

Ryedale District (Area 4)

Ryedale district in brief

- ◆ Five people, all of whom were adults, were **killed** on Ryedale’s roads during 2014 compared to eleven adults, in 2013. There were 2 PTW riders, an LGV driver, a car driver and a car passenger.
- ◆ The number of people **Killed or Seriously Injured (KSI)** has decreased to 50 in 2014 from 72 in 2013. In terms of road user groups, the number of KSI has decreased amongst car occupants (-15), PTW (-9), others (-1) and rose amongst pedal cyclists (+1) and pedestrians (+2).
- ◆ The number of **total casualties** in road collisions reported to the police in 2014 was 229, down by 13% on 2013 (264). This decrease is mirrored by the car road user group which saw a 17% decrease in casualties in 2014; the only increases were seen in the number of pedestrian casualties from 13 to 18 and other vehicle types from 20 to 22.
- ◆ The reported number of **child KSI casualties** (aged 0-15) in the district in 2014 (3) is 3 above the previous year.
- ◆ The number of **cyclist** casualties has reduced by 8% from the 2009-13 baseline average. Adult cyclist casualties (11) have decreased by 1 since the previous year.
- ◆ **Pedestrian** casualties increased to 18 in 2014 from 13 in 2013 (+28%).
- ◆ The number of **powered two wheeler (PTW)** casualties has decreased by 26% since last year (from 38 to 28). The decrease is more pronounced amongst PTW KSI (18) which is 33% less than the total (27) recorded the previous year.

- ◆ A total of 154 **road collisions** that resulted in someone being injured were reported to the police in 2014, 8% less than in 2013 (168). This total works out at an average of 14 collisions per month or 3 per week.

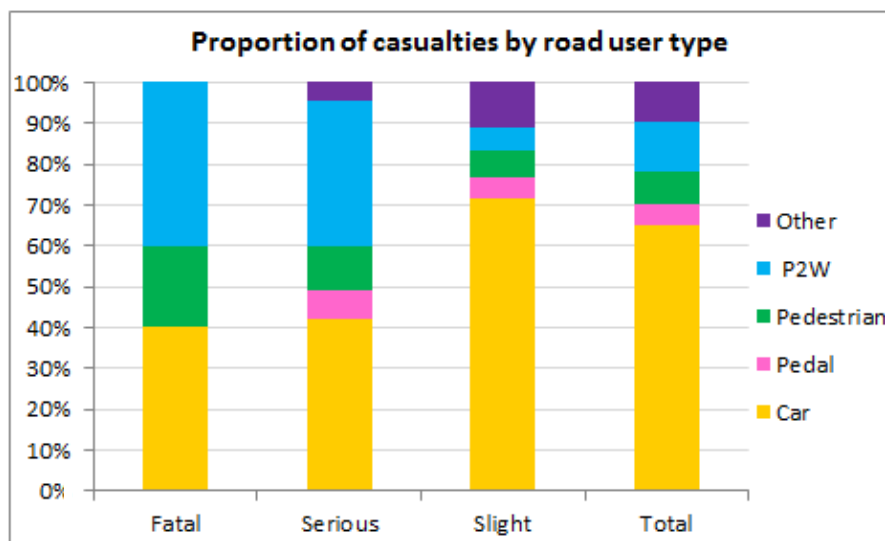


Figure 15 - Proportion of all casualties by road user type in 2014 - Ryedale
Source - Road Safety & Travel Awareness, North Yorkshire County Council

All Casualties - Ryedale

The trend in road casualties reported to the Police in Ryedale saw an upturn in 2013 after 2012 achieved the lowest numbers since modern records began in 1990. The decrease in casualties in 2014 has brought the trend back to the downward trend line.

In 2014, the district has recorded 35 fewer casualties compared to the previous year. The decrease is mainly explained by the lower number of car occupant casualties (down by 17%). Lower numbers were also seen in the number of PTW casualties (down by 26% and the number of pedal cyclist casualties (down slightly from 13 to 12).

The district performance (-7%) is the same as the reduction in the total number of casualties recorded in North Yorkshire as a whole (-7% compared to the baseline).

