

RSA



ROAD SAFETY STRATEGY ANNUAL REVIEW 2011

Údarás Um Shábháilteacht Ar Bhóithre
Road Safety Authority

Foreword

The road safety performance of a country can be measured by the number of deaths that occur on the roads for every million people in the population. In 2011, Ireland recorded 41 road deaths per million population. This represents an improvement of 57% on 2002 figures, when 96 people per million inhabitants were killed on our roads. While very significant improvements have been made in enhancing the safety of Irish roads in 2011, this report highlights that there is a considerable body of work yet to be done in order to consolidate the reduction of deaths and serious injuries on Irish roads and Ireland faces a real risk of complacency and a deterioration in death and injury rates. The target set in the Government Road Safety Strategy 2007-2012 is to reduce fatalities to not greater than 60 fatalities per million or 252 deaths per annum. This means saving 400 lives during the lifetime of the Strategy. In 2011, Ireland exceeded the target when road fatalities dropped to 41 deaths per million population but it is still important that our efforts are maintained and we do not become complacent. There is significant scope to reduce our death rate further and increase Ireland's standing in international road safety performance tables. The contributory behaviours in road deaths and injuries are multifactorial and include the following – speeding, impaired driving, non use of seatbelts and unsafe behaviour by or towards vulnerable road users. The RSA has targeted these behaviours through a range of interventions and initiatives. While major progress has been made in addressing Ireland's drink driving culture, speed remains the biggest contributory factor to deaths and injuries on Irish roads. The biggest challenge facing us is to change this culture of inappropriate speeding through enforcement, awareness raising and educational campaigns.

To achieve the actions set out in the Road Safety Strategy, a very high level of partnership working across all of the key agencies, with strong political support is necessary. In the current economic climate, we face challenges in ensuring that the roadworthiness and quality of the national vehicle fleet does not deteriorate, that the built infrastructure is maintained and that road users are engaged and committed to further improvements that promote responsible and safe road use. Maintaining high visibility effective roads policing is a real challenge and failure to do so will impact rapidly on the number and severity of collisions and quickly undo the gains and substantial investment by the Exchequer of the last six years.

Introduction

Priority Actions

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

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

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

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

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

Two of these actions are specific actions required to be completed in 2011. This document describes these two actions and their current status. Of the two actions, one has been completed in full and on time and one has not. A further 33 are annual actions of which 32 were completed in 2011 and 1 yet to be completed by the 4th quarter 2012.




There are also 7 outstanding actions from 2008, 2009 and 2010 which are behind schedule or only partially complete.

Progress Report on 2011 Actions

The actions required in 2011 are outlined below. The actions are categorised under the headings of Education, Enforcement, Engineering and Evaluation which form the policy framework of the Strategy. There is a traffic light system to illustrate progress / delays experienced in achieving actions in 2011.

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

Education

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

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
2.	Implement mass media campaigns which target the main causal factors for collisions, deaths and serious injuries for all road users but in particular the high risk groups.	RSA	Annually	<p>The RSA implemented a comprehensive programme of activity in 2011. It was developed in consultation with the Garda National Traffic Bureau and the TISPOL international policing plan.</p> <p>The main themes for the year were:</p> <ul style="list-style-type: none"> - Anti drug driving - Anti speeding / safety cameras - 'Crashed Lives' campaign - Drink driving – BAC campaign - Mobile phones and driving - The 'Safe Cross Code' - The Rules of the Road focusing on motorway and roundabout driving - Motorcycle safety <p>The anti drug driving ad 'Cell' aired on TV in Q1. A new campaign targeting cannabis and driving was launched on 7th October. The introduction of the new Field Impairment Test was rescheduled for 2012.</p> <p>Safety camera interventions on TV, radio and digital took place in April, August and September to coincide with TISPOL/Garda enforcement activity.</p> <p>The 'Crashed Lives' campaign ran on TV and radio in March, June and July and also aired in December. This campaign was supported by a Road Safety Conference in June which focused on the human cost of collisions.</p> <p>Mobile phones and driving: TV and cinema activity ran in April and May. The cinema ad also ran for two weeks at the end of September.</p> <p>A new campaign to educate the public on the changes to the drink driving limits was introduced on 26th October 2011. It included TV, press, radio, online advertising and social media activity on the RSA's Facebook and Twitter pages.</p> <p>The 'Safe Cross Code' campaign which is aimed at children and their parents ran in April and May and during the 'back to school' period in August and September.</p>

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				<p>The new motorway safety ad ran in March and October. A radio ad campaign also aired on national and local radio in November.</p> <p>The joint North/South motorcycle safety TV ad 'Underneath' was aired in July.</p> <p>In addition, radio interventions aired during the year focusing on the following topics:</p> <ul style="list-style-type: none"> - Driving for work - Drink driving - Daytime Running Lights - He Drives, She Dies - Driver fatigue - Are You Ready for Winter? - Pedestrian safety - Cycle safety - Driver CPC - Essential Driver Training (EDT) - Approved Driving Instructor (ADI) - Harvest time / agri vehicles - World Remembrance Day - Keep Drama off the Roads (student competition) - Driver fatigue <p>Anti drink driving campaigns focusing on the 'Morning After' ran in conjunction with MEAS during December.</p> <p>'Irish Road Safety Week' ran from Monday 10th to Sunday 16th October. The activities included:</p> <ul style="list-style-type: none"> - Monday 10th October: RSA Annual Road Safety Lecture in Dublin Castle on the risk behaviour of young drivers; - A Tyre Safety campaign in conjunction with the Irish Tyre Industry Association; - Wednesday 12th October: Presentation of awards at the 'Leading Lights in Road Safety' Awards Ceremony; - Friday 15th October: 'Beep Beep' day was held in pre-schools and crèches across the country who organised activity to mark Irish Road Safety Week;

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				<ul style="list-style-type: none"> - Saturday 16th October: 'EU Night without Accident' took place; - The 'Your Road To Safety' campaign which focuses on a county with a poor safety record targeted Donegal in June 2011. <p>The RSA teamed up with ESB Electric Ireland to hold a National 'Be Safe, Be Seen Day' on the shortest day of the year, 22nd December 2011. It included giving away high visibility jackets to the public free of charge.</p>
3	Integrate mass media campaigns with the policing plans of An Garda Síochána and other enforcement agencies.	RSA	Annually	In 2011, the RSA coordinated their media campaigns with Garda enforcement activity. Particular focus on anti drug driving, anti speeding/safety cameras, 'Crashed Lives' campaign, drink driving (BAC campaign), mobile phones and driving, the 'Safe Cross Code', the Rules of the Road and motorcycle safety.
5.	Continue to promote joint North/South cooperation on road safety awareness campaigns.	RSA/DoENI	Annually	<p>The Road Safety Authority will continue to collaborate with the DoENI sharing resources and ads, in particular 'Crashed Lives' and the motorbike ad "Underneath".</p> <p>The RSA has also provided feedback on the draft Northern Ireland Road Safety Strategy 20/20 vision, Driving Forward Road Safety 2010-2020.</p>

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7.	Develop and implement education interventions aimed at the high risk 17 to 24 year age group.	RSA	Annually	<p>The RSA piloted a programme 'Wrecked.ie' which targets 17-24 year olds who may not have participated in formal road safety educational programmes. Feedback from the pilot was incorporated into the final version and this was rolled out nationally in 2011. At the end of 2011, 206 community leaders had been trained.</p> <p>Your Road to Safety In 2011, a total of 46 teachers participated in an in-service training programme for the transition year programme, 'Your Road to Safety'. By the end of 2011, 343 teachers have participated in the in-service training programme and now deliver 'Your Road to Safety' in schools.</p> <p>'SAFEGRADS' was offered to all third level institutions in 2010 in association with the Union of Students in Ireland. 16 third level colleges availed of the programme in 2011.</p> <p>No Name Clubs The No Name Club is a national voluntary youth organisation run by and for young people aged 15 years plus who come together in a safe and lively environment without the pressure of alcohol or drugs.</p> <p>The Road Safety Authority, in conjunction with the No Name Club, ran a road safety competition inviting members of the 40 No Name Clubs in Ireland to submit entries to the following competitions:</p> <ul style="list-style-type: none"> • Public Speaking Competition on road safety (Debate) • Young Road Safety Ambassador Competition • Poster Competition on the theme of road safety <p>The No Name Clubs hosted a public speaking competition with the following themes: Essential Driver Training (EDT), drug driving, lowering of the BAC and the impact of ads on young drivers in December 2011.</p> <p>The Young Road Safety Ambassador Competition was open for entries in 2011 and with a winner to be chosen in April 2012.</p>

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				<p>A poster competition with the themes of speed, vulnerable road users, seatbelts and driver impairment also took place</p> <p>Team Theatre The Road Safety Authority formed a partnership with Team Theatre, a drama in education company. 'Doughnuts', a road safety play was developed which is a theatre production for secondary school students. 'Doughnuts' looks at the devastating consequences of dangerous driving for a group of teenagers in a small town in Ireland. The programme is aimed at 4th, 5th and 6th year students and consists of a play, educational resource material and post show workshops.</p> <p>'Doughnuts' uses interactive and visual means to connect with the audience and raise awareness of road safety issues among young adults. Dance, lighting, sound and digital production is used to create a realistic view of the consequences of dangerous driving.</p> <p>The official showcase performance took place in Smock Alley Theatre in Dublin on the 27th November 2010. Team Theatre staged 11 productions of 'Doughnuts' in 2010 throughout the country visiting Kerry, Wicklow, Kilkenny, Kildare, Mayo and Clare. Team Theatre continued to stage this play over a six week period commencing in February 2011 which will bring the total number of performances to 30. By the end of 2011, 1071 students had seen the play.</p>

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14	Integrate international road safety awareness events such as UN Global Road Safety Awareness Week, EU Road Safety Day and World Day of Remembrance for Road Traffic Victims into road safety plans.	RSA	2007 / Annually	<p>Completed.</p> <p>In 2011, an approximate total of 80,000 people visited the Shuttle at over 72 events in various locations. In the first half of the year, Shuttle activities took place in schools and in the summer months, it attended local festivals and events.</p> <p>Irish Road Safety Week took place from the 10th–17th October and included a range of activities listed below:</p> <ul style="list-style-type: none"> • An academic lecture on the ‘Psychology of Young Male Drivers’ took place on the 10th October; • The ‘Leading Lights in Road Safety’ Awards took place on the 12th October during Irish Road Safety Week; • European Night without Accidents was held in nightclubs in 5 counties throughout the country in association with Road Safety Officers, and the HSE; • World Remembrance Day for Road Traffic Victims took place on 20th November with a number of ecumenical services and events around the country.
18	Host an annual international conference on road safety to update and review best practice developments.	RSA	2008 & Annually thereafter	<p>Completed.</p> <p>An International Road Safety Conference on ‘The Human Cost of Road Collisions’ was hosted by the RSA in Dublin Castle on Thursday 26th May 2011.</p> <p>The implementation of the National Safety Camera Network was announced by the Gardaí and commenced in October 2011.</p> <p>The RSA hosted an academic lecture on the ‘Psychology and risk behaviour of young drivers’ in October 2011.</p>

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19.	<p>Implement specific educational measures aimed at vulnerable road users. In particular:</p> <ul style="list-style-type: none"> • Use of high visibility material for pedestrians, cyclists and motor cyclists; • Awareness of intoxicated pedestrians; • Use of Personal Protection Equipment for cyclists and motorcyclists; • Awareness of blind spots on HGVs; • Care for young and older people. 	RSA	Annually	<p>Completed.</p> <p>On 1st January 2009, HGVs were required to be retrofitted with additional mirrors on the passenger side of the vehicle. The objective of the new regulations (S.I. No. 312 of 2008) is to reduce blind spots in specific regions on the passenger side of a HGV where the driver has limited or no visibility. This has particular significance for pedestrians, cyclists and vulnerable road users. A check for the presence of these additional mirrors is now carried out in a vehicle's annual roadworthiness test and the vehicle will not pass the test if they are not fitted. An Garda Síochána are also enforcing it at roadside enforcement checks.</p> <p>Furthermore, there is a requirement for the retro-fitting of an additional mirror to the front of certain HGVs in the fleet to reduce the blind spot directly in front of these vehicles. This will offer further protection to vulnerable road users crossing in front of these vehicles.</p> <p>The 'Check it Fits' campaign took place in May and October checking child safety restraints in 10 locations throughout the country in which a total of 1,504 child car seats were checked.</p> <p>In 2011, the RSA:</p> <ul style="list-style-type: none"> • distributed high visibility vests through Gardai, Road Safety Officers, community groups, festivals, sports clubs, youth clubs, pre-schools, high profile social and sporting events and through the RSA Road Safety Interactive Shuttle. <p>The RSA, with its partners, distributed:</p> <ul style="list-style-type: none"> • 25,000 high visibility vests for motorcyclists through the Bike Buyers Guide; • 120,000 high visibility vests to school children in November in association with ESB Electric Ireland; • 50,000 high visibility vests with the Irish Farmers' Journal and FBD Insurance; • 105,000 high visibility armbands to children through the Seatbelt Sheriff and Hi Glo silver campaign;

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				<p>A similar schedule of activity for high visibility material is planned for 2012. New partners including No Name Clubs, Scouting Ireland, Irish Girl Guides, cycling clubs and athletics clubs have been identified.</p> <p>The RSA, in association with the Department of Transport, Dublin City Council, Irish Road Haulage Association and the Dublin Cycling Campaign, developed a vodcast (web-based video) illustrating the interaction of cyclists and HGVs in an urban setting and highlighting the blind zones on HGVs. This vodcast is available on all relevant websites.</p>

Enforcement

Key:




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

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
22	Publish an Annual Garda Road Safety Policing Plan.	Garda Síochána	Annually	Completed. The Annual Garda Road Safety Policing Plan has been published annually and can be found on the Garda Síochána website at www.garda.ie
23	Rollout of Garda Traffic Corps across all Divisions to planned manning level and with all necessary equipment, technology and administrative support. 1,200 Traffic Corps personnel by 2008.	Garda Síochána	4th Qtr. 2008/ Annually	Completed. Quality management is to the fore in relation to traffic management. The Galway division has been successfully audited by the National Standards Authority of Ireland to the ISO standard and has been certified to the ISO 9001:2000 Quality Management System (QMS); <ul style="list-style-type: none"> 24 Gardai are qualified Forensic Collision Investigators. A further 30 are in the process of being trained; A further three “total station” Forensic Collision Investigation Kits have been purchased and deployed. This will help to reduce road closure times; 8 new mobile speed detection systems have been purchased by An Garda Síochána. These systems utilise up to date technology and will enhance the current night-time enforcement capability; 134 vehicles have been fitted with Automated Number Plate Recognition technology; An Garda Síochána Analysis Service is now being used extensively to inform with regard to intelligence-led enforcement.

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24	<p>The RSA accepts that to strive for 100% compliance is desirable but recognises that it can never be achieved. However demanding targets are required.</p> <p>Achieve a target level of compliance with speed limits for cars and motor cycles by 2012:</p> <ul style="list-style-type: none"> • Increase the number of compliant drivers from 18% to 60% or better with the urban speed limit on urban national roads; • Increase compliance on urban arterials from 14% to 60% or better in a 50km/h zone and from 11% to 60% or better in a 60km/h zone; • Increase the compliance level on regional roads from 84% to 90% or better; • Increase compliance on 2-lane national primary roads from 74% to 90% or better. 	Garda Síochána	Annually	<p>An Garda Síochána:</p> <ul style="list-style-type: none"> • A further detailed analysis of collision prone zones has been completed to underpin the deployment of safety cameras as part of the Safety Camera Project. They will replace the current collision prone zones and some new locations have been identified; • Has enhanced its management information systems in terms of use of mobile detection systems in respect of locations, collision times and days of the week. <p>Speeding Offences – Intercept:</p> <ul style="list-style-type: none"> • There were 44,339 intercept speeding detections recorded in 2011. <p>Speeding Offences – Non Intercept:</p> <ul style="list-style-type: none"> • There were 218,263 non intercept speeding detections recorded in 2011.




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

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
25	<p>Achieve a target level of compliance with speed limits for goods vehicles and single deck buses by 2012.</p> <ul style="list-style-type: none"> • Increase articulated vehicles' compliance with speed limits on urban national roads (at 50 km/h sign) from 33% to 70% or better and to increase rigid vehicles' compliance on the same roads from 23% to 70% or better; • Increase speed limit compliance by articulated vehicles on 2-lane national roads from 13% to 60% or better and to increase compliance of rigid vehicles from 24% to 60% or better; • Increase rigid and articulated vehicles' compliance with speed limits on regional roads to 95% or better; • Increase the percentage of single deck buses complying with speed limits on 2-lane national roads to 85% or better. 	Garda Síochána	Annually	<p>An Garda Síochána:</p> <ul style="list-style-type: none"> • In 2011, in conjunction with general enforcement operations, has implemented 10 special operations, each of three day duration with a view to increasing awareness amongst drivers of goods vehicles and single deck buses of the dangers of inappropriate speed; • Is ensuring special and increased emphasis on enforcement and compliance with speed limits with regard to these vehicles; • Has enhanced their enforcement and management technical systems to support the achievement of the goal.

