

## APPENDIX H

### CITY OF YORK ROAD SAFETY STRATEGY 2001/02-2005/06

#### 1.0 INTRODUCTION

- 1.1 The Road Safety Strategy sets out the road safety policies of the City of York Council and its plans for putting them into practice. The elements of the Strategy are summarised under the following section headings: Planning, Engineering, Education, Training and Publicity, Enforcement and Partnership.

#### 2.0 PLANNING

- 2.1 The Road Safety Strategy is a component 'daughter' strategy of the Council's overall Transport Strategy. It is a key element in developing the Authority's Local Transport Plan submission.

**POLICY RS1:**

**THAT THE CITY OF YORK COUNCIL WILL USE THE ROAD DANGER REDUCTION CHARTER AS THE BASIS FOR DEVELOPING ROAD SAFETY POLICY**

- 2.2 The City of York Council formally adopted the Road Danger Reduction Charter in its 1995/96 Road Safety Plan. The Charter is promoted by the Road Danger Reduction Forum, a grouping of mainly local authority road safety professionals. The Forum, formed in early 1994, is seeking to develop a new approach to road safety based on reducing danger at source and promoting equity and accessibility for non-motorised road users. The Council acts as Secretary to the Forum and is therefore fully integrated in its activities.
- 2.3 The Road Danger Reduction Charter pledges the Council to:
- (i) Seek a genuine reduction in danger for all road users by identifying and controlling the principal sources of threat.
  - (ii) Find new measures to define the level of danger on our roads. These would more accurately monitor the use of and threat to benign modes.
  - (iii) Discourage the unnecessary use of private motor transport where alternative benign modes or public transport are equally or more viable.
  - (iv) Pursue a transport strategy for environmentally sustainable travel based on developing efficient, integrated public transport systems. This recognises that current levels of motor traffic should not increase.

- (v) Actively promote cycling and walking, which pose little threat to other road users, by taking positive and co-ordinated action to increase the safety and mobility of these benign modes.
- (vi) Promote the adoption of this charter as the basis of both national and international transport policy.

**POLICY RS2:**

**BY THE YEAR 2010 THE CITY OF YORK COUNCIL WILL SEEK TO HAVE ACHIEVED A REDUCTION OF 40% IN OVERALL FATAL AND SERIOUS CASUALTIES AND 50% IN CHILD FATAL AND SERIOUS CASUALTIES COMPARED WITH THE AVERAGE FOR 1994 - 1998 IN LINE WITH THE NEW GOVERNMENT TARGETS. IN ADDITION THE COUNCIL WILL SEEK AN OVERALL REDUCTION IN TOTAL CASUALTIES OF 10% BY 2010 WHILE AT THE SAME TIME REDUCING ROAD DANGER.**

- 2.4 Earlier this year the Government published its new road safety strategy, "Tomorrow's Roads - Safer for Everyone". This establishes new casualty reduction targets to be achieved by the year 2010 compared to the average for the years 1994-98. The targets for fatal and serious casualties are described in Policy RS2 above. The Government has also set a target for slight casualties of reducing their rate per mile travelled by 10% by 2010. If current trends in traffic growth were to continue this target would be achieved with little or no overall reduction in total casualties. However, the Council is committed to reducing traffic growth and will seek to achieve lower overall casualty figures through its "danger reduction" policies.
- 2.5 The Council also believes that reported casualty levels are not necessarily the only or best measure of relative safety within the road environment. Often levels of cycling and walking are a more accurate indicator of the danger which the public perceives and experiences. Increasing these will indicate success in reducing danger. York's adherence to policies which support this approach is a key factor in the casualty reductions the City has already seen. In recognition of the importance of monitoring levels of cycling and walking, the Council has set as a priority the establishment of effective means of collecting reliable data on these modes. Since 1999 automatic traffic counters have been placed on six principal on and off road cycle paths. Bi-monthly counts of levels of cycle parking in city centre cycle parks and at the station are also adding to this data.

