

## North Yorkshire County Council

### Transport, Economy and Environment Overview and Scrutiny Committee

27 July 2016

### Road Casualties – North Yorkshire

#### Report of the Corporate Director – Business & Environmental Services

#### 1.0 Purpose of Report

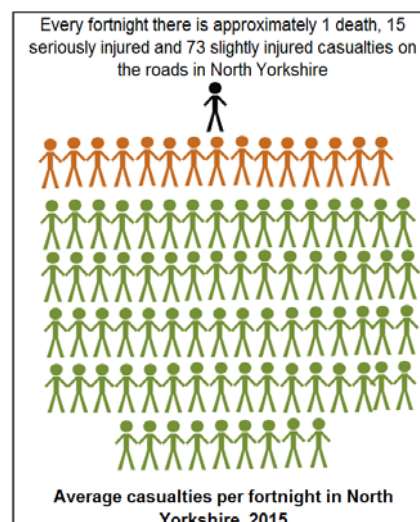
- 1.1 The purpose of this report is to advise Members of the road casualty statistics and activity for 2015 in North Yorkshire. The statistics are monitored against the previous year. The report also provides a summary of road safety issues and activities and data for 2015 together with a look forward for future road safety delivery.

#### 2.0 Personal Injury Accidents and Casualties Up to the end of calendar year 2015

##### 2.1 North Yorkshire – overview of the county

The key findings are as follows:

- The number of people killed in road collisions reduced from 40 in 2014 to 31 in 2015 (the joint lowest number ever since records began in North Yorkshire). The number of fatalities was lower than the baseline average of 42 (a rolling baseline is set on 2010-2014 average).
- The number of people seriously injured increased by 2 per cent from 391 in 2014 to 399 in 2015. Since 2008 the number of serious casualties has been reducing but at a smaller rate than previously observed. The number of seriously injured casualties in 2015 was slightly lower than the baseline average of 422.
- The total number of casualties in road collisions reported to the police in 2015 was 2,316, up 3 per cent from 2014 but continuing the overall plateau that has been seen since 2011. The number of slight casualties has risen to slightly higher than the 5 year baseline average.
- Total reported child casualties (ages 0-15) increased by 5 per cent to 182 in 2015. The number of children killed or seriously injured decreased, by 26 per cent from 27 in 2014 to 20 in 2015. This decrease is continuing a wave pattern (a higher year followed by a lower year followed by a higher year) that started in 2011. No children died as a result of a road traffic collision in 2015. Sadly a child was killed, in a road traffic collision in summer 2016.
- A total of 1,614 road collisions that resulted in someone being injured were reported to the police in 2015, 3 per cent more than in 2014.
- There were 3 pedestrian deaths in 2015, compared to 4 in 2014, and the number of seriously injured pedestrians decreased by 10 per cent to 35. There were a total of 172 reported pedestrian casualties in 2015 up 4 per cent in comparison with 2014.



- The number of pedal cyclists killed increased from 3 in 2014 to 4 in 2015 whereas the number of pedal cyclists reported to the police as seriously injured decreased from 64 to 53. This has bucked the gradual but established upward trend in pedal cyclist seriously injured casualties; this trend appears to have started in 2004, though it did reduce in 2010.
- The number of motorcycle riders killed reduced from 13 in 2014 to 12 in 2015. The number of riders reported as seriously injured decreased by 2 per cent from 104 in 2014 to 102 in 2015. Total reported motorcycle casualties decreased by 13 to 267 in 2015. It is encouraging that there were fewer motorcyclist fatalities and serious injuries in 2015. However, as we see annual fluctuations in the casualty figures we remain cautious and continue to prioritise work with this vulnerable road user group.

