

Reported Road Casualties in North Yorkshire: Annual Report 2014



Highways and Transportation
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The partnership extends its grateful thanks to North Yorkshire Police and their officers for their contribution towards reducing road casualties, including the collection of STATS 19 data upon which this publication is based, and without which the partnership and road safety organisation would be much less well informed.

Change Log	
Date	Changes made
18/11/2015	Addition of rural cluster sites to Harrogate district section
18/11/2015	Addition of rural cluster sites to Scarborough district section

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Foreword

This publication presents statistics on personal injury collisions and casualties in 2014 on public roads (including footways) in North Yorkshire, which became known to the police.

Figures are derived from the 'Stats 19' forms completed by the police officer who investigated the crash. These forms compile detailed data on individual personal-injury road collisions, covering the circumstances of the collision, the casualties and the vehicles involved. The resulting data is provided to local authorities and to the Department for Transport for their further analysis and information and to inform their management of the highways for which they are responsible.

Only incidents resulting in **injury** are enumerated, "Damage only" crashes are not included within this analysis. These "Damage Only" collisions do not have to be reported to the police and we are, therefore, unable to assess whether all some or very few such collisions are reported. This could significantly skew analysis and subsequent actions, which is why they are not included. Incidents that are not reported to the Police, or only reported thirty days or more after they took place, are also excluded.

Figures for road deaths reflect the legal definition of a person who sustained injuries which caused their death at the time or within 30 days of the collision.

Provisional summary statistics will be published quarterly. This document provides a more comprehensive analysis of the last full calendar year, 2014 and focusses on the trends related to major road user categories.

The report is organised in ten sections: the first section summarises North Yorkshire as a whole in 2014. The second section presents three focus factsheets on collisions involving alcohol, criminal activity and speed and a detailed analysis of pedal cyclist collisions. Then a summary for each of the seven districts of North Yorkshire followed by the conclusions of this report.

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July 27, 2015

Definitions

Accident/Collision: *Involves personal injury occurring on the public highway (including footways) in which at least one road vehicle or a vehicle in collision with a pedestrian is involved and which becomes known to the police within 30 days of its occurrence. This includes accidents boarding or alighting or whilst travelling on buses and coaches and also includes accidents to pedal cyclists or horse riders, where they injure themselves or a pedestrian. One accident may give rise to several casualties. "Damage-only" accidents are not included in this publication.*

Adults: *Persons aged 16 years and over (except where otherwise stated).*

Casualty: *A person killed or injured in an accident. Casualties are sub-divided into killed, seriously injured and slightly injured.*

Children: *Persons under 16 years of age (except where otherwise stated).*

Darkness: *From half an hour after sunset to half an hour before sunrise, i.e. "lighting-up time".*

Daylight: *All times other than darkness.*

DfT: *Department for Transport*

Fatal accident or Fatal Collision: *An accident/collision in which at least one person is killed.*

Injury accident: *An accident involving human injury or death.*

Killed: *Human casualties who sustained injuries which caused death less than 30 days after the accident; Confirmed suicides and medical incidents at the wheel are excluded.*

KSI: *Killed or seriously injured.*

Older drivers: *drivers who adults over 50 years of age*

Older, older drivers: *drivers who adults over 70 years of age*

Pedestrians: *Includes children riding toy cycles on the footway, persons pushing bicycles, pushing or pulling other vehicles or operating pedestrian-controlled vehicles, those leading or herding animals, children in prams or buggies, and people who alight safely from vehicles and are subsequently injured.*

Power Two Wheeler (PTW) or Motorcycles: *Two-wheel motor vehicles, including mopeds, motor scooters and motorcycle combinations.*

Older Driver: *– Adults aged over 50 years old.*

RTC: *Road Traffic Collision*

Rural Area: *50 mph speed limit or more*

Serious accident/collision: *One in which at least one person is seriously injured but no person (other than a confirmed suicide or confirmed medical incident at the wheel) is killed.*

Serious injury: *An injury for which a person is detained in hospital as an "in-patient", or any of the following injuries whether or not they are detained in hospital: fractures, concussion, internal injuries, crushings, burns (excluding friction burns), severe cuts, severe general shock requiring medical treatment and injuries causing death 30 or more days after the accident.*

Severity: *Of an accident; the severity of the most severely injured casualty (fatal, serious or slight). Of a casualty; killed, seriously injured or slightly injured.*

Slight accident/collision: *One in which at least one person is slightly injured but no person is killed or seriously injured.*

Slight injury: An injury of a minor character such as a sprain (including neck whiplash injury), bruise or cut which are not judged to be severe, or slight shock requiring roadside attention. This definition includes injuries not requiring medical treatment.

Statistical significance: Where a difference is likely not caused by chance i.e. is greater than would be expected for normal year on year fluctuations. The better, similar, and worse colour coding is derived from a 95% confidence interval. A 95% confidence interval is a range of values that you can be 95% certain contains the true mean of the statistics being observed i.e. it is correct to within +/- 5%.

Urban Area: 40 miles per hour (mph) speed limit or less

Young Driver: Adult aged 16 to 24 years

A complete list of definition can be found from the DFT web site as noted below:

<https://www.gov.uk/government/publications/road-accidents-and-safety-statistics-guidance>

Local Definitions

NYCC = North Yorkshire County Council

Urban cluster site: An area within a 50m radius that contains 4 or more collisions over a 3 year period.

Rural cluster site: An area within a 100m radius that contains 4 or more collisions over a 3 year period.

Cluster site methodology: A weighting index is applied based on the severity of collision i.e. slight, serious or fatal using weightings of 1, 2 and 3 respectively, the list is then sorted by the collision severity factor, the casualty severity factor and lastly by total child casualty numbers in order to give every site a unique risk based ranking.

An example of the key table type used in this report

The geographical area the table refers to

A baseline is a benchmark that is used as the foundation for comparing current and past values. This baseline is averaged over 5 years to reduce the effect of outlying years*. In this case it is the 5 year period directly before the period being monitored.

The percentage difference between the baseline period (09-13 averaged) and the reported year

KSI = Killed or seriously injured

0-15 year's old

16-24 year's old

50+ year olds

Moped and motorcycle riders and passengers

Includes slightly injured casualties

Graphical indicators of whether an improvement has been seen or not.

North Yorkshire	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Fatal	43	42	31	51	40	-6.1%	—
Serious	443	409	442	425	391	-11.8%	—
Slight	1946	1868	1894	1797	1827	-6.1%	—
Total	2432	2319	2367	2273	2258	-7.2%	↑
KSI	486	451	473	476	431	-11.3%	—
Child KSI	26	21	28	21	27	4.7%	—
Young Person KSI	104	85	105	112	91	-12.7%	—
Older Person KSI	164	168	156	161	162	-1.5%	—
Pedestrian KSI	45	38	51	49	43	-5.3%	—
Cyclist KSI	42	43	47	52	67	61.1%	↓
PTW KSI	128	132	116	130	117	-8.5%	—
All Child Casualties	183	172	189	158	174	-5.0%	—
All Cyclist Casualties	155	148	177	197	216	39.2%	↓

Table example - Reported road traffic casualties and severity since 2011 - Example

* outlying years = unusually high or low numbers

Figure 1 - An example of the key table type used in this report

Key Findings for the Reported Road Casualties in 2014

The number of people killed

In 2014, a total of 40 people were **killed** in road collisions reported to the Police. There were 51 fatalities the year before. The levels varied between differing road user groups, no categories increased, the main decreases were car drivers and passengers motorcycle riders (-5) and powered two wheeler riders killed (-3), pedestrians (-3), the number of pedal cyclist and other vehicle type fatalities stayed the same (at 3 and 2 respectively).

The number of people killed or seriously injured

In 2014, a total of 391 road users were **seriously injured** in the county against 425 the previous year; the decrease is greatest amongst car drivers and passengers categories (-35). KSI amongst motorcyclists have reduced in 2014 (117) from 2013 (130). An increase was seen in the number of KSI pedal cyclists in 2014 (67) from 2013 (52). The number of young people (16 to 24 year olds) KSI decreased by 19%.

The rate of reduction amongst killed and seriously injured has levelled off between 2010 and 2014. The figure below highlights the proportion of all KSI casualties amongst the main road user categories.

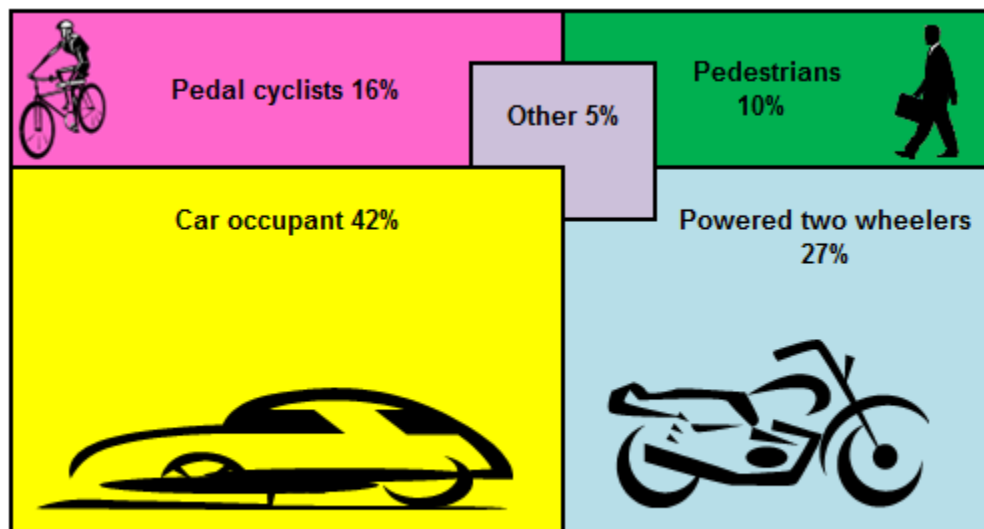


Figure 2-RTC KSI casualties by road types, North Yorkshire 2014

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

All road traffic collision casualties (all severities)

The total number of **casualties** of all severities in 2014 was 2258. This figure is down by roughly 1% from 2273 recorded in 2013. The total casualties have decreased steadily since 1997.

Child casualties (all severities)

No **children** (aged 15 or less) were killed in reported road traffic collisions in 2014, or 2013. However, the number of children seriously injured increased from 21 in 2013 to 27 in 2014, only 1 lower than in 2012. Child casualties of serious and slight severities increased by 10% from 158 to 174 in 2014; the 2013 number was the lowest ever total number of child casualties recorded for the county as a whole.

Cyclist casualties (all severities)

There were 3 **cyclist** fatalities reported on the county's roads in 2014 following 3 in 2013. Seriously injured pedal cyclist casualties increased by 31% from 49 in 2013 to 64 in 2014. The total number of cyclist injuries (all severities) has increased by 10% from 197 in 2013 to 216 in 2014. The overall increase includes a 7% increase amongst child cyclist casualties, from 14 in 2013 to 15 in 2014. An in depth analysis can be found on page 25 in this report.

Pedestrian casualties (all severities)

There were 4 **pedestrian** deaths in the county in 2014, three fewer than in 2013. The number of seriously injured pedestrians fell by 7% from 44 in 2013 to 39 in 2014. Overall, there were a total of 165 reported pedestrian casualties, down 5 % in comparison with 2013 (174).

North Yorkshire	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Fatal	43	42	31	51	40	-6.1%	—
Serious	443	409	442	425	391	-11.8%	—
Slight	1946	1868	1894	1797	1827	-6.1%	—
Total	2432	2319	2367	2273	2258	-7.2%	↑

KSI	486	451	473	476	431	-11.3%	—
Child KSI	26	21	28	21	27	4.7%	—
Young Person KSI	104	85	105	112	91	-12.7%	—
Older Person KSI	164	168	156	161	162	-1.5%	—

Pedestrian KSI	45	38	51	49	43	-5.3%	—
Cyclist KSI	42	43	47	52	67	61.1%	↓
PTW KSI	128	132	116	130	117	-8.5%	—

All Child Casualties	183	172	189	158	174	-5.0%	—
All Cyclist Casualties	155	148	177	197	216	39.2%	↓

Table 1-Reported road traffic casualties and severity since 2011 - North Yorkshire

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

*For details of how this table is compiled, please see guide on page 11

The total number of road collisions

A total of 1,565 road **collisions** that resulted in someone being injured were reported to the police in 2014, 2% fewer than 2013 (1,605). Amongst that total, 38 collisions (46 in 2013) resulted in the death of a road user and a further 327 collisions (against 347 the previous year) involved serious injuries.

Comparisons

Nationally, the reduction in KSI casualties for North Yorkshire as a whole are statistically similar to England and to our surrounding region of Yorkshire and Humberside. The reduction for Great Britain i.e. including Wales and Scotland, is higher. The reasons for these greater changes are not clear.

	Baseline (avg. 09-13)	2014	2014 vs baseline	Statistically significant change
Great Britain	24,922	24,582	-22.1%	—
England	21,639	21,425	-15.7%	—
Yorkshire and Humberside	2,436	2,387	-12.2%	—
North Yorkshire	486	431	-11.3%	—

Table 2 - National road traffic KSI casualty comparison

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

Highways Authority	Baseline (avg. 09-13)	2014	2014 vs baseline	Statistically significant change
East Riding of Yorkshire	120	115	-4.2%	—
Hull	191	188	-1.6%	—
North Yorkshire	486	431	-11.3%	—
Craven	49	58	18.4%	—
Hambleton	80	67	-16.3%	—
Harrogate	113	108	-4%	—
Richmond	55	53	-4%	—
Ryedale	66	50	-24%	—
Scarborough	68	42	-38%	↑
Selby	54	53	-2%	—
York	59	75	27%	—
South Yorkshire	479	469	-2.1%	—
Barnsley	81	82	1.2%	—
Doncaster	134	108	-19.4%	—
Rotherham	87	92	5.7%	—
Sheffield	176	186	5.7%	—
West Yorkshire	1084	925	-14.7%	↑
Bradford	209	204	-2.4%	—
Calderdale	95	99	4.2%	—
Kirkless	149	168	12.8%	—
Leeds	303	334	10.2%	—
Wakefield	155	120	-22.6%	↑

Table 3 - Yorkshire and Humber region road traffic KSI casualty comparison

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

Regionally, the reduction in KSI casualties ranks North Yorkshire 7th out of the 17 authorities. However, when looking at the actual numbers in some of the comparator highways authority areas it can be seen that they are now so small that the rankings can be unduly affected by large percentage changes

	Baseline (avg. 09-13)	2014	2014 vs baseline	Statistically significant change
Suffolk	328	242	-26.2%	↑
Staffordshire	212	179	-15.6%	—
Lincolnshire	449	398	-11.4%	—
North Yorkshire	486	431	-11.3%	—
Somerset	239	218	-8.8%	—
Worcestershire	173	165	-4.6%	—
Gloucestershire	227	224	-1.3%	—
Cumbria	233	231	-0.9%	—
Norfolk	369	379	2.7%	—
Warwickshire	302	315	4.3%	—
Dorset	224	239	6.7%	—
Leicestershire	224	250	11.6%	—
West Sussex	427	482	12.9%	—
East Sussex	327	390	19.3%	↓
Derbyshire	347	416	19.9%	↓
Devon	267	339	27.0%	↓

Table 4 - CIPFA comparison of authorities by KSI casualties

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

All local authorities in England are compared against a set of other authorities that have similar financial and political characteristics as identified by the Chartered Institute of Public Finance and Accountancy (CIPFA). The reduction in KSI casualties ranks North Yorkshire 4th out of the 16 authorities in this comparison..

All local authorities in the UK are compared against a set of other authorities that have similar demographic and geographical characteristics. In road safety terms every local authority fits into one of five classes*, North Yorkshire is a class 5 highways authority, which means “mostly rural authorities with lower road network densities”. The reduction in KSI casualties ranks North Yorkshire 7th out of the 17 authorities in this comparison..

Highways Authority	Baseline (avg. 09-13)	2014	2014 vs baseline	Statistically significant change
East Ayrshire, Scotland	46	25	-45.7%	↑
Shetland Islands, Scotland	5	3	-40.0%	—
Angus, Scotland	59	43	-27.1%	—
Scottish Borders, Scotland	86	67	-22.1%	—
Argyll and Bute, Scotland	70	59	-15.7%	—
Gwynedd, Wales	295	259	-12%	—
North Yorkshire, England	486	431	-11.3%	—
South Ayrshire, Scotland	44	40	-9.1%	—
Dumfries and Galloway, Scotland	92	84	-8.7%	—
Aberdeenshire, Scotland	219	202	-7.8%	—
Northumberland, England	161	159	-1.2%	—
Orkney Islands, Scotland	7	7	0.0%	—
Stirling, Scotland	62	64	3.2%	—
Powys County, Wales	127	138	9%	—
Moray, Scotland	42	48	14.3%	—
Perth & Kinross, Scotland	105	81	14%	—
Western Isles, Scotland	7	10	43%	—

Table 5 - Class 5 Highway Authorities road traffic KSI casualty comparison

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

* NB The analysis to identify the class the Highways Authorities fit into was undertaken by Road Safety Analysis as part of their yearly published signpost series of reports.

Road Safety Education and Community Engagement – North Yorkshire

Background

The County Council's Road Safety and Travel Awareness Team is now jointly funded by the County Council as part of its Highways service and by Public Health North Yorkshire. The team now works in conjunction with Public Health professionals and with wider community based teams, including through Early Years Centres. Public Health duties include the reduction and prevention of premature deaths and injuries and the promotion of mental and physical health and an active lifestyle, all of which are inextricably linked with safe and active, sustainable travel. This is in addition to the team being central to the 95 York and North Yorkshire Road Safety Partnership, working with the City of York and District Councils, the Police and Fire and Rescue services and Highways England.

The team provides expertise and advice to promote sustainable travel. In particular, experienced local officers contribute to the planning process by providing advice and suggestions within planning applications at the design stage – when it is easiest and most cost effective to ensure that realistic and appropriate walking, cycling and public transport facilities are incorporated where they make sense and where they will be safe to use. This supports a healthy lifestyle and helps to reduce environmental pollution and traffic congestion.

Some specific programmes are co-funded by Public Health and the 95 Alive Partnership – the latter allocating surplus funding from the Police camera enforcement operations, authorised by the Police and Crime Commissioner. The various sources of funding and joint working make best use of the team's expertise and county wide coverage to address the highest priority issues through the most appropriate means. The existing regional approach to key issues will also be further developed so that more of our neighbouring authorities can share the cost of addressing issues where they affect us all.

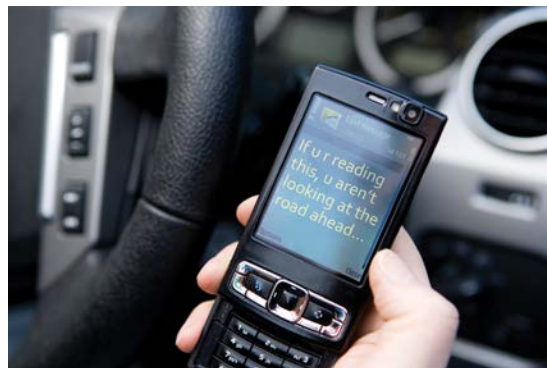


Image 1 – Mobile phone awareness campaign

Children - Primary Schools

Primary schools are a high priority as they enable us to influence children's behaviour and to provide lifelong learning whilst their attitudes are still forming. The Road Safety Curriculum Resource pack continues to be used in Primary and Secondary Schools where teachers choose to do so. This resource is continually updated by our specialist road safety curriculum adviser and incorporates age appropriate road user education for every Key Stage within the core curriculum.

The Road Safety Team encouraged schools to participate in various national events including Walk to School Week, Bike Week and were provided with information worksheets for the Grand Depart of the Tour de France.

The county council is the nationally registered provider of Bikeability national standards training for North Yorkshire – the descendant of the National Cycling Proficiency course. This training takes place both in the playground and out on selected local roads with trained and registered local instructors employed by the council. Bikeability is offered to every primary school for 10-11 year old pupils and is currently funded from a government grant with the remaining costs topped up by the council.

In May the team attended the Primary Head Teachers Conference in Harrogate to promote Road Safety in the Primary Curriculum. The emphasis was on getting more schools around the county to sign up for the Junior Road Safety Officer scheme. This year we also informed schools of the Modeshift STARS national schools awards scheme.



Image 2 – Junior Road Safety Officers leading an assembly

Modeshift STARS has been established to encourage and recognise schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel. Government funding offers the STARS scheme free to every school in England.

The last 12 months has seen an increase in concerns related to **“school gate parking”** issues. The persistent, inconsiderate driving and parking behaviour of some parents dropping off and collecting children continues to present additional risks to pedestrians and cyclists and remains a challenge to address. The Road Safety Team, in conjunction with the Community Safety Partnership has developed a resource package to help schools to target this behaviour. The package includes external roadside banners, lesson plans and parents leaflets and has initially been offered to schools identified as priority site of concerns. This initiative supports local PCSO's and Civil Enforcement Officers who also regularly receive complaints on this perennial issue.

Children - Secondary School

We focus on pupils who have just moved up from primary school and are often travelling unsupervised for the first time. We also focus on teenagers who are coming up to learning to drive. Our 'Drive Alive' event that addresses young drivers, potential drivers and passengers risks and responsibilities was delivered at 10 secondary schools around the county. Throughout the day students take part in interactive sessions with North Yorkshire Police, North Yorkshire Fire & Rescue, and members of the Road Safety team including a session on

drink/drug driving. Local couple, David and Janet Warin, conclude the day by sharing their experiences of losing their son Daniel in a Road Traffic accident just three weeks after he passed his driving test.

We are delighted that David and Janet have each been awarded the MBE in recognition of their services to Road Safety education through these presentations.

The feedback from teachers and pupils following the Drive Alive day is always very positive:

'It opened my eyes to show anyone can be affected by collisions on the roads and it affects a lot of people when a collision takes place.'
Student at Selby College

'I really enjoyed it and found it moving and insightful. It was really the best session and a real privilege.' Student at Selby College

Young Drivers

The Enhanced Pass Plus (EPP) programme has been promoted to young, novice drivers on a shared cost basis. Local driving instructors have been recruited and specially trained by us to deliver this course after their pupils have passed their test. The programme includes a number of practical driving lessons to experience motorways, city driving and other more advanced challenges whilst accompanied by an experienced driving instructor.

The Road Safety Officer leads a further (compulsory) workshop session in which the young or new drivers analyse crashes, explore attitudes, perceptions and risky behaviours in themselves and their passengers and peer groups and learn how to recognise and deal with potentially risky situations.

Working with Driving Instructors

Local Driving Instructors have attended professional training days to qualify them to deliver the EPP programme and our Older Driver refresher sessions. They have also been given information about the new Instructor Standards by the councils Driver Training Officer who is a member of the Road Safety Team.

As a result of their keen interest, a further professional training programme has been devised which commenced in October 2014 on a fee paying, self-funded basis.

We greatly value working with driving instructors who are key to the development of safer new drivers – each instructor we work with can reach up to 40 new drivers on a regular basis each year.

Motorcyclists

Face to face engagement at popular motorcyclist destinations across the county has proved a successful means of disseminating campaign messages directly to motorcyclists and for listening to their concerns, views and suggestions.

We provide advice on safer responsible riding and promote post-test Rider Development Courses. In particular we distribute information packs including our “Bikers Guide to North Yorkshire” booklet that recommends appropriate safer riding techniques and behaviour to reduce risk of injury and to be considerate to the communities who live along popular biking routes.

Along with advice on the www.roadwise.gov.uk website, the “NYrides” videos use social media such as YouTube and Facebook, to raise awareness of hazards and consequences of risky behaviour.

We liaise closely with North Yorkshire Police Roads Policing Officers to coordinate our work and thus maximise their enforcement activities and to promote Bikesafe, the well-respected police led rider assessment programme.

With support funding from the police through the 95 Alive Road Safety Partnership, we are working with NY Fire and Rescue Service to introduce the “*Biker Down*” initiative into the county in autumn 2015. This is “first on the scene” first aid training that helps bikers know what to do in the event they find themselves at the scene of an accident. A successful trial course was held at Northallerton Fire Station. The British Heart Foundation has supported the scheme by supplying resuscitation equipment.

Cyclists

We promote safer cycling initiatives throughout the county, especially on the Tour de France (and in 2015, the Tour de Yorkshire) routes and other popular routes including the Way of the Roses. The “*Cycle Yorkshire- Ride the Routes*” app was updated in the spring to include the 2015 Tour de Yorkshire routes. The app uses maps and videos to provide advice on a range of issues including rural riding preparation, avoiding fatigue related collisions and hazard recognition and avoidance techniques.

We are developing a network of contacts with cycling clubs and organisations in the region and nationally to help us to distribute safer cycling information and advice and to help us manage cycling on the busiest routes as they emerge.

We deliver the “*Think Bike*” campaign across the county, to raise the profile of cyclist safety, through targeting messages to cyclists and to other road users. Information and advice to promote and encourage cycling for adults commuting, fitness and for family leisure has been provided at summer events around the county.



Image 3 - Example of Think Bike large format poster and vehicle window sticker

Older Drivers

Through Public Health funding we provided “*refresher drives*” for 170 older drivers (aged 50+) to provide them with personalised driving tips, techniques and advice from a specially trained local driving instructor aimed to keep them driving safely for as long as they safely can and wish to do so. We particularly focus on “older, older drivers” (70+) who are more at risk from injury in the event of a collision.

Presentations have been made to community groups and organisations and carers support groups. The talks focussed on keeping drivers up to date on changes to the Highway Code, traffic law, driving styles and road layouts and discussed the effects on driving from ageing – both physical (e.g. eyesight, arthritis) and cognitive (e.g. reaction times, judging speed and distance) and how to adapt to these changes.

Occupational Road Risk

A number of initiatives have been held across the county to address the high proportion of crashes that involve people driving as part of their work. They included Safe Driving for Work presentations through employers; training for vehicle safety checks; trailer; minibuses and HGV training advice; practical driver training and driving risk management training information. Putting these techniques and management into practice can save businesses money and vehicle repair costs and time.

The eco driving techniques we teach have been shown to reduce crashes and damage as well as saving both fuel and money whilst also benefitting the environment.

