acts to incorporate the RSA, the RSA has dealt with all requests for information as if it were covered by the legislation. The RSA also dealt with requests for information made under the Access to Information on the Environment Regulations, 2007.

## Data Protection

The RSA is registered as a Data Controller with the Office of the Data Protection Commissioner. The RSA has disseminated its Data Protection Policy to all staff and reminders of the duty of care with personal information were issued on a number of occasions throughout the year. During 2011, no access requests under the Data Protection Acts were received.

During 2011, the RSA reduced the size of its warehouse storage for promotional goods. The provision of a merchandising partner was outsourced which reduced the amount of storage space required. As part of this process, the RSA took the opportunity to provide dry, safe and secure storage for essential data. Storage was provided within the RSA building to store essential records with controlled and monitored access.



## RSA Fleet

The RSA operates a fleet of vehicles to meet the operational needs of its different directorates. In 2010, two vans were provided through the National Procurement Service (NPS) for the Standards and Enforcement Directorate to facilitate Transport Officers in conducting roadside checks. In 2011, the NPS provided four additional vans to the RSA to increase its enforcement fleet to six vans and provide for an increased level of compliance checks.

In 2011, the RSA conducted an open tender process for the provision of 10 motorcycles and associated communication equipment to the driver testing service to enable it to commence bike-to-bike testing of driving test candidates. Traditionally, such testing had been conducted by the driver tester following the motorcyclist in their car. The rollout of bike-to-bike testing is to commence in 2012. Also during 2011, the RSA conducted a tender for the provision of replacement vehicles for its road safety promotion officers to allow them continue their work in spreading the road safety message across the country. The vehicles previously used by the road safety promotion officers have now become 'pool vehicles' for use by other RSA staff based in headquarters to travel on official business. This initiative has reduced the level of travel expenses paid by the Authority.

## Energy Use

### Overview of Energy Usage in 2011

In 2011, the RSA's Ballina offices consumed 417.533 MWh of energy, consisting of:

**413.728 MWh of Electricity**

**3.805 MWh of Fossil Fuels**

### Actions Undertaken in 2011

In 2011, the RSA sought to improve its energy performance by:

- Conducting a review of lighting requirements, including the installation of sensor lighting where appropriate
- Installation of a Building Management system in conjunction with the OPW 'Optimising Power at Work' campaign
- Conducting a review of ICT systems with a view to optimising power usage, particularly with non-essential equipment
- Education and promotion of energy awareness to office based staff

It is not possible to quantify the savings achieved by these but the benefit can be seen in increased energy awareness.

### Actions Planned for 2012

In 2011, the RSA intends to further improve our energy performance by:

- Ongoing commitment to the OPW 'Optimising Power at Work' energy saving campaign
- Implementing a progressive regime of energy efficiency and a 'greening' of RSA operations
- Increased education and promotion of energy awareness to all staff as a result of achieving ISO 14001 certification
- Seeking to achieve cost savings on electricity supply

## ISO Accreditation

Following an audit conducted by the NSAI in November 2011, the RSA successfully achieved certification to the following three international standards in respect of services provided by and functions conferred on the RSA:

- ISO 9001:2008 (Quality Management System)
- ISO 14001:2004 (Environmental Management System)
- OHSAS 18001:2007 (Occupational Health and Safety Management System)
- **Quality Management System ISO 9001**, the most popular management system standard in Ireland and internationally, is designed to improve customer satisfaction levels, internal efficiency and process consistency
- **Environmental Management Systems ISO 14001** helps organisations to meet their environmental obligations, control their environmental impacts and improve their environmental performance
- **Health and Safety Management Systems OHSAS 18001** helps organisations meet their health and safety obligations, control the impact of potential and actual hazards, and improve their health and safety performance

The achievement of these external accreditations was included as a major deliverable under the Croke Park Agreement (to be achieved by Q4 2011). The accreditations were achieved on the first attempt by the RSA, and the RSA is the first Irish public sector body to have achieved all three accreditations as part of an Integrated Management System (IMS). An IMS is a management system which integrates all components of a business into one coherent system so as to enable the achievement of its purpose and mission. It ensures that linkages and boundaries between processes are seamless and all internal management practices are combined into one system and do not operate as separate components.

