

YORKSHIRE DALES NATIONAL PARK AUTHORITY
ACCESS COMMITTEE

2ND February 2006

YORK AND NORTH YORKSHIRE ROAD SAFETY STRATEGY

Purpose of report

The purpose of this report is to:

- consider North Yorkshire County Council's Officers response to the Authority's comments on the draft Road Safety Strategy - 95 Alive, produced by the partnership;
- seek Members' formal endorsement of the final Road Safety Strategy - 95 Alive; and
- support the continued involvement of National Park Authority officers in the York and North Yorkshire Road Safety Partnership.

Strategic Planning Framework

The information and recommendation(s) contained in this report are consistent with the Authority's statutory purposes and it's approved strategic planning framework:

Integrated Access Strategy

AS11 Support the provision and maintenance of transport infrastructure and measures that promote the safety of road users provided these measures either have a positive or de-minimis impact on the conservation of the special qualities and character of the National Park:

Background

The North Yorkshire Local Transport Plan contains challenging targets which aim to reduce the number of road casualties within North Yorkshire by the end of 2010. These are:

- To reduce the number of killed or seriously injured (KSI) casualties in the County by 40% by the end of 2010 compared to the 1994 – 1998 baseline average.
- To reduce the number of child KSI casualties in the County by 60% by the end of 2010 compared to the 1994 – 1998 baseline average.
- To reduce the slight casualty rate in the County by 10% by the end of the year 2010, expressed as the number of people slightly injured per 100 million vehicle kilometres.

It was recognised by North Yorkshire County Council that meeting these casualty reduction targets for 2010 would require the involvement of a wide group of partners. This resulted in formation of the York and North Yorkshire Road Safety in 2004 consisting of a variety of partners including: Highway Authorities, the Highways Agency, Community Safety Partnerships, Heath Trusts, District Councils, Police Fire and Ambulance services, Government Office for Yorkshire and Humber and the two National Park Authorities.

Although road safety is not a core purpose of the National Park Authority it was felt that our involvement in the Partnership would enable us to influence the work of the Partnership in relation to rural highway design issues and advisory road hierarchies.

The Partnership has developed a new strategy, which has been subject to consultation. (Given the timing of the consultation process the Authority's response was agreed following discussion with the Chair and Vice-chair of the Access Committee). Every partner has now been asked to show its support by formally endorsing the final strategy (**Annex 1**) which will be launched later in February 2006.

The New Strategy – '95 Alive'

The average number of fatalities on North Yorkshire's roads over the five years from 1999 to 2003 was 75.2. To reduce the number of fatalities by one third by the end of 2010 compared with the 1999 to 2003 baseline average represents a saving of 95 lives by 2010, hence the slogan "95 Alive" and the Partnership vision:

A new Road Safety Partnership will make the roads in York and North Yorkshire safer by the end of 2010. One in three lives will be saved and 95 people will be alive that otherwise may have been killed on our roads.

The partnership identified the main road safety issues through a literature and best practice review, a partner policy review, and an analysis of accident data which included the first stage of an in depth study of the contributory factors associated with fatal accidents carried out by North Yorkshire Police's Collision Investigation Unit. The outcome of this work has led to the production of a prioritised action plan that seeks to address these issues in the short, medium and longer term.

The Strategy also recognises the importance of a road hierarchy and the differences between urban and rural road networks (see **Annex 1 Appendix D**). The aim of the road hierarchy is to introduce a system of categorising roads within York and North Yorkshire that will complement and support existing well established hierarchies, such as those for the City of York and the two National Parks. It will seek to ensure that there is consistency in the type of engineering measures that are installed on roads in the area subject to environmental considerations such as where roads pass through conservation areas or protected landscape. The Strategy will help improve road users understanding of why particular measures have been selected and it will also give other partners such as the fire and rescue service and the ambulance service reassurance about the type of features to be expected on a particular route.

Consultation on the Strategy has taken place with a wide range of groups and organisations such as: Rural Transport Partnerships, District Councils, National Farmers Union, Freight Transport Association, Road Haulage Association, British Insurance Association, British Cycling Federation, Confederation of Passenger Transport, neighbouring local highway authorities, British Transport Police, British Horse Society, Pedestrians Association, AA, RAC, and the Motorcycle Action Group. Public opinion surveys, involving North Yorkshire County Council's Citizens Panel, will be carried out at intervals during the life of the Strategy to assess attitudes to various road safety issues in York and North Yorkshire. The outcome of the public opinion surveys will help inform annual reviews of the Strategy.

The Authority's Response to the Consultation Strategy

The Yorkshire Dales National Park Authority's response to the consultation Strategy, together with those of other consultees, is shown in **Annex 2**, with North Yorkshire County Council (NYCC) Officer's comments alongside.

Members will note that NYCC Officers have responded favourably to all the comments made by the Authority. One of the key areas of concern for the Authority is how the implementation of the hierarchy and traffic management schemes affects the special qualities of the National Park, particularly in relation to the built heritage and landscape. Villages, conservation areas and protected landscapes will require special consideration regardless of which classification of route passes through them. In response to our concerns NYCC has agreed to the Authority's request that where implementation is likely to affect these special qualities the Authority will be consulted at an early stage.

Implementing a Road Hierarchy

Given the resource implications, it is anticipated that the road hierarchy, proposed by this Strategy will be implemented as part of other work, as well as route safety studies, throughout the life of the Local Transport Plan (LTP2). The development and agreement to this rural road hierarchy is particularly important to the Yorkshire Dales National Park in that it will help to ensure traffic fits the road network, rather than the road network being expanded to fit traffic (see also separate Access Committee agenda item 'An Advisory Road Hierarchy for the Yorkshire Dales'). It will also help in the development of the planned design guides for both the Yorkshire Dales and North York Moors National Park.

Conclusion

The issue of road safety is significant for the well being of both visitors and local communities; although without careful consideration some measures used to address it can have a significant impact on the special qualities of the National Park. The development and subsequent implementation of a Strategy to address road safety is therefore a balancing act, a balance that the National Park Authority can influence by endorsing the Strategy which has been developed by the Partnership, continuing to be a member of the Road Safety Partnership for York and North Yorkshire and encouraging the partnership to identify ways to support road safety whilst also supporting the National Parks statutory purposes.

RECOMMENDATION

It is recommended that the Authority endorses the new road safety strategy for York and North Yorkshire ("95 Alive") and continues its membership of the York and North Yorkshire Road Safety Partnership.

ANDY RYLAND
TRANSPORT AND VISITOR MANAGEMENT OFFICER

Background papers None

Date 21 December 2005

THE YORK AND NORTH YORKSHIRE ROAD SAFETY PARTNERSHIP

**ROAD SAFETY STRATEGY FOR YORK AND NORTH YORKSHIRE
2005 TO 2010**

“95 ALIVE”

OCTOBER 2005

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Chapter 1 – Introduction

This document represents a new road safety strategy covering the York and North Yorkshire area for the period 2005 up to the end of 2010. There are currently separate road safety strategies for both York and North Yorkshire but both highway authorities along with other partners recognise the need to produce a combined strategy covering the whole area with a much wider range of partners. The York and North Yorkshire Road Safety Partnership known as “95 Alive” was formed in 2004 and set itself the task of producing the new strategy.

The main road safety issues have been identified through a process of establishing a baseline position for the new strategy. This has taken the form of a literature and best practice review, partner policy review, proposed road hierarchy and an analysis of the 1999 to 2003 accident data which included the first stage of an in depth study of the contributory factors associated with fatal accidents carried out by officers of North Yorkshire Police’s Collision Investigation Unit. The outcome of this work has led to the production of a prioritised action plan that seeks to address these issues in the short, medium and longer term.

The strategy has been the subject of a consultation exercise with other organisations that have an interest in road safety but do not form part of the partnership.

Although the term "accident" has traditionally been used (and still is in many official documents), there are concerns that it implies there is some inevitability about the road casualty situation. As a result the terms "crash", "collision" and "accident" have been used interchangeably in this document.

Chapter 2 – Background

Within York and North Yorkshire casualties arising from road traffic accidents have reduced at rates that are ahead of the average for Britain. Safer Roads is one of the Government’s shared priorities with local government and is also seen as an important contributor to achieving sustainable communities. We need to ensure that future policies ensure that this good progress continues within York and North Yorkshire. In 2003 there were still 3555 people injured on the road network in North Yorkshire including 745 who were either killed or seriously injured. This is a problem that still needs action.

Because of its largely rural environment the type of crashes occurring on the County’s roads differ in some respects from the national picture. They are often single vehicle, high-speed (not necessarily excessive speed) crashes resulting in serious injury. It is important to understand these differences in order to be able to consider appropriate remedial actions. The increasing number of visitors to the County, who may not be familiar with rural roads, may also be an important factor. The City of York has a mainly urban nature with rural fringes surrounding it and consequently displays different road casualty characteristics with pedestrian casualties making up a larger proportion of the total numbers but with the majority of those injured still being in vehicles.

The number of killed or seriously injured (KSI) casualties in York and North Yorkshire has continued to reduce over recent years at a rate that is ahead of the national average. However, in line with the national picture, seriously injured casualties have reduced at a much faster rate than fatalities. Fuller details of the casualty reduction statistics are contained in Appendix C.

Chapter 3 – The York and North Yorkshire Road Safety Partnership

Introduction

In 2004, it was recognised that the challenge to continue to make the roads of York and North Yorkshire safer cannot be met by working in isolation and consequently the ‘York and North Yorkshire Road Safety Partnership’ was formed. A list of the partners in the partnership is given below:

- City of York Council
- Community Safety Partnerships for Craven, Hambleton, Harrogate, Richmondshire, Ryedale, Scarborough and Selby districts
- Craven, Harrogate & Rural District Primary Care Trust
- Government Office for Yorkshire and Humber
- Hambleton & Richmondshire Primary Care Trust
- Harrogate Borough Council as Highway Agent Authority
- Highways Agency
- North York Moors National Park
- North Yorkshire County Council
- North Yorkshire Fire & Rescue Service
- North Yorkshire Police
- Scarborough Borough Council as Highway Agent Authority
- Scarborough, Whitby & Ryedale Primary Care Trust
- Selby & York Primary Care Trust
- Tees, East & North Yorkshire Ambulance Service
- West Yorkshire Ambulance Service
- Yorkshire Dales National Park

The partnership has produced this joint road safety strategy for the area covering the City of York and North Yorkshire (The York and North Yorkshire Road Safety Strategy). This strategy document summarises the work carried out by the partnership in developing the strategy and details the partnership’s approach to addressing road safety issues in York and North Yorkshire. It is envisaged that this strategy will be adopted by all partners.

The Vision

The number of killed or seriously injured (KSI) casualties has continued to reduce over recent years at a rate that is ahead of the national average. However, in line with the national picture, seriously injured casualties have reduced at a much faster rate than fatalities. In response to this the York and North Yorkshire Road Safety Partnership has adopted the name "95 Alive" in line with the target to reduce fatalities by one third by the end of 2010 compared with the 1999 to 2003 baseline average, representing a saving of 95 lives between 2005 and 2010. This target is in addition to the existing targets to reduce all KSI’s by 40% and the stretched target to reduce child KSI’s by 60% and the target to reduce the slight casualties rate by 10% by 2010 when compared to the 1994 to 1998 baseline average. A discussion of

performance against the existing casualty reduction targets is contained in Appendix C.

The partners signed up to the following vision at a launch of the new partnership in November 2004.

