

**95 ALIVE**

The York & North Yorkshire  
Road Safety Partnership

# Safer Roads, Healthier Places

York and North Yorkshire Road Safety Strategy



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## 1. Safer and healthier together

**Deputy Chief Constable Tim Madgwick QPM**  
**Chair 95 Alive York and North Yorkshire Road Safety Partnership**

**Welcome to York and North Yorkshire’s Safer Roads,  
 Healthier Places Road Safety Strategy 2016-2020.**

It is my privilege to introduce the refreshed York and North Yorkshire Safer Roads, Healthier Places Strategy on behalf of the 95 Alive multi-agency Partnership who work consistently to improve the safety of our roads, prevent road collisions, reduce casualties and improve health and wellbeing through working with local communities.

Road safety is an issue that cuts across local authorities, policing and health, and to tackle it properly we need to work in partnership through a coordinated multi-agency approach. Speaking to those who have been affected by road collisions, and hearing about the injuries or fatalities that have resulted from these, shows the often devastating and sometimes long term impact it has on the victim and their families. This is why the 95 Alive Partnership are committed to delivering coordinated action that aims to reduce the number of killed and seriously injured casualties on our roads and keep our communities safe, healthy and active as they travel across our County.

The Safer Roads, Healthier Places Strategy outlines our strategic vision for this work and our action plan which explains how we will achieve this through our pro-active partnership efforts. We hope you will take the time to read our strategy and also consider the part you have to play, as we are all responsible for keeping our roads safer and healthier places to be.



## 2. Key partners and their roles



### North Yorkshire County Council

Councillor Don Mackenzie

Executive Member for Transport and Highways

“North Yorkshire County Council is committed to maintaining and improving safety for everyone who uses our roads. We have adopted the international “Safe Systems” approach and are working with our partners to achieve its aims of “Safer Roads and Infrastructure, Safer Speeds, Safer Vehicles, Safer Road Users and Improved Post Crash Response”. Between the 95 Alive partners and working with the communities who use our roads, we can make a real difference”.



### City of York Council

Councillor Ian Gillies

Executive Member for Transport and Planning

“The continued work of the 95 Alive Partnership and this new, updated strategy shows a recognition of the opportunities and challenges we face in bringing safety improvements to all road user groups, not just in the City of York, but across the region. Working together, sharing resources and expertise will help to bring positive impacts to York and the wider region. Providing a move towards confidence and freedom to travel by whatever mode of transport people choose, in a manner that is considerate to other road users across our city and county.”



### Julia Mulligan

Police and Crime Commissioner for North Yorkshire and York

“By speaking to residents across the county, I know road safety is a top priority for many communities, especially villages and areas around schools. Enforcing speed limits and encouraging safe driving is vital and by working together as the 95 Alive partnership, we are making a real difference. I am also extremely keen to ensure that local communities feel their concerns are being taken seriously.”

“It is therefore good to see that the figures show the number of people killed or hurt on the county’s roads is continuing to fall. However, we are not complacent and new initiatives such as Community Speed Watch will help tackle our biggest challenge which is to tackle speeding and other poor driving behaviours.”



### Councillor John Fort BEM

Chairman of the North Yorkshire Fire Authority

“We are committed to reducing the number of people killed and injured on the roads of York and North Yorkshire, through our work with the 95 Alive partnership. This includes delivering road safety education, demonstrations, car safety checks and deploying speed radar boxes.”



### Councillor David Chance

Executive Member for Stronger Communities and Public Health

“We are extremely lucky to live in a beautiful rural county with many picturesque routes, however this also brings challenges. One of these is the high rate of people killed and seriously injured on our roads, that’s why the Safer Roads, Healthier Places strategy has been developed to tackle this very important issue. It is also essential to note that improved road safety brings wider health benefits for the public through wider use of our roads for recreational purposes, which in turn results in a reduction in obesity rates through increased levels of active travel, and better mental health through reduced social isolation. It is fantastic to see the 95 Alive Partnership’s commitment to tackling these important public health issues and improving health outcomes for our population.”



### Richard Marshall

Regional Director of Highways England

“We are passionate about road safety and are committed to achieving our challenging long term vision that no one should be harmed whilst travelling or working on the strategic road network (SRN). This requires us to take a fresh approach to road safety embedding the safe systems approach within our organisation alongside a clear commitment to work with our partners to realise this vision, and achieve our shorter term target of a 40% reduction in KSIs by the end of 2020.”

### 3. Current situation

#### National Context

The good news is that Britain's roads are very safe by all international comparisons. We remain second only to Sweden in terms of global road safety, with 2014 witnessing the third lowest number of road deaths since records began.<sup>1</sup> In 2015 road deaths reduced by 2%, there was a 3% decrease in the number of people seriously injured and the overall numbers of casualties reduced by 2%. With an increase in traffic of 1.6% this represents an actual 4% reduction. However, the numbers of people Killed or Seriously Injured (KSI) in the first three months of 2016 have increased significantly; by 13% more deaths and 14% more KSI. These fluctuations demonstrate that road safety requires constant and continuing effort and investment. The Government recognises the importance of road safety and is committed to investing in this agenda in order to save lives, reduce pressures on the NHS, keep traffic moving, and keep our economy growing.<sup>1</sup> The Department for Transport's Business Plan 2015-2020<sup>2</sup> emphasises the Government's pledge to make journeys better, simpler, faster and more reliable through a five year plan that supports jobs, enables business growth, and brings our country closer together.

Integrating road safety into wider policy areas at national and local levels is acknowledged as an important element of achieving safety and other objectives. Environment and health are key agendas that compliment and are

complemented by, road safety initiatives, and it is recognised that there are significant benefits and added strengths in achieving joint objectives, sharing resources and greater efficiency when these agendas are united at a local, national and international level.

This is why nationally and at 95 Alive level, the Safe System approach has been adopted.<sup>1</sup> This pragmatic approach recognises that we can never entirely eradicate road collisions because there will always be some degree of human error; when collisions do occur the human body is inherently vulnerable to death or injury. Because of this we should aim to manage our infrastructure, vehicles and speeds to reduce crash energies to levels that can be tolerated by the human body. The "five pillar" strategic approach for managing road safety and creating a truly safe system through:

- Safer Roads and Infrastructure
- Safer Vehicles
- Safer Speeds
- Safer Road Users
- Post-Crash Response

A national cycle and walking investment strategy is currently under development by the Government, which acknowledges that roads where people are safe and feel safe can encourage more active travel. This is accompanied by an Access fund that will provide funding grants from 2017 for promotional and training programmes that encourage and help more people to get cycling and walking. Government is making available separate funding through the Local

Economic Partnership towards the cost of building and improving infrastructure.

#### Legislation, Policies and Guidelines

There are several national policies and guidelines relating to Road Safety. The 95 Alive Partnership recognises national guidance and policy and uses it to inform our local road safety activity in order to achieve our objectives. The 95 Alive Partnership was established in 2004 and brings together all the key agencies and organisations that have a role to play in reducing crashes and casualties and has regard to their various policies and guidelines.

Each of the organisations that make up the 95 Alive Partnership has their own statutory duty to consider, these can be seen in Annex A and include specific statutory duties in relation to Road Safety for some of the Partner Organisations.

The primary government strategy document is "Working Together to Build a Safer Road System: British Road Safety Statement. Moving Britain Ahead", from the Department of Transport, published in December 2015.