Facts about all casualties in 2014

- ◆ There were 229 casualties in 2014, 35 less than in 2013 (a 13% decrease).
- ◆ Car occupants make up the largest proportion of road casualties (65%); followed by powered two wheelers (12%), others (10%), pedestrians (8%) and pedal cyclists (5%).
- ◆ The number of casualties recorded in 2014, is 7% below the 2009-13 average.
- ◆ The number of children injured (18) which represent 8% of all casualties in 2014; was 1 lower than 2013.
- ◆ Cyclist casualties decreased, and the 2014 total (12) is now 1 lower than in 2013 and is also 7% below the 2009-13 average (13). NB This is significantly different to the rest of the county where cyclist casualties have risen. This will be closely monitored in 2015 when the Tour de Yorkshire takes place, much of it in Scarborough and Ryedale.

Ryedale	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Fatal	6	5	2	11	5	-13.8%	—
Serious	60	44	63	61	45	-25.5%	—
Slight	180	139	174	192	179	-0.3%	—
Total	246	188	239	264	229	-6.8%	—
KSI	66	49	65	72	50	-24.5%	—
Child KSI	2	3	1	0	3	25.0%	—
Young Person KSI	14	5	20	15	12	-11.8%	—
Older Person KSI	22	16	20	27	14	-36.9%	—
Pedestrian KSI	4	3	4	4	6	50.0%	—
Cyclist KSI	4	3	7	2	3	-16.7%	—
PTW KSI	19	18	18	27	18	-7.2%	—
All Child Casualties	22	19	21	17	18	-18.2%	—
All Cyclist Casualties	13	10	21	13	12	-7.7%	—

Table 13 - Reported road traffic casualties and severity since 2011 - Ryedale
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Killed or Seriously Injured (KSI) Casualties - Ryedale

In 2014, with a total 50 KSI casualties, Ryedale casualty numbers are 24% below the 2009-13 average (72).

The year saw a decrease to the number of car occupant KSI casualties which has fallen by 42% (-15%) over the previous year, PTW KSIs were down by 9 (-33%) and other KSI casualties was down by 1, pedal cyclists were up by 1 (+50% from 2 in 2013 to 3 in 2014), pedestrians were up by 2 (+50% from 4 to 6).

The number of KSI (3) amongst children (0-15 years old) was 3 up on the previous year.

The decrease in KSI in 2014 against 2013 is encouraging and the long term trend is downwards; however, as shown in the graph below, KSI figures have been quite varied over the last five years.

Facts about KSI casualties in 2014

- ◆ The number of people killed or seriously injured fell 31% to 50 in 2014.
- ◆ The three most vulnerable road user groups (Pedestrian, Cyclist and PTW riders), between them account for 25% of all KSI casualties. This is a significantly lower proportion than in other districts.
- ◆ The decrease in KSI casualties in 2014 is mainly associated with a decrease in car occupants and PTW casualties in 2014 (down by 15 and 9 respectively).
- ◆ The district saw slight increases in the number of pedal cyclist and pedestrian KSI casualties (1 and 2 respectively).
- ◆ Cyclist KSI casualties fluctuate from year to year but seem to have been decreasing slightly overall since 2012 but not to any statistical significance. (see note on previous page)
- ◆ The one other type of KSI casualties recorded in 2014 were two goods vehicle driver's and a goods vehicle passenger (there were three other vehicle KSIs in 2013).

