Helmsley Traffic Management Strategy

Final Report

July 2003

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1. Introduction

North Yorkshire County Council (NYCC), in its role as the Highway Authority for Helmsley, has traditionally targeted local issues and problems by introducing appropriate remedial measures. This approach has generated some success, but it is felt that the time has been reached when the development of a long-term comprehensive strategy covering all modes of transport is required. To do nothing is not a viable option if the future prosperity of Helmsley is to be assured.

The overall aim for the Traffic Management Study for Helmsley is to produce an integrated strategy for the town aimed at securing long lasting improvements, especially for vulnerable road users, whilst maximising the economic and environmental well being of the town and minimising existing or potential sources of detrimental impact.

A copy of the Consultants brief for the study is included as Appendix 1. Whilst not totally prescriptive, it sets out stages to be included in the strategy development process, which have been used to establish the structure of this report. The strategy has been developed within the framework provided by the North Yorkshire Local Transport Plan 2001-2006 (dated July 2000), the Ryedale District Local Plan, initially of November 1997 and subsequently March 2002, and the Revised Deposit Draft of the North York Moors Local Plan dated March 2001. These plans have been produced within the wider scope of national guidance including Planning Policy Guidance Note 13 (PPG13): Transport, that sets objectives to integrate planning and transport decision making at all levels.

Consultation has been carried out to ensure that the views of local people, Helmsley Town and Ryedale District Council, North York Moors National Park Authority, English Heritage, transport operators, police and emergency services, and other key partners have been taken into account at each stage in the study process. A list of those consulted is included as Appendix 2.

The strategy proposed within this document: identifies; costs; and, prioritises a programme of schemes for implementation. A Pedestrian Action Plan and a local Cycling Plan are being published as separate documents, but have been prepared as an integral part of the strategy. They are included as Appendix 3 and 4 respectively.
2. The Helmsley Study Area

2.1 Location

Helmsley is located to the south west of the North York Moors on the A170, 15 miles east of Thirsk. It lies at the point where the valleys of Bilsdale and Ryedale leave the higher moorland and join the flat Vale of Pickering (Figure 1). Helmsley has also traditionally had good links with York, 25 miles to the South.

The study area includes the built up area of the town in its entirety (Figure 2).

2.2 Character of the Town

Helmsley is characterised by the Market Place, Helmsley Castle and the Duncombe Park Estate. It still functions as a small market town offering a number of services to both the local and wider community but also thrives on tourism. The centre of the town retains its traditional compact form around the Market Place and the routes leading into it, although in the 20th century considerable residential development has occurred to both the North and South of Bondgate. The town centre is a designated conservation area containing a number of listed buildings and Rye Bridge at the southern entry to the town is also listed.

On market day (each Friday) and during the summer peak period, the town becomes congested with conflicting demands for space, especially in the Market Place and on surrounding roads, which act as an overflow for designated car parking.

Facilities available in the town include: a wide range of shops, public houses, hotels, guest houses, a youth hostel, church, post office, primary school, medical centre, town hall and leisure centre including an outdoor swimming pool. The Sawmill Lane Industrial Estate is located on the South East corner of the town in the vicinity of the former Railway Station. The site is accessed through residential areas.

The principal tourist attractions are: the town itself including the Market Place, Helmsley Castle, Helmsley Walled Garden and the Duncombe Park Estate. Castlegate is also renowned locally as one of the most picturesque streets in the county.

Within the wider context, Helmsley acts as a gateway to the North Yorkshire Moors National Park and The Cleveland Way National Trail starts in Helmsley near to the Castle. The Ebor Way long-distance path also passes through the town.
Figure 1: Helmsley - Wider Location

Figure 2: Helmsley Study Area
2.3 Demography

The resident population of Helmsley was estimated at approximately 1,530, in July 2000. Within Ryedale there is a significant elderly population, around 10% of residents being 75 years of age or older. 17.2% of households do not have access to a car, whilst of those aged 16 to 74 in employment 60% travel to work by car and only 3.2% by public transport.