The 95 Alive Partnership embraces the ethos of this vision to give every individual the confidence and freedom to travel by whatever mode of transport they choose, in a manner that is considerate of other road users. It includes amongst other things:

- A commitment to support more learning and training to improve and develop positive road user behaviours
- Increased road user awareness
- Further development of intelligence led enforcement

- A commitment to reduce the numbers of cyclists and other vulnerable road users killed or injured on our roads every year

In 2010 the National Institute for Health and Care Excellence (NICE) published guidelines around unintentional injuries in under-15s<sup>3</sup> which set out methods of tackling unintentional injuries based on appropriate, evidence-based interventions outlined within three sets of guidance:

- Strategies to prevent unintentional injuries among children & young people aged under 15 [PH29]
- Preventing unintentional injuries in the home among children & young people aged under 15: home safety assessments & providing safety equipment [PH30]
- Preventing unintentional injuries among under-15's: road design & modification [PH31]

Specific recommendations within the guidance around road safety include:

- Maintaining and managing road safety partnerships
- Carrying out local child road safety reviews and consultations
- Aligning local child road safety policies
- Promoting and enforcing speed reduction
- Involving the police in driver education initiatives and activities to reduce traffic speed

In 2014 Public Health England published a key piece of guidance around reducing unintentional injuries on the road in children and young

<sup>3</sup> NICE. 2010. Unintentional injuries: Prevention strategies for Under-15's. [PH29]

people under 25 years<sup>4</sup> which recommends three main actions in relation to road safety:

- Improve safety for children travelling to and from school
- Introduce 20mph limits in priority areas as part of a safe system approach to road safety
- Coordinate action to prevent traffic injury and improve health

The Department for Transport is currently funding a major national review into the effectiveness of 20 mph limits, whose findings we await in order to guide our future priorities and investment in that area.

**Local Context**

Covering over 3,200 square miles and with approximately 6,000 miles of road, North Yorkshire is the largest county in England. The City of York is a vibrant modern city with a mediaeval walled city at its heart. The Partnership thus works in a true combination of urban and rural areas where the majority of residents use the highways network on a daily basis to go about their social and economic business and access essential services in their local area, which is reflected in the fact that approximately 3,496,815 miles were driven or ridden on York and North Yorkshire’s roads in 2014 and traffic flow has increased year on year since 2010. The York and North Yorkshire Safer Roads, Healthier Places Strategy aims to compliment both local authority’s Local Transport Plans through a commitment to improving road and transport safety across York and North Yorkshire for all road users.

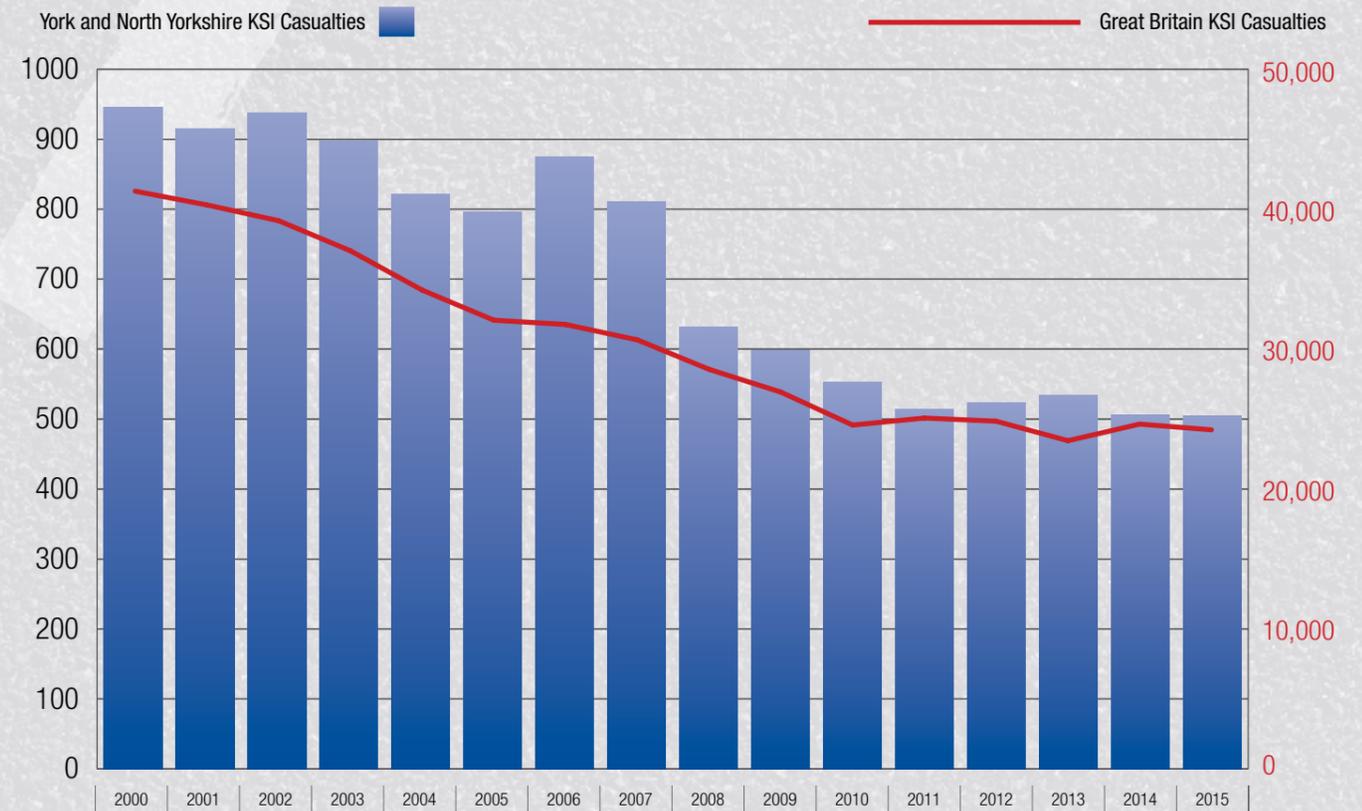
Road collisions can have devastating and lasting effects on the lives of those involved and are costly, not only in terms of human loss and suffering, but also in lost productivity and delays, damage to property and emergency service provision. The Safer Roads, Healthier Places Strategy will support North Yorkshire County Council and the City of York Council’s vision for the County and City being adaptable, thriving and economically prosperous places to live, work and visit.

As part of the Safe System that underpins this strategy, every individual road user is encouraged to make safer choices. For the 95 Alive Partnership this includes protecting the population through acknowledgement of the need to continually improve the safety of our roads and road users, and taking measured and appropriate action to do so.

**How Safe and Healthy Are York and North Yorkshire’s Roads?**

There has been a significant reduction in the number of people who are Killed and Seriously Injured (KSI) in York and North Yorkshire. The graph below illustrates that the number of KSI casualties on our roads in 2014 was over three times less than in 1990.

**York and North Yorkshire KSI casualties compared with GB KSI figures**



Despite our progress the table below demonstrates that North Yorkshire performs worse than the national average in the Public Health Outcomes Framework indicator relating to the KSI rates by resident population, for all ages, on the roads. Under this measure our KSI rates by resident population are also significantly higher than the closest statistical neighbours.

<sup>4</sup> Public Health England. 2014. Reducing unintentional injuries on the roads among children and young people aged under 25 years.

### North Yorkshire KSI rates against the England benchmark and those of our closest statistical neighbours 2012-2014

Killed and seriously injured (KSI) casualties on England's roads 2012 - 14				Crude rate - per 100,000		
Area	Rank	Count	Value	95% Lower CI	95% Upper CI	
England	-	63,442	39.3	39.0	39.6	Not compared
North Yorkshire	-	1,380	76.3	72.3	80.5	Worse
East Sussex	15	1,034	64.5	60.6	68.5	Worse
Lincolnshire	13	1,239	57.0	53.9	60.3	Worse
Warwickshire	5	902	54.8	51.3	58.5	Worse
Dorset	8	680	54.4	50.4	58.6	Worse
West Sussex	14	1,340	54.4	51.5	57.4	Worse
Derbyshire	12	1,051	45.1	42.4	48.0	Worse
Cumbria	4	666	44.6	41.3	48.1	Worse
Norfolk	10	1,123	43.0	40.5	45.6	Worse
Devon	3	957	42.1	39.5	44.8	Worse
Suffolk	9	895	40.6	38.0	43.4	Similar
Somerset	1	648	40.1	37.1	43.4	Similar
Gloucestershire	2	692	38.1	35.3	41.0	Similar
Leicestershire	7	632	31.8	29.4	34.4	Better
Worcestershire	6	513	29.9	27.4	32.6	Better
Staffordshire	11	565	22.0	20.2	23.9	Better

Source: Department for Transport

Public Health England. Not Dated. Public Health Outcomes Framework. <http://www.phoutcomes.info/public-health-outcomes-framework#page/3/gid/1000041/pat/6/par/E1200003/ati/102/are/E1000023/iid/11001/age/1/sex/4/nn/nn-1-E1000023>. Accessed July 2016.