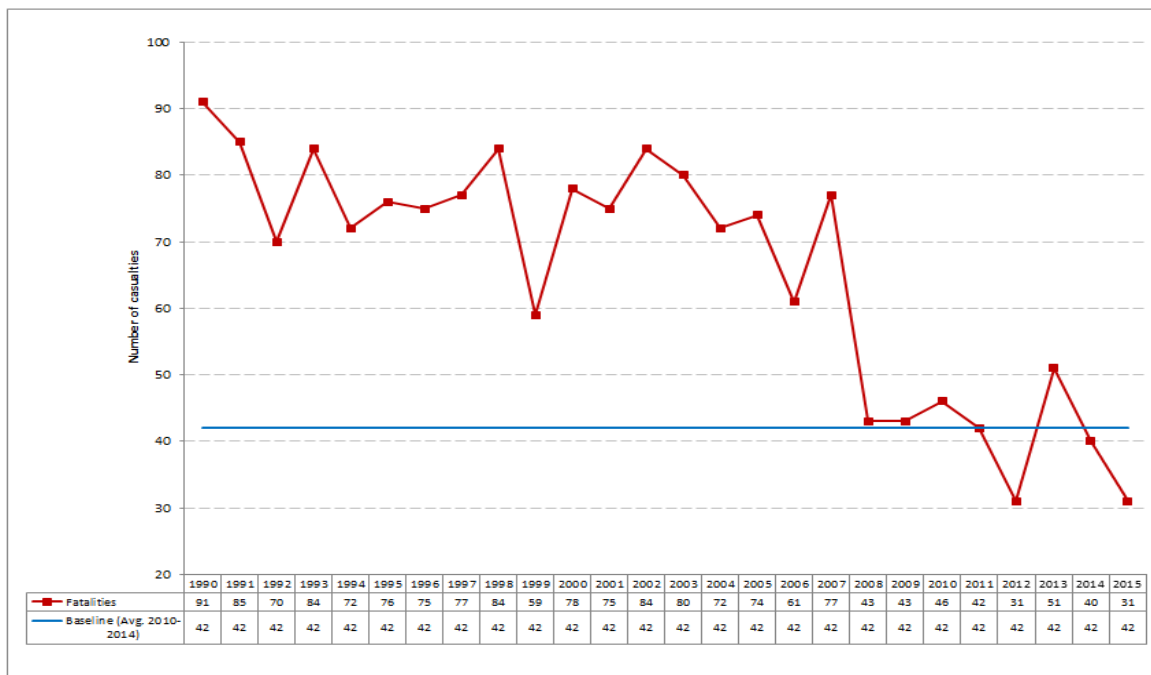


Figure 1 - Fatalities in North Yorkshire: 1990-2015  
Source - Road Safety & Travel Awareness, North Yorkshire County Council

2.1

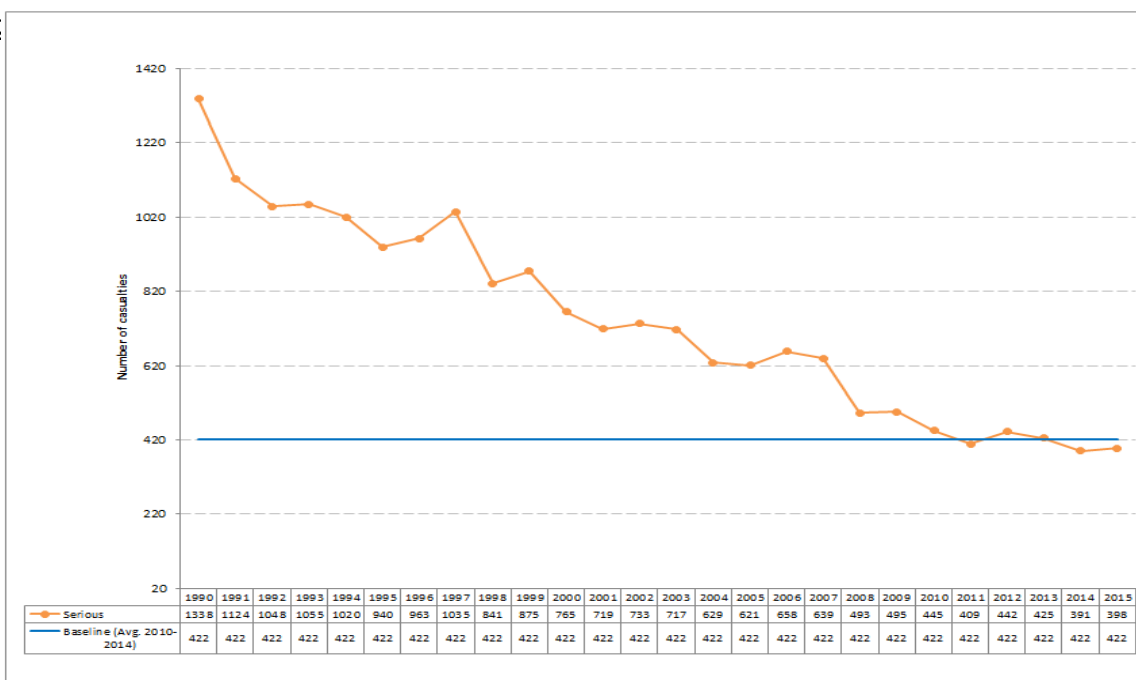


Figure 2 - Seriously injured casualties in North Yorkshire: 1990-2015  
Source - Road Safety & Travel Awareness, North Yorkshire County Council