2.4 Access

Helmsley is located on the A170, providing access to the A19 15 miles West at Thirsk (via Sutton Bank) and A169 13 miles to the East at Pickering. The severe gradient on the A170 at Sutton Bank can often result in road closures due to HCV breakdowns and accidents, and caravans are prohibited from this route. The other principal access routes into Helmsley by road are:

- From Stokesley (via Bilsdale) on the B1257 from the North;
- From Malton on the B1257 to the South East; and,
- From York on the B1363 to the South.

Helmsley is not connected to the national rail network. The nearest railway stations are at Thirsk and Malton. The preserved North Yorkshire Moors Railway operates from Pickering.

Helmsley has daily bus connections to Scarborough, Malton, Easingwold and York. Additional services operate on market day and the town is also part of the National Park Moorsbus service that operates on Sundays from April to October and during school holidays in this period.

The town has a wide range of on-street and off street car parking.

2.5 Historical Development

For most of the last millennia, the history of Helmsley has been closely linked to two families, from the 12th century until the late 18th century the descendants of Walter l'Espec, and from then to now the descendants of Sir Charles Duncombe, later colloquially known as the Lords of Feversham, but holding titles at various times, including Lord Feversham, Baron Feversham, Viscount Helmsley and Earl of Feversham.
Helmsley Traffic Management Strategy
July 2003

Helmsley Castle dates in part to the early 13th century although an earlier castle may have previously occupied the site. The castle was besieged for three months by parliamentary forces commanded by General Sir Thomas Fairfax during the civil war in 1644 and on its capture was ordered to be dismantled by the order of parliament. The most prominent remnant visible today is one side of the castle keep, originally a structure measuring 100 feet in height and 53 feet square. Also remaining is the Tudor construction built adjacent to the west tower of the castle.

The ‘Great House’ of Duncombe Park was constructed during the early part of the 19th century to a design by Sir John Vanbrugh. It was entirely destroyed by fire on January 11th 1879, subsequently being rebuilt largely to the original design. Following the death of the Second Earl of Feversham in the Battle of the Somme in 1916 the house became a Girl’s School. It was not until late 1980s that the present Lord Feversham undertook to restore the house as a family home and open it to the public.

Equally impressive are the lands surrounding the ‘Great House’, part of which became a National Nature Reserve in 1994, and is also designated as a Site of Special Scientific Interest (SSSI), containing some of the oldest and tallest trees in Britain.

A market has been held in Helmsley for over 400 years, the market records from 1595 to 1903 being held in the County Record Office.

2.6 Transport development

The two families controlling Helmsley have had links to Northumberland in the North and London in the South, and the remains of a roman villa lie half way between Helmsley and Beadlam on the A170 suggesting that an outline of the current road network has been present throughout history. The road from Helmsley to York was a turnpike in part from at least 1757 when the section between Sproxton and Golden Square was upgraded and in 1768 the York to Oswaldkirk Turnpike Trust was created. The county became active in the upkeep of roads by the start of the nineteenth century.

The railway from Gilling to Pickering, passing through Helmsley was constructed between 1871 and 1875. The connection from Gilling to Malton closed in 1931, but the line through Helmsley remained open until 1953 with daily services to York.
3. **Transport in Helmsley**

3.1 **Main traffic generators**

The compact form of the town means that a number of the main traffic generators are either located in the centre of the town or are accessed from the car parks located to the North of the Castle and Walled Garden. Exceptions include:

- Duncombe Park - with a private access off Buckingham Place;
- Sawmill Lane Industrial Estate - accessed off Ryedale Road (or Ashdale Road) and Station Road;
- The North Yorkshire Moors National Park Authority office on Bondgate; and,
- The Primary School and Medical Centre located on Carlton Lane.