Key:

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- Completed in 2010

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
27	Continue the operation of MAT, determine the incidence of drink driving in Ireland and achieve a target level of compliance with drink driving law. (See action number 122, 123)	Garda Síochána	Annually	An Garda Síochána: <ul style="list-style-type: none"> • Has engaged in media/educational campaigns with their partners in road safety; • Continues to allocate considerable resources to Mandatory Alcohol Testing (MAT). 71,122 MAT checkpoints were conducted in 2011 resulting in 538,392 breath tests being carried out. The number of positive breath tests together with the number of failures or refusals by drivers to submit to test is now 0.20% which represents a marked improvement on 2.0% when MAT checkpoints commenced in 2006.
28	Achieve a target level of compliance by 2012, through covert and high visibility enforcement, on seat belt wearing and child safety restraint use as follows: <ul style="list-style-type: none"> • Increase adult front seatbelt wearing rates from 86% to 95% or better and increase the adult wearing rate in rear seats from 63% to 95% or better; • Increase primary school front seatbelt wearing rates from 76% to 95% or better and rear seat wearing rates from 64% to 95% or better; • Increase wearing rates for secondary school-goers in front seats from 88% to 95% or better and in rear seats from 76% to 95% or better. 	Garda Síochána	Annually	An Garda Síochána has focused on increasing seatbelt usage compliance through public awareness campaigns and intensive and high visibility actions: <ul style="list-style-type: none"> • In conjunction with the Road Safety Authority, a Third level Road Safety Programme has been developed. Garda participation in the programme is identical to participation in the Transition Year Programme which is the delivery by trained Garda presenters of the Garda road safety roadshow, 'It Won't Happen To Me'; • There were 15,645 seatbelt offence detections up to the 31st December 2011; • The publication on a monthly basis of enforcement data with regard to offences involving (a) speeding (b) seatbelts and (c) mobile phone offences (33,279 offences detected up to 31st December 2011).

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




Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
29	Promote An Garda Síochána Traffic Watch scheme to enable community support for road traffic law enforcement.	Garda Síochána	Annually	An Garda Síochána has conducted an internal review and evaluation of the effectiveness of the Traffic Watch Programme. The recommendations to improve the internal processes are due to be implemented in the next PULSE release. Following this there will be a re-launch and then a public engagement process will commence.
39	Participate with other EU member states in a campaign of coordinated Checkpoints.	RSA	Annually	The RSA participated in 25 coordinated checks with the UK and Northern Ireland authorities, each operating within their own jurisdiction. These checks were conducted at Dublin and Rosslare Ports and at certain cross border roads between Ireland and Northern Ireland.

Engineering

Key:

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

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
55	Continue to monitor and develop road types, for example divided roads, ensuring best safety standards are incorporated into road design.	NRA/LAs	Annually	Monitoring of the existing schemes is ongoing. No new works in 2011.
58	Examine and make available grant schemes for road safety audits and road user audits on non-national roads.	DoT	Annually	Completed. On 21st August 2008, Circular RLR 16/2008: 'Road Safety Audits and Road User Audits on Regional and Local Roads' was issued to all local authorities, requesting that they carry out such audits on schemes funded or co-funded by the Department, and setting out the procedures for doing so. It is a matter for the local authority to now undertake these audits and follow the procedures set out by the Department.
59	Provide resources for low-cost safety schemes and expand the medium-cost schemes on non-national roads.	DoT	Annually	Completed. In 2011, the Department of Transport allocated €6.089million under the scheme to local authorities in respect of safety improvement works to be undertaken at 198 locations throughout the country.
61	Increase the number of minor realignment schemes over the lifetime of the Strategy.	NRA/LAs	Annually	Works were ongoing in 2011. Over 50 schemes were either at planning stage or at construction.
62	Continue the Signing and Lining programmes on National roads.	NRA/LAs	Annually	The network re-signing programme was ongoing in 2011.
63	Continue to develop a network of rest / service / vehicle inspection and enforcement areas on dual carriageways and major inter-urban routes.	NRA/LAs	4th Qtr. 2011	The first three service areas on the network, on the M1 at Lusk and Castlebellingham and on the M4 at Enfield, have opened. The NRA proceeded in 2011 to purchase land, undertake preliminary works for a further two service areas on the M6 and M9, and sought expressions of interest for operation of these service areas.

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

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
65	Establish best practice and roll out a system of motorway-variable messaging systems to alert motorists of hazards and diversions.	NRA	4th Qtr. 2011	Deployment in 2011 was focused on extending deployment on the radial approaches to Dublin. Funding constraints precluded large scale deployment on the motorway network outside of the greater Dublin area and the M1 corridor.
69	Each local authority to publish a prioritised plan on road building, design, construction and maintenance.	LAs	Annually	Local authorities have adopted this approach.




Other Road Safety Measures

Key:

- Not completed in 2010
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- Completed in 2010

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
83	Review / monitor implementation of the Road Safety strategy and produce an annual report to the Minister for Transport by the end of the second quarter of the following year. This will emphasise road safety outcomes achieved, cost-benefit analysis and value-for-money.	RSA	Annually	Annual Strategy Monitoring Reports have been completed and submitted to the Minister for Transport for each year of the Strategy.
86	Maintain the Cabinet Level Committee on Road Safety to monitor progress, assess priorities and identify difficulties in the implementation of the Road Safety Strategy.	DoT	Annually	Committee meets regularly. Meetings took place in February and November 2011.
87	Implement all relevant EU Directives and participate actively in the development of future policy at EU level.	RSA/DoT	Annually	Transposition of all EU Directives and regulations within the remit of the RSA is up to date.
98	Commence a programme of review and modernisation of existing driver test centres and develop new test centres to meet the driving testing requirements of all vehicles.	RSA	Annually & complete 4th Qtr. 2012	The RSA has completed a review of its estate management requirements The review has been signed off by the RSA Board, submitted to the Department of Transport and approved by the Minister. The RSA is now engaged with OPW to develop a costed implementation plan to deliver the required new driving test centres and off road testing compounds.

Evaluation

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

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
102	Review and update the annual publication of road collision facts and the collection of data to support this analysis.	RSA	Annually	Completed. The Road Collision Factbook 2009 was published in January 2011.
104	Review and expand the national speed and seat belt wearing survey on Irish roads and publish nationally on an annual basis.	RSA	3rd Qtr 2008/ Annually	Completed. The national speed and seatbelt wearing survey has been reviewed and expanded. Two reports are now published each year (one seatbelt and one speed) in a user friendly format incorporating trend analysis. These reports can also be downloaded from the RSA website. The RSA will also collaborate with the Gardai in analysing data from the new safety camera network.
105	Participate in European and International road safety research programmes: <ul style="list-style-type: none"> • FERSI (Forum of European Road Safety Research Institutes); • SARTRE (Societal Attitudes to Road Traffic Risk in Europe); • SAFTYNET (An EU project designed as a precursor to an EU road safety observatory); • IRTAD (International Road Traffic and Accident Database); • CARE (An EU Road Accident Traffic Database); • ETSC (European Transport Safety Council); • CORDIS (Community Research and Development Information Service 2007 - 2013). 	RSA	Annually	Completed. The RSA contributed to the ETSC reports '2010 Road Safety Target Outcome: 100,000 fewer deaths since 2001' which was published in June 2011 and 'Unprotected Road Users Left Behind in Efforts to Reduce Road Deaths' which was published in May 2011. The RSA contributed to the ETSC Annual Report on road safety which saw Ireland move to 6th place in the road safety league among the 27 EU Member states. 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) and the annual PIN meeting of the European Transport Safety Council (ETSC). The RSA hosted an academic lecture on the psychology of young male drivers in October.

Key:

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- Completed in 2010

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
106	Research emerging 'in road' and 'in vehicle' road safety technologies and make recommendations on their use/introduction.	RSA	Annually	<p>The RSA has produced an information leaflet promoting the EURO-NCAP system. It is an aid for consumers in selecting the safest cars on the market.</p> <p>The NRA also funded two experimental projects on the N11 in Wicklow. These projects included the installation of Retro Reflective Solar Powered Road Studs, and the installation of two "driver feedback signs". The driver feedback signs alert the driver to the speed they are travelling at.</p> <p>The RSA worked with the motor industry in providing free vehicle health checks both at the RSA's Child Safety Roadshows in May and October and also during Irish Road Safety Week in October. The Vehicle Standards Unit within the RSA is examining a number of new and emerging technologies. The RSA has prepared a report on in-vehicle technology for the Policy Advisory Panel.</p>
112	Research and update training and development programmes for the Garda Traffic Corps based on experience in Ireland and best practice from other comparable jurisdictions.	Garda Siochana / RSA	Annually	<p>Training with regard to changes to Road Traffic Legislation is provided during continuous professional development. GNTB have developed a training programme in Road Traffic and Road Transport Legislation including digital tachograph, sound metres and tintman inspection of vehicles for delivery to members of the Traffic Corps. Specialist training for Forensic Collision Investigators to professional qualification is delivered at the Garda College</p> <p>GNTB has developed a Criminal Interdiction programme to be delivered to all members of the Traffic Corps through CPD, to provide a training course in the area of crime on the road network covering areas such as road transport, drugs and fuel smuggling.</p>

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

Action No.	Measure or Action	Lead Dept/ Agency	Completion Date	Current Status
113	Research and update the mapping of collision-prone zones and include analysis by volume and type of vehicles on the road network with special emphasis on regional and local roads.	RSA	Annually	Completed. The RSA provided their collision database to the Gardaí, NRA and the LGCSB to allow for required further analysis. The Gardaí have commenced this work and the RSA, through the research manager, is acting in an advisory role along with the NRA. COLLSTATS was launched on the Road Safety Authority website in April 2010. This web-based facility allows users of the RSA website to interrogate the collision database developed by the HSE/Health Atlas to analyse road collisions on the road network.
114	NRA Road Safety Research Programme: <ul style="list-style-type: none"> • Evaluate the Collision Remedial Measures Programmes; • Evaluate the Traffic Calming Programmes; • Continue participation in (Conference of European Directors of Roads) Road Safety Sub-Committee; • Continue research into safety issues at junctions on rural roads; • Continue participation in EuroRAP. Publish new Risk Map in 2007/08 and 2010/11. 	NRA	Annually	<ul style="list-style-type: none"> • Evaluation of collision remedial measures programmes to be completed by Q4 2012; • Evaluation of traffic calming programmes to be completed by Q4 2012; • The NRA is continuing to participate in CEDR (Conference of European Directors of Roads) Road Safety Committee. Ireland is currently chairing this sub-committee; • Ongoing deployment of GIS system to identify collision clusters; • Work ongoing. EuroRap Risk mapping was published in 2011.
115	Conduct Road Safety Audit of all new national road schemes and review the standards on an annual basis.	NRA	Annually	The NRA is continuing to administer the road safety audit programme. A new Road Safety Audit course leading to a 'Certificate of Competence' has been developed, and by the end of 2011, the course had been run four times.

There are also a number of outstanding actions from 2008, 2009 and 2010 which are behind schedule or only partially complete. These are as follows;

Key:

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

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
16	Each Local Authority will appoint a full time Road Safety Officer to promote road safety.	LAs	2nd Qtr. 2009	CCMA advise that although a number of LA's have appointed full-time RSOs, majority of LA's give priority to road safety but this is done on a part-time basis within staffing and resource restrictions. The RSA has set funding aside to employ eight additional RSO's but to date it has not been possible to effect the transfer of the eight posts from Local Authorities.
37	Develop and ensure effective sanctions for all vehicles and drivers on Irish roads including out-of-state operators who breach relevant transport legislation while operating within the state.	DoT / RSA	2nd Qtr. 2009	Specific measures to address out of state drivers who breach HGV/Bus regulations are included in Part 4 of the Road Traffic Act 2010. Discussions between Department of Transport, Tourism and Sport, RSA and Garda Síochána relating to practical applications of the provisions are taking place. In advance of Part 4 being commenced the advice of the Office of the Attorney General was sought and received. Clarification has been sought on some of the legal advice provided by the Office of the Attorney General.
72	Legislate for graduated driver licensing	DoT	3rd Qtr. 2008	In September 2010, the RSA formally announced the 9 new measures to be introduced as part of the Graduated Driver Licensing System in Ireland. Primary and secondary legislation is required to give effect to most of the proposals. Secondary legislation is now in effect making it compulsory for learner car drivers and learner motorcyclists to undergo basic driver training. Primary legislation requirements will be provided in the next Road Traffic Bill 2013.

Key:

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

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
109	Review (HSE) emergency response to road collisions in light of available evidence on best practice and value-for-money. Commence implementation on the recommendations to improve the survival, treatment and recovery of those involved in road collisions	HSE	2nd Qtr. 2009	<p>Ongoing</p> <p>The HSE has invested in re-equipping ambulances and updating its ambulance fleet. Training continues to be provided to paramedic staff in advanced life support techniques and all staff continue to be up-skilled in line with clinical practise guidelines. The HSE is continuing to re-structure the distribution of ambulance locations in order to optimise ambulance response times.</p> <p>Spatial analysis surveys have been completed in the south west, mid west, north east, midlands and northwest regions and are ongoing in the south, west and eastern regions providing the evidential basis for restructuring services nationwide.</p> <p>Satellite navigation technology is being more commonly used in order to better identify locations where assistance is needed.</p> <p>The reconfiguration of the hospital network is ongoing to ensure that it provides optimum care in the appropriate locations – including such considerations as access to major trauma care with the appropriate skill mix support</p>
116	Prepare a comprehensive freight transport strategy that maximises road safety	DoT	4th Qtr. 2008	<p>The development of a comprehensive freight transport strategy per se has not been progressed, due to lack of resources. However elements have been pursued individually. An All-Island Freight Forum was established in Jan 2010 with the Department for Regional Development in Northern Ireland and has included an RSA-DOENI workshop on road transport safety and compliance issues in June 2011. Road Transport legislation and licensing processes are being incrementally updated, including greater emphasis on the road safety record of applicants and licensed operators.</p>
120	Implement the recommendations of the Coroners Review Group, December 2000, on the setting up of a National Coroners' database.	DoJELR	4th Qtr. 2008	<p>Discussions have taken place between the RSA and the Coroners and the RSA is accessing the required data on road fatalities.</p>

Key:

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

Action No.	Measure of Action	Lead Dept/ Agency	Completion Date	Current Status
121	Prepare the legal framework for the enactment of the Coroners Bill 2006.	DoJELR	4th Qtr. 2008	The Coroners Bill was introduced in the Seanad in April, 2007 and is awaiting Committee Stage. It incorporates many of the recommendations contained in the Report of the Coroners Review Group. Its main objective is to reform comprehensively the existing legislation relating to coroners by replacing the Coroners Act 1962 with modern updated provisions, taking into account the jurisprudence of our courts and the European Court of Human Rights. It also takes account of developments in the legal system and of the ongoing reform of coroner services in other common law jurisdictions.

Road Safety Strategy 2007–2012

Third Annual Review 30th June 2011

186* people lost their lives on Irish roads in 2011 compared to 212 in 2010. This represents a 12% reduction in the number of fatalities on our roads.

- 29% of people killed on our roads were under 25 years of age;
- 31% of road deaths occurred at the weekend;
- Sunday and Friday were the most dangerous days of the week, accounting for 37% of road deaths;
- Between 16:00 and 16:59 was the most dangerous period of the day with 19 road deaths (11%);
- The average monthly fatality rate was 16;
- With eight road deaths, April 2011 was the lowest recorded month in decades;
- 74% of road deaths occurred on roads with a speed limit of more than 60km/h;
- Despite the fact that there are now over eight times the number of licensed vehicles and licence holders in the state compared to 1959, road deaths are 31% lower.

Over the last 10 years, much progress has been made in reducing the number of fatalities and serious injuries on Irish roads. In 2001, the fatality rate per million registered vehicles was 232; in 2011, this was reduced to 77 per million registered vehicles.

Table 1: Road Deaths by Road User Category 2011

Road User	No. Fatalities 2011	%
Pedestrian	45	24.2
Cyclist	9	4.8
Motorcyclist	17	9.1
Car Users	95	51.1
PSV	1	0.5
Goods Vehicle	16	8.6
Other	3	1.6
Total	186*	100.0

*Please note that the figure of 186 is based on Garda fatality figures as at 31st December 2011. Subsequent increases/decreases in this figure are not reflected here.

