

North Yorkshire County Council**Transport, Economy and Environment Overview and Scrutiny Committee****21 January 2015****Road Casualties – North Yorkshire****Report of the Corporate Director – Business & Environmental Services****1.0 Purpose of Report**

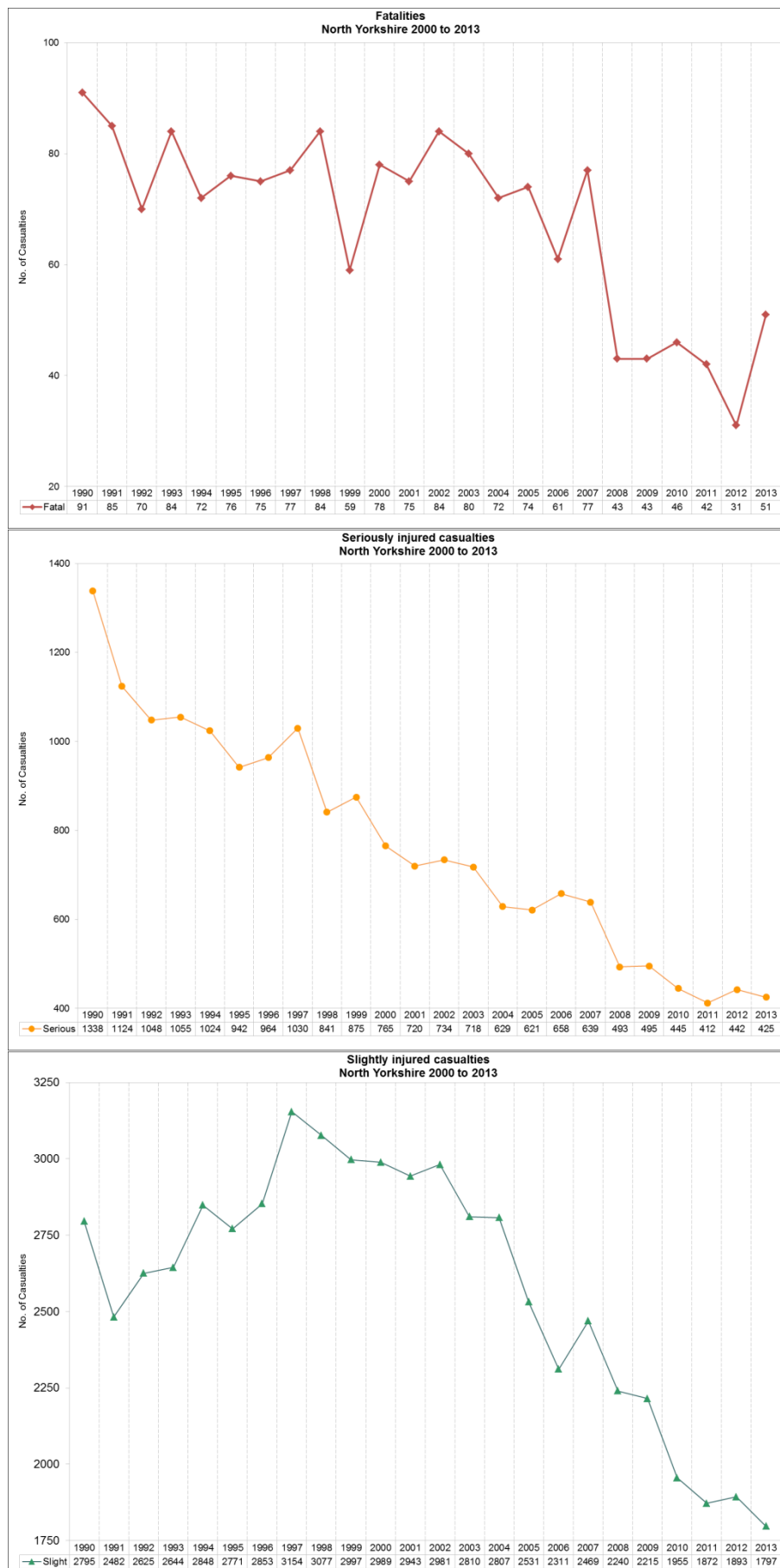
- 1.1 The purpose of this report is to advise Members of the road casualty statistics and activity for 2013 in North Yorkshire. The statistics are monitored against the previous year. The report also provides a summary of road safety issues and activities and provisional data for 2014 together with a look forward for future road safety delivery.

