

Electricity Supply Board



ESB Safe Driving Programme

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ETSC PRAISE Awards May 18th 2011



ESB Fleets

1900 Commercial Vehicles

50M km/ annum

4000+ people driving cars on business

22M km/annum

Commuting

81% Motor Vehicles;

7% Public Transport

11% Walk/ Bicycle

Overseas

Staff working abroad on consultancy



SAFE DRIVING STEERING GROUP

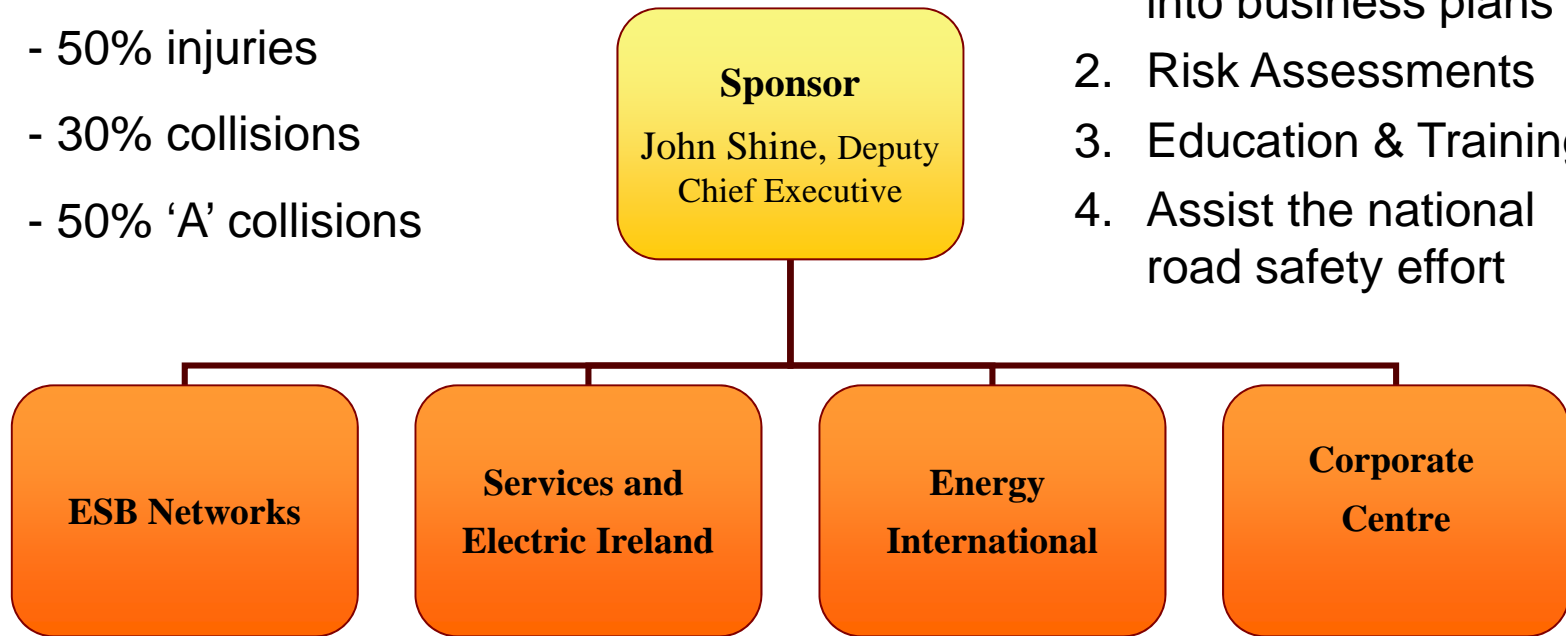


Targets:

1. Zero fatalities
2. - 50% injuries
3. - 30% collisions
4. - 50% 'A' collisions

Objectives:

1. Integrate safe driving into business plans
2. Risk Assessments
3. Education & Training
4. Assist the national road safety effort