The main residential areas of the town are to the East and North of the Market Place, ‘Rye Court’, a residential home for the elderly is located on Pottergate to the East of the Market Place.

3.2 **Major pedestrian activities**

The main areas of pedestrian activity in Helmsley are:

- Between the Cleveland Way Car Park and Helmsley Walled Garden, via Helmsley Castle to the Market Place.
- Between the Market Place and Bridge Street via Borogate.
- Between Helmsley County Primary School and the Market Place via the East side of the Black Swan Hotel.
- Bondgate linking the Market Place, National Park Office, Youth Hostel and Medical Centre.
- Between Ashdale Road and Helmsley County Primary School.
- From The Limes to Bridge Street via The Crescent, Eastgate, Pottergate and the snicket between Pottergate and Bridge Street.
- Bridge Street, between Rye Bridge and the Market Place.
- Castlegate, Church Street and High Street.

These routes are described in detail in the Helmsley Pedestrian Action Plan.
Pedestrian count data, obtained on a weekday in August 1996, recorded 3768 pedestrians crossing the A170 in the Market Place during a 12-hour period (7am-7pm). On the same day, 5712 pedestrians were also recorded crossing Bridge Street between Buckingham Square and the Market Place, during the same 12-hour period.

Two pedestrian accidents resulting in injury were recorded in Helmsley during the period 1999 - 2001. On 18th July 1999 a pedestrian stepped off the pavement on the South side of Bondgate, some 50m East of the Market Place, into the path of a moving vehicle, sustaining slight injuries. In the second accident, a vehicle mounted the pavement on Bridge Street at Buckingham Square, causing a pedestrian serious injury.

3.3 Major cyclist activities

There is evidence of both utility and recreational cycle use in Helmsley. The former consists of both employee travel to and from the National Park Office and Industrial Estate, and the later use of the town’s car parking and facilities by day and longer distance cyclists, on-road and off-road cycling being possible from the town. Key routes for such cyclists include:

- The B1257 towards Rievaulx;
- Carlton Lane, to and beyond Carlton; and,
- The A170 (Bondgate and Linkfoot Lane) and the unclassified road to Harome.

Following the production of the North York Moors Cycle Plan by North Yorkshire County Council, Helmsley will provide a key gateway to the wider area. In addition the National Cycle Network (Route 65) passes approximately 10 km to the west and north-west of the town.

3.4 Public transport facilities and services

Helmsley is served by a wide range of conventional and alternative bus transport services. These are:

- Service 24 - Market day service offering two return trips between Guisborough, Stokesley and Helmsley, operated by Abbey Coaches.
- Service 31/31X - Monday to Saturday service offering four return trips between Helmsley and York, via Easingwold. The service is operated by Stephenson's and W P & M Hutchinson, some services being operated under contract from NYCC.
- Service 128 - An hourly service operated 7 days per week between Scarborough and Helmsley via Pickering. The first bus from Helmsley is at 08:15 with the last return service at 21:20 from Scarborough (22:04 from Pickering) on weekdays. The service is operated by Scarborough and District.
- Service 195 (and 194) - Flexibus service between Helmsley and Malton operated three times per day by W P & M Hutchinson. Travel on this service must be pre-booked at least two hours before travel, the route being flexible between key points.

- Service 196 - Demand responsive service operated up to three times per day between Helmsley and Harome by W P & M Hutchinson. Again this service must be pre-booked.

- Service 197 - Three times daily service, operated between Helmsley and Ampleforth by W P & M Hutchinson.

- Service C12 - Sunday service offering two trips between York and Helmsley, also serving Rievaulx Abbey with the exception of the period December to February. The service is operated by York Country Buses.

- Moorsbus - Helmsley is a key node on the North York Moors - Moorsbus Network (Figure 3). Moorsbus operates on Sundays and Bank Holiday Mondays during the summer months and daily during the summer school holiday period.