The OECD report, 'Towards an Integrated Public Service' (2008), highlights the value of achieving international standards for the public sector in Ireland as they can:

- Improve performance and measurement
- Support achievement of strategic objectives
- Enhance service delivery
- Maximise efficiencies
- Provide a framework for continual improvement
- Support statutory and regulatory compliance
- Improve citizen, customer and stakeholder satisfaction

Our success in achieving these standards is a testament to the commitment and dedication of the staff of the RSA, both those involved directly in the project and those called to assist during the project lifecycle. This is a great reward for all of the staff across the organisation that put so much into preparing for the audit and ensuring that the RSA achieved the required standards on the first attempt. The RSA acknowledges the co-operation and positive engagement by all staff associated with the project. It shows what the public sector can do and how our services can stand up to external scrutiny. An Taoiseach, Mr. Enda Kenny T.D., formally presented the certificates to the RSA at a ceremony held in Ballina on 27 February 2012.

## Appendix A

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Extract of RSA Financial Statements  
Road Safety Authority For the Year Ended 31st December 2011

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## General Information

### Authority Address

Moy Valley Business Park, Primrose Hill  
Dublin Road, Ballina, Co. Mayo

### Senior Executive

Mr Noel Brett — Chief Executive  
Mr Simon Buckley — Director Corporate Services  
Ms Denise Barry — Director Enforcement  
Mr Declan Naughton — Director Driver Testing  
Mr Michael Rowland — Director Road Safety

### Members of the Board

#### Period from 1st January 2011 to 13th September 2011

Mr Gay Byrne — Chairperson  
Ms Aine Cornally  
Ms Myra Garrett  
Mr Aaron MacHale  
Mr Paul Haran  
Mr Tony McNamara  
Ms Ann McGuinness  
Mr Thomas Kelly  
Mr John O’Gorman

#### Period from 14th September 2011 to 31st December 2011

Mr Gay Byrne — Chairperson  
Ms Aine Cornally  
Ms Myra Garrett  
Mr Aaron Mac Hale  
Mr Eddie Rock  
Mr Ronan Melvin  
Ms Aine Carroll  
Mr Sean Finan

### Bankers

Bank of Ireland, Pearse Street, Ballina, Co. Mayo

### Auditors

The Comptroller and Auditor General  
Dublin Castle, Dublin 2

**[www.rsa.ie](http://www.rsa.ie)**

## Statement of Responsibilities of the Authority

Section 29 of the Road Safety Authority Act, 2006 requires the Chief Executive to prepare accounts and submit these to the Comptroller and Auditor General for audit.

**In preparing those accounts, the Authority is required to:**

- **Select suitable accounting policies and apply them consistently.**
- **Make judgements and estimates that are reasonable and prudent.**
- **Prepare the accounts on the going concern basis unless it is inappropriate to presume that the Authority will continue in operation.**
- **Disclose and explain any material departures from applicable accounting standards**

The Authority is responsible for keeping of proper books of account, which disclose with reasonable accuracy at any time its financial position and which enable it to ensure that the accounts comply with Statutory Requirements. The Authority is also responsible for safeguarding its assets and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## Statement on Internal Financial Control

On behalf of the Road Safety Authority I acknowledge the Authority's responsibility for ensuring that an effective system of internal financial control is maintained and operated. The system can provide only reasonable and not absolute assurance that assets are safeguarded, transactions authorised and properly recorded, and that material errors or irregularities are either prevented or would be detected in a timely manner. In considering the effectiveness of internal financial controls, the Authority and its Audit Committee have regard, among other things, to the requirements of the Code of Practice for the Governance of State Bodies.

**The Authority has taken steps to ensure that an appropriate control environment is in place by;**

- **Clearly defining management responsibilities, authority and accountability;**
- **Establishing formal procedures for monitoring the activities and safeguarding of assets;**
- **Developing a culture of accountability across all levels of the organisation**

The system of internal financial control is based on a framework of management reporting, administration procedures including segregation of duties and a system of delegation and accountability which includes a;

- **Financial reporting system used extensively throughout the public sector**
- **Formal annual budgeting and business planning framework**
- **Review by the Board of the Authority's management accounts on a quarterly basis**

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## Appendix

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In respect of 2011 and the Exchequer income recognised, the Authority and the Department of Transport, Tourism and Sport agreed a Service Level Agreement with regard to the provision of services by the Authority and a Memorandum of Understanding for 2011, that governed the drawdown of Exchequer income to ensure it was only drawn down on a needs only basis.

The Authority's monitoring and review of the effectiveness of the system of internal financial control is informed by the work of the internal auditor, the Audit Committee which oversees the work of the internal auditor and the executive managers within the Authority responsible for the development and maintenance of the financial control framework.