2.0 Personal Injury Accidents and Casualties Up to the end of 2013**2.1 North Yorkshire – overview of the county**

The key findings are as follows:

- The number of people killed in road collisions reported to the police increased from 31 in 2011 to 51 in 2013, a rise of 65%. The previous year, 2012, saw the lowest number of fatalities in the county since modern records began in 1990.
- The number of people seriously injured decreased from 442 in 2012 to 425 in 2013; a fall of 4%. Although a small increase compared to 2011, (the lowest year since modern records began) the total for 2013 is still lower than in any year other than 2011.
- The total number of road collisions reported to the police rose from 1563 in 2011 to 1676 in 2012; an increase of 7%.
- The total number of casualties in road collisions reported to the police decreased from 2366 in 2012 to 2273 in 2013, a decrease of 4%.
- Total reported child casualties (ages 0-15) fell from 189 in 2012 to 158 in 2013; a 16% decrease. The number of children killed or seriously injured also fell from 28 in 2012 to 21 in 2013; a decrease of 25%. A significant number of these are child pedestrians, many of whom step out to cross the road from the drivers nearside.
- The most significant changes in fatalities across the road user groups were seen in the number of Motorcyclists who died, which increased from an all-time low of 5 in 2012 to 16 in 2013 and the number of older car occupants, which increased from 6 in 2012 to 11 in 2013.

2.2 The charts below show the number of casualties by severity, 1990 – 2013



3.0 Personal Injury Collision and Casualties in 2014

- 3.1 Provisionally, there have been 348 KSI casualties in North Yorkshire up to the end of September 2014; this is 17 (or 5%) less than the same period in 2013. Slight casualties are higher than in 2013, with 1405 to the end of September 2014; this is 44 (or 3%) higher than the same period for the previous year.
- 3.2 Provisional records indicate there were 45 fatalities up to the end of December 2014 compared to 51 to December 2013. This modest but welcome reduction has mainly been amongst the riders of motorcycles from 16 in 2013 to 14 in 2014 and the number of older (over 50) drivers and passengers, which has fallen from 11 in 2013 to 8 in 2014 and pedestrians from 7 in 2013 to 5 in 2014

4.0 Road Safety Engineering during 2014

- 4.1 Council traffic engineers have undertaken preliminary studies of cluster sites for 2014/15. Ten of these studies have been taken forward to develop into collision reduction schemes. Below is a selection of schemes which are being implemented this financial year:
- Lythe Bank to Sandsend – Scheme involves surface treatment and improvements to signing;
 - A169 Coach Road/B1460 junction Briggswath – Signing improvements and vegetation cut back;
 - A658 Buttersyke Bar roundabout – Significant signing improvements;
 - A65 Coniston Bridge, Coniston Cold – Signing improvements.
- 4.2 As the 2014/15 studies progress, further collision reduction schemes will be identified for implementation during this financial year.

4.3 Accident Studies

For the purpose of road safety engineering, North Yorkshire County Council employs a range of methodologies to generate new schemes. Typically, these include route studies, fatal collision investigations, cluster site analysis (based on three full years of collision data) and in year cluster site analysis (based on one rolling year of collision data). It is on cluster sites where most of the funding has historically been targeted.

A cluster site is one where the number of recorded collisions over the preceding three calendar years exceeds an arbitrary threshold. In North Yorkshire, this number is four over a specified radius. An 'In Year' cluster site is where the number of recorded collisions over a rolling years' worth of data exceeds an arbitrary threshold of three; this process helps identify emerging cluster sites and is run on a quarterly basis.