However under this measure the City of York KSI rates per resident population are statistically better than the similar comparator authorities.

### York KSI rates against the England benchmark and those of its closest statistical neighbours 2012-2014

Killed and seriously injured (KSI) casualties on England's roads 2012 - 14				Crude rate - per 100,000		
Area	Rank	Count	Value	95% Lower CI	95% Upper CI	
England	-	63,442	39.3	39.0	39.6	Not compared
North Lincolnshire	13	309	61.0	54.4	68.2	Worse
Cheshire East	7	675	60.4	55.9	65.1	Worse
Cheshire West & Chester	1	541	54.5	50.0	59.3	Worse
Poole	15	215	48.1	41.9	55.0	Worse
Calderdale	12	285	46.0	40.8	51.7	Worse
Warrington	3	272	44.2	39.1	49.8	Similar
Shropshire	10	405	43.8	39.6	48.2	Worse
Bedford	11	183	37.8	32.5	43.7	Similar
Swindon	6	213	33.2	28.9	37.9	Better
Darlington	14	102	32.3	26.3	39.2	Better
York	-	184	30.3	26.1	35.0	Better
Bath & NE Somerset	4	134	24.8	20.8	29.4	Better
Solihull	5	151	24.1	20.4	28.3	Better
South Gloucestershire	9	170	21.1	18.0	24.5	Better
Trafford	8	131	19.0	15.9	22.5	Better
Stockport	2	159	18.6	15.8	21.7	Better

Source: Department for Transport

Public Health England. Not Dated. Public Health Outcomes Framework. <http://www.phoutcomes.info/public-health-outcomes-framework#page/3/gid/1000041/pat/6/par/E1200003/ati/102/are/E0600014/iid/11001/age/1/sex/4/nn/nn-1-E0600014>. Accessed July 2016

Road traffic collisions are a major cause of deaths in children and comprise higher proportions of accidental deaths as children get older. Parents regularly cite vehicle speed and volume as reasons why they do not allow their children to walk or cycle thus reducing opportunities for physical activity. The table below shows that the rate per 100,000 population of children KSI in road traffic accidents in North Yorkshire is statistically worse than the England benchmark. The rates within the City of York are lower and lie within the average range in England.

**Killed and seriously injured (KSI) casualties on England's roads 2012 - 14** Crude rate - per 100,000

Compared with benchmark: ■ Better ■ Similar ■ Worse ■ Not compared

Area	Value	95% Lower CI	95% Upper CI
England	17.9	17.5	18.4
Yorkshire and the Humber region	25.4	23.7	27.3
North East Lincolnshire	51.5	37.9	68.5
North Lincolnshire	35.1	24.2	49.4
Kingston upon Hull	31.9	23.4	42.4
Rotherham	28.2	20.3	38.1
Bradford	27.5	22.4	33.3
Calderdale	25.6	17.4	36.3
Doncaster	24.9	18.0	33.5
North Yorkshire	24.6	19.4	30.8
Wakefield	23.6	17.1	31.7
Kirklees	23.4	17.9	30.0
Sheffield	23.2	18.1	29.2
Barnsley	23.0	15.5	32.8
Leeds	22.4	18.1	27.4
East Riding of Yorkshire	22.3	15.7	30.7
York	11.4	5.7	20.4

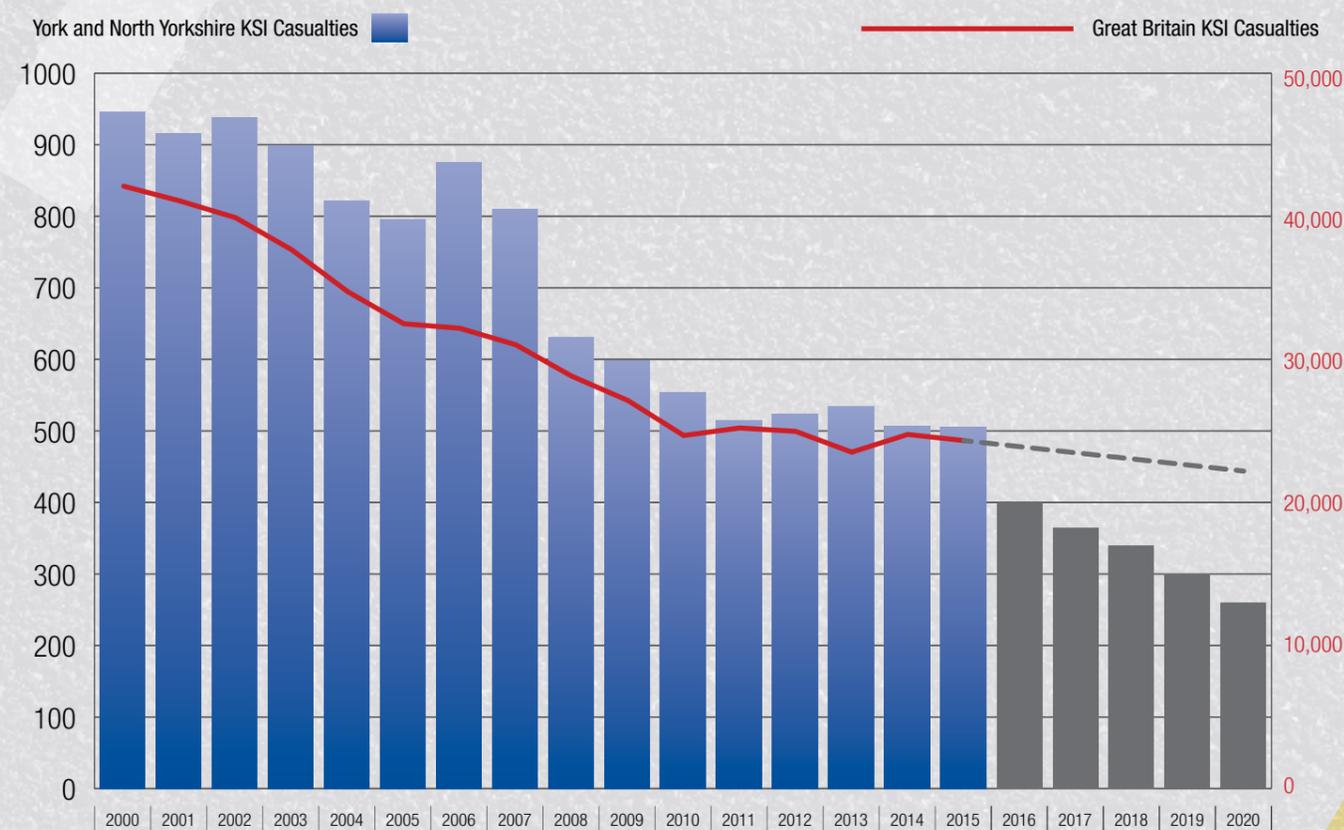
Source: Department for Transport (DfT), Road accidents and safety statistics.

Public Health England. Not Dated. Public Health Outcomes Framework. <http://fingertips.phe.org.uk/profile/child-health-profiles/data#page/3/gid/1938132948/pat/6/par/E12000003/ati/102/are/E10000023/iid/90804/age/169/sex/4>. Accessed July 2016.

It is acknowledged that there is more we can do to improve the safety of our roads and road users and, by doing so, the overall health of our residents and visitors. We are already taking steps to implement the changes necessary and this work will be further guided by this revised strategy.