A new Road Safety Partnership will make the roads in York and North Yorkshire safer by the end of 2010. One in three lives will be saved and 95 people will be alive that otherwise may have been killed on our roads.

Achieving the Vision

Establishment of the York and North Yorkshire Road Safety Partnership will help ensure improved co-ordination of all road safety activities and initiatives thus ensuring wider and more effective coverage of the area through the implementation of an action plan that aims to enhance existing activities. Full details of the action plan can be found in chapter 5. The “95 Alive” action plan contains an action to develop a communications strategy and this will include the production of a “calendar of events” detailing all future road safety initiatives being carried out by the partners. All partners carry out road safety schemes or initiatives to varying degrees and by adopting a more co-ordinated approach we should be able to improve our coverage and effectiveness without any additional expenditure.

The partners have also set themselves the task of producing a standard model for all partners to use when considering interventions to ensure that maximum use is made of our combined strength. For example, it is anticipated that the model will help ensure a co-ordinated approach to any complementary education and enforcement activities when considering the introduction of a new safety engineering scheme.

Officers from the County Council and North Yorkshire Police’s Collision Investigation Unit have worked closely together on the first stage of an in-depth analysis of the contributory factors in all fatal accidents. The results of this analysis can be found in Appendix C. Outcomes from the fatal accident analysis will help inform education and engineering programmes with a specific emphasis upon reducing fatalities as well the overall KSI figure.

In the last year officers from the County Council have provided training for officers of North Yorkshire Fire & Rescue Service so that they are able to carry out child seat checks in order to increase coverage across the county. The opportunities to provide training for other “95 Alive” partners will be explored in order to further increase the number of checks that are carried out.

Even closer working between the three highway authorities (City of York, Highways Agency and North Yorkshire County Council) particularly through the sharing of ideas and information on programmes will aid planning of schemes and initiatives to ensure maximum effectiveness.

Community safety partnerships can provide a local focus to countywide safety issues as well as helping to address more localised problems. It is therefore anticipated that the community safety partnerships will improve the impact of road safety campaigns and initiatives across York and North Yorkshire and at a local level.

Primary Care Trusts have a statutory duty to be part of Community Safety Partnerships and a purpose to reduce health inequalities and improve health in general. The inclusion of the primary care trusts in the partnership will also sharpen our safety messages by ensuring that the costs to the local health service of road casualties are recognised. It is hoped that using their specific knowledge and expertise we will be able to connect with some parts of the community in a more effective way. Representatives from the primary care trusts have also helped the partnership to enlist the services of a specialist in human behaviour change to provide advice and input into future road safety interventions.

The inclusion of the Government Office for Yorkshire & Humber in the partnership will ensure that there are close linkages between what we are doing at a local level and the national agenda, particularly in the achievement of the shared priority.

The impact of road safety schemes on the environment is an important consideration particularly within a rural area such as North Yorkshire. The inclusion of both national park authorities in the partnership ensures that this issue is kept high on the agenda.

The police, fire and rescue service and ambulance service have all signed up to the action to look at their responses to road collisions to see if there are any improvements that can be made that would help us to achieve our targets to reduce the number of KSI casualties.

All partners are represented on the Road Safety Strategy Steering Group which currently meets on a bi-monthly basis although it is envisaged that the Steering Group will meet on a quarterly or twice yearly basis once the detailed strategy is adopted by all partners. The Road Safety Strategy has been produced by an Officer Working Group containing representatives from all of the various types of organisations that make up the partnership. The Officer Working Group will continue to meet regularly throughout the life of the strategy in order to monitor progress against the casualty reduction targets and to ensure that progress is made on the items contained in the action plan.

Chapter 4 – Development of the Strategy

To develop the strategy and the associated action plan it was necessary to establish a baseline and this was done through four key tasks. These tasks were a literature and best practice review, partner policy review, accident analysis and the development of a proposed road hierarchy. This chapter provides an overview of the baseline tasks and highlights some of the key outcomes. More comprehensive details of these tasks can be found in appendices A to D at the end of this document.

The **Literature and Best Practice Review** attempts to provide a summary of the wide range of literature available on the topic of road safety. Reports and documents were studied that considered the causes of road accidents, identified road user groups that were over-represented in national casualty statistics and discussed improvements and initiatives that had been employed elsewhere. Some key points to come out of the review are listed below, more details can be found in Appendix A.

- Human error is a contributory factor in about 95% of road collisions and is estimated to be the most important factor in approximately 65%.
- Motorcyclists are at more risk than any other road user of being killed or seriously injured in an accident.
- Company car drivers are at a greater risk of being involved in an accident than other drivers.
- Young drivers (and those within a year of having passed their tests) are at particularly high risk of an accident
- Education has the potential, when used correctly, to bring about the greatest reduction in accidents.
- Road hierarchies are a way of categorising roads by their main function and are used to achieve safer distribution of vehicles on roads that can ‘cope’ with them.
- Home Zones implemented in the UK have been highly successful with a project in Northmoor, Manchester, having reduced traffic speeds by up to 10 mph.

The “95 Alive” partners recognised at an early stage that they had various policies and targets relating to road safety. The aim of the **Review of Partner Policies** was to carry out a policy comparison to assess the alignment of the various policies and targets and to provide advice for future policy making and target setting. Each individual partner organisation and their respective policies and targets were put into groups according to roles and responsibilities. The groups were “highway authorities”, “community safety partnerships”, “emergency services” and “others” thus allowing comparison within and between the groups. A full matrix of partner policies was produced

and this will serve as a valuable tool when considering the impact of any future policy changes. The key outcomes of the policy review are given below and more detail can be found in Appendix B.

- The overall aims of the partners are similar and well aligned.
- Partners have differing interests, powers and responsibilities and hence a common set of policies and actions is not feasible.
- All future partner policies should state the commitment to reducing the number and severity of casualties and have SMART targets with clear links to any other relevant partner policies.

The road safety implications of the policies contained in the recently launched Yorkshire and Humber Regional Freight Strategy will be assessed using the policy matrix. In the future it is anticipated that the road safety implications of policies being considered for the Rights of Way Improvement Plan will also be assessed using the policy matrix.

A key requirement for all of the “95 Alive” partners is that the new road safety strategy is data led and for this reason an **Accident Analysis** covering the City of York and North Yorkshire area has been carried out. The analysis contains three main components as listed below.

- A detailed analysis of the existing situation in relation to road casualties in the area for the period 1999 to 2003.
- A study of road death collision investigation reports covering the period 1999 to 2003 by officers from the North Yorkshire Police Collision Investigation Unit in order to identify the main contributory factors in these collisions.
- An analysis of motorcycle killed and seriously injured (KSI) casualties that took place in 2004.

Some key points from the accident analysis are given below. More comprehensive results can be found in Appendix C.

- Between 1999 and 2003 personal injury accidents and casualties arising from road crashes in North Yorkshire have reduced by 6% and 11%.
- Between 1999 and 2003 accidents and casualties arising from road crashes on trunk roads also reduced.
- Substantial reductions in cyclist casualties have occurred since 1999. These reductions are also reflected in national figures.
- Motorcycle casualties remained relatively static between 1999 and 2001 followed by significant increases in 2002 and 2003.
- Car occupant casualties in North Yorkshire reduced by approximately one quarter between 1999 and 2003.
- Serious car occupant casualties in North Yorkshire have reduced by almost 43% between 1999 and 2003.
- Children aged between 0 and 4 are more at risk than any other child age group of being killed whilst travelling in a car.

- 16 to 19 and 20 to 29 year olds are over represented in the car occupant casualty statistics and are most at risk of being killed whilst travelling in a car.
- Motorcyclists aged 20 and above are just as likely to suffer serious injuries as they are to suffer slight injuries. This could reflect the fact that riders in this age group are more likely to be riding more powerful machines.
- Inappropriate speed, excessive speed and the lack of seat belt use are the main contributory factors in fatal accidents.
- Rider error was judged to be the main cause in 68% of motorcycle KSI crashes involving a machine with an engine larger than 125cc and 35% of casualties lived in North Yorkshire or the City of York.
- 34.3% of accidents involving motorcycles with an engine less than 125cc occurred within the City of York.

The aim of the **Road Hierarchy** is to introduce a system of categorising roads within York and North Yorkshire that will compliment and support existing well established hierarchies, such as those for the City of York and the National Parks. It will seek to help ensure that there is consistency in the type of engineering measures that are installed on roads in the area subject to environmental considerations such as where roads pass through conservation areas or protected landscape. This will help improve road users understanding of why particular measures have been selected and it will also give other partners such as the fire and rescue service and the ambulance service reassurance about the type of features to be expected on a particular route. More comprehensive details of the road hierarchy can be found in Appendix D.

A road hierarchy for York and North Yorkshire needs to recognise the differences between urban and rural road networks and it is therefore recommended that the road hierarchy be sub-divided into a system for rural roads and a system for urban roads. A two tier system of categorisation is proposed for the rural road network in line with the new draft Department for Transport speed limit guidelines. Roads would be categorised as upper or lower tier depending upon their function and use. Table A in Appendix D provides more details. A three tier system of classification, the same as that employed successfully by the City of York, is recommended for urban road networks. All roads in the urban areas would be allocated into one of three categories depending upon their function. The three categories are traffic routes, mixed priority routes and residential areas. Table B contained in Appendix D provides more details.

Chapter 5 – Casualty Reduction Strategy Action Plan

The actions contained in the Casualty Reduction Strategy Action Plan have been devised in order to focus the work of the “95 Alive” Road Safety Strategy Steering Group and the Officer Working Group that reports to it. Contained in the action plan are a number of actions and initiatives that will enhance existing activities and initiatives as well as some that will represent new pieces of work. All of the actions are aimed at reducing casualties arising from road crashes in order to achieve the 2010 casualty reduction targets including the new target to achieve a 1/3 reduction in fatalities in York and North Yorkshire. The action plan can be found at the end of this chapter.

Each of the actions in the action plan has been prioritised and an approximate timescale has been assigned. Progress against the actions contained in the plan will be monitored by the Steering Group.

Action 1 – Model for Interventions. The “95 Alive” partners all recognise the importance of a holistic approach to interventions. With this in mind we have set ourselves the task of producing a standard model for all partners to use when considering interventions to ensure that maximum use is made of our combined strength. For example, it is anticipated that the model will help ensure a co-ordinated approach to any complementary education and enforcement activities when considering the introduction of a new safety engineering scheme. It may also help recognise the opportunities for other partners to assist in consultation processes to reach a wider audience and help explain the advantages of a scheme.

Action 2 - Occupational road risk. Car occupant casualties account for the largest proportion of York and North Yorkshire’s road casualties. National research has shown that a significant amount of crashes involve motorists on work related activities. The recent changes to STATS 19 (the official records of road accidents) will help identify how much of a problem work related safety is over time. Significant inroads could be made into this problem if say, for example, the partners in the York and North Yorkshire Road Safety Partnership were to set an example and introduce Occupational Road Risk policies within their own respective organisations. The County Council has formed a corporate working group to further this issue and City of York is progressing work in this area under the working title “Your Driving, Your Business”.