Community Engagement/ Local Partnership Working

Numerous public engagement events were held across the county throughout the year involving partners from NYCC Road Safety, NY Fire and Rescue Service, NY Police, District Councils and the local Institute of Advanced Motorists. The Road Safety Team was heavily involved in the Chief Fire Officer Association (CFOA) national road safety week with presentations, speed checks, car seat checks and a mobile phone awareness campaign.

Every District is part of a local Road Safety partnership group, which includes our area road safety officer. The local group helps to deliver the county wide strategy and also addresses and responds to local issues and concerns, including the local investigation and decision making about speed concern reports from their residents and communities.

Speed Management

Concerns about traffic and vehicle speeds are often raised through parish and district councils and directly with the county council. The speed and density of traffic is a real concern for many people. Based on our experience of providing a Speed Management Protocol to investigate and address these concerns through locally based road safety groups, we have now developed a refreshed version of this protocol in which the police will provide a central contact point and administrative support for residents and their local groups. The investigations and decision making will still be made locally.

It is often the case that, although traffic is a cause for some concern to local residents, the evidence shows that most vehicles are not exceeding the posted speed limit. In these cases

some local publicity may help and some communities have taken up the offer of a temporary Vehicle Activated Sign being installed for 3 x 6 week periods in a year, by contributing to the cost of installing and removing the sign.

Other ideas for local campaigns have been developed such as “*Slow Down*” stickers for wheelie bins, whereby a very visible “slow down” message comes out once a week when the bins are put out to serve as an extra reminder to drivers.

Additionally, North Yorkshire Police are currently running a pilot Community Speed Watch scheme in some areas. This scheme offers local volunteers the opportunity to record and report traffic vehicle speeds in locations that have been assessed through the Speed Management Protocol but that do not meet the Protocol criteria for intervention through enforcement or engineering action; such as locations where there is generally good compliance with the speed limit, low or no casualties but high levels of local concern. This may lead to letters being sent to those who exceed the speed limit to warn them that this has been noted and to ask them to comply with the posted limit. In some cases of persistent or higher speed offending, police enforcement may be undertaken at that site. If the pilot is successful the scheme will be made available to all districts and will form another alternative for local action where a Speed Concern has been investigated but more serious issues that could be enforced or engineered are not found.

Cluster sites

There are 154 cluster sites identified in North Yorkshire compared with a total of 161 the previous year. From all North Yorkshire collisions 2012-2014, 16% occurred at cluster sites. A weighting index is applied based on the severity of collision i.e. slight, serious or fatal using weightings of 1, 2 and 3 respectively. It is then sorted by the collision severity factor, then by the casualty severity factor and lastly by total child casualty numbers in order to rank every site.

Reported Road Collisions Involving Alcohol

Reducing the number of collisions involving alcohol is both a national and a 95 Alive York and North Yorkshire Road Safety Partnership objective. Due to the strong links to enforcement, this data is analysed for York and North Yorkshire combined. Enforcement operations, supporting information and publicity campaigns are run throughout the whole North Yorkshire Police area, which covers both local authority areas.

In 2014, the number of casualties injured in collisions involving impairment due to alcohol accounted for 4% of all casualties in the county; this is less than the 5% average seen nationally. However, the partnership area usually observes a greater proportion of fatalities and serious casualties than the national figure; 16% of fatalities in York and North Yorkshire were in a collision involving alcohol impairment; compared to 13% nationally and 9% of serious casualties in York and North Yorkshire were injured in a collision involving alcohol impairment, compared to 6% nationally.

In Table 6 below, when comparing the districts within North Yorkshire, Harrogate district has the highest number of alcohol related collisions and casualties.

Craven has the highest proportion of casualties from alcohol related collisions.

Selby had the highest number of alcohol related fatalities in 2014.

Of course Harrogate is also the largest town in the county so numbers for these types of incidents are likely to be higher – this is similar to York, for example.

Facts about collision involving alcohol

- ◆ In 2014, a total of 89 collisions involved a driver or pedestrian impaired by alcohol.
- ◆ Seven deaths occurred in collisions involving a driver or pedestrian impaired by alcohol causation factor or positive breath test (3 car drivers and 4 pedestrians)
- ◆ In 2 of the 3 alcohol related fatal vehicle collisions, the impaired driver survived but killed another driver.
- ◆ The fatalities were recorded in Selby (3), Harrogate (1) Ryedale (1), Craven (1), and York (1).
- ◆ In all cases where seatbelts should have been worn, they were in use.
- ◆ A total of 40 road users were seriously injured in collisions involving an alcohol impaired driver or pedestrian.
- ◆ The largest proportion, (25%) of all alcohol related collisions occurred between midnight and 0200 a.m. however the collisions begin to rise from 2pm onwards.
- ◆ Of the 10 killed or seriously injured pedestrians who were impaired by alcohol, 3 were young people, 1 an older person and 6 adults.
- ◆ Of the 24 impaired drivers involved in collisions, 9 were young people, 6 were older people and 9 were adults.

York and North Yorkshire 2014: Alcohol related collisions and casualties

Areas	Collisions					Casualties		Baseline (avg 09-13)	2014 vs baseline	Statistically significant change
	(all severities)	Fatal	Serious	Slight	Total	All casualties total	% of all casualties			
Craven	10	1	5	9	15	220	7%	12	27.1%	—
Hambleton	6	0	2	7	9	396	2%	24	-62.2%	↑
Harrogate	22	1	10	21	32	604	5%	36	-10.6%	—
Richmondshire	5	0	7	4	11	254	4%	17	-33.7%	—
Ryedale	8	1	5	4	10	228	4%	16	-36.7%	—
Scarborough	8	0	1	7	8	291	3%	16	-51.2%	—
Selby	9	3	2	6	11	264	4%	15	-24.7%	—
York	21	1	8	16	25	583	4%	33	-23.8%	—
York and North Yorkshire	89	7	40	74	121	2840	4%	168	-27.8%	↑

Table 6 - Reported alcohol related collisions and casualties in York and North Yorkshire
Source - Road Safety & Travel Awareness, North Yorkshire County Council

NB – this page looks at collisions and casualties with the impairment alcohol in a vehicle causation factor or a breath test of positive, or the impairment pedestrian causation factor.

Reported Road Collisions Involving Criminal Activities

Reducing the number of RTC casualties involving criminal activities is closely linked to enforcement and therefore has been analysed as York and North Yorkshire combined i.e. the North Yorkshire Police force area.

The year 2005 saw the nationwide introduction of a standard set of Contributory Factors within police collision reports – from which this report is compiled. These factors reflect the reporting officer's opinion as to the probable causes for the crash. Amongst the new codes are '901 Stolen Vehicle' and '902 Vehicle in course of crime'. These codes are used where the fact that the vehicle was involved in criminal activity is likely to have influenced the driver's behaviour and so contributed to the crash.

The chart shows the number of casualties from crashes where a vehicle has been involved in criminal activity and was subsequently involved in a road crash by district and area. The figures include both casualties from the vehicle involved in crime and also from other vehicles hit in the collision.

With regard to the casualty total, the situation for York and North Yorkshire is a bit more random with no clear pattern emerging. With such small numbers, patterns will be difficult to observe.

The proportion of all casualties from these incidents is 0.5% of the total, which is similar to other counties, for example in West Yorkshire the casualties arising from criminal activity are 1% of their total road traffic casualties. In plain numbers, out of the 1565 collisions only 16 were connected with criminal activity.

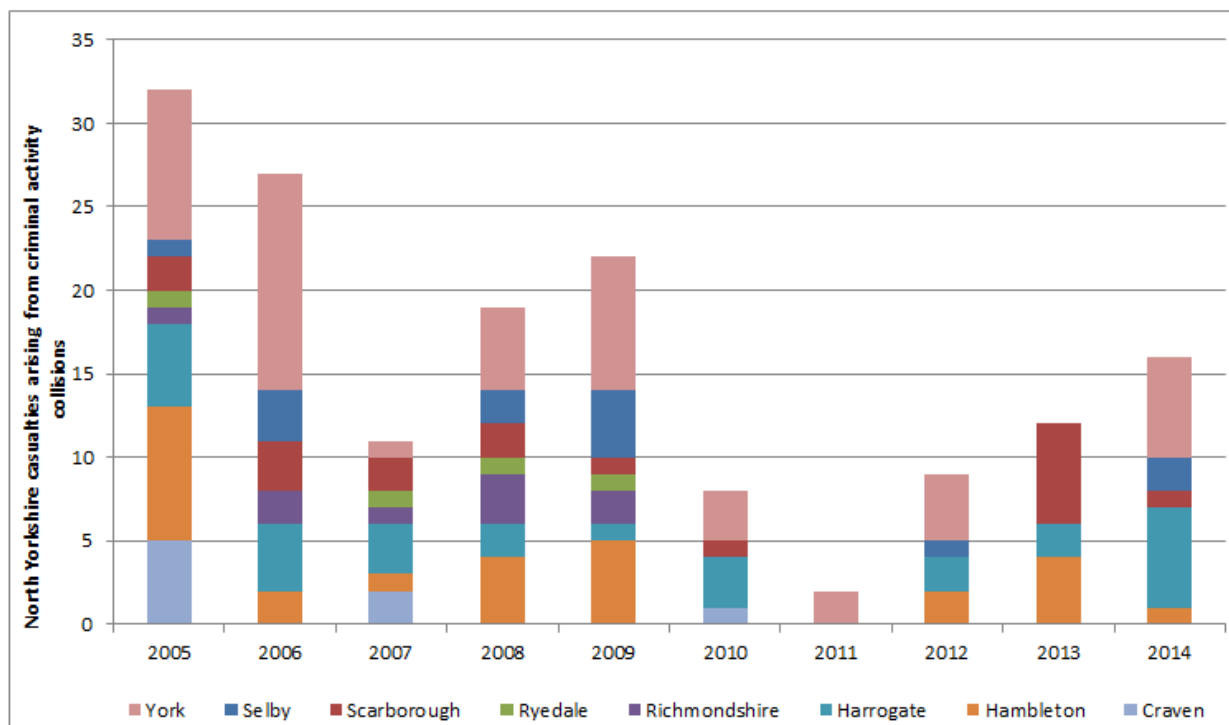


Figure 3 - Reported road traffic casualties arising from criminal activity collisions
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Reported Road Collisions Involving Speed

Reducing the number of collisions involving speed is a 95 Alive York and North Yorkshire Road Safety Partnership objective. Due to its strong links to enforcement, it is analysed for York and North Yorkshire combined. This is because enforcement operations, supporting information and publicity campaigns are run throughout the whole police force area, which covers both local authority areas.

Out of all casualties, 12% were injured in a collision that involved excessive or inappropriate speed. This was higher than the 10% seen nationally. The partnership area also saw a greater proportion of fatalities and serious (KSI) casualties than the national amount; 27% of fatalities in York and North Yorkshire were injured in a collision involving speed, compared to 23% nationally. And 16% of serious casualties in York and North Yorkshire were injured in a collision involving speed, compared to 13% nationally.

In the table below, Harrogate district has the highest number of collisions and casualties involving speed factors. Richmondshire and Selby have the highest proportion of their casualties from speed related collisions. The highest number of speed related fatalities in 2014 was in Craven.

Facts about collision involving speed

- ◆ In 2014, a total of 216 collisions involved a speed related causation factor.
- ◆ Twelve deaths occurred in collisions involving a vehicle with an excessive or inappropriate speed causation factor (6 car drivers, 4 motorcycle riders, 1 car passenger, and a pedal cyclist).
- ◆ The fatalities were recorded in Craven (4), Hambleton (2), Harrogate (3), Richmond (2) and Ryedale (1).
- ◆ 1 of the 7 in car fatalities was also not wearing a seatbelt.
- ◆ A total of 73 road users were seriously injured in collisions involving speed.
- ◆ In the North Yorkshire Police area, 40% of all speed related collisions occurred between midday and 6pm, 17% occurred between 8pm and midnight.
- ◆ 69% of the speed causation factors are linked to cars; 11% to motorcyclists and 8% to van drivers.
- ◆ 38% of the driver's linked to a speed causation factor were 17-24 years of age.

North Yorkshire 2014: Speed related collisions and casualties

Areas	Collisions	Casualties				All	
	(all severities)	Fatal	Serious	Slight	Total	casualties total	% of all casualties
Craven	26	4	12	20	36	220	16%
Hambleton	36	2	9	47	58	396	15%
Harrogate	54	3	14	58	75	604	12%
Richmondshire	26	2	11	30	43	254	17%
Ryedale	8	1	5	8	14	228	6%
Scarborough	17	0	3	16	19	291	7%
Selby	22	0	10	36	46	264	17%
York	27	0	9	37	46	583	8%
York and North Yorkshire	216	12	73	252	337	2794	12%

Table 7 - Reported speed related road traffic collisions and casualties

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

NB – this page looks at collisions and casualties with the excessive or inappropriate speed causation factor.

Pedal Cyclist Casualties in North Yorkshire

This analysis is of cyclist casualties in the county of North Yorkshire only.

The number of cyclists injured on the county's roads has increased from 197 in 2013 to 216 in 2014. The adult casualties have increased by 10% between 2013 and 2014, which has played a major role in the overall increase. The increase has been seen in weekday collisions involving pedal cyclist, which rose from 129 in 2013 to 149 in 2014.

The majority of the weekday collisions involving cyclists are clustered between 7am and 5pm.

The general trend since 2004 in cyclist casualties has been upwards despite a slight reduction in 2010; this is fairly consistent with the country's results as a whole.

The recent surge in cycling popularity may explain the upward trend in cyclist casualties, which should therefore be viewed in a context of an increasing number of cycling trips. We are also aware that more cyclist crashes are now reported to the police so this may also be a factor but we are unable to quantify this.

Facts about cyclist casualties

- ◆ Pedal cyclist casualties (all severities) increased by 10% to 216 in 2014.
- ◆ The total recorded is now 71% above the 2009 to 13 baseline average.
- ◆ This year's result is essentially an increase amongst adult cyclist which is up by 19 to 2014 (from 183 in 2013). Whereas child cyclist casualties are up by just 1 to 15 in 2014 (from 14 in 2013).
- ◆ The majority of cyclist collisions occurred on weekdays between 7am and 5pm an increase on 20 collisions since the previous year.
- ◆ There were 3 cyclist fatalities in 2014 compared to 3 the previous year; in 2013 all 3 fatalities occurred in the rural areas, in 2014, 2 occurred in urban areas and 1 in a rural area.
- ◆ The number of serious injuries has increased to 65 from 50 the previous year.

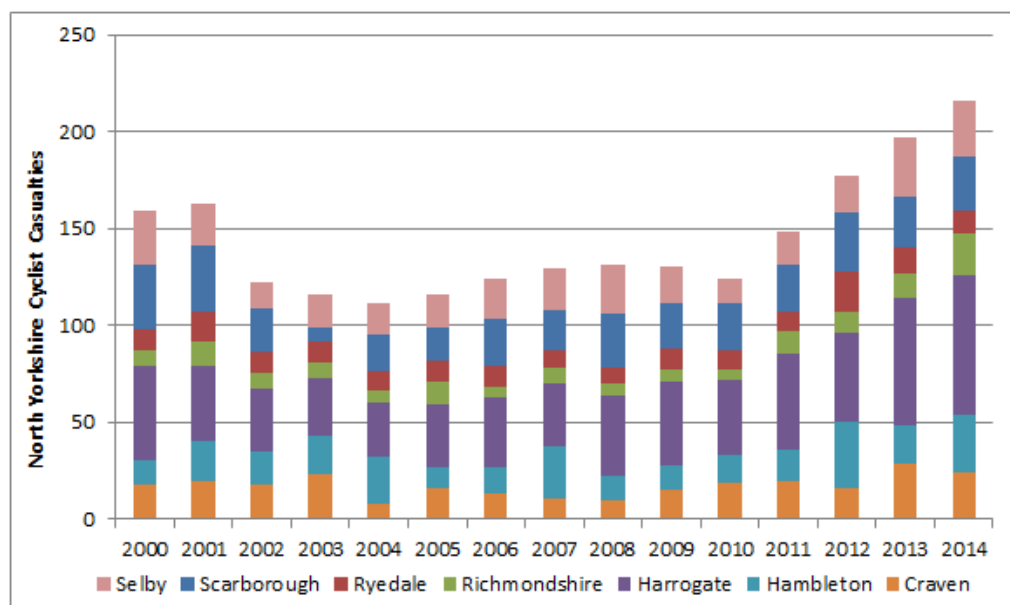


Figure 4 - Pedal cyclist casualties by district

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

Reported Road Casualties in North Yorkshire: Annual Report 2014

All Cyclist Casualties in North Yorkshire	Baseline (avg 09 to 13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Male	126	116	140	169	168	32.9%	↓
Female	29	32	37	28	48	66.7%	↓
Helmet Worn	N/A	N/A	85	90	128	N/A	N/A
Helmet Not Worn	N/A	N/A	52	67	58	N/A	N/A
Age 0 to 10	7	9	8	9	5	-24.2%	—
Age 11 to 15	15	19	14	5	10	-31.5%	—
Age 16 to 24	21	13	22	35	28	32.1%	—
Age 25 to 49	65	53	79	83	91	39.6%	↓
Age 50+	48	54	54	65	82	72.3%	↓
All Cyclist Casualties	155	148	177	197	216	39.2%	↓

Table 8 - Pedal cyclist casualties in North Yorkshire

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

Table 8 above shows how the cyclist casualty distribution has altered over the last four years in comparison to the baseline

- Improvements have been achieved amongst the 0 to 10 year olds in 2014, however there is not yet enough information to show whether this is the beginning of a downward trend or if 2014 was an outlying year for this age group. (Children take their Bikeability training aged 10-11 years)
- Adults aged 25-49 account for the largest number of cyclist casualties.
- The 50+ age group has seen the largest percentage increase in cyclist casualties since the 2009-13 baseline of 72% from 48 to 82 people.
- In North Yorkshire four fifths of cyclist casualties are male;
- Approximately 27% of cyclist casualties were not wearing a cycling helmet at the time of their collision, a reduction from 34% in the previous year.

Table 9 below provide the figures for the most recent five years and the comparison between the current year and the baseline for each district and the county as a whole.

All Cyclist Casualties	Craven	Hambleton	Harrogate	Richmondshire	Ryedale	Scarborough	Selby	North Yorkshire
2009-13 Av	20	19	49	9	13	25	20	155
2008	10	12	42	6	8	28	25	131
2009	15	13	43	6	11	23	19	130
2010	19	14	39	5	10	24	13	124
2011	20	16	49	12	10	24	17	148
2012	16	34	46	11	21	30	19	177
2013	29	19	66	13	13	26	31	197
2014	24	30	72	21	12	28	29	216
2014 vs baseline	21%	56%	48%	123%	-8%	10%	46%	39%

Table 9 - Pedal cyclist casualties by district

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

Summary of Conclusions

This report summarises the collisions in North Yorkshire during 2014 in which someone was injured and provides a report for each of the seven districts and key areas of activity and preventive work by the council and through the 95 Alive Partnership.

- ◆ One of the positive notes for the county is the 2% reduction in the number of injury causing collisions from 1605 in 2013 to 1565 in 2014.
- ◆ There was also a reduction in the total number of people injured which has decreased by 15 from 2273 in 2013 to 2258 in 2014.
- ◆ The number of people killed on the county's roads reduced from 51 to 40 this year. In 2014, a total of 391 road users were seriously injured in the county against 425 the previous year; the reduction is highest in the car driver and passenger road user categories (-35). Using the Department for Transport 2013 figures, these reductions represent a prevention value of £19,172,868 for 11 fewer fatal casualties and £6,855,205 for 35 fewer seriously injured casualties.
- ◆ Deaths and serious injuries (KSI) amongst motorcyclists have decreased in 2014 (117) from 2013 (130), a 10% reduction. Using the Department for Transport 2013 figures, the 10% reduction in fatalities and serious injuries amongst motorcyclists represent a prevention value of £7,187,594
- ◆ An increase was seen in the number of KSI pedal cyclists in 2014 (67) from 2013 (52).
- ◆ The number of young people (16 to 24 year olds) KSI decreased by 19% in comparison to the previous year.
- ◆ The rate of reduction amongst killed and seriously injured casualties has slowed in recent years and has more or less levelled off between 2010 and 2014.

Report by District

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2. Hambleton (Area 2)	Page 37
3. Scarborough (Area 3)	Page 47
4. Ryedale (Area 4)	Page 57
5. Craven (Area 5)	Page 65
6. Harrogate (Area 6)	Page 74
7. Selby (Area 7)	Page 87

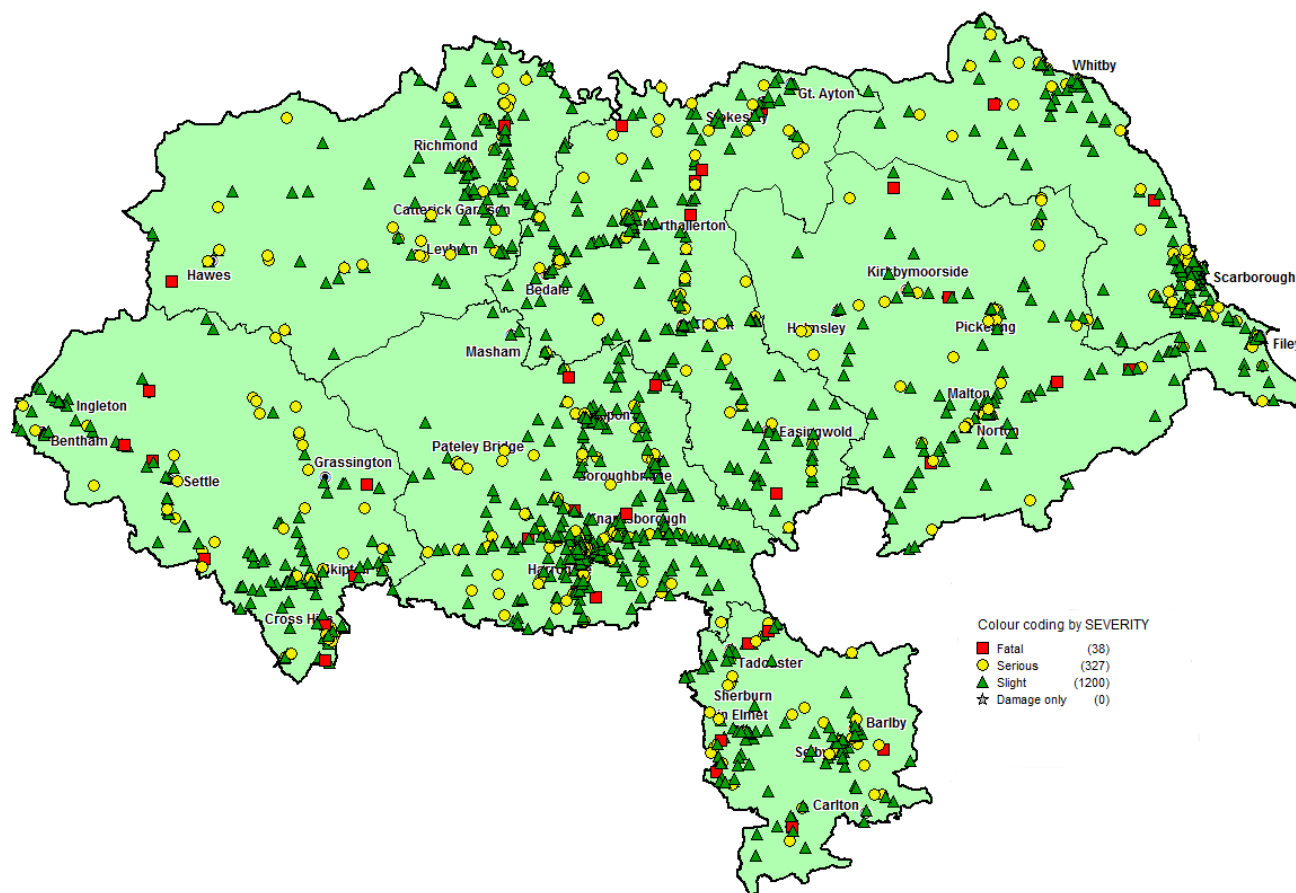


Figure 5 – Collisions shown geographically, North Yorkshire 2014

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

Richmondshire District (Area 1)

Richmondshire district in brief

- ◆ Four people, all of whom were adults, were **killed** on Richmondshire's roads during 2014 against 2, both adults, in 2013. The 4 fatalities in 2014 were 2 car occupants (a driver and passenger), a powered two wheeler (PTW) rider and a pedestrian.
- ◆ The number of people **killed or seriously injured (KSI)** reduced slightly from 56 in 2013 to 53 in 2014. In terms of road user groups, the number of KSI has increased amongst car occupants (+13) and pedal cyclists (+2) and reduced amongst PTW (-12), pedestrians (-2) and other vehicle types (- 4).
- ◆ The total number of **casualties of all severities** in road collisions reported to the police in 2014 was 254, up 17% on 2013 (217). The increase is reflected by the car road user group which saw a 21% increase in casualties in 2014, pedal cyclists by 62% and the other vehicle types by 55%. However, other groups have recorded a decrease; pedestrians by 31% and powered two wheelers a 19%.
- ◆ The small numbers involved in District level analysis make percentage changes appear alarmingly large. These fluctuations are all within the normal range of change from year to year, except for cyclist casualties where the increase is statistically significant, reflecting the similar rise in most other districts across the county. Further analysis has been undertaken into this – see section at the end of this annual report
- ◆ The reported number of **child KSI casualties** (aged 0-15) Child KSI is up from 2 in 2013 to 4 in 2014. The 4 children seriously injured were 2 car passengers, 1 pedestrian and 1 bus passenger; in 2013 the 2 children seriously injured were both car passengers.
- ◆ The number of **cyclist** casualties of all severities has increased by 62% from 13 in 2013 to 21 in 2014; all the pedal cyclists injured in 2014 were adults.
- ◆ **Pedestrian** casualties reduced by 31% to 11 in 2014 from 16 in 2013. The decrease is also seen amongst pedestrian KSI (3) which is 40% less than the total (5) recorded the previous year.
- ◆ The number of **powered two wheeler (PTW)** casualties has decreased by 19% from 32 in 2013 to 26 in 2014. Amongst PTW the numbers have reduced for KSI's (9) which is 57% less than the total (21) recorded the previous year.
- ◆ A total of 154 **road collisions** that resulted in someone being injured were reported to the police in 2014, 1% more than in 2013 (152). This total works out at an average of 13 collisions per month or 3 per week.