However, personal injury collision numbers have fallen significantly over recent years and so fewer cluster sites are emerging. A further limiting factor

in the effectiveness of cluster sites is that their identification is based purely on accident 'frequency' and therefore, no account is taken of 'risk', in terms of accidents relative to traffic flow (ie accident rate). For example, the number and severity of injury collisions recorded at sites A and B may be the same, but site A may be carrying double the traffic than site B. In cluster site analysis terms, both sites would be ranked equally, despite accident risk at Site B being twice that of Site A.

Identifying locations with the poorest collision histories through cluster site analysis will continue to form an important part of the scheme identification process. However, supplementing these existing techniques with methodologies that represent latest best practice is considered appropriate. Research into the most appropriate means of achieving this are well advanced.

4.4 Temporary VAS

Speeding traffic remains a major concern for local communities in North Yorkshire and the Speed Management Protocol (SMP) sets out the process through which concerns can be raised, investigated and addressed. To address perceived speeding problems raised through the SMP process the County Council approved an initiative where temporary vehicle signs (speed limit reminders) were offered to a number of shortlisted communities over the course of a year. This pilot study or 'initial phase' ended in September 2014. The 'initial phase' of the Temporary VAS Protocol was well received and speeds generally fell between 5 and 10% when the signs were activated by traffic passing the signs above the posted speed limit. As a result of the success of this scheme members have recently approved the future roll out of this initiative which will mean additional communities who have expressed an interest in the scheme will be able to have VAS deployed to tackle perceived speeding issues. The County Council will be seek to fund the purchase additional VAS as resources permit.

4.5 Road Safety Audits

To identify potential road safety concerns with improvement schemes on the highway the traffic engineering team also undertake a number of Road Safety Audits throughout the year. Road Safety Audits are undertaken by qualified and experienced engineers within the team for develop led schemes and NYCC led schemes. A Road Safety Audit report is produced at various stages of the design process and where necessary recommendations are presented to the project sponsor for consideration. All costs for audits undertaken for developers are fully recovered.

5.0 Road Safety Education and Information

5.1 Children - Primary School Education.

Resource packs for Primary and Secondary Schools have been developed to enable teachers in schools to deliver road safety education as part of the core Primary and Secondary School curriculum on North Yorkshire. Whether or not

they do so is at the discretion of each head teacher and we are working with CYPS to encourage take-up.

Specific Road Safety education, pedestrian training and staff support was also provided to individual schools in the Scarborough & Whitby area following serious collisions or incidents involving pupils.

Information and resources were sent to all primary schools in the county for Walk to School Week in May and School Walking Month in October. Brisk walking contributes to children's recommended 1hr daily physical activity and adults 5 x 30mins of weekly activity. Walking is the perfect opportunity for children to learn road safety skills and develop an awareness of their local area, preparing them for future independent travel.

5.2 Children - Secondary School Education.

The road safety team organised and delivered the 'Drive Alive' event to eight selected secondary schools to address young drivers', potential drivers' and passengers' risks and responsibilities. Throughout the day students take part in interactive workshops with members of the road safety team, North Yorkshire Police, North Yorkshire Fire & Rescue, the Great North Air Ambulance, and a drink / drugs driving specialist. The event is drawn together by a final presentation and testimony from David and Janet Warin – a local couple from Pickering, whose son, Daniel, died in an unexplained crash that didn't involve any other vehicles, very shortly after he had passed his driving test. Both David and Janet have been awarded the MBE for their contributions to road safety through the Drive Alive programme.

5.3 Young Drivers

The Enhanced Pass Plus programme commissioned and delivered by the NYCC Road Safety team has been promoted to young, novice drivers, their parents and driving instructors. The programme includes a number of practical driving lessons to experience motorways, city driving and other more advanced challenges accompanied by a specially trained driving instructor. The Road Safety Officer leads the compulsory workshop session in which the new drivers analyse crashes, explore attitudes, perceptions and risky behaviours in themselves and their passengers and peer groups and work out how to anticipate and avoid risky situations developing.

