North Yorkshire County Council

Helmsley and Kirkbymoorside Service Centre Transportation Strategy

Strategy Report

June 2008
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1 Introduction

1.1 Introduction

This document represents the final stage in the development of the Helmsley and Kirkbymoorside Service Centre Transportation Strategy (SCTS), as prepared by North Yorkshire County Council (NYCC) and their partner consultants Jacobs. It summarises the key stages in the development of the SCTS and concludes with the findings and recommendations of the strategy.

The Helmsley and Kirkbymoorside SCTS is one of 28 transportation strategies programmed for completion over the course of the Second Local Transport Plan period (LTP2) which covers 2006 – 2011. The SCTS methodology focuses on identifying the transport needs of ‘service centre’ market towns, and their surrounding hinterlands, and assisting in the creation of improvement schemes and initiatives aimed at providing safer, better connected and more accessible transport services linking people to key services, jobs, education and health facilities. The SCTS process builds upon the success of the Town Centre Traffic Management Studies (TMS) undertaken during the First Local Transport Plan (LTP1) period, with the focus being amended to include improvements to the surrounding hinterlands in addition to the town centres.

The study area incorporates Helmsley and Kirkbymoorside themselves along with towns and villages including Nunnington, Rosedale Abbey and Hutton le Hole. The full study area is illustrated in Figure 1.1, overleaf.
Figure 1.1: Helmsley and Kirkbymoorside SCTS Study Area
1.2 Delivering the Strategy

As part of LTP2 NYCC has an allocated budget for the development and delivery of the Helmsley and Kirkbymoorside SCTS. This budget covers the design and construction of improvement schemes identified by the strategy over a two year period; it will be used to deliver those schemes identified within the strategy in order of priority. It should be noted that as this is a flexible, but finite, budget not all of the schemes put forward as a result of technical investigation and public and stakeholder consultation will be deliverable within the available funds. Those schemes which are not delivered within the available budget will join the NYCC Local Transport Plan Capital Reserve List of schemes which is discussed in more detail later in this document.

The SCTS process can identify large scale improvement schemes which exceed the scope of the SCTS allocated budget. Schemes with a high capital cost; these improvement schemes will be included in the strategy with an acknowledgement that they cannot be delivered within the limits of the SCTS budget but may be progressed in line with alternative, available, funding. These alternative funding mechanisms include, but are not limited to, the following:

- NYCC improvement schemes already programmed for delivery within the strategy period;
- Wider Local Transport Plan Integrated Transport and Maintenance Budgets
  - Capital Reserve List
  - Public Transport Review Process
  - Kickstart Grants
- Developer Contributions (Section 106 Agreements);
- Regional Transport Board / Department for Transport LTP Major Schemes (capital cost > £5 million).

The results of this process are ‘strategic’ in nature and, as such, all improvement schemes put forward by the strategy will be subject to further analysis, feasibility testing and consultation as part of the NYCC scheme development process.

1.3 Report Structure

The structure of the remainder of the document is as follows:

- Chapter 2 – Strategy Development
- Chapter 3 – Prioritised Improvement Schemes
- Chapter 4 – Schemes Subject to Alternative Funding Mechanisms
- Chapter 5 – Monitoring and Evaluation
- Chapter 6 – Summary and Conclusions
2 Strategy Development

2.1 Introduction

The key stages in the development of the Helmsley and Kirkbymoorside Service Centre Transportation Strategy are illustrated in Figure 2.1, below. Full details of these key stages are provided in this chapter.

Figure 2.1: Strategy Development – Key Stages

- **Data Collection**
  - August 2007

- **First Stakeholder Workshop**
  - October 2007

- **Sample Survey of Local Households**
  - December 2007

- **Analysis and Development of Improvement Schemes**
  - March 2008

- **Scheme Assessment and Prioritisation**
  - April 2008

- **Second Stakeholder Workshop**
  - April 2008

- **Public Consultation**
  - July 2008

- **Adoption of Strategy**

- **Delivery of Strategy**

Legend:
- Phase 1: Identification of Issues
- Phase 2: Scheme Development
- Phase 3: Final Strategy
2.2 Data Collection

Data collection formed the first stage in the development of the Helmsley and Kirkbymoorside SCTS. The process involved the collation of information and familiarisation with the study area and provided an important evidence base for the development and evaluation of the improvement schemes.

