



Road Safety Authority Annual International Conference

Tackling Speeding – Risk factors and interventions

Wednesday 26 October 2022
Croke Park, Dublin



An Roinn Iompair
Department of Transport

**VISION
ZERO**





Welcome to the Road Safety Authority Annual International Conference 2022

I would like to welcome you all back to the Road Safety Authority (RSA) International Conference 2022. Today marks our first annual conference since 2019 and we are delighted to see you all again. This event is a milestone event in the road safety calendar, an opportunity for us to engage with you, our stakeholders, on a matter that continues to be a main factor in collisions on Irish roads – speeding.

This year is particularly important as we are in the early stages of delivering the actions in the new Road Safety Strategy 2021 – 2030. One of the key tenets of the new Strategy is the introduction of the safe systems approach which includes ‘Safe Speeds’, a commitment to tackle speeding on our roads. The Safe System approach emphasises the need to focus on all elements of the road traffic system, not just road users, to successfully improve road safety.

Today affords us the opportunity to reflect on national and international best practice to address speeding. The contributions and insights shared today will certainly help us on our journey to Vision Zero.

Speeding, whether inappropriate or excessive speed, is still a leading cause of road crashes. While speeding alone is a risky behaviour, combined with other factors, such as alcohol, distraction, or fatigue, resulting collisions can be catastrophic. A car driven at any speed has the potential to become a lethal weapon - the faster a vehicle is travelling, the less time a driver has to react. Which could have serious consequences, particularly for vulnerable road users.

Today is a day for listening, learning, and for sharing. I am asking everyone to be active participants today and collaborate so we can achieve our shared aim of safer roads.

I hope that you will find today beneficial, and we encourage you to join the conversation online by tweeting **@rsaireland** using the hashtag **#RSAConf2022**.

Enjoy today's event and travel home safely.

Liz O'Donnell
Chairperson, Road Safety Authority

Road Safety Authority Annual International Conference

Tackling Speeding – Risk factors and interventions

Wednesday 26 October 2022, Croke Park, Drumcondra

Conference Chair:

**Oliver Carsten, Professor of Transport Safety,
Institute for Transport Studies, University of Leeds**

Registration will take place from 8:30am to 9:20am

09:30am



**Oliver Carsten – Master of Ceremonies,
Professor of Transport Safety at the
Institute for Transport Studies, University of Leeds**
Introduction and welcome remarks

09:40am

Liz O'Donnell, Chairperson, Road Safety Authority
Welcome and introduces Minister

09:45am

Minister of State Hildegard Naughton
Opening address

Session 1 Understanding Speeding

09:55am

Sam Waide CEO, Road Safety Authority
Ireland's perspective on speeding and the Government Road Safety Strategy

10:10am

Velma Burns, Research Manager, Road Safety Authority
A profile of speeding in Ireland

10:30am

Dr Judy Fleiter, Global Manager, Global Road Safety Partnership
We are all (only) human: Understanding motivations for speed choices on the road

10:50am

Break
Tea and coffee

Session 2 Speed Interventions

11:05am

Guro Ranes, Director of Road Traffic Safety, Norway
Norway's approach and experience in tackling speeding

11:25am

Rod King MBE, Founder and Campaign Director, 20's Plenty for Us/Love 30
Love 30 – How 30km/h limits are being embraced across the world

11:45am

**Alastair de Beer, Head of Road Safety, Transport Infrastructure Ireland (TII)
and Dr Suzanne Meade, Senior Road Safety Engineer, TII**
Moderating speed on National Roads through engineering solutions

12:05pm

**Superintendent Sean Fallon, Garda National Roads Policing Bureau,
An Garda Síochána**
Speeding, enforcement and mobility

12:25pm

Q&A session

12:50pm

Lunch

Session 3 Impact of Speeding

13:30pm

**Donna Price, Founder & Chairperson, International Road Victims' Partnership,
Member of the UNRSC, Irish Road Victims' Association**

13:40pm

**Keith Synnott FCSCI (Tr&Orth), Consultant Orthopaedic and Spine Surgeon,
National Clinical Lead for Trauma Services**
High velocity versus low velocity trauma; the effect of speeding

14:00pm

Mairéad Forsythe and Justin Fleming, Love 30 Campaign for 30 km/h Speed Limits
The case for a default 30km/h speed limit in built-up areas

14:20pm

Michael Rowland, Director, Road Safety Authority
Closing address

14:30pm

Conference ends



Speaker Biographies



Oliver Carsten - Master of Ceremonies
 Professor of Transport Safety at the Institute
 for Transport Studies, University of Leeds

Oliver Carsten is Professor of Transport Safety at the Institute for Transport Studies, University of Leeds. His major research focus is on driver interaction and safety with new driver support systems. He led the UK national project on Intelligent Speed Assistance and has acted as chair of the Road User Behaviour Working Party of PACTS, the Parliamentary Advisory Council for Transport Safety. He has provided advice on safety policy to the UK Department for Transport and to the European Commission, especially on behalf of the European Transport Safety Council.