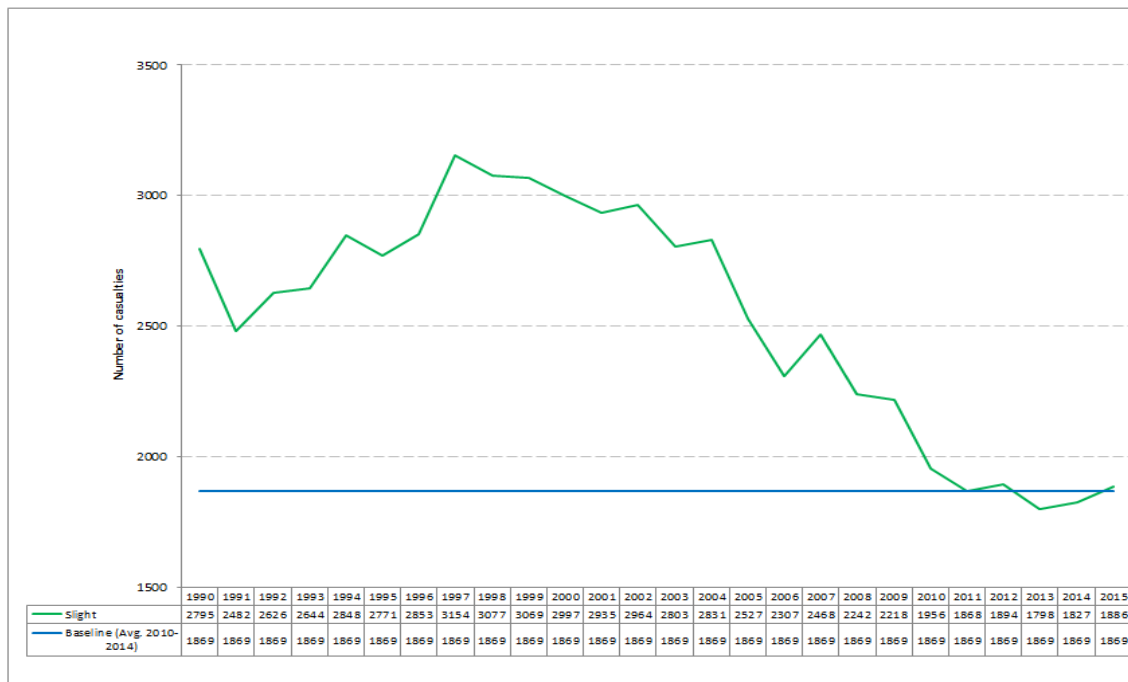


Figure 3 - Slightly injured casualties in North Yorkshire: 1990-2015  
Source - Road Safety & Travel Awareness, North Yorkshire County Council

### 3.0 Personal Injury Collision and Casualties in 2015

3.1 The number of people killed in road collisions reported to the police decreased from 40 in 2014 to 31 in 2015. This is the joint lowest annual figure since modern records for the county began in 1990. Motorcyclist fatalities reduced from 13 in 2014 to 12 in 2015. The number of Elderly (75+) people killed increased from 2 in 2014 to 6 in 2015.

3.1.1 Historically (1990 to 2007) the number of fatalities in the county has ranged from 91 to 77 per year showing a slowly decreasing downward trend with fluctuations from year to year within that range. From 2007 to 2008 a significant reduction in the number of fatalities occurred in North Yorkshire and a new pattern has been developing since 2008, which is also likely to fluctuate but within an overall downward trend.

3.2 The number of seriously injured casualties increased by 2% from 391 in 2014 to 399 in 2015, though this is still the second lowest number of people seriously injured on the roads in North Yorkshire since modern records began in 1990. The total number of people seriously injured has fallen by 6% from the 2010-2014 average, of 422.

### 4.0 Road Safety Engineering during 2015

4.1 For the purpose of road safety engineering, North Yorkshire County Council employs a range of methodologies to identify the highest priority safety engineering 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 invested.

#### Cluster sites

4.2 Council traffic engineers have undertaken preliminary studies of cluster sites. A cluster site is one where the number of recorded collisions over the preceding three calendar years exceeds a set threshold.

## **Route Studies**

4.3 As personal injury collision numbers have fallen significantly over recent years 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 (i.e. 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.

4.3.1 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.

### **4.4 Temporary VAS**

Speeding traffic remains a major concern for local communities in North Yorkshire and the 95 Alive Road Safety Partnership Speed Management Protocol (SMP) sets out the process through which concerns can be raised, investigated and addressed. There is a need to address low level speeding issues raised through the SMP process that are not sufficiently severe or frequent to warrant engineering, educational or enforcement interventions but are nonetheless a concern for the local residents. To try to help with this, the County Council have purchased 28 temporary vehicle activated signs (speed limit reminder type signs) and they have been offered to a number of shortlisted communities for deployment over the next four years. The 30 participating communities fund the installation and rotation costs of the signs and they also pay for the officer time involved.