In 2011, the following Internal Audits took place and were reported to the Internal Audit Committee of the Authority;

- **Audits of the System of Internal Financial Controls performed in June 2011 and a follow up audit in October 2011**
- **Audit of the Corporate Governance Arrangements in the Authority in June 2011**
- **Audit of Time & Attendance procedures in the Authority in June 2011**
- **Audit of Risk Management process in the Authority in October 2011**
- **Audit of the National Car Testing Contract & Supervisory Structure in October 2011**

In addition to this work, the Authority undertook extensive work in relation to the extent and likelihood of business risk in 2011. The Authority updated its Risk Management Policy and it revised the Risk Register in April and September 2011. The Authority undertook this work in order to comply with all the requirements of Section 8, of the Code of Practice for the Governance of State Bodies 2009 (Revised).

The Authority reviewed its complete suite of Financial Control process documentation and updated all existing financial process policies. The Authority also created three new financial policies in 2011 and these were as follows;

- **Financial Records Management Policy**
- **Banking and Treasury Management Policy**
- **Board Corporate Governance & Board Procedures Policy**

The Authority's Board was reconstituted on the 14th September 2011 and the Authority drafted a suite of Board Corporate Governance & Board Procedures Policy documentation in order that it was available to both existing and new Board members.

I confirm that the Authority conducted a review of the effectiveness of the systems of internal financial control in 2011.



## Statement of Accounting Policies

The significant accounting policies adopted in these financial statements are as follows:

### Basis of Accounting

The financial statements are prepared under the accrual method of accounting, except as indicated below, and in accordance with generally accepted accounting principles under the historical cost convention. Financial reporting standards recommended by the recognised accountancy bodies are adopted as they become applicable. The Authority will present the financial statements and the report of the Comptroller and Auditor General to the Minister of Transport in accordance with Section 29 of the Road Safety Authority Act, 2006.

### State Grant

State Grant shown in the Income and Expenditure Account reflect the amounts received from the Department of Transport in the period.

### Other Income

Other Income represents income generated by the Authority. In accordance with the Road Safety Authority Act 2006 and the Road Safety Authority Act 2006 (Conferral of Functions) Order 2006 — Statutory Instrument 477 of 2006, the main elements are Driving Test Fees, National Car Test Levy, Digital Tacho-Graph receipts and other amounts that arise through the Authority's campaigns and programmes. There was a change in accounting policy in 2010 where Fees for Driving Tests which were previously recognised on a cash receipts basis are now recognised in the period in which the test is carried out. Fees for Digital Tacho-Graph Testing and Approved Driving Instructor Tests are recognised on a cash receipts basis.

All other income including Fees for Driving Tests is recognised under the accrual method of accounting.

### Tangible Assets

Tangible Assets are stated at their historical cost less accumulated depreciation. Depreciation is charged to the Income & Expenditure Account on a straight line basis, at the rates set out below, so as to write off the assets, adjusted for residual value, over their useful economic lives as follows;

Leasehold Improvements	20 years
Fixtures & Fittings	5 years
Motor Vehicles	5 years
Specialist & Telecom Equipment	3 years
Hardware	3 years
Application Software	3 years

## Statement of Accounting Policies

### Capital Account

The Capital Account balance represents the unamortised value of income applied for capital expenditure purposes.

### Foreign Currencies

Transactions denominated in foreign currencies are converted into euro during the period at the rate on the day of the transaction and are included in the Income and Expenditure Account for the period. Monetary assets and liabilities denominated in foreign currencies are converted into euro at exchange rates ruling at the balance sheet date and resulting gains and losses are included in the Income and Expenditure Account for the period.

### Pensions of Transferred Staff

There are 162 staff who are members of the civil service pension scheme and it is not considered appropriate to include the pension liabilities for these civil servants in the Authority's financial statements. Staff pension contributions are refundable to the Department of Transport. The Road Safety Authority Superannuation Scheme, is in operation for all other staff who joined the Authority through external competitions and by other means. As at 31 December 2011, there were 154 staff with this status.

### Road Safety Authority Superannuation Scheme

Section 20 of the Road Safety Authority Act, 2006 provides for the establishment of a Superannuation Scheme by the Authority. The scheme is being operated by the Authority on an administrative basis pending its approval by the Minister for Transport, with the consent of the Minister for Finance. The scheme is a defined benefit scheme which is funded annually on a pay as you go basis from monies available to it including monies provided by the Department of Transport. Pension Scheme liabilities are measured on an actuarial basis using the projected unit method.