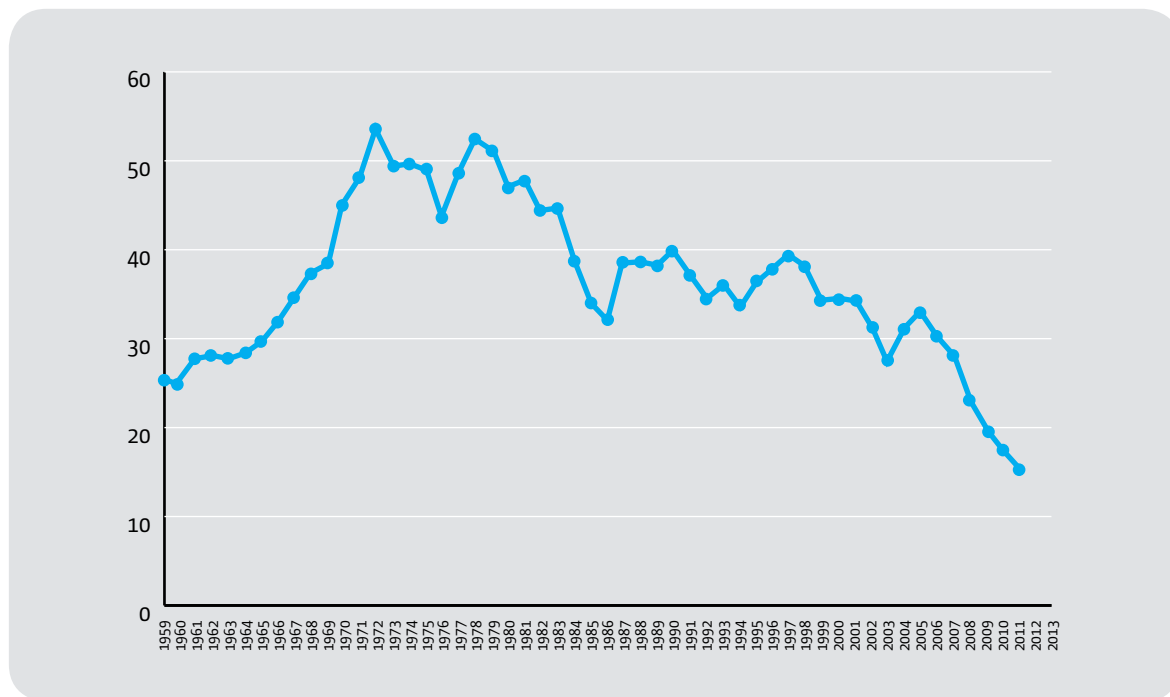
Table 2: Irish Road Safety in Context – 1998 to 2011

Year	Deaths	Monthly Average	No. Vehicles	No. Licence Holders
1998	458	38	1,510,853	1,943,184
1999	413	34	1,608,156	2,039,509
2000	415	35	1,682,221	2,014,296
2001	411	34	1,769,684	2,036,624
2002	376	31	1,850,046	2,110,666
2003	335	28	1,937,429	2,217,076
2004	374	31	2,036,307	2,285,323
2005	396	33	2,138,680	2,352,540
2006	365	30	2,296,393	2,444,159
2007	338	28	2,441,564	2,539,090
2008	279	23	2,497,568	2,632,136
2009	238	20	2,467,660	2,648,407
2010	212	18	2,416,387	2,655,048
2011	186	16	2,425,156	2,666,559

Monthly Average Number of Fatalities

Expressed as a monthly average, the number of fatalities in 2001 was 34. In 2011, the monthly average was 16. This represents a reduction of 53% in annual monthly averages since 2001. In 2011, the fatality rate per million population was 41, a decrease from the 2010 rate of 47 fatalities per million population.

Figure 1: Trend in the Annual Monthly Average Number of Fatalities



Cost Benefit Analysis

As well as the human tragedy of so many deaths and injuries, road collisions also have a substantial economic cost in the order of €1billion in previous years.

With the reduction in road fatalities, the estimated cost of all fatal and injury collisions reported to and recorded by An Garda Síochána in 2011 was €778 million.

In estimating cost benefits for 2007 to 2011, the RSA used the updating mechanism as set out in the Goodbody Economic Consultant's report. The 2002 cost values were inflated to 2010 values using the growth in Gross National Product (GNP) per person employed. The following table outlines the costs per collision and crash severity.

Table 3: Estimates of the Unit Costs of Collisions Using Updating Mechanism

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

The next step undertaken was to estimate the annual reduction in fatal and injury collisions and associated cost savings using the average of 2004-2006 as the baseline for comparison. The following table outlines the reduction in collision types. It shows that there were 550 fewer fatal collisions and 637 fewer fatalities over the period 2007-2011 compared to the baseline, the average of the period 2004-2006.

Table 4: The Benefits of the Road Safety Strategy Illustrated by Expected Fatal, Serious and Minor Injury Collisions Avoided

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

Collisions												
Type	Baseline (2004-2006 average)	2007	Reduction in 2007**	2008	Reduction in 2008**	2009	Reduction in 2009**	2010*	Reduction in 2010**	2011*	Reduction in 2011**	Cumulative reduction (2007-2011)**
Fatal	338	309	29	254	84	220	118	185	153	172	166	550
Serious	701	618	83	613	88	485	216	409	292	344	357	1036
Minor	5,072	4,540	532	5,869	-797	5,200	-128	5186	-114	4730	342	-165
Casualties												
Fatal	378	338	40	279	99	238	140	212	166	186	192	637
Serious	943	860	83	835	108	640	303	561	382	-	-	-
Minor	7,644	6,946	698	8,923	-1279	9102	-1458	7709	-65	-	-	-

*Provisional figures

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

The following table illustrates the cost savings per collision type expressed in savings per million euro. It is important to note that it is not related to casualties. In terms of collision cost reduction from 2007 to 2011, there was a saving of €1.8billion as a consequence of a reduction in collisions.

Table 5: Estimated Value of the Collision Reduction from 2007 to the End of 2011 Compared to the Average of 2004-2006 (as a baseline)

Estimated Value of Collision Reduction (Million Euro)	
Type	Value
Fatal	1,421
Serious	358
Minor	-6*
Total	1,773

* There was an increase in reported injury collisions in 2009 which was contrary to the decreasing trends of recent years. However this increase may be related to improved reporting procedures between An Garda Síochaná and the Road Safety Authority.

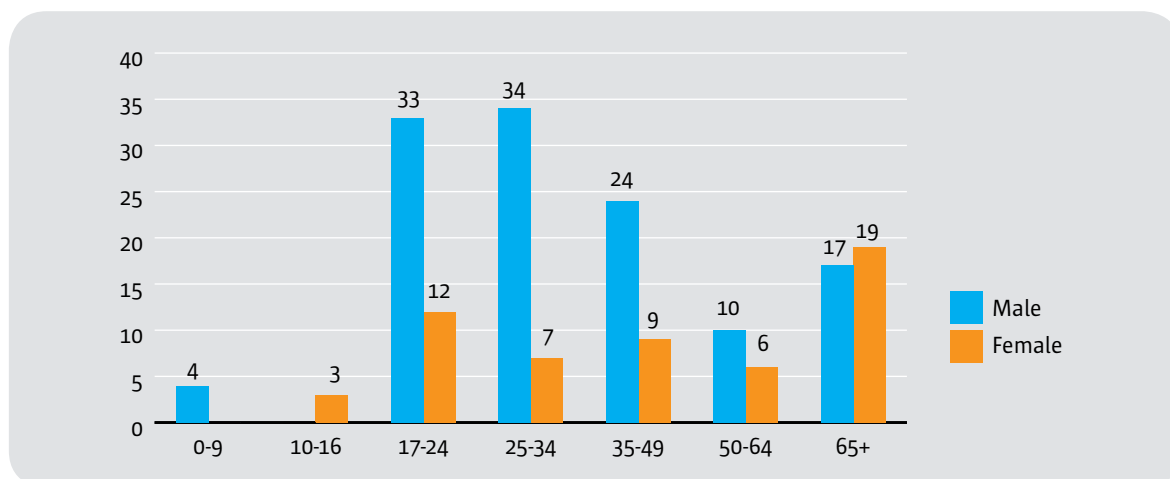
Analysis of injury collisions will have to be carried out over the next few years to fully assess the trend.

Fatalities

Total fatalities reduced by 12% in 2011 compared with 2010. Substantial reductions have been recorded in car user casualties (27% reduction). The number of drivers who were killed in 2011 showed a reduction of 11% compared to 2010. Fatalities among motorcyclists remained at the 2010 level of 17 fatalities and there was an increase in fatalities among pedestrians, pedal cyclists and goods vehicle users. Fatalities among passengers in 2011 were 40% lower than 2010 figures.

Figure 2: Fatalities Classified by Age in 2011

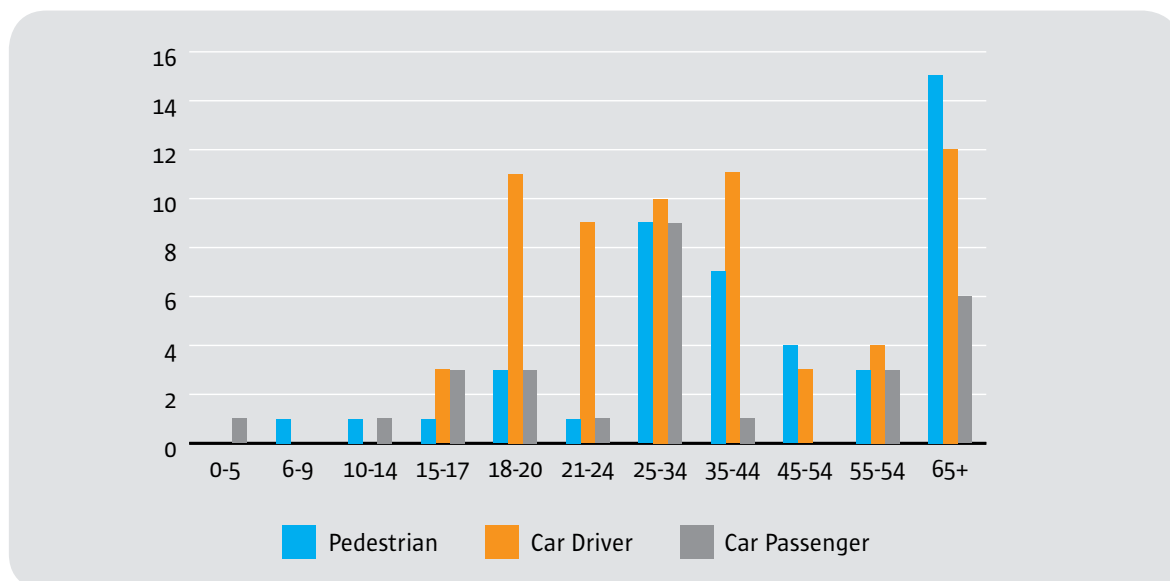
In 2011, 25% of people killed on Irish roads were aged 17 to 24. 37% of drivers killed were aged 17-24. 19% of people killed were aged 65 and over.



In 2011, the following issues in relation to deaths and gender were noteworthy:

- 69% were male
- 33% of males killed were car drivers
- 41% of females killed were car drivers
- 27% of females killed were car passengers
- 25% of females killed were pedestrians.

Figure 3: Fatalities by Road User and Age Group in 2011



Breakdown of Road User Fatalities in 2011

Drivers and Passengers of Motor Vehicles (excluding motorcycles)

In 2011, 115 motor vehicle (car, van, trucks etc) occupants were killed in collisions.

Motorcyclists

In 2011, there were 17 motorcyclist fatalities which accounted for 9% of all fatalities. In 2010, motorcyclists were 23 times more likely than car users to be killed per vehicle kilometre travelled.

Pedal Cyclists

In 2011, nine pedal cyclists were killed representing 4.8% of all fatalities.

Pedestrians

In 2011, 45 pedestrians were killed. 34% of the pedestrians killed were 65 years old and older. 68% of pedestrians killed were male.

Table 6:

Fatalities by Road User Type	2010	2011	% Change
Pedestrians	44	45	2%
Pedal Cyclists	5	9	80%
Motorcyclists	17	17	0%
Car Users	130	95	-27%
PSV Users	1	1	0%
Goods Vehicle	10	16	60%
*Other or Unknown	5	3	-40%
Total	212	186	-12%

*Refers to Agricultural Tractor, Ambulance, Car Transporter, Combine Harvester, Excavator/Digger, Fire Engine, Fork Lift, Quad Bike, Hoist/Crane, Horse Box/Animal Transporter, Skip Loader etc

Figure 4: Fatalities by Month, 2011

The worst month for fatalities in 2011 was January when 21 people were killed. April had the lowest number of collisions ever recorded where eight people died.

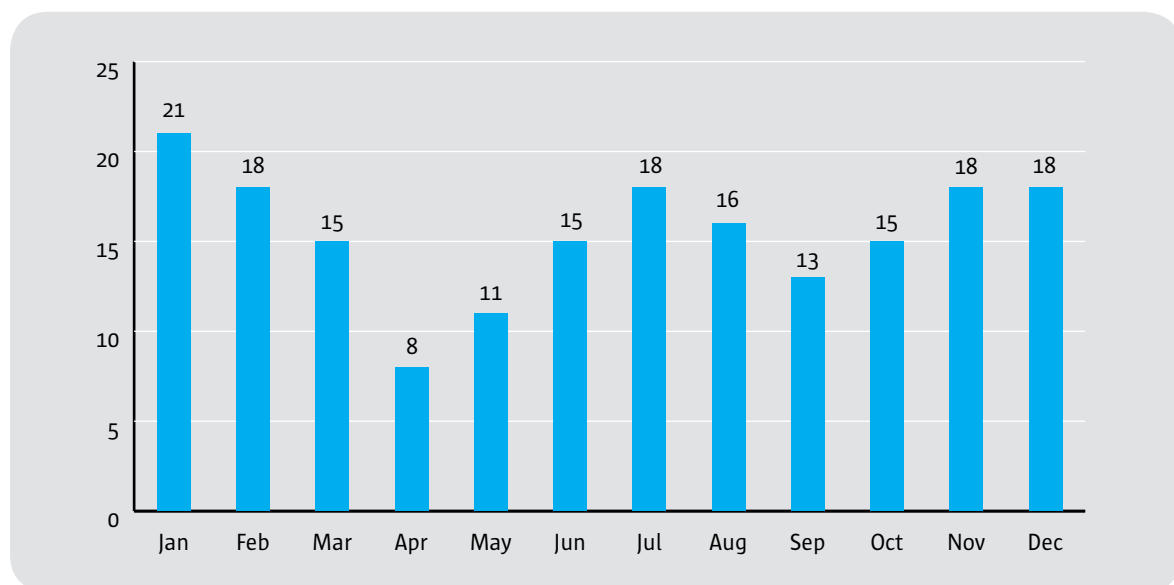


Figure 5: Fatalities by Hour and Day of the Week, 2011

The highest number of fatalities occurred between 16:00-16:59. The number of fatal collisions between the hours of 21:00 and 03:00, the hours most strongly associated with drinking and driving, was 46 in 2011 with 50 people killed in these collisions. This period also accounted for 27% of both fatal collisions and fatalities in 2011.

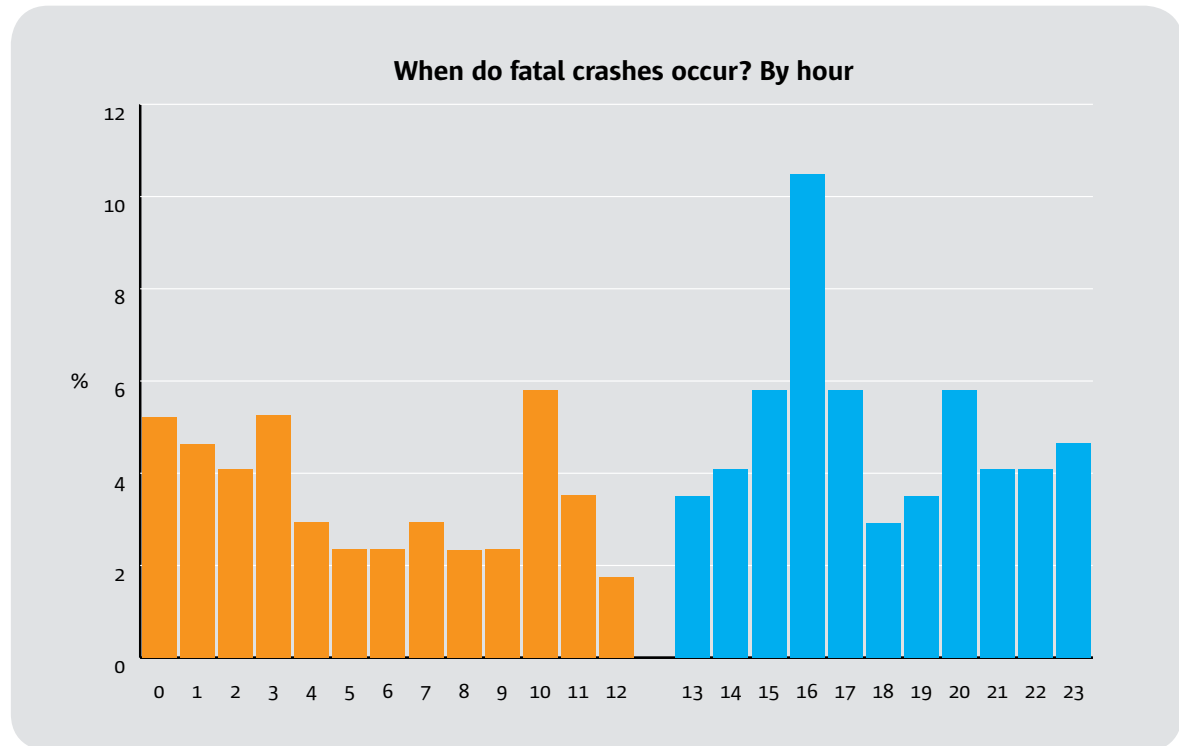


Figure 6: Fatalities by Day of the Week, 2011

The worst days of the week for fatalities during 2011 were Friday and Sunday. These two days accounted for 37% of all fatalities in 2011.

