

## APPENDIX 9 – BRIEFING DOCUMENT FOR 2027

### Guide to Strategic Deployment of the Core Fleet Terminals

#### Brief for the development of the Annual Deployment Plan for 2027

##### **Purpose of this briefing document**

This brief sets out how the Successful Tenderer shall plan the strategic deployment of the Core Fleet of 20 Terminals for 2027.

The purpose of deploying the Terminals is to raise awareness among adult alcohol drinkers and to challenge the perception of when it's safe to drive. The message every placement serves is “never, ever drink and drive”.

Placement, venue type and the audience mix are all to be chosen to reach the people most likely to be driving to the venue, in the counties with relatively high rate of injuries due to traffic collisions.

The Successful Tenderer is expected to produce an Annual Deployment Plan consistent with the Deployment Principals, the Venue Requirements and the Geographical Spread set out below, and which demonstrates how the Annual Deployment Plan meets them.

##### **Part 1. Deployment Principals**

**The right venue first, the county second, but spread widely.** The Successful Tenderer shall consider the characteristics of the venue first with geographical spread acting as a priority weighting on venue selection, and broad national coverage is a firm requirement.

**Effectiveness is not the same as footfall.** When assessing a venue, the Successful Tenderer shall weigh not only the volume of patrons but also the placement of the Terminal within the premises and the level of engagement from the host, as these factors determine the long-term viability of the deployment.

## Part 2. Venue Requirements

The fleet of 20 Terminals is to be deployed across the following mix of venue types.

Table 1. Venue mix

| Venue type         | Terminals | Primary role                                                                                       |
|--------------------|-----------|----------------------------------------------------------------------------------------------------|
| Hotels             | 12        | The backbone of the fleet. Events and special occasions hosting hotels with constant fresh crowds. |
| Bars               | 6         | Main bars in a given town. Present function room with an event calendar.                           |
| Golf clubs         | 1         | Occasion-led venue with high dependency on driving.                                                |
| Large sports venue | 1         | Highest single-event reach.                                                                        |
| Total fleet        | 20        |                                                                                                    |

Within each venue type, the Successful Tenderer shall select specific venues that meet as many of the following characteristics as possible:

### Hotels:

- Bar and/or a restaurant serving alcohol
- Conference or a function room
- Large car park
- Visible spot for the Terminal
- Enthusiastic (early adopter) host

### Bars:

- Separate function room for large parties or concert hall
- Being the main venue in the town
- A late license
- Car park
- Visible spot for the Terminal
- Enthusiastic (early adopter) host

### Golf Club:

- Bar or restaurant that serves alcohol
- Car park
- Visible spot for the Terminal near the bar or reception
- Enthusiastic (early adopter) host

### Large sports venue:

- Bar that serves alcohol
- Car park
- Visible spot for the Terminal without causing bottle neck
- Enthusiastic (early adopter) host

These are set to help the effective placement. The strongest candidates should share the four traits: a constant turnover of guests (with the exception of the sports venues that are running on per event case), car dependency where guests are most likely to drive home after the event or a morning after the event, occasion-led alcohol consumption and an encouraging host. These conditions set a welcoming and encouraging environment for early adopters to try the test for the first time which encourages other to follow.

### Part 3. Geographical spread

Geography is secondary to the venue characteristics, but is still critical to the placement of Terminals. The Successful Tenderer must ensure the Core Fleet is distributed proportionately across the country, guided by Table 2 and Table 3.

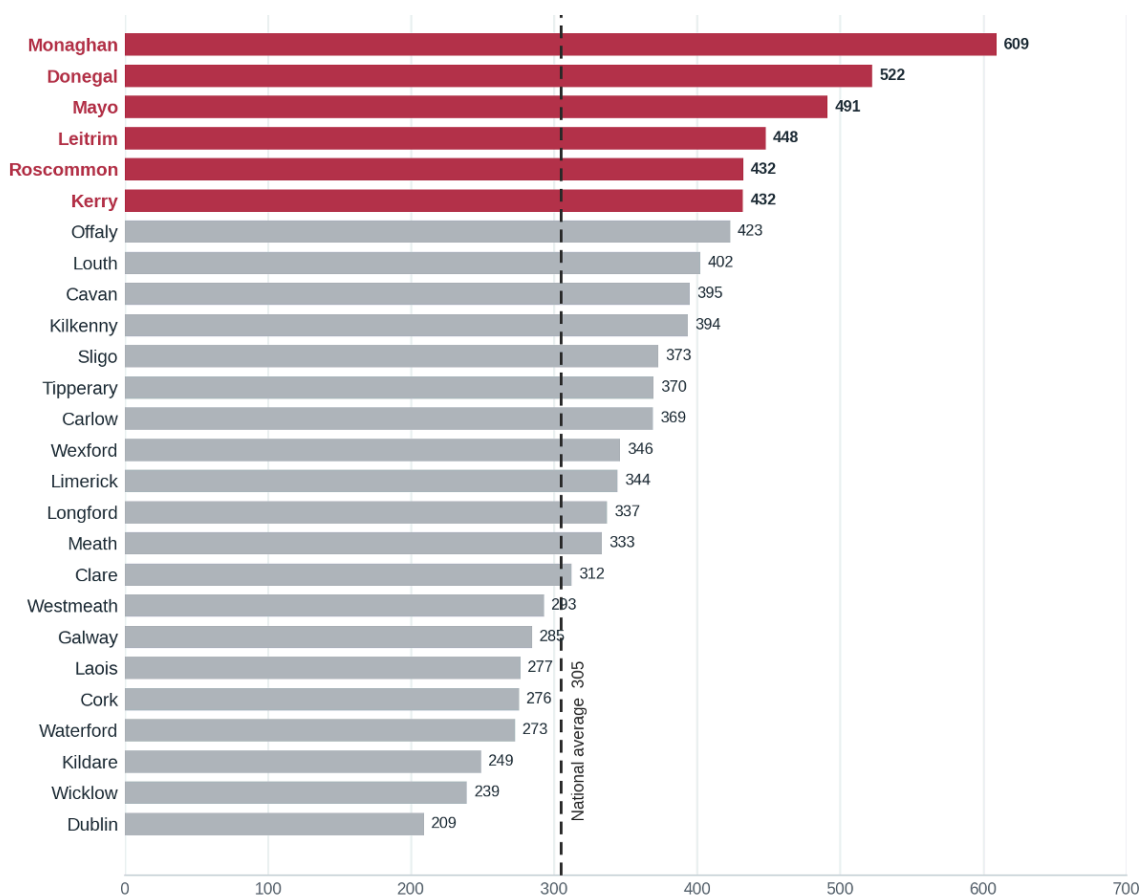
The RSA may adjust these proportions during the contract as new data becomes available.