This initiative is jointly funded from Performance Reward Grant funding and Public Health North Yorkshire and also by the young drivers/parents themselves.

5.4 Motorcyclists

Regular engagement events take place throughout the motorcycling season at Oliver's Mount in Scarborough and Croft Circuit as well as at popular biker cafes and meeting places. The motorcyclists appreciate the approach and animated discussions often take place! We are increasingly hearing the majority of motorcyclists condemning and dissociating themselves from the

few who ride dangerously and at extreme speeds. This is welcome evidence that our programme to distinguish between the majority of bikers who are at risk of making a mistake and the reckless minority is working. This makes that majority more receptive to information and advice from us and the resistant remainder are dealt with by the police.

5.5 Cyclists

Following the Tour de France, cycling continues to grow in popularity as a sport and as a leisure activity. Letters were sent to large and small businesses, especially hauliers, on cyclist safety and promoting the use of lorry-back stickers for HGVs and large vehicles, as part of a county-wide and regional campaign using the 'Think Bike!' theme. The programme of social media, car stickers, advertisements and the differing posters target drivers, cyclists and motorcyclists. This programme has received positive responses and we are developing further use of it for 2015 in support of the continuing focus on cycling we expect from the Tour de Yorkshire. A core programme will be provided from council road safety funds with additional funding to expand the scope being sought from appropriate sources.

5.6 Older People

A number of Older Drivers presentations (aimed at the over 50's and upwards) were held around the county, to support safe, independent travel for this growing sector of the population, including at the University of the Third Age, and carers support groups. Refresher drives are offered (currently free of charge) to those who want to obtain an appraisal of their driving and learn hints and tips to make driving more enjoyable as well as safer. This programme is jointly funded by the Performance Reward Grant and North Yorkshire Public Health. It aims to keep people driving and independent for as long as they can safely do so.

5.7 Drivers at work

In November and December the Road Safety Officer assisted McCain's, Scarborough, with a seatbelt wearing campaign for their 1000 employees, after a survey by the RSO and local Police highlighted seatbelt usage to be unusually low amongst their workers. Similar work has been undertaken with Wincanton Transport at Sherburn in Elmet and Karro Foods, Malton - the latter following a tragic triple fatal crash involving some of their workers travelling from Hull to work in Malton. This latter work has been coordinated with our colleagues in East Yorkshire, where many of these workers live, who are working with community groups to further promote safer driving and providing more information about driving in England for drivers originating from other countries, most notably Poland.

5.8 Local Partnership

Working closely with other members of the local Road Safety Groups, County Council Road Safety Officers have been conducting seatbelt monitoring surveys at various locations throughout the county. The non-compliance rates found in some areas give cause for concern. Following the surveys, letters are sent to schools and parents or businesses giving the results of the surveys, with information about the law regarding seatbelt wearing and, if appropriate, notification that in future enforcement will be undertaken by North Yorkshire

Police. There is no advanced warning of when or where the enforcement will be.