He was a member of the European Commission's GEAR 2030 High-Level Group on the future of the European automobile industry as well as a member of the C-ITS Platform. He is an attendee at the meetings of UNECE in the area of automation and a member of the Informal Group of Experts on Automated Driving (IGEAD) under UNECE WP.1. He is editor-in-chief of the academic journal Cognition, Technology and Work.



Sam Waide
 CEO,
 Road Safety Authority
 Ireland's perspective on speeding
 and the Road Safety Strategy

Sam Waide is the Chief Executive and Accounting Officer of the Road Safety Authority (RSA) in Ireland. As part of the Vision Zero 2050 challenge to have zero fatalities on our roads, Sam is leading on the delivery of the Government's Road Safety Strategy 2021-2030, working in partnership with key agencies to achieve Programme for Government outcomes of 50 per cent reduction in serious injuries and fatalities by 2030.

Previously, Sam held the position of Executive Director of Operations and Board Member of the

Business Services Organisation within Northern Ireland's Health and Social Care Service. Before that, his career spanned the private and public sectors in the UK and Ireland where he has held leadership roles with BMW Group, PWC Consulting, Publicis Sapient Global Markets, and BAE Systems UK.

He is a Chartered Director, qualified procurement professional and holds a Bachelor of Technology degree, in addition to a Masters degree in Engineering & Business Management.



Velma Burns
 Research Manager,
 Road Safety Authority
 A profile of speeding in Ireland

Velma has been Research Manager of the Road Safety Authority since 2013, during which time she has overseen the implementation of a programme of data analysis and research activity to support the RSA in the development of evidence-based interventions to help reduce death and injury on Irish roads. Prior to this role, she worked for almost 10 years in the field of market research, focusing mainly on quantitative research studies in the health sector.

Speeding is known to be a major contributory factor to road traffic collisions in Ireland. Velma will provide an overview of the most recent relevant data in Ireland related to speeding, sourcing information from observational surveys, self-report surveys of motorists and road traffic fatalities data to give a profile of the issue in Ireland.



Dr. Judy Fleiter
 Global Manager,
 Global Road Safety Partnership
 We are all (only) human: Understanding
 motivations for speed choices on the road

Dr Fleiter has worked in the field of road safety for twenty years. She joined the Global Road Safety Partnership in 2016, where she manages a Road Policing Capacity Building Programme, a Road Safety Advocacy Grants Programme, and with Johns Hopkins University colleagues, co-hosts and co-delivers a range of road safety leadership courses. Judy's career contribution to international road safety was recently recognised by the 2022 Australasian College of Road Safety Fellowship award – the Australasian road safety community's highest honour for an individual's outstanding commitment and effectiveness in their efforts to reduce road trauma.

Judy contributes technical support to road safety laws and initiatives in many low and middle-income

countries and has been an active contributor to the United Nations Road Safety Collaboration. Judy holds a PhD in Psychology (Road User Behaviour), worked in an Australian university-based road safety research centre for fifteen years, and completed a 4-year Postdoctoral Fellowship that saw her based at one of China's largest police training facilities for two years as part of a research programme examining speeding behaviour in Australia and China. Her work has focused on behavioural-based research in speeding, speed management, drink driving enforcement, and driver licensing, focussing primarily on psychological and behaviour change principles to improve road safety. Judy is also an Adjunct Professor at the Centre for Accident Research and Road Safety-Queensland (CARRS-Q).



Guro Ranæs
 Director of Road Traffic Safety,
 Norwegian Public Roads Administration

Norway's approach and experience in
 tackling speeding

Guro Ranæs has been the Director of Road Traffic Safety in the Norwegian Public Roads Administration since January 2010.

Guro Ranæs graduated as a civil engineer from Norwegian University of Science and Technology in 1989. After working as a private consultant for six years, she joined the Norwegian Public Roads Administration in 1996 with road traffic safety as her main area of work.

She has held a number of different positions within the Norwegian Public Roads Administration. From the early days of drafting the Norwegian Vision Zero through to present day systematic and science driven approach, involving and coordinating both public and private initiatives.



Rod King MBE
 Founder and Campaign Director,
 20's Plenty for Us/Love 30

Love 30 – How 30km/h limits are being
 embraced across the world

Rod King set up 20's Plenty for Us in 2007 in order to assist communities wanting 20mph or 30km/h speed limits for most urban/village roads across a complete local authority. It now has over 650 local campaigns in UK, Ireland, USA, Canada and Australia.

Rod has worked with local authorities across the UK where now 42% of population live in authorities with a 20mph default policy. This includes Wales which is changing the national urban/village speed limit from 30mph to 20mph.

At global level 30km/h is recognised as the best-practice speed limit for streets shared between motorists and vulnerable road users and was endorsed globally by ministers signing the 2020 Stockholm Declaration.

In June 2013 Rod was awarded an MBE for Services to Road Safety. He has spoken at transport, active travel, road safety and public health conferences around the world.