Action 3 – Targeted Interventions. Work carried out as part of the Local Transport Plan identified that there were relatively low rates of seat belt and child restraint use in cars. Car occupants account for the majority of KSI casualties and work carried out as part of the road death collision analysis discussed in chapter 4 and Appendix C has shown that lack of seat belt / child restraint use is the third largest contributory factor in fatal accidents. Further analysis has shown that children aged between 0 and 4 are over represented in fatal accidents on the roads of York and North Yorkshire as also discussed in chapter 4 and Appendix C. Further, more detailed analysis work will be carried out on all child car occupant fatalities to ascertain if there are any

underlying reasons behind this statistic. This will include a postcode analysis to determine where the driver came from not just the ward where the accident took place. By this means it is hoped to identify if children from socially deprived wards are more likely to be involved in road accidents away from their home ward. Working in partnership with North Yorkshire Police the County Council has carried out a programme of education and enforcement activities outside of schools. Public child car seat checks have also been carried out to try and address the lack of knowledge shown by some parents when considering how to transport their children safely by car. The County Council has provided training for officers from the Fire and Rescue Service to further increase coverage of this issue and plan to carry out further checks with the local Community Safety Partnerships. The opportunities to provide training for other “95 Alive” partners will be explored in order to further increase the number of checks that are carried out.

Motorcyclists account for a significant proportion of the total number of fatalities in York and North Yorkshire as discussed in chapter 4 and Appendix C. In 2003 there were a total of 745 killed or seriously injured (KSI) casualties representing a 28% reduction compared with the 1994-98 baseline average. However, this total concealed the largest number of motorcyclists killed (28) for about 15 years. Many of these crashes occurred on the rural road network involving leisure motorcyclists riding on what are regarded as ‘challenging’ roads. A programme of targeted enforcement along these high-risk routes has been carried out during 2004 by North Yorkshire Police in partnership with the County Council. The number of motorcycle KSI's reduced by 30% compared with 2003 and the number of motorcycle fatalities has almost halved. This revenue funded work will continue in 2005 as part of the County Council's Local Public Service Agreement. The Highway Authorities will also explore ways to use the detailed accident information from this exercise to help inform their engineering programmes taking into account guidance in the National Motorcycle Strategy.

The partnership will continue to support North Yorkshire Police on the operation of the Bike Safe scheme recognising the need to combine education and enforcement activities. Motorcycle training in North Yorkshire is provided entirely by the private sector. The County Council will continue to publicise the availability of training and through revenue funded activity will support any initiative designed to support improved motorcycle safety.

In addition to the main target groups identified above the analysis of the casualty data discussed in chapter 4 and Appendix C showed trends related to age. Young drivers continue to be over represented in the road casualty statistics. Groups such as Theatre in Education go into schools to deliver hard hitting messages to prospective young drivers about the consequences of road crashes. The "95 Alive" partners will explore ways of improving and expanding the amount of work carried out in this area. National trends show that the population is ageing and that the proportion of older drivers will increase over time. Older people are more likely to be killed or seriously injured in crashes. It is also likely that as the population becomes older there will be an increase in leisure driving. This could have a particular

impact upon areas popular with tourists such those found in North Yorkshire. These visitors are also more likely to be unfamiliar with the rural roads in the County.

Measures are also targeted at accidents in the 10% most socially deprived wards. An in-depth analysis in North Yorkshire identified three wards, Castle and Falsgrave in Scarborough and Central Selby, with high accident rates that could be linked to social deprivation.

Of the 745 KSI casualties resulting from crashes on roads in North Yorkshire in 2003 153 (21%) were on the Trunk Road network. These roads are managed by the Highways Agency (HA) who is also a partner in the York and North Yorkshire Road Safety Partnership. This partnership approach will ensure that there is a consistent approach to casualty reduction across the county regardless of who is responsible for managing the road.

The action to target specific groups will be lead by a process of dynamic accident analysis that will consist of regular reports to the Officer Working Group on casualty statistics and trends. This dynamic analysis will also include a more detailed breakdown of the casualties in the “other” vehicles category.

Action 4 – Offender Rehabilitation Programmes. The importance of North Yorkshire Police’s Driver Improvement Scheme is recognised as a way of targeting road safety education and training on at-risk groups and is therefore supported by the “95 Alive” partners. We will consider its expansion to cover speed awareness once the national standard has been issued.

Action 5 – Think! Campaign. The highway authorities continue to develop road safety education, training and publicity programmes which are focussed on at-risk road user groups. The County Council, City of York and North Yorkshire Police play an active part in both national and regional groups ensuring that we are well placed to influence, and benefit from, a range of resources and campaigns including the national Think! Campaign. The “95 Alive” partners all recognise the benefits of the national campaign especially when it addresses issues with particular local significance such as motorcycle safety and seat belts. The “95 Alive” action plan therefore contains an action to support the programme of focussed activities agreed at a regional level.

Action 6 – Data Sharing Agreement. A key issue for the “95 Alive” partnership is the dissemination of casualty statistics in order that all partners have accurate up to date information. We are currently developing a data sharing agreement covering the type and frequency of information to be reported. At this time it is envisaged that monthly casualty statistics updates will be provided for members of the Officer Working Group who will then be responsible for producing a quarterly or twice yearly report for the Steering Group. The Steering Group would carry out an Annual Review to assess progress against the casualty reduction targets.

Action 7 – Communications Strategy. With such a large number of partners the importance of consistent messages to the media and public cannot be stressed highly enough. Bearing this in mind the partnership action plan contains an action to follow a communications strategy based upon four key points:

- Consistent messages
- Co-ordinated strategy for dissemination of information
- Consider extreme publicity campaigns
- Community perspective

It is envisaged that the data sharing agreement being produced as part of action 6 above will help ensure that consistent messages are given when partners are talking about casualty statistics. The provision of standard text for partners to use in press releases will ensure that aims, objectives and targets are correctly stated. We are producing a “calendar of events” for all partners to include information of planned activities to ensure a co-ordinated approach. We will consider extreme publicity campaigns where appropriate that are targeted at problems faced by the “95 Alive” strategy. Through consultation with both the County Council and City of York community panels we intend to monitor attitudes towards important road safety issues through the life of the strategy. We are also exploring the possibility of commissioning some public attitude surveys which can be repeated throughout the life of the strategy to gain wider public opinions about road safety issues.

Action 8 – Response to Fatal Collisions. The emergency services in the “95 Alive” partnership have stated their intention to study their collective response to individual collisions in order to ascertain if there are any areas for improvement. It is possible that the study may identify improvements that could have an impact on the total number of killed and seriously injured casualties in the future.

Action 9 – Cyclist and Pedestrian Training. The Cycling Awareness Programme in North Yorkshire is provided through a network of volunteers. The importance of cycle training is recognised and the County Council intends to continue to provide cycle training and is currently considering the practical implications of the new National Standard for Cycle Training Schemes. The City of York has long been recognised as a national leader in this area. Pedestrian training is focussed upon the larger urban areas of Harrogate, Scarborough and York. The “95 Alive” road safety strategy will consider ways in which evaluation can be provided in order to gain a clearer understanding of the benefits of cycle training and pedestrian training.

The York & North Yorkshire Road Safety Strategy

“95 ALIVE” Action Plan 2005 to 2010

Terms of Reference

The partners will work together to ensure integration of the whole strategy. We will use the evidence base wherever available but our own judgement and existing intelligence when data is not available to ensure schemes and initiatives are data led wherever possible. All partners will support the actions contained in this plan.

Action	Indicator	Term	Action	Indicator	Term
1. Design a model for interventions that requires systematic assessment and the following elements as appropriate, Enforcement, Speed management, Engineering, Education Training & Publicity, Evaluation, and Maintenance.	●	S,M,L	6. Fatal collisions: improve data recording and distribution (data sharing agreement)	●	M,L
2. Create a package of measures to combat occupational road risk	●	S,M,L	7. Communications Strategy		
3. Target specific road user groups identified through dynamic accident analysis, currently these are:	●	S,M,L	a. Provide consistent media messages, dispel misperception and highlight our successes	●	S,M,L
			b. A coordinated strategy to disseminate information and raise awareness	●	S,M,L
<ul style="list-style-type: none"> • Car occupants: Seat belt awareness and enforcement • Drivers: Child car seat training and enforcement • Powered two wheeler riders: Continue campaigns and investigate problems with 125cc or less • Socially deprived areas: (Investigation work required) 	●	S,M,L	c. Consider extreme publicity campaigns e.g. Collision Free Days	⊙	M,L
			d. Obtain a community perspective through the Citizens Panel etc	●	S,M,L
4. Continue with existing offender rehabilitation education programmes, consider expansion to cover speed awareness	⊙	M,L	8. Study the response of the Emergency Services to all injury collisions.	●	S
5. Selective use of Government Think! Campaigns, focus on one per month agreed regionally	●	S,M,L	9. Continue with existing Cyclist and Pedestrian training – provide evaluation	●	S,M,L

KEY: ● = High priority actions
 ⊙ = Medium priority actions
 ⊙ = Low priority actions

S (Short term actions) = 1 to 2 Years
M (Medium term actions) = 3 to 4 Years
L (Long term actions) = 5 Years plus

Chapter 6 – Adoption, Implementation and Monitoring of the Strategy

The “95 Alive” Steering Group has approved this strategy, taking into account the comments received during consultation. Each individual partner organisation is required to formally adopt the strategy according to their internal processes.

The Officer Working Group will continue to meet regularly once the detailed strategy is adopted by all partners in order to monitor progress against the casualty reduction targets and to ensure that progress is made on the items contained in the action plan. The Steering Group will meet quarterly or twice yearly to consider a report from the Officer Working Group on progress against the casualty reduction targets and the actions contained in the action plan. The reports will culminate in an annual review of the whole strategy.

Appendix A – Literature and Best Practice Review

Latest Government statistics for 2004 show that road accidents result in just over 280,000 casualties in Britain every year. These figures include around 3,200 fatalities and 31,000 serious injuries annually. However this is just the ‘tip of the iceberg’. As a consequence of the policy where accidents are not recorded if there is no injury to an involved party, many near misses will go unrecorded or minor incidents may not be reported.

The purpose of the Literature Review is to provide a summary of the wide range of literature available on the topic of road safety. This summary considers the following issues:

- main causes of accidents,
- groups who would be considered vulnerable road users,
- initiatives that could be implemented to improve road safety in North Yorkshire.

Causes of Accidents

Road traffic accidents do not have a single cause. They result from a number of contributory factors that combine in a way that leads to a road user failing to cope in a particular situation. A number of international studies show that human error is a contributory factor in about 95% of road collisions and is estimated to be the most important factor in approximately 65%. The failure of the road user to cope with the environment is therefore a vitally important issue, which must be taken into account when devising casualty reduction programmes, be they engineering, educational or enforcement led.

There are usually two different stages in any accident: a contributory factor (e.g. a car’s brakes locking) which leads to a precipitating factor (e.g. the car swerving across the road) which leads to an accident. Precipitating factors can be addressed in ways such as vehicle design and some aspects of highway design which minimise the outcome. Contributory factors can often be addressed through education and enforcement, and these can reduce the number of accidents. It is important to recognise that the single unifying cause of most accidents is human error.

Speeding vehicles are one of the major concerns for many people when it comes to road safety. Research has shown that driving at excessive speeds directly influences the frequency and severity of road accidents, so it is clear that speed management has a large role to play in increasing road safety.

Driving under the influence of drink or drugs is another major concern. Alcohol and drugs invariably impair driving skill and the ability to judge speeds and distances. The Transport Select Committee’s research advises that alcohol

influenced behaviour is a key factor in a sixth of all road fatalities. It is suggested that 4 measures should be taken to reduce the number of drink and drug related accidents. These are improving breath-testing enforcement, more severe penalties for repeat offenders, increasing the effectiveness of sentencing options (such as rehabilitation schemes) and the consideration of alcohol ignition interlocks (alcolocks).