6.0 Speed Management

- 6.1 The 95 Alive York and North Yorkshire Road Safety Partnership was originally established in 2004 in order to better coordinate the work of the various agencies involved in road safety activity in one way or another. It had become apparent that agencies working in isolation were duplicating each other's efforts on some issues whilst others were left unattended. A Partnership approach was agreed to be a sensible and cost effective way of working and it has proved to be very effective, showing significantly greater reductions in collisions and casualties to comparable areas during the partnerships peak periods of activity. A key area of activity in which agencies were found to be duplicating effort was with regard to Speed Management and the handling of complaints about speed and traffic through local communities. A shared and locally based approach was developed by all the partner agencies that used the gathering of traffic speed and flow data at its core so that any considerations would be data led and objective. It also enabled a consistent approach to be provided to any resident's complaint, wherever they lived or worked. This approach was first piloted in York and then in the Selby District where it proved successful and was well received by residents, Parish Councils and county councillors, and feedback was positive about the evidence based and informative approach and the provision of factual information about what was actually happening on their roads.
- 6.2 In April 2012 we introduced the North Yorkshire Speed Management Protocol (SMP) throughout the county working through the 95 Alive Partnership and its well established multi agency local Road Safety Groups. This approach was adopted by the Partnership in order to provide a consistent, fair and clear response to complaints and concerns about speeding traffic within communities, whether they are urban or rural. A flowchart showing how the protocol works in practice is attached at Appendices 1 and 2, along with a sample of the straightforward form residents can complete to report their concern about speeding traffic. A report can be made by a single resident either directly or via their Parish or Town Council. Every report is assessed and investigated by the local district Road Safety group, which obtains up to date speed and traffic flow data and then considers what, if any, action is required. The complainant, parish council and local county councillor are informed of their findings and outcomes and any proposed solution identified through the SMP. This may be a request for enforcement or a new road sign or the other measure, such as the provision of "slow down" stickers for waste bins, depending on the findings.
- 6.3 During the two and a half years the protocol has been running throughout the county, over 600 reports have been received, analysed and responded to. The vast majority of these reports (over 280) come from within the Harrogate District. The Harrogate Road Safety group have, therefore, progressed and responded to many more reports than any other District,

which average 25 to 50 reports per year. Significant delays in responding have been experienced during 2013 and 2014 due to the progressive failure of the data collection equipment as it came to the end of its working life. The loggers were originally provided to the Fire Service by the County Council, funded from the Road Safety Grant. North Yorkshire Police have recently agreed to fund the replacement of this equipment and a procurement process is now underway.

- 6.4 After its first two and a half years of operation, the SMP is currently under review as we work with the City of York and our 95 Alive partners to combine the two separate SMPs into a single shared “toolkit” approach. Recognising that there will continue to be some differences between the City and the County over which tools are deployed, this approach will ensure a more consistent approach to addressing local speeding issues in both authority areas.
- 6.5 North Yorkshire Police have recently announced they will be running a trial Community Speed Watch programme in four areas during the early months of 2015. This scheme uses police volunteers and members of the local community who are prepared to take time to be trained in the use of either a Matrix interactive speed sign or Laser speed gun device and to then monitor and report on the speeds of vehicles at places where they have concerns about traffic. Three of the four pilot areas will offer this programme to Category 4 sites where investigation through the SMP has found low speeds and no casualties. The fourth area will be on an “on request” basis, so may include sites that have not yet been reported and assessed through the SMP.
- 6.6 The Community Speed Watch approach is supported by the Association of Chief Police Officers (ACPO) and has been running for some years in other areas of the country. The North Yorkshire Police decision to adopt Community Speed Watch is welcome. NYCC officers have worked with the police on preparations for the pilot in connection with the review of the SMP.

7.0 Future of Road Safety Delivery

- 7.1 As a Local Highway Authority, the council has statutory duties under the Road Traffic Act 1988, s 39, which states that it “...must prepare and carry out a programme of measures designed to promote road safety and may make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies”. It must also analyse collision and casualty data and “develop appropriate remedial programmes of engineering and education, information training and publicity”.
- 7.2 The continuing government funding cuts are placing great pressure onto the delivery of these preventative measures such as working with young drivers to increase their ability to avoid risky situations and thus reduce the numbers who crash within the first 6-12 months of passing their test. The council and 95 Alive Partnerships education programmes have contributed strongly to the significant reductions of collisions and casualties in North

Yorkshire during recent years, clearly evidenced by the strong reduction in casualties and collisions during 2007-2010, which was significantly greater than in comparable areas during that same period.