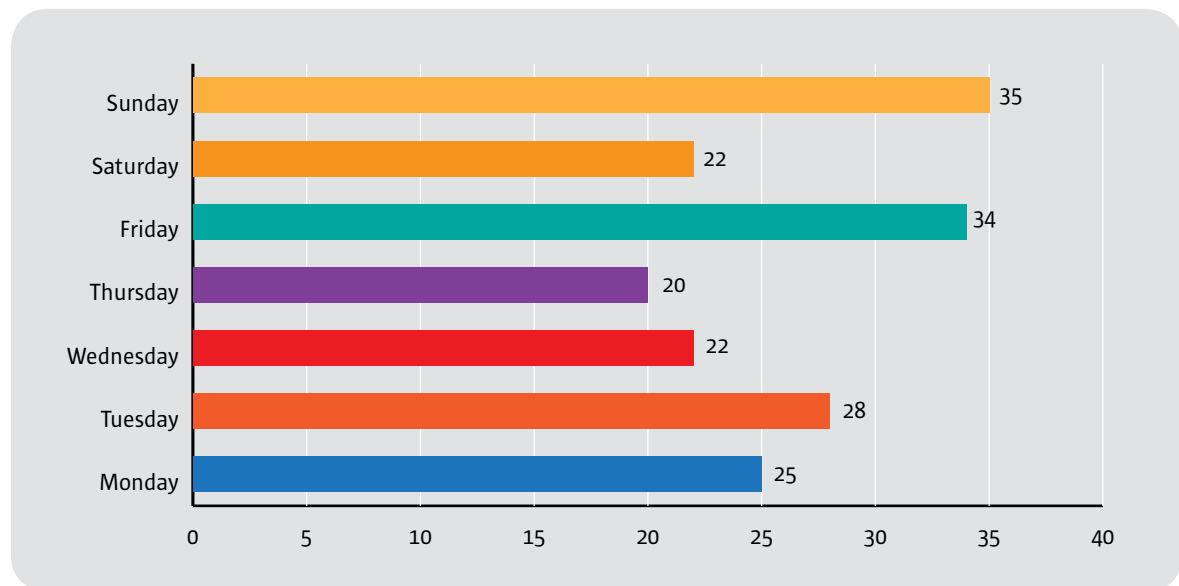


Figure 7: Fatalities by Road User Type, 2007-2011

Between 2007 and 2011, the decrease in fatalities was mainly attributable to the reduction in car user fatalities. Compared to 2010, there were increases in the following categories of road user; Goods Vehicles Users, Pedal Cyclists, Pedestrians with PSV Users and Motorcyclists remaining at the same levels.

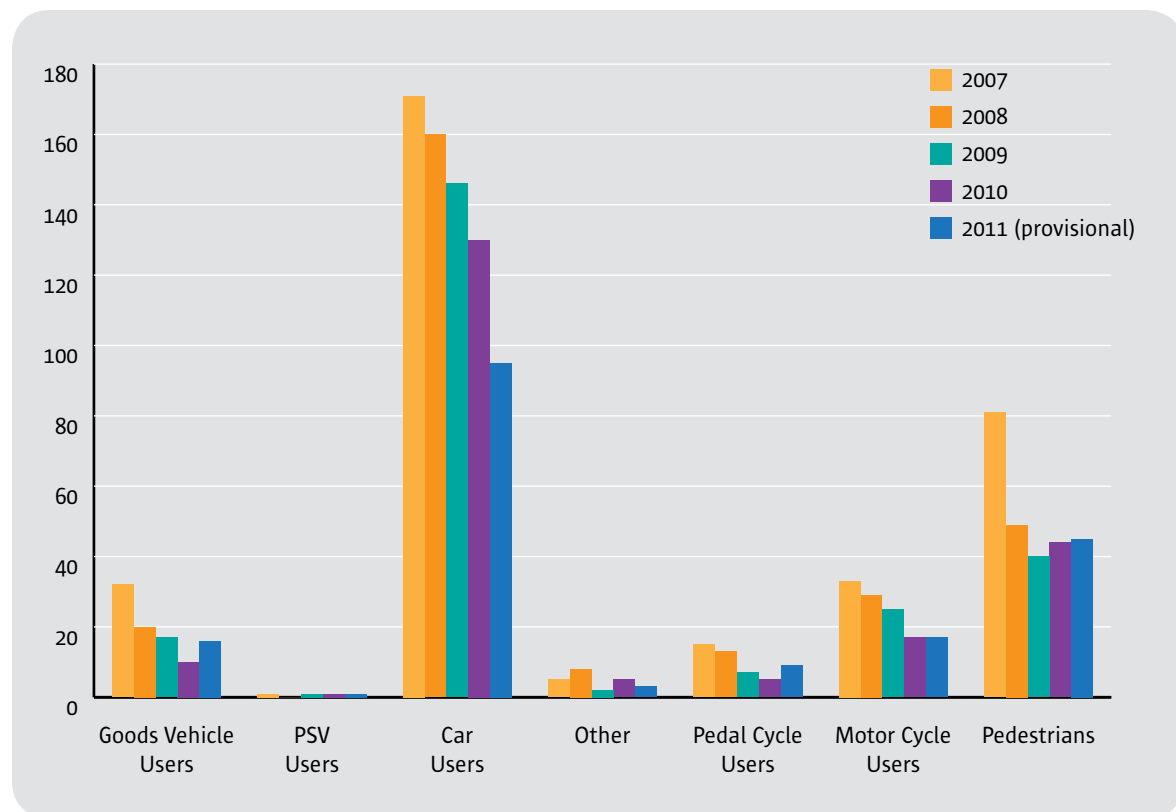


Table 7: Fatalities by County, 2011

In 2011, the three counties with the most fatalities were Cork (27 fatalities), Kildare and Limerick (15 fatalities each). The county with the lowest number of people killed was Leitrim with one fatality.

County	2005	2006	2007	2008	2009	2010	2011
Leinster							
Carlow	9	7	3	1	3	5	4
Dublin	41	34	35	22	31	21	10
Kildare	14	23	13	13	10	10	15
Kilkenny	6	4	12	5	5	6	5
Laois	14	8	5	12	5	9	2
Longford	9	6	6	3	2	2	2
Louth	14	14	16	7	5	8	6
Meath	30	22	14	9	12	6	4
Offaly	8	9	5	8	4	4	3
Westmeath	12	18	14	3	4	7	6
Wexford	21	20	17	16	4	7	5
Wicklow	8	11	9	4	4	5	3

Munster							
Clare	12	9	12	7	7	4	2
Cork	39	33	31	24	21	18	27
Kerry	11	21	14	19	12	11	7
Limerick	17	16	16	18	22	18	15
Tipperary NR	10	15	6	12	5	3	5
Tipperary SR	5	11	12	9	7	2	6
Waterford	9	8	6	7	3	5	7

Connacht							
Galway	21	19	24	24	23	6	13
Leitrim	8	3	7	5	0	3	1
Mayo	14	11	9	10	10	7	12
Roscommon	5	5	7	3	4	9	5
Sligo	11	4	7	7	7	3	3

Ulster (part of)							
Cavan	10	7	10	8	9	11	5
Donegal	27	19	22	18	14	19	7
Monaghan	11	8	6	5	5	3	6

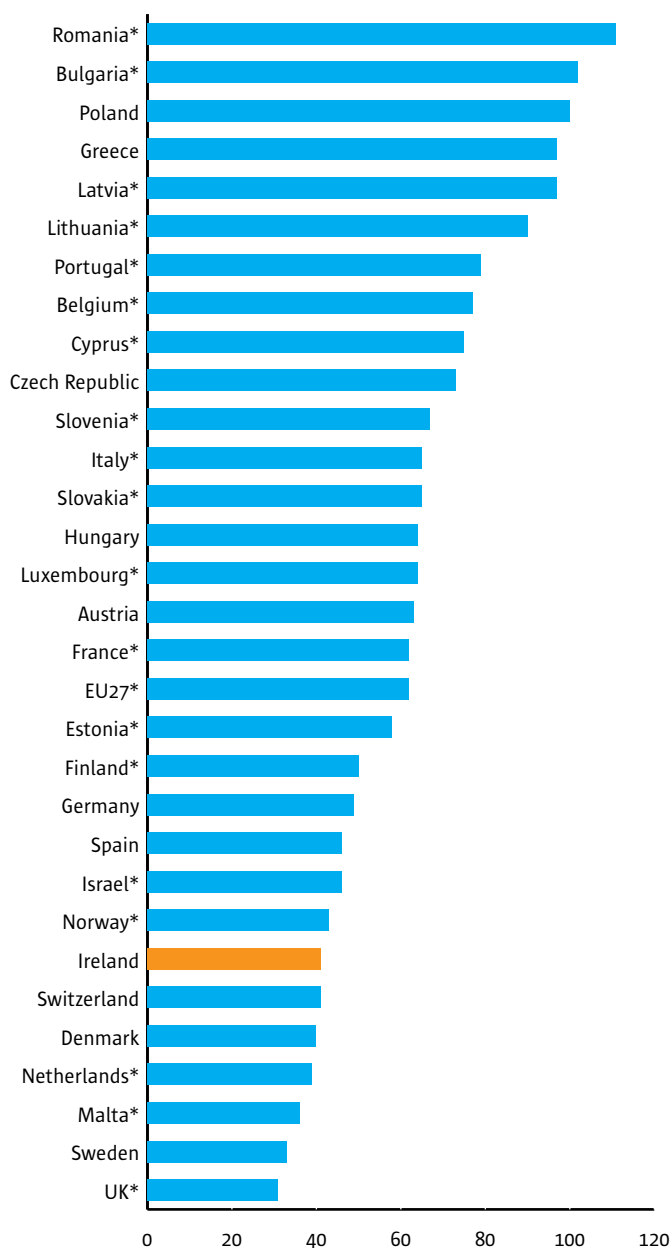
TOTAL	396	365	338	279	238	212	186
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Ireland's Road Safety Position Relative to Other Countries

In 2011, Ireland entered the top six best performing EU countries in terms of road deaths per million population. Contributing to this improvement was a 12% decrease in road deaths between 2010 and 2011. Ireland is now ranked 6th out of 25 EU countries.

Despite Ireland performing well at an EU level in 2011, there is still a large gap between Ireland and best practice countries such as Sweden, United Kingdom and the Netherlands. Ireland recorded 41 road deaths per million population in 2011 compared to the UK, Sweden and the Netherlands who recorded less than 40 deaths per million of population.

Figure 8: Road Deaths per Million Population in 2011



2010 / 2011 Fatalities		
Country	Road Deaths	Road Deaths per Million Population
UK*	1,905	31
Sweden	314	33
Malta*	15	36
Netherlands*	640	39
Denmark	221	40
Switzerland	320	41
Ireland	186	41
Norway*	210	43
Israel*	352	46
Spain	2140	46
Germany	4002	49
Finland*	270	50
Estonia*	78	58
EU 27*	30921	62
France*	3992	62
Austria	530	63
Luxembourg*	32	64
Hungary	638	64
Slovakia*	353	65
Italy*	3934	65
Slovenia*	138	67
Czech Republic	773	73
Cyprus*	60	75
Belgium*	840	77
Portugal*	845	79
Lithuania*	300	90
Latvia*	218	97
Greece	1093	97
Poland	4189	100
Bulgaria*	775	102
Romania*	2377	111

Provisional Figures

* 2010 figures as final figures for 2011 were not available at this time

Education

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

Pre-Primary Level

'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 such as 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 pre-school providers can use to prompt other learning experiences with the children. Stories are also recorded onto a CD which can be played to young children. 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!'.

Primary Level

'Be Safe'

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

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

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 for each new entrant to primary school which was co-sponsored by ESB Electric Ireland. A total of 120,000 high vis vests were distributed;
- A copy of the 3rd edition of the School Newsletter;
- Resources distributed in 2010 were further promoted in 2011, 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.
- 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 ESB Electric Ireland. .

‘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 delivered 60,000 children’s arm bands free of charge to schoolchildren in 2011.

Seatbelt Sheriff and Hi-Glo Silver packs were distributed to every school in Ireland in 2011. In addition, a total of 336 entries were received for the Seatbelt Sheriff and Hi-Glo Silver competition. A website was also developed for schools and teachers: www.seatbeltsheriff.ie

Cycling Proficiency Training

In 2011, 8,786 students received cycling 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 participating in the scheme.

Secondary Level

‘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 provide 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 Science

and the National Council for Curriculum and Assessment to develop a road safety programme for schools as part of Transition Year. This programme encourages active learning and the development of awareness, knowledge, skills and values which will create a foundation for the development of safe road users, now and into the future.

The programme is available in 20 hour and 45 hour formats and builds on the active learning approaches of the Transition Year Programme. Both programmes feature inputs from other agencies such as the Ambulance Service, Fire Service and An Garda Síochána as well as providing for visiting speakers, trips out of school, projects and case studies. It is supported by digital resources including access to international websites on road safety issues from the Road Safety Authority website, www.rsa.ie.

The programme provides an introduction to road safety for pedestrians, cyclists, motorcyclists and motorists. It covers issues such as seatbelts 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 group. The programme was developed with a multi-agency

editorial committee which included representation from An Garda Síochána, the Health Service Executive, the Fire Service, Local Authority Road Safety 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 ‘leader’s 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 throughout the country. A total of 206 people were trained in the Wrecked.ie resources and who have committed to roll out the resource.

Third Level

‘Safe Grads’ – Road Safety Guidelines for Third Level Colleges

The RSA developed road safety guidelines for third level colleges to enable them to host an informative and successful road safety week. 16 colleges throughout the country participated in the Safe Grads programme in 2011.

Community Education

Protecting Our Community – A Call to Action!

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 is based on the Rules of the Road and focuses on changing the attitudes and behaviour of drivers, pedestrians, motorcyclists and cyclists.

The programme 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 RSA 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 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 a 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: pedestrian safety, bicycle 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 and a 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 Ireland.

'Leading Lights in Road Safety' Awards Ceremony

The 'Leading Lights in Road Safety' Awards Ceremony took place on Wednesday 12th October 2011 in Farmleigh. Every year, a Supreme Award is presented for the most innovative and outstanding road safety initiative which demonstrates leadership and exemplary dedication to road safety.

At the 2011 Awards, Niamh Kearney and Tadhg O'Shea from Coláiste Pobail Bheanntaí in Bantry were awarded the RSA 'Supreme Award' for road safety for their initiative to reduce speed in their village. Working closely with the Gardaí, 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' Awards 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.

'European Night Without Accident'

On Saturday 15th October 2011, the RSA staged the fifth 'European Night Without Accident' as part of 'Irish Road Safety Week'. This initiative promotes responsible driving behaviour among young adults and was run in 220 nightclubs in 27 EU countries on the same night. The initiative is run by young adult volunteers who encourage groups of youngsters entering nightclubs to appoint a 'designated driver' for the night. The 'designated driver' is given a wrist-band to show their intention to stay alcohol-free for the night. When leaving the nightclub, the 'designated driver' is invited to be voluntarily breathalysed by the volunteers to see if the commitment was honoured.

'European Night Without Accident' took place in seven nightclubs in five different towns in Ireland on Saturday 15th October 2011. The locations were Kells, Co. Meath, Letterkenny, Co. Donegal, Castlebar, Co. Mayo, Waterford City, and Cork City. The results showed that a high number of young people acted as designated drivers and chose to abstain from drinking and driving on the night.