Full details of the data collection exercise can be found within the following report: *Helmsley and Kirkbymoorside Service Centre Transportation Strategy: Base Data Analysis Report* (February 2008, Jacobs).

2.3 First Stakeholder Workshop

The first stakeholder workshop was held at Helmsley Town Hall on 4th October 2007. Key stakeholders including Parish Councillors, Local Action Groups and emergency services were invited to attend and provide insight into the issues affecting transportation within the SCTS Study Area. The workshop was attended by 19 of the stakeholders invited to the event. Views expressed during the workshop were used as one of the key means of driving the SCTS process forward.

Full details of the first stakeholder workshop can be found within the following report: *Helmsley and Kirkbymoorside Service Centre Transportation Strategy: Workshop 1 Summary Note* (November 2007, Jacobs).

2.4 Sample Survey

Following the first stakeholder workshop, a sample survey was distributed to 2098 households within the study area; a total of 523 households responded giving a response rate of 25%.

The aim of the survey was to give a representative sample of the people, living and working in the SCTS study area, an opportunity to express their views and opinions on local transportation issues.

2.5 Analysis and Development of Improvement schemes

Stakeholder input, responses received by way of the sample survey and data analysis were reviewed in order to develop a range of potential improvement schemes.

Site visits were undertaken to assess scheme feasibility before being submitted to the next stage of assessment.

2.6 Scheme Assessment and Prioritisation

As the SCTS process is driven by the LTP process, it is essential that the improvement schemes put forward by the strategy are focused on meeting the objectives of the Government’s ‘Shared Priorities for Transport’.

Each of the proposed improvement schemes has therefore been appraised using NYCC’s Objective Based Scheme Prioritisation System which assesses each scheme against the LTP2 Objectives.
This appraisal resulted in an overall assessment score for each scheme which has been used as a means of identifying the improvement schemes to be prioritised and delivered. This method ensured consistency in the decision making process across the County.

### 2.7 Second Stakeholder Workshop

The purpose of the second stakeholder workshop was to report back to stakeholders on the improvement schemes which were developed resulting from the issues raised at the first stakeholder workshop and the sample survey.

The stakeholders who were invited to the first stakeholder workshop were once again given the opportunity to provide comments and feedback on each of the improvement schemes before they were taken forward to the public consultation stage; a total of 33 stakeholders attended.

The second stakeholder workshop also gave NYCC the opportunity to provide feedback on improvement schemes deemed to be unfeasible due to lack of justification, physical constraints or funding issues.

A review of the second stakeholder workshop is contained within: **Helmsley and Kirkbymoorside Service Centre Transportation Strategy: Second Stakeholder Workshop Summary Note (April 2008, Jacobs)**.

### 2.8 Public Consultation

Following the second stakeholder workshop, a full public consultation exercise was undertaken. This process consisted of two elements:

- Public Exhibitions
- Postal Survey of all households and businesses

The public exhibitions were held at Helmsley Town Hall on Monday 7th July and at Kirkbymoorside Methodist Church Hall on Saturday 12th July.

The public exhibitions outlined the SCTS process to date and provided details of each of the proposed improvement schemes. The exhibitions also provided an opportunity for the public and local stakeholders to express their views and discuss in detail, with a representative of NYCC, any of the schemes put forward. A total of 52 people attended the exhibitions across the two dates.

In addition to the public exhibitions a full postal survey of all households and businesses in the Helmsley and Kirkbymoorside SCTS Study Area was undertaken. The survey gave every household and business the opportunity to comment on the improvement schemes and yielded 1432 responses (approximately 25% of total households). Full details of the public consultation exercise can be found in: **Helmsley and Kirkbymoorside Service Centre Transportation Strategy: Consultation Results (July 2008, Jacobs)**.
2.9 Final Strategy

Analysis of the views expressed during the public consultation have been used to assess the level of public desire and acceptance for each of the proposed improvement schemes. This analysis, along with the assessment score produced using the NYCC Scheme Prioritisation System, has subsequently been used to create the list of improvement schemes to be prioritised for delivery. These are detailed in the following chapter.
3 Prioritised Improvement Schemes

3.1 Introduction

The SCTS process has resulted in the development of a range of improvement schemes and associated options aimed at resolving transportation issues currently affecting people living and working in the Helmsley and Kirkbymoorside SCTS area.

These proposals have been developed based on the views expressed by local stakeholders and the public, technical justification for the scheme and technical and physical feasibility.