Fatigue is also a major cause of accidents, however it is difficult to attribute as a direct cause. This is because of two reasons; shock generally negates any fatigue that a driver may have been feeling prior to the accident, and it is unlikely that someone involved in an accident will admit to being fatigued. The Department for Transport (DfT) have invested heavily in research and campaigns to minimise accidents caused by tiredness. A major awareness campaign has been undertaken including leaflets, television and radio advertising and motorway signs.

On-going research for the Department for Transport shows that 70% of drivers find it unacceptable to use a hand held mobile phone while driving and 42%, when questioned by the RAC in 2002, believe that the government’s top priority should be to “stop use of mobile phones”.

Vulnerable Road Users

It is certainly necessary to reduce the causes of accidents; however it is also necessary to consider the ways that vulnerable road users can be protected. The national picture is discussed below.

In 2003 pedestrians made up 13% of all road casualties and are clearly at a high risk of being involved in an accident. These statistics are even higher for children with 63% of all child deaths and serious injuries being of child pedestrians. Older people (over 60 years) are also at greater risk, due to the natural decrease in motor, sensory and cognitive abilities. Surveys have shown that many people now feel unsafe walking to local amenities due to intimidating traffic speeds and flows. It has also been found that buses and motorcycles are more likely to be in an accident involving pedestrians than any other vehicle.

The Government wishes to encourage more people to start cycling as outlined in the 1998 White paper *New Deal for Transport – Better for Everyone*. However, between 1996 and 1998 in Great Britain, 10% of all reported accidents where an injury was sustained involved a cyclist. This may be because it has been found that many motorists do not see cyclists as ‘proper’ road users. This may mean that they are less aware of them and the issues that concern them.

Motorcycles also have a significant involvement in road casualties. Motorcyclists are at more risk than any other road user of being killed or seriously injured in an

accident. Trends have shown that the number of motorcyclist fatalities has risen in recent years reflecting the increase in sales and ridden mileage.

Equestrians are not often taken into account during discussions of vulnerable road users, but there are over three million horse riders in the UK and a large proportion regularly ride on the roads, often to gain access to bridleways. It is reported that there is a growing problem for equestrian road users due to inconsiderate drivers, which may possibly be solved by education.

Research has shown that company car drivers are at a greater risk of being in an accident than other drivers. It has been suggested that the majority of these accidents are caused by careless low speed manoeuvring encouraged by immunity from repair bills. This would also explain why the majority of accidents result in damage to vehicles as opposed to injury.

Research summarised in the Department for Transport report *Novice Drivers Safety* shows that young drivers (and those within a year of having passed their tests) are at particularly high risk of an accident, and 1 in 5 drivers have an accident within their first year of driving. It is also the case that while 17-21 year olds make up only 7% of licence holders they are involved in 13% of driving accidents that result in injury.

Improving Road Safety

There are many various initiatives that may be implemented to reduce the number of accidents and they mainly fall into one of three categories: enforcement, engineering or education. Enforcement is regarded as one of the most influential ways to control driver behaviour and it is the most effective deterrent for speeding. Engineering is a mainly extrinsic form of controlling speeds and reducing accidents, by building external constraints on the highway. Education has the potential, when used correctly, to bring about the greatest reduction in accidents. Many forms of improvement span more than one category, as ‘hard’ improvements are often combined with an advertising campaign to raise awareness of the change.

It has been required by UK law since 1987 that drivers wear a seatbelt (unless exempted); however the DfT has shown that only around half of adults make use of seatbelts (*Tomorrows Roads – Safer for Everyone*). A ‘hard-hitting’ advertising campaign started in summer 1988 increased the number of adult rear seat passengers wearing seatbelts by 12% in just one year. Airbags also improve the safety of car users although there is a need to be make users aware of the requirements for their safe use. For example, it is a necessity that a seatbelt is worn in conjunction with an airbag or serious injuries can be sustained.

Safety cameras and red-light running cameras were introduced in the early 1990s. There were four main objectives as follows: a significant reduction in

speeds at camera sites, a significant reduction in casualties at camera sites, general acceptance by the public of road safety benefits and satisfactory working of funding and partnership arrangements. The three year evaluation published by the Department for Transport in 2004 has shown that the programme has met all four of its objectives, with a 2.4 mph reduction in speed at camera sites. There was a 40% reduction in killed and serious injury accidents (KSI's) at sites where cameras were introduced and a 33% reduction in personal injuries. In terms of the cost of these casualties the programme has saved £221 million. The general public appear to be accepting safety cameras as 79% of people questioned, as part of the three year evaluation, agreed with the statement “the use of safety cameras should be supported as a method of reducing casualties”.

Vehicle activated signs are designed and used to reduce driver speed. They are signs which display an illuminated message of either a warning or a speed limit and are triggered by a vehicle's speed. Research has shown that vehicle activated signs are more successful at reducing speeds than permanent warning signs. It was also shown that drivers who regularly use a route with vehicle activated signs slowed down in advance of the signs to avoid triggering them. Trials in Norfolk and Wiltshire have shown a 4 mph reduction in mean speeds on routes where the speed limit has remained the same.

Traffic calming measures such as chicanes, speed humps and gateways, are self-enforcing and can help to reduce driver speeds and numbers of accidents. Research has shown that in areas where traffic calming has been implemented, mean speeds have been reduced by approximately 10 mph. The Gloucester Safer City project showed that at sites which received engineering treatments there was a 38% average reduction in the number of accidents.

It is necessary to raise pedestrian awareness of road safety issues and major campaigns have been undertaken by the Department for Transport in order to do so. The primary target group for these campaigns are children and their parents. Many of these campaigns are now school based, usually involving teachers and complementing the National Curriculum. The *Road safety education report* showed that over half of all accidental deaths to school age children are due to road accidents. The ‘Hedgehog’ campaign is one such campaign that has been highly successful. The first commercial appeared in January 1997 and ran on terrestrial and digital television as well as in cinemas. Post campaign research showed that spontaneous awareness of the advert was 71% amongst 7-14 year olds and 89% of those who recognised the advert said that it reminded them how to cross the road safely.

Adult education campaigns are also very important. Publicity campaigns are expensive but can be highly effective, as shown by the drink-driving awareness campaign. The former DTLR (now DfT) identified that publicity campaigns should be focused on child road safety, preventing speeding, driving under the influence of drink or drugs, drowsiness, motorcycles, cycle helmets and mobile phones.

The RAC claim that additional driver training should be a priority for reducing accidents and that most drivers support the idea of periodic refresher courses.

Initiatives

Intelligent road studs (IRS) are solar powered ‘cats-eyes’ that can differentiate between conditions such as fog, low temperatures, ice etc and change the colour of light that they project accordingly. Due to the fact that they provide an internally generated light source and not a reflection of car head-lights the IRS offer 10 times better visibility than regular road studs in foggy conditions. IRS can also inform drivers when they are following another vehicle too closely by changing the colour of the light being emitted. This can reduce the number of rear end collisions, a common cause of accidents. IRS would however require special authorisation from the Secretary of State to be implemented, according to the *Traffic Signs Regulations and General Directions 2002*.

Road hierarchies are used to achieve safer distribution of vehicles on roads that can ‘cope’ with them. Many smaller roads have high usage as they are considered to be ‘rat runs’. By categorising roads into tiers or levels, it is possible to control the amount of traffic using the roads and implement suitable speed limits. In order to encourage road users to use the new hierarchy, measures such as road closures, traffic calming and reducing time in traffic signal phases allocated to vehicles on roads where usage should be discouraged can all be employed.

It is clear that rural and urban areas require different hierarchies as vehicles use the areas differently and there are varying concerns, such as the degree of visual intrusion and noise pollution. The rate of traffic growth has been shown to be higher in rural areas when compared to urban areas and accident severity is generally higher on rural roads.

Three tier road hierarchies for urban areas are well established and it has been suggested that a three tier approach could be employed in rural areas also. The first levels in both cases would be ‘Main Roads’ however for urban hierarchies these roads are generally cross city routes, while for rural hierarchies these are A class roads of national or regional importance as through routes. The second level roads are ‘Mixed Use Roads’. In urban areas these routes do not have the capacity for through traffic but do provide a distributor function generally from residential areas to shopping or commercial areas. In rural areas these roads could be through routes with minimal numbers of properties. The third levels are ‘Local Distribution Roads’. This level, in urban areas, is for local distribution or traffic access only, with through traffic being discouraged. In rural areas these roads are also access routes primarily in villages with high numbers of vulnerable road users. However, current draft guidance, in the “Update of Circular Roads 1/93, Setting Local Speed Limits” (DfT, Nov. 2004) recommends a two tier hierarchy approach for setting local speed limits on rural routes based on

classifying routes as either upper and lower tier depending on its main traffic function.

Home Zones are a second generation traffic calming measure based on the Dutch concept of the woonerf. The idea is to open up streets and to encourage more use by residents for socialising and to restrict vehicle use. This is done with a variety of measures including gateway features, tree planting and a change in the road surface to cover the road as a whole as opposed to segregation of the road and footpath. The programmes that have been implemented in the UK have been highly successful with a project in Northmoor, Manchester, having reduced traffic speeds by up to 10 mph.

Appendix B – Review of Partner Policies

The partner policies for this review are aggregated in groups according to the organisations’ role and responsibilities, as described below. Within each group, the main characteristics of Partner Policies are identified and the degree to which these correlate is considered. A full matrix of partner policies was produced as part of the Partner Policy Review. This Appendix provides a commentary on the most significant comparisons.

Group 1 - Highway Authorities: includes the City of York Council (CYC), the Highways Agency (HA), and the North Yorkshire Council (NYCC).

Group 2 - Community Safety Partnerships: includes those representing Craven, Hambleton, Harrogate, Richmondshire, Ryedale, Scarborough, and Selby.

Group 3– Emergency Services: includes the North Yorkshire Fire & Rescue Service (NYF&RS), North Yorkshire Police and the Tees, East & North Yorkshire Ambulance Service.

Group 4– Others: includes the Government Office for Yorkshire and the Humber, the Yorkshire Dales National Park, the four North Yorkshire Primary Care Trusts and the North Yorkshire Moors National Park.

Group 1 - Highway Authorities

The aim of **North Yorkshire County Council (NYCC)** is to reduce all killed and seriously injured (KSI) casualties by 40% and all child KSI by 60% by 2010, compared to the 1994-98 baseline average, through the delivery of the Local Transport Plan (LTP). The Community Strategy contains policies to promote community safety by working with the police, district council and others in community safety partnerships. Schemes and initiatives are targeted to tackle traffic accidents, through road safety engineering and education, traffic management schemes and walking and cycling improvements.

Safety is a high priority for the **Highways Agency (HA)** and working on the new targets set by the Government for the year 2010, it has welcomed the challenge of finding new ways further to reduce casualties on trunk roads.

The **City of York Council (CYC)** is developing plans to review the whole of the Road Safety Strategy as part of the development of the second Local Transport Plan. York’s Road Safety Strategy includes education, publicity, training, enforcement and partnership working.

