

Ryedale District (Area 4)

Ryedale district in brief

- ◆ Eight people, all of whom were adults, were **killed** on Ryedale’s roads during 2016 compared to six adults, in 2015. There were 7 car occupants and a motorcycle rider.
- ◆ The number of people **Killed or Seriously Injured (KSI)** has increased to 48 in 2016 from 41 in 2015. In terms of road user groups, the number of KSI has increased in all vehicle type groups apart from “other vehicle types” (-2). The biggest increase was in the number of car/ occupants (+6), followed by pedestrians (+2), and pedal cycle (+1).
- ◆ The number of **total casualties** in road collisions reported to the police in 2016 was 312, up by 44% on 2015 (217). This increase is predominantly in the car road user group which saw an increase of 107 and PTW which saw an increase of 1 casualty in 2018. Decreases were seen in the number of pedestrian casualties from 18 to 12, other vehicle types from 8 to 3, pedal cyclists from 14 to 13 and goods vehicles from 9 to 8.
- ◆ The reported number of **child KSI casualties** (aged 0-15) has risen to 3 in 2016 from 0 in 2015. Continuing a pattern seen since 2011 in the number of KSI child casualties in the district.
- ◆ The number of **cyclist** casualties (13) has decreased by 7% from the 2011-15 baseline average of (14). Child cyclist casualties (3) have increased by 2 since the previous year.
- ◆ **Pedestrian** casualties reduced to 12 in 2016 from 18 in 2015 which is 20% less than the 2011-15 baseline average of 15.
- ◆ The number of **powered two wheeler (PTW)** casualties has increased by 3% since last year (from 33 to 34). Overall the number of PTW casualties in the district is 2% above the baseline average.
- ◆ A total of 181 **road collisions** that resulted in someone being injured were reported to the police in 2016, 17% more than in 2015 (149). This total works out at an average of 15 collisions per month or 4 per week.

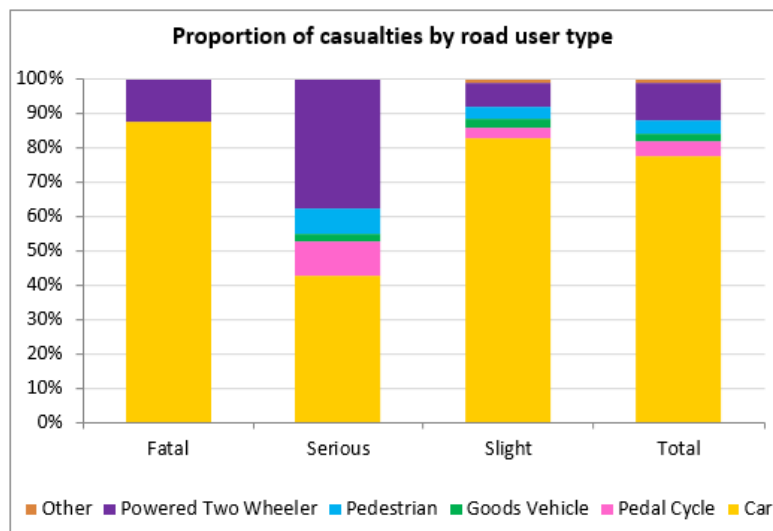


Figure 16 - Proportion of all casualties by road user type in 2016 - Ryedale
Source - Data Intelligence, North Yorkshire County Council

Reported Road Casualties in North Yorkshire: Annual Report 2016

All Casualties - Ryedale

The trend in road casualties reported to the Police in Ryedale continues on its overall downward trend but the large increase in casualties is unusual and returns the district to levels seen in 2007, the increase in collisions has not been as pronounced.

In 2016, the district has recorded 95 more casualties compared to the previous year. The increase is predominantly in the car road user group which saw an increase of 107 and PTW which saw an increase of 1 casualty in 2016. Decreases were seen in the number of pedestrian casualties from 18 to 12, other vehicle types from 8 to 3, pedal cyclists from 14 to 13 and goods vehicles from 9 to 8.