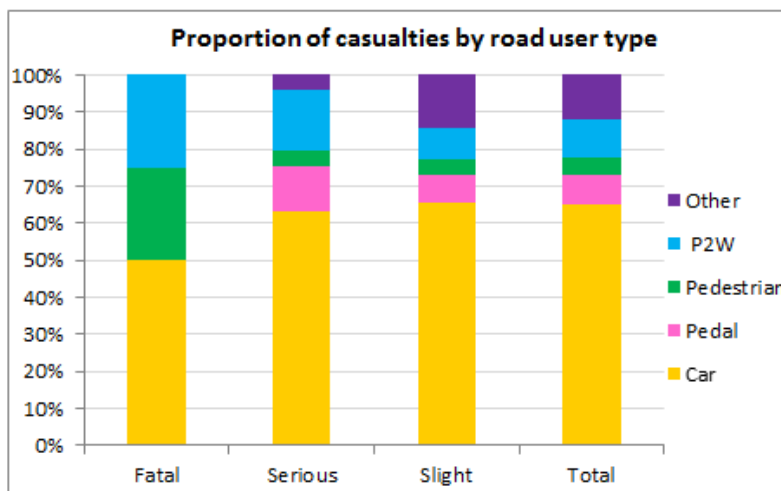


Figure 6 - Proportion of all casualties by road user type in 2014 - Richmondshire
Source - Road Safety & Travel Awareness, North Yorkshire County Council

All Casualties – Richmondshire

The downward trend in road casualties reported to the Police in Richmondshire reversed in 2010 and since then the number of collisions and casualties has been gradually increasing. This is an area that will be reviewed in more detail during the coming year.

In 2014, the district recorded 37 more casualties compared to 2013. The increase is mainly explained by higher numbers of car occupants hurt (up by 11%). Increases were also seen in the number of pedal cyclist and other vehicle types' casualties.

The district performance (+11%) is against the county trend: the total number of casualties recorded in North Yorkshire was down by 7% compared to the baseline.

Facts about all casualties in 2014

- ◆ There were 254 casualties in 2014, 37 more than 2013 (a 21% increase).
- ◆ Car occupants make up the largest proportion of road casualties (65%); followed by other vehicles types (12%), PTW (10%), pedal cyclists (8%) and pedestrians (4%).
- ◆ The number of casualties recorded in 2014, is 11% above the 2009-13 average.
- ◆ The number of children injured (18) which represent 7% of all casualties in 2014; was 27% higher than the 2009-13 baseline average of 14.
- ◆ Cyclist casualties continue to rise, albeit that the numbers are still small; the 2013 total (21) is now 123% above the 2009-13 average (9).
- ◆ There was an average of 13 collisions per month or 3 per week in which someone was hurt.

Richmondshire	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Fatal	4	3	6	2	4	-4.8%	—
Serious	51	50	48	54	49	-3.2%	—
Slight	174	180	169	161	201	15.5%	—
Total	229	233	223	217	254	11.0%	—
KSI	55	53	54	56	53	-3.3%	—
Child KSI	2	2	1	2	4	122.2%	—
Young Person KSI	13	11	12	15	11	-15.4%	—
Older Person KSI	19	24	18	18	24	26.3%	—
Pedestrian KSI	3	3	3	5	3	-11.8%	—
Cyclist KSI	3	3	5	4	6	100.0%	—
PTW KSI	17	14	19	21	9	-45.8%	—
All Child Casualties	14	14	12	17	18	26.8%	—
All Cyclist Casualties	9	12	11	13	21	123.4%	↓

Table 10 - Reported road traffic casualties and severity since 2011 - Richmondshire
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Killed or Seriously Injured (KSI) Casualties - Richmondshire

In 2014, with a total 53 KSI casualties, Richmondshire has recorded a total that is 3% below the 2009-13 average (55).

The year saw an increased number of car occupant KSI casualties up by 65% over the previous year (+13), pedal cyclist KSIs also increased by 2.

The number of KSI (4) amongst children (0-15 years old) has increased in 2014 (+2) compared to the previous year (2).

The overall decrease in KSI in 2014 against 2013 is encouraging; however, as shown in the graph below, KSI figures are quite variable.

Facts about KSI casualties in 2014

- ◆ The number of people killed or seriously injured fell by 3% to 53 in 2014.
- ◆ The three most vulnerable road user groups (Pedestrian, Cyclist and PTW riders), between them, account for 34% of all KSI casualties.
- ◆ The slight decrease in KSI casualties in 2013 is mainly associated with an increase in PTW casualties, pedestrian and other casualties in 2013 (down by 12, 2 and 4 respectively).
- ◆ The district performed poorly for the car occupant road user group (+13) and cyclist casualties (+2).
- ◆ Cyclist KSI casualties have fluctuated between 0 and 7 since 1990 within the district, this is only the second time since records began that cyclist KSI trends have deviated away from a standard high year, low year wave pattern, but as numbers are so low there is no statistical significance seen in these changes.
- ◆ The two other types of KSI casualties recorded in 2014 were 1 bus passenger and a mobility scooter rider.

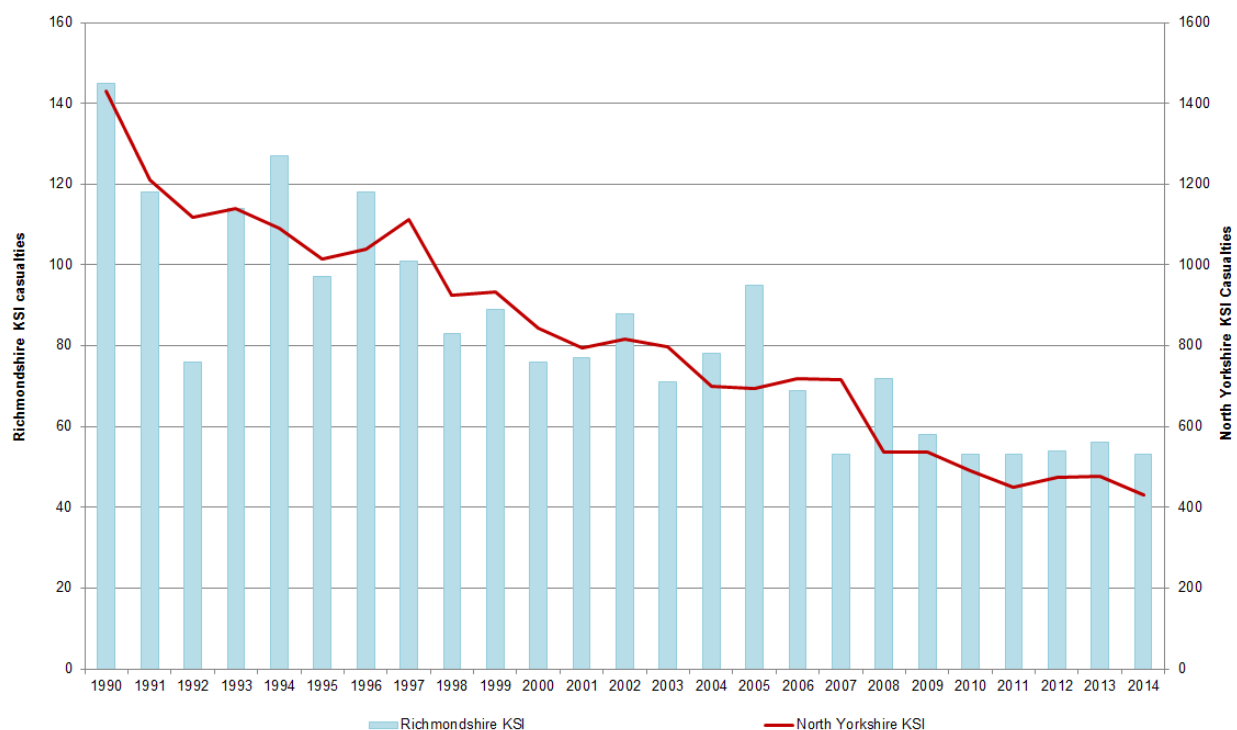


Figure 7 - Reported road traffic KSI casualty trends since 1990 - Richmondshire
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Child Casualties - Richmondshire

The increased number (+1) of children injured in the district in 2014 is marginal compared to the previous year, but has continued the slightly upward trend seen in the total number of child casualties from year to year in the district. The numbers are small so percentage variance will be exaggerated.

The total number of child KSI casualties (4) recorded in 2014 is 2 higher than the number recorded the previous year.

This year's overall child casualty numbers show an increase of 27% against the 2009-13 baseline average, and a 6% increase since the previous year.

The increase in child casualties is mainly associated with the increase in car passenger casualties from 9 to 12, the child pedal cyclist and pedestrian casualties each reduced by 1.

Facts about child casualties in 2014

- ◆ 8 of the children injured were secondary school aged, 7 were primary aged and 1 was pre-school age.
- ◆ In the car collisions, 11 of the 12 children injured were in the car with an adult (many of these will have been a parent or grandparent), in the last case the young driver (17-24years) is also the parent.
- ◆ In the child collisions the three most used causation factors in collisions involving children is failure to look properly, sudden breaking and failed to judge other persons path or speed.
- ◆ The five pedestrian child casualties were 2 drivers at fault 3 pedestrian at fault.
- ◆ The majority of collisions involving children occurred on a weekday (9/14) of those 4 occurred at school drop off/pick up times and 5 at other times.

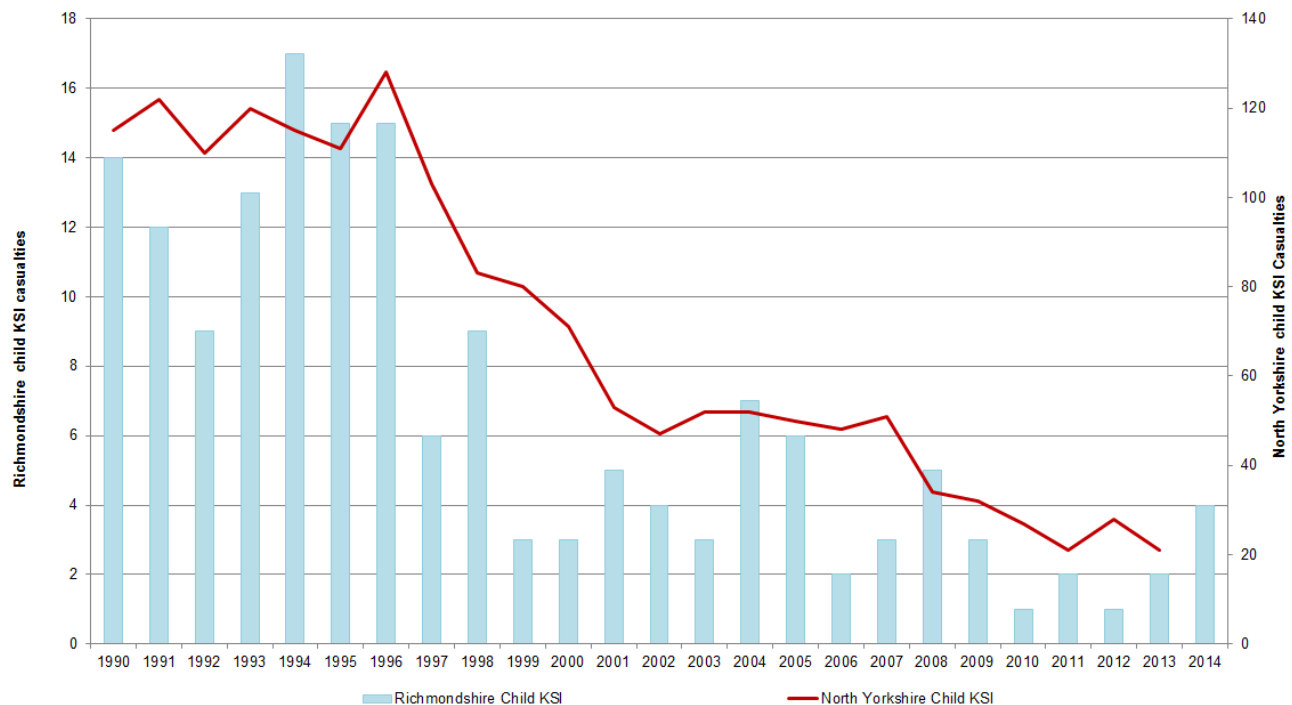


Figure 8 - Reported road traffic KSI child casualty trends since 1990 - Richmondshire
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Road Safety Education and Community Engagement - Richmondshire

Children - Primary School

Approximately 2000 children from 80 schools across Hambleton and Richmondshire attended the Crucial Crew multi-agency safety education event where they received advice on wearing seatbelts and appropriate behaviour in the car.

Work was done to educate drivers who travel past the schools on Darlington Road in Richmond.

School Gate Parking campaigns were also supported with banners and other practical help.

Be Bright Be Seen messages were delivered across Hambleton and Richmondshire via schools and radio and poster campaigns.



Image 4 – A school gate parking campaign in Richmondshire

Children - Secondary School

A joint NYCC/NYF&RS presentation was made to Richmond 6th formers covering driving and passenger behaviour. This was followed by a basic maintenance check (lights/indicators, tyre treads) on cars driven by the 6th formers.

Young Drivers

Four evening workshops were held during the period attended by 20 young drivers from across Hambleton and Richmondshire

Working with Driving Instructors

We currently have four specially trained driving instructors in Richmondshire who are registered with us to provide EPP training and Older Drivers refresher sessions. The training is provided free of charge and we would welcome more!

Motorcyclists

Face to face engagement at popular motorcyclist destinations across Hambleton and Richmondshire such as Penny Garth Café in Hawes, Manor Café at Bellerby and bikers using the B1257 from Helmsley has proved successful and popular

We continue to promote online videos highlighting the hazards along two of the high risk routes (the B1222 and B1257). Along with advice on the www.roadwise.gov.uk website, the “NYrides” videos use social media such as YouTube and Facebook, to raise awareness of hazards and consequences of risky behaviour.

Cyclists

- Over 280 Year 5 and 6 primary school pupils took part in the Bikeability cycle training programme over the year. Cycling awareness playground based courses were held in some schools for children too young to participate in the Bikeability on-road training.
- Information and advice to promote and encourage cycling for adults commuting and for family leisure has been provided at summer events in the district.
- A number of family cycling events were held in the lead up to The Tour de Yorkshire including a multi school event on the Croft motor racing circuit consisting of time trials and various cycle skills lessons.
- A cycling awareness session was held in partnership with Stage 1 cycles of Askrigg. Local hard to reach groups attended both on and off road cycle training.



Image 5 – Cycling safely information campaign, Leyburn

Older People

Several talks have been given to various community groups including at Catterick, Richmond and Hawes. The talks focussed on keeping older drivers up to date on changes to the Highway Code, traffic law, driving styles and road layouts and the effects on driving from ageing – both physical (e.g. eyesight, arthritis) and cognitive (e.g. reaction times, judging speed and distance).

During 2014 “refresher drives “for drivers over 50 have been taken up by 89 drivers in Richmondshire and Hambleton.

Occupational Road Risk

A number of initiatives have been held with employers across Hambleton and Richmondshire including Safe Driving for Work presentations; training for vehicle safety checks; trailer; minibus and HGV training advice; practical driver training and driving risk management advice.

Community Engagement/ Local Partnership Working

The local Road Safety Officer contributed to a number of events and initiatives on Catterick Garrison including Road Safety days, safe driving competitions, health fairs and drink/drug driving presentations, working with service personnel, their families and civilian staff.

- Winter driving and winter and summer drink drive campaigns were held across all the market towns.
- A stand at the Wensleydale show enabling them to reach many people living in more remote and isolated areas in the Upper Dales.
- A number of public engagement safer driving events were held across the District involving partners from NYCC Road Safety, NY Fire and Rescue Service NY Police and the local Institute of Advanced Motorists.
- We took part in what was the most successful and well attended Richmond Fire Station open day ever held. Children (and parents!) were tested on their Highway Code knowledge and parents had their reaction times tested on a brake reaction testing machine.

Speed Management

The Area 1 Highways Office, Richmond processed 26 enquiries, 7 resulted in requests for speed matrix sign deployments by the fire and rescue service and 5 requests for police speed enforcement.

Cluster sites

There are 154 cluster sites identified in North Yorkshire compared with a total of 161 the previous year. Of these 154 sites, 9 are located within Richmondshire and details of these are contained on the next page. Of these, 1 is 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; 10% of all collisions in Richmondshire occurred at cluster sites.

No collision prevention schemes were worked on this year for this district.

Road Safety Engineering Activities – Richmondshire

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			
6	A66/New Lane jnct, area of Foxwell	Ric	rural	10	16	2	1	3	6	3	Highways England engineering investigation to be undertaken. This site forms part of a police camera enforcement route.
9	A66/Hargill/Moor Rd, Jnct - Gilling West	Ric	rural	9	15	1	1	4	6	0	Highways England engineering investigation to be undertaken.
18	A66/A1, West Jnct - Scotch Corner	Ric	rural	8	9	3	1	1	5	0	Highways England engineering investigation to be undertaken. This site forms part of a police camera enforcement route.
24	A66/Moor Ln, Jnct - East Layton	Ric	rural	7	14	6	0	1	7	0	Highways England engineering investigation to be undertaken. This site forms part of a police camera enforcement route.
54	B6271 Maison Dieu by St Trinians Farm - Richmond	Ric	rural	6	8	1	3	0	4	0	Road marking improvements undertaken in summer 2013 following surface dressing. Sign improvements undertaken following fatal collision investigation in late 2013. No collisions since implementation, no further action continuing to monitor site.
56	Market Pl - Richmond	Ric	urban	6	8	1	1	2	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
81	A1 NBC at Skeeby Filling Station	Ric	rural	5	9	1	1	3	5	3	Highways England engineering investigation to be undertaken.
139	A1/A6136 Catterick Interchange	Ric	rural	4	5	2	1	1	4	1	Highways England engineering investigation to be undertaken.
151	B6271 at Broken Brae, bend - Brompton-on-Swale	Ric	rural	4	4	4	0	0	4	0	Surface dressed in early 2014 with road marking improvements undertaken at the same time, no collisions since scheme implementation, continuing to monitor site.

Hambleton District (Area 2)

Hambleton district in brief

- ◆ Seven people, all of whom were adults, were **killed** on Hambleton's roads during 2014 compared to five adults, in 2013. The 7 fatalities were 4 car occupants, 2 in other vehicles, and 1 PTW rider.
- ◆ The number of people **killed or seriously injured (KSI)** was 62 in 2013 and increased to 67 in 2014. In terms of road user groups, the number of KSI casualties has increased among pedal cyclists (+5), PTW riders (+1) and other vehicle type casualties (+6). The number decreased amongst car occupants (-5), and pedestrian's (-2). None of these changes are significant in statistical terms.
- ◆ The total number of **casualties** in road collisions reported to the police in 2014 was 396, up 16% on 2013 (333). This increase is mirrored by those in cars which saw a 21% increase in casualties in 2014, pedal cyclists and other vehicle casualties also increased (from 19 to 30 and 25 to 41 respectively); the groups that decreased were pedestrians from 21 in 2013 to 12 in 2014 and the number of PTW casualties from 36 in 2013 to 32 in 2014.
- ◆ No **children** were KSI in 2014, as in 2013.
- ◆ The number of **cyclist** casualties has increased by 58% from 19 in 2013 to 30 in 2014, two of the pedal cyclist casualties in 2014 were children.
- ◆ **Pedestrian** casualties reduced by 43% from 21 in 2013 to 12 in 2014. The reduction is more pronounced amongst pedestrian KSI (2) which is 50% less than the total (4) recorded the previous year. But these are very small numbers so percentages can look very large.
- ◆ The number of **powered two wheeler (PTW)** casualties has decreased by 11% from 36 in 2013 to 32 in 2014. The decrease is not mirrored amongst PTW KSI (16) which is 7% more than the total (15) recorded the previous year.
- ◆ A total of 246 **road collisions** that resulted in someone being injured were reported to the police in 2014, 5% more than in 2013 (234). This works out at an average of 21 collisions per month or 5 per week.

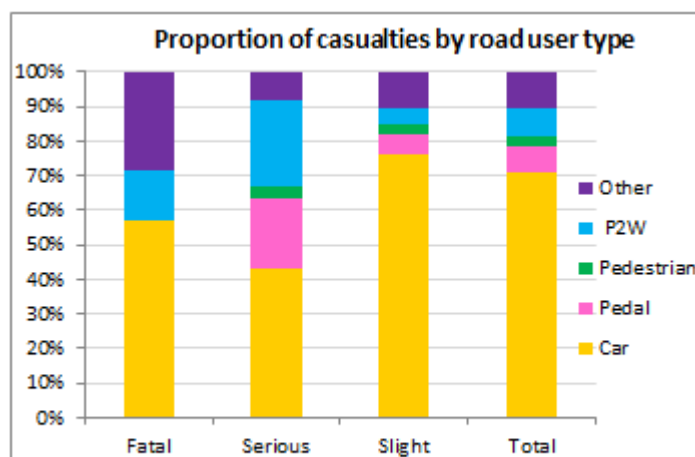


Figure 9 - Proportion of all casualties by road user type in 2014 - Hambleton
Source - Road Safety & Travel Awareness, North Yorkshire County

All Casualties - Hambleton

The number of road casualties reported to the Police in Hambleton has seen an upturn in 2014 after the reduction in 2013. A regular wave pattern (up one year and down the next) has continued since 2006 and this may suggest that 2015 will be better than 2014. The overall trend is still downward.

In 2014, the district has recorded 63 more casualties compared to the previous year. The increase is mainly explained by the higher number of Car occupant casualties (up by 49). Further increases were seen in the number of pedal cyclist casualties (up by 11), and other casualty types (up by 16). Decreases were seen for the number of pedestrian casualties which reduced from 21 to 12 (-9).

We have broken down this data to find that the number of casualties on NYCC roads in the direct rose by 8% and those on Highways England (trunk) roads, rose by 78%. There are major works on the A1(M) which may have an effect but we have brought this to the attention of Highways England and await their response.

The district saw an overall increase in road casualties of 1% from the baseline, which is different from the 7% reduction in the number of casualties recorded in North Yorkshire overall.

Facts about all casualties in 2014

- ◆ There were 246 crashes leading to casualties in 2014; resulting in 63 more casualties than in 2013 (a 19% increase).
- ◆ Car occupants make up the largest proportion of road casualties (71%); followed by other vehicle types (10%), powered two wheelers (8%), pedal cyclists (8%) and pedestrians (3%).
- ◆ The number of casualties recorded in 2014, is 1% above the 2009-13 district average.
- ◆ The number of children injured (33) which represent 8% of all casualties in 2014; is a higher proportion than the 5% in 2013.
- ◆ Cyclist casualties increased to 30 in 2014 which is now 58% above the 2009-13 average (19).
- ◆ There was an average of 21 collisions per month or 5 per week in which someone was hurt.

Hambleton	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Fatal	6	9	9	5	7	12.9%	—
Serious	74	68	93	57	60	-18.7%	—
Slight	311	309	306	271	329	5.9%	—
Total	391	386	408	333	396	1.4%	—
KSI	80	77	102	62	67	-16.3%	—
Child KSI	3	1	6	0	0	-100.0%	—
Young Person KSI	15	11	20	16	26	78.1%	—
Older Person KSI	28	28	38	21	30	7.9%	—
Pedestrian KSI	5	6	9	4	2	-61.5%	—
Cyclist KSI	7	7	16	7	12	66.7%	—
PTW KSI	16	18	11	15	16	0.0%	—
All Child Casualties	26	32	28	18	33	27.9%	—
All Cyclist Casualties	19	16	34	19	30	56.3%	—

Table 11 - Reported road traffic casualties and severity since 2011 - Hambleton
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Killed or Seriously Injured (KSI) Casualties - Hambleton

In 2014, with a total 67 KSI casualties, Hambleton has recorded a total that is 16% below the 2009-13 average (80).

The year saw a decrease to the number of car occupant KSI casualties which has fallen by 14% over the previous year. Pedal cyclist KSIs were up by 5 from 7 in 2013.

The number of KSI (0) amongst children (0-15 years old) has stayed the same as in 2013.

The increase in KSI in 2014 against 2013 is disappointing; however, as shown in the graph below, KSI figures have followed a reducing trend since 2008, with the exception of 2012.

Facts about KSI casualties in 2014

- ◆ The number of people killed or seriously injured increased by 16% to 67 in 2014.
- ◆ The three most vulnerable road user groups (Pedestrian, Cyclist and PTW riders), between them, account for 45% of all KSI casualties.
- ◆ The increase in KSI casualties in 2014 is mainly associated with an increase in cyclists (+5), and "other" casualties (+6).
- ◆ The seven "other" vehicle type KSI casualties recorded in 2014 were 2 van drivers, 1 bus passenger, 1 taxi driver, 2 Light goods vehicle drivers and 1 heavy goods vehicle driver.