The policies of the three highway authorities are closely aligned in the following general areas:

- to provide a safe, efficient and well maintained highway network
- to reduce the number and severity of casualties arising from road accidents through safety engineering, education, training, publicity, enforcement and encouragement,
- to use engineering measures to reduce speed and encourage safer driver behaviour

Within these broad themes, there are a number of areas where the policies of the highway authorities are generally aligned but there are differences in emphasis or in the means of achieving the aim. Most of the differences are where the HA policies and plans differ from those of the local authorities, but these differences are generally trivial in nature.

Group 2 - Community Safety Partnerships

The following **Community Safety Partnerships**, one for each District Authority within the county, all have stated policies, aims and objectives:

- Craven
- Hambleton
- Harrogate
- Richmondshire
- Ryedale
- Scarborough
- Selby

The policies for these partnerships show a number of similar characteristics and are closely aligned in the following areas:

- to reduce the number of casualties that occur as a result of road accidents by tackling the problem through engineering, enforcement, education, training and publicity
- to promote road safety campaigns to educate motorists of specific issues;
- to promote motorbike safety;
- to encourage multi agency speed campaigns (e.g. Operation Siren);
- to raise awareness of the importance of correctly fitted child seats;

As with the highway authorities, within these general aims shared by the community safety partnerships, there are a number of areas where the policies are generally aligned but there are differences in the emphasis or in the means of achieving the aim. These differences are not significant and often reflect perceived local issues.

Groups 3 & 4– Emergency Services & Others

Most of the organisations in groups 3 & 4 (Emergency Services & Others) have policies which mention road safety. The North Yorkshire Police have specific objectives that are relevant to road safety, and this is reflected in the engagement of the police in the work of Community Safety Partnerships. The NYF&RS has targets in place to reduce casualties and deaths by 2014, but only broad initiatives to implement.

The Yorkshire Dales National Park has only one policy affecting road safety, supporting measures as long as they do not impinge on the character and qualities of the park.

Policy Comparison

A comparison of the partner policies has been undertaken with particular consideration given to the groups described above. This comparison has highlighted a general consensus between the partners, and has also indicated that similar objectives might be targeted in different ways.

Of particular interest is the comparison between the policies of the Highways Authorities and those of the Community Safety Partnerships which align in the following areas:

- To create a safe working environment on the highway;
- To improve road engineering in enhancing road safety;
- To support initiatives and reduce the incidence of drinking and driving, speeding and to make use of road engineering to reduce speed;
- To improve safety for cyclists;
- To improve road safety and reduce the number of casualties that occur as a result of Road Traffic Accidents by using engineering, enforcement, education, training and publicity;
- To support innovative road safety initiatives;
- To promote motorbike safety;
- To support traffic calming measures where appropriate;

It can be seen above that the overall aims of the partners are similar and well aligned. However, there are two specific areas, speed and vulnerable users, where partners wish to achieve these aims through different approaches or are given a different emphasis.

It is recognised that the partners have differing interests, powers and responsibilities and hence a common set of policies and actions is not feasible. However, road users recognise no geographical or organisational boundaries in their behaviour and a consistency of approach would pay dividends in achieving

best allocation of resources and in achieving results. With this in mind, it is recommended that future policies should have the following themes:

- commitment to reducing the number and severity of accidents
- SMART targets for the above using consistent measures and timescales and a recognition for any overall target that the specific target contributes towards.
- a consistent approach to road user education
- a consistent approach to vulnerable users
- a consistent approach to speed management
- Clear links to any other relevant partner policies

Summary

This partner policy review has considered the relevant policies of the partners in the York and North Yorkshire Road Safety Partnership who are all working together to improve road safety.

The partners have been grouped according to role and responsibility and the consistency of policy within groups has been examined.

A comparison between groups has been undertaken and areas where there are differences of emphasis have been identified.

Appendix C – Accident Analysis

INTRODUCTION

This appendix summarises the outcome of a detailed analysis of the existing situation in relation to road casualties in the area covering the City of York and North Yorkshire as part of the development of the new road safety strategy “95 Alive”.

Comparisons to national casualty statistics will be made, wherever possible, and those road user groups or types that are over represented in the York and North Yorkshire casualty statistics will be highlighted.

The outcome of two pieces of more detailed analysis work into fatal accidents and also motorcycle killed or seriously injured accidents is also summarised in this chapter.

In this appendix references to North Yorkshire refer to the county of North Yorkshire and references to York refer to the area covered by the City of York.

Establishing the Baseline

The current road casualty reduction targets for 2010 for both York and North Yorkshire are compared to the 1994 to 1998 baseline averages. These targets are still relevant but it was considered necessary for the purposes of the development of the new road safety strategy to look at the accident records for a much more recent period. In order to obtain a statistically significant dataset it is necessary to look at a period of at least five years and the latest five year period for which full accident statistics are available is the period covering 1999 to 2003 inclusive. The main accident analysis and the detailed road death collision analysis are therefore based on the 1999 to 2003 period. The detailed analysis of motorcycle killed or seriously injured (KSI) casualties is based on the 2004 data as this was made available through special reporting arrangements with North Yorkshire Police as part of the current motorcycle enforcement campaign being carried out as part of the County Council’s Local Public Service Agreement (LPSA).

MAIN ACCIDENT ANALYSIS

Overview

Between 1999 and 2003 personal injury accidents (accidents) and casualties arising from road crashes in North Yorkshire have reduced.

In 1999 there were a total of 2669 accidents in North Yorkshire compared with 2508 in 2003, a reduction of 6%. Fatal accidents rose by 34% from 55 in 1999 to

74 in 2003 however, it must be recognised that the total for 1999 was very low in comparison to other years. In contrast both serious and slight accidents have fallen by 11% and 5% respectively over the five year period between 1999 and 2003.

By the end of 2003 there were a total of 3555 casualties in North Yorkshire compared with 4002 in 1999, a reduction of 11%. Fatal casualties rose by 35% from 59 in 1999 to 80 in 2003, however, as previously mentioned the total for 1999 was very low in comparison to other years. The average number of fatalities over the five year period between 1999 and 2003 in North Yorkshire was 75.2. In contrast both serious and slight casualties have fallen by 24% and 8% respectively over the five year period between 1999 and 2003.

Trunk Roads

Between 1999 and 2003 KSI accidents on trunk roads nationally reduced from 4533 to 4157 a reduction of 2.5%, and KSI casualties reduced from 6051 to 5256, a reduction of 4.4%. Trunk roads are the responsibility of the Highways Agency and form part of the national strategic network. Within North Yorkshire roads such as the A1(M), A64 and A65 are trunk roads. Between 1999 and 2003 accidents and casualties arising from road crashes on trunk roads in North Yorkshire also reduced.

In 1999 there were a total of 499 trunk road accidents compared with 374 in 2003, a reduction of 25%. The percentage of accidents on the trunk road network compared with the overall North Yorkshire road network has also fallen from 18.7% in 1999 to 14.9% in 2003.

By the end of 2003 there were a total of 624 trunk road casualties in North Yorkshire compared with 834 in 1999, a reduction of 25%. However it must be recognised that almost one fifth of the trunk road network was de-trunked in 2003 and this may be a significant factor behind this and other reductions.

Overall Casualty Trends

Fatal casualties in North Yorkshire have remained at roughly the same levels over the ten year period between 1993 and 2003 where as serious casualties have shown a downward trend and by 2003 were almost half of the total for 1993. The rises in fatalities discussed earlier in this chapter reflect the relatively low total of fatalities in 1999. The average number of fatalities over the five year period between 1999 and 2003 in North Yorkshire was 75.2. Slight casualties rose from 1993 to 1997 and have then shown a steady downward trend but have yet to fall below the total for 1993.

Performance against Existing Casualty Reduction Targets

The existing casualty reduction targets are to be achieved by the end of 2010 and require a 40% reduction in all KSI's, a 60% reduction in child KSI's and a 10% reduction in the slight casualty rate when compared to the 1994-98 baseline average.

KSI casualties have shown a downward trend since 1997 and by the end of 2003 there were 745 KSI casualties on the roads of North Yorkshire representing a 28% reduction compared with the 1994-98 baseline average. This reduction was ahead of the figure achieved nationally which was a 22% reduction.

Child KSI casualties in the county have shown a downward trend since 1996 and by the end of 2003 there were a total of 50 child KSI casualties representing a 54% reduction compared to the 1994 – 98 baseline average. This reduction is ahead of the progress being achieved nationally which by the end of 2003 was a 40% reduction.

Slight casualties have shown a steady downward trend since 1997 and by the end of 2003 the total number of slight casualties was 2810 which is approximately 5% below the baseline average. In 2004 the Department for Transport published figures showing that the rate of slight casualties per 100 million vehicle kilometres in 2003 in the county had fallen by 15 % when compared to the 1994-98 baseline average. This is slightly below the reduction achieved nationally which is 16%.

Casualties by Road User Type

An analysis of casualties by road user type for the period 1999 to 2003 has revealed the following key points:

PEDESTRIANS

- The total number of pedestrian casualties in North Yorkshire has fallen from 313 in 1999 to 291 in 2003.
- Fatal pedestrian casualties reduced slightly from 10 in 1999 to 7 in 2003.
- The longer term trend shows that pedestrian casualties exhibited a downward trend over the period from 1987 to 1996 and have remained around the 300 mark since then.

CYCLISTS

- Cyclist casualties in North Yorkshire have more than halved with a total of 227 in 1999 reducing to 110 in 2003.

- Over the longer term cyclist casualties show a general downward trend between 1987 and 2003 and the 2003 figure is less than half of that recorded in 1987. Substantial reductions in cyclist casualties have occurred since 1999. These reductions are reflected in national figures.

MOTORCYCLISTS

- Motorcycle casualties remained relatively static between 1999 and 2001 followed by significant increases in 2002 and 2003.
- The number of motorcycle fatalities in North Yorkshire increased from 9 in 1999 to 28 in 2003, the latter was the highest figure for almost 15 years. Over this same period sales of motorcycles, particularly powerful sports bikes, have increased. The increase in the number of casualties is explained by the increased exposure to risk (measured by numbers of bikes or by annual mileage) City of York have a very different profile for powered two wheeler casualties mainly involving small capacity motorcycles and scooters, a pattern repeated on a smaller scale in Scarborough and Harrogate.

CAR OCCUPANTS

- Car occupants casualties in North Yorkshire reduced from 3086 in 1999 to 2319 in 2003, a reduction of approximately one quarter.
- By the end of 2003 the total number of car occupant fatalities in North Yorkshire was 42 compared with 38 in 1999.
- Serious car occupant casualties in North Yorkshire have fallen year on year from 584 in 1999 to 335 in 2003, a reduction of almost 43%.
- Slight casualties have also fallen in North Yorkshire from 2464 in 1999 to 1942 in 2003, a reduction of just over 21%.

OTHER VEHICLES

“Other” vehicles include goods vehicles, agricultural vehicles, buses, horse riders, taxis and other non-motor vehicles.

- Other vehicle casualties have reduced in North Yorkshire from 418 in 1999 to 353 by the end of 2003.
- By the end of 2003 there had been no change in the number of other vehicle fatalities (5) in North Yorkshire, whilst serious and slight casualties reduced.

