



News

Communications Unit

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91 ALIVE - WITH A YEAR TO GO

The target to save 95 lives on the roads of York and North Yorkshire between 2005 and the end of 2010 has almost been achieved with nearly a year to go. Ninety one people are alive today who may otherwise have died if casualties had carried on at the rate of four years ago.

Fatalities for last year were the lowest since North Yorkshire County Council started keeping records twenty years ago.

But 95 Alive, the York and North Yorkshire road safety partnership, says there is no room for complacency - 47 people died on the roads of York and North Yorkshire in 2009, compared with 52 in 2008 and 80 in 2004 ... the year before 95 Alive was launched.

During 2009 the most common suspected cause of road collisions was loss of control, closely followed by careless or reckless driving, then by a driver failing to look properly.

North Yorkshire County Council's Assistant Director for Highways David Bowe, the chairman of 95 Alive, said: "The aim to save 95 lives was a very ambitious target. To have reached 91 at this stage is heartening.

"Enforcement, Education, and Engineering have been the key elements in working together to deliver the messages, and campaigns have been targeted at all ages from babies in car seats, to children, young drivers and older drivers.

"The most important thing has always been to change behaviour and the way people approach walking, riding and driving on the roads to encourage them to think safety first every time they drive, ride or walk. "

"It cannot be said that these 91 lives have been saved purely because of the work done by the partnership. Road casualty statistics are complicated and can involve a lot of different factors including the economy and the weather . But through 95 Alive a lot of work has been put in by a lot of people to encourage all road users to share the road, take responsibility and stay safe."

Inspector Dave Brown, Head of Roads Policing said : " The public of North Yorkshire and the City of York should be re-assured that the partnership focus on reducing road casualties has borne significant results.

"The approach we have taken has without doubt contributed to reducing the number of people killed and injured on our road network. The ability to utilise finance and resources from a number



of organisations has enabled us to be more visible, raise road safety awareness to new levels and increase the detection and prosecution of offenders who cause danger and nuisance across the county.

“We will continue to work together to deliver innovative and effective solutions to improve these figures even further.”

Deputy Chief Fire Officer Chris Anderson added: "These figures are very encouraging and I am pleased that North Yorkshire Fire and Rescue Service has played a key part in this achievement.

“We will however, continue to work hard using our resources to reduce road deaths and injuries making the roads safer for the communities of York and North Yorkshire. It would be very gratifying to see the 95 Alive target well and truly exceeded by 2011.”

Ends

08-02-10

Notes for editors:

[About the 95 Alive Partnership](#)

The 95 Alive York and North Yorkshire Road Safety Partnership is a partnership of local authorities, emergency services and other agencies that have a common interest and duty to reduce the number of people who are killed and injured on the roads of York and North Yorkshire. They have set themselves a target to save an additional 95 lives by the end of 2010.

For further information and to arrange interviews contact 95 Alive Campaign Coordinator Janet Gleeson on 01609 798304, or Honor Byford , Road Safety and Travel Awareness Team Leader 01609 532616.