The Safer Roads, Healthier Places Strategy aims to outline the strategic approach the partnership will take to continue to follow the downward trend of reducing the numbers of people killed or seriously injured (KSI) on our roads. The projected KSI rates for 2016-2020, based on previous year's data, are outlined in the graph below.

**York and North Yorkshire projected KSI rates 2016-2020**



The 95 Alive York and North Yorkshire Road Safety Partnership will continue to monitor the data and impact of the strategy through the detailed annual reports of the road casualty statistics compiled by the Local Highway Authorities. The annual reports are used to plan and inform future action and programmes that improve local road safety outcomes.

A wide range of opportunities to improve population health are outlined within the Public Health Outcomes Framework ([www.phoutcomes.info](http://www.phoutcomes.info)) which is made up of several indicators across four domains that measure different aspects of health and set the strategic direction for public health activity national and locally. Alongside the overarching aim of reducing York and North Yorkshire's KSI rates and improving safety on the County's roads, the Safer Roads, Healthier Places strategy aims to more broadly contribute to the wider public health agenda through the following Public Health Outcomes Framework<sup>5</sup> indicators:

Public health outcomes framework indicator	Measurement frequency
1.10 Killed and Seriously Injured casualties on England's roads	Annually
4.03 Mortality rates from causes considered preventable	Annually
2.07 Hospital admissions caused by unintentional and deliberate injuries in children and young people (2.07i = aged 0-14, 2.07ii = 0-4 years, 2.07iii = 15-24 years)	Annually
2.13i Percentage of physically active adults	Annually
3.01 Fraction of mortality attributable to particulate air pollution	Annually

### Local Road Safety Statistics

- In 2015 vulnerable road users (motorcycles, pedestrians and pedal cyclists) represented 49% of the killed and seriously injured (KSI) casualties on North Yorkshire's roads. In York, Vulnerable road users represented 67% of KSI casualties.
- The number of cyclists being injured in York and North Yorkshire is rising each year. During the past 4 years, cyclist fatalities have occurred on the rural roads in North Yorkshire but not within the city of York.
- Motorcycles formed approximately 1% of the traffic but account for around 27% of KSI casualties on North Yorkshire's roads

in 2015. In York motorcycles formed 17% of KSI's with Pedestrians and Cyclists forming approximately 49% of all KSI's.

- 4325 fixed penalty notices were issued to drivers exceeding a 30mph speed limit in York and North Yorkshire in 2014.



<sup>5</sup> Department of Health. 2012. Healthy Lives, Healthy People: improving outcomes and supporting transparency, the public health outcomes framework for 2013-16.

Year	York				North Yorkshire				York and North Yorkshire			
	Fatal	Serious	Slight	Total	Fatal	Serious	Slight	Total	Fatal	Serious	Slight	Total
2012	0	11	128	139	2	45	130	177	2	56	258	316
2013	0	15	133	148	3	49	145	197	3	64	278	345
2014	0	21	170	191	3	64	149	216	3	85	319	407
2015	0	24	141	165	4	53	148	205	4	77	289	370
<b>Total</b>	<b>0</b>	<b>71</b>	<b>572</b>	<b>643</b>	<b>12</b>	<b>211</b>	<b>572</b>	<b>795</b>	<b>12</b>	<b>282</b>	<b>1144</b>	<b>1438</b>

#### Pedal cyclist casualties for York and North Yorkshire: 2012-2015

Source - Road Safety and Travel Awareness, North Yorkshire County Council



**49%**  
Vulnerable road users (motorcycles, pedestrians and pedal cyclists) represented 53% of the killed and seriously injured (KSI) casualties on North Yorkshire's roads



**765**  
Fixed penalty notices were issued to drivers for using a handheld mobile phone or device while driving a motor vehicle on a road



**4,325**  
Fixed penalty notices were issued to drivers exceeding the 30mph speed limit on a restricted road



**27%**  
Motorcycles formed approximately 1% of the traffic but account for around 27% of KSI casualties on North Yorkshire's roads

Fixed penalty notice data ref: North Yorkshire Police, Fixed Penalty Notice Data. 2014.  
Other stats: NYCC/95 Alive Partnership, Reported Road Casualties in North Yorkshire: Annual Report. 2015.

#### Police enforcement during 2014:

ALL 2014 (York & North Yorkshire) Fixed Penalty data provided by North Yorkshire Police	
<b>SPEED OFFENCES</b>	
Total number of speeding offences summonsed to court	4947
Total number of fixed penalties for speed offences	22980
Total number of Speed Awareness courses completed	38513
<b>MOBILE PHONE OFFENCES</b>	
Total number of mobile phone offences summonsed to court	99
Total number of fixed penalty mobile phone offences	276
Total number of "What's Driving Us" courses completed for mobile phone offences	626
<b>SECTION 3 OFFENCES</b>	
Total number of S3 (Careless Driving) offences summonsed to court	366
Total number of fixed penalties for S3 (Careless Driving) offences	30
Total number of Driver Awareness Courses completed	477
<b>PEDAL CYCLE OFFENCES</b>	
Total pedal cycle lighting offences	45
Total pedal cycle other offences	67

## What has been achieved already?

The number of KSI casualties on North Yorkshire's roads has fallen from 934 in 1999 to 429 in 2015: a 46% reduction in annual casualties during the last 16 years. York has seen a smaller reduction, with a fall in KSI's from a 1994/98 average baseline of 137 to 72 in 2015: a reduction of 13%. This has been achieved in part through projects, interventions and initiatives designed and delivered by the 95 Alive Partnership. The case studies below illustrate good practice examples of what has been accomplished locally.

### Case Study 1

#### 1. Biker Down

Biker Down is a nationally recognised initiative which provides information to motorcyclists on what to do if they come across an accident involving another motorcyclist.

In North Yorkshire and the City of York this free to attend course is organised by the County Council Road Safety team and delivered by first aid qualified North Yorkshire fire fighters.

There are three interactive sessions as part of the course all aimed at providing those who attend with knowledge of what to do if they come across an accident involving a motorcyclist. This provides attendees with the knowledge and confidence to deal with the situation safely and give the casualty the best chance of survival and recovery.

The three sections covered in the course are;

- Incident scene management - such as personal safety and slowing traffic down
- First aid - including helmet removal and CPR
- The science of being seen including advice on how to be seen by other motorists



The first course in North Yorkshire was held in March 2016 and several more have been held since then. The courses filled quickly with waiting lists and together with the positive feedback from those who have attended and from the trainers, more courses are planned for 2017.

In recognition of the benefits of teaching CPR on the course, the British Heart Foundation has donated some specialist kit for training. This kit has also been used elsewhere within North Yorkshire to promote CPR.

Biker Down has had national television coverage on the Motorcycle Show (ITV4).

### Case Study 2

#### 95 Alive Officer involvement in the Yorkshire & Humberside Regional Road Safety Group

- Cycling Initiative Project, awarded the Prince Michael of Kent, International Road Safety Award, 2014.

Officers from 95 Alive have been actively involved in this joint initiative for a number of years, inputting a high level of expertise and effort to the extent that the project was recognised in the Prince Michael of Kent International Road Safety Awards in 2014.

The work is designed to address the increasing numbers of cyclist casualties which went hand in hand with the increased number of cyclists on Yorkshire's roads.

Officers came together to work in partnership on this issue and began in 2012/13 by developing resources aimed at cyclist safety. They have continued to work producing and refreshing routes and key messages, right up to the present day, with work around the 2016 Tour De Yorkshire Routes.

The key benefits to be gained by working as part of a Regional Partnership are:

- Pooling of expertise and experience that would be hard to match working in isolation
- Shared funding provides a larger overall amount, providing economies of scale, which has enabled us to create campaigns and resources that no one individual authority could afford
- Co-ordination across the whole Yorkshire region gives stronger, clear and joined up road safety messages visible throughout the region at the same time

The Project covers 3 main areas:

- For Drivers
- For Urban Cyclists
- For Rural Cyclists

Uses roadside posters at key locations and routes; radio advertising; social media; resources and engagement at cyclist venues. Aimed not just at the cyclist, but also at drivers in relation to cyclists.