#### **Broad geographical spread is a mandatory requirement.**

All 20 Terminals shall be distributed across a minimum of 12 different counties with no more than 3 Terminals in a single county (unless otherwise instructed by the RSA). Concentrating the Terminals in a small number of counties, or clustering them in large urban centres, does not meet this requirement.

Where there are two qualifying venues of similar merit, preference should go to the venue in the county marked higher in Table 2.

Table 2. County ranking



The Successful Tenderer shall place at least one Terminal in each of the six counties with the highest KSI (killed or seriously injured) index rate indicated in Table 3. Where the priority county offers more than one qualifying venue, the Successful Tenderer may place a second Terminal there (subject to confirming with the RSA). If a county offers no qualifying venues, its Terminal shall pass to the next county on the Table 3, rather than force a weak placement.

The remaining Terminals shall be placed by the Successful Tenderer on venue merit, where the strongest qualifying venue offers the best potential performance.

Table 3. The priority band

| Priority county                        | Injury rate / 100k | Index vs national | Adult population | Terminals (mandatory) |
|----------------------------------------|--------------------|-------------------|------------------|-----------------------|
| Monaghan                               | 609                | 2.00×             | 49,086           | 1 (floor)             |
| Donegal                                | 522                | 1.71×             | 128,078          | 1 (floor)             |
| Mayo                                   | 491                | 1.61×             | 107,890          | 1 (floor)             |
| Leitrim                                | 448                | 1.47×             | 27,016           | 1 (floor)             |
| Kerry                                  | 432                | 1.42×             | 123,567          | 1 (floor)             |
| Roscommon                              | 432                | 1.42×             | 54,142           | 1 (floor)             |
| Minimum committed to priority counties | 6 of 20            |                   |                  |                       |

## Rationale

### Road Safety Context

This brief for the Strategic Deployment of the Core Fleet of Terminals sets out how the Successful Tenderers effort should be deployed across the Republic of Ireland to help reducing fatal and serious casualties on our roads through education and engagement with the public. In 2025, there were 182 (*Provisional - data up until Friday, 3 July, 2026*) people killed on Irish roads, which is the highest in the last 5 years, moving us away from the target set in the Government's Road Safety Strategy 2021-2030 of halving deaths and serious injuries by 2030 on the path to Vision Zero by 2050.

Education and behaviour change, addressed under the Strategy's Safe Road Use pillar, are central to reversing this trend and are the purpose of this service, while also reinforcing the message that one should never, ever drink and drive.

### Basis for the county allocation

The geographical allocation of the Core Fleet is based on the number of people killed or seriously injured in road collisions per 100,000 adults in each county, severity weighted

so that a fatality carries eight times the weight of serious injury, and expressed as an index against national average. This index rate also governs the tie-breaker for any disputed placement.

## **Summary of the requirements**

The Successful Tenderer shall deploy the Core Fleet of 20 Terminals considering all the following:

1. Mandatory venue mix of 12 hotels, 6 bars, 1 golf club and 1 sports venue (Table 1)
2. Meeting venue characteristics as set in Part 2.
3. Allocating remaining Terminals on venue merit for the best potential performance.
4. Broad geographical spread is mandatory, with all 20 Terminals being distributed across a minimum of 12 counties, with no more than 3 Terminals in single county; of these minimum 12 counties, there should be at least one Terminal in each of the six set out in the table 2.
5. The Successful Tenderer shall demonstrate the plan for allocation in its Annual Deployment Plan.