

CASE STUDIES highlighting other Road Safety Initiatives York have been involved in.

CASE STUDY Number 1 - 95 Alive Officer involvement in the Yorkshire & Humberside Regional Road Safety Group – Cycling Initiative Project, which received the Prince Michael of Kent, Road Safety Award, 2014. Ongoing.

Introduction

Road Safety Officers from York have been actively involved in this joint initiative for a number of years, inputting a high level of expertise and effort to ensure this project was recognised by The Prince Michael of Kent Road Safety Awards in 2014.

In recent years there has been concern, not just in our area, but across the wider Yorkshire and Humber Road Safety Officers about the increase in cyclist casualties which went hand in hand with an increased number of cyclists on Yorkshire roads.

Officers came together to work in partnership on this issue and began in 2012/13 by developing resources aimed at cyclist safety. They have continued to work, producing and refreshing routes and key messages, right up to the present day, with work around the 2016 Tour De Yorkshire Routes.

There are a number of key benefits to be gained by working as part of a Regional Partnership.

- Pooling of our expertise and experience continues to bring a wide variety of Officer Experience that would be hard to match working in isolation.
- Shared funding provides a larger overall amount, providing economies of scale, which has enabled us to create campaigns and resources that one individual authority could not afford on their own.
- Promotion co-ordination across the whole Yorkshire region to give a stronger, clear and joined up road safety message.

The Project covers 3 main areas:

- For Drivers
- For Urban Cyclists
- For Rural Cyclists

Used a wide variety of mediums. Aimed not just at the cyclist, but also at drivers in relation to cyclists.

For Drivers

Cyclist's Guide to Drivers

- When filtering move only slightly faster than the surrounding traffic – give yourself plenty of space and time to stop if you have to.
- Make it as easy as possible for people to see you – use lights, hi-viz, reflectors etc but don't expect people to have seen you.
- Use your speed and road position to command your lane, maintain a safe riding environment and ensure drivers and other road users can see you and correctly interpret your intentions.
- Long vehicles may move right before turning left or vice versa, don't be tempted to use the gap they leave.
- Be aware of vehicle blind spots, especially large vehicles. Move out of the blind spot and make it easier for drivers to see you.
- Don't jump red lights. A car or other vehicle making a quick getaway on a green light could hit you or a pedestrian could step out. It's illegal and puts you in danger.

SOMEONESSON

Driver's Guide to Cyclists

- Think 'cyclist' – if you're not expecting to see one you may not until it's too late.
- Cyclists may ride in the centre of the carriageway to protect themselves or prepare themselves for a hazard ahead. This is to reduce their vulnerability going through the hazard, give them room.
- Check your nearside for cyclists especially on the approach to a junction - they may be undertaking in slow moving or stationary traffic.
- Indicate in plenty of time so other road users can see and react to what you want to do. This makes life easier for everyone.
- Blocking cycle lanes is dangerous and can be illegal. Don't do it.
- Get a cyclist's eye view of the road, go for a bike ride and remember it when you drive.
- Consider some advanced training to progress your driving skills.
- Cyclists are people too, just like you – trying to have a quick, hassle free journey.

SOMEONESSON

Cyclists: look out for long vehicles turning left.



The Problem: The long vehicle is turning left, trapping the cyclist.

What should I do if the long vehicle arrives first at the stop line?
Wait behind the long vehicle.

What should I do if I arrive first?
Move over to block the long vehicle.

www.york.gov.uk/roadsafety
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TURNING? CHECK YOUR MIRRORS