The district performance (+37%) is much worse than the reduction seen for the county overall in the total number of casualties recorded in North Yorkshire as a whole (-2.5%) compared to the baseline. The increase in slight casualties is a statistically significant one so requires more detailed monitoring through 2017.

Facts about all casualties in 2016

- ◆ There were 312 casualties in 2016, 95 more than in 2015 (a 37% increase).
- ◆ Car occupants make up the largest proportion of road casualties (78%); followed by powered two wheeler riders (11%), pedal cyclists (11%), pedal cyclists (4%), pedestrians (4%), goods vehicles (3%) and other vehicles (1%)
- ◆ The number of casualties recorded in 2016, is 37% above the 2011-15 average.
- ◆ The number of children injured (19) which represent 6% of all casualties in 2016; was 4 higher than 2015.
- ◆ Cyclist casualties decreased, and the 2016 total (13) is now 1 lower than in 2015 and is also 7% below the 2011-15 average (15).

| Ryedale | Baseline (Avg 11-15) | 2013 | 2014 | 2015 | 2016 | 2016 vs baseline | Statistically significant change |
|------------------------|----------------------|------|------|------|------|------------------|----------------------------------|
| Fatal | 6 | 11 | 5 | 6 | 8 | 37.9% | — |
| Serious | 50 | 61 | 45 | 35 | 40 | -19.4% | — |
| Slight | 172 | 192 | 179 | 176 | 264 | 53.5% | ↓ |
| Total | 227 | 264 | 229 | 217 | 312 | 37.2% | ↓ |
| KSI | 55 | 72 | 50 | 41 | 48 | -13.4% | — |
| Child KSI | 1 | 0 | 3 | 0 | 3 | 114.3% | — |
| Young Person KSI | 12 | 15 | 12 | 8 | 11 | -8.3% | — |
| Adult Person KSI | 23 | 30 | 21 | 17 | 13 | -44.4% | — |
| Older Person KSI | 14 | 19 | 12 | 12 | 17 | 21.4% | — |
| Elderly Person KSI | 5 | 8 | 2 | 4 | 4 | -13.0% | — |
| Pedestrian KSI | 4 | 4 | 6 | 1 | 3 | -16.7% | — |
| Cyclist KSI | 4 | 2 | 3 | 3 | 4 | 11.1% | — |
| PTW KSI | 19 | 27 | 18 | 16 | 16 | -17.5% | — |
| All Child Casualties | 18 | 17 | 18 | 15 | 19 | 5.6% | — |
| All Cyclist Casualties | 14 | 13 | 12 | 14 | 13 | -7.1% | — |

Table 16 - Reported road traffic casualties and severity since 2013 - Ryedale

Source - Data Intelligence, North Yorkshire County Council

Killed or Seriously Injured (KSI) Casualties - Ryedale

In 2016, with a total 48 KSI casualties, Ryedale's casualty numbers are 13% below the 2011-15 average (55). This is 7 above the number of KSI casualties in the Ryedale district in 2015.

The year saw a decrease to the number of other KSI casualties which have fallen by 2 over the previous year. These groups saw an increase in 2016. Car occupant KSIs were up by 6, pedestrians by 2 and pedal cyclists by 1; the goods vehicle and PTW stayed the same.

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

The increase in KSI in 2016 against 2015 is concerning, however the overall trend does remain downwards and this rise is not a statistically significant one.

Facts about KSI casualties in 2016

- ◆ The number of people killed or seriously injured increased by 17% to 48 in 2016.
- ◆ The three most vulnerable road user groups (Pedestrian, Cyclist and PTW riders), between them account for 48% of all KSI casualties. This is similar to other districts.
- ◆ The increase in KSI casualties in 2016 is associated with an increase in car occupants, pedestrians and pedal cyclist casualties (up by 6, 2 and 1 respectively).
- ◆ The district saw slight decreases in the number of other vehicle KSI casualties (from 2 to 0).
- ◆ PTW and goods vehicle KSI casualties stayed the same at 16 and 1 respectively 2016.
- ◆ The largest age group for KSI casualties was 50-74 years of age 17 of 47 casualties.