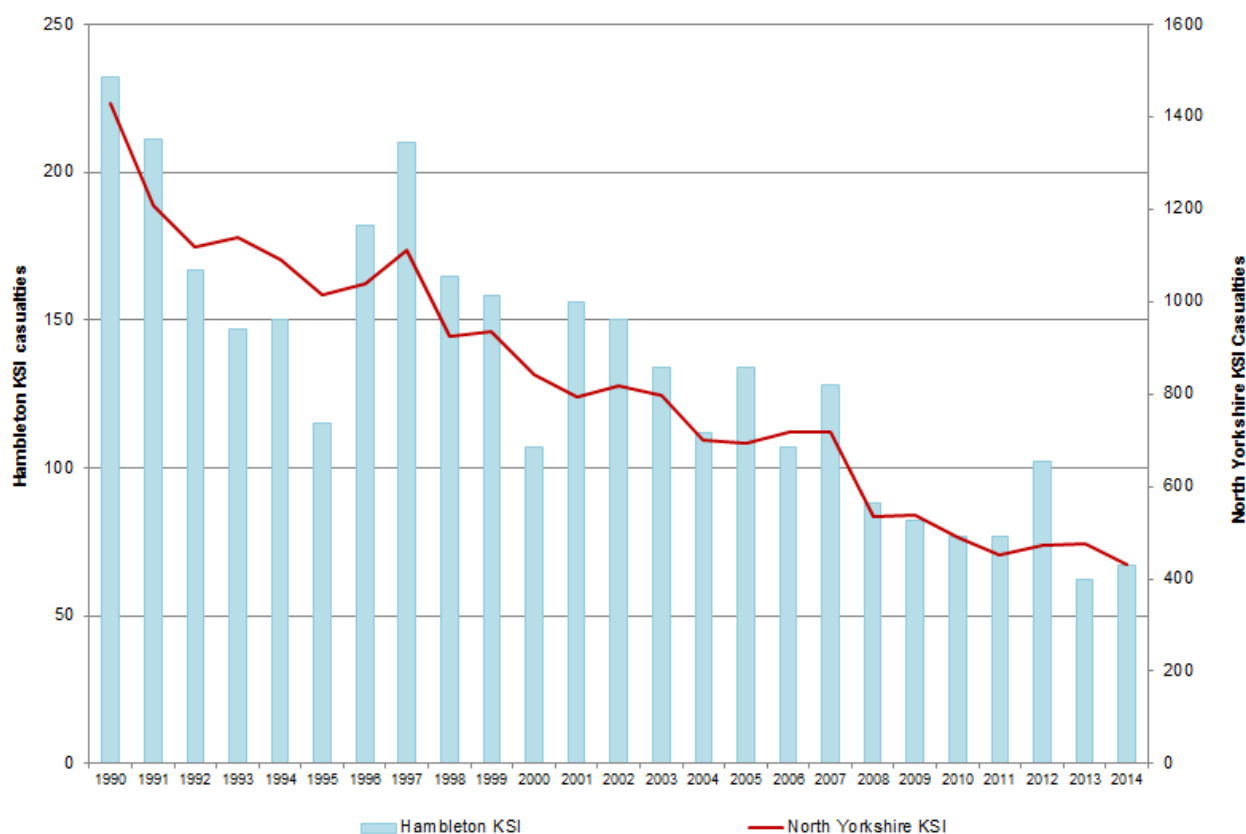


Figure 10 - Reported road traffic KSI casualty trends since 1990 - Hambleton
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Child Casualties - Hambleton

In 2014 there were 33 children slightly injured within the Hambleton district, this is the highest number since 2008 but is not a statistically significant change beyond normal fluctuations compared to the 2009-13 baseline average of 26.

The total number of child KSI casualties (0) recorded in 2014 is the same as in the previous year.

This year's overall child casualty numbers show an increase of 27% against the 2009-13 baseline average, with an 83% increase since the previous year i.e. from 18 to 33.

The increase in child casualties is mainly associated with an increase in child car passengers from 15 to 29 (+51%), though child pedal cyclists also increased from 0 to 2. The number of child pedestrian casualties reduced from 3 to 2.

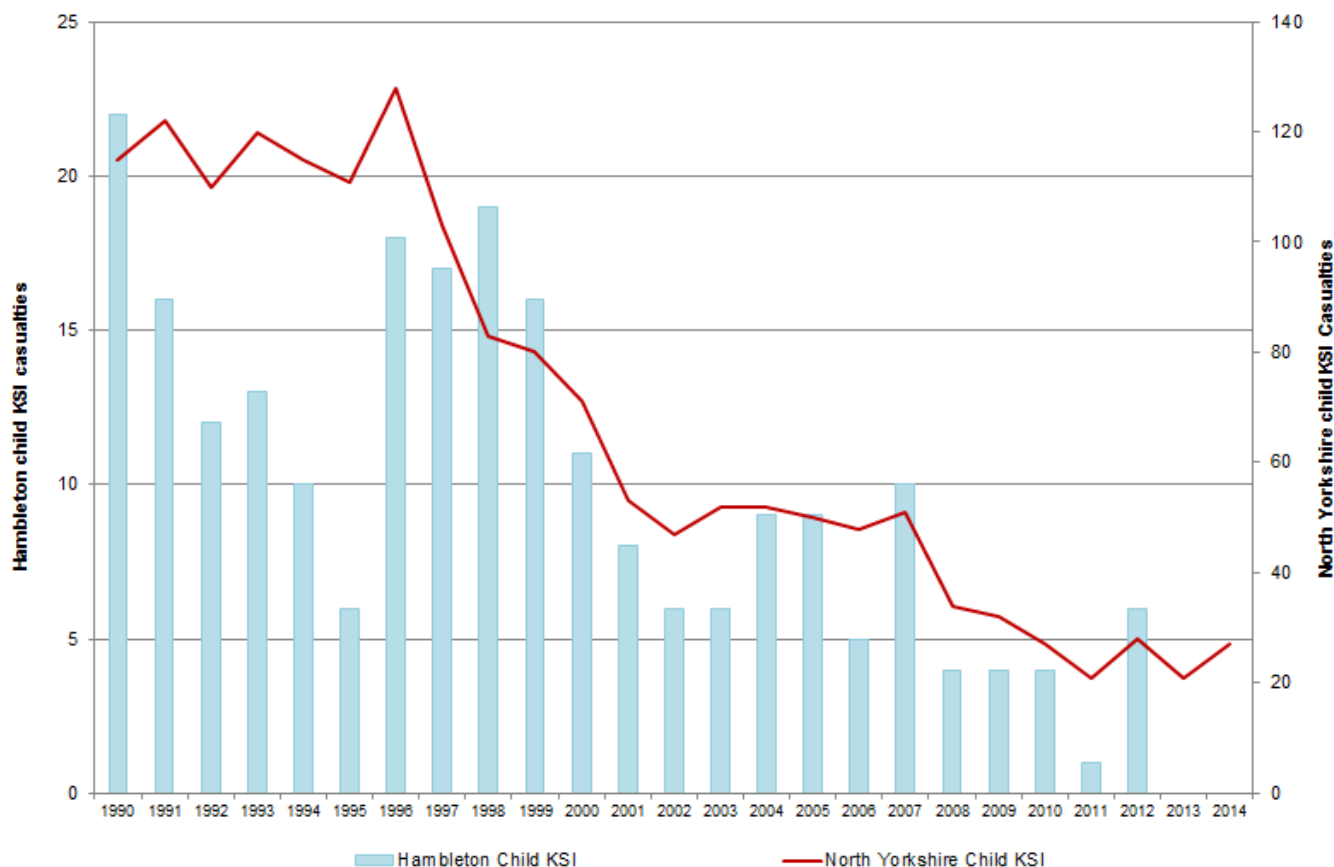


Figure 11 - Reported road traffic KSI child casualty trends since 1990 - Hambleton
 Source - Road Safety & Travel Awareness, North Yorkshire County Council

Road Safety Education and Community Engagement - Hambleton

Children - Primary School

In October Be Bright Be Seen messages were delivered across Hambleton via schools and radio and poster campaigns.

Approximately 2000 children from 80 schools across Hambleton and Richmondshire attended the Crucial Crew multi-agency safety event where they learned about the importance of wearing seatbelts and appropriate behaviour in the car.

A travel awareness/safer parking month was held at Broomfield School, Northallerton, when students and parents were encouraged to walk, cycle or scoot all or part of their journey to school. The initiative used a parent's charter, assemblies, a reward scheme, outdoor banners and face to face communication with parents which has resulted in improvements to parking congestion in and around the school.



Image 6 – A cycling skills event



Image 7 – Broomfield Primary School walk to school with Spike the Road Safety Hedgehog

Children - Secondary School

The NYCC 'Drive Alive' event that addresses young/potential drivers and passengers, potential risks and responsibilities, was delivered at Northallerton College (now Northallerton School and 6th form).

Separate young driver/passenger presentations were delivered to students at Thirsk and Easingwold schools. All year 7 pupils at the Allertonshire School (now Northallerton School and 6th form) attended a presentation on In-car safety and using seatbelts.

The annual road safety discussion morning was held with at risk youngsters from Stokesley School, the focus being pedestrian safety and passenger power. The Road Safety Officer attended Stokesley Schools "safety focus day" and presented to the students on in-car safety.

Young Drivers

Four evening workshops were held during the period attended by 20 young drivers from across Hambleton and Richmondshire.



Image 8 – Mobile phone awareness campaign

Driving Instructors

Local Driving Instructors attended sessions to find out more about improved standards and professional practice by the Road Safety Teams specialist Driver Training Officer.

We currently have 8 active driving instructors who contribute to road safety in Hambleton by delivering the EPP training and Older Driver refresher sessions. We would welcome more!

Motorcyclists

Face to face engagement at popular motorcyclist destinations across Hambleton and Richmondshire such as Manor Café at Bellerby and Helmsley Market Square, where bikers using the B1257 gather, has proved a successful means of disseminating information directly to motorcyclists and listening to their concerns, views and suggestions.

We continue to add to our online videos highlighting the hazards along two of the high risk routes (the B1222 and B1257).

Cyclists

Over 550 Year 5 and 6 primary school pupils took part in the Bikeability cycle training programme over the last year, learning their Highway Code and how to cycle on the roads.

Cycling awareness sessions have been held in playgrounds for children too young to attend Bikeability training.

Information and advice to promote and encourage cycling for adults commuting and family leisure has been provided at summer events in the district.

A number of Tour de Yorkshire events have been organised involving cycle skills and road safety awareness sessions for families.

An older cyclist session was held on the grounds of East Cowton primary school for more senior residents of the village wanting to get back on their bikes and proved to be very positive as well as having lots of laughs!

Older People

Five older driver presentations were delivered in Easingwold, Thirsk, East Cowton and two in Northallerton. Refresher drives for drivers over 50 have been attended by 89 drivers from across Hambleton and Richmondshire, to provide them with driving tips, techniques and advice,

Occupational Road Risk

A number of initiatives have been delivered to support local businesses including Safe Driving for Work presentations; training for vehicle safety checks; trailer, minibuss and HGV training; practical driver training and driving risk management advice.

Community Engagement/ Local Partnership Working

The Road Safety Officer contributed to a number of events and initiatives with the various military bases in the area. RAF Leeming held its annual Road Safety week which consisted of driving assessments, presentations and banners and poster displays throughout the base. Similar events were held at RAF Linton on Ouse and with the Royal Artillery at Alanbrooke Barracks, Topcliffe.

Road Safety evenings were held with Cubs and Brownie packs across the area.

The Road Safety Officer hosted an area at the North Yorkshire County Show at South Otterington and was supported by Police, Fire and Ambulance officers.

A number of public engagement events were held involving partners including the enthusiastic Northallerton branch of the Institute of Advanced Motorists (IAM). In particular we worked closely with the Fire Service during the Chief Fire Officers Association (CFOA) National Road Safety week in June where local events were held every day of the week.

The Road Safety Officer delivered a series of radio messages on the importance of appropriate speed, avoiding distractions and correct seatbelt use.

He worked with staff from Children and Young Peoples Services (CYPS) by attending a series of "Fun in the Park" family days which involved giving road safety messages to disadvantaged families to support parents in keeping their children safe.

Anti-drink/drive talks were given to offenders by the Probation service using information and resources provided by the Road Safety Officer.

Speed Management

The Area 2 Highways Office, Thirsk processed 35 speed concern enquires. Of those enquiries 4 had already been investigated within the last 3 years and 4 were already awaiting the speed matrix to be deployed. The remaining 27 sites resulted in 9 requests for speed matrix sign deployment by the fire and rescue service and 7 requests for Police speed enforcement.

Cluster sites

There are 154 cluster sites identified in North Yorkshire compared with a total of 161 the previous year. Of these 154 sites, 20 are located within Hambleton and details of these are contained on the next page. Of these, 7 are urban (40 mph or lower speed roads) and 13 are rural (over 40 mph limit roads). Of all North Yorkshire collisions 2013-2014, 16% occurred at cluster sites; 11% of all collisions in Hambleton in 2014 occurred at cluster sites.

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

- ◆ A172 West of Ingleby Cross – sign improvement scheme to be undertaken 2015/16
- ◆ B6265 at Flood Bridge bend, Exelby – hazard marker posts installed throughout bend in December 2014
- ◆ A167 Oaktree Hill/Brompton Lane junction, Brompton – sign, line and surface improvements to be undertaken 2015/16

Road Safety Engineering Activities – Hambleton

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			
5	A170 Sutton Bank - Sutton-Under-Whitstonecliffe	Ham	rural	10	17	2	4	3	9	6	Annual maintenance works will be carried out in September 2015 with minor sign improvements. This site forms part of a police camera enforcement route.
28	A170 Sutton Rd / Moor Lane jct - Bagby	Ham	rural	7	10	1	2	1	4	1	Fatal collision investigation undertaken in October 2013, recommended small scale sign improvements. Only one slight collision in study period since implementation, continue to monitor. This site is due to be surface patched in 2016/17. This site forms part of a police camera enforcement route.
32	A19 Staddle Bridge nr Tontine	Ham	rural	7	9	2	1	2	5	0	Highways England engineering investigation to be undertaken. This site forms part of a police camera enforcement route.
37	A61 Market Pl/B1448 Kirkgate, Jct - Thirsk	Ham	urban	7	6	3	1	3	7	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
52	B6285 at Flood Bridge, bend - Exelby	Ham	rural	6	8	2	2	0	4	0	Hazard marker post introduced throughout extents of bends, works carried out December 2014. No further action, continuing to monitor site.
53	A168/ B1448 Northallerton Rd, Jct - South Kilvington	Ham	rural	6	8	2	2	1	5	0	Traffic island installation and realignment of road markings undertaken in September 2013, two collisions since implementation. No further action, continuing to monitor site.
58	A684 by Askew Level Crossing, Bedale	Ham	urban	6	7	2	1	1	4	1	Joint scheme with Network Rail, implemented November 2013 included introducing rubber inserts on the rails. One collision since implementation, continuing to monitor site. This site forms part of a police camera enforcement route.
60	B1257, by Stokesley Leisure Centre - Stokesley	Ham	rural	6	7	2	2	1	5	0	Traffic engineering investigation found no recommendations, no clear pattern to collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
65	High Street/Friarage St/A684 Brompton Rd, Rndbt - Northallerton	Ham	urban	6	6	2	2	2	6	1	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.

Reported Road Casualties in North Yorkshire: Annual Report 2014

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			
84	A61 West Gate/B1448 Topcliffe Rd, Area - Thirsk	Ham	urban	5	9	2	0	2	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
90	A19 / Overton Rd jnt - south of Shipton	Ham	rural	5	8	1	1	2	4	0	Traffic engineering investigation on going, signing improvements being considered. This site forms part of a police camera enforcement route.
99	A1(M) 225m north of Leeming Railway Bridge - Leeming Bar	Ham	rural	5	6	2	0	2	4	1	Highways England engineering investigation to be undertaken.
111	A19/Ucl Rd to Ingleby Arncliffe, Jnt - Ingleby Arncliffe	Ham	rural	5	5	4	0	0	4	0	Highways England commissioned Autolink to undertake a study to consider the engineering options to improve the safety record of the A19 in the vicinity of Ingleby Arncliffe. The draft report is currently with Highways England for their consideration.
112	A168 160M South of Wellfield House, bend - South Otterington	Ham	rural	5	5	3	1	0	4	0	Loss of control collisions whilst negotiating a bend on a wet/damp road surface, surface dressed in 2014 no collisions since.
124	A684 / Banks Rd, Xrds - Brompton	Ham	rural	4	10	3	0	1	4	2	Traffic engineering investigation on going, assessment of existing signs and lines to be undertaken. This site forms part of a police camera enforcement route.
125	A167 South Prd/ Racecourse Ln/a167 Boroughbridge Rd, Rndbt - Northallerton	Ham	urban	4	9	3	1	3	7	0	Signing, lining and pedestrian improvements undertaken in 2011, traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
132	A19/Moor Rd, Jnt - Knayton	Ham	rural	4	6	3	0	1	4	0	Highways England engineering investigation to be undertaken.
136	A167 Oaktree Hill / Brompton Ln, Jnt - Brompton	Ham	rural	4	6	1	3	0	4	0	Signing, lining and surface works to be undertaken in 2015/16.
137	A167 Boroughbridge Lane outside County Hall - Northallerton	Ham	urban	4	6	1	1	2	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
143	A167 Darlington Rd / Yafforth Rd, Area - Northallerton	Ham	urban	4	5	2	1	1	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.

Scarborough District (Area 3)

Scarborough district in brief

- ◆ Two people, both of whom were adults, were **killed** on Scarborough's roads during 2014 compared to eight, in 2013. These were a car passenger and a powered two wheeler (PTW) rider.
- ◆ The number of people **killed or seriously injured (KSI)** was 59 in 2013 and has decreased to 42 in 2014. In terms of road user groups, the number of KSI casualties has decreased the most amongst car occupants (-21) and pedestrians by (-2).
- ◆ The number of **total casualties** in road collisions reported to the police in 2014 was 291, down 1% on 2013 (293); this decrease was seen amongst car occupants (-13) and pedestrians by (-5). Whereas increases were seen in the number of pedal cyclist (+2), P2W (+11) and other types (+3)
- ◆ The reported number of **child KSI casualties** (aged 0-15) in the district in 2013 (5) is the same as the previous year. This year all five of the seriously injured children were pedestrians. Last year 4 of the children seriously injured were car occupants and 1 a pedestrian. These represent normal random fluctuations that are not significant in statistical terms.
- ◆ The number of **cyclist** casualties has increased by 8% from 26 in 2013 to 28 in 2014; child cyclists casualties have stayed the same at 2 in 2014.
- ◆ **Pedestrian** casualties reduced by 12% from 42 in 2013 to 37 in 2014. Child pedestrian casualties increased from 8 in the previous year to 11 in 2014.
- ◆ The number of **powered two wheeler (PTW)** casualties has increased by 28% to 50 in 2014 from 39 in 2013. The increase is less pronounced amongst PTW KSI (16) which is 7% more than the total (15) recorded the previous year
- ◆ A total of 218 **road collisions** that resulted in someone being injured were reported to the police in 2014, 2% more than in 2013 (222). This total works out at an average of 19 collisions per month or 4 per week.

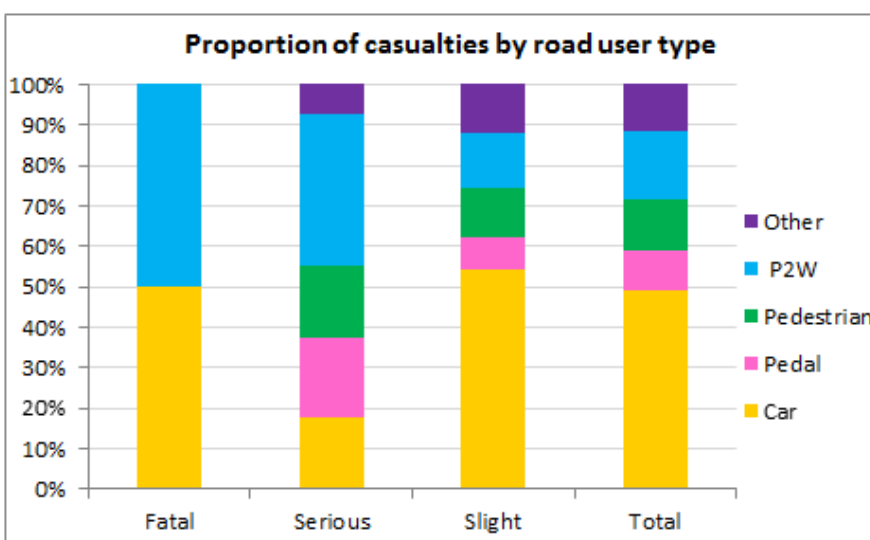


Figure 12 - Proportion of all casualties by road user type in 2014 - Scarborough
Source - Road Safety & Travel Awareness, North Yorkshire County Council

All Casualties - Scarborough

The overall trend in road casualties reported to the Police in Scarborough continues the downward trend and is below the expected trend line.

In 2014, the district has recorded 2 less casualties compared to the previous year. The decrease is mainly explained by the lower number of car occupant casualties and pedestrian casualties, but an increase in PTW casualties and pedal cyclists did mediate the reduction.

The district performance (-18%) is greater than the reduction in the total number of casualties recorded in North Yorkshire (down by 7% compared to the baseline average).

Facts about all casualties in 2014

- ◆ There were 291 casualties in 2014, 2 less than in 2013 (a 1% decrease).
- ◆ Car occupants make up the largest proportion of road casualties (49%); followed by PTW (17%), pedestrians (13%), other (11%) and pedal (10%).
- ◆ The number of casualties recorded in 2014, is 18% below the 2009-13 average.
- ◆ The total number of children injured 28 which represent 10% of all casualties in 2014; was 2 above 2013.
- ◆ Cyclist casualties have reduced in the district although the 2014 total (28) is still 23% above the 2009-13 average (25).

Scarborough	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Fatal	4	2	1	8	2	-47.4%	—
Serious	65	60	68	51	40	-38.1%	↑
Slight	287	253	277	234	249	-13.3%	—
Total	356	315	346	293	291	-18.2%	↑
KSI	68	62	69	59	42	-38.6%	↑
Child KSI	6	4	6	5	5	-13.8%	—
Young Person KSI	16	14	12	15	14	-11.4%	—
Older Person KSI	25	28	24	16	13	-47.2%	—
Pedestrian KSI	12	7	16	9	7	-42.6%	—
Cyclist KSI	4	4	4	4	8	81.8%	—
PTW KSI	18	15	20	15	16	-13.0%	—
All Child Casualties	37	26	34	21	28	-23.5%	—
All Cyclist Casualties	25	24	30	26	28	10.2%	—

Table 12 - Reported road traffic casualties and severity since 2011 - Scarborough
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Killed or Seriously Injured (KSI) Casualties - Scarborough

In 2014, with a total 42 KSI casualties, Scarborough the total was 39% below the 2009-13 average (68).

The year saw a decrease in the overall number of KSI casualties however there was a slight increase in the number of pedal cyclist casualties from 26 to 28, PTW from 15 to 16, other vehicle types from 2 to 3. However the pedestrian and car occupants saw reductions. Car occupant KSI casualties reduced by the greatest amount (-21), pedestrian KSI casualties reduced by 2.

The number of KSI (5) amongst children (0-15 years old) has stayed the same as the previous year. In 2014 all child KSIs were pedestrians however, in 2013 4 of the KSI casualties were car occupants and 1 was a pedestrian.

The decrease in KSI in 2014 against 2013 is encouraging; and differs from the countywide trend.

Facts about KSI casualties in 2014

- ◆ The number of people killed or seriously injured fell 29% to 42 in 2014.
- ◆ The three most vulnerable road user groups (Pedestrian, Cyclist and PTW riders), between them, account for 40% of all KSI casualties.
- ◆ The decrease in KSI casualties in 2014 is mainly associated with a decrease in car occupants and pedestrians 2014 (down by 21 and 2 respectively).
- ◆ The district performed slightly worse for the pedal cyclist (+4), P2W (+1) and other vehicle type (+1).
- ◆ Cyclist KSI casualties fluctuate from year to year but have been increasing on overall terms since 2003.
- ◆ The three other type of KSI casualty recorded in 2014 two were older bus passenger's and one a horse drawn carriage driver.

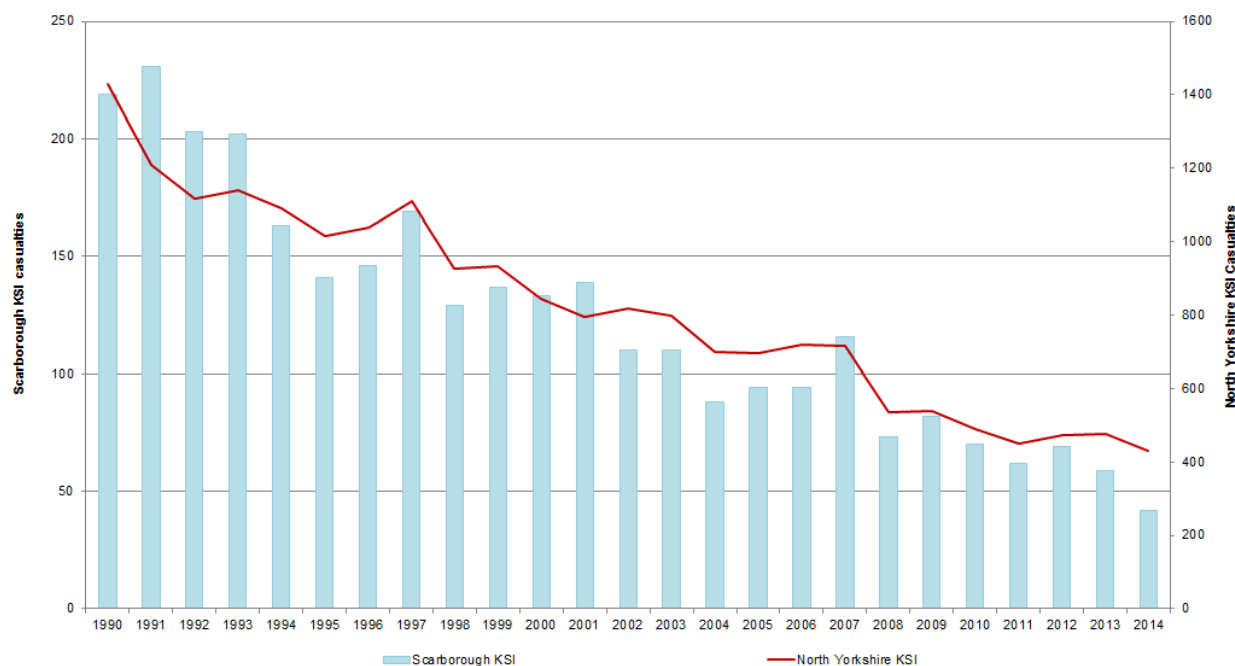


Figure 13 - Reported road traffic KSI casualty trends since 1990 - Scarborough
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Child Casualties - Scarborough

The number of children injured in the district increased from 21 in 2013 to 28 in 2014 (+7). Though there has been an increase in casualties this year the actual number of child casualties in the district below the downward trend line.

The number of KSI (5) amongst children (0-15 years old) has stayed the same as the previous year. In 2014 all child KSIs were pedestrians, the same as in 2012, however in 2013 4 of the KSI casualties were car occupants and only 1 was a pedestrian.

This year's overall child casualty numbers show a decrease of -23% against the 2009-13 baseline average, but with a 33% increase against the previous year.

The increase in child casualties is mainly associated an increase in the number of car occupant casualties from 9 to 14 and pedestrian casualties from 8 to 11, though child other vehicle type casualties also decreased from 2 to 0.