Figure 3: Moorsbus Network
3.5 Rail

The National Rail network has not served Helmsley since 1953; however, services 31 and 195 discussed in the previous section provide rail connections at York and Malton respectively. Service 128 also provides rail access at Scarborough but use of this service for such a connection is unlikely. The 128 also serves the preserved North Yorkshire Moors Railway at Pickering.

3.6 Taxis

There is no taxi rank in Helmsley, however, there are two private hire operators, Bob’s based on Elmslac Road, and A & R Hire Cars based on Eastgate.

3.7 Motorbikes

Considerable numbers of motorcyclists have congregated in Helmsley on Saturdays, Sundays and to a lesser extent summer evenings for many of years, Motorcycle parking tends to be limited to the area immediately next to the Feversham Memorial, but on a particular occasion filled every parking space within the Market Place, in a protest against parking charges levied by Ryedale District Council.

Both the A170 to Scarborough and B1257 to Stokesley remain popular with motorcyclists despite poor safety records, the latter route being known as the ‘Helmsley TT’ by bikers. North Yorkshire Police have carried out a considerable amount of work with motorcyclists using the area to promote safer practices on the road.

3.8 Major vehicle activities

Through traffic on the A170 and B1257 must pass through Helmsley either on Castlegate or around the North and East sides of the Market Place.

Traffic can be attributed to a number of distinct sources:

- Local shopping and visitor traffic
- Service and delivery vehicles serving business premises in the Market Place and Bridge Street
- Commercial vehicles serving the Industrial Estate area
- Parents delivering and collecting children to/from school in Carlton Lane
- School coaches and mini-buses picking up and dropping off school children in the Market Place
- Local agricultural traffic movement

Traffic volumes in the centre of Helmsley are summarised in Figure 4.
3.9 Car parks, off-street and on-street parking, coach parking, waiting restrictions.

Helmsley is served by two main off-street public car parks.

In the Cleveland Way car park there are 137 car spaces in the main parking areas, three of which are provided for disabled users, plus coach parking for up to nine coaches. In the adjoining overflow car park, there are a further 39 car parking spaces, two of which provide for disabled drivers. Charges are £0.60 for one hour, £1.20 for two hours, £2.00 for up to six hours and £3.00 all day (up to 24 hours). Charges are reduced by 50% for holders of a smart card. Coach parking is free. There are public toilets, a picnic area and a public footpath connecting the car park with Castlegate.
The Market Place car park (Plate 1) has 83 spaces for cars including 4 marked disabled bays. Provision for motorcycle parking is restricted to two designated areas. Charges (for cars and motorcycles) are £0.60 for one hour, £1.20 for up to a maximum of two hours. Again, charges are reduced by 50% for smart card holders.

A third off-street public car parking area is located in front of the Black Swan Hotel. The car park has spaces for 9 cars. Parking duration is limited to 10 minutes only; there is no charge. Permits for this car park are available for guests staying at the Black Swan Hotel providing an exemption from the time restriction (Plate 2).

There are no areas of controlled on street parking in the town.

Uncontrolled on-street parking is present along most streets within the town. Designated parking areas are marked out within the carriageway along both sides of Bondgate.

There are waiting and loading restrictions on Bridge Street.

Plate 1: The Market Place - Car Park
3.10 One-way streets, roundabouts, weight-height-width-access restrictions, speed limits

There is currently a minimalist approach to traffic management in Helmsley, although the geometry of the carriageway serves to impose difficulty if not restriction in some locations for larger vehicles. These include:

- The A170 crossing Rye Bridge, a Scheduled Ancient Monument - The carriageway alignment either side of the structure and physical width between the bridge parapets can present problems for some larger vehicles in negotiating the bridge under certain circumstances and traffic conditions.

- The left-turn from Bondgate into the Market Place/Bridge Street - Large vehicles have to utilize both approach lanes on Bondgate, the radius of the corner being in the region of 6m.