www.someone-son.co.uk

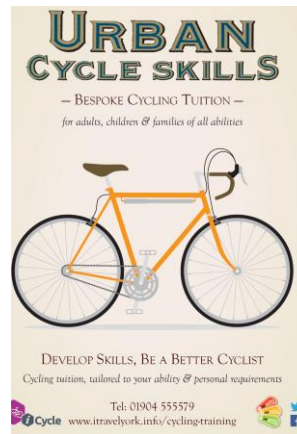


Respect On Our Roads

- Issues with blind spots
- Road positioning of vulnerable road users

For Urban Cyclists – Urban Cycling Guide

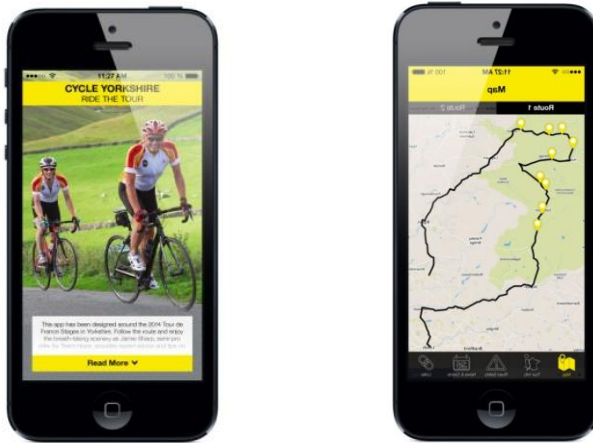
<http://www.youtube.com/user/UrbanCyclingGuide?feature=watch>



- Gives tips on urban riding
- DVD and online
- Filmed in York, Sheffield & Leeds with these Authorities taking the lead on the project.
- Ties in with being able to have a subsidised (£5.00 for 90 minutes) Urban Cycling Session with a Bikeability Instructor if you live in York or North Yorkshire (training is in the City of York).

For Rural Cyclist - Cycle Yorkshire – Ride the Routes App and Website

<http://www.ridetheroutes.co.uk/>



- Has the Tour De France routes and the Tour De Yorkshire 2015 and 2016 routes
- Is a “how to” guide, on safer cycling of rural routes generally as well as tour specific advice.
- Which is accessible and interactive
- Providing short flyover videos and key information on sections of the routes.
- Highlights key areas, giving in depth advice on cycling such as down hill sections, narrow bridge
- Provides cyclists with the information to make informed decisions when riding in a rural location.
- Is supported by Welcome to Yorkshire & forms part of the Cycle Yorkshire Legacy.
- Total downloads to date (Aug 16) IOS: 4421; Android 2397; a total of 6818

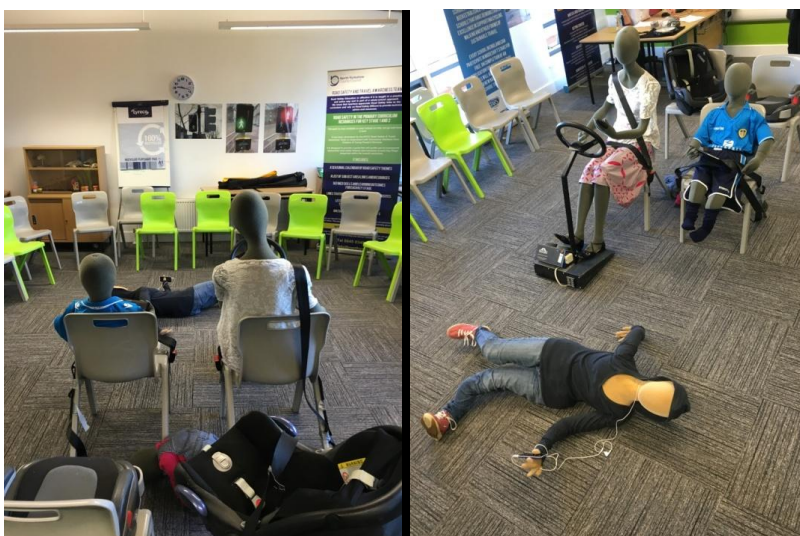
CASE STUDY number 2 Crucial Crew July 2016 Askham Bryan College. Joint York/Selby Region.

After a break of 4 years, we saw the welcome return of the crucial crew initiative. Working in Partnership across the York and Selby Area, the joint Road Safety Teams worked together to produce a scenario and present the workshop. Approx 1,600 year 6 pupils from 57 schools across York and Selby visited the Road Safety Scenario, between 12th July and 21st July 16.