Facts about child casualties in 2014

- ◆ 14 of the children injured were secondary school aged, 13 were primary aged and 1 was pre-school age.
- ◆ In the car collisions, 12 of the 14 children injured were in the car with an adult (most of these were likely to have been a parent or grandparent), the other 2 were with young drivers, but in these cases the driver may have been either the parent or an older sibling.
- ◆ In the child collisions the three most reported causation factors are *failure to look properly by a vehicle driver*, then *failure to look properly by a pedestrian* then *failure to judge others path or speed*.
- ◆ In the child cyclist collisions one was not wearing a cycle helmet and the other we don't know whether they wore a helmet or not.
- ◆ The 11 pedestrian child casualties were recorded as 5 drivers at fault and 6 pedestrians at fault.
- ◆ The majority of collisions involving children occurred on a weekday (17 of 25) and the majority occurred at the school run time (10 of 17), especially in the afternoon.

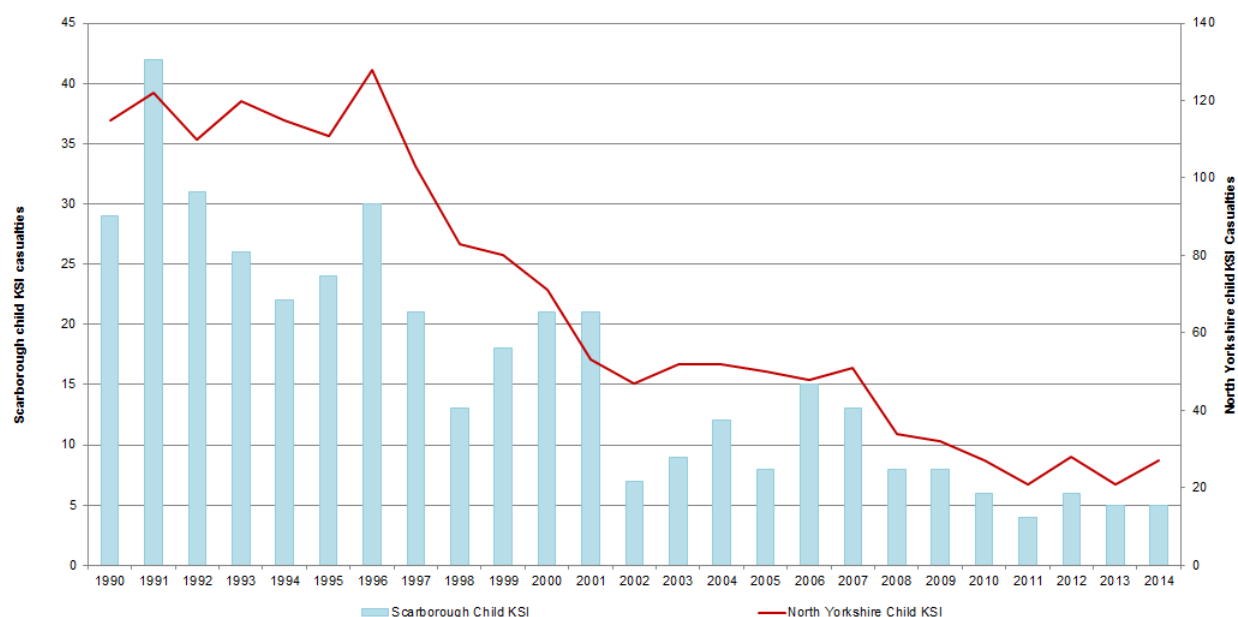


Figure 14 - Reported road traffic KSI child casualty trends since 1990 - Scarborough
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Road Safety Education and Community Engagement - Scarborough

Children - Primary School

An in-car safety talk and demonstration was delivered to 1,300 Year 6 pupils from 58 schools around the area who attended “Crucial Crew” in Scarborough over a two week period

The Road Safety Team also worked closely with the Scarborough and Ryedale Road Safety Group monitoring seatbelt use and general road safety at specific locations in the area. These sites are often near to schools, including Overdale Primary, Moor Lane near to George Pindar School, A169 Sleights near to Primary School, or near to businesses, such as A171 Whitby near to Sainsbury's, Havers Hill near to McCains and Boyes, and Seamer Road Industrial Estates. Between 6% and 15% of drivers and passengers were found to be not wearing their seatbelts. The surveys were each followed by a letter and seatbelt information, (plus car seat leaflets and height charts for schools, with a letter to be circulated to parents highlighting what had been observed and the risks this presents to children). The letters sent to businesses also included information on occupational road risk and were followed with employee education work. Enforcement by North Yorkshire Police was then undertaken.

Schools were invited and supported to join national “Walk to School Week” in May and “School Walking Month” in October.

Walking is the perfect opportunity for children to learn road safety skills and develop an awareness of their local area, preparing them for independent travel.

Some 900 Year 5 and 6 primary school pupils at 36 schools took part in the national Bikeability cycle training programme provided by the council with government funding.



Image 9 – Children walking to school

Children - Secondary School

The Road Safety team organised and delivered the ‘Drive Alive’ event to Whitby Community College, to address teenagers and young drivers’, risks and responsibilities.

Young Drivers

The “Enhanced Pass Plus” programme is offered to newly qualified young drivers. We work with Fire and Rescue colleagues to encourage young drivers to recognise risk and learn how to avoid potential dangers.

Driving Instructors

We currently have 7 specially trained driving instructors registered with us to provide the EPP training course and Older Driver refresher drives. We would like more to join us!

Motorcyclists

'Shiny Side Up' route signage was installed on the A170 during the spring and summer biking season. 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 place and junctions.

Regular engagement events take place throughout the motorcycling season at Oliver's Mount in Scarborough and the Whistle Stop café in Whitby.

Online videos highlighting the hazards along high risk routes, such as the A171 have been produced and put online and on Facebook where they are regularly viewed.

Cyclists

Adult cycle information and family cycling guides have been provided at large summer events in the district, including the Whitby Regatta and the Filey Safety Day. Lorry-back warning stickers are being promoted to businesses for HGVs and large vehicles, as part of a county-wide campaign using the 'Think Bike!' theme, about cyclist and motorcyclist safety aimed at those who use our roads whether on four wheels or on two.

Some 900 Year 5 and 6 primary school pupils at 36 schools took the national Bikeability cycle training programme provided by the council with government funding.

Curriculum resources were made available to schools for Bike to School Week and linking to the Tour de France.

Older People

A presentation and question and answer session designed to keep drivers up to date on changes to the Highway Code, traffic law, the effects of aging and medication on driving has been given to a number of interest groups and carers support networks.

Refresher drives are available free of charge to those who want to obtain an informal appraisal of their driving and learn hints and tips to make driving more enjoyable as well as safer.

Occupational Road Risk

Then Road Safety Team have worked with the local Community Safety Team, Fire and Police services to get employers to assess and manage the driving that their employees undertake for them. This includes both driving at work and also their journeys to and from work. It isn't easy to get employers on board for this but those who do engage invariably find that it is more than cost effective – significant fuel savings can be made through better driving techniques and vehicle damage needing costly repairs is also reduced.

Community Engagement/ Local Partnership Working

The Road Safety Officer attended various public events during the season, including:

- Whitby Regatta
- Filey Safety Day
- Egton Show
- local community events such as in Friarage, Scarborough
- Winter Driving and Drink and Drug Driving events in Whitby, Scarborough and Filey

- Regular radio interviews for Yorkshire Coast Radio, for example on Road Safety Week, winter driving, drink driving, our Enhanced Pass Plus programme for young drivers, and keeping people driving safer for longer.



Image 10 – The Seatbelt Sheriff at Whitby Regatta

The road safety officer also formally commented on Travel Plans and developments as part of the planning process, to improve safety and to make sure that sustainable, active travel is built into the design of planned developments. This included the major development in Middle Deepdale, in terms of footways and pedestrian routes, safer routes to school, and school travel planning.

Speed Management

During 2014 the group received and processed 23 speed concern reports. This resulted in 7 requests for Police speed enforcement; 2 referrals to highways engineers; 1 local education programme and 1 x deployment of the interactive speed matrix sign.

Cluster sites

There are 154 cluster sites identified in North Yorkshire compared with a total of 161 the previous year. Of these 154 sites, 28 are located within Scarborough and details of these are contained on the next page. Of these, 22 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; 14% of all collisions in Scarborough in 2014 occurred at cluster sites.

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

- ◆ A165 Valley Bridge Parade/Ramshill Road, Scarborough – Signal changes, resurfacing, lining, partial removal of island as well as footway build out to be implemented late 2015
- ◆ A174 Sandsend bridge – sign improvements to be undertaken 2015/16
- ◆ A171 Guisborough Rd/B1460 Stakesby Rd, Cross Butts – Signing and lining improvements carried out June 2015 to recently installed roundabout
- ◆ A174 Lythe Bank, Lythe – Surfacing, lining and signing improvement scheme undertaken in 2014/15
- ◆ A169 Coach Rd/B1460 The Carrs, Briggswath – Signing improvement scheme undertaken in March 2015

Road Safety Engineering Activities – Scarborough

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			
27	A174 Lythe Bank, Bend - Lythe	Ycm	rural	7	11	1	2	2	5	0	Surfacing and signing scheme undertaken in 2014/15.
34	A165 Northway Rndbt W/ Prospect Rd - Scarborough	Ycm	urban	7	8	1	3	2	6	0	Traffic engineering investigation found no recommendations, continuing to monitor site.
51	A165 Valley Bridge Rd/ A170 Westborough, Jnct - Scarborough	Ycm	urban	6	8	3	2	0	5	0	Northway to be resurfaced in summer 2015, no further action, continuing to monitor site.
55	A169 Coach Rd/B1460 The Carrs, Jnct - Briggswath	Ycm	urban	6	8	1	2	2	5	0	Signing improvement scheme implemented March 2015, no further action, continuing to monitor site. This site forms part of a police camera enforcement route.
57	A64 Falsgrave Rd /New Park Rd, Jnct - Scarborough	Ycm	urban	6	8	1	2	3	6	0	Majority of collisions have occurred at the bus stop involving bus passengers falling and causing injury to themselves. This pattern has been raised with the
62	A165 Filey Rd / Queen Margaret's Rd, Xrds - Scarborough	Ycm	urban	6	7	1	1	3	5	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
68	A165 Columbus Ravine/Dean Rd, Rndbt - Scarborough	Ycm	urban	6	6	1	2	2	5	1	Traffic engineering investigation on going, potential signing scheme to be introduced.
73	B1364 Castle Rd/B1364 North Marine Rd/St Thomas St, Rndbt - Scarborough	Ycm	urban	6	5	3	1	1	5	1	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
77	B1261 Cayton Low Rd/Moor Ln, Jnct - Cayton	Ycm	urban	5	12	2	1	1	4	0	Traffic engineering scheme on going, looking at signing improvements.
78	A165 Hunmanby Rd/ Bridlington Rd, Jnct - Reighton	Ycm	rural	5	11	2	1	1	4	1	Traffic engineering investigation found no recommendations, no clear pattern to collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
82	A165 Filey Rd/Westbourne Grove, area - Scarborough	Ycm	urban	5	9	2	3	0	5	2	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
93	A170 Stepney Rd/Stepney Dr, Area Around Rndbt - Scarborough	Ycm	urban	5	7	1	1	2	4	1	Traffic engineering investigation on going, looking at signing improvements. This site forms part of a police camera enforcement route.
96	A64 Seamer Rd / Queen Maraget's Rd, Jnct - Scarborough	Ycm	urban	5	7	1	3	0	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.

Reported Road Casualties in North Yorkshire: Annual Report 2014

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			
97	A64 Falsgrave Rd/Belgrave Cres/Londesborough Rd, Jnct - Scarborough	Ycm	urban	5	6	1	3	1	5	2	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
103	A64 Seamer Rd/B1261 Scarborough Rd/Musham Bank Rd, Rndbt - Scarborough	Ycm	rural	5	6	2	2	0	4	0	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.
106	A171 Guisborough Rd/B1460 Stakesby Rd, Jnct - Cross Butts	Ycm	rural	5	6	1	4	0	5	0	Location of park and ride site for Whitby, roundabout installed in Easter 2013. Amendments to the signing and lining implemented in June 2015. No further action, continuing to monitor site. This site forms part of a police camera enforcement route.
108	Falconers Rd/Huntriss Row, Jnct - Scarborough	Ycm	urban	5	6	1	1	2	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
114	A170 Falsgrave Rd/A171 Scalby Rd, Jnct - Scarborough	Ycm	urban	5	5	2	2	1	5	0	Scarborough Borough Council have submitted a bid to the Local Enterprise Partnership to increase capacity. This site forms part of a police camera enforcement route.
117	Newborough/st Nicholas St, Jnct - Scarborough	Ycm	urban	5	5	1	3	0	4	0	Reflagging works at this site should make the precinct clearer.
119	A165 Northway/B1364 Victoria Rd, Jnct - Scarborough	Ycm	urban	5	5	0	3	2	5	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
121	Bagdale / Southend Gardens, Jnct - Whitby	Ycm	urban	5	4	1	2	1	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
123	B1261 Scarborough Rd/Stoney Haggs Rd, Jnct - Seamer	Ycm	urban	4	11	2	1	1	4	2	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
130	A171/B1266 High St, Jnct - Scaling	Ycm	rural	4	7	0	1	3	4	0	The potash development in this area has recently been approved by Planning and is likely to involve improvements to this junction. No further action, continuing to monitor site.
134	C237 Manor Rd/Woodland Ravine, Jnct - Scarborough	Ycm	urban	4	6	3	0	1	4	0	Traffic engineering investigation on going.
140	A165 Northway/Trafalgar St West, Jnct - Scarborough	Ycm	urban	4	5	1	1	2	4	1	Currently trialling a night time vehicular closure in this area on a Friday and Saturday night, continuing to monitor site.

Reported Road Casualties in North Yorkshire: Annual Report 2014

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			
146	A171 Layby, 390m South of road to High Normanby	Ycm	rural	4	5	1	1	2	4	0	The potash development in this area has recently been approved by Planning, and is likely to involve improvements at this location. No further action, continuing to monitor site. This site forms part of a police camera enforcement route.
147	St Nicholas St area - Scarborough	Ycm	urban	4	5	1	1	2	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
152	A165 Valley Bridge Prd/Somerset Tce/Westwood, Area - Scarborough	Ycm	urban	4	4	1	1	2	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.

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.

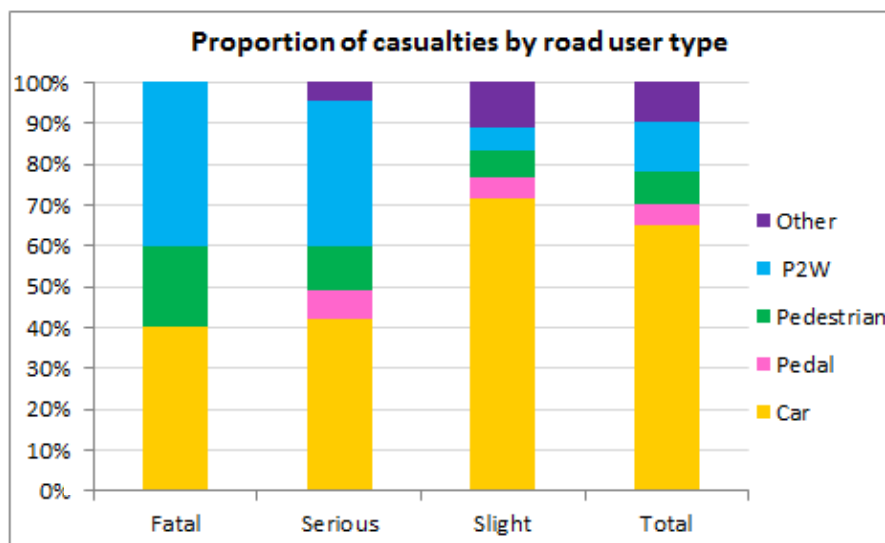


Figure 15 - Proportion of all casualties by road user type in 2014 - Ryedale
Source - Road Safety & Travel Awareness, North Yorkshire County Council

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).

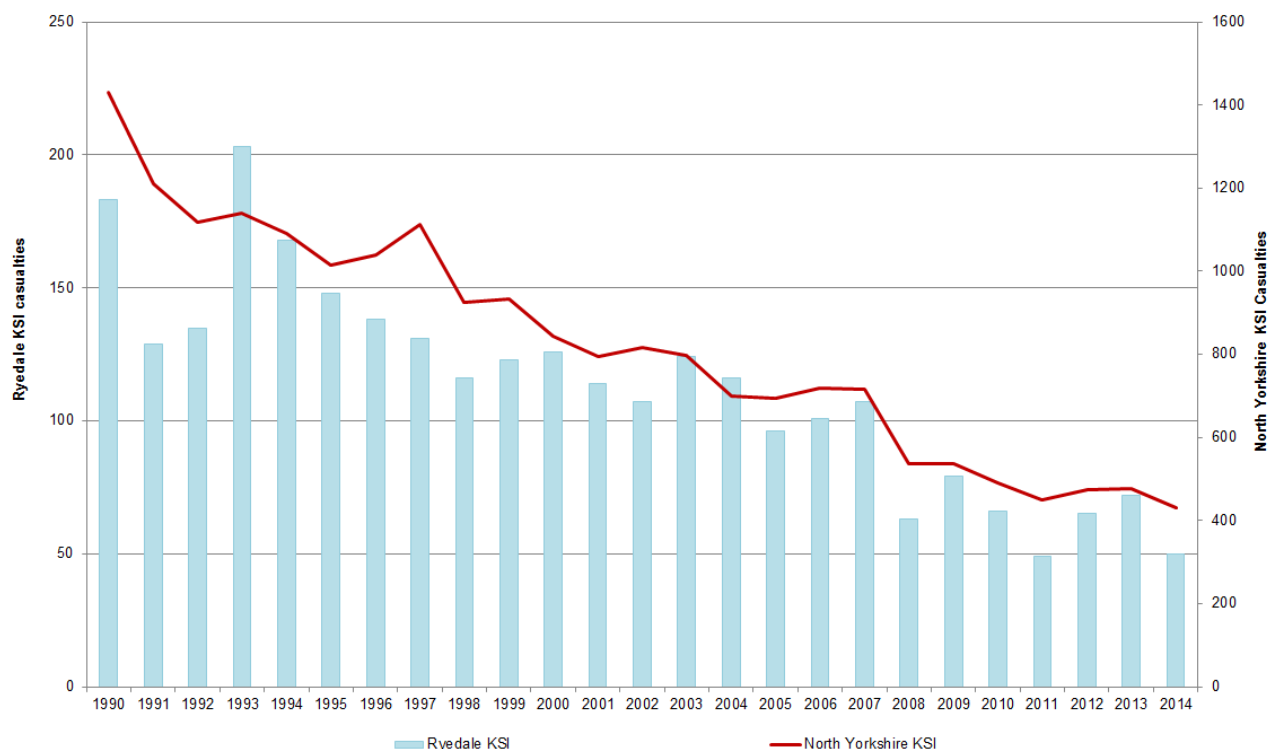


Figure 16 - Reported road traffic KSI casualty trends since 1990 - Ryedale
Source - Road Safety & Travel Awareness, North Yorkshire County Council

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.

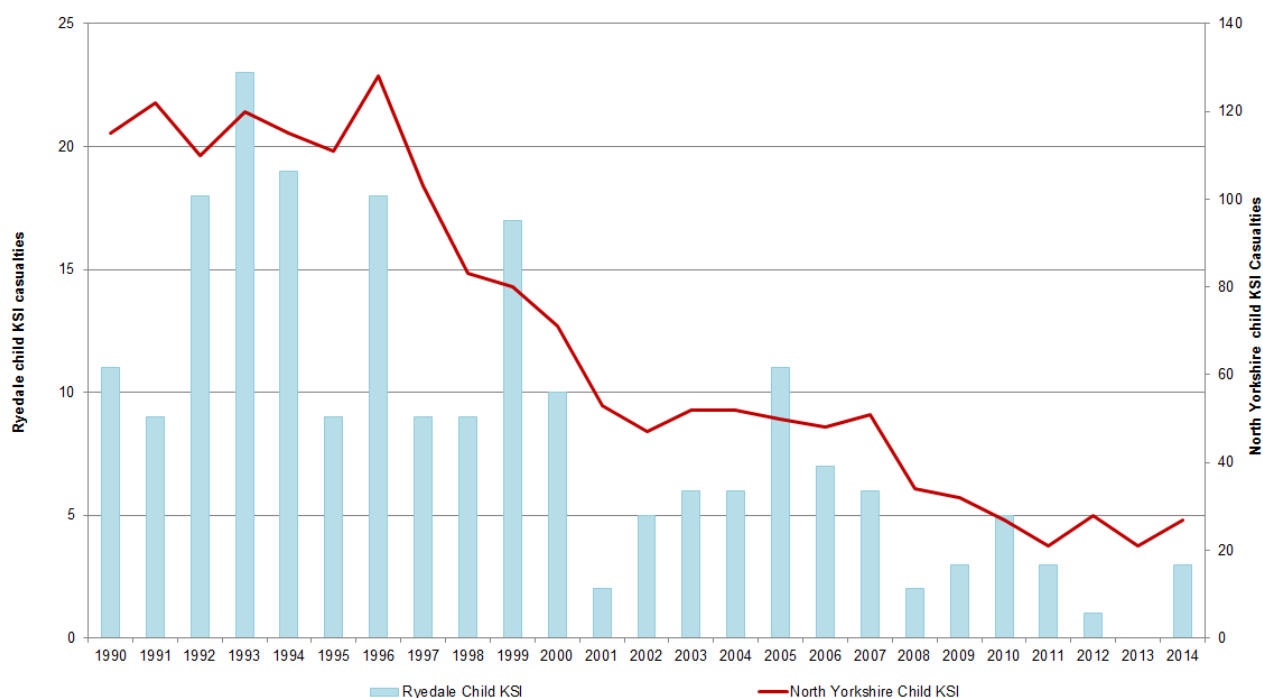


Figure 17 - Reported road traffic KSI child casualty trends since 1990 - Ryedale
Source - Road Safety & Travel Awareness, North Yorkshire County Council

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.

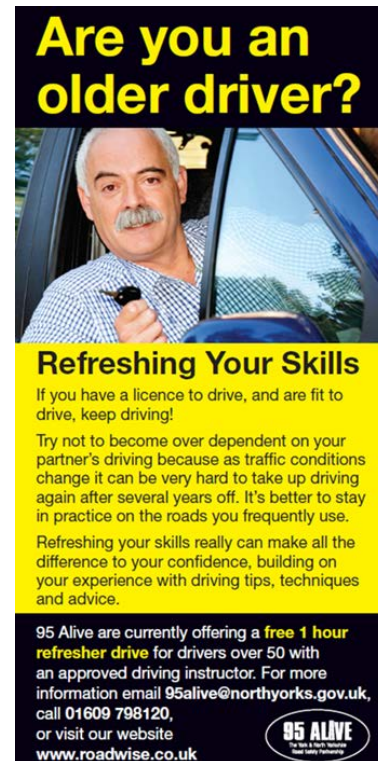


Image 11 – Older driver refresher drive campaign leaflet

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

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 Trousdale Fl / 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.

Craven District (Area 5)

Craven district in brief

- ◆ Nine people, all of whom were adults, were **killed** on Craven's roads during 2014 compared to seven adults, in 2013 and a baseline average of 6 per year for 2009-13. The nine people in 2014 were: 2 car drivers, 5 PTW riders, 1 pedal cyclist and 1 pedestrian.
- ◆ The number of people **killed or seriously injured (KSI)** was 58 in 2014, an increase from 50 in 2013, and also an increase on the baseline average of 49. In terms of road user groups, the number of KSIs has increased amongst pedestrians (+3), PTW riders (+3) pedal cyclists (+2).
- ◆ The total number of **all casualties** in road collisions reported to the police in Craven during 2014 was 220, a 12 % decrease on 2013 (251) and a 9% reduction from the baseline. This decrease is reflected in car occupants which saw a 27% decrease in casualties in 2014; casualties in all but two road user groups decreased; the increases were in the number of pedestrian casualties, up from 12 to 22 and the number of PTW casualties up from 30 to 49.
- ◆ There were no **child KSI casualties** (aged 0-15) in the district in 2014 which is 2 below the previous year and 1 below the baseline average.
- ◆ The number of **cyclist** casualties has decreased by 17% to 24 in 2014 from 29 in 2013, but this number is still above the baseline average of 20. The level of cycling has gradually increased throughout the county in recent years including in Craven, especially since the Tour de France.
- ◆ **Pedestrian** casualties increased by 83% to 22 in 2014 from 12 in 2013. The increase is more pronounced amongst pedestrian KSI (6) which is double the total (3) recorded the previous year. However as these numbers are small the percentage variance looks large: this year's increase is not statistically significant i.e. it is within normal year to year variations.
- ◆ The number of **powered two wheeler (PTW)** casualties has increased by 63% to 49 in 2014 from 30 in 2013. The increase is less pronounced amongst PTW KSI (22) which is 16% or 3 more than the total (19) recorded the previous year. A further analysis into this issue will be undertaken in the autumn.
- ◆ A total of 177 **road collisions** that resulted in someone being injured were reported to the police in 2014, the same as in 2013. This total works out at an average of 15 collisions per month or 3 per week.

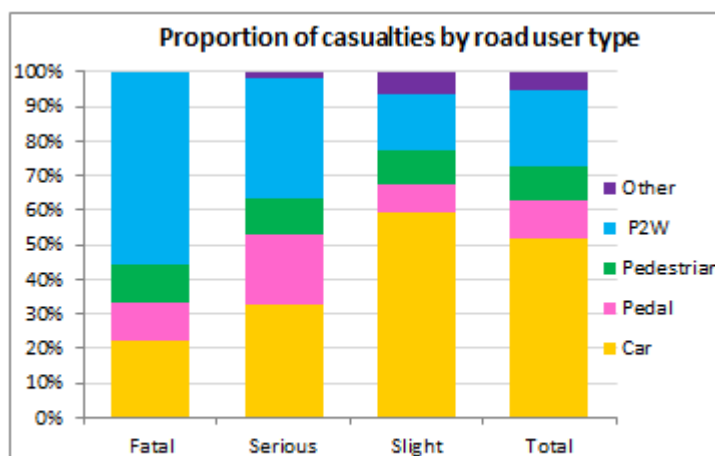


Figure 18 - Proportion of all casualties by road user type in 2014 -
Source - Road Safety & Travel Awareness, North Yorkshire County Council

All Casualties – Craven

The number of road casualties reported to the Police in Craven has seen an overall reduction in 2014 after having increased in the previous two years. The total number of casualties is below the downward trend line and is continuing to reduce. However, this breaks down into a significant reduction in slight injuries (-38%).