#### For Drivers

- Issues with blind spots
- Road positioning of vulnerable road users
- Awareness at junctions



**Case Study 2 (continued)**

**For Urban Cyclists** - Urban Cycling Guide  
[www.youtube.com/user/UrbanCyclingGuide?feature=watch](http://www.youtube.com/user/UrbanCyclingGuide?feature=watch)

- Tips on urban riding
- DVD and online
- Filmed in York, Sheffield & Leeds with these Authorities taking the lead on the project.

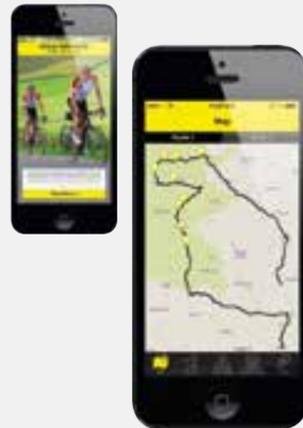


- Ties in with being able to have a subsidised (£5.00 for 90 minutes) Urban Cycling Session with a Bikeability Instructor if you live in York or North Yorkshire (training is in the City of York).

**For Rural Cyclists** - Cycle Yorkshire  
 - Ride the Routes App and Website  
[www.ridetheroutes.co.uk](http://www.ridetheroutes.co.uk)

- Includes the Tour De France routes and the Tour De Yorkshire 2015 and 2016 routes
- Is a “how to” guide on safer cycling of rural routes as well as tour specific advice

- Accessible and interactive
- Provides short flyover videos and key information on sections of the routes
- Highlights key areas giving in depth advice on cycling such as downhill sections and narrow bridges
- Provides cyclists with the information to make informed decisions when riding in a rural area
- Is supported by Welcome to Yorkshire and forms part of the continuing Cycle Yorkshire Legacy from the Tour de France 2014

**Case Study 3****Junior Road Safety Officers/York Travel Ambassadors**

Junior Road Safety Officers (JRSOs) and York Travel Ambassadors are Year 5 pupils in schools who relay key Road Safety messages to their whole school community. The pupils take part in fun learning activities which they can share with others. During their time in office, they are supported by the County Council Road Safety and Travel Awareness Team and their school.

There are many ways the pupils can get involved, including:

- School assemblies
- Notice boards
- Competitions

In 2015 over 25 schools were involved in the Selby area alone. Each school submits a diary as a record of their year's activities in July.

The aims of the scheme are:

- To reduce the numbers of children injured on the roads



- To promote a sense of responsibility and positive citizenship among children
- To enhance the importance of safety among pupils, parents and school staff
- To develop innovative ways of putting safety messages across
- To encourage and enable sustainable travel choices

## 4. Wider benefits of road safety

### Local Economy and Promoting Economic Growth

The shape of our local economy and transport are closely linked. Transport is required in all aspects of business, therefore reliable, efficient and working transport networks and services are essential. Safe use of our roads is a vital component of keeping our transport networks open and moving. Congestion caused by traffic collisions can lead to lost productivity due to sitting in traffic queues and unpredictable arrival times for delivery drivers and employees. The large numbers of businesses that rely on employees using their own cars is significant and the employer bears practical and legal responsibilities for their safety too. It is estimated that nationally road traffic collisions cost the UK economy in excess of £16.3 billion per year\*.

\*Reported Road Casualties Great Britain, DfT, 2014

### Environment and Climate Change

It is recognised that increased congestion and traffic levels can lead to an escalation in noise and pollution. Improving air quality and reducing carbon monoxide emissions through the creation of more opportunities for active travel that is safe and sustainable will have far reaching benefits for the whole population.

### Public Health

Road safety initiatives are inseparable from the aim of preventing death and serious injury. However, improving the safety of our roads can have a far wider impact on health and wellbeing in addition to reducing the number of people killed and seriously injured on roads. The co-benefits of road

safety initiatives, both in terms of physical and mental health, are widely recognised.

- **Social isolation**

Research shows that people who live in areas where they perceive a higher road risk often adapt to the situation by going out less and as a result have fewer opportunities for social contact. This increases social isolation which can have a negative effect on mental health and wellbeing.

- **Health inequalities**

Inequality is a recognised cause of ill health with significant differences between the best and worst areas in terms of life expectancy and quality of life. The poorest members of society, particularly children in the most deprived areas, are significantly more likely to be hurt or killed on the roads. Therefore providing education and information to parents and children in these areas to reduce those risks is an important part of the wider work of reducing health inequalities locally.

- **Physical inactivity**

There is a growing body of evidence to link physical inactivity to a range of health conditions including heart disease, diabetes, some cancers and poor mental health. Active forms of travel such as walking and cycling have been identified as low cost, easy ways for most people to incorporate physical activity into everyday life. Creating areas where people feel safer to cycle and walk therefore has a great potential to improve the health and well-being of many people, encouraging them to be more active more often.

## 5. Strategic snapshot

### Vision:

To enable safer and healthier travel for residents of, and visitors to York and North Yorkshire

### Mission:

To positively influence and improve the safety of our roads, reduce the number of killed and seriously injured casualties, and increase the amount of active travel in York and North Yorkshire

### Values and Principles:

Our commitment is to maintain and improve the safety of travelling in York and North Yorkshire

### Strategic Objectives:

#### Education:

Equipping individuals with the knowledge and skills to use our roads safely and understand how their actions affect others

- Teaching parents and children how to use the road safely from an early age
- Sharing safety messages through national and regional campaigns
- Promoting safe use of the road network, particularly among priority groups

#### Engineering:

Reducing road risk through design and engineering, that considers our most vulnerable road users

- Influencing planning processes to enable the creation of safe new cycling and walking friendly environments
- Seeking improvements that can be addressed through the planning process

#### Enforcement:

Taking appropriate action against those who break the law on our roads

- Increased policing on high priority routes
- Implementing enforcement initiatives that target those who take risks on our roads
- Supporting the mobile Police Camera Enforcement Operation locally to address speeding, mobile phone use, seatbelt and other safety laws

#### Engagement:

Working with communities and partners locally to improve the safety of our roads

- Identifying and addressing needs in partnership with local communities
- Collaborating with local businesses who have a responsibility to their employees who drive as part of their work
- Strengthening our relationship with neighbouring regions to address common issues together

## 6. Our Vision: Safer, Stronger and Healthier Communities

### What do we want to achieve?

Safer Roads, Healthier Places is a refresh of the 95 Alive York and North Yorkshire Road Safety Partnership Strategy which captures the considered and strategic approach that we take in order to achieve our overarching vision for road safety in York and North Yorkshire.

Our behaviour on the road means that we are all part of road safety problems and solutions. Each and every one of us, as users of the road network, is responsible for our own safety and for the safety of others who are using the same roads at the same time. The purpose of the Safer Roads, Healthier Places Strategy is to ensure that everyone, either as individuals or organisations, plays their part:

#### As an individual by

- Staying within the law when using the roads
- Showing tolerance and understanding for other road users

#### As a Partnership by

- Promoting and applying best practice
- Employing data led behaviour change techniques
- Coordinated Education, Training, Promotion and Enforcement initiatives
- Implementing the collective actions required to improve safety on our roads

### 95 Alive Road Safety Partnership Vision Statement:

**“To make travelling in York and North Yorkshire safer and act in a way that inspires the trust and confidence necessary to make road users and communities be safe and feel safe.”**

### Safe Systems Approach

The internationally recognised Safe Systems Approach endeavours to deliver a more holistic means of managing road safety and is based around the principle that our life and health should not be compromised by our need to travel. The Safe Systems Approach accepts that people make mistakes; people are vulnerable; we need to share responsibility; and we need to strengthen all parts of the system. The ultimate aim of the approach is to prevent any road user being subject to impacts sufficient to cause fatal or serious injury when crashes occur; strengthening all aspects of the system in order to protect the most vulnerable link - the road user, is what this approach seeks to achieve.