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 to inform them of road safety activities and initiatives. This includes weekly road safety statistics provided by An Garda Síochána, press releases, details of all road safety educational programmes which include pre-primary, primary, secondary, third level and community level.

‘Road Safety Interactive Shuttle’ – the Shuttle

In 2011, the Shuttle attended 72 events ranging from secondary school and third level road safety events to national events such as the BT Young Scientist Exhibition and the National Ploughing Championships. In 2011, approximately 80,000 people 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 screens showing a series of road safety advertisements and road safety programming;
- A motorbike simulator;
- A car simulator;
- Bicycle simulators.

RSA Rollover Simulator

In 2011, the RSA acquired a rollover simulator which is very effective in encouraging people to use seatbelts. The rollover simulator is a car fitted to a hydraulic platform which can simulate a half or a full rollover to demonstrate 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 seatbelt. After the demonstration, people will never travel in a car without a seatbelt 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 rollover accompanied the Shuttle to many events and visited secondary schools and third level colleges as well as national events.

In total, the RSA rollover simulator attended 50 events in 2011.

‘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 the Shuttle which includes a dedicated area for children. Children can participate in a range of activities such as storytelling, road safety games and an interactive road safety question and answer session. Activities are facilitated by RSA staff and teachers.

In 2011, Streetsmart visited 17 locations covering several schools in each location.

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 Gardaí.

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 changing attitudes and behaviour on the road for the better. Specifically, independent research conducted by Behaviour and Attitudes on behalf of the RSA asked 700 motorists the following question:

"Last year (2010), 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?"

Table 8

		Very influential
Road Safety TV ads	%	54
Garda 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 2011. They included:

1. A new motorway driving campaign;
2. An anti drug driving' campaign;
3. A campaign to support the lowering of the drink drive limit.

'Better Safer Driver' Motorway Driving Campaign

The RSA's 'Better Safer Driver' TV ad campaign is 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, the National Roads Authority and the Automobile Association at the Lighthouse Cinema in Dublin.

Central to the campaign is a 40 second TV ad.

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 was 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 road collision statistics were featured prominently in the TV and print media.

A 30 second radio ad was also produced and aired in November to complement 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 50 second TV ad on cannabis driving, 'Night Out', asks regular cannabis users to really look at how the drug affects them.

Cannabis affects your motor skills, depth perception, judgement, 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 ad 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 ad, a 30 second radio ad, 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 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 ad '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 1,105 lives in the past decade.

Pre-campaign benchmarking research has established that awareness of the legal changes in the Blood Alcohol Concentration (BAC) limits is about 70% for both changes.

Support for the BAC 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. When this question was last 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 ads called 'Jack' and 'Annie'. The key message in the campaign is 'you 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 Awareness campaign was back on air in 2011 during April and August. This included the 40 second TV ad, radio ad and online advertising. This campaign was timed to complement European and national enforcement efforts targeting speeding.

The 30 second anti speeding ad 'Mess' aired on TV during July.

'Crashed Lives'

The RSA aired its highly successful 'Crashed Lives' TV and radio advertisements in the spring, summer and winter of 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:

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 ad 'Underneath', which was produced jointly with the DOE in Northern Ireland, aired on TV screens throughout July and August 2011.

Mobile Phone and Driving Campaign

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

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 ad to raise awareness of EDT and this aired on national, local and regional stations nationwide during the month of April and again in November. This was supported by a digital campaign and press ads in all national newspapers.

The total multimedia coverage (opportunity to see or hear about EDT) reached 93.5% of all adults.

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

Real Time Alert System

One of the core challenges for the RSA is its requirement to quickly react to conditions that affect safety on Irish roads, such as poor weather conditions. This is 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 RSA 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 respond. Social media has allowed the RSA to have one-to-one conversations with its target audiences, 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 target group of young males, are actively engaged in the messages that the RSA are delivering, social media 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:

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 to share these stories in order to bring people together in aid of road safety. To date, the wall has received over 600 messages.

RADIO CAMPAIGNS 2011

‘ADI’ Radio Ad

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

‘Driver CPC’ Radio Ad

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

‘Harvest’ Radio Ad

The joint RSA and Irish Farmers Association campaign warning road users of the increase in agricultural vehicles on public roads over the summer months ran again in 2011. It included the re-broadcast of the joint 30 second radio ad, 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 ad entitled ‘Is your vehicle ready for winter?’ on all national and local radio stations in October. A series of six 15 second radio messages or ‘stings’ also aired after news bulletins and traffic reports on local radio, providing basic winter driving tips to road users.

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 ad was also backed up by two radio stings (10 second and 15 second) which focused on the misuse of fog lights by motorists.

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 supplement included detailed information on what road users should do to prepare for severe 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.

Morning After Campaign

The RSA, in conjunction with MEAS, aired its two ‘Morning After’ radio ads 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.

RSA Safe Cycling Campaign

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

Promotions and Events

The National Ploughing Championships

The RSA brought its Road Safety Interactive Shuttle to the 2011 National 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 Irish Farmers' Journal and FBD Insurance;
- 120,000 vests, sponsored by ESB Electric Ireland, through the RSA 'Back to School' Campaign;
- 8,000 vests with Advance Pitstop;
- 60,000 armbands through Seatbelt Sheriff and Hi Glo Silver;
- 43,000 armbands for the Flora Mini Marathon;
- 25,000 biker vests with Bike Buyers Guide.

Other High Visibility Initiatives:

- Over 20,000 adult armbands were given to the public from our Shuttle at various events around the country and through An Garda Síochána;
- Other high visibility materials were distributed from the Shuttle at 72 locations nationwide, including vests, armbands, bags and rucksack covers;
- High visibility materials were distributed to Scouts, Girl Guides, youth clubs, crèches, hospitals and various organisations on request.

BT Young Scientist and Technology Exhibition 2011

The RSA invited students to visit their fun-filled Shuttle at the 2011 BT Young Scientist and Technology Exhibition which took place at the RDS from 12th to 14th January 2011. Members of the RSA staff were on hand to offer advice and information on road safety issues as part of its drive to promote road safety to students at the event.

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.

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 2nd 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 RSA conducted a survey to determine the use of RSA educational resources in both primary and post primary schools. Key findings from the survey were;

- 8 in 10 primary schools are using at least one RSA resource to educate children on road safety.
- About 70% of primary school teachers are aware of the availability of RSA resource materials.
- One third of secondary schools are using at least one RSA resource to educate students on road safety.

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

National 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 which educates cyclists and truck drivers on how to share the road safely. The six and a half minute 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.

‘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.

Fourth Annual 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 scene 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.

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 to 2009, Donegal accounted for 6% of all road deaths in Ireland despite making up only 3.5% of the Irish population.

Driver Fatigue

The August Bank Holiday campaign focused on the issue of driver fatigue. The RSA’s 30 second driver fatigue radio ad was broadcast during the bank holiday weekend.

Appeal to Motorists to Be Patient with Learner Drivers

In July 2011, 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 the roads.

Oxegen Festival

The RSA had a significant presence at the Oxegen Festival in 2011 with the impactful ‘Mobile Phones and Texting’ ad on the big stage screens, lanyards and an ad mobile in the car parks. Social media techniques were also employed, with Oxegen regularly tweeting road safety messages supplied by the RSA to its 22,000+ followers during and after the festival.

RSA and HSA ‘Driving for Work’ Seminars

A series of ‘Driving for Work’ half day seminars were hosted by the RSA, the Health and Safety Authority (HSA) and An Garda Síochána 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’ with a campaign to improve awareness among drivers of the need to maintain their tyres, particularly as winter approaches. A 20 second ad promoting Irish Road Safety Week was broadcast on national and local radio.

The following activity took place during ‘Irish Road Safety Week’ 2011:

- The ‘Check it Fits’ Roadshow which took place from Saturday 8th October to Wednesday 12th October;
- Monday 10th October – The RSA Road Safety Academic Lecture;
- Tuesday 11th October – National Tyre Safety Day;
- Wednesday 12th October – ‘Leading Lights in Road Safety’ Awards;
- Friday 14th October – National ‘Beep Beep’ Day;
- Saturday 15th October – ‘European Night Without Accident’.

Annual RSA Road Safety Academic Lecture

The results of a survey into the behaviour of young drivers were 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.'

'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 in memory of 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 campaign targeted enforcement in the following key areas:

- Driving under the influence of alcohol/drugs
- Speeding
- Non wearing of seatbelts
- Mobile phone use / texting while driving

Launch of UN Decade of Action for Road Safety

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.

'Keep the Race in its Place'

The RSA and Motorsport Ireland joined forces to target the top three high profile rallying events 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 ad on local radio and mobile advertising billboards around the race venue. The 'Killarney Rally of the Lakes' and the Donegal Rally were also targeted during 2011.

RSA / AA / Daily Mail Road Map Giveaway

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

‘Keep Drama off the Road’

In November 2011, a new two minute road safety film entitled ‘Loaded Weapon’ was produced. The film was the winning entry in the RSA / Setanta Insurance road safety film competition called ‘Keep Drama off the Road’ and was launched as an online road safety intervention. Since its launch, the film has been viewed 28,790 times on YouTube.

Driving for Work Radio Advertising

The RSA’s 30 second radio ad, urging employers to use the RSA’s Road Safety Guidelines for the Workplace, aired in spring 2011.

‘Play it Safe’ Road Safety Guidelines

The RSA took out full page ads in the match programmes for the rugby home internationals, GAA Championship and soccer internationals. The ads promoted the RSA’s new ‘Play it Safe’ road safety guidelines for sporting organisations. The guidelines are endorsed by the IRFU, the GAA and the FAI.

RSA and Gardaí 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 2011, the RSA 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.

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.

National Newspapers of Ireland (NNI) 'Ad of the Month Award'

The RSA's press ad, which was developed to raise awareness of the new Essential Driver Training programme, was awarded a prestigious 'Ad of the Month Award' by the National Newspapers of Ireland (NNI). As a result, the ad was reproduced in full colour in all the national newspapers.

Irish Marketing Journal (IMJ) 'Ad of the Month' Award

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

DRIVER TESTING AND LICENSING REFORMS

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

Driver Testing Service















The objective of the driver testing service is to deliver a fair and efficient driving test in accordance with EU Directives and national legislation. 147,108 applications for tests were received in 2011. Almost 80% of applications were made online. The RSA committed to and met the target of delivering tests within an average ten week timeframe for 2011. The tables below set out data on the activity across the driver testing service in 2011.

Table 9: The following table gives an overview of the average waiting times across the six regions.

Average Waiting Time for Cars at 31st December 2011				
Test Centre	Average Week Wait		Test Centre	Average Week Wait
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	10		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	9
Kilkenny	9		Tuam	10
Killarney	6		Tullamore	8
Kilrush	8		Waterford	7
Letterkenny	7		Wexford	7
Limerick	7		Wicklow	9
Longford	10		Overall Average	8















Table 10: The following table outlines the pass and fail rates for the various categories of licence in 2011.

Driving Test Results by Vehicle Category, 2011

Category Description	Category	Pass	Fail	Total	% Pass
 A Motorcycle (exceeding 125cc)	A	2,092	932	3,024	69
 A1 Motorcycle (51-125cc)	A1	69	122	191	36
 M Motorcycle (not exceeding 50cc and/or 45km/h)	M	5	10	15	33
 B Car	B	55,305	58,496	113,801	48
 C Truck (GVW* exceeding 7500 kg)	C	2,865	1,366	4,231	67
 C1 Truck (GVW* exceeding 3501 - 7500 kg)	C1	119	46	165	72
 D Bus	D	862	355	1,217	70
 D1 Minibus (9 - 16 passenger seats)	D1	440	188	628	70
CPC PRACTICAL KNOWLEDGE - Bus		788	28	816	96
CPC PRACTICAL KNOWLEDGE - Truck		1,439	58	1,497	96
 EB Car + Trailer	EB	453	166	619	73
 EC Articulated Truck	EC	1,235	476	1,711	72
 EC1 Light Truck/Large Van + Trailer	EC1	8	1	9	88.
 ED Bus + Trailer	ED	0	0	0	0
 ED1 Minibus + Trailer	ED1	6	1	7	85.
 W Work vehicle/Tractor	W	10	5	15	66
TOTAL	Total	65,696	62,250	127,946	51.35

*GVW is Gross Vehicle Weight

Table 11: The following table shows a breakdown of the driving test applications per licence category.

2011 Applications Received per Category		
CATEGORY		TOTAL NUMBER
 A		3,494
 A1		308
 B		132,009
 C		4,192
 C1		184
CPC TRUCK		1,626
 D		1,171
 D1		610
CPC BUS		810
 EB		753
 EC		1,871
 EC1		13
 ED		0
 ED1		6
 M		35
 W		26
TOTAL		147,108

Graduated Driver Licensing (GDL) System

An objective of the RSA is to reduce long term reliance on learner permits and move to a Graduated Driver Licensing (GDL) system. While a number of those measures will need primary legislation, certain measures were introduced in 2011 to support this objective. They were:

- The Essential Driver Training (EDT) programme which provides for compulsory training for new learner drivers;
- The introduction of reduced alcohol levels for learner and novice drivers (within two years of getting a full licence);
- A review and updates to the Driver Theory Test.

Certain other measures require legislative underpinning in order to be given effect. These include:

- The displaying of 'R' plates for novice drivers;
- The possible implementation of a Hazard Perception Test;
- Accelerated penalty points for certain driving offences;
- The availability of alternative sentencing options for traffic offences.

Plastic Card Driving Licence

In May 2011, the RSA was asked to lead the implementation of the plastic card driving licence and to become the central licensing authority with responsibility for the delivery of driving licences in Ireland as part of the new 'National Driver Licence Service'. During 2011, work commenced on the implementation of this service which will see a change in the way driving licences are managed. It will involve the creation of a nationwide front office service, a central processing unit and a central card production unit for which the RSA will have overall responsibility. The key initial deliverable is the production of a plastic card driving licence in January 2013.

Approved Driving Instructors (ADIs)

A key and critical element of the reduction of deaths and injuries on Irish roads is to reform the way in which drivers are trained, tested and licensed. The RSA has put in place a regulatory system for driving instructors which means that since 1st May 2009 any person giving driving instruction for reward must be a registered Approved Driving Instructor (ADI). This process is designed to ensure that each instructor meets certain standards in the areas of driving, knowledge of aspects of road safety and the giving of tuition. At the end of 2011, there were 1,971 approved ADIs.