In 2014, the district has recorded 31 fewer casualties compared to the previous year. The decrease is mainly amongst car occupant casualties (down by 27%). Though the number of pedal cyclists and other vehicle occupants also reduced, but the number of pedestrians and PTW rider casualties increased.

Facts about all casualties in 2014

- ◆ There were 220 casualties in 2014, 31 fewer than in 2013 (a 12% decrease).
- ◆ Car occupants make up the largest proportion of road casualties (52%); followed by powered two wheelers (22%), pedal cyclists (11%), pedestrians (10%) and others (5%).
- ◆ The number of casualties recorded in 2014, is 9% below the 2009-13 baseline average.
- ◆ The number of children injured (8) which represents 3% of all casualties in 2014, was 5 fewer than in 2013 (38%).
- ◆ PTW KSI casualties increased and the 2014 total (22) is now 26% above the 2009-13 average (17).
- ◆ There was an average of 15 collisions per month or 3 per week in which someone was hurt.

The district performance reflects and in some categories exceeds, the reduction in the total number of casualties recorded in North Yorkshire (down by 7% over the baseline)

Craven	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Fatal	6	3	4	7	9	55.2%	—
Serious	43	33	41	43	49	12.9%	—
Slight	262	175	170	201	162	-38.1%	↑
Total	243	211	215	251	220	-9.5%	—
KSI	49	36	45	50	58	17.9%	—
Child KSI	1	1	2	2	0	-100.0%	—
Young Person KSI	7	3	10	7	9	21.6%	—
Older Person KSI	19	16	14	20	19	1.1%	—
Pedestrian KSI	4	4	5	3	6	42.9%	—
Cyclist KSI	7	6	6	9	11	57.1%	—
PTW KSI	17	17	16	19	22	26.4%	—
All Child Casualties	17	21	19	13	8	-53.5%	—
All Cyclist Casualties	20	20	16	29	24	21.2%	—

Table 14 - Reported road traffic casualties and severity since 2011 - Craven
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Killed or Seriously Injured (KSI) Casualties - Craven

In 2014, the total of 58 KSI casualties in Craven was 18% above the 2009-13 annual average (49).

The year saw an increase in the number of pedal cyclists hurt (from 9 to 11), pedestrians (from 3 to 6) and PTW casualties (from 19 to 22).

The number of KSI (0) amongst children (0-15 years old) reduced in 2014 compared to the previous year (2).

Facts about KSI casualties in 2014

- ◆ The number of people killed or seriously injured rose 18% from 50 to 58 in 2014.
- ◆ The increase in KSI casualties in 2014 is mainly associated with an increase in cyclists, pedestrians and PTW casualties (up by 2, 3 and 3 respectively).
- ◆ The number of KSI car occupant and other vehicle type casualties was unchanged in 2014.
- ◆ Cyclist KSI casualties fluctuate from year to year but have been increasing overall since 2007.

The increase in KSI in 2014 against 2013 is disappointing; however, as shown in the graph below, KSI figures have been gradually rising since 2011 within Craven. Although this rise is not to a statistically significant level it is a matter of concern.

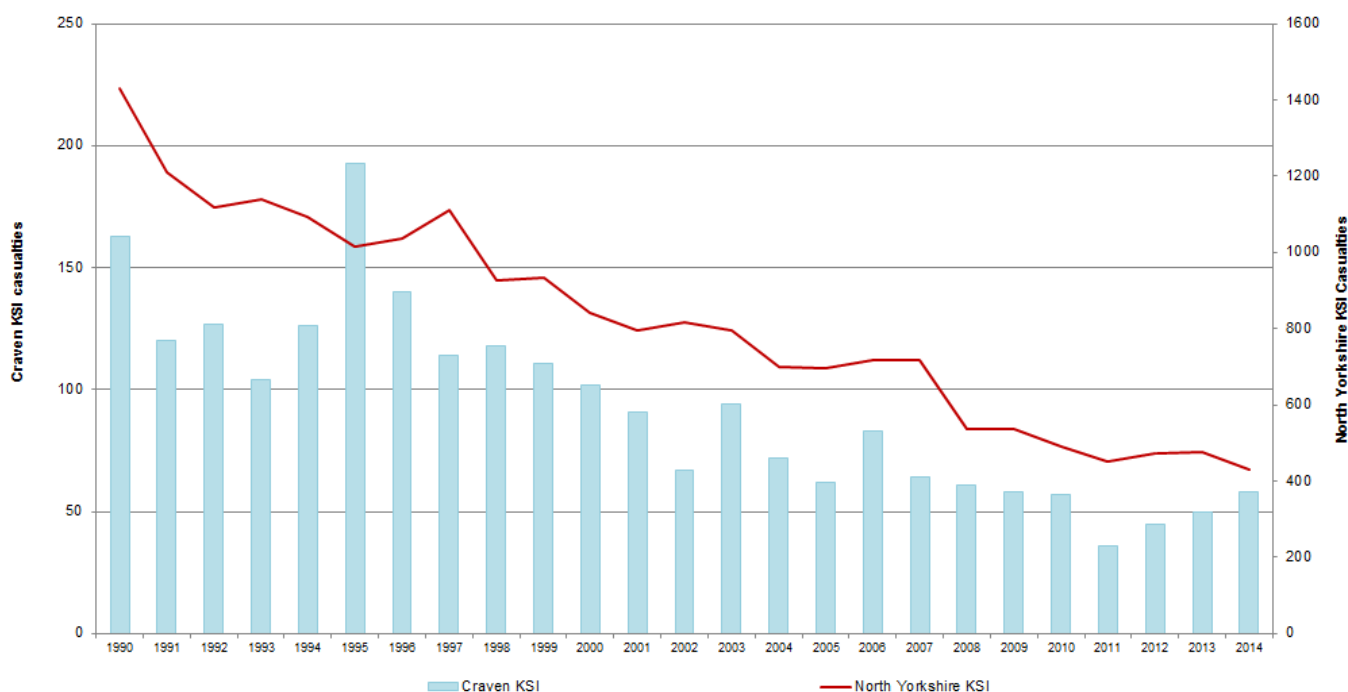


Figure 19 - Reported road traffic KSI casualty trends since 1990 - Craven
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Child Casualties - Craven

The number of children injured decreased in 2014 from 13 to 8 compared to the previous year and has continued the downward trend for child casualties since 2011.

No children were killed or seriously injured in Craven during 2014, 8 were slightly hurt.

This year's overall child casualty numbers show a decrease of 53% against the 2009-13 baseline average, and a 38% decrease from the previous year. It is important to treat these percentages with some caution as the numbers are very small so changes expressed in percentage terms look large. Nonetheless, fewer children being hurt is welcome progress.

Facts about child casualties in 2014

- ◆ The majority of children injured were teenagers, 1 was 12 years old, 3 were 13 year olds and 2 were 15 years.
- ◆ In the child collisions the top causation factors are linked to driver failing to look properly, inexperienced or learner driver/rider, fatigue, careless/reckless driving or failed to judge other persons path or speed.
- ◆ The cyclist collisions tend to be failure at junctions or failure to look properly
- ◆ The pedestrian collisions tend to be pedestrians failing to look properly stepping out into traffic.
- ◆ The collisions involving children were pretty evenly spread across weekdays, weekends, day time and evenings.

The reduction in child casualties is mainly associated with the decrease in the car occupant casualties from 8 to 4, though child pedestrian casualties from 3 to 1 and child bus passengers from 1 to 0. However, child pedal cyclist casualties increased from 1 to 3.

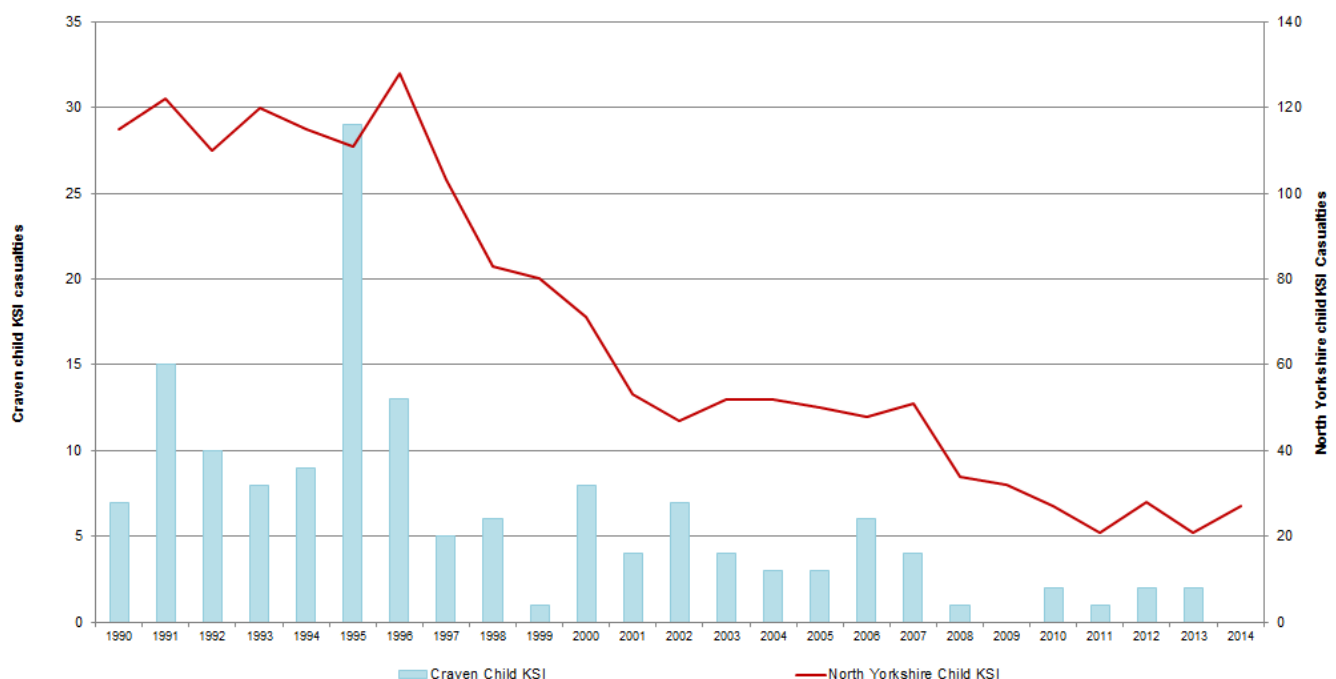


Figure 20 - Reported road traffic KSI child casualty trends since 1990 - Craven
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Road Safety Education and Community Engagement - Craven

Children - Primary School

Some 580 Year 5 and 6 primary school pupils at 23 schools were trained to cycle on the road in the Bikeability cycle training programme over the last year.



Image 13 & 14 - Year six pupils from Kettlewell Primary School during their Bikeability training course

Over 550 Year 6 students from 39 schools attend the Crucial Crew multi-agency safety education event at Eshton Grange at Gargrave. The children learned road safety facts by taking part in active scenarios and workshop sessions with follow up lesson information provided to their teachers.

The Road safety and Travel Awareness Officer has supported several local schools and communities concerned about school gate parking issues and provided advice together with our School Gate Parking Resource Pack.

Children - Secondary School

The “Learn and Live” multi-agency new drivers’ presentation was held at 6 secondary schools and colleges across the county, including Craven College, Skipton Girls High School, Settle College and Ermysted’s Grammar. We will be supporting the secondary schools to deliver road safety lessons throughout the curriculum, with the benefit of our own specialist curriculum adviser. A number of High Schools are now using safer cycling resources in Year 7 to encourage pupils to cycle to school and to do so safely.

Young Drivers

We worked with the local Road Safety Group to encourage safe behaviours and good driving amongst young drivers and to provide positive role models amongst them.

Working with Driving Instructors

We have trained 7 driving instructors to register with us to provide the EPP training course to newly qualified drivers and older driver refresher drives for those who want to keep driving and keep themselves up to date and confident in their driving.

Motorcyclists

Face to face engagement events at popular motorcyclist destinations such as Kirkby Lonsdale, Settle Market Place and Ribbleshead Viaduct have proved a successful means of disseminating campaign messages directly to motorcyclists and an efficient method of targeting large numbers and listening to their concerns and suggestions.

Information packs have been distributed including the newly updated “Bikers Guide to North Yorkshire”. The route list also includes the A59 from Skipton to east of the A1 and the A65 from Skipton to Ingleton. It recommends further training, appropriate safer riding techniques and behaviours to reduce risk of injury. It is also available online through our website www.roadwise.co.uk.



Image 15 - Motorcycle campaign engagement at Devil's Bridge, Kirkby Lonsdale

Cyclists

We promote safer cycling initiatives throughout the county, especially on the Tour de France and Tour de Yorkshire and other popular routes. The “**Cycle Yorkshire, Ride the Routes**” app uses maps and videos to provide advice on a range of issues including rural riding preparation, avoiding fatigue related collisions and hazard recognition and avoidance techniques. We also distribute cards and fliers to cycle shops, hire centres, guest houses and cafes on cycling routes to get safe cycling messages to cyclists who are riding our long distance routes such as the Way of the Roses.



Image 16 – Engagement with cyclists at Skipton Station

Older People

This year 20 older drivers in Craven took assessed refresher drives.



Image 17 - An older driver preparing for a winter drive

Occupational Road Risk

During 2014/15 The Driver Training Officer facilitated two safer driving for work seminars for NYCC staff in Craven and delivered four mini bus training sessions to school and communities drivers.

Community Engagement/ Local Partnership Working

The Road Safety team contributed to a number of events and initiatives working in partnership with Craven Community Safety Team and the Police Rural and Neighbourhood teams. This year the focus has centred on cyclist, motorcyclist and older driver safety.

In August the road safety partnership team attended the Kilnsey Show, which attracted approximately 5000 visitors in the Upper Dales. This show offers a valuable opportunity to engage with people from the most rural and isolated communities.

During the run up to the Christmas holidays, the Craven Road Safety Task Group held Don't Drink and Drive events in Skipton and Settle. This year the engagement events have include a focus on alcohol awareness, in particular it is common for people to underestimate the number of units of alcohol they have consumed and the time taken for alcohol to be removed from the body. In June 2015 the Team also supported the Police drug and drink drive enforcement campaign with a series of road shows in town centres around the district.

In June this year (2015) a driving simulation event with students and staff at Craven College was filmed live as part of the BBC Crimewatch programme reaching a national audience of 7 million viewers.



Image 18 & 19 – BBC Crimewatch filming at Craven College, June 2015

Speed Management

Between September 2014 and July 2015, the Area 5 Highways Office, Skipton processed 17 speed concern enquires. This resulted in 1 speed matrix sign deployment and 2 requests for Police speed enforcement.

Cluster sites

There are 154 collision cluster sites identified in North Yorkshire compared with a total of 161 the previous year. Of these 154 sites, 10 are located within Craven 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 in 2013-2014, 16% of collisions occurred at cluster sites; 6% of all collisions in Craven in 2014 occurred at cluster sites.

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

- ◆ A59/B6160 Bolton Rd roundabout, Bolton Bridge – Sign improvement scheme to be implemented 2015/16
- ◆ A65 nr Ryecroft farm, Newby – surface improvement scheme to be implemented 2015/16
- ◆ A65 nr Woomber Bridge, Gargrave – surface improvements undertaken in 2014/15
- ◆ A629 Skipton Rd/Cononley Lane junction, Farnhill – pedestrian island installed early 2015/16
- ◆ A65 Harden Bridge - Sign Improvements to be implemented 2015/16

Road Safety Engineering Activities – Craven

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			
12	A65 nr Ryecroft Farm, bend - Newby	Cra	rural	8	17	1	3	1	5	0	Traffic engineering investigation on going into surface condition improvements, signing scheme undertaken following the fatality in 2013 which increased conspicuity of the bends with chevrons and marker posts. This site forms part of a police camera enforcement route.
25	A629 Skipton Rd bend 370m south of Cononley Lane - Farnhill	Cra	rural	7	14	1	1	2	4	0	Collision reduction investigation undertaken, signing improvement scheme (chevrons) to be implemented 2015/16, as well as a high friction surfacing when bends surface dressed in 2015. This site forms part of a police camera enforcement route.
46	A65 nr Woomber Bridge - Gargrave	Cra	rural	6	9	1	3	1	5	1	High level of loss of control collisions on a wet/damp road surface, the location was surface dressed in 2014/15, one collision since works completed. No further action, continuing to monitor site. This site forms part of a police camera enforcement route.
66	A6068 Main St/Ashville Terrace, Area - Cross Hills	Cra	urban	6	6	2	2	1	5	1	Traffic engineering investigation found no suitable remedial measures, investigation looked into possibility of introducing a one way system but this would increase traffic in close proximity to pedestrian crossing.
91	A65 Cleatop / 250m south of Rndbt with B6480 - Settle	Cra	rural	5	8	1	2	1	4	0	Location to be surface dressed in 2016/17, investigation into appropriate specification of material to reduce loss of control collisions. This site forms part of a police camera enforcement route.
110	A59 /B6160 Bolton Rd, Rndbt - Bolton Bridge	Cra	rural	5	6	0	2	2	4	0	Sign improvements installed summer 2015. This site forms part of a police camera enforcement route.
113	A65/ Holm Ln by Harden Bridge, Jnct/bend - Austwick	Cra	rural	5	5	2	1	1	4	0	Sign improvements installed summer 2015. This site forms part of a police camera enforcement route.
122	B6480 Main St Btw Station Rd, Area - High Bentham	Cra	urban	4	19	1	2	1	4	6	Traffic engineering investigation found no recommendation, no clear collision pattern, continue to monitor.
126	A65 Coniston Bridge - Coniston Cold	Cra	urban	4	7	4	0	0	4	1	Sign improvement scheme being developed. This site forms part of a police camera enforcement route.
148	A6069 Belmont St/ Brewery Ln /BandM jnct, Area - Skipton	Cra	urban	4	5	1	2	1	4	0	Traffic engineering investigation found no recommendation, no clear collision pattern, continue to monitor.

Harrogate district (Area 6)

Harrogate district in brief

- ◆ In total, seven people (all adults), were **killed** in 2014 in the Harrogate District against twelve fatalities (all adults) recorded in 2013. Amongst the fatalities, were 4 car drivers, 2 powered two wheeler riders (PTW) and a pedal cyclist.
- ◆ The number of people **killed or seriously injured (KSI)** was 108 in 2014, reduced from 127 in 2013. In terms of road user groups, the number of KSI casualties has decreased in all the road user group categories pedestrians (-8), car occupants (-5), pedal cyclists (-1), PTW (-1), and other vehicle types (-4).
- ◆ The total number of **casualties** reported to the police in 2014 was 604, down 6% on the previous year (645). The biggest reduction was through the number of slightly injured car occupants reducing by 22.
- ◆ In 2014, **child KSI casualties** reduced by 1 (11%) from 9 in 2013 to 8 in 2014. The 8 KSI child casualties were 5 car passengers, 2 pedal cyclists, and 1 pedestrian
- ◆ In Harrogate district, a total of 72 **cyclists** (2 children) were injured against 66 (6 children) in 2013. This increase is different from to the number of cyclist KSI (19) which fell slightly from the previous year (20).
- ◆ In 2014, the number of **pedestrian** casualties decreased by 24% to 41. Pedestrian KSI also decreased to 12 this year from the 20 recorded in 2013. There was 1 child pedestrian KSI casualty reported in 2014 (down from 7 in 2013).
- ◆ The number of **powered two wheeler (PTW)** casualties has decreased by 7% to 54 in 2014 from 58 in 2013. An increase is seen amongst PTW KSI (16) which is 1 fewer than the 17 recorded the previous year.
- ◆ A total of 446 **road collisions** that resulted in someone being injured were reported to the police in 2014, 11 fewer than 2013. This total works out at an average of 38 collisions per month or 9 per week.

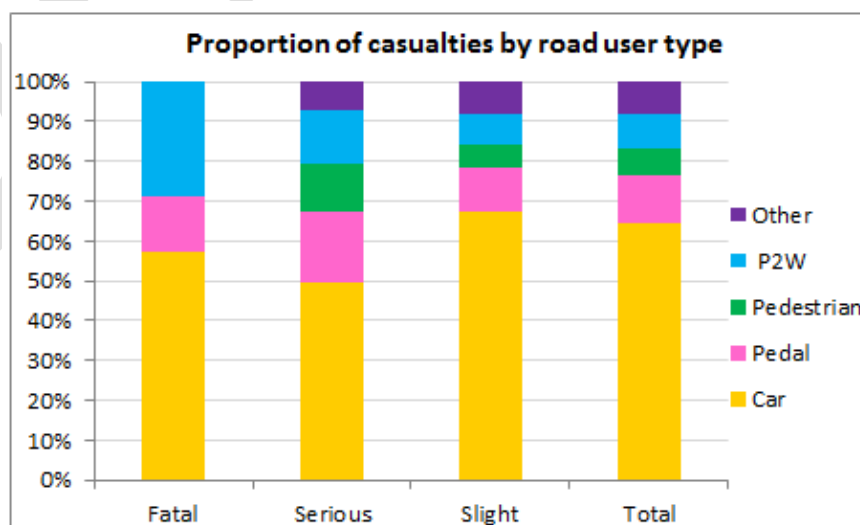


Figure 21 - Proportion of all casualties by road user type in 2014 - Harrogate
Source - Road Safety & Travel Awareness, North Yorkshire County Council

All Casualties - Harrogate

The overall downward trend in all road casualties, continued in 2014, with 41 fewer casualties recorded in the district compared to the previous year.

This is reflected in the number of people who were either killed or seriously injured in the district, though the small numbers make the % variance look greater.

The decrease in all casualties injured in the Harrogate district is slightly better than the countywide picture (-9% in Harrogate, -7% in North Yorkshire compared to baseline).

Facts about all casualties in 2014

- ◆ There were 604 casualties in 2014, 41 fewer than the previous year (-6%).
- ◆ Car occupants make up the largest proportion of road casualties (64%) followed by pedal cyclists (12%), PTW riders (9%), other vehicle types (8%) and pedestrians (7%).
- ◆ The number of casualties recorded in 2014, is 9% below the 2009-13 baseline average.
- ◆ The number of children injured (39) which represents 9% of all casualties in 2014, decreased by 22% over the previous year (50).
- ◆ The number of cyclist casualties increased in 2014, having also increased in 2013.
- ◆ Cyclist casualties (72) are up 48% from the 2009-13 baseline (49).
- ◆ There was an average of 38 road collisions per month or 9 per week in which someone was hurt.

Harrogate	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant change
Fatal	11	12	5	12	7	-34.0%	—
Serious	102	112	78	115	101	-1.2%	—
Slight	554	585	567	518	496	-10.5%	—
Total	667	709	650	645	604	-9.4%	—
KSI	113	124	83	127	108	-4.3%	—
Child KSI	7	4	7	9	8	11.1%	—
Young Person KSI	26	28	17	30	16	-37.5%	—
Older Person KSI	39	43	42	40	48	24.4%	—
Pedestrian KSI	13	12	9	20	12	-4.8%	—
Cyclist KSI	13	17	7	20	19	48.4%	—
PTW KSI	22	30	15	17	16	-26.6%	—
All Child Casualties	43	41	48	50	39	-8.9%	—
All Cyclist Casualties	49	49	46	66	72	48.1%	↓

Table 15 - Reported road traffic casualties and severity since 2011 - Harrogate

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

Killed or Seriously Injured (KSI) Casualties - Harrogate

In 2014, with a total of 108 KSI casualties, Harrogate has returned to its gradually downward trend.

The number of KSI recorded in 2014 (108) is 19 fewer than in 2013.

The number of children seriously injured decreased by 1 over the previous year (9).

The decrease in KSI in 2014 against 2013 is encouraging; but it is too soon to speculate on whether this is the start of a new downward trend or a return to the previous fluctuating pattern.

Facts about KSI casualties in 2014

- ◆ The number of people killed or seriously injured in Harrogate decreased by 19 (-15%) to 108 in 2014.
- ◆ This result is associated with fewer pedestrians (-8), car occupants (-5), other vehicle types (-4), PTW (-1) and pedal cyclists (-1) KSI injuries in the district.
- ◆ Pedal cyclists (19) and pedestrians (12) between them, account for 29% of all KSI casualties. Adding in PTW (16) would bring this amount to 44% of all killed or seriously injured casualties.
- ◆ Children KSI (8) represent 7% of all KSI in the district, unchanged from 2013.

