

ROAD SAFETY YORK ACTION PLAN 2013—15



School Crossing
Patrols



Pedestrian and
Scooter Training



Cycle Training



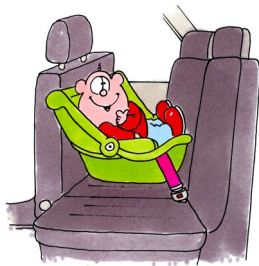
i-travel Road Safety
Pledge



Speed Review Process



95 Alive



Road Safety
Education



Partnership Working



Publicity & Campaigns



Momentum
Young Road
Users



Events: Awareness &
Information



Casualty Reduction

ROAD SAFETY YORK ACTION PLAN 2013–15

TARGETS:

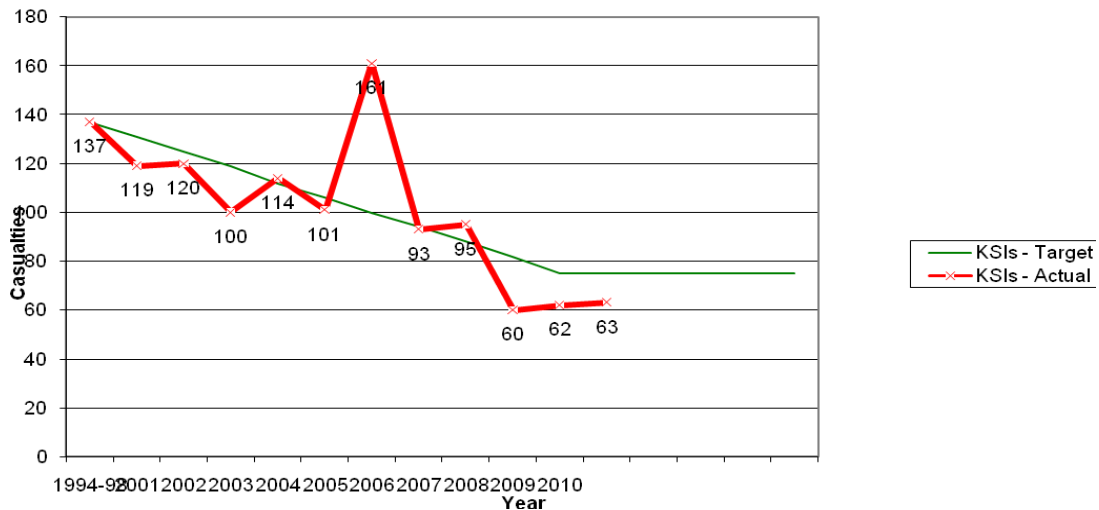
- Reduce the number of people killed and injured .
- Reduce the perception of danger on our roads

PRIORITIES:

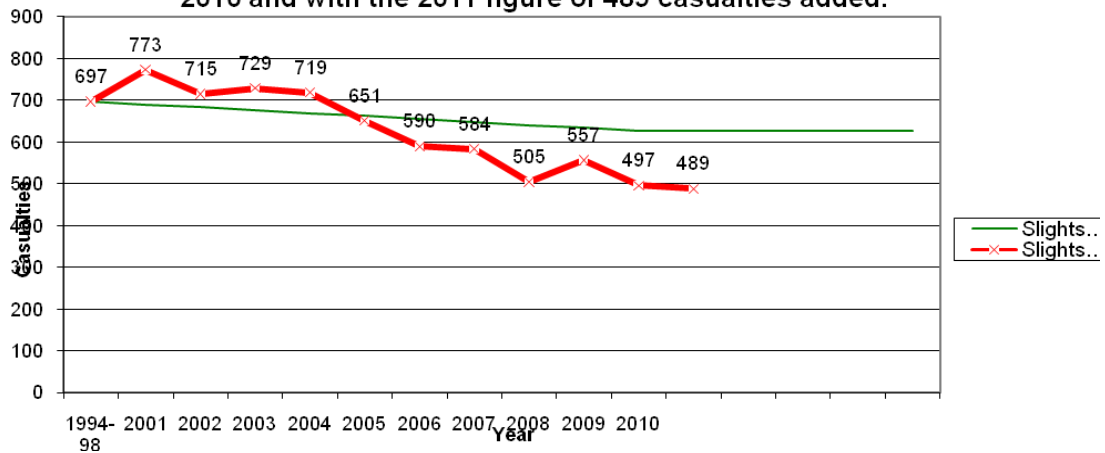
- Young road users (age 7–26)
- Vulnerable road users (cyclists & pedestrians)
- Deprived communities
- Elderly road users.



CYC Killed and Serious casualties set against DfT targets, which finished in 2010 and with 2011 figure of 63 casualties added.



CYC Slight casualties, set against DfT target, which finished in 2010 and with the 2011 figure of 489 casualties added.



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- Working in Partnership with other key agencies under the 95 Alive banner, especially North Yorkshire Police and North Yorkshire Fire & Rescue.
- Working in Partnerships with others on regional and national Road Safety Campaigns.
- Continue to provide School Crossing Patrol services as part of safe routes to school work.



- Keep priority on evidence led programmes by using data from Stats 19 and new emerging technologies and tools such as MAST.
- Work through the year on key themes across the region as per the 95 Alive Partnership action plan and calendar.
- Continue to address community speed concerns through the local Partnership Speed Review Process.
- Expand work on provide communities with the tools to help themselves by continued work on the Speed Indicator Device (SID) scheme and promotion of the i-pledge.

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- Continue to work on initiatives for those population sets that are over represented in the casualty stats, initially by continuing the Momentum young driver scheme in partnership with the Institute of Advanced Motorists. Expanding work to other modes and other populations if possible.
- Continue to provide pedestrian, scooter and cycle training for school children and cycle training for adults.
- Work throughout on publicity and campaigns locally, Regionally and Nationally; giving out information as needed at events and through various other media including the new and emerging social media mediums.