This chapter focuses on the improvement schemes to be taken forward using the reserved SCTS budget as well as providing justification for those discounted from the process.

3.2 Methodology

Using the scheme assessment score, determined by the NYCC Objective Based Scheme Prioritisation System, and the views expressed as part of the public consultation exercise a prioritised list of 12 improvement schemes has been developed. These improvement schemes are detailed in Section 3.3.

The SCTS process aims to ensure that these prioritised improvement schemes are focused on meeting the needs of the people living and working within the SCTS study area whilst demonstrating a positive contribution to the aspirations of the LTP2 Objectives and ultimately assisting in the delivery of the Shared Priorities for Transport.

3.3 Prioritised Improvement schemes

Table 3.1, overleaf, details the improvement schemes which have been prioritised for delivery as part of the available SCTS budget. These schemes are those which demonstrate a significant contribution to the LTP2 Objectives and show a high level of support from the people living and working within the study area.

The cost estimates included within the table are based upon the information available at the time of investigation and, as such, are subject to change due to the early stage of scheme development.

It is acknowledged that the allocated budget is not sufficient to deliver all of the improvement schemes identified based upon their cost estimates. In this instance the schemes which are not delivered will join the NYCC Reserve List of Capital Schemes and will be delivered using the wider LTP Integrated Transport and Maintenance Budget subject to prioritisation against the existing schemes on the list.
Table 3.1: Prioritised Improvement Schemes

<table>
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<tr>
<th>Scheme Description</th>
<th>Cost</th>
<th>Score</th>
<th>Support</th>
</tr>
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<tbody>
<tr>
<td>Provision of a missing footway link between Nawton and Nawton Road, near Wombleton.</td>
<td>£100,000</td>
<td>21.71</td>
<td></td>
</tr>
<tr>
<td>Construction of a pedestrian refuge crossing in Nawton (Dale End).</td>
<td>£40,000</td>
<td>16.51</td>
<td></td>
</tr>
<tr>
<td>Construction of a pedestrian crossing in Kirkbymoorside market place outside the Black Swan Public House.</td>
<td>£20,000</td>
<td>16.16</td>
<td></td>
</tr>
<tr>
<td>Construction of a pedestrian refuge crossing in Nawton near to Hutton Bros Garage.</td>
<td>£30,000</td>
<td>15.88</td>
<td></td>
</tr>
<tr>
<td>Construction of a pedestrian refuge crossing on Church Street, Kirkbymoorside.</td>
<td>£55,000</td>
<td>13.40</td>
<td></td>
</tr>
<tr>
<td>Relocation of the existing bus stop in Kirkbymoorside market place and construction of a new shelter. (The bus stop in Kirkbymoorside Town Centre is currently being investigated by the NYCC Integrated Passenger Transport Team.)</td>
<td>£20,000</td>
<td>11.81</td>
<td></td>
</tr>
<tr>
<td>Footway improvements and additional school warning measures in the vicinity of Ryedale School.</td>
<td>£15,000</td>
<td>10.73</td>
<td></td>
</tr>
<tr>
<td>Construction of a bus shelter in Rosedale Abbey.</td>
<td>£30,000</td>
<td>10.58</td>
<td></td>
</tr>
<tr>
<td>Completion of NYMCP Cycle Route 2 from Helmsley to Pickering.</td>
<td>£100,000</td>
<td>10.20</td>
<td></td>
</tr>
<tr>
<td>Provision of a bus pick-up and set-down bay in Ampleforth.</td>
<td>£1,500</td>
<td>10.19</td>
<td></td>
</tr>
<tr>
<td>Implementation of advisory one-way working for HGV’s on Rabbit Lane and Stocking Lane and improvements to the junction of Stocking Lane and B1257.</td>
<td>£80,000</td>
<td>8.12</td>
<td></td>
</tr>
<tr>
<td>Vehicle activated signs and gateway entrance into Nawton.</td>
<td>£70,000</td>
<td>8.00</td>
<td></td>
</tr>
</tbody>
</table>

KEY: 🟢 Strong Support  🟠 Support  🟡 No Opinion  🔴 Lack of Support

The improvement schemes identified and prioritised within Table 3.1 are all subject to further detailed analysis as part of the future design and build process. This may necessitate further localised consultation and detailed physical and technical feasibility assessments, undertaken by the NYCC Area Highway Teams, to establish their ultimate deliverability.