4.4.1 The demand for the signs now exceeds the resources and all 28 signs are fully utilised. However, additional communities still have the opportunity to participate in the scheme if they are willing to pay a sum equivalent to the cost of a sign as well as the other costs involved.

### **4.5 Road Safety Audits**

To identify potential road safety concerns with improvement schemes on the highway the traffic engineering team undertakes a number of Road Safety Audits throughout the year. Road Safety Audits are undertaken on highway improvement schemes which meet the criteria outlined in the Road Safety Audit protocol. The audit aims to identify any potential road safety problems during the design, implementation and post construction of the scheme. They are undertaken by specially qualified and experienced engineers within the team for schemes both by commercial developers and the council itself. 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 in North Yorkshire at every Key Stage. Whether or not they do so is at the discretion of each head teacher and officers from BES are working with colleagues in Children and Young Persons Service to encourage take-up.

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

5.1.2 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 1 hour daily physical activity and for adults, 5 x 30 minutes 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 when young drivers experience motorways, city driving and other more advanced challenges whilst 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.

5.3.1 This initiative is jointly funded from council road safety funding and by 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 local biker cafes and meeting places. The motorcyclists appreciate and respond to this 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 and Tour de Yorkshire, 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.

5.5.1 The programme of social media, car stickers, advertisements and posters target drivers, cyclists and motorcyclists. This programme has received positive responses and we are developing further use of it for 2016 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, including the 95 Alive partners and Welcome to Yorkshire.

#### **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 Police and Crime Commissioner through 95 Alive 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 was particularly 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 home in Hull to work in Malton. This latter work has been coordinated with our colleagues in East Yorkshire, where many of these workers live and they are working with community groups in Hull and East Yorkshire 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 enforcement will be undertaken by North Yorkshire Police. There is no advanced warning of when or where the enforcement will be. This has been shown to increase the numbers who use their seatbelts and thus reduce their risk of injury in the event of a crash or an emergency stop.

### **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. Feedback from communities was positive about the evidence based and

informative approach and the provision of factual information about what was actually happening on their roads. The speed complaint flowchart which shows the process followed within the Partnership can be seen in Appendix 1.

- 6.2 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. North Yorkshire Police and the Police & Crime Commissioner have recently funded the replacement of this equipment and it is now in use around the county.
- 6.3 After its first two and a half years of operation, the SMP was reviewed 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 ensures a more consistent approach to addressing local speeding issues in both authority areas. The central administration of the protocol has been taken on by the Police Traffic Bureau for both county and city. The assessments and decision making remain with each local road safety group to ensure that local knowledge and understanding is involved.
- 6.4 North Yorkshire Police have recently run a trial Community Speed Watch programme in four areas during 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 offered this programme to Category 4 sites - where investigation through the SMP has found low speeds and no casualties. The fourth area was on an “on request” basis, so included sites that had not yet been reported and assessed through the SMP.
- 6.5 The Community Speed Watch approach is supported by the National Police Chiefs Council (NPCC) 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 worked with the police on preparations for the pilot in connection with the SMP. It will offer an additional option of supported self-help at sites where the speed of traffic is of concern for local communities but is not sufficiently high or severe to warrant further intervention by the council or partner agencies.

## **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 council and 95 Alive Partnerships programmes have contributed to the significant reductions of collisions and casualties in North Yorkshire during recent years.

- 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 Service Level Agreement for road safety education programme delivery has been agreed with the Director of Public Health. At the same time, discussions have taken place through 95 Alive and the Police & Crime Commissioner for North Yorkshire Police has contributed funding to Partnership programmes led by both NYCC and CYC. 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 with an agreed joint action plan.

## **8.0 Equalities Implications**

- 8.1 Consideration has been given to the potential for any adverse equality impacts arising from this information report. It is the view of officers that this report 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 Recommendation**