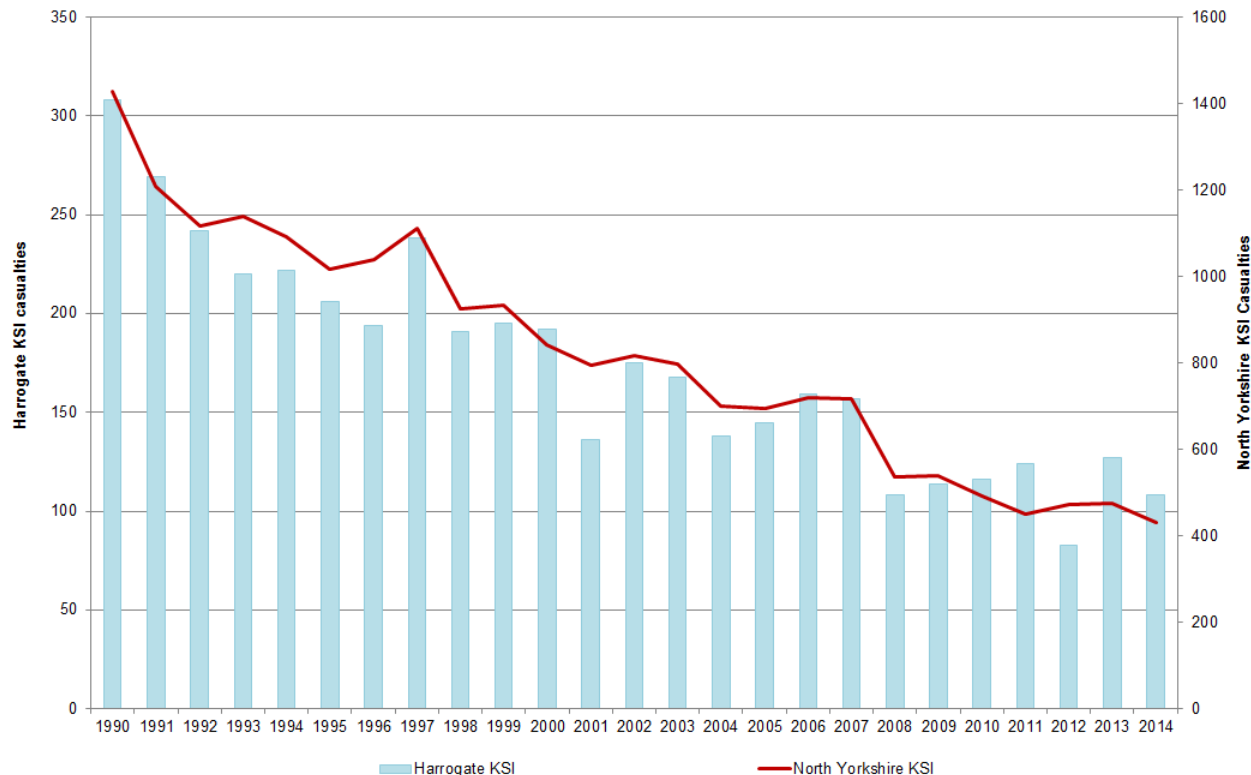


Figure 22 - Reported road traffic KSI casualty trends since 1990 - Harrogate
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Child Casualties - Harrogate

Child casualties in the district have followed a decreasing trend since 1997; but saw a slight increase in 2012 and 2013. However, 2010 was the lowest year ever for child casualties (35) in the Harrogate district since records began and 2011 was the lowest year for child KSI casualties since records began (4).

With a total of 8 child KSI casualties, the district has reduced slightly on the number in 2013 and this year the proportion of child KSI casualties is unchanged within the total number of casualties.

This year's child KSI results have increased against the baseline, putting the district 11% above its 2009-13 average. However, it should be noted that the number of KSI casualties in the district is now so low as to make percentage changes look larger as numbers are smaller.

Facts about child casualties in 2014

- ◆ 17 of the children injured were secondary school aged, 16 were primary aged and 6 were pre-school age.
- ◆ Of the child cyclist casualties (5) one was not wearing a cycle helmet and in another case we do not know whether they were or not.
- ◆ The "fault" for a collision was recorded as divided 50% between the child cyclists and the drivers.
- ◆ The seven pedestrian child casualties were 4 pedestrian at fault, and 3 with the driver at fault.
- ◆ The majority of collisions involving children occurred on a weekday (22 out of 39) but of those the majority occurred during the day, some during school holidays.

Car passenger casualties constitute the largest proportion of all child casualties in general (24) and as child KSI casualties (5) in particular.

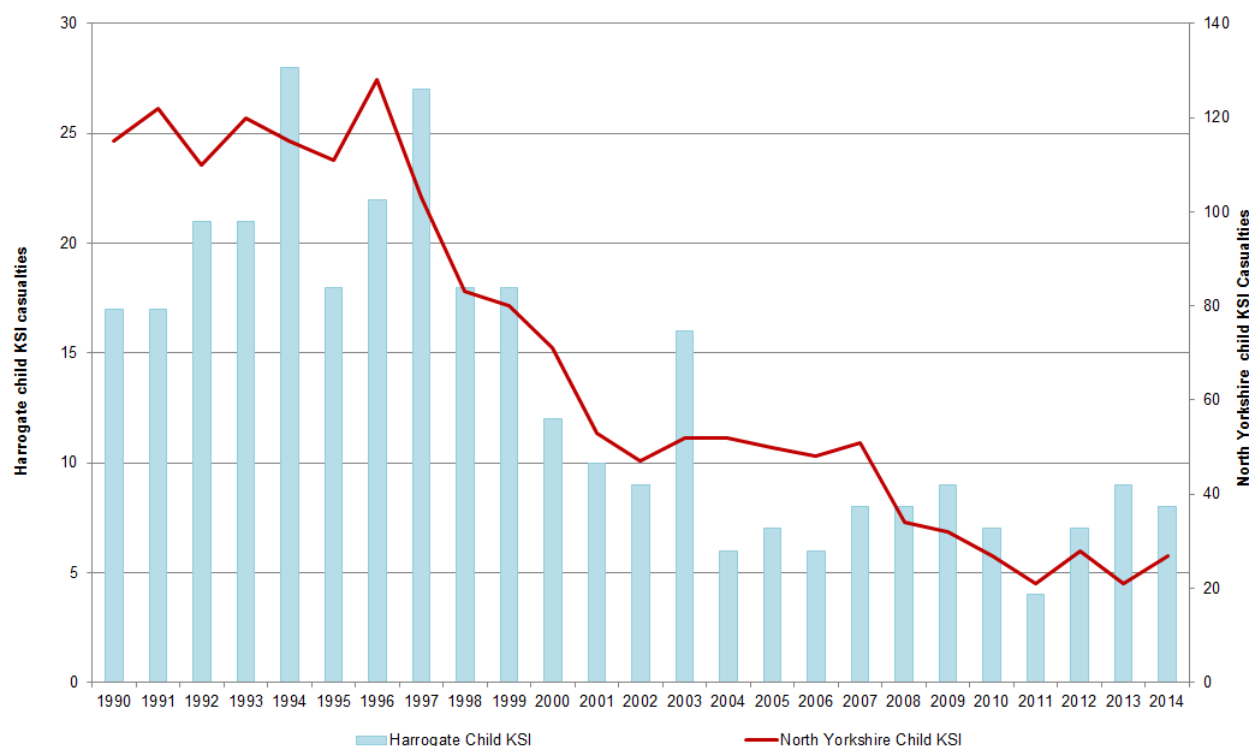


Figure 23 - Reported road traffic KSI child casualty trends since 1990 - Harrogate
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Road Safety Education and Community Engagement - Harrogate

Children - Primary School

Last year 824 Year 5 and 6 primary school pupils at 31 schools completed the Bikeability cycle training programme learning their Highway Code and how to cycle on the roads.



Image 20 - Moorside Primary pupils discussing Bikeability with a StrayFM reporter

More than 2000 children from 92 schools attended the “Crucial Crew” multi-agency safety education event at Ripon Barracks. The children learned road safety advice and facts by taking part in active scenarios with follow up lesson information provided to their teachers

Children - Secondary School

The “Learn and Live” multi-agency presentation for sixth formers was held at 4 secondary schools and colleges: - Harrogate College, Harrogate Grammar, King James High school and Ripon High school.

We support secondary schools to deliver road safety lessons throughout the curriculum, with the benefit of our own specialist curriculum adviser.

A number of High Schools are now using cycling resources in Year 7 to support pupils cycling to school safely- which is good for their health and reduces school run congestion.

A winter driving presentation was made to 120 6th Form students at Ripon Grammar School.

Young People

Four new driver discussion groups were held in Ripon and Harrogate, attended by 15 new drivers on the Enhanced Pass Plus course.

Working with Driving Instructors

We have 8 driving instructors who have completed their training with us and are currently providing the EPP training for new drivers and Older Driver refresher drives for more experienced drivers who want to keep up to date and driving confidently and safely. We would welcome more instructors to join the register.

Motorcyclists

Engagement events have been held to meet with motorcyclists in Pateley Bridge town centre.

The newly updated “Bikers Guide to North Yorkshire” was revised in 2014 to include the A64, a new entry onto the high risk routes list. This route list also includes the A59 from Skipton to east of the A1.

Two additional online videos highlighting the hazards along these high risk routes have been



produced in 2015, highlighting the A171 and the A59. Along with advice on the www.roadwise.gov.uk website, the “NYRides” videos use social media such as YouTube and Facebook, to raise awareness of hazards and consequences of risky behaviour through the channels that many motorcyclists frequently use.

Image 21 - Motorcyclist with Police Instructor on Bikesafe Ride out, March 2015

Cyclists

Messages to cyclists focus on “keeping yourself safe”. Messages to the wider road user community raise awareness of their responsibilities towards vulnerable road users especially to look out for cyclists. The “Think Bike” theme also provides additional value supporting elements of the motorcycle safety campaign.



Image 22 - Engagement with cyclists at Harrogate Railway station

To disseminate the messages widely, large format outdoor posters, vehicle stickers and postcards have been used, in conjunction with website and social media posts. We also distribute materials to cycling groups and related safety organisations both locally and further afield to raise awareness of the increase in the number of cyclists involved in collisions on these nationally popular routes and to offer rural riding safety tips.

In order to raise awareness of the number of collisions involving cyclists and lorries at junctions, we have distributed “Cyclists Beware - Lorries Turning” vehicle stickers to major commercial and local hauliers. Two local hauliers are carrying these posters on their fleets.

Older People

In Harrogate 16 older drivers have so far benefitted from the scheme this year.

This year the Driver Training Officer delivered an Older Driver Assessment training course to a further 6 Harrogate based driving instructors to enable them to deliver these refresher drives.

Occupational Road Risk

During 2014/15 The Driver Training Officer facilitated two safer driving for work seminars for NYCC staff in Harrogate and Boroughbridge and delivered 4 mini bus training sessions for Bewerley Park Outdoor Centre and Nidderdale High School staff in Pateley Bridge.

He also attended a number of meetings with local driving instructors to discuss improvements in delivery standards and delivered one Client Centred Learning course for instructors, which they themselves funded. This coaching skills programme aims to enhance teaching skills for the Instructor and improve the learning experience for the Pupil.

In June we took part in the Harrogate Business Forum “Safer Vehicle- Safer Driver” conference at the Pavilions.

Community Engagement/ Local Partnership Working

The Road Safety Team contributed to a number of events and initiatives in partnership with the Armed Forces, including Army Health Fairs at the Army Foundation College, Pennypot, and the Army Air Corps at Dishforth to discuss and advise on road safety risks and concerns and safe and sustainable travel for service personnel and their families and civilian staff.



During the run up to the Christmas holidays, “Don’t Drink and Drive” events were held in Harrogate and Ripon. This year the engagement events have include a focus on alcohol awareness, in particular it is common for people to underestimate the number a units consumed and the time taken for them to leave the body.

Image 23 - Winter Don’t Drink and Drive Campaign,

December 2014

In April we worked with the police enforcement operation targeting uninsured drivers and unsafe

loads in Harrogate.

In June, the team supported the Chief Fire Officers Association (CFOA) national Road Safety Week with events at Harrogate College using the driving simulator and seat belt sled to demonstrate potential hazards and the risks associated with new young drivers.

In June we also supported the Police drug and drink drive enforcement campaign with a series of road shows around the district providing information and advice about the new laws on drugs and driving – including prescription medicines.

In July we attended the Great Yorkshire show with Welcome to Yorkshire, promoting safer cycling on our many popular routes and we carried out a number of safer cyclist events in Harrogate.

In August we supported the National Police Chiefs Council (NPCC formerly ACPO) motorcycling action month.

Speed Management

The Area 6 Highways Office, Boroughbridge investigated 61 speed concern enquires. This resulted in 1 request for speed matrix sign deployment and 1 request for Police speed enforcement.

Cluster sites

There are 154 cluster sites identified in North Yorkshire compared with a total of 161 the previous year. Of these 154 sites, 55 are located within Harrogate and details of these are contained on the next page. The majority (31) are urban (40 mph or lower speed roads) and 24 are rural (over 40 mph limit roads). Of all collisions in North Yorkshire in 2013-2014, 16% occurred at cluster sites; 20% of all collisions in Harrogate in 2014 occurred at cluster sites.

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

- ◆ A61 Harrogate Rd/A658 Buttersyke Bar Roundabout, Harrogate – sign improvement scheme to be implemented 2015/16
- ◆ A61 Leeds Rd/Leadhall Lane/Hookstone Rd, Harrogate – lining improvement scheme to be implemented 2015/16
- ◆ A61 Ripon Rd/B6165 Roundabout, Ripley – sign improvement scheme to be implemented 2015/16

Road Safety Engineering Activities – Harrogate

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			
3	A61 Harrogate Rd/A658, Buttersyke Bar Rndbt - Harrogate	Hgt	rural	11	12	2	2	5	9	0	Collision reduction investigation undertaken, signing improvement scheme to be implemented 2015/16. This site forms part of a police camera enforcement route.
7	A61 Leeds Rd/Leadhall Ln/Hookstone Rd, Jnct - Harrogate	Hgt	urban	10	5	2	3	4	9	0	Developer led improvements to the junction undertaken in Summer 2014, task group established to deal with user concerns. Outcome of task group has put forward a package of measures including improvements to the timings of the signals to increase capacity, changes to the road markings, signs and introduction of pedestrian facilities to be implemented 2015/16. This site forms part of a police camera enforcement route.
13	A59 Kex Gill Rd by Keg Gill Farm - Blubberhouses	Hgt	rural	8	16	0	2	3	5	1	Traffic engineering investigation found no recommendations, no clear collision pattern, location has clear forward visibility of warning signs on approach with road markings and signs in good condition, continuing to monitor site. This site forms part of a police camera enforcement route.
14	A61 Harrogate Rd / North of Bishop Monkton, Xrds - Ripon	Hgt	rural	8	15	2	1	2	5	3	Traffic engineering investigation on going. This site forms part of a police camera enforcement route.
15	A59 Skipton Rd/B6451 Brame Ln, Jnct - Kettlesing	Hgt	rural	8	14	3	3	2	8	0	Traffic engineering investigation on going, looking at surface conditions therefore any recommendations to be implemented 2016/17. This site forms part of a police camera enforcement route.
20	A59 Skipton Rd/Woodfield Rd/King's Rd, Jnct - Harrogate	Hgt	urban	8	7	1	1	4	6	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
21	A59 Skipton Rd/Dragon Parade, Jnct - Harrogate	Hgt	urban	8	6	3	1	3	7	0	Traffic engineering investigation found no recommendations, clear visibility at junction, collisions occurring during times of congestion attributed to driver issues with poor judgement, continuing to monitor site. This site forms part of a police camera enforcement route.
22	B6162 Pot Bank/B6161 Otley Rd, Jnct - Beckwithshaw	Hgt	urban	8	5	1	4	0	5	2	Resurfacing, signing, road marking and street lighting scheme implemented in February 2014. No collisions since scheme implementation, continuing to monitor site.

Reported Road Casualties in North Yorkshire: Annual Report 2014

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			
23	A59/A168 Jnct - Allerton Grange	Hgt	rural	7	14	1	3	1	5	1	Developer funded low cost measures including lining and high friction surfacing installed Spring 2015. Additionally Highways England will be installing traffic signals at the junction as part of the A1 Junction 47 junction.
26	A61 Harrogate Rd/Burn Bridge Ln, Jnct - Harrogate	Hgt	rural	7	11	1	4	1	6	1	Traffic engineering investigation on going, looking at installing temporary signs. This site forms part of a police camera enforcement route.
30	A661 Wetherby Rd by Ucl to Rudfarlington - Harrogate	Hgt	rural	7	10	3	1	2	6	0	Sign improvement scheme undertaken in 2013, two personal injury collisions since implementation, no further action taken, continuing to monitor site.
31	A6055 Harrogate Rd/West Field Ln/Arkendale Rd, Jnct - Arkendale	Hgt	rural	7	9	3	2	1	6	0	This section of road was resurfaced, relined and re-studded in 2014.
33	A61 Leeds Rd 150m South Of Almsford Bridge , Bend - Harrogate	Hgt	rural	7	8	2	2	0	4	0	This length was relined in 2014 following Fatal Collision investigation. This site forms part of a police camera enforcement route.
35	A61 Ripon By-Pass/ B6265 Boroughbridge Rd, Rndt - Ripon	Hgt	rural	7	7	2	3	1	6	1	Traffic engineering investigation on going, looking at a possible sign improvement and line marking scheme. These works will be carried out alongside a bridge maintenance scheme programmed for January/February 2016. This site forms part of a police camera enforcement route.
38	A6040 Knaresborough Rd/North Park Road, Jnct - Harrogate	Hgt	urban	7	6	1	4	2	7	0	Traffic engineering investigation found no recommendations, continuing to monitor site.
39	A59 Skipton Rd/Rowden Ln/ Burley Bank Rd, Jnct - Harrogate	Hgt	rural	6	15	1	2	2	5	1	Traffic engineering investigation found no recommendations, no clear pattern to collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
45	A61 Station Parade / Station Bridge, Xrds - Harrogate	Hgt	urban	6	9	2	3	1	6	2	Signal and pedestrian improvement scheme undertaken in Feb/March 2015 in the vicinity of this site. No further action, continuing to monitor site. This site forms part of a police camera enforcement route.
47	A59 Knaresborough Rd/Granby Rd - Harrogate	Hgt	urban	6	9	4	1	0	5	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
48	A6055 Harrogate Rd at Spellow Cottages, straight - Arkendale	Hgt	rural	6	9	0	4	0	4	0	Traffic engineering investigation on going.
49	A661 Wetherby Rd/Railway Rd, Jnct - Harrogate	Hgt	urban	6	8	2	2	2	6	1	Investigation by traffic signals section on going.

Reported Road Casualties in North Yorkshire: Annual Report 2014

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			
50	A59 Interchange/a1 Jnct 47, Western Entrance To Rndbt - Allerton Grange	Hgt	rural	6	8	2	1	3	6	1	Roundabout constructed spring/summer 2014 west of this site, no collisions since implementation, continuing to monitor site. Highways England installing signals and lighting in autumn 2015. This site forms part of a police camera enforcement route.
59	A168 / Rd to Rainton, Rndbt - Rainton	Hgt	rural	6	7	3	1	1	5	0	Highways England engineering investigation to be undertaken.
61	A61 Ripon Rd / B6165 roundabout - Ripley	Hgt	rural	6	7	2	0	3	5	0	Sign improvement scheme has been designed to be implemented 2015/16. This site forms part of a police camera enforcement route.
63	A658/B6161 Leathley Ln/Castley Ln, Jnct - Leathley	Hgt	rural	6	7	1	1	2	4	0	Traffic engineering investigation on going.
64	A61 Leeds Rd By Brookside Nursery - Pannal	Hgt	rural	6	7	1	2	1	4	0	Traffic engineering investigation on going.
67	A59 Knaresborough Rd/St Andrew's Cres/Lancaster Park Rd, Jnct - Harrogate	Hgt	urban	6	6	1	4	1	6	1	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This road was resurfaced and re-lined in 2013. This site forms part of a police camera enforcement route.
71	A6040 York Pl/Station Prd/South Park Rd, Jnct - Harrogate	Hgt	urban	6	6	1	2	2	5	0	Traffic engineering investigation on going.
72	A59 Knaresborough Rd/Prospect Rd, Area - Harrogate	Hgt	urban	6	6	0	3	3	6	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This road was resurfaced and re-lined in 2013. This site forms part of a police camera enforcement route.
75	A59 Skipton Rd/Grove Rd, Jnct - Harrogate	Hgt	urban	6	5	1	2	2	5	0	Signing improvements and introduction of tactile paving across Grove Road implemented early 2014. This site forms part of a police camera enforcement route.
79	A658 / B6163 Thistle Hill, Jnct - Harrogate	Hgt	rural	5	11	1	2	1	4	0	Majority of collisions driver contributory, no suitable cost effective remedial measures possible at this location. Continue to monitor.
80	A658 Harrogate Rd/Dunkeswick Ln/Hall Green Ln, Jnct - North Rigton	Hgt	rural	5	10	2	1	1	4	0	Street lighting implemented in March 2015, continuing to monitor site.
83	A59 Skipton Rd/A661 Wetherby Rd/Knaresborough Rd, Rndbt - Harrogate	Hgt	urban	5	9	1	1	3	5	1	Traffic engineering investigation found no recommendations, good visibility at roundabout. No further action, continuing to monitor site. This site forms part of a police camera enforcement route.
85	A59/Station Rd, Jnct - Whixley	Hgt	rural	5	9	2	1	1	4	0	Traffic engineering investigation found no recommendations, area has recently been resurfaced, continue to monitor. This site forms part of a police camera enforcement route.

Reported Road Casualties in North Yorkshire: Annual Report 2014

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			
86	A59 Knaresborough Rd / Jesmond Rd / St Andrews Crescent - Harrogate	Hgt	urban	5	9	1	1	3	5	0	Traffic engineering investigation found no recommendations, continuing to monitor site. This site forms part of a police camera enforcement route.
88	A168 South Slip/A1, Jnct - Dishforth	Hgt	rural	5	8	4	1	0	5	0	Highways England engineering investigation to be undertaken.
89	A661 Wetherby Rd/Rudding Ln/Forest Ln, Jnct - Harrogate	Hgt	urban	5	8	3	1	1	5	0	Traffic engineering investigation on going, looking at possible sign improvements at this location.
92	A59 Knaresborough Rd/Roseville Rd, Jnct - Harrogate	Hgt	urban	5	7	2	1	1	4	1	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This road was resurfaced in 2012. This site forms part of a police camera enforcement route.
95	A61 Ripon Rd/Jenny Field Dr/Coppice Ave, Jnct - Harrogate	Hgt	urban	5	7	1	3	0	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
98	A661 Wetherby Rd/St Winifred's Av/Willaston Cres, Jnct - Harrogate	Hgt	urban	5	6	3	2	0	5	1	Traffic engineering investigation found no recommendations, continue to monitor. This site forms part of a police camera enforcement route.
102	Coldbath Rd/Montpellier Hill/royal Parade, Rndbt - Harrogate	Hgt	urban	5	6	1	2	1	4	1	Traffic engineering investigation on going.
107	A61 Leeds Rd/B6162 Otley Rd/A6040 York Pl, Rndbt - Harrogate	Hgt	urban	5	6	1	2	1	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
109	C224 Hookstone Chase/Plompton Dr, area - Harrogate	Hgt	urban	5	6	1	1	2	4	0	Traffic engineering investigation on going.
115	A658 Harrogate Rd at Nab Hill, bend - North Rigton	Hgt	rural	5	5	1	1	2	4	0	Signing scheme implemented in 2013/14, two personal injury collisions since implementation. No further action, continuing to monitor site.
118	A61 Station Prd by Bus Station - Harrogate	Hgt	urban	5	5	0	3	2	5	0	Signal and pedestrian improvement scheme undertaken in Feb/March 2015 in the vicinity of this site, high friction surfacing and lining to be renewed following installation of the lighting. No further action, continuing to monitor site.
120	A59 Skipton Rd/Bilton Ln, Jnct - Harrogate	Hgt	urban	5	4	1	0	3	4	1	Traffic engineering investigation on going, junction signal improvement scheme identified for 2016. This site forms part of a police camera enforcement route.
127	B6162 Otley Rd/West End Avenue, Area - Harrogate	Hgt	urban	4	7	3	1	0	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
131	A59 High St/Belmont Avenue, area - Starbeck	Hgt	urban	4	7	0	3	1	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.

Reported Road Casualties in North Yorkshire: Annual Report 2014

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			
133	A661 Wetherby Rd/Hookstone Chase, Jnct - Harrogate	Hgt	urban	4	6	3	1	0	4	0	Major development of the junction was undertaken in summer 2014, including lane changes and sign improvements. No further action, continuing to monitor site.
138	B6265 by Ripon Racecourse, Jnct - Ripon	Hgt	rural	4	6	0	0	4	4	0	Traffic engineering investigation on going. This site forms part of a police camera enforcement route.
141	Royal Parade/valley Drive, Jnct - Harrogate	Hgt	urban	4	5	1	1	2	4	1	Traffic engineering investigation on going.
142	A59 Skipton Rd / Church Hill jnct - Blubberhouses	Hgt	rural	4	5	2	1	1	4	0	Road markings refreshed summer 2014. Traffic engineering investigation found no recommendations, continuing to monitor site. This site forms part of a police camera enforcement route.
144	A61 Leeds Rd / Langcliffe Ave / Park Drive rmdbt - Harrogate	Hgt	urban	4	5	2	1	1	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
149	A59 High St / A6055 Boroughbridge Rd, Jnct - Knaresborough	Hgt	urban	4	5	0	4	0	4	0	Traffic engineering investigation on going. This site forms part of a police camera enforcement route.
150	A61 Cheltenham Crescent area - Harrogate	Hgt	urban	4	4	1	0	3	4	1	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
154	A61 Harrogate Rd/ Station Ln, Bend - Wormald Green	Hgt	urban	4	0	3	0	1	4	0	Signing improvement scheme implemented late 2012/13 no further action continuing to monitor site.

Selby district (Area 7)

Selby district in brief

- ◆ Six people, all of whom were adults, were **killed** on Selby's roads during 2014 the same number as in 2013. There were 2 car drivers and 1 car passenger, 1 pedestrian, 1 pedal cyclist and 1 powered two wheeler (PTW) riders.
- ◆ The number of people **killed or seriously injured (KSI)** was 50 in 2013 and has increased to 53 in 2014. In terms of road user groups, the number of KSI has decreased amongst car occupants (-7) and increased in all other categories, pedestrians (+3) PTW riders (+4), other groups (+1), pedal cyclists (+2).
- ◆ The number of **total casualties** in road collisions reported to the police in 2014 was 264, down 2% on 2013 (270). This decrease is mostly due to the car road user group which saw an 8% decrease in casualties in 2014, the pedal cyclists group also saw an overall decrease from 31 to 29 and the PTW group reduced from 46 to 41. The pedestrians and the other vehicle types groups saw increases from 16 and 24 and from 0 to 1 respectively.
- ◆ The reported number of **child KSI casualties** (ages 0-15) in the district in 2014 (7) is above the previous year (3). This year five of the injured children were pedestrian's, one a pedal cyclists and one the passenger on a PTW.
- ◆ The number of **cyclist** casualties has decreased by 6% from 29 in 2013 to 31 in 2014. Child cyclist casualties (1) have increased by 1 from the previous year (0).
- ◆ **Pedestrian** casualties increased by 50% to 24 in 2014 from 16 in 2013. The increase is more pronounced amongst pedestrian KSI (7) which is 3 more than the total (4) recorded the previous year.
- ◆ The number of **powered two wheeler (PTW)** casualties has decreased by 11% to 41 in 2014 from 46 in 2013. The PTW KSI (20) is 25% more than the total (16) recorded the previous year
- ◆ A total of 170 **road collisions** that resulted in someone being injured were reported to the police in 2014, 13% fewer than in 2013 (195). This total works out at an average of 16 collisions per month or 4 per week.