Those schemes shaded in the left hand columns were approved by the Corporate Director: Business and Environmental Services as part of the Implementation Plan for the Strategy as
far as the Integrated Transport Capital Programme will provide the funds for their implementation.
4 Improvements Subject to Alternative Funding / Delivery Mechanisms

4.1 Introduction

This chapter provides details of those improvement schemes, identified as part of the SCTS development process, which exceed the scope of the SCTS budget and are therefore subject to alternative delivery and funding mechanisms. These include both ‘capital’ and ‘non capital’ improvement schemes and initiatives.

Although it is recognised that such improvement schemes cannot be progressed in line with the SCTS budget they have still been included in the strategy to be progressed under alternative funding and delivery mechanisms. This acknowledges that in order to address the issues, identified by the SCTS process, access to all available NYCC funding streams and departments is required.

Those ‘capital’ improvement schemes which cannot be delivered within the SCTS budget and, as such, are subject to alternative funding are detailed in Section 4.2.

Section 4.3 provides details of the issues raised as part of the development of the SCTS which are external to, or cannot be directly resolved by, the SCTS delivery process. These have been included within the strategy as recognition of their importance and to ensure joined up thinking between NYCC departments. These are predominantly ‘non capital’ improvement schemes and initiatives that will need to be taken forward and delivered by a number of NYCC departments.

4.2 Capital Improvement Schemes Subject to Alternative Funding

There are a number of ‘capital’ improvement schemes and initiatives which have been identified / developed as part of the SCTS process which cannot be progressed within the SCTS budget. These include:

- NYCC improvement schemes already programmed for delivery
- Improvement schemes with a high capital cost
- Maintenance budget improvements

Full details of these schemes are provided in Section 4.2.1 and 4.2.2.
4.3 Improvement Schemes with a High Capital Cost

Those improvement schemes, identified as part of the SCTS process, with a high capital cost are deemed to be beyond the scope of the SCTS budget and, as such, their delivery is dependent upon alternative funding mechanisms, these are detailed below.

**Beadlam to Helmsley Footway:** This proposal involves the construction of a new, 3km, footway on the A170 between Beadlam and Helmsley. Although the footway could potentially be accommodated on the northern side of the carriageway the estimated cost of the scheme is £240,000.

**Sproxton to Helmsley Footway:** Residents commented on the lack of a footpath between Sproxton and Helmsley, also on the A170. Although there is room for a footpath it is noted that it would be necessary for it to switch sides at certain points and some land purchase may be necessary. Estimated scheme costs range from £200,000 - £250,000.

**Ryedale Cycle Trail:** There is strong local support for the construction of a cycleway along the disused railway line between Helmsley, Kirkbymoorside, Pickering and beyond. The cost of this scheme would be high due to the necessity to purchase land in order to carry out the works. NYCC have taken a view to consider the scheme in the next financial year.

4.4 Public Rights of Way

A number of issues were raised regarding public rights of way in the study area. These have been passed onto NYCC’s Public Rights of Way Team for consideration and are summarised below. There is no guarantee that these schemes will be delivered within the available budget.

- Upgrade of the Cleveland Way, between Helmsley and Ingdale Howl, to bridleway standard;
- Improvements to the surfacing and drainage on the Howldale Bridleway, Nawton;
- Proposal to upgrade a short section of footpath, near Wombleton, to bridleway standard; and
- Conversion of the disused railway line between Helmsley and Pickering to bridleway.

4.5 Maintenance

Although not yet developed as a specific improvement option, issues have been raised which could potentially be taken forward in line with the NYCC maintenance budget. In this instance the NYCC Highways Area Manager will take ownership of the issues and consider their merit for inclusion within the forward programme of works for the area. As such there is no guarantee that they will be delivered within the available maintenance budget.

- Lack of regular grass verge cutting has resulted in reduced visibility and traffic favouring taking the centre of many roads in and around Hawnby, especially around the blind
corners. Mr. Nicholson would like to see these verges cut back and kept back to improve road safety in the area.  
(Mr. B P Nicholson, Hawnby Parish Council)

- Maintenance of overgrown vegetation needs to be improved along footpaths throughout the study area. This would also be welcome on roadsides where pedestrians have to walk due to a lack of footpaths.  (Mr. Buckle, Hawnby Parish Council)

- The Farmers Union have said that their members cannot see over many hedgerows, making it unsafe for pedestrians and other road vehicles when farm traffic is moving on the roads between fields. Consultation with farmers is required to discuss possible remedial measures to hedgerows.  
(Mr. Nigel Richardson, Kirkbymoorside Town Council)