Crucially under the Safe Systems Approach responsibility is shared by everyone; accountability for the system's safety lies with policy makers, engineers, vehicle manufacturers, health agencies, enforcement officers, educators, planners and every individual road user is responsible for observing the system's rules and taking care for other road users.

The Safe System Approach consists of the following main components:

- Safer vehicles
- Safer roads and infrastructure
- Safer speeds
- Safer road users
- Post-crash response

Aligning Road Safety Management with wider environmental, social, ethical and economic aims provides opportunities for partnership working, which addresses other issues associated with road traffic including air pollution, lack of physical activity, and congestion.

North Yorkshire County Council and the City of York council, working through the 95 Alive Partnership, have committed to adopting the Safe Systems Approach in maintaining and managing their road networks.

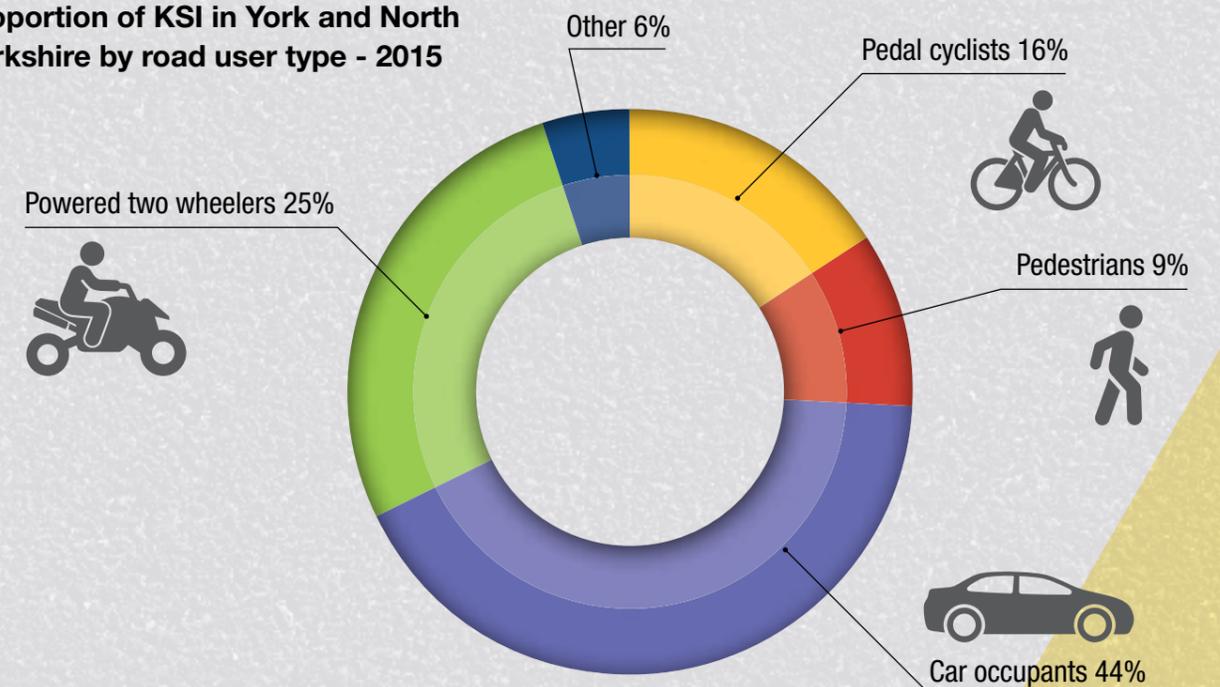
### Priority Groups

Road Safety initiatives and interventions are designed and implemented with the aim of making travel across York and North Yorkshire safer for all road users. Our analysis of casualty and collision data enables us to identify priority groups who are at greatest risk of harm when on our roads. Delivering safety interventions that are targeted at vulnerable road user groups are most likely to prevent death and serious injury. This is a core value of the 95 Alive Partnership.

In York and North Yorkshire our priority groups have been identified as:

- Children and young people
- Cyclists
- Motorcyclists
- Older road users
- Those who drive at work

### Proportion of KSI in York and North Yorkshire by road user type - 2015



## 7. How will we know we have made a difference?

The 95 Alive Partnership will measure the impact of the Safer Roads, Healthier Places Strategy through regular monitoring. The road safety landscape is constantly changing and it is therefore acknowledged that these measures are not permanently fixed but will continue to evolve. Owing to the nature of road safety, there are delays between actions being taken and their effect on some outcomes being visible and measurable. We therefore recognise the need to identify a mix of measures that can demonstrate both short

term achievements and outputs alongside the longer term outcomes to which they contribute.

The pyramid below illustrates the top down approach we will employ to demonstrate the impact of the Safer Roads, Healthier Places Strategy. The outcome measures identified are ranked based on their rigour and strength in terms of validating what we have achieved locally.

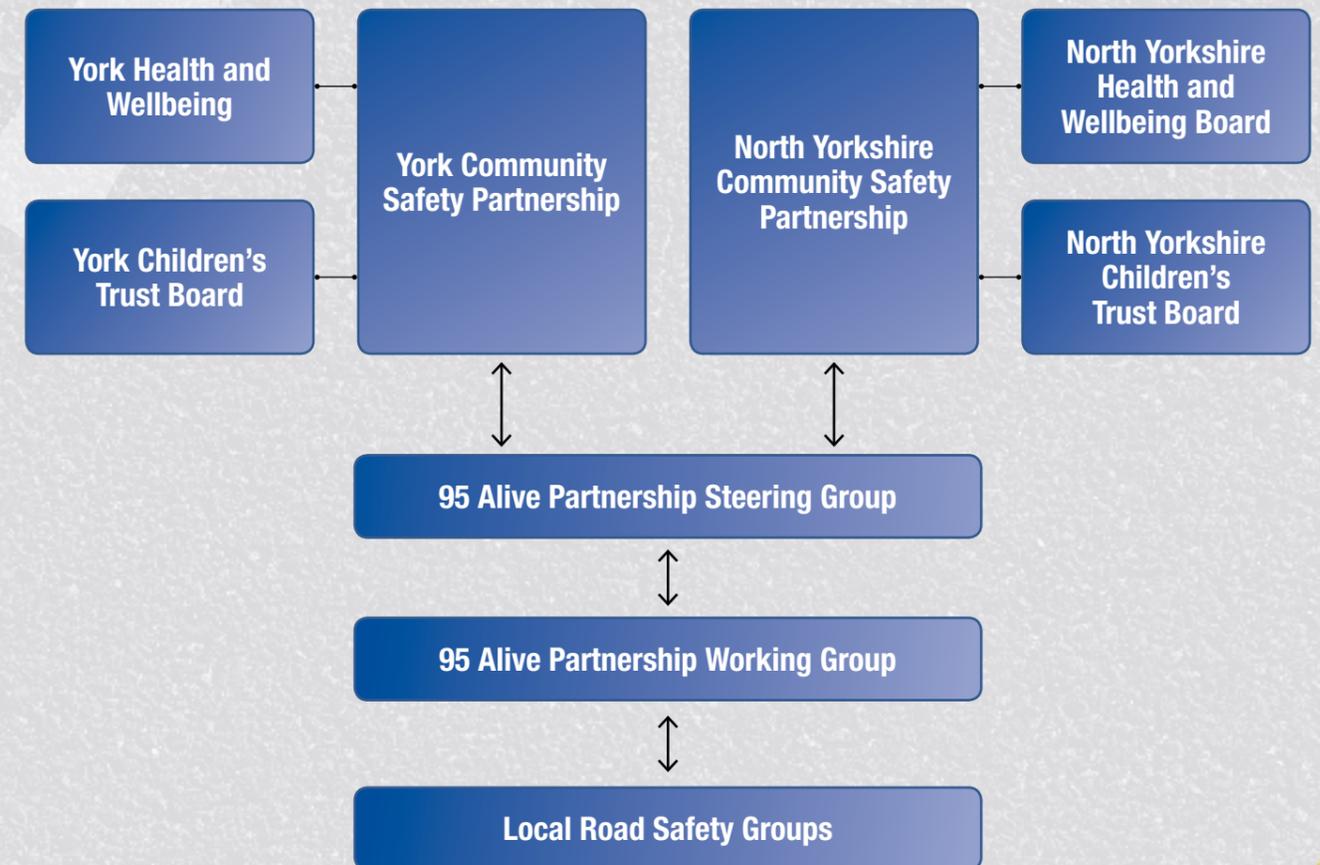
### The Intervention Hierarchy



## 8. Governance

Responsibility for delivering the Safer Roads, Healthier Places Strategy will be owned by the 95 Alive Partnership. The 95 Alive Partnership are accountable to the North Yorkshire and the York Community Safety Partnerships. The North Yorkshire and the