Alastair de Beer
 Head of Road Safety,
 Transport Infrastructure Ireland (TII)

Moderating speed on National Roads through
 engineering solutions

Alastair is the Head of Road Safety in Transport Infrastructure Ireland. He qualified as a Civil Engineer from the University of Stellenbosch in South Africa before moving to Ireland in 2002, where he worked for Kildare County Council.

In 2006 he moved to the NRA, now Transport Infrastructure Ireland (TII). During his time in TII, Alastair has worked in Engineering Standards and Road Safety and has a Master's Degree in Health and Safety.



Dr. Suzanne Meade
 Senior Road Safety Engineer,
 Transport Infrastructure Ireland (TII)

Moderating speed on National Roads through
 engineering solutions

Suzanne is a road safety specialist at Transport Infrastructure Ireland (TII) and manages the road safety improvement scheme programme. She is a Chartered Engineer and holds a PhD and MSc in transport planning and engineering. She has over 20 years experience and prior to joining TII she was a research fellow and lecturer at the Transport Research Institute at Edinburgh Napier

University. Her research interests focus on the road safety of vulnerable road users and she currently guest lectures at TU Dublin and ATU in Sustainable Mobility and Road Safety.



Superintendent Sean Fallon
 Garda National Roads Policing Bureau,
 An Garda Síochána
 Speeding, enforcement and mobility

Superintendent Sean Fallon leads out on training, information led policing practices and media engagement at the Garda National Roads Policing Bureau. Superintendent Fallon has a broad background in policing having previously had roles at local, national and international level. In keeping with An Garda Síochána's mission of "keeping

people safe" Superintendent Fallon collaborates with RSA, local authorities and community safety partners to develop problem orientated policing solutions and support community orientated policing initiatives.



Donna Price
 Founder & Chairperson, International Road
 Victims' Partnership, Member of the UNRSC,
 Irish Road Victims' Association

Donna Price founded the Irish Road Victims' Association (IRVA) in 2012 following the Coroner's inquest into the sudden death of her 18 year old son Darren in a road crash in March 2006, and is chairperson of the organisation - the national charity for road crash victims in Ireland.

IRVA provides free information and support including bereavement counselling and legal advice to victims and their families and assists families at every stage of Garda investigations, Coroner's inquests and civil and criminal legal proceedings.

IRVA hosts an event to mark the UN World Day of Remembrance for Road Victims every year which is attended by hundreds of bereaved families from all around the country.

Donna is also Founder and Co-Chair of the International Road Victims' Partnership (IRVP), a partnership of some 160 NGOs from all regions of the world - a member of the UNRSC, ETSC and PACTS.

Appointed by the Minister of Transport in 2018, Donna is a board member of the Road Safety Authority, currently serving her second term. She is also a member of the Major Trauma Audit Committee in the National Office of Clinical Audit (NOCA).

Donna was the winner of the Road Safety Authority's 'Ambassador of the year for road safety leading light award' in 2015, the Global Alliance of NGOs for Road Safety Fedex Award in 2021, and the ASIRT Global Road Safety Advocacy Award in 2021.



Keith Synnott FCSCI (Tr&Orth)
 Consultant Orthopaedic and Spine Surgeon,
 National Clinical Lead for Trauma Services,
 Mater Misericordiae University Hospital
 High velocity versus low velocity trauma;
 the effect of speeding

Mr Keith Synnott is a consultant Trauma, Orthopaedic and Spine surgeon working in the Mater Misericordiae University Hospital, Cappagh National Orthopaedic Hospital and the National Rehabilitation Hospital. A graduate of the Higher Surgical Training scheme in RCSI and subsequently received fellowship training in the Hospital for Special Surgery in New York.

Keith has a particular interest in education and served as Training Program Director for Trauma and Orthopaedics for 6 years and is of RCSI council. Winner of the Sir Walter Mercer medal for the intercollegiate examination in Trauma and Orthopaedics and has been an examiner in that examination for 10 years.

Mr Synnott's practice involves a special interest in spinal trauma. As such he is involved in patient care from initial resuscitation and transfer through definitive acute management on to complex rehabilitation. This has fostered an interest in the full spectrum of trauma care throughout the system.

In July 2019, Keith was appointed as National Clinical Lead for Trauma Services HSE. The Report of the Trauma Steering Group, A Trauma System for Ireland, was published in 2018 and set out the vision for a national trauma system which will prevent unnecessary deaths, reduce disabilities and significantly improve the patient's chances of attaining the fullest possible recovery following traumatic injury. Keith sat on the reception and intervention sub-committee of the working group that produced this report.

Under Mr Synnott's leadership a Programme of work has been developed to implement the recommendations of the Report of the Trauma Steering Group and to establish an inclusive Trauma System for Ireland. It is estimated that it will take between five and seven years to fully implement the Trauma System with Major Trauma Services due to commence in the two Major Trauma Centres by the end of the year.