- Deterioration of road surfaces at verges on many single track carriageways within the study area has created potholes and made these routes less convenient for cyclists.  
(Mr. D Loxley, Hartoft Parish Council)

- The Rosedale Chimney Bank road running north from Hutton-le-Hole has recently been resurfaced, however there are still no passing places provided.  
(Cllr. John Windress, Ryedale District Council Member for Sinnington)

- Maintenance of both the public rights of way network and unsurfaced / unclassified roads is very important to promote their continued use. Combined with the completion of missing right of way links, this encourages people to use local riding facilities. This then negates the need for riders to transport their horses to access safer off-road riding at alternative locations.  
(Mrs. Alison Fuller, British Horse Society)

4.6 Non Capital Schemes and Initiatives

A number of additional issues have been raised during engagement with stakeholders and the public which have not been investigated, and subsequently developed, as part of the SCTS. These issues are considered to be outside of the scope of the SCTS budget; however, their importance is recognised and as such they are included within the strategy for further consideration under alternative funding and delivery mechanisms.

‘Non Capital’ schemes and initiatives are discussed under the following headings:

- Passenger Transport
- Parking

4.7 Passenger Transport

The development of the Helmsley and Kirkbymoorside SCTS has raised a number of issues with regard to passenger transport within the study area and in particular stakeholders have expressed concerns relating to the existing bus services.

As identified within LTP2 such improvements are subject to cooperation between both the County Council and the service providers and, as such, are deemed to be external to the
SCTS process. The opportunity does however exist for these issues to be considered as part of the NYCC Passenger Transport Review and the development and execution of the NYCC Bus Strategy. As such, key issues have been forwarded to the NYCC Integrated Passenger Transport Team for further consideration.

Particular concerns raised as part of the stakeholder and public consultation exercises are detailed below. The views expressed are those of the stakeholders and the public and have been included for further consideration and investigation by the NYCC Integrated Passenger Transport Team. As such they have not undergone detailed analysis as part of the SCTS process.

- Extra parking provision for coaches in Kirkbymoorside requested.
  (Mrs. Sandra Doubtfire, Kirkbymoorside Town Council)

- Due to the uncertainty of future funding, there are concerns over the ability to continue / develop the Moorsbus Service, which is an effective community transport service for many communities.
  (Mrs. Val Dilcock, North York Moors National Park)

- Due to the rural nature of the study area, increasingly important community transport schemes need to be looked at in detail to determine whether they can be effectively implemented. The main issue at present with community transport is a lack of demand within Ryedale’s small villages to satisfy the available capacity.
  (Mr. Nigel Richardson, Kirkbymoorside Town Council)

- Current bus stop facilities in Helmsley Market Place, in the centre of Kirkbymoorside and within Nawton need to be studied and improvements made to their location and shelter provision.
  (Mrs. Sandra Doubtfire, Kirkbymoorside Town Council)

- At present, the East Yorkshire Motor Services Limited number 128 bus service between Sutton Bank / Helmsley and Scarborough stops at the Market Place in Kirkbymoorside. Senior citizens living in Sturdy Court and Manor Close in the north end of Kirkbymoorside cannot easily access the 128 bus service from their homes. The provision of a smaller PSV vehicle for the 128 bus service should be investigated, which could then travel to a point nearer to Sturdy Court and Manor Close, affording those in the north end of Kirkbymoorside easier access to the bus service.
  (Mr. Nigel Richardson, Kirkbymoorside Town Council)

- The difficulty of providing public transport to scattered communities in the north of the study area is understood, due to their geographic spread. However, these communities would really welcome an effective public transport service as an alternative to private cars. For example, in the Rosedale Abbey and Thorgill Moorland area near to Hartoft Parish, there is only one bus service per day on Tuesdays and Thursdays each week. Stakeholders would like to see this and other bus services made more frequent.
  (Mr. D Loxley, Hartoft Parish Council)

- A request was made that the introduction of a local community taxi service be investigated, in order to provide transport to and from the most rural and isolated
settlements within the study area, and to assist in removing large buses from the small villages that they currently serve.
(Mr. Ben Murphy, Ryedale District Council)