York Health and Wellbeing Boards and also the North Yorkshire and the York Children's Trust Boards for the elements that relate to children and young people. The action plan is devised annually by the 95 Alive partners and progress on this is also reported annually.



## 9. Objective details

The Safer Roads, Healthier Places Strategy will strengthen the local partnership approach and bring together resources and expertise in order to achieve our ambition of meeting the long term road safety targets and improving the health and wellbeing of the population through the recognised co-benefits of road safety activity, such as increased physical activity and improved air quality.

The 95 Alive Partnership will achieve the overarching aims of the Safer Roads, Healthier Places Strategy through joined up action that focuses on 4 key strategic priorities which are:

- **Education**



- **Engineering**



- **Enforcement**



- **Engagement**



## Education

Supporting people to become safer and more responsible throughout their lives through road safety training is an important aspect of our action plan. Equipping people with the knowledge and skills to walk, cycle, ride and drive more safely on our roads can improve an individual's general health and well-being. For example levels of physical activity can be increased where people feel safer and more confident and are able to travel by active forms of transport, such as walking and cycling.

It is estimated that human error is a contributory factor in 95% of all collisions and the primary factor in about 70%. We are all responsible for road safety and should not put ourselves or anyone else at risk or in danger; all road users must respect the right of others to travel in safety. Prioritising actions that encourage all road users to protect and respect each other by responsible road behaviour does create safer roads. Positive behaviour change will be the overarching aim of this objective.

### We will:

- Participate in relevant National and Regional Campaigns
- Provide skills and training for road users with a focus on those who are considered vulnerable, e.g. pedestrians, cyclists, motorcyclists
- Promote safer road use and positively influence driver and rider behaviour through initiatives such as post-test Rider Development Courses
- Deliver the Biker Down first aid training courses to local riders
- Offer the police led BikeSafe assessments and workshops with a view to improving the knowledge, skill and hazard perception of riders
- Promote safer cycling initiatives including The Cycle Yorkshire - Ride the Routes app; the Urban Cycling Guide DVD and the Urban Cycling Skills course
- Continue to produce and promote the Bikers Guide to North Yorkshire booklet and update the NYRides video guides and posts on social media
- Raise the issue of road safety awareness and encourage behavioural and attitude change among and between road user groups
- Offer the Bikeability training programme in schools
- Promote and support the delivery of the Junior Road Safety Officer/Travel Ambassador programme and the Mode Shift STARS scheme in local schools - including specialist advice to Schools to help them to develop School Travel Plans
- Deliver the WalkWise programme in priority areas
- Continue to update and make the Road Safety Curriculum Resource pack freely available to Primary and Secondary schools across the County
- Continue to promote the nationally available resources for Parents and Schools on the Think! Road Safety Web Site
- Deliver the Drive Alive workshop event in priority secondary schools to identify and provide information to young drivers,

potential drivers and passengers risks and responsibilities with Young People

- Promote the Enhanced Pass Plus programme/Momentum to young and novice drivers and the Older Driver refresher sessions to local residents in partnership with local Driving Schools and Instructors
- Link to the Local Transport Plans to promote active safer travel
- Promote the ITravel York web site for travel information within the City of York, including information on alternative modes of transport, such as cycling, walking and the Park and Ride services

## Engineering

Safer roads are an important part of a healthy environment and overall wellbeing. Actual or perceived dangers of a road can act as a barrier to people's ability to socialise, access and use local services and undertake physical activity. Well designed and maintained roads that are attractive, accessible and appropriate are also key in enabling people to make safer and healthier travel choices. Designing new road environments that provide facilities for people to walk, cycle, ride and drive, encourage sustainable modes of transport and protect our local communities will be the overarching aim of this objective.

### We will:

- Encourage sustainable modes of transport
- Provide for pedestrians and cyclists - where this can be achieved
- Contribute to the design of safer roads and walking and cycling within the planning process

## Enforcement

The severity of injuries sustained in road traffic collisions is directly impacted by speed and by not using seatbelts. Perception of safety among our most vulnerable citizens can be decreased by excessive traffic volumes and speed. This in turn can impact on their health, acting as a barrier to them accessing local services, meeting socially and taking part in physical activities such as walking and cycling.

"Speeding" can relate to both exceeding the designated speed limit and driving inappropriately for the prevailing conditions (even if the signed limit is being observed). This distinction between excess and inappropriate speed is very important because driving just within the signed speed limit is not always driving at an appropriate speed - especially if factors such as adverse weather conditions are present. It is clearly a driver's personal responsibility to drive to the conditions on the road however, encouraging drivers and riders to use appropriate speeds for the road conditions and environment will be the overarching aim of this objective.

### We will:

- Work to promote and encourage drivers to choose the appropriate speed for the area and conditions
- Provide additional policing on high priority routes
- Promote responsible driver behaviour to help prevent collisions which result in serious or fatal injury and use police enforcement capabilities through targeted enforcement
- Support the mobile Police Camera Enforcement Operations across

York and North Yorkshire to address speeding, seatbelt, mobile phone and other road traffic offences

- Provide a Speed Management Protocol to investigate and address concerns around speed of traffic
- Support the promotion of the Community Speed Watch Scheme to appropriate places identified through the Speed Management Protocol

## Engagement

Partnership working with individuals, groups and communities is crucial to the aim of making roads safer and healthier places to be. The 95 Alive Partners are committed to working together to reduce road casualties and improve outcomes for the population of the County. We understand that sharing information, ideas, opinions and problems is important in helping us achieve our aims and we will actively create opportunities to do so. Improving communication with road user groups, businesses and local communities will enhance our chance of success; increasing knowledge and understanding of the challenges and how we can work together to address these is also vital.

Working in partnership with local communities and organisations to encourage safer road use and promote greater use of public transport and more active forms of travel will be the overarching aim of this objective.

### We will:

- Work in partnership with local people and communities through the local road safety groups, events and campaigns
- Work with local stakeholders and partners to achieve common goals in relation to road safety and physical activity
- Continue to provide and run a School Crossing Patrol Service as per the Road Safety GB criteria and guidance to encourage parents to choose to walk to school
- Engage and collaborate with local businesses who have a responsibility to their employees who drive at work
- Support the National BikeSafe programme
- Strengthen our partnerships with neighbouring regions to address key issues that affect us all
- Encourage and support schools to participate in national and local events including Walk to School Week and Bike Week
- Continue to recognise schools that demonstrate excellence in supporting cycling, walking and other sustainable modes of transport through the National Modeshift STARS Award Programme
- Work in partnership with local Driving Schools and Instructors to share knowledge and improve skills in order to develop safer new drivers on our roads
- Develop networks with cycling and motorcycling clubs and organisations locally and regionally to share road safety messages and encourage safer road use

- Continue our face to face engagement with riders at popular motorcyclist destinations across the County to disseminate information, campaign messages and listen to their views, concerns and suggestions directly
- Maintain our [www.roadwise.co.uk](http://www.roadwise.co.uk) website and engage with the public through social media platforms including Facebook and Twitter
- Engage on a National Level via Road Safety GB to look at best practice nationally and be involved in campaigns, such as the call to put Road Safety on the School Curriculum



While North Yorkshire County Council and the City of York Council have a statutory responsibility to promote road safety and take appropriate action to prevent accidents, which also helps to provide a safer and healthier place to live, work and visit, everyone must acknowledge their contribution towards this aim.