Stage 1	Knowledge of Road Safety	540
Stage 2	Driving Ability	535
Stage 3	Ability to deliver tuition	443
Check tests		877

Figure 9: Number of ADI Tests Carried Out in 2011

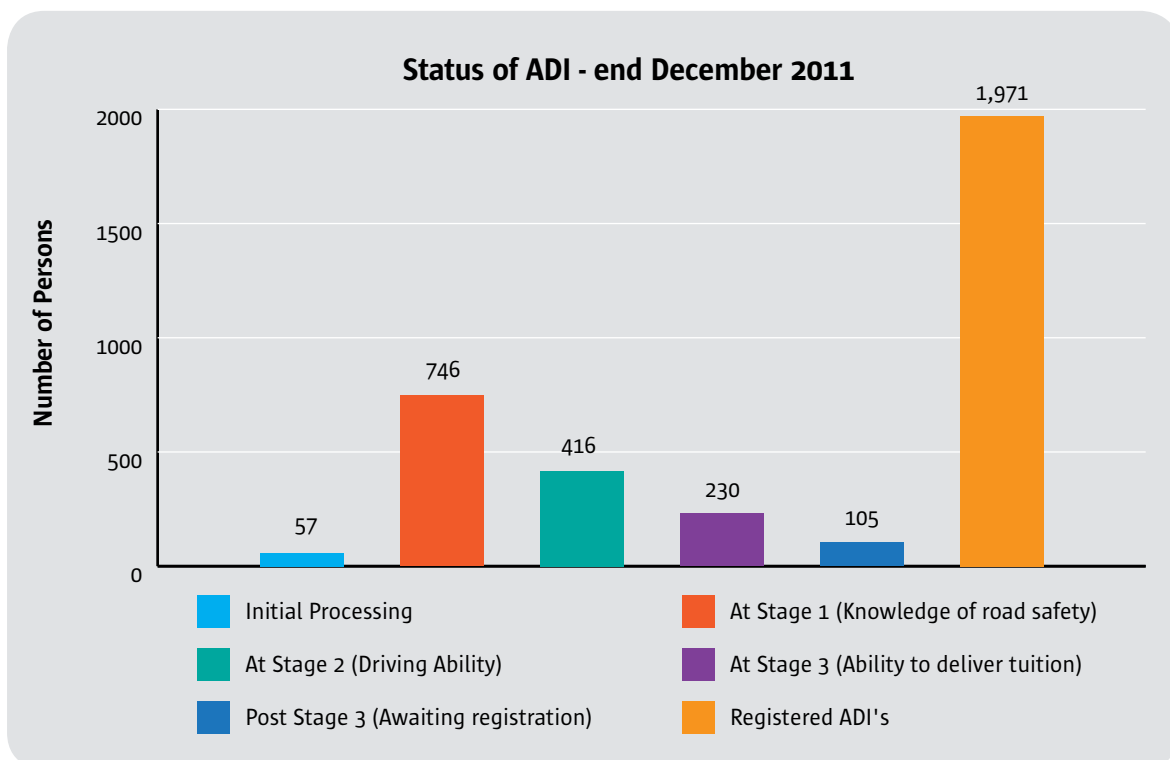
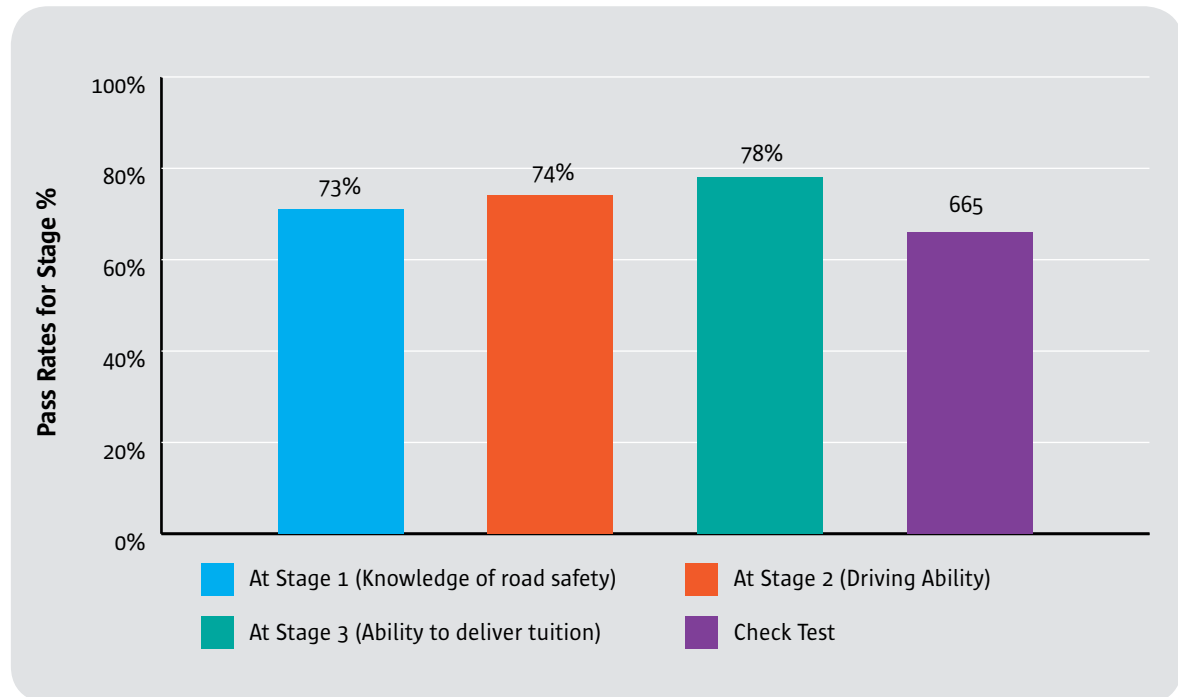


Figure 10: Pass rates for stages and check tests



Initial Basic Training - Novice Motorcyclists

The RSA also introduced Initial Basic Training (IBT) for motorcyclists which provides for mandatory lessons for learner motorcyclists before they go out on the road. The programme has been up and running since 6th December 2010. So far in excess of 1,700 learners have successfully completed IBT which is provided at 56 locations by 67 approved IBT trainers.

Essential Driver Training - Novice Car or Light Van Drivers

The Essential Driver Training (EDT) scheme was launched on 4th April 2011. To date, in excess of 130,000 mandatory EDT lessons have taken place. Learners must complete a course of 12 lessons targeting 'high risk' topics that are represented within our crash statistics.

Driver Certificate of Professional Competence (Driver CPC)

The RSA implemented Driver CPC for bus and truck drivers in line with EU Directive 2003/59/EC and subsequently developed a four stage testing process for new drivers which consists of two theory tests (two hours each) and a 30 minute practical test in addition to the standard driving test. All professional bus and truck drivers are obliged to complete one day of periodic training each year in order to maintain their entitlement to drive for a living. A classroom-based training syllabus was developed by the RSA for use as part of this Driver CPC training process.

As of 31st December 2011, there were 112 RSA approved training organisations throughout the country providing Driver CPC training in 376 training centres. Up to this date, approximately 152,000 training days had been completed, with 56,000 of those completed in 2011 alone. In 2011, 2,047 Driver CPC cards were issued to newly qualified drivers.

Table 12: In 2011, there were 5,679 CPC theory tests conducted as outlined below.

DRIVER CPC THEORY TESTS CONDUCTED 2011			
Theory Tests	Applications Received	Tests Conducted	Passed
January	560	382	322
February	562	384	324
March	510	528	458
April	442	538	464
May	701	507	432
June	538	615	542
July	405	381	318
August	488	445	393
September	508	408	358
October	522	514	449
November	546	531	460
December	434	446	390
TOTAL 2011	6,216	5,679	4,910

ENFORCEMENT

Enforcement activity by An Garda Síochána is a key factor in reducing deaths and injuries on our roads. Instrumental to the enforcement activity is the recognition that enforcement activity is optimally effective if combined with public awareness strategies to ensure the public are aware of the purpose and reasons for the enforcement. In 2011, the RSA timed its promotional activity to coincide with the enforcement activity of the Gardaí.

In 2011, there was high visibility enforcement of the law targeting speed, Mandatory Alcohol Testing (MAT), seatbelt wearing, licensing, vehicle roadworthiness and driver rest regulations. An important principle of the enforcement activity was the recognition that success in enforcement achieves increased levels of compliance with road traffic law.

The following table provides data from a number of sources regarding the detection of non-compliance with the law in relation to speeding, seatbelt wearing and driving whilst intoxicated. It also records the number of breath tests conducted during 2011. The table also illustrated the reductions in fatalities for 2011. The figures for deaths and serious injuries are provisional.

Table 13: GNTB Provisional figures / table – 31/12/11

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Speeding		157,852	141,723	143,661	181,335	194,620	177,549	172,911	157,831	262,602
Seatbelts		39,129	22,613	18,084	26,687	30,002	28,659	19,367	17,370	15,645
DWI* Arrests	13,441	11,344	12,307	13,370	17,868	19,838	18,053	14,786	12,606	10,878

*Driving While Intoxicated

Penalty Points

There are 42 offences in the penalty point system. Data for penalty points at the end of 2011 is set out below. Drivers resident in Dublin, Cork and Kildare recorded the highest number of penalty points. The RSA runs a comprehensive public awareness programme, 'Get the Point, Not the Points', to educate the public about the penalty point system.

Table 14: Number of Penalty Points (current) Issued to Drivers as at 31st December 2011 (Cumulative Figure from Introduction)

COUNTY	1PP	2PP	3PP	4PP	5PP	6PP	7PP	8PP	9PP	10PP	11PP	12PP	Total
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 COUNTY COUNCIL	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 COUNTY COUNCIL	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 COUNCIL	4,189	87,804	1,802	18,906	1,074	4,323	333	1,111	144	271	47	49	120,053
LIMERICK CITY COUNCIL	100	3,890	52	825	39	176	15	49	4	7		3	5,160
WATERFORD CITY COUNCIL	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
Total	13,598	567,816	4,955	123,595	34,009	16,087	732	3,837	322	837	92	147	766,027

*Receipt of 12 points results in disqualification for six months

**County refers to county where driving licence was issued

Table 15: Breakdown of Drivers by Licence Type

The table below shows that 302,984 drivers with no licence committed penalty point offences in 2011.

Full Licence	Learner Permits	No Licence
433,647	29,396	302,984

Excessive Speed and Road Traffic Casualties

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

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

In 2010, the RSA produced a report on excessive speed related road collisions (see Table 16 and 17). The examination of the excessive speed related road collisions and casualties on Irish roads over the period 1997-2010 revealed the following:

- Over the period 1997-2010, 1,168 lives were lost on the Irish road network as a result of excessive or inappropriate speed*. This represents 23% of the total fatalities within the period 1997-2010. An additional 3,400 people were seriously injured over the same period;
- 34% of the people killed due to excessive speed were killed between the hours of midnight and 04:59;
- 47% of speed related fatalities occurred on Saturday and Sunday;
- 30% of speed related fatalities occurred during the summer months (June, July and August);
- 39% of the people killed due to excessive speed were young males aged 17-24;
- Just under half of all drivers responsible for fatal collisions where excessive speed was cited as a contributory factor were young males aged 17-24.

Table 16: All road deaths where excessive speed was cited as a contributory factor by age and gender, 1997-2010*

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Total	%
Male 0-9	1	0	2	0	1	0	0	0	0	0	0	0	0	0	4	0.3
Female 0-9	3	2	1	0	2	0	0	0	0	1	1	0	0	0	10	0.9
Male 10-16	11	8	3	4	2	3	1	2	3	0	1	1	0	0	39	3.3
Female 10-16	1	4	0	4	3	3	4	0	2	3	0	1	0	0	25	2.1
Male 17-24	48	67	52	61	47	37	23	31	26	20	14	10	7	11	454	38.9
Female 17-24	8	12	10	2	10	5	2	4	6	4	1	5	0	0	69	5.9
Male 25-34	31	26	23	26	25	29	21	18	19	11	8	2	5	5	249	21.3
Female 25-34	5	2	3	4	4	0	1	2	5	3	0	2	0	1	32	2.7
Male 35-49	13	13	8	19	15	12	16	8	2	7	4	1	3	1	122	10.4
Female 35-49	5	4	6	2	3	1	2	0	2	1	0	3	0	0	29	2.5
Male 50-64	5	6	4	5	4	2	5	1	2	1	1	0	0	0	36	3.1
Female 50-64	1	4	2	0	0	4	2	2	0	0	3	1	0	0	19	1.6
Male 65+	5	8	7	2	3	0	0	1	1	1	1	0	0	0	29	2.5
Female 65+	3	1	1	4	1	0	1	2	1	0	0	0	1	0	15	1.3
Male age unknown	6	1	2	1	1	1	0	0	0	0	0	1	0	0	13	1.1
Female age unknown	3	2	0	2	1	1	0	0	0	0	0	0	0	0	9	0.8
Gender unknown	1	2	1	3	1	1	3	0	1	1	0	0	0	0	14	1.2
Total	150	162	125	139	123	99	81	71	70	53	34	27	16	18	1168	100.0

*2011 figures not available

*Table 17: All drivers responsible for fatal collisions where excessive speed was cited as a contributory factor by age and gender, 1997-2010**

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Total	%
Male Under 17	6	2	1	1	1	3	0	0	1	0	0	0	0	0	15	2.1
Female Under 17	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0.3
Male 17-24	39	57	35	45	34	26	19	27	23	17	10	11	5	5	353	48.4
Female 17-24	1	0	7	1	1	1	1	1	2	1	0	2	0	0	18	2.5
Male 25-34	24	19	22	23	20	19	17	15	16	9	7	1	3	4	199	27.3
Female 25-34	1	1	2	1	3	1	0	0	2	0	0	1	0	0	12	1.6
Male 35-49	8	7	7	11	11	10	10	6	1	5	3	2	2	0	83	11.4
Female 35-49	2	2	2	1	2	0	0	0	0	0	0	0	0	0	9	1.2
Male 50-64	4	2	3	3	1	1	2	1	1	1	0	0	0	0	19	2.6
Female 50-64	0	2	0	0	0	1	0	1	0	0	0	1	0	0	5	0.7
Male 65+	0	0	1	0	1	0	0	0	1	0	1	0	0	0	4	0.5
Female 65+	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0.1
Male age unknown	3	2	1	1	0	0	0	0	0	0	0	0	0	0	7	1.0
Female age unknown	0	0	0	1	1	1	0	0	0	0	0	0	0	0	3	0.4
Gender unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
Age & Gender Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0
Total	89	96	81	88	75	63	49	51	47	33	21	18	10	9	730	100.0

*2011 figures not available

Speed Surveys

The Road Safety Strategy 2007-2012 has set demanding targets whilst recognising that 100% compliance with speed limits is desirable but can never be achieved.

In 2011, the RSA published a report on speeding as part of its annual surveys of vehicle speeds on the Irish road network. The survey results indicated that while compliance rates are improving, there is still significant room for improvement. The Free Speeds Survey 2011 generally gave mixed results compared to results from previous years with regard to rural roads. The proportion of articulated vehicles and rigid trucks violating vehicle specific speed limits has decreased on motorways, national primary and local roads, and increased on dual carriageway and regional roads.

There were significant improvements in the proportion of vehicles complying with speed limits on urban national and urban residential roads. However, driver compliance with speed limits on urban roads is still poor. On average, 3 out of 5 motorists exceeded the posted speed in urban areas.

Figure 11: Percentage of cars exceeding the speed limit on urban roads, 2005-2011

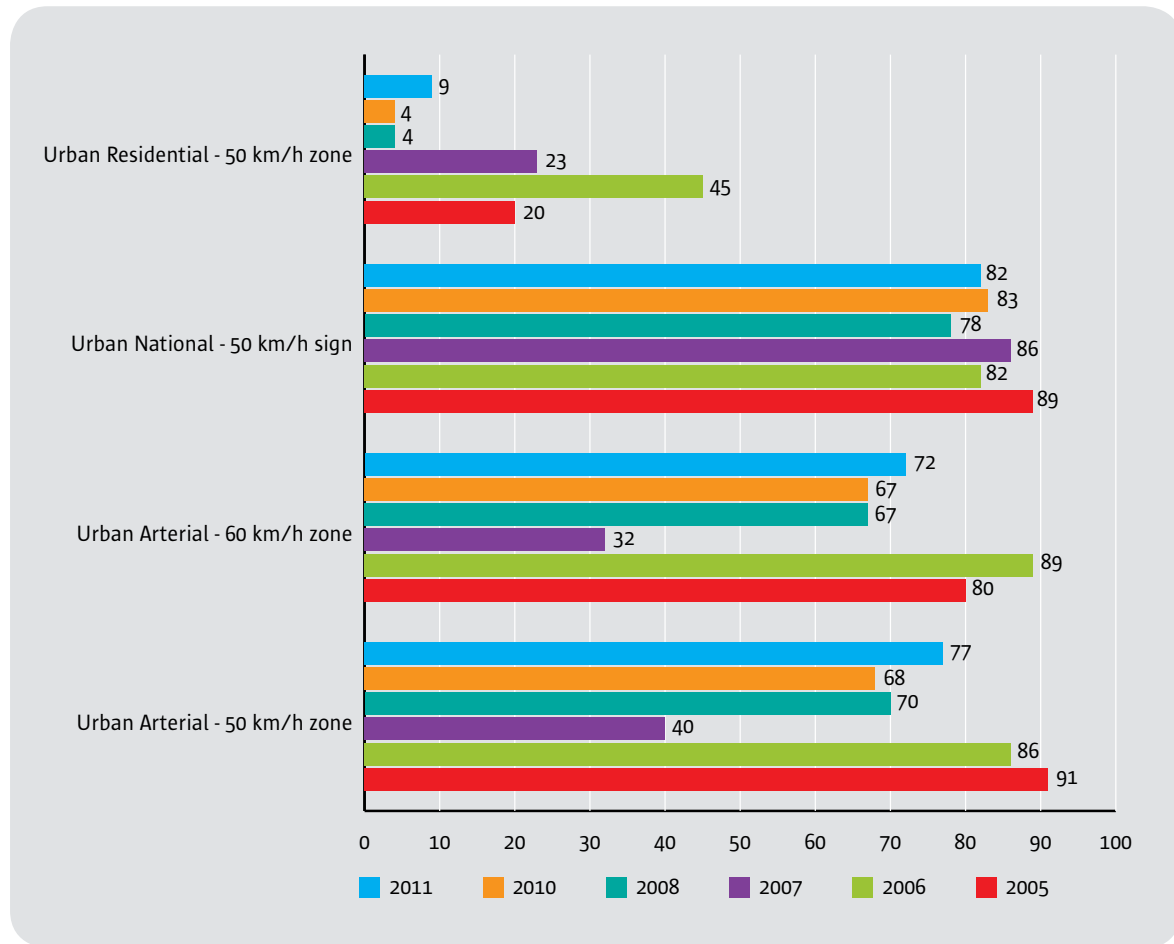
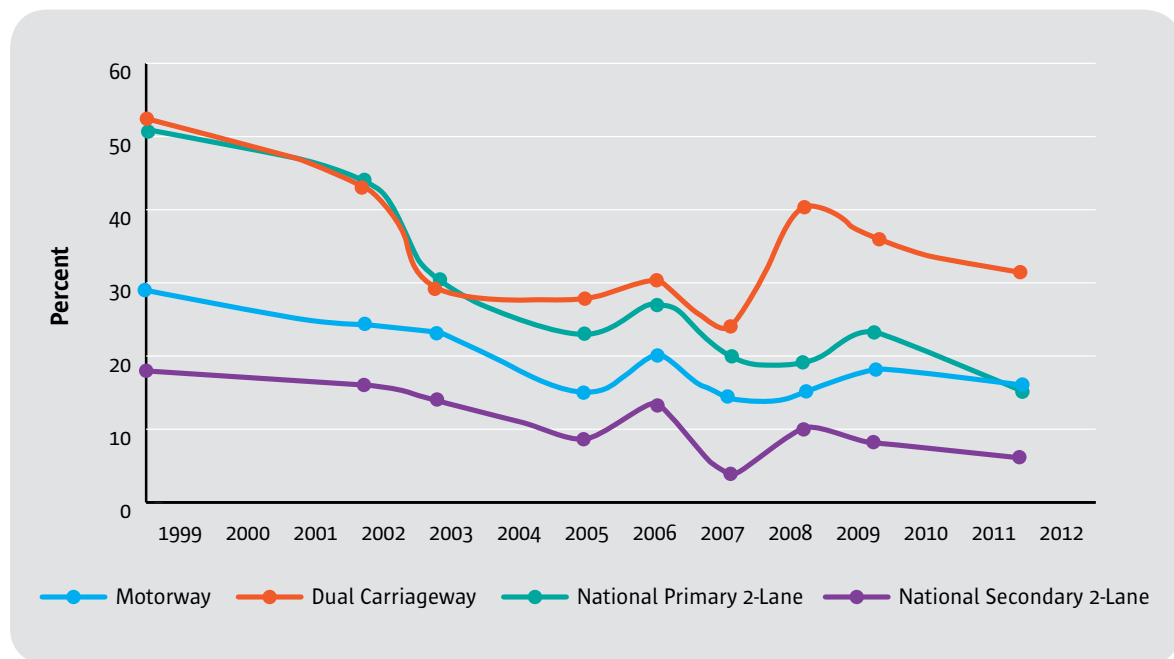


Figure 12: Percentage of cars exceeding the speed limit on rural roads, 1999-2011



Current Status:

The following table charts the progress against targets set out in the Road Safety Strategy using the most recent data published in 2011.