- Pedestrian safety concerns resulting from the need for bus passengers to cross busy roads to access some bus stops in Kirkbymoorside. It was also indicated by Mr. Ben Murphy that there is a desire amongst people in the town to re-locate bus stops away from the many listed buildings in the town.
(Ms. Sandra Doubtfire, Kirkbymoorside Town Council)

- Bus movements in Helmsley are becoming more congested, especially the Moorsbus Services. Mrs. Sandra Doubtfire also mentioned that visiting coaches create congestion in the Cleveland Way Car Park in Helmsley.
(Cllr. John Windress, Ryedale District Council Member for Sinnington)

- The provision of public transport in Hawnby. Hawnby is a very isolated and rural community which is difficult to access in large public vehicles owing to the prevalence of small rural roads, and a tight humpback bridge in the village. This means that there is at present no community transport or general public transport provision to the resident population of Hawnby, and it is therefore difficult for the people of Hawnby to access what public transport there is further afield without their own private car to get them there in the first place.
(Mr. Buckle, Hawnby Parish Council)

- Concerns were raised over the issue of logistics and financing of transport for this support group, which has 25-30 members who are all partially sighted or blind and 80% of which are elderly. At present, the group uses minibuses provided by RYECAT and The Red Cross to transport the group members to fortnightly meetings. RYECAT and The Red Cross are both very good and reliable services. However, the current system is not ideal as group members are quite scattered around the study area. Often this means that they spend long periods on the minibuses. For partially sighted / blind people these long periods can sometimes make them feel travel sick. Desired outcome for Ryedale in Touch is an improvement in on-demand transport for the area, to enable its group members to get to a more central pickup point to access the RYECAT and Red Cross minibuses.
(Ms. Rachael Popham, Ryedale in Touch).

4.8 Parking

Parking has not been investigated as part of the SCTS process as it is largely dependent upon Revenue Funding and responsibility is split between the County Council for on-street parking and the District Council for off-street parking.

A number of parking issues have been raised throughout the SCTS consultation process; these are listed below and will be passed onto NYCC and Ryedale District Council for investigation:

- Parking provision for coaches within Kirkbymoorside.
(Mrs. Sandra Doubtfire, Kirkbymoorside Town Council)
• Parking in Helmsley on Fridays is limited due to the Market Day. Many vehicles park on double yellow lines, creating conflict with VRUs. (Mr. C P J Barnard, Old Byland and Scawton Parish Meeting)

• Parking vouchers were used historically for parking in Helmsley Market Place. The current cost of a parking permit in the market place is prohibitive to many people. It was requested that a similar system to the old parking vouchers is explored for re-introduction to Helmsley in future.

• The whole of Helmsley needs to be looked at with regard to parking and safety. It was suggested that in a few years congestion may be an issue within the town. (Mrs. Dinah Farley, Helmsley Town Council)

• Major future development at the Black Swan Hotel in Helmsley could result in nearby roads experiencing parking issues. (Mrs. Dinah Farley, Helmsley Town Council)

• Visiting coaches create congestion in the Cleveland Way Car Park in Helmsley. (Mrs. Sandra Doubtfire, Kirkbymoorside Town Council)

• Coach movements and parking in Kirkbymoorside creates congestion issues when large numbers visit the town.

• Parking facilities in Kirkbymoorside are inadequate. New housing has gone ahead in the town without the additional infrastructure to deal with the extra traffic and parking required from new shoppers. We can use the good parking facilities offered by the Monks Cross and Clifton Moor Retail Parks outside of York, but this means another car on the road for a 44 mile round trip which would not be necessary if we could park in our local towns such as Kirkbymoorside. (Ms. Rachel Clive, Highfield House, Nunnington)

4.9 Summary

This chapter provides details of those improvement schemes and initiatives which are considered to be external to the SCTS budget and, as such, are subject to alternative funding and delivery mechanisms.

The importance of these improvement schemes and initiatives has been acknowledged and, as such, they are included within the strategy along with recommendations on how they may be taken forward.
5 Monitoring and Evaluation

5.1 Introduction

This chapter details the process to be adopted in order to monitor and evaluate the Improvement schemes delivered as part of the Helmsley and Kirkbymoorside SCTS.

As stated in LTP2 it is important to identify the local outcomes which can be effectively measured following the implementation of the improvement schemes contained within the strategy. This approach enables their contribution, and ultimately the strategy’s contribution to the shared priorities, to be effectively measured.