- 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

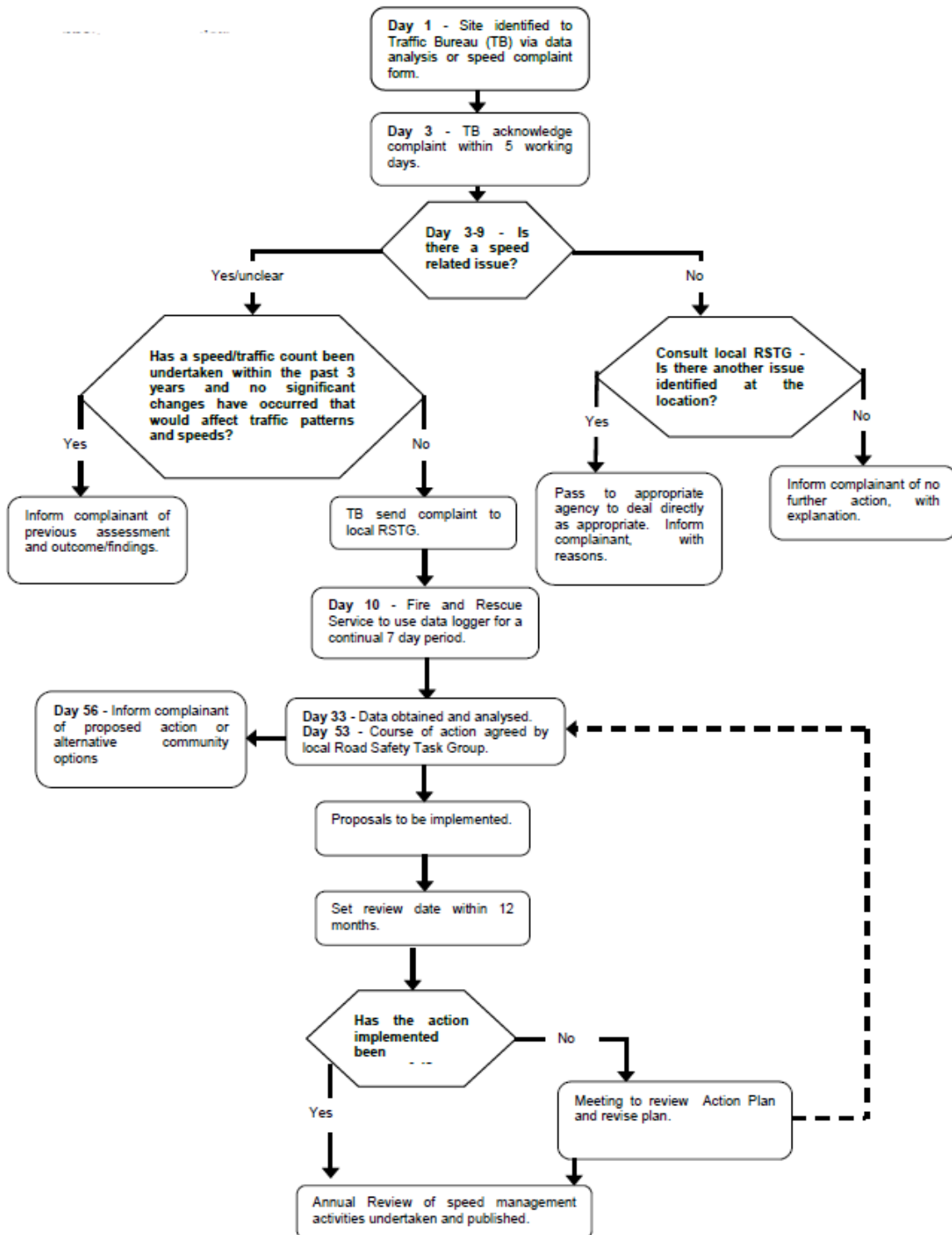
### Background Documents:

Road Safety – a strategic framework, DfT, May 2011  
NYCC Local Transport Plan 3  
NYCC Speed Management Protocol



# Speed Complaint Flowchart of Process

# Appendix 1



## Speed Concern Report Form



### Speed Concern Report

Please note – **ALL** details are required please.

Name (Dr / Mr / Mrs / Ms / Miss)

Address:

Postcode:

Tel Number (s):

E mail:

Vehicles exceeding ... mph speed limit along: (Road name):

at/ near to: (house number / junction with)

**MON / TUE / WED / THUR / FRI / SAT / SUN / ALL DAYS**

Time(s):

(if all day is there any time that you feel is worse)?

Type of vehicle:

(Car / Motorcycle / Lorry / Bus / All Vehicles)

Driven by: Local Residents / General Traffic / Employees of;- (delete as appropriate)

- 1.
- 2.
- 3.

Additional Information:

**Signature**

I would be willing to participate in any Community Action initiatives regarding the issue I have raised.

YES / NO

This form should be returned to –  
North Yorkshire Police, Traffic Bureau, PO Box 809 York YO31 6DG  
email: [speedconcerns@northyorkshire.pnn.police.uk](mailto:speedconcerns@northyorkshire.pnn.police.uk)

You will receive an acknowledgement