Table 18: Articulated Vehicles (80km/h)

There are significant compliance issues with articulated vehicles on urban national, national primary 2-lane and regional 2-lane roads. See table below:

Vehicle Type	Road Type	2011	2012 Target (Road Safety Strategy)
		Compliance %	Compliance %
Articulated Vehicles	Urban National -50km/h sign	36	70
	National Primary 2-lane	35	60
	National Secondary 2-lane	69	60
	Regional Road 2-lane	92	95
	Local Road 2-lane	100	95

Table 19: Buses (80km/h excluding double deck buses or coaches)

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

Vehicle Type	Road Type	2011*	2012 Target (Road Safety Strategy)
		Compliance %	Compliance %
Bus	National Primary 2-lane	56	85
	National Secondary 2-lane	85	85

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

Table 20: Cars

There was significant non-compliance on urban national 50km/h and urban arterial 50km/h and 60km/h zones.

Vehicle Type	Road Type	2011	2012 Target (Road Safety Strategy)
		Compliance %	Compliance %
Car	Urban National – 50km/h speed limit	18	60
	Urban Arterial – 60km/h speed limit	28	60
	Urban Arterial – 50km/h speed limit	23	60
	National Primary 2-lane	85	90
	National Secondary 2-lane	94	90
	Regional Road 2-lane	67	90
	Local Road 2-lane	85	90

Table 21: Rigid Vehicles

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

Vehicle Type	Road Type	2011	2012 Target (Road Safety Strategy)
		Compliance %	Compliance %
Rigid Vehicles	Urban National – 50km/h speed limit	35	70
	National Primary 2-lane	48	60
	National Secondary 2-lane	75	60
	Regional road 2-lane	94	95
	Local road 2-lane	97	95

Impaired Driving

Ireland has a drink driving culture and whilst there have been improvements it remains a challenge for education and enforcement. In the period January to December 2011, a total of 10,878 people were charged with driving whilst under the influence of alcohol. Irish and European research establishes that Ireland's excessive alcohol consumption is reflected in deaths and injuries on our roads. The research also indicates that at half the current legal limit, drivers are twice as likely to be involved in a collision.

Policy Advisory Panel to the Road Safety Authority

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

Seatbelt Wearing

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

The 2011 Seatbelt Survey carried out by the RSA indicated that the use of seatbelts by drivers and front-seat passengers in cars was 94%, a 37% increase since 1999. In the Road Safety Strategy, a target of 95% for front seatbelt wearing has been set.

Seatbelt Use by Location

The survey also found seatbelt use by location as follows:

- 96% for urban National Primary;
- 94% for urban National Secondary;
- 96% for rural National Primary;
- 94% for rural National Secondary;
- 92% for regional roads;
- 89% for county roads.

Seatbelt Use by Gender

Women were more likely than men to belt up in front seats, with wearing rates of 96% and 92% respectively. Females had higher seatbelt use than males in every seating position.

Seatbelt Use by Seating Position

94% of front seat occupants observed were wearing a seatbelt.

Current Status:

Figure 13: Driver and Front Passenger Seatbelt Wearing Rates (%), 1991-2011

The front seatbelt wearing rates have increased substantially since the early 1990s when just over 50% of people wore seatbelts. This figure increased to 94% in 2011.

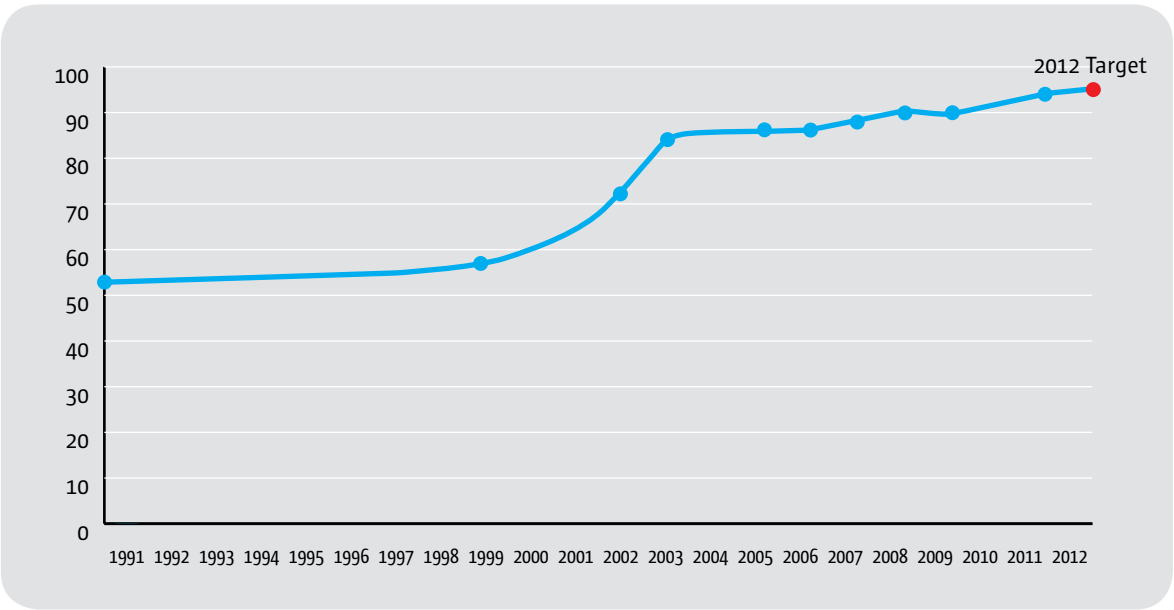


Table 22: Wearing Rates (%) for Adults in the Rear Seats

The wearing rate for rear seats for adults has also increased substantially from just 26% in 2005 to 90% in 2011.

	Wearing Rate (%)
2012 Target	95
2011	90
2009	79
2008	78
2007	84
2006	63
2005	26

Seatbelt Wearing Rates Among Students

The 2011, a school seatbelt survey showed a consistent increase in seatbelt wearing rates for both primary and secondary schools. For primary school pupils, the seatbelt wearing rate for rear seat passengers was 94% in 2011 which is 14% higher than the rate recorded in 2009. For secondary school pupils, the seatbelt wearing rate for rear seat passengers was 93% which is 10% higher than the rate recorded in 2009.

In the case of front seatbelts, this rate increased from 82% to 85% for primary school pupils. The rate of front seatbelt wearing for secondary school pupils increased from 87% in 2009 to 93% in 2011.

Table 23: Primary School Pupils – Front Seatbelt Wearing Rates, 2011

	Wearing Rate (%)
2012 Target	95
2011	85
2009	82
2008	86
2007	80
2006	76
2005	70
2003	68

Table 24: Primary School Pupils – Rear Seatbelt Wearing Rates, 2011

	Wearing Rate (%)
2012 Target	95
2011	94
2009	80
2008	74
2007	70
2006	64
2005	60
2003	48

Table 25: Secondary School Students – Front Seatbelt Wearing Rates, 2011

	Wearing Rate (%)
2012 Target	95
2011	93
2009	87
2008	87
2007	78
2006	88
2005	68
2003	62

Vehicle Standards and Enforcement

Road Haulage Enforcement

The RSA, together with An Garda Síochána, are tasked with enforcing EU and national road transport legislation on tachographs, EU drivers' 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 activities show a year-on-year increase in terms of roadside inspections and prosecutions in court. The increase was achieved through a number of innovations implemented in 2011 which enhanced the efficiency and operational effectiveness of enforcement, while at the same time contributing to the Government's policy of reducing the administrative burden on business. However, by the end of 2011, the public service embargo was adversely impacting on the level of enforcement activity that could be conducted by the RSA. This has implications for the effectiveness of enforcement in improving levels of compliance. The number of Transport Officers who enforce legislation on drivers' hours has decreased from 17 to 12 and the RSA has concerns about the impact of this on compliance and also in terms of Ireland meeting the minimum EU enforcement requirements.

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.

Checks at Operator Premises

There were 682 checks at operator premises during 2011. The level of inspection of operator premises declined during 2011 over 2010 because of reduced Transport Officer numbers.

RSA Successes in 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 in court relate to breaches of drivers' hours' rules, tachographs 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 drivers' 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.

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 RSA is concentrating the scarce enforcement resources that are available 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 goals set out in the Road Safety Strategy 2007-2012.

The RSA liaised with the Department of Transport, Tourism 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 and suspension of operator licences where there is evidence of persistent offending in relation to driver's hours, tachograph and roadworthiness offences.

There is ongoing liaison with the various representative associations about enforcement and emerging legal developments. In 2011, the RSA participated in various events organised by trade associations including attendance at seminars and workshops.

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

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 online 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 of €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.

11,521 applications for cards were 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 were exceeded – most applicants now receive cards within two weeks.

National Car Test (NCT) – 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, a Technical Elements Contractor (TEC) and 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, and 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 programme of 16th May 2011, the quality and integrity controls of the NCTS were called into question. This is 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. The confidential telephone hotline is 1890 92 85 80 and the email address is 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

Since January 2010, legislation has been in place which requires the person presenting a vehicle for test to produce identification. This means the NCTS may refuse to test the vehicle if ID is not produced. During 2011, efforts were made by NCTS to improve compliance rates without making the requirement compulsory. Compliance rates improved gradually and it was decided that it would be made a compulsory requirement in 2012 on the basis that the test certificate will not issue until ID is produced, therefore avoiding any major disruption to the service.

Annual Testing of 10 Year Old Cars

The annual testing of cars 10 years and older was introduced in 2011 and commenced on 1st June 2011. This means that all cars presented on their 10th anniversary or subsequent NCT on or after 1st 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.

NCTS Customer Service Satisfaction

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% compared with 82.6% in 2010 and 83.5% in 2009 under the previous contractor.

During 2011, NCTS experienced the highest demand since the introduction of the service with almost 1.45 million tests conducted. 984,968 full tests were conducted with a pass rate of 50.6% and 464,337 retests were conducted with a pass rate of 90.5%. Demand on the call centre was also high with 1.83 million calls received. The company met all performance standards during the year and no performance adjustments were applied. In particular, waiting times, which were above the required performance standard in 2010, fell to an average of 8.1 days in 2011.

Commercial Vehicle Roadworthiness Testing

At present, 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 (i.e. HGVs, large trailers, buses and ambulances) and 395,956 Light Goods Vehicle tests were completed in 2011. In 2011, RSA Vehicle Inspectors made 167 Commercial Vehicle Test Centre visits to ensure compliance with standards and consistency of testing. Issues identified were followed up with the Local Authorities who are currently responsible for licensing and supervising commercial test centres.

RSA Vehicle Inspectors participated in 597 roadside checkpoints in 2011 which represents an increase of over 35% from 2010. Roadworthiness checks were completed on 4,919 vehicles and these checks revealed that 2,312 vehicles had defects with 32% of these vehicles having defects serious enough to warrant immediate action such as impoundment, repair on site or a new test.

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. At the end of 2011, the RSA, with the Commercial Vehicle Roadworthiness Reform Implementation Group, commenced a review of measures to improve the roadworthiness and compliance of trailers.

Commercial Vehicle Roadworthiness Reform

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 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.

The reform programme is fully self financing and is to be funded through a road safety levy on the commercial vehicle test. Once the programme is up and running, it has the potential to generate Exchequer Income of circa €4m per annum.

The reform programme is a complex programme which was originally intended to be delivered over 18 months to two years. However, delays in approvals for procurements and legislation have affected the original timeline and at the end of 2011, it was anticipated that, subject to primary and secondary legislation being in place and the ICT system being implemented, the programme would be fully operational in the first half of 2013. Based on this timeline, it is anticipated that the programme would reach breakeven by 2017 with a surplus to the Exchequer being generated in each subsequent year.

In 2011, the RSA developed policies, procedures and processes to support the smooth delivery of the CVR programme. A total of 13 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 made available on the RSA website www.rsa.ie.

Commercial Vehicle Information System (CoVIS)

Key to the successful implementation of the CVR reform programme is an integrated ICT solution which will support common minimum standards of vehicle testing throughout the country and 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 and drivers. It will create a single user interface containing a profile of each operator and vehicle which can be used to target non-compliant operators.

In July 2010, the RSA commenced work on the procurement process for the CoVIS System which was subject to approval by the Department of Public Expenditure and Reform (DPER) and is in the Peer Review Process in line with Government Policy. The approvals process resulted in some delays in both the commencing and the progressing of the procurement and had a knock-on effect on the timelines for delivering the CVR programme and in turn the introduction of the levy to finance the programme. However, in 2011, the RSA did obtain approval to commence the procurement process and by the end of 2011, the process was close to completion with recommendations for the preferred tender being finalised to submit to DPER for approval).

Legal Basis

The Commercial Vehicle Reform Programme requires primary legislation in order to be implemented. The RSA prepared and submitted draft text for a Bill to the Department of Transport, Tourism and Sport. Towards the end of 2011, the Bill was approved by Government and the RSA engaged with DTTAS and the Office of Parliamentary Council (OPC) on the completion of Heads of the Bill.

Inter-organisational Implementation Group

The reform implementation group, chaired by the RSA, with representatives from key State stakeholders including the Department of Transport, Tourism and Sport, An Garda Síochána, the Revenue Commissioners, the Department of Environment and the Local Authorities, met regularly to oversee the implementation of CVR in 2011.

Vehicle Standards

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

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

EC Whole Vehicle Type Approval

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. The RSA works closely with the NSAI to ensure the type approval system is working effectively.

Since 29th 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 2nd 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. The UK authorities have reviewed the draft documents and it is expected that the memorandum of understanding will be in place in mid 2012.

Public Consultations

During 2011, the RSA carried out the following public consultation 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. Primary legislation was submitted to DTTAS in June 2011 which would allow the Minister to establish a system to regulate written-off vehicles.

A report on the public consultation together with recommendations on measures to regulate written-off vehicles was submitted to the Department in September 2011.

- **Roadworthiness Testing of Motor Caravans and Mobile Machines**

A public consultation was completed in 2010 and draft regulations were submitted to the Department in December 2011. The draft regulations contained provisions to bring motor caravans within the ambit of the roadworthiness test carried out at CVT Test Centres. The regulations were signed by the Minister in late December 2011.

RSA proposals on the roadworthiness testing arrangements for mobile machines were under consideration in the Department in 2011.