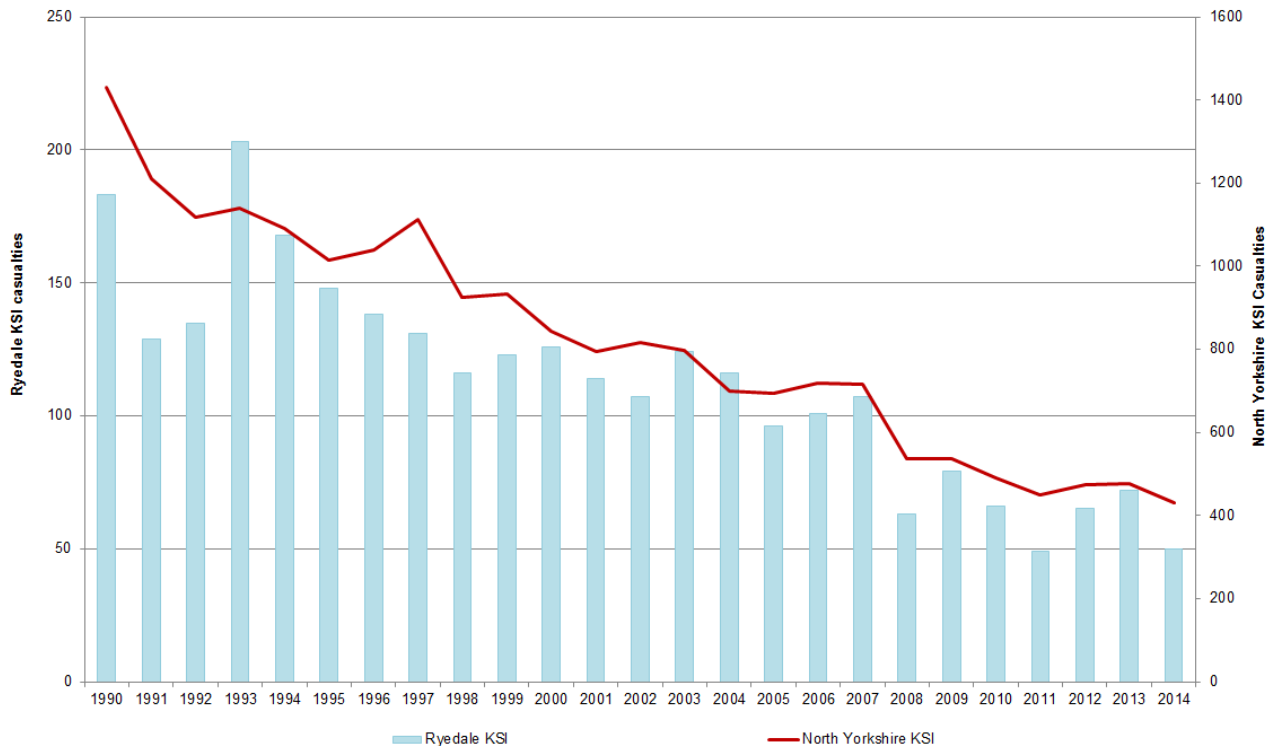


Figure 16 - Reported road traffic KSI casualty trends since 1990 - Ryedale
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Child Casualties - Ryedale

The total number of child casualties (18) recorded in 2014 is 1 above the previous year (17), Child KSI casualties has increased from 0 in 2013 to 3 in 2014.

The increase in the number (+1) of children injured in the district in 2014 compared to the previous year, is similar to the variation in numbers seen from year to year in the district.

This year's overall child casualty numbers show a reduction of 18% against the 2009-13 baseline average, and a 6% increase since the previous year (2013).

The increase in child casualties is one additional pedestrian casualty (+1). However it's worth note that the number of child car passenger casualties increased by 4 and the number of child -other vehicle type- casualties decreased by 4.

Facts about child casualties in 2014

- ◆ 9 of the children injured were secondary school aged, 18 were primary aged and 1 was pre-school age.
- ◆ In the car collisions, 13 of the 14 children injured were in the car with an adult (many of these will have been a parent or grandparent), and the one with a young person (parent) driver.
- ◆ In the car collisions the three most used causation factors in collisions involving children is failure to look properly, failure to judge others path or speed or careless / reckless / in a hurry.
- ◆ In the child cyclist casualty was not wearing a cycle helmet.
- ◆ The three pedestrian child casualties were 1 driver at fault 2 pedestrian's at fault.
- ◆ The majority of collisions involving children occurred on a weekday (10/14) but of those the majority occurred on an evening after 5pm.