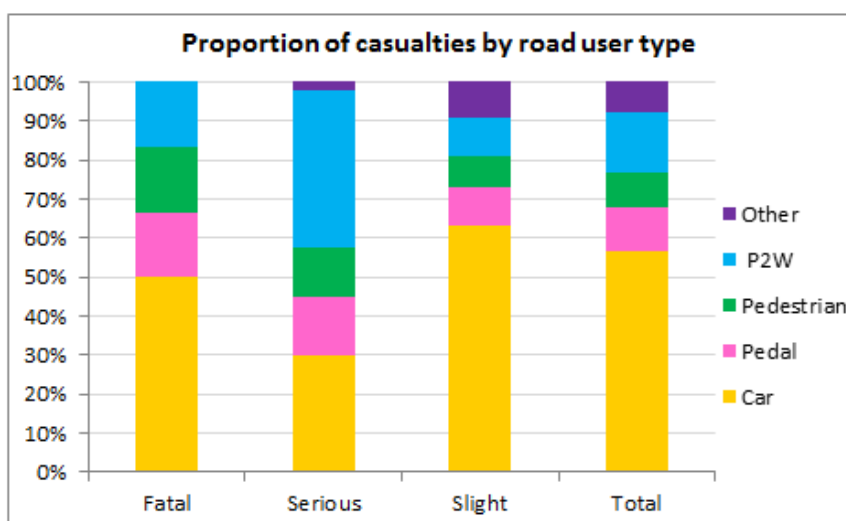


Figure 24 - Proportion of all casualties by road user type in 2014 - Selby
Source - Road Safety & Travel Awareness, North Yorkshire County Council

All Casualties - Selby

The trend in road casualties reported to the Police in Selby saw a reduction in 2014 after a slight upturn in 2013 and is still below the overall downward trend line.

In 2014, the district has recorded 6 fewer casualties compared to the previous year. The decrease is mainly explained by the reduction in the number of car occupant casualties (down by 8%). A decrease was also seen in the PTW category from 46 to 41. The number of pedal cyclists, pedestrians and other vehicle types each increased in 2014.

The decrease in all casualties injured in the Selby district is slightly better than the countywide picture (-12% in Harrogate, -7% in North Yorkshire compared to baseline).

Facts about all casualties in 2014

- ◆ There were 264 casualties in 2014, 6 less than in 2013 (a 2% decrease).
- ◆ Car occupants make up the largest proportion of road casualties (57%); followed by PTW (16%), pedal cyclists (11%), pedestrians (9%) and others (8%).
- ◆ The number of casualties recorded in 2014, is 12% below the 2009-13 average.
- ◆ The number of children injured (30) which represent 11% of all casualties in 2014; was 8 above 2013 (22).
- ◆ Cyclist casualties reduced in 2014 but the 2014 total (29) is now 46% above the 2009-13 average (20).

Selby	Baseline (avg 09-13)	2011	2012	2013	2014	2014 vs baseline	Statistically significant
Fatal	6	8	4	6	6	-3.2%	—
Serious	48	42	51	44	47	-2.5%	—
Slight	247	227	231	220	211	-14.6%	—
Total	302	277	286	270	264	-12.5%	—
KSI	54	50	55	50	53	-2.6%	—
Child KSI	4	6	5	3	7	84.2%	—
Young Person KSI	13	9	12	14	14	11.1%	—
Older Person KSI	15	14	16	19	14	-7.9%	—
Pedestrian KSI	4	3	5	4	7	84.2%	—
Cyclist KSI	3	3	2	6	8	135.3%	—
PTW KSI	18	20	17	16	20	9.9%	—
All Child Casualties	25	19	27	22	30	22.0%	—
All Cyclist Casualties	20	17	19	31	29	46.5%	—

Table 16 - Reported road traffic casualties and severity since 2011 - Selby

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

Killed or Seriously Injured (KSI) Casualties - Selby

In 2014, with a total 53 KSI casualties, numbers have risen but are still 3% below the 2009-13 baseline average (54).

The year saw a decrease in the number of car occupant KSI casualties which has fallen by 7 from the previous year, but pedal cyclist KSIs were up by 2, pedestrians up by 3, PTW increased by 4 and other vehicle types increased by 1.

The number of KSI (7) amongst children (0-15 years old) has risen in 2014 compared to the previous year (3).

The increase in KSI in 2013 against 2014 is disappointing; however, as shown in the graph below, KSI figures have not changed a great deal (up or down) over the last five years.

Facts about KSI casualties in 2014

- ◆ The number of people killed or seriously injured rose by 6% to 50 in 2014.
- ◆ The three most vulnerable road user groups (pedestrian, cyclist and PTW riders), between them, account for 36% of all KSI casualties.
- ◆ The increase in KSI casualties in 2014 is associated with small increases in each casualty group, except for car occupant casualties which has decreased (-7).
- ◆ The district performed slightly worse for the pedal cyclist (+2), pedestrian (+3), PTW (+4) and other (+1) road user groups.
- ◆ Cyclist KSI casualties fluctuate from year to year but appear to hold an overall downward trend in Selby – which differs from most other districts. This will be closely monitored following the Tour de Yorkshire running through the district in 2015.

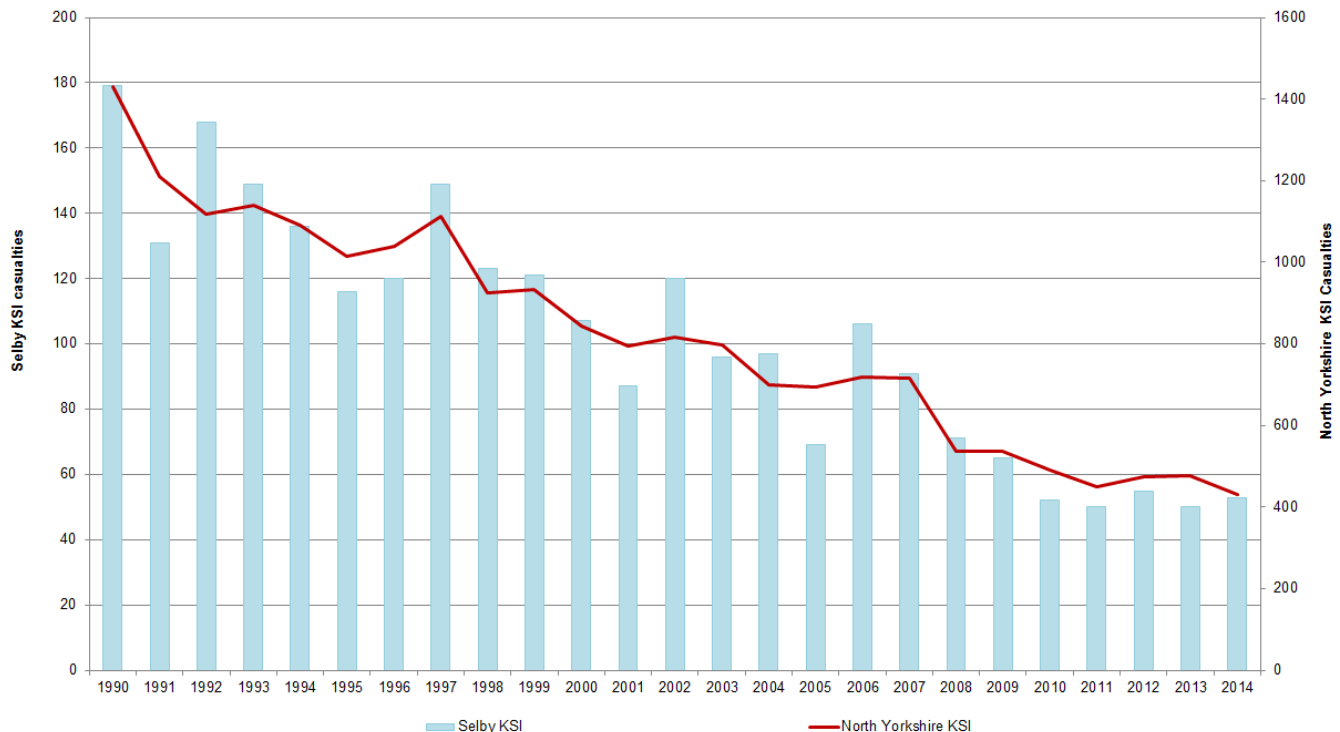


Figure 25 - Reported road traffic KSI casualty trends since 1990 - Selby
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Child Casualties - Selby

The number of children injured in the district in 2014 (30) increased compared to the previous year (22), however the overall trend continues to be downwards despite variations from year to year.

The number of KSI (7) amongst children (0-15 years old) has increased in 2014 compared to the previous year (3).

This year's overall child casualty numbers show an increase of 22% against the 2009-13 baseline average, and a 27% decrease since the previous year.

The rise in child casualties is mainly associated with the increase in all children pedestrian casualties from 5 to 13, though child PTW casualties also increased from 0 to 2.

Facts about Child casualties in 2014

- ◆ 15 of the children injured were secondary school aged, 11 were primary aged and 4 were pre-school age.
- ◆ In the car collisions, all eleven of the children injured were in the car with an adult (many of these are thought to have been either parent or grandparent).
- ◆ In the car collisions involving children the three most reported causation factors were *sudden braking; vehicle driver failed to look properly and pedestrian failed to look properly*.
- ◆ In the child cyclist collisions one was not wearing a cycle helmet and the other was unknown for cycle helmet. Both involved the child cycling on the pavement then entering road traffic suddenly.
- ◆ The thirteen pedestrian child casualties were recorded as 2 *driver at fault* 9 *pedestrian at fault*.
- ◆ The majority of collisions involving children occurred on a weekday (17 of 23) but of those the majority occurred on an evening after 5pm, with Friday and Monday evenings having the most.

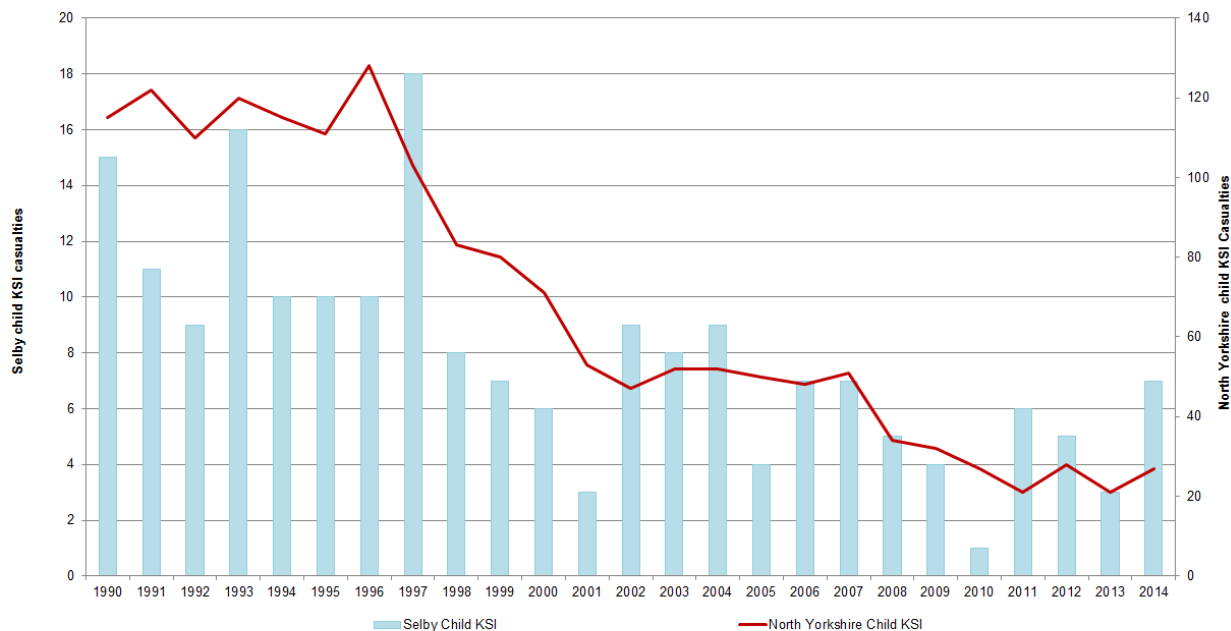


Figure 26 - Reported road traffic KSI child casualty trends since 1990 - Selby
Source - Road Safety & Travel Awareness, North Yorkshire County Council

Road Safety Education and Community Engagement - Selby

Children - Primary School

This year over 20 schools joined the Junior Road Safety scheme. The Junior Road Safety Officers (JRSOs) organise competitions, produce a display Road Safety notice board and lead assemblies in school through the year. In the July, each school submits their diary as a record of their activities and the entries are judged according to the activities the school has undertaken and presentation.

This year the standard was very high showing the pupils had organised a variety of exciting activities throughout the year. Hambleton Primary school chose Road Safety as a theme when teachers from a school in Zambia visited them.

This scheme is funded by Public Health North Yorkshire and strongly supported in the Selby area by Drax Power who hosted the annual JRSO prize giving and open days in November. Two Year 5 pupils and one adult from each school attend the day.



Image 24 – Junior Road Safety Officers day at Drax Power



Image 25 – Junior Road Safety Officers notice board

The team has also been involved with schools using our School Gate Parking resource pack to address problems outside schools

The Selby Area Road Safety Officer attended the Barlby High School STEM fair to deliver a Safer Cycling Workshop with around 75 pupils over the day.

Burton Salmon School were the winners of a Scooter pod to store scooters at school. One of the pupils submitted the best design for a Safe Scooting Leaflet from schools across North Yorkshire.

Children - Secondary School

This year the team are trialling a new transition resource to be used for Year 6 pupils moving to secondary school. This pack has been developed by the NYCC Team working with the City of York. It is designed to provide a guide to teachers that will enable them to incorporate appropriate road safety lessons and outcomes to pupils in Year 6. Transition from primary to secondary school is one of the biggest steps a pupil will take in their school life and how they choose to travel to their new school needs careful consideration and planning and an opportunity to develop positive and safe travel habits. It includes activities and questionnaires to help them consider their journey to their new school. Some schools also received copies of 'Move on Up' magazines to hand out to pupils. Selby High School, Brayton High School and Barlby High School all received the resources. We will work with these schools to evaluate the effectiveness of this approach to see whether it should continue, expand or cease.

Young People

There have been 3 New Driver Discussion groups held with young drivers taking the Enhanced Pass Plus (EPP) course. The sessions were held at Selby Fire Station.

A Young driver engagement event was held at Selby McDonalds (a popular gathering place for local young drivers) attended by The Road Safety team and local Fire and Rescue officers as part of a number of events for CFOA Road Safety Week in June. Fire fighters are strong, positive role models for young people and can be very effective in engaging their attention and respect.

Working with Driving Instructors

We have 7 specially trained driving instructors in the Selby area who are registered with us to provide the EPP young drivers programme and Older drivers refresher drives. More would be very welcome!

Motorcyclists

We have met with motorcyclists at Squire's Café at Sherburn in Elmet on a number of occasions to discuss safety and potential hazards on popular routes. The support and cooperation of the Café management is much appreciated. We also publish online videos highlighting the hazards along two of the high risk routes (the B1222 and B1257). Along with advice on the www.roadwise.gov.uk website, the "NYrides" videos use social media such as YouTube and Facebook, to raise awareness of hazards and consequences of risky behaviour. We also work with the motorcycling media to encourage safe and socially responsible biking on our roads.

Cyclists

Some 558 Year 5 and 6 primary school pupils in 40 schools took part in the Bikeability cycle training programme over the last year. We have a dedicated team of part time instructors working in the area led by an enthusiastic Road Safety Assistant.

On 2nd May 2015 the Road Safety and Travel Awareness Team together with Fire and Rescue colleagues ran a stand at the Selby Cycling Festival for the start of the Tour de Yorkshire. We

used this opportunity to provide guides to cycling the route safely and how to deal with trickier aspects of roads in the area and to encourage adults and children to get back on their bikes.

A curriculum-based resource was distributed to every school and the team distributed a Tour de Yorkshire activity booklet to all the schools in the centre of Selby and other locations near to the route.



Image 26 and 27 – Tour De Yorkshire Event, Selby



Older People

Several Older driver sessions have taken place at, Selby Parkinson's and Selby Alzheimer's support groups and at an Older person's engagement day at Selby Library. A number of people signed up for Older Drivers refresher drives.

Occupational Road Risk

As well as the seatbelt surveys which were focused around an industrial estate in the area, a number of days of driver awareness and safety management training have been supplied to Highways at Selby and to Arriva buses.

Community Engagement/ Local Partnership Working

Winter driving and winter and summer drink drive campaigns were held across Selby and Tadcaster.

Several Seatbelt surveys have been completed in various locations across the Selby area including:

Location	Findings	Summary results
A19 Brayton	435 vehicles observed 23 people not wearing seatbelts (5%)	Unrestrained in car 2% Unrestrained in van 60% No children were unrestrained
A1041 Selby	Overall 550 vehicles observed 40 people not wearing seatbelts (7.3%)	No children were unrestrained
Tadaster High Street	Overall 419 vehicles observed 7 people not wearing seatbelts (2%)	
New Lane, Sherburn	Overall 174 vehicle observed 8 people not wearing seatbelts (5%)	5 van drivers 2 high school front seat passengers

Table 17 - Community engagement - Seatbelt survey findings

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

Speed Management

There has been regular deployment of the data loggers and matrix signs where a need is identified. In 2014, the Selby area processed 14 speed concern enquires.

Cluster sites

There are 154 cluster sites identified in North Yorkshire compared with a total of 161 the previous year. Of these 154 sites, 22 are located within Selby and details of these are contained on the next page. Of these, 7 are urban (40 mph or lower speed roads) and 15 are rural (over 40 mph limit roads). Of all North Yorkshire collisions 2013-2014, 16% occurred at cluster sites; 13% of all collisions in Selby in 2014 occurred at cluster sites. A weighting index is applied based on the severity of collision i.e. slight, serious or fatal using weightings of 1, 2 and 3 respectively, it is then sorted by the collision severity factor, then by the casualty severity factor and lastly by total child casualty numbers in order to give every site a unique risk based ranking. The collision prevention schemes worked on this year to address cluster site collisions were –

- ◆ B1222 by New Bridge, Newthorpe – visibility survey carried out, changes to lining to be undertaken following surface dressing in summer 2015
- ◆ A1041 Carlton new bridge, Carlton – surface improvements carried out in January 2015, signing scheme to be implemented 2015/16
- ◆ A163/Cornelius Causeway/Lowmoor Rd, North Duffield – sign improvement scheme to be implemented 2015/16

Road Safety Engineering Activities – Selby

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			
1	A64 by Little Chef - Bilbrough	Sel	rural	12	24	3	2	2	7	3	Highways England advise that potential lighting and vehicle restraint system scheme under investigation. This site forms part of a police camera enforcement route.
2	A64/A162 Flyover WBC off slip, Tadcaster	Sel	rural	12	24	3	2	2	7	0	A joint Highways England and NYCC Traffic engineering investigation on going. This site forms part of a police camera enforcement route.
4	B1222, by New Inn Bridge - Newthorpe	Sel	rural	10	19	2	1	3	6	0	Visibility survey undertaken with amendments to the double white line system throughout the B1222, changes implemented as part of the surface dressing maintenance scheme undertaken in summer 2015. This site forms part of a police camera enforcement route.
8	A162/B1223 Raw Lane, Jnct - Towton	Sel	rural	9	16	3	1	2	6	1	No specific casualty reduction measures to be put forward following investigation. However the maintenance scheme for the area is to be extended to incorporate this junction and the markings of the existing safety scheme are to be refreshed, works to be carried out in summer 2015.
16	A63 Hull Rd/A19/Highfield Vw, Jnct- Barlby	Sel	rural	8	11	4	1	2	7	0	Roundabout constructed in May 2013, four personal injury collisions have occurred since implementation. No clear pattern on post implementation collisions, no further action currently planned, continuing to monitor site. This site forms part of a police camera enforcement route.
17	A64/Bramham Interchange West by A1 - Tadcaster	Sel	rural	8	11	2	1	4	7	0	Highways England are investigating a potential drainage improvement scheme at this location. On the county section a 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.
36	C306 Toulston Lane/Rudgate, jnct, Tadcaster	Sel	urban	7	6	3	3	1	7	0	Signing improvements implemented early 2014. One slight collision since implementation, no further action, continuing to monitor site.
41	A64 225m South of Bilbrough Lodge, Bilbrough	Sel	rural	6	10	2	2	1	5	1	Potential lighting and vehicle restraint system scheme under investigation by Highways England. Traffic engineering investigation on going. This site forms part of a police camera enforcement route.

Reported Road Casualties in North Yorkshire: Annual Report 2014

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			
42	A63 NB Rndbt W. A1(M) at Jnct 42 - Lumby	Sel	rural	6	10	1	2	2	5	0	Highways England advise that an engineering investigation is to be undertaken.
43	A64 Bilbrough Top/Redhill Field Ln, Jnct - Bilbrough	Sel	rural	6	10	1	2	2	5	0	Potential lighting and vehicle restraint system scheme under investigation by Highways England. This site forms part of a police camera enforcement route.
44	A1041 Carlton New Bridge, bend - Carlton	Sel	rural	6	9	1	3	1	5	3	Resurfaced in late 2014 and adverse camber sign erected, investigation on going small scale signing improvements to be implemented in 2015/16.
69	A162/B1222 Bishopdyke Rd rndbt - Sherburn in Elmet	Sel	rural	6	6	2	0	3	5	0	Traffic engineering investigation found no recommendations, no clear pattern to collisions, continuing to monitor site. This site forms part of a police camera enforcement route.
76	A1041 Bawtry Rd/Canal Rd, Jnct - Selby	Sel	urban	5	14	1	2	1	4	1	Traffic engineering investigation on going.
87	A163/Cornelius Causeway/Lowmoor Rd, Jnct - North Duffield	Sel	rural	5	8	1	3	0	4	1	Sign improvement scheme to be implemented 2015/16.
100	Portholme Rd/Portholme Cres, Jnct - Selby	Sel	urban	5	6	1	2	2	5	1	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
101	A1041 Park St/James St - Jnct/area - Selby	Sel	urban	5	6	1	1	2	4	1	Traffic engineering investigation on going.
104	A162/A63 Main St, Rndbt, Lumby	Sel	rural	5	6	1	2	2	5	0	Development in area to provide improvements to the roundabout, widening circulatory carriageway and changes to kerb lines. No additional action beyond these measures, continuing to monitor site.
128	A63/ A1041 Bawtry Rd, Rndbt - Selby	Sel	rural	4	7	1	2	1	4	0	Junction operation investigation underway to identify air quality and congestion relief measures.
129	A1041 Bawtry Rd/Barlow Road, Jnct - Barlow	Sel	rural	4	7	1	2	1	4	0	Sign improvement scheme to be implemented 2015/16.
135	A1041 Park St/A19 Gowthorpe - Jnct/Area - Selby	Sel	urban	4	6	2	1	1	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.
145	Scott Rd / Filderstadt circle, Rndt - Selby	Sel	urban	4	5	2	1	1	4	0	Traffic engineering investigation on going.
153	A19 Gowthorpe/A19 Brook St/A1238 Gowthorpe/Scott Rd, Jnct - Selby	Sel	urban	4	4	1	1	2	4	0	Traffic engineering investigation found no recommendations, no clear pattern to the collisions, continuing to monitor site.

Conclusions

This report summarises the collisions in North Yorkshire during 2014 in which someone was injured and provides a detailed report for each of the seven districts and key areas of activity and preventive work by the council and through the 95 Alive Partnership.

- One of the positive notes for the county is the 2% reduction in the number of injury causing collisions from 1605 in 2013 to 1565 in 2014.
- There was also a reduction in the total number of people injured which has decreased by 15 from 2273 in 2013 to 2258 in 2014.
- The number of people killed on the county roads reduced from 51 to 40 this year. In 2014, a total of 391 road users were seriously injured in the county against 425 the previous year; the reduction is highest in the car driver and passenger road user categories (-35).
- Deaths and serious injuries (KSI) amongst motorcyclists have decreased in 2014 (117) from 2013 (130), a 10% reduction.
- An increase was seen in the number of KSI pedal cyclists in 2014 (67) from 2013 (52). Whether this is proportionate to the increase in cycling following the Tour de France and Tour de Yorkshire cannot be calculated but this is now a priority issue that is being actively managed and addressed.
- The number of young people (16 to 24 year olds) KSI decreased by 19% since the previous year.
- The rate of reduction of people KSI has slowed in recent years and has practically levelled off between 2010 and 2014.

New sources of funding and collaborative working have been developed to mitigate the effects of funding cuts and to continue to provide education, training and publicity programmes to address the most serious or frequent causes of collisions and casualties on our roads. e.g. the Road Safety team now works closely with and is co-funded by Public Health North Yorkshire to achieve shared aims of reducing premature deaths and injuries and supporting continuing safe access and independence for vulnerable and older people. Shared funding is also now working through the 95 Alive Partnership with any surplus funding from police camera enforcement operations being channelled into road safety programmes through the partnership.

Regional approaches are also used to share costs in addressing strategic shared issues e.g. nearly 50% of motorcyclists who are hurt in North Yorkshire come from West Yorkshire and will transfer back to continuing health care in West Yorkshire, presenting joint funding options to save critical and on-going health care costs in both areas.

The increase in the number of cyclists who are injured in crashes – often involving only the cyclist – is a cause for concern and is being closely monitored; These results should be viewed in the context of the continuing surge in popularity for cycling following the Tours de France (2014) and Yorkshire (2015). According to the Department for Transport (2014), Annual Road Traffic Estimates, page 8), road traffic estimates have shown a gradual increase in the distances cycled in Great Britain, with a 3.8 per cent rise between 2013 and 2014 to 3.25 billion vehicle miles. We are working with the DfT to obtain more detailed information about the numbers of people cycling in North Yorkshire. We are also working closely with cycling clubs and organisations and local communities where a specific site or section of route is of concern.

Motorcycling is also seeing a resurgence, probably linked to the improving economy enabling more leisure biking ride-outs. We have continued our engagement and information work with motorcyclists who are vulnerable to serious injury and worse in if they crash. Police have undertaken targeted enforcement on high priority routes. An in-depth analysis into motorcycling crashes and casualties will be undertaken during autumn 2015 to assess effectiveness and inform future work.

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