



Loc8 Code Ltd
Church Bay Road
Crosshaven
Cork W8L-82-4YK
Tel: 021 4832990
Fax: 021 4833665
info@loc8code.com
www.loc8code.com

Minister Richard Bruton TD,
DCCAIE,
Adelaide Road,
Dublin

15th Oct 2019

Minister,

FAILURE TO ADVISE PUBLIC OF POTENTIAL FOR ERRORS IN EIRCODE “PUBLIC SERVICE ANNOUNCEMENT” COULD RISK LIVES

My correspondence of 12th Feb 2018, 13th Feb 2019 and your response of 19th July 2019 refer. These are all attached as Reference A.

In your response in Reference A, you argue that as Eircode is owned by the State, a related Public Service Announcement could not be commercial advertising. I believe this premise to be false and again direct you to the arguments in my previous correspondence.

As you know, Loc8 Code is supported by the National Ambulance Service (NAS) for places with no Eircode. This includes places where an Eircode is wrong or not functioning correctly. The HSE also uses Loc8 Code for major emergency planning for the same reasons. In the interest of Public safety, Loc8 Code continues to make its code available to State agencies for Public safety at no commercial cost.

For some time now, I have been highlighting how Eircode can misguide due to the failure in its design to recognise well known navigation/mapping requirements and to have the flexibility to deal with them. I have been highlighting these issues for several years and my concerns have been confirmed to me on numerous occasions by Community First Responder Groups and members of the Public.

It is for this reason that I have been writing to you and your predecessor to request cooperation in the interest of Public safety. In support of the Public's use of Loc8 Code as a back-up to Eircode, we produced the Guide, attached as Reference B, several years ago and made you/your Department aware of it. However, to date your Department has failed to interact with Loc8 Code in any professional or meaningful way.

That failure has the potential to put lives at risk. See attached as Reference C a copy of a recent tweet from a member of the Public who's Eircode recently misguided an ambulance. This

confirms again that which I have been warning against for years. If the Eircode “Public Safety Announcement” had advised people to check their code and that Loc8 Code could be used where there was a problem, then this lady would not have had the issue that she is now reporting. Failure to engage and cooperate as sought in my previous correspondence, could have resulted in harm. This is not an isolated issue; it has happened before and it could happen again and result in more serious outcomes on the next occasion. The lady in the tweet is now using a Loc8 Code when calling an ambulance to help resolve the issue. However, there are many more members of the Public that need to be made aware of this issue for their own benefit.

The same lady also reported the issue to Eircode (Capita) and they dismissed her by telling her to make contact with Google to resolve it.

- Firstly, the matter is not something for Google to resolve as Eircode & An Post are solely responsible for the location identified by their code and that location’s suitability for emergency response navigation as promoted in the “Public Service Announcement”. There is evidence in the Public domain that Eircode & its contractors are fully aware of the technical issue that caused this problem and know that Loc8 Code is the immediate & NAS recognised solution to it.
- Secondly, if Eircode (Capita) did produce a genuine “Public Service Announcement” for Eircode and ambulances aimed at enhancing Public Safety, then they would have acknowledged immediately their related Public Safety responsibilities and taken immediate direct action on behalf of the lady to resolve the issue there and then rather than directing her to a non-connected, commercial 3rd party. That 3rd party has made no Public Safety claims in relation to Eircode. As Eircode (Capita) had failed to deal with the issue, I made contact with the lady and explained how she could go about resolving her problem herself.

The above could be construed as evidence of wilful neglect on behalf of those claiming to create and broadcast “Public Service Announcements” to promote their product with the support of your Department.

Minister, given the record of my correspondence with you and your predecessor on this matter and, given the serious nature of the issues raised, it cannot be denied that cooperation is urgently required.

I, therefore, once again request an urgent meeting at your earliest possible convenience so that I can brief you in detail on all the matters raised above and set out the joint cooperation I believe necessary to assure public safety in relation to these matters.

Yours Sincerely,

Gary Delaney

MSc(Nav Tech), FRIN, FRICS, FSCSI, Lt NS (Ret’d)

CEO Loc8 Code Ltd