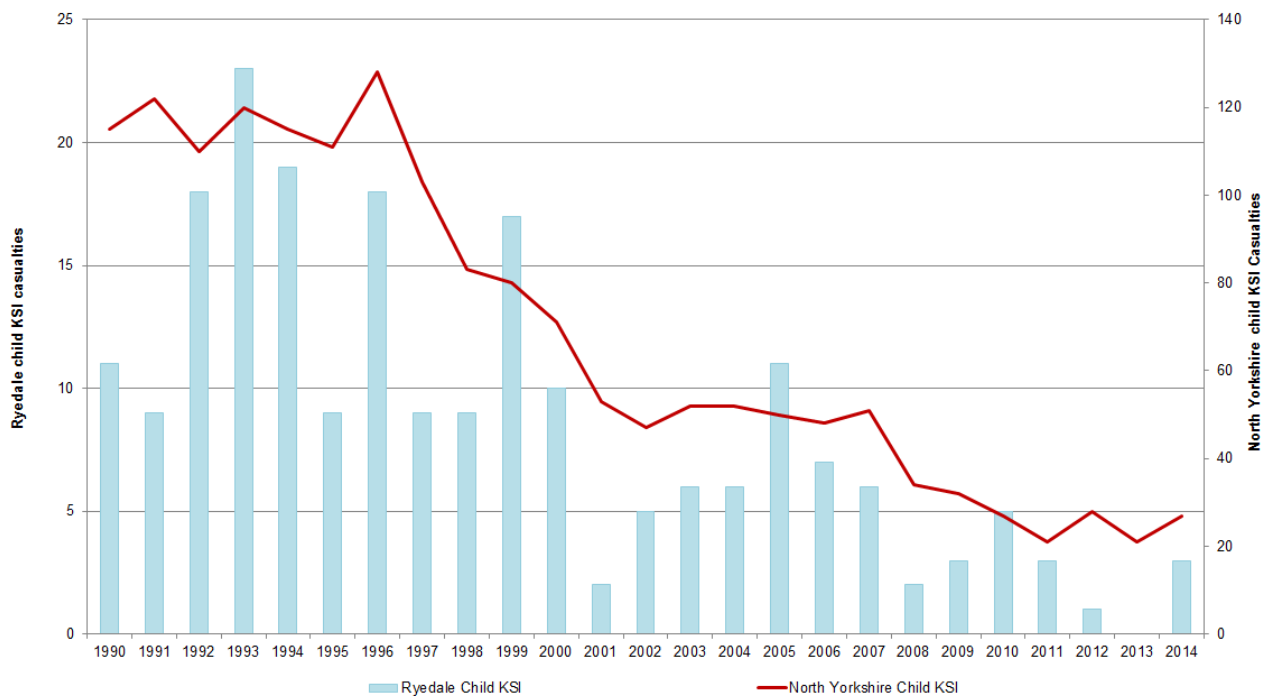


Figure 17 - Reported road traffic KSI child casualty trends since 1990 - Ryedale
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Road Safety Education and Community Engagement - Ryedale

Children - Primary School

The local Road Safety Officer works closely with the PCSO's in the Ryedale area and has delivered training to some of these officers to ensure that they can work with local communities and schools and have the information they need regarding child casualties, school gate parking and other road risks.

Children - Secondary School

The "Drive Alive" event took place at Lady Lumley's School, delivered to the Year 12 students.

Young Drivers

The "Enhanced Pass Plus" programme is offered to newly qualified young drivers and has been taken up by young drivers throughout the area, who attended special workshop sessions held in Malton and Pickering.

Driving Instructors

.There are 7 driving instructors in Ryedale who are trained and registered to deliver the EPP course and Older Drivers refresher drives. We welcome more instructors to join – the training is provided free of charge.

Motorcyclists

Regular engagement events take place throughout the motorcycling season. This year we have visited Helmsley on various occasions with more sessions planned. The Road Safety Officer has joined forces with the "Wheels to Work" scheme in Ryedale to help promote safer riding amongst their young clients.

'Shiny Side Up' route signage was again installed on the A170 during the spring and summer seasons. Other outdoor advertising, using "Think Bike!" message was directed at motorists, cyclists and motorcyclists to remind them to look out for each other at key places and junctions.

Cyclists

We are closely monitoring cycling levels and any cyclist casualties on the Tour de Yorkshire routes as increasing numbers of people are taking up cycling again or coming here on holiday to ride the routes.

From September 2013 to July 2014, 389 children will have completed the Bikeability cycling course at 22 primary schools across the district. Many schools have already booked their training for next year to ensure their pupils can take part in this highly valued national programme before they transfer to secondary school.

Older People

Presentations have been given at community and social groups with older members e.g. U3A, Probus and carers support groups. The aim is to support people, especially those who live alone or who are caring for someone else, to stay driving independently for as long as they safely and comfortable can.

Occupational Road Risk

We continue to work with all the management and employees at Karro Foods in Malton promoting general road safety messages and seatbelt wearing to their staff. Road safety advice and training was also given to Ryedale District Council and to other companies whose staff drive as part of their work.

Are you an older driver?

Refreshing Your Skills

If you have a licence to drive, and are fit to drive, keep driving!

Try not to become over dependent on your partner's driving because as traffic conditions change it can be very hard to take up driving again after several years off. It's better to stay in practice on the roads you frequently use.

Refreshing your skills really can make all the difference to your confidence, building on your experience with driving tips, techniques and advice.