Pension costs reflect pension benefits earned by employees in the period and are shown net of staff pension contributions which are refundable to the Department. An amount corresponding to the pension charge is recognised as income to the extent that it is recoverable and offset by grants received in the year to discharge pension payments.

Actuarial gains or losses arising on scheme liabilities are reflected in the Statement of Total Recognised Gains and Losses and a corresponding adjustment is recognised in the amount recoverable from the Department of Transport. Pension liabilities represent the present value of future pension payments earned by staff to date. Deferred pension funding represents the corresponding asset which is to be recovered in a future period from the Department of Transport.

### Stock

Stocks of licence material are valued at the lower of cost and net realisable value.

## Road Safety Authority Income and Expenditure Account For the Year Ended 31 December 2011

	2011 €	2010 €
State Grant	12,039,000	23,825,000
Transfer from Capital Account	(849,751)	1,021,698
Net Deferred Funding for Pensions	1,488,000	1,697,000
Other Income	27,169,280	22,175,039
	<b>39,846,529</b>	<b>48,718,737</b>
Staff Costs	(17,275,026)	(17,077,079)
Technical Advice	(600,917)	(824,499)
Administration Costs	(4,041,418)	(5,423,100)
Programme Costs	(13,603,507)	(13,003,080)
Pension Costs	(1,651,000)	(1,761,000)
Depreciation	(1,189,236)	(1,474,422)
	<b>(38,361,104)</b>	<b>(39,563,180)</b>
Surplus for the year	1,485,425	9,155,557
Balance at 1st January as previously stated	14,928,460	8,952,903
Prior Year Adjustment	—	(3,180,000)
Balance at 1st January as restated	—	5,772,903
Balance at 31st December	<b>16,413,885</b>	<b>14,928,460</b>

## Road Safety Authority Balance Sheet as at 31 December 2011

	2011 €	2010 €
<b>Fixed Assets</b>		
Tangible Assets	2,364,477	1,514,726
<b>Current Assets</b>		
Cash at bank and in hand	22,832,616	23,519,193
Debtors and Accrued Income	785,679	606,354
Stock	127,091	66,045
Prepayments	188,015	157,045
	<b>23,933,401</b>	<b>24,348,637</b>
<b>Creditors (Amounts falling due within one year)</b>		
Creditors and Accruals	(7,519,516)	(9,420,177)
<b>Net Current Assets/(Liabilities)</b>	<b>16,413,885</b>	<b>14,928,460</b>
<b>Total Assets before Pensions</b>	<b>18,778,363</b>	<b>16,443,186</b>
Deferred Pension Funding	21,600,000	18,073,000
Pension Liabilities	(21,600,000)	(18,073,000)
<b>Total Net Assets</b>	<b>18,778,362</b>	<b>16,443,186</b>
<b>Represented By</b>		
Capital Account	2,364,477	1,514,726
Income & Expenditure Account	16,413,885	14,928,460
	<b>18,778,362</b>	<b>16,443,186</b>

## Notes to the Financial Statements For the Year Ended 31 December 2011

## Chief Executive Officer's Remuneration

	2011	2010
	€	€
Salary	153,885	153,885
Superannuation	10,485	10,485
<b>Total</b>	<b>164,370</b>	<b>164,370</b>

The Chief Executive Officer did not receive Performance Related Pay in 2010 or 2011.

## Director's Emoluments

On the 13th September 2011, the term of the first Board of the Authority expired. A new Board of the Authority was constituted from the 14th September 2011. There are two distinct periods in respect of Director's Emoluments in 2011 and they are outlined as follows;

## Period from 1st January 2011 to 13th September 2011

Director's Emoluments	2011	2010
	€	€
<b>Chairperson</b>		
Mr Gay Byrne	8,868	12,600
<b>Board Members</b>		
Ms Aine Cornally	5,701	8,100
Ms Myra Garrett	5,701	8,100
Mr Thomas Kelly	5,701	8,100
Mr Aaron McHale	5,701	8,100
Ms Ann McGuinness	5,701	8,100
Mr Tony McNamara	5,701	8,100
Mr John O'Gorman	5,701	8,100
Mr Paul Haran	-	-
<b>Total</b>	<b>48,775</b>	<b>69,300</b>