Supported by ESB Safe Driving Bureau

Driver Training



Advanced Driver Training

Specialist Vehicle Training

Driver Development Training



Vehicle Specifications



REVERSING and VISUAL AIDS

AIRBAGS

FACTORY FITTED BULKHEADS

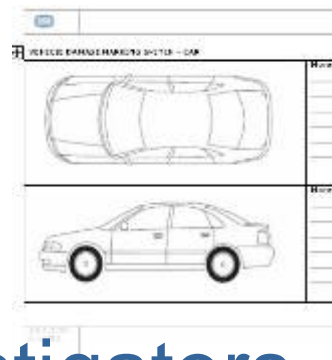
ABS BRAKES WHERE POSSIBLE



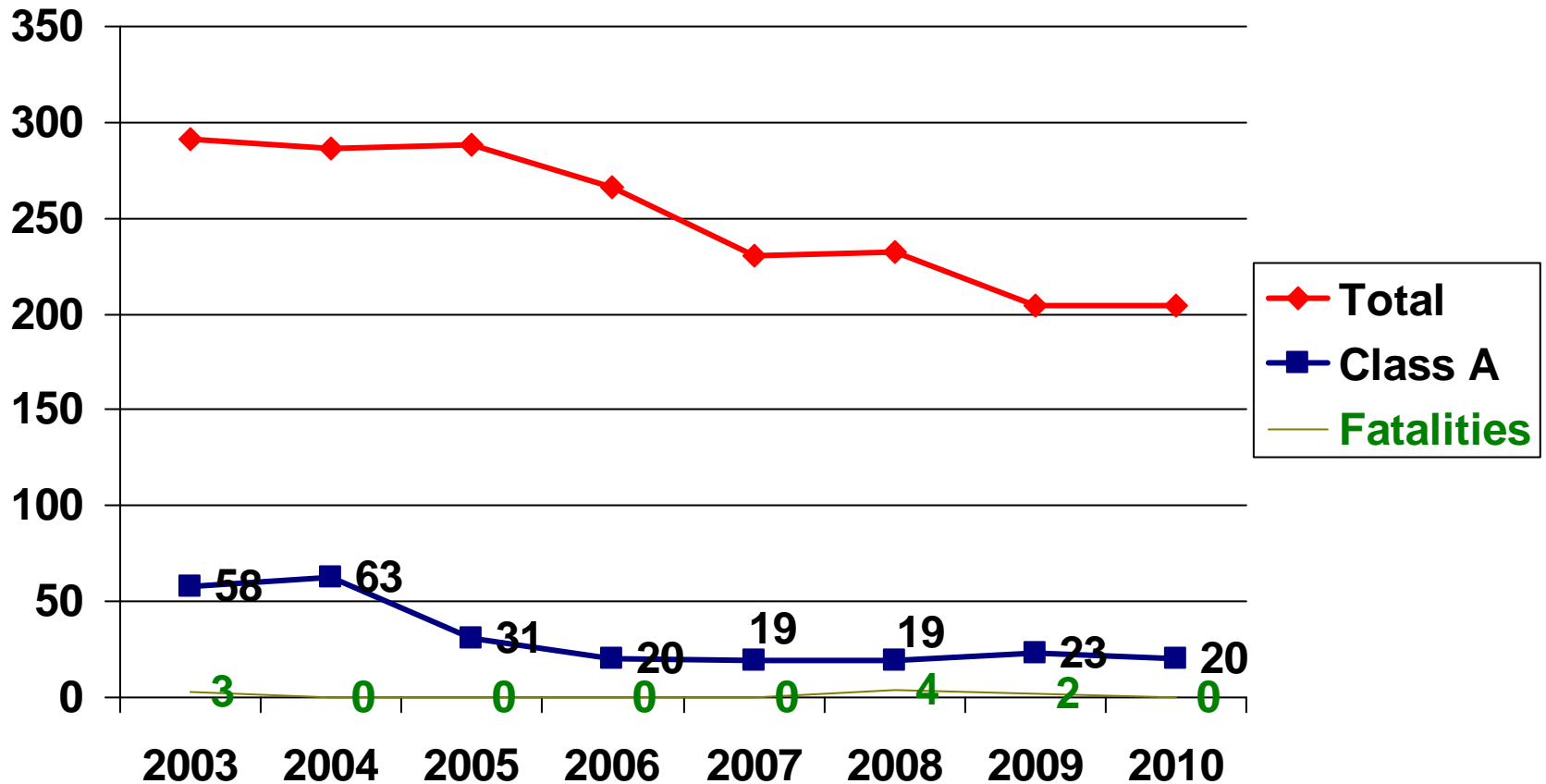
Collision Investigation



- Reporting all collisions
- Investigation procedure
- Reports
- Use of external investigators

A collection of ESB forms and cards. At the top is the 'MOTOR ACCIDENT REPORT FORM' with various sections for driver details, vehicle information, and accident details. Below it is the 'ESB "Bump" Card' which lists instructions for drivers, such as 'Call Emergency Services if required' and 'Report to Police to record (where you are involved)'. At the bottom is a yellow 'Vehicle Collision Pack' card with the ESB logo and contact information: 'ESB Safe Driving Bureau', 'T: +353 (0)1 463 1717', and 'e: safedriving@esb.ie'.

Collision Reduction



Financial Benefits



- Reduction in Fatalities = €11.6M
- Reduction in Class A (Serious) Collisions = €14.5M
- Motor Insurance premiums fell to 15% of 2003 levels

Table A2: Total Cost of Road Collisions in 2007

Type	Number of collisions	Cost per collision	Total cost (€)
Fatal	309	€2,891,435	€893,453,472
Serious	618	€386,286	€238,724,498
Minor	4,540	€38,045	€172,725,207
Material Damage	23,770	€3,044	€72,346,752
Total	29,237	N/A	€1,377,249,928

¹ Source of GNP per person employed Growth rate = CSO

Source Goodbody Economic Consultants, Report for Dept. Transport.

Summary



- Long history of safe driving in ESB
- Ongoing commitment to reduce collisions and injuries and collisions through:
 - Road user education
 - Better vehicles
 - Better information



Thank You