95 Alive are currently offering a **free 1 hour refresher drive** for drivers over 50 with an approved driving instructor. For more information email 95alive@northyorks.gov.uk, call **01609 798120**, or visit our website www.roadwise.co.uk

95 ALIVE
The 95+ Road Safety Network
Road Safety Training

Image 11 – Older driver refresher drive campaign leaflet

Community Engagement/ Local Partnership Working

We attended various public events throughout the season including:

- Ryedale Show,
- Thornton le Dale Show,
- Malton Show
- Road Safety week at RAF Fylingdales.

Seatbelt surveys have been conducted at various locations including Pickering and the B1248 and at the industrial estates in the Malton and Norton Areas. This has been followed up with engagement sessions on these routes where drivers have been stopped by the Police and given advice.

We have seen increased wearing rates outside schools by children and parents. But surveys carried out near industrial estates still show a large number of van drivers travelling unrestrained. As a part of this campaign surveys are now being carried out in other districts of the County following the success of the campaign here in Ryedale.

Speed Management

During 2014 the group received and processed 28 speed concern reports. This resulted in 3 requests for Police speed enforcement; 1 collaboration between highways engineers and a developer; 2 local education programmes; 1 x deployment of the interactive speed matrix sign and 1 offer for a community to join the Temporary Vehicle Activated Signs programme – on a self-funding basis.



Image 12 – Road Safety display at Pickering modified car show

Cluster sites

There are 154 cluster sites identified in North Yorkshire compared with a total of 161 the previous year. Of these 154 sites, 10 are located within Ryedale and details of these are contained on the next page. Of these, 4 are urban (40 mph or lower speed roads) and 6 are rural (over 40 mph limit roads). Of all North Yorkshire collisions 2013-2014, 16% occurred at cluster sites; 12% of all collisions in Ryedale in 2014 occurred at cluster sites.

The collision prevention schemes worked on this year to address cluster site collisions were –

- ◆ A170 Eberston – island removal to be undertaken 2015/16
- ◆ B1257 Slingsby crossroads – signing and lining improvements to be undertaken summer 2015

Reported Road Casualties in North Yorkshire: Annual Report 2014

Road Safety Engineering Activities – Ryedale

Collision cluster site locations

2013/14 NYCC Rank	Location	District	Site Type	Collision Sev. Factor	Cas Sev. Factor	Collisions			Total Collisions 2012-2014	Total Child Cas	Comments
						2012	2013	2014			
10	A64/Scotchman Ln, Jnct - Flaxton	Rye	rural	9	14	2	3	1	6	1	Highways England engineering investigation to be undertaken. This site forms part of a police camera enforcement route.
11	A169 Saltergate Bank by Horcum Woods Nr Hole of Horcum	Rye	rural	9	11	1	1	4	6	1	Location covered by A169 route study, investigation on going looking at sign improvements on approach and bend signs as well as extents of the vehicle restraint system. This site forms part of a police camera enforcement route.
19	Church St/Norton Rd/Welham Rd, Jnct - Norton	Rye	urban	8	7	4	1	3	8	1	Traffic engineering investigation found no recommendations, no clear collision pattern. However, local traffic scheme being developed looking at the priorities at this junction.
29	A64 Trousedale FI / Centenary Way jnct to Low Hutton	Rye	rural	7	10	0	2	2	4	1	Highways England - Road safety engineering investigation found no recommendations, no clear collision pattern, continuing to monitor site. This site forms part of a police camera enforcement route.
40	A64 Scarborough Rd/B1258, Jnct - West Knapton	Rye	rural	6	12	2	1	1	4	1	Highway England investigation to be undertaken. This site forms part of a police camera enforcement route.
70	B1257/ The Balk, Xrds - Slingsby	Rye	urban	6	6	1	3	1	5	0	Signing improvement scheme installed in August 2015. This site forms part of a police camera enforcement route.
74	B1257 Newbiggin/ Finkle St, Jnct - Malton	Rye	urban	6	5	2	2	2	6	0	Traffic engineering investigation on going, including discussions with a developer in this area.
94	Strensall Rd nr Sheriff Hutton Bridge, Jnct - West Lilling	Rye	rural	5	7	2	1	1	4	0	Signing scheme implemented March 2014, no collisions since implementation. Continue to monitor.
105	A169/A64, Rndbt North End - Malton	Rye	rural	5	6	1	2	2	5	0	Highways England engineering investigation on going, looking into a possible re-alignment of the slip road to slow traffic entering the roundabout.
116	Market Pl/B1257 Church St, Jnct - Helmsley	Rye	urban	5	5	1	2	1	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.