Casualties by Age Group

An analysis of casualties by age group for the period 1999 to 2003 has revealed the following key points:

- Children aged between 0 and 4 are more at risk than any other child age group of being killed whilst travelling in a car.
- 16 to 19 and 20 to 29 year olds are over represented in the car occupant casualty statistics and are most at risk of being killed whilst travelling in a car.
- Car drivers in the 50 to 59 age group are least at risk of having a fatal accident.
- Car drivers aged 70 to 79 also show a higher risk of being killed as a car occupant.
- The highest numbers of serious cyclist casualties, although still relatively small, were in the 8 to 11 and 12 to 15 age groups.
- The 16 to 19 and 80+ age groups are most at risk of being killed in a pedestrian accident.
- There is a degree of over-representation in the pedestrian casualties in the 8 to 11, 12 to 15 and 16 to 19 age groups, this is more so in the serious casualty statistics.
- Riders in the 20 to 29 and 30 to 39 age groups are most at risk of being killed in a motorcycle accident.
- Motorcycle casualty numbers are highest in the 30 to 39 age group.
- The 16 to 19 years old age group shows a very high number of slight motorcycle casualties in comparison with other age groups. This could reflect the popularity of motorcycles of less than 125cc capacity with this age group and the likelihood that more accidents will take place at low speed thus resulting in more slight injuries.
- Motorcyclists aged 20 and above are just as likely to suffer serious injuries as they are to suffer slight injuries. This could reflect the fact that riders in this age group are more likely to be riding more powerful machines.
- Child slight public service vehicle casualties have peak in the 12 to 15 age group and the total then reduces when considering 16 to 19 year olds probably reflecting the fact that some young people will be able to drive or have greater access to a car.

Casualties by District in North Yorkshire

An analysis of casualties by district in North Yorkshire for the period 1999 to 2003 has revealed the following key points:

- The total number of accidents has remained fairly constant in Craven whilst the number of casualties has reduced by 4%.
- Accidents and casualties have reduced in Hambleton by 11% and 12% respectively.
- Accidents in Harrogate have fallen by 5% and casualties by 12.5%.
- Richmondshire has recorded a 14% reduction in accidents and a 15% reduction in casualties.
- Accidents and casualties in Ryedale have unfortunately increased by 5.9% and 4.7% respectively. However, it should be noted that the total number of accidents and casualties in 2003 were lower than the previous three years.
- The total number of accidents has reduced in Selby by just over 13%. The number of casualties has reduced by almost 22%.
- Accidents in Scarborough have reduced by just over 4% and casualties by 11.2%.

ROAD DEATH COLLISION ANALYSIS

As has already been recognised, in contrast to serious and slight casualties, fatal casualties in York and North Yorkshire rose over the period 1999 to 2003. In response to this a detailed study of road death collision investigation reports has been carried out using officers from the North Yorkshire Police Collision Investigation Unit. The study looked at a representative sample of all of the fatal accidents that had occurred in York and North Yorkshire over the five year period between 1999 and 2003.

The analysis has identified inappropriate speed, excessive speed and the lack of seat belt use as the main contributory factors in fatal accidents over the five year period as shown in figure C1. Further, more detailed, analysis of the different aspects of these contributory factors to fatalities such as age, gender, road user type and place of residence will be carried out over the coming months.

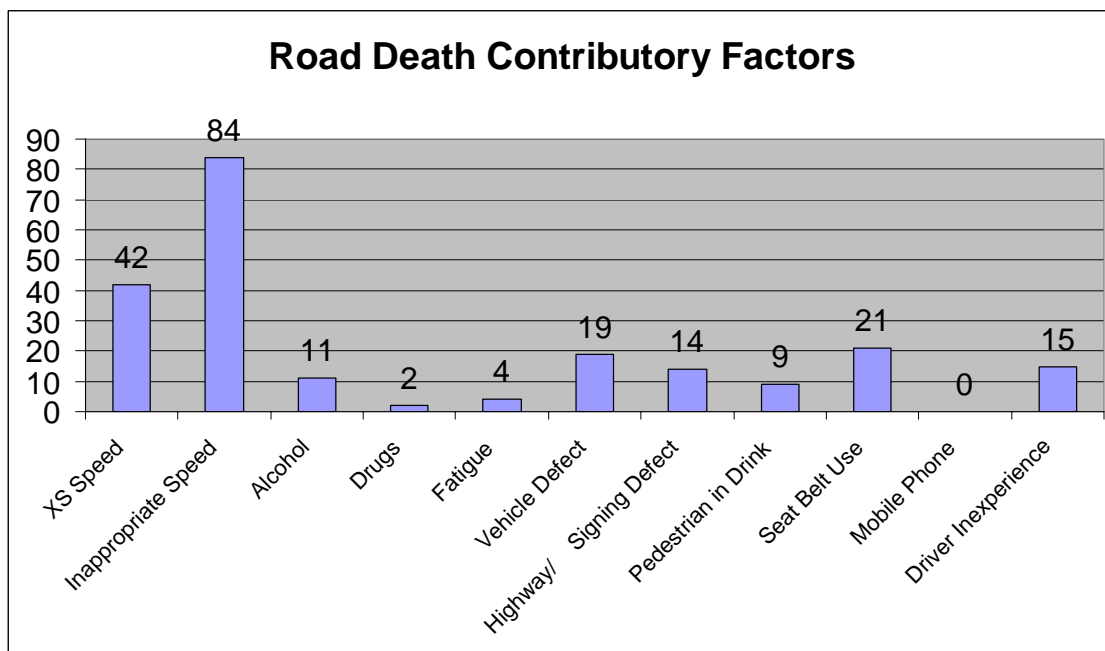


Figure C1 Contributory factors in fatal road collisions between 1999 and 2003 inclusive in York and North Yorkshire

MOTORCYCLE KILLED OR SERIOUSLY INJURED ANALYSIS

Information about Motorcyclist KSI casualties in York and North Yorkshire during 2004 obtained from North Yorkshire Police through special reporting arrangements has been analysed in order to identify the main features which could assist in the development of future interventions.

133 accidents in which motorcyclists (including pillion passengers) riding machines with engines larger than 125cc were analysed.

- The average age of casualties was 38.
- 92% of casualties were riding on machines with an engine capacity larger than 500cc
- Over 1/3rd of accidents occurred on Sundays
- The peak times for accidents are 13.00 – 15.00 and 18.00 – 20.00
- Rider error was judged to be the main cause in 68% of crashes
- Excessive speed was judged to be the primary cause of 44 casualties and half of these occurred on left hand bends
- Inappropriate speed was judged the primary cause of a further 32 casualties, with overtaking and collisions with animals a factor in 14 of these accidents.
- Although 36 other road users were injured in crashes involving motorcycles, in the majority of cases no other vehicle or road user was involved.
- 35% of casualties lived in North Yorkshire or the City of York. The majority of the others lived in neighbouring authority areas – West Yorkshire 20%, Humberside and East Yorkshire 14%, Cleveland and Durham 15%, and 4% from Lancashire. Only a handful came from outside of the region.

35 accidents in which motorcyclists (including pillion passengers) riding smaller machines (less than 125cc) were analysed.

- 12 of the accidents (34.3%) occurred within the City of York.
- The average age of these casualties was 20, and 2/3rds of the accidents occurred in the home town of the rider

Appendix D – Proposed Road Hierarchy

Introduction

There is already a national system of road classification based on the Motorway, A, B, C and unclassified classifications. This system is based upon an assessment of the importance of a route but does not take account of the surrounding road environment and as a result there is no distinction between rural and urban routes. This is an important consideration for an area such as York and North Yorkshire with a substantial rural road network as well as a wide range of urban areas ranging from villages to the City of York.

The aim of the road hierarchy is to introduce a system of categorising roads within York and North Yorkshire that will compliment and support existing well established hierarchies, such as those for the City of York and the National Parks. It will seek to help ensure that there is consistency in the type of engineering measures that are installed on roads in the area subject to environmental considerations such as where roads pass through conservation areas or protected landscape. This will help improve road users understanding of why particular measures have been selected and it will also give other partners such as the fire and rescue service and the ambulance service reassurance about the type of features to be expected on a particular route.

Current Situation in York and North Yorkshire

North Yorkshire County Council has recently developed a network and functional hierarchy system of classification as part of the initial work associated with the Transport Asset Management Plan. The hierarchy is seen as the foundation of a coherent and consistent maintenance strategy. The categorisation of each road in the network hierarchy is based upon traffic flows and a description of the road function in order to obtain a "base hierarchy". Each road is given a category ranging from 1 to 4b. There are also classifications for footways and cycleways in the network hierarchy. Once allocated a category in the base hierarchy each road in the network is then subjected to an assessment using the functional hierarchy. The functional hierarchy is based upon the function of the road e.g. a main access route to a school or hospital. It is intended to review the classifications of each road annually.

The City of York adopted a road hierarchy system of classification in 1996 as part of its Speed Management Plan. This system has recently been reviewed and the review recommended no change. All roads in the City of York area are divided into three categories depending upon their function. The three categories are traffic routes, mixed priority routes and residential areas.

Traffic routes are busy main roads that are important for bus operators and the emergency services. Mixed priority routes are important for traffic distribution but

go through areas where slower speeds are appropriate such as villages or near schools. Target speeds are assigned for each type of route with higher speeds being accepted on traffic routes than residential areas or mixed priority routes.

Different types of engineering treatments are considered appropriate for each of the road categories. Measures such as traffic islands, cycle lanes and other "horizontal measures" are considered appropriate for traffic routes whilst road humps are only to be considered in exceptional circumstances and only then when agreed with the emergency services. Speed cushions and other bus friendly measures are acceptable on mixed priority routes along with vertical measures such as road humps in places where there are safety concerns such as near shops, schools and play areas. Residential areas are allowed to have a much wider range of calming measures and home zones are encouraged as part of new housing developments.

Both the North York Moors and Yorkshire Dales National Park Authorities have established road hierarchies as a central part of their transport strategies in order to safeguard and enhance local and recreational access at the lowest possible environmental cost. Both contain 6 categories covering all roads in the park and aim to fit traffic to the existing road network in the most appropriate way. The categorisation is based upon 6 categories of road ranging from category 1 roads that link main centres of population such as the A19 and A65 through to category 6 unmetalled roads such as access roads of historic importance. A description of the typical types of traffic considered suitable for each road category is also given.

The Highways Agency is responsible for the trunk road network. The trunk road network includes most motorways and some parts of the primary route network that are of national or regional importance. Through a programme of trunk road route management strategies (RMS) the Highways Agency is seeking to produce improvement strategies covering all roads in the trunk road network. RMS's have already been published for A64 and M62 in North Yorkshire. Managing Agent Contractors use RMS Action Plans to inform their programmes of improvements. Some trunk roads have been designated as "non-core" and have been or are in the process of being transferred to local highway authority control. Within North Yorkshire these include A19 (part), A1237, A63, A629, A65 and A59.

Current Guidance and Best Practice

Within urban areas the practice of establishing an urban road hierarchy is relatively well established. The categorisation of roads into categories based upon the function of the road promotes greater consistency in the application of engineering measures and gives road users a clearer understanding of the rationale behind these measures. The urban road hierarchy would normally form the basis of a speed management strategy for the area. The generally accepted approach is to categorise roads into one of three categories and these are

normally traffic routes, mixed priority routes and residential routes. City of York as already discussed earlier has employed this type of system.

The development of a rural road hierarchy, in comparison to urban road hierarchies, is a relatively recent development. The Department for Transport (DfT), as part of the review of the existing speed limit guidelines commissioned some research into the possible development of rural road hierarchies. The outcome of this research work has been incorporated into the new draft speed limit guidelines that were published for consultation purposes in December 2004. The consultation period ended in February 2005 and the DfT are considering the comments that have been received. DfT have stated that they expect to publish the new speed limit guidelines in the summer of 2005.