## Notes to the Financial Statements for the Year Ended 31 December 2011

## Period from 14th September 2011 to 31st December 2011

## Director's Emoluments

	2011	2010
	€	€
<b>Chairperson</b>		
Mr Gay Byrne	3,732	-
<b>Board Members</b>		
Ms Aine Cornally	2,399	-
Ms Myra Garrett	2,399	-
Mr Aaron McHale	2,399	-
Mr Eddie Rock	2,399	-
Mr Ronan Melvin	2,399	-
Mr Sean Finan	2,399	-
Ms Aine Carroll	2,399	-
<b>Total</b>	<b>18,126</b>	<b>-</b>
<b>Overall Total</b>	<b>66,901</b>	<b>69,300</b>

## Director's Expenses

	2011	2010
	€	€
Travel	5,661	6,065
Subsistence	1,495	1,653
<b>Total</b>	<b>7,156</b>	<b>7,718</b>

## Director's Attendance Record

In 2011, there were nine (9) Board meetings held. In accordance with the Section 3.8 of the Code of Practice for the Governance of State Bodies 2009 (Revised), the attendance of each Board Member should be reported in the Annual Report, the following table outlines each Board Member's attendance in 2011 both for the period from the 1st January 2011 to the 13th September 2011 and for the period from the 14th September 2011 to the 31st December 2011.

**Notes to the Financial Statements For the Year Ended 31 December 2011****Period from 1st January 2011 to 13th September 2011****Director's Attendance** 2011**Chairperson**

Mr Gay Byrne 7

**Board Members**

Ms Aine Cornally 6

Ms Myra Garrett 6

Mr Thomas Kelly 6

Mr Aaron McHale 6

Ms Ann McGuinness 6

Mr Tony McNamara 7

Mr John O'Gorman 6

Mr Paul Haran 6

**Period from 14th September 2011 to 31st December 2011****Director's Attendance** 2011**Chairperson**

Mr Gay Byrne 2

**Board Members**

Ms Aine Cornally 2

Ms Myra Garrett 2

Mr Aaron McHale 2

Mr Eddie Rock 2

Mr Ronan Melvin 2

Mr Sean Finan 2

Ms Aine Carroll 2



## Road Safety Authority Working to Save Lives

The RSA would like to thank the following organisations for their support in 2011:

A-CEART	Local Authorities
Advance Pitstop	Local Government Computer Science Board
An Garda Síochána	MEAS
Approved Driving Instructors (ADIs)	Media
Automobile Association	Medical Bureau of Road Safety (MBRS)
BRí	Met Éireann
Bus Éireann	Mid West Radio
Coach Tourism and Transport Council	Muintir na Tíre
National Transport Authority	National Community Fora
Cork University Hospital	National Rehabilitation Hospital, Dun
County Childcare Committees	Laoghaire
Cycling Ireland	National Roads Authority
Cycling.ie	National Standards Authority of Ireland
Department of Education and Science	(NSAI)
(TY Programme)	No Names Club
Department of the Environment, Heritage	O'Brien Press
and Local Government	Ordnance Survey Ireland
Department of the Environment (NI)	PARC
Department of Foreign Affairs	Responsible Young Drivers (YTD)
Department of Transport	Reynolds Logistics Ltd
DIAI	Road Safety Officers and Local Authorities
Dublin Bus	Road Safety Together
Dublin City Council	Roscommon Herald
Dublin Castle	Rose of Tralee Festival
ESB	Setanta Insurance
European Transport Safety Council (ETSC)	Smarter Travel
Fleet Magazine	Society for the Irish Motor Industry (SIMI)
Football Association of Ireland (FAI)	Third Level Colleges
Green Schools	Tony Kealy's Baby Store
Health and Safety Authority	Topaz
Health Service Executive	Trinity College
IDAI	Union of Students Ireland
Irish Farmers Association (IFA)	University College Cork (UCC)
Irish Farmers Journal (IFJ)	Volvo
Irish Road Haulage Association (IRHA)	Mercedes
Irish Rugby Football Union (IRFU)	Working Groups
iRadio	



# Working To Save Lives

## Údarás Um Shábháilteacht Ar Bhóithre

### Road Safety Authority

Páirc Ghnó Ghleann na Muaidhe, Cnoc an tSabhaircín, Bóthar Bhaile Átha Cliath, Béal an Átha, Co. Mhaigh Eo.

Moy Valley Business Park, Primrose Hill, Dublin Road, Ballina, Co. Mayo.

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