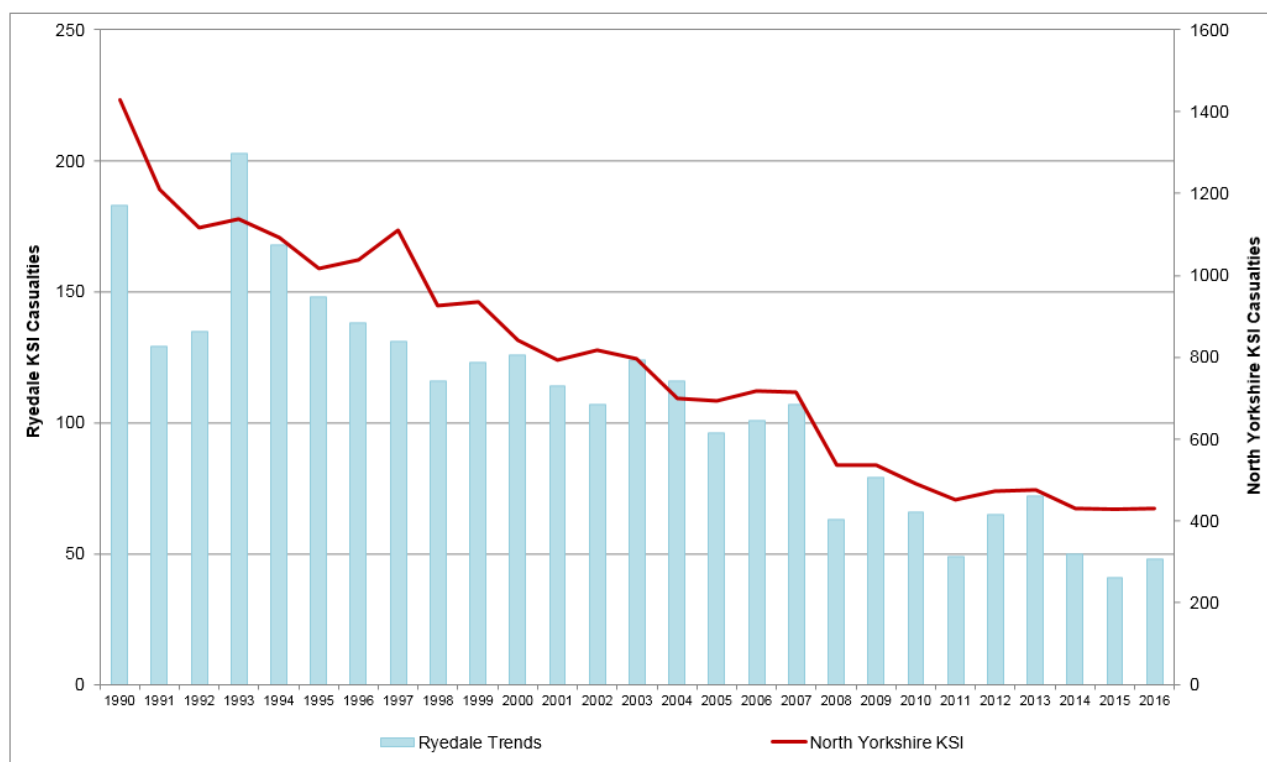


Figure 17 - Reported road traffic KSI casualty trends since 1990 - Ryedale
Source - Data Intelligence, North Yorkshire County Council

Child Casualties - Ryedale

The total number of child casualties (19) recorded in 2016 is 4 below the previous year (15), Child KSI casualties has increased from 0 in 2015 to 3 in 2016. The number of children killed or seriously injured in Ryedale have fluctuated like this since 2011.

This year's overall child casualty numbers show a reduction of 6% increase the 2011-15 baseline average (18).

Reviewing the 19 child casualties injured in 2016, 11 were car passengers, 4 were pedal cyclists, 3 were pedestrians and one was a pillion passenger on a motorcycle. The number of car passengers had increased by 2 on the previous year and the number of pedal cyclist and PTW has increased by 1.