**2.6 POLICY RS3**

**IN ACCORDANCE WITH THE GOVERNMENT'S ROAD SAFETY STRATEGY THE COUNCIL WILL ESTABLISH A SYSTEM OF CHILD ROAD SAFETY AUDITS TO MEASURE THE SAFETY OF CHILDREN IN THE ROAD ENVIRONMENT AND TO ENABLE TARGETS TO BE SET TO IMPROVE THIS.**

2.6 The Government has rightly recognised the importance of making the road environment safer for young road users. This supports the road safety policies which the Council has pursued over the last decade. The introduction of child road safety audits will advance this approach further. The Council believes that these should operate on two levels, a general city-wide audit of children's experience of the road environment and more specific audits of any aspects of Council work which impact on children's use of the highway. A range of factors will be monitored within this process some of which will enable targets to be set. These are:

- i. reported child road accident casualties and hospital records of child casualties;
- ii. how children get to school and other facilities;
- iii. the proportion of children having access to pedestrian and cyclist training conforming to best practice guidelines or any other higher standards;
- iv. proportion of residential areas which are home zones or 20 mph zones;
- v. development of safe routes to schools and school travel plans;
- vi. availability of safe crossing, cycling and related facilities to and at places, other than schools, which children would want to visit i.e. shops, leisure facilities, parks;
- vii. compliance with speed limits within urban areas;
- viii. consider reclassification of the road hierarchy to take into account the mobility needs of children;
- ix. consultation with children to discover where they feel at risk, what services they would like and their experience of existing services; and
- x. the particular needs of socially deprived areas;

2.7 The factors above are referred to throughout the road safety strategy. Where appropriate these will refer to targets for specific aspects. However, the Council will prepare a bi-annual child safety audit report which will summarise progress in all areas. This will follow the bi-annual survey of children's journeys to school. The first of these was completed at the beginning of the year 2000 and involved all school children in York.

**3.0 ENGINEERING**

**POLICY RS4**

**THAT THE COUNCIL WILL CONTINUE TO DEVELOP ITS ACCIDENT REDUCTION STRATEGY WITH THE AIM OF MAKING THE ROAD ENVIRONMENT SAFER FOR ALL ROAD USERS**

- 3.1 The purpose of the Accident Reduction Strategy is to provide a framework within which measures to improve safety for all road users can be co-ordinated and their benefits maximised. This will include engineering and related work on:
- Pedestrian facilities;
  - Cycle facilities;
  - Junction Improvements;
  - Accident Investigation and Prevention measures; and
  - Speed Reduction measures;
- 3.2 Following extensive public consultation a substantial element of the Accident Reduction Strategy was put in place with the adoption of the Council's "Speed Management Plan" in 1997. This has set three definitions for roads/traffic environments within the Authority, with targets speeds and measures to achieve them agreed for each. The Plan has set a format for developing key areas of work including traffic calming, safe routes to school and enforcement by the Police. The results have been very positive, with schemes being more acceptable to the public and key road user groups.
- 3.3 The Council continues to seek funding for Local Safety Schemes at sites where specific accident problems have been identified. A list of proposed local safety schemes has been drawn up for implementation next financial year and possible schemes will be identified for future years.
- 3.4 To assess priorities and monitor the success of measures already implemented, such as Local Safety Schemes, it is important that a robust accident monitoring system is in place. The Council therefore maintains a database of reported road accident casualties within the Authority, which is regularly updated. Whilst this data is invaluable in assessing possible accident patterns and sites where accident remedial measures can be introduced, it does have limitations due to the scale of non-reporting of accidents, particularly those involving pedestrians and cyclists. Monitoring should also take account of changes which may occur in levels of road user activity particularly of pedestrians and cyclists which may result from road safety schemes. Introduction of cycle and pedestrian facilities can dramatically increase levels of walking and cycling at specific sites. Rates of return for schemes at such sites will take into account activity levels before and after implementation.

**Safety Audit**

- 3.5 The Council has recently adopted a formal Road Safety Audit Policy. All schemes which change the highway or the way it is used now undergo a risk assessment to ascertain whether they warrant a safety audit. Those which do are subjected to a full and independent safety audit. The safety audit procedure looks at the safety and risk implications of schemes. Recommendations are made to the scheme designers as to how any perceived problems can be removed. This will include recommendations on how users may need to receive publicity and education on the use of new measures as well as signage on site to warn of changes. Aspects of child safety audit as set out in paragraph 2.6 are also being introduced into this procedure.