We therefore ask you to consider how you can contribute to our vision of safer roads and healthier places within our County; you too can make a difference on York and North Yorkshire's roads.

## 10. Contacts

The main contacts for the 95 Alive York and North Yorkshire Road Safety Partnership are:

 [www.roadwise.co.uk](http://www.roadwise.co.uk)

 @95alive

 [facebook.com/95alive](https://facebook.com/95alive)

 [95alive@northyorks.gov.uk](mailto:95alive@northyorks.gov.uk)

### Road Safety - Highways

BES - East Block

County Hall, Racecourse Lane, Northallerton. DL7 8AH

 01609 798120

 [www.northyorks.gov.uk](http://www.northyorks.gov.uk)

 [road.safety@northyorks.gov.uk](mailto:road.safety@northyorks.gov.uk)

### City of York Council

Sustainable Transport Service

West Offices, Station Rise, York. YO1 6GA

 01904 555579

 [www.york.gov.uk](http://www.york.gov.uk)

 [facebook.com/cityofyork](https://facebook.com/cityofyork)

 @CityofYork

## Safer Roads Healthier Places

### Help us make a difference

For further information about the 95 Alive Partnership or if you require an Easy Read version of this strategy please contact **08458 727374** or email [95alive@northyorks.gov.uk](mailto:95alive@northyorks.gov.uk)

## Annex A: Statutory Duty for Road Safety

### Local Authorities

#### The 1988 Road Traffic Act, Section 39

Powers of Secretary of State and local authorities as to giving road safety information and training:

1. The Secretary of State may, with the approval of the Treasury, provide for promoting road safety by disseminating information or advice relating to the use of roads.
2. Each relevant authority, if it is a local authority, must prepare and carry out a programme of measures designed to promote road safety and may contribute towards the cost of measures for promoting road safety taken by other authorities or bodies.
3. Each relevant authority:
  - a. must carry out studies into accidents arising out of the use of vehicles on roads or parts of roads, other than trunk roads (*Highway England Roads*), within their area.
  - b. must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for which they are responsible and other measures taken in the exercise of their powers for

controlling, protecting or assisting the movement of traffic on roads, and

- c. in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

### Public Health and Local Authorities

#### The Health and Social Care Act, 2012

Duties as to improvement of public health.

After section 2A of the National Health Service Act 2006 insert - 2B Functions of local authorities and Secretary of State as to improvement of public health

1. Each local authority must take such steps as it considers appropriate for improving the health of the people in its area.
2. The Secretary of State may take such steps as the Secretary of State considers appropriate for improving the health of the people of England.
3. The steps that may be taken under subsection (1) or (2) include:
  - a. providing information and advice;
  - b. providing services or facilities designed to promote healthy living (whether by helping individuals to address behaviour that is detrimental to health or in any other way;
  - c. providing services or facilities for the prevention, diagnosis or treatment of illness;

- d. providing financial incentives to encourage individuals to adopt healthier lifestyles;
- e. providing assistance (including financial assistance) to help individuals to minimise any risks to health arising from their accommodation or environment;
- f. providing or participating in the provision of training for persons working or seeking to work in the field of health improvement;
- g. making available the services of any person or any facilities.

4. The steps that may be taken under subsection (1) also include providing grants or loans (on such terms as the local authority considers appropriate).

5. In this section, "local authority" means:
  - a. a county council in England;
  - b. a district council in England, other than a council for a district in a county for which there is a county council;
  - c. a London borough council;
  - d. the Council of the Isles of Scilly;
  - e. the Common Council of the City of London."

### Fire And Rescue Service Statutory Duty in relation to Road Safety

#### The Fire & Rescue Services Act

**2004** sets out the duties and powers of fire authorities. Under the Act, the Fire Authority has a number of core functions one of which relates to Road Safety:

- Road Traffic Accidents - rescuing people in the event of road traffic accidents and protecting people from serious harm in the event of road traffic accidents.

### Police Service Statutory Duty in Relation to Road Safety

The duties of a Constable are defined within the attestation / oath sworn by the office of constable:

"I, ... of ... do solemnly and sincerely declare and affirm that I will well and truly serve the Queen in the office of constable, with fairness, integrity, diligence and impartiality, upholding fundamental human rights and according equal respect to all people; and that I will, to the best of my power, cause the peace to be kept and preserved and prevent all offences against people and property; and that while I continue to hold the said office I will to the best of my skill and knowledge discharge all the duties thereof faithfully according to law."

#### North Yorkshire Police force Collision Guidance Document states:

"The primary purpose for officers attending the scenes of road traffic collisions is to preserve life, minimise injury and preserve evidence that may be required for Her Majesty's (HM) Coroner or for criminal proceedings."

The Police will lead the resolution of incidents on the road network which involve:

- Death or injury including collisions and suicides
- Suspected, alleged or anticipated criminality
- Threats to public order and public safety
- Occurrences where the powers in law or skills of a constable are required

**Under the Road Traffic Act 1988**, drivers are required to report most collisions to the police:

- **Section 170(3)** places an obligation on the driver, if he does not give his name and address under subsection (2) above, to report the accident to a police constable or police station as soon as reasonably practicable and in any case within 24 hours
- **Home Office circular (263/1948)** requires the police to collect data on road injury accidents and submit them to DfT. The “STATS19” system used in their collection is jointly owned and is managed by the Department for Transport’s Standing Committee on Road Accident Statistics1 (SCRAS). North Yorkshire Police share their raw data with the local highway authorities (City of York and North Yorkshire County Councils) and through them with the 95 Alive Partners to inform and direct the work of the partners.

## Highways England Statutory Duty in Relation to Road Safety

**Highways England: Licence. Secretary of State for Transport statutory duty and guidance to the strategic highways company. April 2015.**

### Part 4 - Aims and objectives

- 4.1** The network for which the Licence holder is responsible is a critical national asset, which the Licence holder **must** operate and manage in the public interest, in respect of both current activities and needs and in providing effective stewardship of its long-term operation and integrity.
- 4.2** Without prejudice to the general duties on the Licence holder under section 5 of the Infrastructure Act 2015, the Licence holder **must**, in exercising its functions and complying with its legal duties and other obligations, act in a manner which it considers best calculated to:
- Ensure the effective operation of the network;
  - Ensure the maintenance, resilience, renewal, and replacement of the network;
  - Ensure the improvement, enhancement and long-term development of the network;
  - Ensure efficiency and value for money;
  - Protect and improve the safety of the network;
  - Cooperate with other persons or organisations for the purposes of coordinating day-to-day operations and long-term planning;

- Minimise the environmental impacts of operating, maintaining and improving its network and seek to protect and enhance the quality of the surrounding environment;
- Conform to the principles of sustainable development.

- 4.3** For the purposes of this section, “sustainable development” means encouraging economic growth while protecting the environment and improving safety and quality of life for current and future generations.

## Contact us

**North Yorkshire County Council, County Hall, Northallerton, North Yorkshire, DL7 8AD**

Our Customer Service Centre is open Monday to Friday 8.00am - 5.30pm  
(closed weekends and bank holidays).

Tel: **01609 780 780**

email: **[customer.services@northyorks.gov.uk](mailto:customer.services@northyorks.gov.uk)**

web: **[www.northyorks.gov.uk](http://www.northyorks.gov.uk)**

If you would like this information in another language or format please ask us.

Tel: **01609 780 780** email: **[customer.services@northyorks.gov.uk](mailto:customer.services@northyorks.gov.uk)**