- **Spray Suppression**

The report and recommendations arising from a consultation that proposed the fitment of spray suppression to goods vehicles and trailers was submitted to the Department in November 2010. Thereafter, the Minister approved the report and draft regulations were submitted to the Department in Jan 2011. The draft regulations were signed and SI No. 272 of 2011 Road Traffic (Spray-Suppression) Regulations 2011 came into effect on the 1st September 2011 requiring that all new trucks over 7.5 tonne and trailers over 3.5 tonne are fitted with spray suppression.

- **Safety Belts on Buses**

Following a public consultation and review by the RSA, it became obligatory on the 31st October 2011 for all buses carrying children to be fitted with safety belts of an acceptable standard. An extensive awareness campaign was undertaken by the RSA prior to the commencement of the new regulations (SI No. 367 of 2011) 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 (SI No. 235 of 2011) came into effect on 1st June 2011 which requires all new passenger vehicles, goods vehicles and their trailers to meet with the technical requirements of the EC Braking Directive. One of the key features of the new regulations is that all commercial vehicles (including buses and heavy trailers) registered from 1st June 2011 must be equipped with an Anti-lock Braking System (ABS) and that this system is maintained throughout the life of the vehicle. In addition, light trailers (> 750kg) manufactured since 1st June 2011 must have brakes fitted to all wheels and be equipped with auto-reverse functionality. The RSA also updated the commercial roadworthiness test, following on from the introduction of the new braking regulations to 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

A review was carried out by Faber Maunsell Limited, a UK based transportation consultancy firm, on behalf of the RSA on the weight limits for motor vehicles and trailers in Ireland. The purpose of this review was to assess the appropriateness of existing weight limits and investigate possible changes to these. The review identified and assessed the technical, legal, safety and commercial considerations for changing the Gross Vehicle Weight (GVW) of goods vehicles in Ireland.

Ireland's freight trends were investigated along with international best practice for the movement of goods. A detailed consultation process was completed and a report including recommendations was submitted to the Department in 2008. At the end of 2011, the Department advised the RSA that the Minister for Transport had decided that six axle articulated vehicles would have their maximum permitted combination weight increased to 46 tonnes and that the 42 tonne derogation for five axle articulated vehicles would continue until 31st December 2014, at which point it would be discontinued. The RSA was tasked with preparing and submitting draft regulations to the Department.

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 regarding the regulation, classification and safety issues surrounding their use on public roads to the Minister for Transport. These recommendations received ministerial approval in 2011. The report also looked at the use of agricultural vehicles for haulage purposes and set out a number of options for the Minister to consider in terms of future appropriate policy in this area.

In October 2011, the RSA commenced work on the vehicle standards aspect of the report including gross vehicle weights and plating, lighting and visibility, braking and coupling systems and roadworthiness testing. Finalisation of the RSA vehicle standards work is dependent on direction from the Department regarding road haulage options and maximum gross weights of vehicles engaged in agricultural use only.

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.

ADR* applications for test

The RSA took over processing of ADR testing applications from Bus Éireann in January 2010. Some administrative improvements were introduced and 2,831 applications were processed in 2011.

* Commercial vehicles which carry dangerous substances

ENGINEERING

Infrastructural measures to make Irish roads safer are a key component of the current Road Safety Strategy and the improvements to the national road network in recent years have made a very significant contribution to this reduction.

The recent transposition into Irish law of the EU Directive on Road Infrastructure Safety Management gives the National Roads Authority (NRA) increased responsibilities in relation to road safety management, and this should result in further safety improvements in the future.

National Road Network

The national road network consists of 5,413km of public road ranging from modest single carriageway rural roads to busy motorways.

Excellent progress has been made on upgrading this network in recent years, but much of the legacy network is still congested and substandard.

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

Accomplishments 2011

Considerable further investment is needed to provide a safe and efficient network that is fit-for-purpose for freight, business and social travel. The level of funding available for investment has been decreasing in recent years. Nonetheless, in 2011 the NRA had over 500 small schemes in construction, and even started construction of a number of major schemes.

However, given the declining budgets expected in the coming years, it is unlikely that the NRA will be in a position to construct many additional major schemes in the years 2013 to 2016. Consequently, most schemes in planning have been suspended until the country's economic circumstances improve.

The priorities for the NRA in relation to investment in the network are:

- | | |
|-------------------|---|
| <i>Priority 1</i> | <i>Asset Management, Network
Rehabilitation and Network
Operations</i> |
| <i>Priority 2</i> | <i>National Secondary Road
Improvements, Bottleneck
Improvements, Safety Projects and Traffic Management Projects</i> |
| <i>Priority 3</i> | <i>Network Improvement Projects</i> |

Major Schemes

Construction started on six major schemes in 2011 and will continue through 2012. These are:

- | | |
|---------|--|
| N3 | Belturbet Bypass, Co Cavan |
| N4 | Downs Grade Separation, Co. Westmeath |
| N5 | Longford Bypass, Co. Longford |
| N22/N69 | Tralee Bypass, Co. Kerry |
| N25 | Cork South Ring Road Grade Separation, Cork City |
| N52 | Carrickbridge to Dalystown, Co. Westmeath |

Road Safety

The NRA completed detailed collision cluster analysis of the entire national road network in 2011. This analysis is based on the previous three years of collision data from the Road Safety Authority. The information gathered has been used as a starting point in the prioritisation of our engineering road safety improvements programme.

The NRA is also involved in a Transnational European Road Safety Research Programme (ERA-NET) called 'Safety at the Heart of Road Design'. The NRA is one of the co-funders of this three-year programme along with 10 other EU countries. One of the projects – European Road Safety Inspections (EuRSI), led by NUI Maynooth – will assist in our understanding and analysis of 'forgiving roadsides'.

The NRA has been given additional responsibilities through the transposition of the EU Directive on Road Infrastructure Safety Management. This directive principally addresses four aspects of road safety:

- Road safety infrastructure assessment – this is a strategic comparative analysis of the impact of a new road or a substantial modification to the existing road network on the safety performance;
- Road safety audit – this is an independent detailed systematic and technical safety check relating to the design characteristics of a road infrastructure project and covering all stages from planning to early operation;
- Network safety management – this is a method for identifying, analysing and classifying high-collision sections of the existing road network according to their potential for safety development and collision cost-savings;
- Safety inspections – this is a periodical verification of the characteristics and defects that require maintenance work for reasons of safety. All four aspects combine to create a detailed road safety assessment of the national road network which assists in programme planning and the allocation of resources.

The directive was transposed into Irish law in September 2011. Many elements of this directive have been part of the road safety landscape in Ireland for many years now and the

NRA is currently preparing guidelines on all aspects of this directive for submission to the EU to confirm our activity in this area.

In addition to work in the Conference of European Directors of Roads (CEDR), the NRA currently chairs the CEDR Technical Group on Road Safety. The close working relationships allow for a mutual exchange of good practice and in 2012, Road Service Northern Ireland and the NRA will publish a joint European Road Assessment Programme (EuroRAP) review of the entire national road network on the island of Ireland.

Minor Schemes

The NRA, in conjunction with local authorities, completed hundreds of small schemes in 2011, which included minor realignment, signing and lining, junction improvements such as N52 Durrow Cross Roads in County Offaly, and traffic calming improvements such as Manorcunningham in County Donegal and Fossa in County Kerry.

In 2011, the NRA procured a new Pavement Management System. This will provide a more comprehensive database of current and historical network annual surveys and network inventory, and allow the NRA to achieve better annual programming and prioritisation of pavement maintenance and renewal works.

Winter Services

The NRA has provided winter service support to local authorities since its creation in 1994. The NRA has installed a network of weather stations around the national road network to measure weather conditions including air temperature, humidity, cloud cover, precipitation, road surface temperature and road surface state. In addition, the NRA put in place the Road Weather Information System (IceNet) to assist local authorities in decision-making as to whether or not roads require treatment.

The NRA continued the deployment of weather stations across the network in 2011. There are now 70 weather stations on the national road network, an increase of 15 since 2009. In addition, the NRA has installed 54 infra-red cameras to monitor temperature at all broadband-enabled weather stations. These supply automatically updated images every 10 minutes. These camera images are available on www.nratraffic.ie

Service Areas

Service areas opened at three locations on the motorway network in 2010. The public response to these new facilities, at Lusk and Castlebellingham on the M1 and at Enfield on the M4, has been very positive during 2011. These service areas contribute to safety by providing good, accessible rest areas for commercial vehicle, bus and car drivers, as well as providing essential services for the travelling public.

The NRA is proceeding to purchase land, undertake preliminary works for a further two service areas on the M6 and M9, and to seek expressions of interest for operation of these service areas.

Additionally during 2011, the NRA completed placing information (brown) signs across the motorway network identifying offline petrol and service facilities located within a kilometre of junctions.

Traffic Control Centre

The National Roads Authority Traffic Control Centre, located at the Dublin Port Tunnel, commenced operations in 2011. Its primary role is to monitor traffic movements and notify road users via Variable Message Signs (VMS) of events that may impact them, thus enabling drivers to make appropriate travel decisions.

The equipment utilised includes electronic VMS, Closed Circuit Television (CCTV) cameras and automatic number plate recognition (ANPR) cameras. Currently, there are a total of 87 VMS signs, 67 CCTV cameras and 140 ANPR cameras on the network.

Signage and Delineation

The NRA's Signage and Delineation Programme is focused on placing new signage, upgrading existing signage and the rehabilitation of lines. The NRA commenced a multi-annual programme of improvements to directional signage across the national road network in 2006/2007. Since that time, the quality and consistency of directional signage has been reviewed and upgraded on a route by route basis.

The programme included the provision of a large amount of new overhead gantry and cantilever signage on the motorway and dual carriageway network. As of 2011, overhead cantilever signs have now been provided on all grade-separated junctions on the motorway and dual carriageway network.


The NRA's Policy on the Provision of Tourism and Leisure Signage was reviewed and revised early in 2011. The Re-Signing Programme includes the provision or upgrade of white-on-brown tourist signage along each route. Tourist signage is provided following extensive consultation with Fáilte Ireland and the local authorities.

In 2011, signage upgrades were completed on 19 routes covering approximately 1,185km of national roads. It is anticipated that the Re-Signing Programme will be brought to a successful conclusion in 2012 with completion of the remaining routes.

The NRA initiated a new framework contract on the Delineation Programme in 2011 and during the year, designs were completed and contracts awarded on nine national routes covering some 940km of roadway. A new framework contract was also put in place to deliver the cleaning and routine maintenance of all road traffic signage across the national road network.

Structures

There are thousands of bridges on the network, ranging from 19th-century structures to modern cable-stayed bridges. Bridges are designed structurally for long lives, but individual components wear out over the decades, and elements such as waterproofing and expansion joints require constant renewal.



The NRA carries out a planned inspection and renewals programme for all structures on the network. The programme of works in 2011 included several bridge replacements, bridge widening, structural assessments, strengthening works, bridge deck waterproofing, masonry arch repairs, parapet repairs and the completion of the re-painting of the N65 Portumna Bridge, all in accordance with the priorities identified by ongoing bridge inspection and the elemental condition ratings assigned as a result of such inspection.

Following extreme weather events during 2011, additional inspections took place and repairs were carried out. The works involved some partial rehabilitation and stabilising works to bridge foundations and in several cases, the clearance of watercourses blocked by flood debris.

Maintenance

Each year, the NRA provides maintenance funding to local authorities to undertake basic maintenance, cleaning and upkeep of the network, including pavement repairs, drainage cleaning, grass verge and hedge cutting. In 2011, the NRA spent €49 million on maintenance and will spend €42 million in 2012.

The NRA will also assume direct responsibility for all maintenance and operational activities on the motorway network during 2012.

EVALUATION

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

Road Safety Research

In 2011, the RSA commenced a programme of work specified in the Road Safety Strategy 2007-2012. Key areas included:

- 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;
- Survey of driver attitudes and behaviour;
- Systematic identification of high collision locations on national road networks;
- Multidisciplinary research to understand how road collisions and resulting injuries are caused;
- Evaluation of ways to prevent collisions and injuries;
- Participation in national and international research projects in the field of road safety;
- Participation in EU research programmes such as SARTRE 4, CARE, IRTAD, BESTPOINT and EURORAP;
- Provision of information to the public, national and international bodies.

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

The following research publications were published in 2011:

1. 2010 Road Collision Facts
2. 2011 Speed Survey Report
3. 2011 Seatbelt Survey Report
4. 2011 Survey of wearing of high visibility clothing
5. 2011 Use of mobile phone when driving

These can be accessed on www.rsa.ie

Road Collision Database

The collision data provided by An Garda Síochána is mapped and analysed by the RSA Research Unit. The results of the analysis are published by the RSA in its annual Road Collision Fact Book. The results are used to monitor trends, target safety initiatives and to inform the ongoing review of public policy in relation to road safety. In 2011, the 2010 Road Collision Facts was published. The report shows that, of the 27,085 Garda-recorded motor vehicle traffic collisions in 2010, 212 people were killed, 98,270 people were injured of which 561 were seriously injured, and 21,305 collisions involved property or material damage only.

Daytime Running Light Survey

In 2011, the 2010 daytime running light survey report was published. The report shows that the percentage of vehicles voluntarily running lights rose from 20% during the summer period to 40% during the winter period, with an average of 30% across both survey periods.

This shows that drivers of all vehicle types and across all the different road types within Ireland are twice as likely to voluntarily use headlights when making a journey on Irish roads during the winter months when compared to the summer months.

Table 26: 2010 Daytime Running Lights (by Road Type)

Road Type	Running Lights -Summer	Running Lights -Winter	Running Lights – Summer and Winter
Dual Carriageway (Rural)	25%	37%	31%
Local Road (2 Lane) (Rural)	23%	46%	34%
Motorway (Rural)	20%	45%	32%
National Primary (2 Lane) (Rural)	23%	48%	35%
National Secondary (2 Lane) (Rural)	24%	42%	33%
Regional Road (2 Lane) (Rural)	21%	41%	31%
Urban Arterial	18%	32%	25%
Urban National	23%	48%	35%
Urban Residential	10%	30%	20%
All Road Types	20%	40%	30%

Use of Mobile Phone when Driving

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

- 22% of drivers who were observed using mobile phones were not wearing their seatbelts;
- 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.

Pedal and Motorcyclist Helmet and High Visibility Clothing Use

A roadside observational survey of pedal cyclist and motorcyclist usage of helmet and high visibility clothing was carried out in 2011. The survey was undertaken at 150 urban sites across Ireland. As expected, a very high percentage of motorcyclists were observed wearing helmets (99.9%) as it is a legal requirement, with only four males and no females observed not wearing a helmet. The percentage of pedal cyclists wearing helmets is similar across gender, with the wearing rates slightly higher for females (51.5%) than males (48.8%).

The percentage of both adult motorcyclists and pedal cyclists wearing high visibility clothing is similar, with the wearing rates slightly higher for pedal cyclists (43%) than motorcyclists (41%).

Table 27: 2011 Helmet Wearing Rates

Type	Gender	Wearing Helmet		Helmet Wearing Rates
		Yes	No	
Motorcycles	Male	4,522	4	99.9%
	Female	133	0	100.0%
Total		4,655	4	99.9%
Pedal Cycles	Male	6,744	7,283	48.1%
	Female	1,805	1,702	51.5%
Total		8,549	8,985	48.8%

Table 28: 2011 High Visibility Wearing by Age Range

Type	Age Range	Wearing High Visibility Clothing		High Visibility Wearing Rates
		Yes	No	
Motorcyclists	Adult	1,912	2,747	41%
	Child (<16)	N/A	N/A	N/A
Total		1,912	2,747	41%
Pedal Cyclists	Adult	7,181	9,582	43%
	Child (<16)	116	655	15%
Total		7,297	10,237	42%

2011 The Psychology of Risky Driving

Research into the psychology of risky driving was conducted among more than 1,500 drivers at NCT centres across the country by the RSA and Dr. Kiran Sarma, a Lecturer in Psychology at NUI Galway.

The 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 three times more likely to have raced another car on a public road than young female drivers. 1 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 looked at drivers, motorcyclists, cyclists and pedestrians experiences of sharing the road in Ireland.

The survey found that 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 breaking the speed limit;
- Overtaking in a dangerous manner;
- Often driving 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 users.

For motorcyclists, there is broad consensus that they are likely to exhibit the following negative behaviour:

- Breaking the speed limit;
- Overtaking in a dangerous manner;
- Not realising 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.

Policy Advisory Panel (PAP)

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

The Policy Advisory Panel (PAP) met on three occasions in 2011. Reports were produced on the following:

- In-vehicle technology;
- Speed fallacy: this is a concept relating to challenging the idea that there is a time benefit to be derived from driving at high speed;
- Use of alcohol ignition interlocks.

Working To Save Lives

Údarás Um Shábháilteacht Ar Bhóithre Road Safety Authority

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