- Moving from Bridge Street into Castlegate via Buckingham Square - The combination of rapid left and right turning movements mean that long vehicles travelling North often cross the centre-line, are a hazard to vehicles travelling South. Castlegate itself is also effectively restricted to priority working because of parked vehicles.
• Access into Sawmill Lane from Ryegate - Is physically restricted by the entry width into Sawmill Lane, which does not allow for two-way traffic flow.

In addition:

• There are no one-way streets or banned vehicular turning movements.
• There is a mini-roundabout on the A170 Bridge Street at the junction of the B1257 Church Street in the Market Square.
• An ‘access only’ restriction applies in Borogate for vehicular traffic.

30mph speed limits apply from south of Rye Bridge to beyond the junction of Riccal Drive on the A170, and for just beyond the limit of the built up area on the B1257.

3.11 Traffic signals, pedestrian crossings and footways

There are no traffic signal controlled junctions in Helmsley. There is one pedestrian ‘Puffin’ crossing located on Bridge Street (Plate 3) at the south east corner of the Market Place.

Dropped kerbs are present at many locations in the town. Tactile paving is limited, but has begun to be introduced with financial support from Helmsley Town Council.

A footway survey has been carried out and is described in detail in the Pedestrian Action Plan.

3.12 Known traffic speed problems, law breaking and enforcement

Speed measurements in Bridge Street, obtained in June 2001, recorded the daily average 85th percentile speed as 25mph (northbound) and 30mph (southbound). The highest 85th percentile speed was recorded between 6am-7am as 37mph (southbound).

Speed measurements in Bondgate, outside the National Park offices, recorded the daily average 85th percentile speed as 33mph in both directions. The highest 85th percentile speed was recorded between 6am-7am as 40mph (westbound).
3.13 Road traffic accidents

Nine road traffic accidents, three resulting in serious and six slight injuries, were recorded in the study area between January 1999 and December 2001. Two of these involved pedestrians, the first, a pedestrian stepping off the pavement on the South side of Bondgate, some 50m East of the Market Place, into the path of a moving vehicle, sustaining slight injuries, the second, a vehicle mounting the pavement on Bridge Street at Buckingham Square, causing a pedestrian serious injury. No accidents were recorded involving pedal cyclists.

Three of the recorded accidents occurred at the junction of the A170, Carlton Road and Ashdale Road. All of these involved turning vehicles, two involved vehicles entering or exiting the petrol station.

Of the remainder, one involved a failing tree, one a vehicle failing to negotiate Rye Bridge, colliding with the adjacent house and bridge parapet and the third, a vehicle failing to stop for a police officer.
3.14 The views of the public

A stakeholder workshop was held in Helmsley on 2nd October 2001, attended by 20 stakeholders and 4 NYCC officers. A full list of attendees is included at Appendix 2. The workshop consisted of a presentation by Mouchel, a brainstorming session to identify key issues, a vote on the issues and a number of smaller focus group type discussions to add detail to the issues and attempt to identify potential solutions. The key issues were identified as:

- Footpath and Pedestrian Issues
  - Pedestrian vehicle conflict in the Market Place and lack of pedestrian provision in this area.
  - Obstruction of footways on Bridge Street by deliveries to the Edinburgh Woollen Mill and Post Office vans, and obstruction of pedestrian movement in Borogate (Plate 4).
  - Difficulties for pedestrians crossing Bondgate, particularly in the vicinity of Carlton Road.
  - Absence of footways along part of Carlton Lane.

Plate 4: Delivery Vehicle Obstructing Footway on Bridge Street
Cycling - the general lack of provision of cyclists, in particular of secure visible cycle parking provision.

Facilities for the Mobility Impaired and Wheelchair Users - the lack of provision of facilities.

Public transport

- The frequency and timetabling of services and lack of integration with other public transport.
- Inadequate waiting facilities and information provision in the centre of Helmsley.