5.2 Monitoring Improvement schemes

In this context monitoring and evaluation refers to objectively monitoring and assessing the impacts of implementing individual improvement schemes recommended within the strategy. This will provide NYCC with valuable information to inform future decision making in the locality and also for improvement schemes throughout the County of a similar scale and nature.

As part of the SCTS process improvement schemes will be monitored, post construction, to assess their impact on the issues which drove their development and their contribution to the shared priorities. This will be undertaken as part of the LTP2 process with the level of assessment influenced by the size and scale of the individual improvement scheme. To assist in this process a set of local indicators have been derived to act as a means of measuring the performance of the individual improvement schemes.

The local indicators which have been derived to measure the performance of each of the improvement schemes are detailed in Table 5.1, below, with definitions provided in the following sections.
<table>
<thead>
<tr>
<th>Scheme Description</th>
<th>Local Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provision of a missing footway link between Nawton and Nawton Road, near Wombleton.</td>
<td>• Increased Pedestrian Use • Attitudinal Indicator • Observational Surveys</td>
</tr>
<tr>
<td>Vehicle activated signs and a gateway entrance in to Nawton.</td>
<td>• Attitudinal Indicator • Observational Surveys • Speed Reduction</td>
</tr>
<tr>
<td>Construction of a pedestrian refuge crossing in Nawton.</td>
<td>• Increased Pedestrian Use • Attitudinal Indicator • Observational Surveys</td>
</tr>
<tr>
<td>Construction of a pedestrian crossing in Kirkbymoorside market place outside the Black Swan Public House.</td>
<td>• Increased Pedestrian Use • Speed Reduction • Attitudinal Indicator • Observational Surveys</td>
</tr>
<tr>
<td>Construction of a pedestrian refuge crossing in Nawton near to Hutton Bros Garage.</td>
<td>• Increased Pedestrian Use • Speed Reduction • Attitudinal Indicator</td>
</tr>
<tr>
<td>Construction of a pedestrian refuge crossing on Church Street, Kirkbymoorside.</td>
<td>• Increased Pedestrian Use • Attitudinal Indicator • Observational Surveys</td>
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<tr>
<td>Relocation of the existing bus stop in Kirkbymoorside market place and construction of a new shelter.</td>
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</tr>
<tr>
<td>Footway improvements and additional school warning measures in the vicinity of Ryedale School.</td>
<td>• Increased Pedestrian Use • Speed Reduction • Attitudinal Indicator • Observational Surveys</td>
</tr>
<tr>
<td>Construction of a bus shelter in Rosedale Abbey.</td>
<td>• Increased Pedestrian Use • Attitudinal Indicator • Observational Surveys</td>
</tr>
<tr>
<td>Completion of NYMCP Cycle Route 2 from Helmsley to Pickering.</td>
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</tr>
<tr>
<td>Provision of a bus pick-up and set-down bay in Ampleforth.</td>
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<td>Implementation of advisory one-way working for HGV’s on Rabbit Lane and Stocking Lane and improvements to the junction of Stocking Lane and B1257.</td>
<td>• Attitudinal Indicator • Observational Surveys</td>
</tr>
</tbody>
</table>
Definitions of each of the local indicators are provided below. It is noted that these should be treated as a guide and each case will be assessed on a site by site basis. In accordance with LTP2, monitoring of performance against these local indicators, and their contribution to the shared priorities, will be a key part of the annual review process carried out by the Steering Group once the strategy is adopted.

**Accident Reduction** – To assess the impact an improvement scheme has had upon accident numbers at a specific location historical accident figures, supplied by North Yorkshire Police, from the ‘Stats 19’ database will be compared to those post implementation from the same source. It is recognised that the implementation of some improvement schemes can be seen to only demonstrate accident savings over a limited period of time following their introduction. Accidents will therefore be monitored over a period of years to ensure that short term trends do not give a false representation of the situation.

**Increased Pedestrian Use** – Before and after footfall surveys will be used to assess whether improvement schemes have assisted in encouraging Pedestrian use.

**Speed Reduction** – Traffic speed will be recorded prior to, and post, implementation in order to assess the level of impact improvement schemes have had on overall vehicle speeds. As in the case of the accident reduction indicator trends will be analysed over an extended period of time to ensure initial benefits do not fall away over time.

**Attitudinal Indicator** – As the SCTS process has been driven by the needs and desires of local stakeholders and the public, an indication of the success of individual improvement schemes can be measured through local attitudes. The methodology to be adopted, and appropriateness of this indicator, would be determined on a site by site basis by the NYCC Highways Area Manager. Possible methodologies include face-to-face interviews and leaflet / questionnaire drops.