**POLICY RS5**

**THAT THE COUNCIL WILL SEEK TO CREATE SAFE RESIDENTIAL ENVIRONMENTS THROUGH THE DEVELOPMENT OF HOME ZONES AND A PROGRAMME OF VILLAGE TRAFFIC STUDIES.**

- 3.6 The Council believes that in residential areas people should have precedence over motor vehicles and sees Home Zones as an effective way of achieving this. The Council is currently consulting on setting up two pilot Home Zones and will seek to introduce more in future years. The pilot zones are being developed in partnership with residents who are participating fully in their design.
- 3.7 The Council has an established programme of village traffic studies through which issues of road safety can be addressed. Since 1998/99 eleven studies have been commissioned and through consultation with village residents, Parish Councils and local stakeholders action plans have been agreed and are being implemented. It is anticipated that all twenty-five villages within the district will benefit from this initiative during the life of the LTP.

**POLICY RS6**

**THAT THE COUNCIL WILL WORK TO EXPAND THE SAFE ROUTES TO SCHOOL INITIATIVE.**

- 3.8 The Council was one of four local authority partners in the Sustrans Safe Routes to School Pilot Project. Work at and near three York schools as part of this project has now been completed with great success. Initial monitoring of the schemes indicates a significant increase in children cycling to the schools and a greater feeling of safety for pupils who walk to school. Engineering measures have been supported by practical cyclist training from the Council's road safety training team. Using this model a further three schools have now been selected and work begun on the first of these.

- 3.9 In addition to the schools involved in the Sustrans pilot and its successor, the Council has carried out substantial works to improve safety at other schools in York. This has mainly been concentrated outside primary schools. Officers have visited all schools in the authority to discuss safety concerns and established a programme of works to deal with these. As part of this work three 20 mph school safety zones have been introduced and a further seven are to be introduced in the current financial year. It is intended that all of York's 60 primary schools and 12 secondary schools will benefit from similar treatment.

**POLICY RS7**

**THAT THE COUNCIL WILL CONTINUE TO SUPPORT AND DEVELOP THE SCHOOL CROSSING PATROL SERVICE**

- 3.10 There are currently just over 40 School Crossing Patrols operating in York. These are employed by the Education Directorate. Road Safety staff will continue to offer advice and assistance when appropriate to develop and maintain this service in order to increase the safety of children walking to school.

**4.0 EDUCATION, TRAINING AND PUBLICITY****POLICY RS8**

**THAT THE IMPORTANCE OF ROAD SAFETY EDUCATION, TRAINING AND PUBLICITY BE RECOGNISED IN THE ACCIDENT REDUCTION STRATEGY.**

- 4.1 Road safety education, training and publicity as set out in more detail in Policies RS8, RS9, RS10 and RS11 below, plays an important role in the achievement of the aims of the Accident Reduction Strategy. In line with the Road Danger Reduction Charter such work should strive to emphasise that whatever mode of transport we choose we are responsible not only for our own safety but for that of anyone for whom our transport choice should pose a threat.

**POLICY RS9****THAT ROAD SAFETY EDUCATION POLICY SHOULD BE BROADLY BASED ON THE AIMS OF THE ROAD DANGER REDUCTION CHARTER**

- 4.2 All schools are being encouraged to develop their own individual school travel plans which will include a road safety policy. Council road safety and TravelWise staff will assist in their development.
- 4.3 Skills education has been established as an extracurricular activity, utilising the wide ranging services of the Council's road safety training team. The Council's road safety staff will continue their involvement in the production of new resources and initiatives for integrating education for change within the curriculum. York through its membership of the Road Danger Reduction Forum played a key role in the early development of "Young TransNet". This is now nationally recognised as a leader in developing environmental transport education. In partnership with Sustrans and funded by the DFEE, Young TransNet is developing GIS mapping software which will be available to all schools in the next school year. This will be an invaluable tool for curriculum work to support safe routes to school programmes and for school travel plans.

**POLICY RS10****THAT THE COUNCIL SHOULD MAINTAIN AND DEVELOP EXISTING PROGRAMMES OF ROAD SAFETY TRAINING**

- 4.4 Practical pedestrian and cyclist training is important not only for the safety skills taught but also for maintaining walking and cycling as transport modes. Thus the provision of training fully supports the aims of the Transport Strategy. The Council employs a team of experienced instructors managed by a dedicated Officer, who currently run:
- child pedestrian training courses for children aged 8-9 years;
  - cyclist training courses for children aged 10 and above;
  - one to one cyclist training for pupils aged 11 or more;
  - one to one adult cyclist training for anyone aged 14 or more; and
  - family training for parents and children together.