- 7.3 A review of road safety core activity has been carried out and officers are now exploring the potential for alternative funding mechanisms for delivery for the most effective and key priority programmes. This work is one of the Council's 2020 North Yorkshire projects and is being undertaken in conjunction with the City of York Council and through the 95 Alive Partnership to include other agencies and district councils.
- 7.4 Alongside a reduced service budget for road safety Education, Training and Publicity (ETP), a formal bid for road safety education funding has been submitted to the Director of Public Health. At the same time, discussions have taken place through 95 Alive on the potential for attracting funding for road safety activity from North Yorkshire Police. Clearly, there are shared and complementary interests both across and within 95 Alive partner organisations and officers are working with colleagues across organisational boundaries to exploit opportunities for mutual benefit and to agree a joint action plan.

8.0 Equalities Implications

- 8.1 Consideration has been given to the potential for any adverse equality impacts arising from the recommendation. It is the view of officers that the recommendation does not have an adverse impact on any of the protected characteristics identified in the Equalities Act 2010.

9.0 Financial Implications

- 9.1 Consideration has been given to the potential for any financial implications arising from the recommendation. It is the view of officers that the recommendation does not have a financial impact.

10.0 Legal Implications

- 10.1 Consideration has been given to the potential for any legal impact arising from the recommendation. It is the view of officers that the recommendation does not have a legal impact.

11.0 Recommendations

11.1 It is recommended that Members note the figures for collisions and casualties on the roads of North Yorkshire and the actions being taken to improve safety.

DAVID BOWE

Corporate Director – Business and Environmental Services

Author of Report: Honor Byford

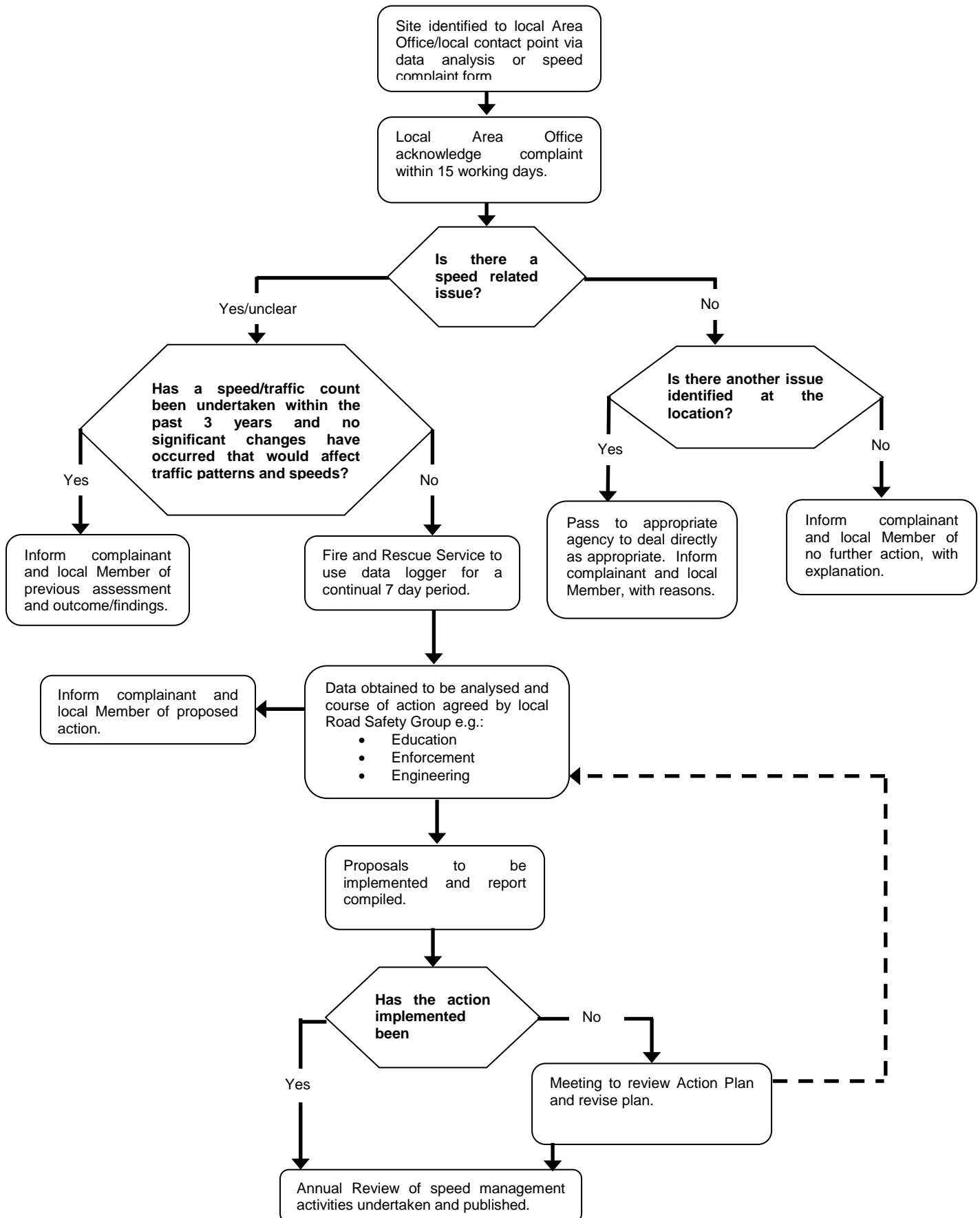
Background Documents:

Road Safety – a strategic framework, DfT, May 2011

NYCC Local Transport Plan 3

NYCC Speed Management Protocol

Speed Complaint Flowchart





Name		Organisation	(If applicable)
Address			
Telephone		Email	
Date of Referral			
Type of concern (e.g. speeding cars, motorcycles, wagons, etc.).			
Location of problem: (please be very specific - grid ref, road, near junction, landmark, house, etc so that we know where to place our equipment).			
<i>Include current speed limit of road(s)</i>			
Days/times of concern (is the issue at certain times of the day, days of the week, school term or holidays, etc?).			
How have you become aware of this? (e.g. have you seen it yourself or reported at Parish meeting?).			
Motorists noticed speeding (is a certain group speeding such as locals, a particular type of vehicle or employees of certain company?)			
Additional Information:			

The information given on this form will be shared with partner agencies



Return this form by email or post to your local Highways Office – see below

Area	Postal address	e-mail address
1 - Richmondshire	NYCC Highways & Transportation Area 1 - Richmondshire Office Gatherley Road Industrial Estate Brompton On Swale Richmond North Yorkshire DL10 7JQ	Area1.richmond@northyorks.gov.uk
2 - Hambleton	NYCC Highways & Transportation Area 2 Thirsk Office Thirsk Industrial Park York Road Thirsk North Yorkshire YO7 3BX	Area2.thirsk@northyorks.gov.uk
3 –Whitby, Coast and Moors & Scarborough Borough	NYCC Highways & Transportation Area 3 - Whitby Office Whitby Highways Depot Cholmley Way Whitby YO22 4NQ	Area3.whitby@northyorks.gov.uk
4 - Ryedale	NYCC Highways & Transportation Area 4 – Kirby Misperton Office Beansheaf Industrial Park Tofts Rd Kirby Misperton, Malton YO17 6BG	Area4.kirbymisperton@northyorks.gov.uk
5 – Craven and Skipton	NYCC Highways & Transportation Area 5 Skipton Office Snaygill Industrial Estate Keighley Road Skipton BD23 2QR	Area5.skipton@northyorks.gov.uk
6 – Harrogate District and Borough	NYCC Highways & Transportation Area 6 Office Stump Cross Boroughbridge YO51 9HU	Area6.boroughbridge@northyorks.gov.uk
7 - Selby	NYCC Highways & Transportation Area 7 Selby Office Canal Road Selby North Yorkshire YO8 OAG	Area7.selby@northyorks.gov.uk

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