**Observational Surveys** – The greatest understanding of a situation is often gained through observation; this is particularly true of where the problems which an improvement scheme aims to address are those which are not easily measured and tend to be derived from local experience and perception.

### 5.3 Monitoring the Strategy

The implementation of the improvement schemes within the Strategy will be monitored over the next two years. This element of the monitoring process will be ‘owned’ by the NYCC Highways Area Manager, who is responsible for the design and implementation of the Improvement schemes contained within the strategy, and will be reported through the NYCC LTP process. An annual report will be produced by the Area Manager for the service centre, for consideration by the County Council’s Area Committee; this will report progress on improvement scheme implementation, forthcoming projects and any new schemes suggested for inclusion within the strategy.

The strategy will be treated as a ‘live’ document which is flexible in nature and able to accommodate changes in local, regional and national policy as well as available funding and third party influences such as developer contributions. Significant changes in any of these areas may trigger the need to revisit the strategy and update its findings to accommodate changes.
The strategy will be revisited in its entirety and updated as part of the LTP for period 3 which covers 2012 to 2017.
6 Summary and Conclusions

6.1 Introduction

This chapter presents the strategy for the Helmsley and Kirkbymoorside service centre and provides qualitative comment on the perceived benefits of the strategy in the context of the LTP2 Objectives. Finally the next stages in the process, and how the strategy will be adopted and then delivered, have been outlined.

6.2 Final Strategy

Table 6.1, overleaf, outlines the improvement schemes to be taken forward for delivery as part of the Helmsley and Kirkbymoorside SCTS. The schemes have been categorised by the anticipated funding source which will be used to secure their delivery. These include, but are not limited to, the following:

- SCTS budget
- NYCC improvement schemes already programmed for delivery within the strategy period
- Wider Local Transport Plan Integrated Transport and Maintenance Budgets
  - Capital Reserve List
  - Public Transport Review Process
  - Kickstart Grants
- Developer Contributions (Section 106 Agreements)
- Regional Transport Board / Department for Transport LTP Major Schemes (capital cost > £5 million)

It should be noted that, as there is a flexible but finite budget available for the delivery of the SCTS, not all of the improvement schemes put forward in Table 6.1 will be deliverable within the available funds. Those schemes shaded in the left hand columns were approved by the Corporate Director: Business and Environmental Services as part of the Implementation Plan for the Strategy as far as the Integrated Transport Capital Programme will provide the funds for their implementation.

In addition, as the improvement schemes are further developed and designed by NYCC it may be determined that some schemes be omitted from the process due to technical unfeasibility or lack of public support.

In order to determine the anticipated benefits of the strategy as a whole the contribution of each of the improvement schemes to the shared priorities, and hence the aspirations contained within LTP2, have been provided in Table 6.1.
### Table 6.1: The Strategy

<table>
<thead>
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<th>Contribution to Shared Priorities</th>
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</tr>
<tr>
<td>▪ Accessibility</td>
<td>▪ Tackling Congestion</td>
</tr>
</tbody>
</table>


6.3 Anticipated Benefits of the Strategy

The above table suggests that the strategy will, in accordance with the aims and aspirations of NYCC’s Local Transport Plan for period 2, deliver benefits for the Helmsley and Kirkbymoorside study area against the following Governments Shared Priorities for Transport:

- Tackling **Congestion** within the service centre
- Improving **Accessibility** within the service centre
- Helping to deliver **Safer Roads** within the service centre

The strategy can also be seen as supporting the overarching aims of LTP2 of making North Yorkshire a better place by:

- Providing equality of opportunity for all
- Protecting and enhancing the environment
- Improving the safety and health of residents and visitors
- Increasing economic prosperity
- Building sustainable communities
- Reducing the need and demand for travel

6.4 Next Steps

The next stage in the process will be for the above strategy to be submitted to the Area Committee for comment and for Director Approval. Following its adoption the improvement schemes will be taken forward for implementation by the NYCC Highways Area Manager and the success of the strategy monitored against the approach identified within Chapter 5.

For those improvement schemes which lie outside the remit of the NYCC Highways Area Manager, for example revenue dependent public transport improvements, these will be allocated to the relevant part of the County Council for further investigation and, as appropriate, delivery. These improvement schemes will also be monitored in line with the approach identified within Chapter 5.