As a result, in excess of 3,000 children aged between 8 and 13 years receive some form of road safety training each year.

- 4.5 The Council's road safety training services are now widely recognised to be at the forefront of best practice. Council staff are now working closely with the CTC as part of government sponsored initiative to develop a nationally recognised leadership package for cyclist instructors. This promises to deliver a national standard for training practice and a recognised qualification for instructors. York's training programme will form the basis for the road safety element of the CTC package. Council instructors are also among the first in

the country to receive NVQ status. Officers will continue to develop the Councils training programme and to ensure that it is of the highest possible quality.

- 4.6 The high quality pedestrian and cyclist training which the Council offers not only improves the safety of young walkers and cyclists but also prepares them to become safe and responsible drivers. Council Road Safety Officers will continue to encourage this process further. It is intended to introduce elements of “hazard perception” training into the advanced cyclist training courses operating at secondary schools. This will link directly to the “hazard perception” element which is soon to be introduced into learner driver training. Officers will liaise closely with local driving schools to ensure that these changes have the best effect and to monitor outcomes. This liaison will also enable the encouragement of better driver training practice.

#### **POLICY RS11**

**THAT ROAD SAFETY PUBLICITY SHOULD BE PREPARED WHICH COMPLEMENTS OTHER WORK AND INTEGRATES WITH THE COUNCIL'S BROADER ROAD SAFETY AIMS**

- 4.7 Publicity can play an important role in reinforcing the Council’s road safety policy. As publicity needs to be prolonged and coherent to achieve success, clear themes are used throughout all its road safety publicity. It has also joined with other authorities in Yorkshire and Humberside to produce regional publicity campaigns, thus maximising the impact of publicity while spreading the cost. A consistent theme of targeting irresponsible driver behaviour has been maintained over four years and will be continued. Other publicity to complement Council work seeks to maintain these themes while giving more specific information. Publicity material that has been produced includes a ‘Kill Your Speed’ leaflet which explains the Council’s Speed Management Plan, outlining what the plan proposes. Another leaflet circulated to all 76,000 homes and premises in the authority, explained the policies set out in this road safety strategy and answered some of the questions about road safety which the public most commonly raise. In future all road safety publicity produced by the Council or in co-operation with the region will carry the DETR “Think” logo.
- 4.8 Working in partnership with North Yorkshire Police a major £12,000 campaign was launched last year. This aimed to encourage drivers to be aware of and to reduce their speed. The campaign was based around a high visibility real time display of actual speeds of vehicles as they approached the unit complimented by leaflets distributed to every household in the city, bus back advertising and other suitable publicity. This was followed up by Police speed enforcement at the sites where the mobile display had operated. The campaign gained much positive interest from citizens. It is planned to carry out similar campaigns in partnership with the Police and other bodies in the future.

## **5.0 ENFORCEMENT**

**POLICY RS12**

**THAT IN CO-OPERATION WITH THE POLICE A CO-ORDINATED PROGRAMME OF ENFORCEMENT BE ESTABLISHED WHICH COMPLEMENTS THE AIMS OF THE TRANSPORT STRATEGY, PARTICULARLY IN RELATION TO SPEED REDUCTION AND DRIVER BEHAVIOUR**

- 5.1 Regular liaison will target particular problem areas where high speeds or accident levels warrant enforcement action either prior to the design and implementation of engineering measures to reduce speed or in conjunction with them.
- 5.2 The Council is also working closely with North Yorkshire County Council to help North Yorkshire Police introduce a driver improvement programme across the County. This is expected to begin within the next year.

**6.0 PARTNERSHIP****POLICY RS13**

**THAT THE COUNCIL WILL SEEK TO FORM PARTNERSHIPS WITH ORGANISATIONS WHO CAN HELP IN PROGRESSING THE LOCAL ROAD SAFETY STRATEGY**

- 6.2 The Council has already developed successful partnerships with the health authority, local road user groups and local voluntary and professional bodies. It will continue to consult in the broadest manner on road safety policy and initiatives and wherever possible will form partnerships to progress this.