The new draft guidelines recommend introducing a rural road hierarchy as part of a rural speed management strategy based upon a two-tier categorisation system. The principle behind the system is that rural roads are classed as upper or lower tier based upon the function of the road and that a balance is struck between safety and mobility. Upper tier roads have a mainly traffic distribution function and provide links between centres of population and other traffic generators. They would tend to be all A and B classified roads in the rural road network. The emphasis on these routes is to ensure the safe and efficient movement of traffic in order to encourage motorists to use these routes for the majority of their journey and not to divert onto other less acceptable routes. Careful consideration needs to be given where these routes pass through villages to meet the needs of pedestrians and other vulnerable road users. Lower tier roads perform mainly a local or access function within the rural road network. They link settlements to the upper tier road network and provide access to local facilities and therefore will have higher numbers of vulnerable road users. These lower tier roads would typically be made up of the C classified and unclassified roads. Measures on these routes should seek to address the needs of vulnerable road users.

The new draft guidelines suggest that speed limits on upper tier roads should be either the national speed limit (60mph for single carriageway road and 70mph for dual carriageways) or 50 mph. It is also suggested in the new guidelines that speed limits on the lower tier road network where the accident rate is below certain levels should be either 50mph or 40mph. There is a concern that this could lead to an unnecessary number of 50 and 40 mph speed limits repeater signs under current signing regulations. This is an issue of significant concern in a rural area such as North Yorkshire with two national parks and a number of Areas of Outstanding Natural Beauty.

Proposed Road Hierarchy

A road hierarchy for York and North Yorkshire needs to recognise the differences between urban and rural road networks and it is therefore recommended that the

road hierarchy be sub-divided into a system for rural roads and a system for urban roads.

It is recommended that a two tier system of categorisation be used for the rural road network in line with the new draft DfT speed limit guidelines. Roads would be categorised as upper or lower tier depending upon their function and use. Upper tier roads have a mainly traffic distribution function and provide links between centres of population and other traffic generators whilst, lower tier roads perform mainly a local or access function within the rural road network. They link settlements to the upper tier road network and provide access to local facilities and therefore will have higher numbers of vulnerable road users. Villages would require special consideration regardless of which classification of route passed through them. Table A shows how the proposed rural road hierarchy classification system would complement the existing North Yorkshire County Council, City of York, North York Moors National Park and Yorkshire Dales National Park classification systems as well as the Highways Agency Route Management Strategies.

A three tier system of classification, the same as that employed successfully by the City of York, is recommended for urban road networks. All roads in the urban areas would be allocated into one of three categories depending upon their function. The three categories are traffic routes, mixed priority routes and residential areas. Traffic routes are busy main roads that are important for bus operators and the emergency services. Mixed priority routes are important for traffic distribution but go through areas where slower speeds are appropriate such as villages or near schools. Residential routes have either a sole or predominantly residential use. Table B shows how the proposed urban road hierarchy classification system would complement the existing North Yorkshire County Council, City of York, North York Moors National Park and Yorkshire Dales National Park classification systems as well as the Highways Agency Route Management Strategies.

The Way Forward

It is recognised that the resource implications of introducing the proposed road hierarchy must be kept to a minimum and it is therefore recommended that the development of the hierarchy should be incorporated into existing work programmes wherever possible. For example the establishment of the hierarchy in a particular urban area could be done as part of the introduction of a town centre traffic management strategy. A rural route would be assessed as part of route safety study in line with the recommendations in the draft speed limit guidelines that local authorities should concentrate on the areas with the worst problems first. It is anticipated that over the life of the next Local Transport Plan (2006 to 2010) the road hierarchy would gradually develop until all routes were covered.

TABLE A - RURAL ROAD HIERARCHY

Proposed Hierarchy Category	Existing Road Hierarchy Classification Systems							
	NYCC			CoY	North Yorkshire Moors and Yorkshire Dales National Parks			HA
	No.	Hierarchy Description	General Description	Category	No.	Category	Function	
Upper tier	1	Motorway	Not applicable	Traffic Routes or Mixed Priority routes	1	Primary Distributors	Linking main population and activity centres to the national network.	Trunk roads including motorways and some A roads of national or regional importance.
	2	Strategic Route	Trunk and some Principal "A" roads between Primary Destinations					
	3a	Main Distributor	Major Urban Network and Inter-Primary Links. Short-medium distance traffic.					
	3b	Secondary Distributor	B and some C class roads. Some unclassified urban bus routes carrying local traffic with frontage access and frequent junctions.					
Lower tier	4a	Link Road	Roads linking between the Main and Secondary Distributor Network.	Traffic Routes or Mixed Priority routes	3	Tertiary Distributors	Providing links between smaller settlements, activity centres and the higher level network.	Not applicable
					4	Local Roads	Linking other centres with the higher level road network.	
					5	Access Roads	Providing access to individual properties.	
	6	Unmetalled Roads	Access roads often of historic importance					
	4b	Local Access Road	Roads serving limited numbers of properties carrying only access traffic					

Measures such as junction improvement schemes, improved signing and lining, segregated vulnerable road user facilities and bend re-alignment would normally be considered appropriate on upper tier roads subject to environmental considerations. Lower tier roads would be categorised by lower speed limits, carriageway narrowing, improved pedestrian facilities and measures to accommodate other vulnerable road users taking into account their environmental impact. Lower tier roads would also cover quiet lanes which require different management methods. Villages, conservation areas and protected landscapes would require special consideration regardless of which classification of route passed through them.

TABLE B - URBAN ROAD HIERARCHY

Proposed Hierarchy Category	Existing Road Hierarchy Classification Systems							
	NYCC			CoY	North Yorkshire Moors and Yorkshire Dales National Parks			HA
	No.	Hierarchy Description	General Description	Category	No.	Category	Function	
Not applicable	1	Motorway	Not applicable	Not applicable	1	Primary Distributors	Linking main population and activity centres to the national network.	Trunk roads including motorways and some A roads of national or regional importance.
	2	Strategic Route	Trunk and some Principal "A" roads between Primary Destinations		2	Secondary Distributors	Providing links between centres of population, activity centres and the higher level network.	
					3	Tertiary Distributors	Providing links between smaller settlements, activity centres and the higher level network.	
Traffic Routes	3a	Main Distributor	Major Urban Network and Inter-Primary Links. Short-medium distance traffic.	Traffic Routes				Not applicable
Traffic or Mixed Priority	3b	Secondary Distributor	B and some C class roads. Some unclassified urban bus routes carrying local traffic with frontage access and frequent junctions.	Traffic Routes or Mixed Priority routes	4	Local Roads	Linking other centres with the higher level road network.	
	4a	Link Road	Roads linking between the Main and Secondary Distributor Network.					
Residential roads	4b	Local Access Road	Roads serving limited numbers of properties carrying only access traffic	Residential roads	5	Access Roads	Providing access to individual properties.	
					6	Unmetalled Roads	Access roads often of historic importance	

Traffic islands, cycle lanes and other "horizontal measures" would be considered appropriate for traffic routes and road humps are only to be considered in exceptional circumstances and only then when agreed with the emergency services. Subject to environmental considerations speed cushions and other bus friendly measures are acceptable on mixed priority routes along with vertical measures such as road humps in places where there are safety concerns such as near shops, schools and play areas. Residential areas can have a much wider range of calming measures and home zones are encouraged as part of new housing developments and regeneration scheme

Annex 2 - “95 Alive” Road Safety Strategy Consultation Reponses

Organisation	COMMENT RECEIVED	Officer Response
Sue Rigby British Horse Society	<ul style="list-style-type: none"> (a) Unclear about what various road categories mean (b) Needs numbered pages (c) Too wordy (d) Document could start with problems, which would include accident & other necessary stats in table form, Intended solutions could come next and explanation given about different status of roads- speed limits who would use them? How? (e) Quiet roads- Scheme was always intended to help vulnerable road users and we need something similar if it isn't to be taken up. (f) No indication is given that vulnerable road users will be protected from fast motorised vehicles. (g) There are no equestrian accident stats (h) Equestrians cannot be lumped together with other vulnerable road users (i) Would like indicators of proposed Speed Limits (j) Cameras and what work discussions are taking place with NY police (k) No mention is made about protecting equestrian particularly on main roads. Roads provide the links into public right of way network be they main or rural and no provision is made for safe havens. (l) Delighted to hear there are intentions to improve safety and look forward to positive steps forward. 	<ul style="list-style-type: none"> (a), (b), (c) Noted. (d) Useful suggestions that could be relevant to work associated with the Model for Interventions action in the action plan. (e) Quiet lane experiment on-going. (f) Road hierarchy refers to various levels of vulnerable road user provision relative to the categorisation of the road. (g), (h) Equestrian accident statistics are currently included in the other category. (i) Speed limit proposals will be the subject of more detailed consultation on a site specific basis. (j) No safety camera partnership exists but NYP do make use of mobile camera enforcement technology. (k) Equestrians are included with vulnerable road user category. (l) Noted.
Mark Jessop Road Safety Hull City Council	<ul style="list-style-type: none"> (a) It is a substantial and detailed strategy (b) Will there be a brighter, shorter, more accessible summary for public? (c) The structured approach linking education engineering and enforcement is clearly the most effective way to address the problem. Partner commitment will be crucial however. (d) Should there be specific action relating to enforcement? 	<ul style="list-style-type: none"> (a) Noted (b) Public opinion surveys to be carried out and a public launch to be developed. (c) Noted. (d) Strategy action plan complements existing activity, such as enforcement. Model for Interventions action in the action plan refers to enforcement.

	<p>(e) The recent success of your P2W campaign has been significantly due to hard hitting, high profile police action.</p> <p>(f) Other target behaviour would also respond to this approach when used to support education & publicity.</p> <p>(g) A road hierarchy does give a structure to targeted actions and informs engineering options in particular.</p> <p>(h) Steering group reps should be sufficient rank to ensure partner commitments are honoured.</p> <p>(i) Policies agreed partnership level here are often ignored at the point of delivery (especially by the police)</p> <p>(j)The national target differs to one in document is this the local NY target</p>	<p>(e), (f) Noted</p> <p>(g) Noted</p> <p>(h) Noted</p> <p>(i) Action Plan terms of reference contains a commitment to work together to achieve the actions in the action plan. NYP are a key player.</p> <p>(j) Targets for reducing child KSI and fatalities are specific to 95 Alive strategy</p>
G W Dunning Road Haulage Association	<p>(a) Little ref to HGV's in the draft</p> <p>(b) Further work is intended in respect of the contributory factors involved in crashes between 1999 and 2003. This is welcome involvement of HGV's in incidents is the RHA's greatest concern.</p> <p>(c) One initiative in the haulage industry that will be of interest- The safe and Fuel efficient Driving Standard. Was developed to improve standards for HGV drivers. Has resulted in many examples of reduced insurance premiums and operators report significant falls in the number of minor, damage only, incidents.</p> <p>(d) Work Related Driving- Many crashes occur when driver is "at work" (included in the document) and this prompted health and safety exec to consider the risks involved in work related driving.</p> <p>(e) Recently Regional Freight Strategy launched in Yorkshire and Humber. The strategy covers all aspects of freight movements in the region and includes road safety issues in it policies. It is understood that NYCC will be leading road-related elements of the strategy.</p>	<p>(a) Action plan contains the requirement to target specific road user groups through dynamic accident analysis. This will also include HGV's.</p> <p>(C) Noted.</p> <p>(d) Action Plan contains an action to combat occupational road risk.</p> <p>(e) Noted. The 95 Alive strategy will make reference to the document.</p>
Terry Nicholson British Transport	<p>(a) British Transport Police have not been included in within the emergency services. Would appreciate becoming involved in any consultation on future actions at the work BTP do has potential to impact on Road Safety issues.</p>	<p>Noted. Will ask British Transport Police if they wish to become a partner in 95 Alive. The highway authorities recognise the seriousness of this issue and will continue to work with BTP to reduce these occurrences.</p>