Facts about child casualties in 2016

- ◆ Nine of the children injured were secondary school age, eight were primary aged and 2 were pre-school aged.
- ◆ The three most common causation factors in collisions involving children is vehicle failed to look properly, vehicle failed to judge others path or pedestrian crossed a road masked by a parked car.
- ◆ All 4 child cyclist casualties were not wearing cycle helmets.
- ◆ The three pedestrian child casualties were 3 pedestrians at fault.
- ◆ The majority of collisions involving children occurred on a weekday (10/14) but of those only 3 may have been at school run times. The times of collisions are quite evenly spread throughout the day.

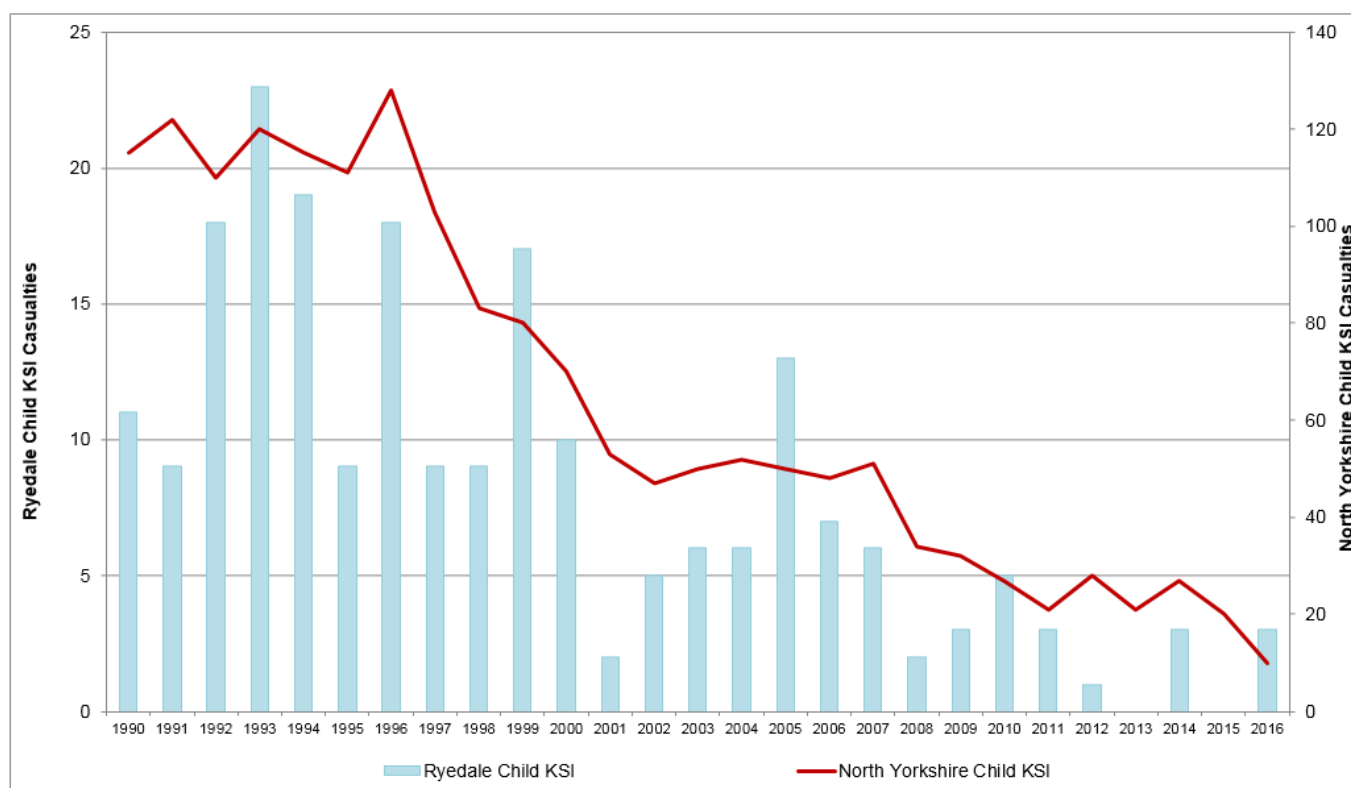


Figure 18 - Reported road traffic KSI child casualty trends since 1990 - Ryedale
Source - Data Intelligence, North Yorkshire County Council