The scenario was set up, to highlight the following messages to children who will be moving up to Secondary School in September 16 – A key age for our casualty statistics.

- Seat belt/correct car seat usage by all in the car
- Mobile phone use/distraction, by drivers, and consequences
- Being bright and being seen as a pedestrian or cyclist
- Not using an electronic device or headphones when crossing the road/driving.

The scenario involved the children becoming “road safety” detectives, who had to investigate the scenario and find all the factors that had contributed to the “road traffic collision” in front of them. The scenario was also supported by DfT “*Think*” clips of film, on teenage distraction while using a mobile phone and “pizza” seat belt clip.



Informal feedback from the event suggests that:-

“A lot of teachers really liked the road safety workshop with the students being 'detectives' and seeking bad or unsafe points highlighted in the scenario.

The interactive element was particularly commented on as this ensured student engagement. The short films also added to the impact of the Road Safety messages. Other visitors also praised the interactive workshop.”

CASE STUDY Number 3 Be Bright Be Seen North Yorkshire Police/City of York

The CYC Road Safety Team have long been involved with the annual Be Bright, be seen initiative, which is part of the National “Think” campaign.

Over various years, we have attended events or done stand alone initiative where we have given away high visibility items, most often small reflectors to highlight the issues of the dark evenings/mornings

In recent years we have joined forces with the Yorkshire & Humber Partnership to buy high visibility rucksack covers, (as part of the Someone’s Son campaign) to provide the best value for money for items. Again these have been given out, mainly through events.

For the initiative in 2014/15 we also bought a small number of button type emergency bike lights. These were distributed via the training team, but also North Yorkshire Police (NYP) neighbourhood team, primarily to children and young people.

In 2015/16 after discussion with the NYP Neighbourhood teams, it was decided to extend the scheme. Lights would still be given to young people, but also a number of high profile initiatives would take place across the city, as darkness fell. The aims of the initiatives would be to:-

1. To ensure the issue of cyclist needing lights after dark is raised in the media with clear direction that Police checks were taking place and £60 fines may be given for non compliance.
2. To ensure anyone who is stopped and is deemed as “vulnerable” or who may go on after the encounter and be a danger to

themselves or others is provided with the means to get home safely (emergency lights)

The initiative was run on the following modern approach to Police enforcement as follows:-

- Proportionate
- Targeted
- Consistent
- Transparent.

Proportionality This requires the relating enforcement action to be linked directly to the risk and not be a case of routine enforcement. Proportionality between those the law protects and those on whom it places duties on. The aim is compliance (rather than the numbers enforced) and should be proportionate to the risk of the individual based on the offenders choice to wilfully offend or if a genuine mistake has been made (through ignorance).

Targeting Making sure that enforcement action is directed primarily at those whose behaviour poses the greatest risk/highest harm to others. Targeting needs to take full advantage of a wide range of information sources, including academic research, to develop a greater level of understanding of what the problems are and how to resolve them, so that enforcement action can be focused and prioritised.

Consistency of approach does not mean uniformity. It does mean taking a similar approach in similar circumstances to achieve similar ends. Police officers are faced with many variables; the decision as to what action to take is a matter of judgement and they must exercise their discretion.

Depending on the circumstances they may decide to:-

Issue a ticket

Offer Education

Caution or warn or take no further action.

Transparency (Education & Advertising the initiatives) helping people to understand what is expected of them and why It also means ensuring clarity about what the public can expect from the police. Raising the public's understanding of the full implications of their actions and assisting in changing behaviour and ultimately attitudes (to the Police as well as in reference to cycling with lights in the dark)

(From the ACPO Speed Enforcement Policy Guidelines, 2011 – 15. Joining Forces for Safer Roads).

Outcomes

Following last years focused events on enforcement carried out in partnership enforcement figures have risen, from between 10 – 25 fines per annum across the whole of the North York's and York area to 112 tickets given out in 2015.

(Figures, taken from NYP pentip. 2015 break down is 45 for lighting offences and 67 for other cycling offences)