Police	<ul style="list-style-type: none"> (b) Major problems BTP experience is vehicles colliding with bridges or failing to comply with level crossing barriers (c) This type of offence is potentially serious and the subsequent implications are horrific to say the least. (d) Malton is particular place of interest to do some joint work regarding this offence with NYCC and rail companies (e) The potential disruption to both rail and road networks through his type of incident could be high which could lead to traffic management issues 	
Unknown	<ul style="list-style-type: none"> (a) More on potential implications if new technology toward road safety could be included. (b) Should include 1) Pedestrians in rural areas where often no pavements 2) horse riders on roads 3) Powered wheel chairs/scooters. numbers of which will increase as average age of population increases. (c) Annual review is good but how feasible is it? (d) Needs reference to Countryside Agency “quiet rural roads” initiative (e) Intelligent Road Studs sound useful but there could be a need for education/explanation on them to public before being put into use. The sudden change in information caused by the lights would results in a lot of confusion and possible accidents. 	<ul style="list-style-type: none"> (a) Literature Review covered new technology. We will seek to make best use of technology wherever possible. (b) Action plan contains the requirement to target specific road user groups through dynamic accident analysis. (c) Annual review is considered a key requirement and will be carried out. (d) Covered in Literature Review and quiet lanes referred to in road hierarchy. (e) Intelligent road studs would require Department for Transport approval before we could use them.
Unknown	<ul style="list-style-type: none"> (a) If document is used by partners would be more useful to have action plan at front. (b) Very good level of content (c) Links to health sector partners not as clear as for most other partners (d) Strategy should provide a policy framework (e) The action plan and monitoring against targets and dates which will make the real achievements (f) Actions contained in casualty reduction action plan – good to see 	<ul style="list-style-type: none"> (a), (b) Noted (c) Noted. Action plan commentary was agreed with health sector partners. (d), (e), (f), (g) Noted.

	<p>systematic consideration of all types of intervention. Hopefully there will be combined as well as used independently</p> <p>(g) Agree with priorities and timescales</p> <p>(h) Agree with proposals for hierarchy. In time will help road users self determine speed limits and adapt driving/riding to specific conditions.</p> <p>(i) Would prefer to see specified responsibility to lead actions and specified overall control</p> <p>(j) Would prefer to see specified dates/milestones for monitoring to include action review/amendment and specified responsibility with partners</p> <p>(k) Is it an excellent way to build on and formalise existing partnership and ensure joint and co-ordinated strategy and action.</p>	<p>(h) Noted</p> <p>(i), (j) Working Group to produce detailed work programmes for each of the actions including those with lead responsibility.</p> <p>(k) Noted.</p>
Richmondshire District Council & RCSP	<p>(a) clear and well sign posted but no page numbers- this would help in getting to what the reader wants</p> <p>(b) Suggest less text to achieve more “white space” – easier & more likely to be read by the reader</p> <p>(c) Some text could possibly replaced by charts and or pictures/diagrams</p> <p>(d) In relation to Appendix B Policy Comparison section, paragraph below the bullet point- NYCC should insert an action in the action plan to lead on rationalising the few things that are different between RCSP road safety objectives.</p> <p>(e) Strategy and action contained will help achieve casualty reduction targets – comprehensive and assisted by partners by partners so better chance of success.</p> <p>(f) Proposals seem to make sense in terms of managing Highways consistently & thus will keep initiatives to succeed better. Suggest presentation of strategy made to Districts to simply explain strategy and secure engagement & sign up.</p>	<p>(a), (b), (c) Noted</p> <p>(d) Policy matrix was produced to highlight any inconsistencies with the aim of addressing them in the future when the opportunity arises.</p> <p>(e), (f) Noted.</p>
Paul Brand Selby and York Rural	<p>(a) The level of content is about right as a strategy possibly more detail needed on individual actions.</p> <p>(b) There doesn't seem to be any involvement from the commercial</p>	<p>(a) Noted</p> <p>(b) These organisations were included in the consultation</p>

Transport Partnership	<p>transport sector, either passenger transport or Road Haulage companies, in the drawing up of strategy.</p> <p>(c) If there is a more detailed action plan developed with the involvement of all stakeholders then the actions contained should held achieve reduction targets.</p> <p>(d) The actions contained will set the framework but will need more work later.</p>	<p>process.</p> <p>(c), (d) Working Group to produce detailed work programmes for each of the actions including those with lead responsibility.</p>
Ian Bitcon North Yorkshire Fire & Rescue	<p>(a) Dependent upon the anticipated audience, the document is a very dry and technical read, both in style and presentation.</p> <p>(b) The document provides a detailed analysis of the issues that are relevant to partner or stakeholder organisations however too great for a casual reader. For this purpose a summary document may be a suitable alternative that outlines the vision and the strategy, outlines the action plan and details current performance. This could be in pamphlet style.</p> <p>(c) The aims and objectives of the strategy do not appear to be clearly identifiable as such. The vision itself lacks prominence, appearing on the second page of the third chapter it needs to be higher profile.</p> <p>(d) The strategy provides clear direction but must be accompanied by a performance management system.</p> <p>(e) Item 7C seems a little out of sync with North Yorkshire Police's Casualty Free Days in terms of timescales</p> <p>(f) The division of the hierarchies into Urban and rural formats is usefully explained in Appendix D and the tabulated style is particularly useful</p> <p>(g) Detailed snapshots of precisely where the partnership is in terms of how many lives are estimated to have been saved as a result of the strategy is a useful tool in terms of presenting the success.</p>	<p>(a), (b), (c) Noted. The document was targeted at a very specific list of organisations and was felt to be appropriate for that purpose. Material for public opinion surveys and a public launch yet to be developed.</p> <p>(d) Working Group to produce detailed work programmes for each of the actions including those with lead responsibility.</p> <p>(e) Casualty Free Days were seen as a low priority for the medium to long term however, NYP have took the lead on this issue which is welcomed.</p> <p>(f) Noted</p> <p>(g) This type of performance information will be a key part of the annual review.</p>
Yorkshire Dales National Park Authority	<p>(a) Would be helpful to have a summary listing the main bullet points this would be useful as otherwise these may get lost in the rest of the text</p>	<p>(a) Noted. The document was targeted at a very specific list of organisations and was felt to be appropriate for that purpose. Material for public</p>

	<p>(b) Issues of suppressed demand should be considered, i.e that many people are fearful of walking and cycling on the road and have ceased to do so, which may have reduced accidents in these groups.</p> <p>(c) The need to make roads appear “more dangerous or self explaining”; so drivers drive with care and pay due regard to other road users needs to be considered. A lot of effort has been put in to the lining of roads, which may appear to make them safer however this may have been counter productive, as it encourages drivers to rely on these rather than reading the road and results in urbanisation, which is inappropriate in an area of protected Landscapes such as a National Park.</p> <p>(d) We suggest what is needed are measures to encourage drivers to take care all the time rather than just relying that a sign or a road making will tell them where danger lies. That may mean making a road appear to be more dangerous to drive. These concepts have been developed by the Dutch traffic Engineer Hans Mondermann of the Ceuning Institute and are currently being evaluated by TRL as part of a program of research evaluating psychological traffic calming for the Department for Transport</p> <p>(e) Your report identifies that the major causes of death are inappropriate and excessive speed. We feel this should be tackled through education and enforcement; one option is though the use of fixed and paired speed cameras measuring vehicles speeds between two points in the network. This might be particularly effective in dealing with excessive motor cycle speed.</p> <p>(f) The measures regarding child seat use give a lot of details about researching the problem but seem light on intervention such as campaigns through nurseries and health visitors to encourage good practice in this area.</p>	<p>opinion surveys and a public launch yet to be developed</p> <p>(b) Action plan contains the requirement to target specific road user groups through dynamic accident analysis. Policies contained in LTP2 seek to increase the numbers walking and cycling whilst still reducing casualties.</p> <p>(c), (d) The concept of “second generation traffic calming” or self explaining roads was considered by the Literature Review and the outcome of research into this area and associated guidance is awaited with interest.</p> <p>(e) No safety camera partnership exists but NYP already makes use of mobile camera enforcement technology. The SPECS system that measures average speed over a specified distance has proved successful in other areas but is very expensive to install.</p> <p>(f) Strategy action plan complements existing activity, such as education. A significant amount of education activities on seat belt awareness are already carried out. The strategy seeks to make</p>
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	<p>(g) The measures to reduce motor cycle deaths are vital however we feel that more effort should be directed to education and speed enforcement possible thought the use of paired speed cameras, as mentioned above.</p> <p>(h) Cyclists and Pedestrian safety; we feel that greater effort through the LTP should be directed to supporting measures that create public rights of way which remove pedestrians and cyclists from the carriageway of roads, particularly on busy roads such as the A684 B6255 and at locations with high pedestrian activity such as near Bolton Abbey Station on the A59 and the B6479 at Ribbleshead.</p> <p>(i) The need to direct traffic on to the higher order roads in the advisory road hierarchy needs particular attention as there are examples in the Yorkshire Dales where directions signing is putting traffic on to lower categories of road some of which form parts of national and regional cycle routes. In addition attention should be given to directing traffic on to the most appropriate routes for long distances journeys for example around rather than through the narrow road network of the National Park. It may also be necessary to make sure that this routing information is passed to the Ordnance Survey for their data base which supports route planners such as those provided by the AA and transportdirect.info so that traffic is routed on to the appropriate routes rather than the shortest route between two places</p> <p>(j) This would appear sufficient; in fact the number of meeting could possible be reduced to twice yearly if quarterly meetings are be found to be unnecessarily frequent. The details of reports to the Officer</p>	<p>better use of partners to widen the coverage of these activities. Model for Interventions action in the action plan refers to education activities and specific road user group activities will be aimed at the issue of seat belt awareness and enforcement.</p> <p>(g) No safety camera partnership exists but NYP already make use of mobile camera enforcement technology. The SPECS system that measures average speed over a specified distance has proved successful in other areas but is very expensive to install.</p> <p>(h) To be considered as part of the Rights of Way Improvement Plan.</p> <p>(i) Noted. Signing is a key consideration for the implementation of the road hierarchy.</p> <p>(j) Noted. Officer Working Group report will cover both progress on actions in the action plan and the latest casualty statistics.</p>
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	<p>Working Group should include both reports of actions carried out and accident statistics.</p> <p>(k) The Yorkshire Dales National Park Authority is pleased to support the York and North Yorkshire Road Safety Partnership; unfortunately as traffic management and associated road safety is peripheral to our core purposes of conserving and enhancing the natural beauty, wildlife and cultural heritage of the area and the promotion of opportunities for the understanding and enjoyment of the special qualities of the National Park by the public we will only be able to give the strategy limited practical support.</p> <p>(l) However, where implementation is likely to affect the built heritage or natural beauty we hope we will be consulted on any proposals suggested at an early stage.</p>	<p>(k) Noted and welcomed</p> <p>(l) Noted. Consultation will be carried out at an early stage.</p>
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