Road Safety Education and Community Engagement – Ryedale

Children - Primary School

Junior Road Safety Officers

Junior Road Safety Officers are year five pupils in schools who relay key Road Safety messages to the whole school community. The pupils take part in fun learning activities which they can share with others. During their time in office, they are supported by the North Yorkshire County Council Road Safety and Travel Awareness Team and the school there are many ways the pupils can get involved, including school assemblies and competitions

The aims of the scheme are:

- To reduce the numbers of children injured on the roads
- To promote a sense of responsibility and positive citizenship among children
- To enhance the importance of safety among pupils, parents and school staff
- To develop innovative ways of putting safety messages across

Schools in the Ryedale area are keen to participate in the Junior Road Safety scheme each year.

Crucial Crew Ryedale Scarborough and Whitby

Over 1600 Year 6 pupils from Scarborough Whitby and Ryedale schools attend the Crucial Crew multi-agency safety education event at the TA Army Barracks Scarborough. The children learn road safety facts by taking part in active scenarios and workshop sessions, with follow up lesson information provided to their teacher.

Transition

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 travel habits. Resources including the 'Way to Go ' and ' Move on Up' magazines have been made available to Primary Schools to use with Year 6 pupils to prepare them for the journey to secondary school and raise awareness of road safety issues.

Bikeability

Some 484 Year 5 and 6 primary school pupils over 35 courses have benefitted from participation in the Bikeability cycle training programme over the last year. We have a dedicated team instructors working in the area, led by a Road Safety Assistant. A small number of schools across the county including Rillington Primary School also took part in Bikeability Balance which is Balance Bike training for Foundation aged pupils. We also delivered a bespoke Bikeability course for some local residents in Malton, enabling them to travel around the town safely and live more independently within our community.

Children - Secondary School

The 'Drive Alive' event that addresses young drivers, potential drivers and passengers risks and responsibilities was delivered at Lady Lumley's and Malton Sixth Form. Throughout the day students receive sessions from North Yorkshire Police, North Yorkshire Fire & Rescue, and members of the Road Safety team including a session on drink/drug driving. David and Janet Warin end the day by sharing their experiences of losing their son Daniel in a Road Traffic accident 3 weeks after passing his driving test. The feedback from pupils following the Drive Alive day is always very positive.

Image 25 - Drive Alive session at Lady Lumley's



Young Drivers

The "Enhanced Pass Plus" programme has been promoted to young, novice drivers in the district. Specially trained driving instructors have been recruited, who have learned additional coaching skills from the Road Safety Team. The Enhanced Pass Plus 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 and Travel Awareness 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 minimise potentially risky situations. The New Driver Discussion groups are regularly held at Selby Highways Office this year. This initiative is supported by "Performance Reward Grant" funding and is partly paid for by the young drivers themselves.

Working with Driving Instructors

We continue to work with driving instructors to deliver 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

We continue to work with motorcyclists to reduce casualties and address local concerns. Face to face engagement at popular motorcyclist destinations took place at Seaway's Café and Helmsley Market Place a successful means of disseminating campaign messages directly to motorcyclists. The local Fire and Rescue Team together with NYCC Road Safety Officer visited Seaway's Café and Helmsley in September and again in May to talk to motorcyclists and hand out our Motorbike packs.

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 also a safer riding tips DVD.

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Advice for motorcyclists is available 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 with North Yorkshire Police Traffic Officers to maximise their enforcement activities and to promote Bikesafe, the police led rider assessment programme.

Biker Down courses for a rider dealing with what to do if they arrive first on the scene of an accident were held at Selby Fire Station.



Image 26 - Engagement with Motorcyclists at Helmsley Market Place

Cyclists

The Tour de Yorkshire spent a lot of time in Ryedale this year. The team had a stand in partnership with North Yorkshire Fire and Rescue in the centre of Pickering on the day. They gave out Cycling Road Safety information.

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.

Image 27 – Attendance at the Tour De Yorkshire, Kirbymoorside



Older People

Over the summer months Safer Ryedale held 7 Older Driver Events and 27 older drivers in Ryedale participated in the refresher drive scheme.

Community Engagement/ Local Partnership Working

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

In July/August the Road Safety team attended the Ryedale Show, and Thornton Dale Show which attracted approximately 25,000 visitors. These shows offers a valuable opportunity to engage with people, especially those from the most rural and isolated communities.

During the run up to the Christmas holidays, The road safety worked with the local partnership holding Don't Drink and Drive events across Ryedale. This year the engagement events included a focus on alcohol unit 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 processed and removed from the body. In June 2015/2016 the Team also supported the Police drug and drink drive enforcement campaign with a series of road shows in town centres across the district.

Image 28 - Drink/Drug Drive event at Malton ASDA



Speed Management

There were 27 speed management requests in the Ryedale district in the last year, of which 21 resulted in no further action, 4 were referred to the police for enforcement, 1 has been sent for review by the highways engineers, 1 referred to the community speed watch scheme and 1 matrix sign deployed.

The police Community Speed Watch scheme is now being offered to communities where a speeding concern has been investigated and there is insufficient grounds for other interventions such as engineering or enforcement. Community Speed Watch enables concerned communities to help themselves to address their concerns through a structured Police led scheme.

Cluster sites

There are 160 cluster sites identified in North Yorkshire compared with a total of 170 the previous year. Of these 160 sites, 7 are located within Ryedale and details of these are contained on the next page. Of these, 2 are urban (40 mph or lower speed roads) and 5 are rural (over 40 mph limit roads). Of all Ryedale collisions 2014-2016, 10% occurred at cluster sites. 10% of all collisions in Ryedale in 2016 occurred at cluster sites.

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Road Safety Engineering Activities – Ryedale

Collision cluster site locations

| 2016/17 NYCC Rank | Location | District | Site Type | Collision Sev. Factor | Cas Sev. Factor | Collisions | | | Total Collisions 2014- 2016 | Total Child Cas | Comments |
|-------------------------|--|----------|--------------|-----------------------------|-----------------------|------------|------|------|--------------------------------------|-----------------------|--|
| | | | | | | 2014 | 2015 | 2016 | | | |
| 1 | A169 Saltergate Bank by Horcum Woods Nr Hole of Horcum | Rye | rural | 18 | 28 | 5 | 4 | 6 | 15 | 1 | Vehicle activated signs for bend to be installed in 2017/18. |
| 23 | B1248 Yorkersgate/B1257 Wheelgate, Jnct - Malton | Rye | urban | 8 | 11 | 2 | 1 | 2 | 5 | 0 | No pattern to collisions, to be monitored. |
| 26 | Church St/Norton Rd/Welham Rd, Jnct - Norton | Rye | urban | 8 | 10 | 3 | 3 | 2 | 8 | 1 | Priority arrangement changed at this Junction in 2017, to be monitored. |
| 31 | A169 at Howebridge Farm - Nr Malton | Rye | rural | 7 | 16 | 1 | 0 | 5 | 6 | 2 | Signing scheme introduced September 2017, to be monitored. |
| 42 | A64 Trousdale FI / Centenary Way jnct to Low Hutton | Rye | rural | 7 | 10 | 3 | 2 | 0 | 5 | 1 | Highways England has been notified about this site's inclusion in the North Yorkshire annual report. |
| 76 | A169/A64, Rndbt North End - Malton | Rye | rural | 6 | 7 | 2 | 2 | 1 | 5 | 0 | Highways England has been notified about this site's inclusion in the North Yorkshire annual report. A new roundabout was installed in 2015/16 at this location. |
| 102 | A64/Chestnut Av, Jnct - Crambeck | Rye | rural | 5 | 7 | 1 | 2 | 2 | 5 | 0 | Highways England has been notified about this site's inclusion in the North Yorkshire annual report. |