Servicing of industrial and business premises

- The inadequate standard of Sawmill Lane for its current use.
- Vehicles having to use Ryegate, which is a residential street.
- On street parking on Canons Garth Lane hindering access to premises at the rear of the Feversham Arms Hotel.

Congestion - In addition to parking on Bridge Street, congestion arises when vehicles park in the bus stops serving the Market Place, forcing buses to park on the carriageway, blocking through traffic.

Parking Issues

- Demand for short stay spaces in the Market Place exceeding supply.
- Inadequate enforcement of restrictions on Bridge Street.
- On-street parking on Castlegate and Ryegate obstructing traffic flow, the latter causing potential delays for the fire service.
- Insufficient Private Non-Residential parking spaces for employees.

Safety - the mini-roundabout is thought to cause confusion and some people feel intimidated by the presence of motorcycles moving around the town.

Traffic Speeds - There is a perception of excessive, if not illegal speeds, on High Street, Bridge Street, Linkfoot Lane, Bondgate and Castlegate, the latter particularly in terms of HCVs.

Environmental Concerns

- The use of Helmsley as a through route for HCVs.
- Inappropriate use of Ashdale Road by HCVs
- The visual intrusion of car parking in the town.
- Traffic noise and vibration.
3.15 Other Problems and Issues

Other problems and issues identified through the Workshop process that lie beyond the scope of this study have been recorded and passed on to the appropriate NYCC officers for further consideration.

4. Policies and Transport Objectives

4.1 Local Transport Plan Objectives

The North Yorkshire Local Transport Plan is based on a structure of aims and objectives, developed into a strategy that seeks to achieve a core vision:

‘Of a sustainable transport system which will not only meet the social and economic needs of local communities but also safeguard the environment’.

The five common aims linking transport to its role in the wider social and urban environment are:

• Promoting Economic Prosperity – by facilitating opportunities for economic regeneration and growth and improving the operational efficiency of the transport system and provision for tourism.

• Improving Community Life – through traffic management and measures to reduce pollution and opening up/maintaining access to social facilities for all age groups.

• Improving Safety – through controlling speed/routing/traffic orders, giving priority to cyclists, pedestrians and people with disabilities.

• Protecting and Enhancing Environmental Quality – by integrating land use and planning and all forms of transport as a means of minimising environmental impact and reducing the need to travel.

• Promoting Social Equality and Opportunity – by providing genuine choices of travel mode and meeting the travel needs of the socially and physically disadvantaged.
4.2 Local Transport Plan Local Objectives

Helmsley is located in NYCC’s ‘North York Moors’ policy sub-area. To take account of the special qualities of the sub-area, NYCC have set a number of local objectives within the LTP that are consistent with the Traffic and Transport Strategy for the North York Moors. These are:

- Raising awareness;
- Managing demand;
- Reducing impact; and,
- Improving options.

4.3 Local Plan Developments and Constraints

In planning terms, Helmsley is controlled both by the North Yorkshire Moors National Park and by Ryedale District Council, the dividing line being the A170, with the exception of the Market Place that is controlled by Ryedale.

The 1998, North York Moors Management Plan sets out a number of Traffic Management and Public Transport Objectives. These are:

- To promote public transport services, both road and rail, for the benefit of the environment, recreational use and local communities; and to ensure integration and awareness of services.
- To encourage opportunities for ‘access for all’ by means which seek to minimise the environmental cost and impact on the National Park and its communities.
- To minimise the conflict between different road users and reduce the overall impact of recreational traffic on the environment, special qualities and communities of the National Park, by management of traffic and use of appropriate routes.
- To ensure that traffic management, road maintenance and design respect the special qualities and character of the National Park.

The Ryedale Local Plan contains a number of Transport Policy Objectives. In summary, these are:

- To reduce CO2 emissions from motor vehicles
- To encourage the use of more energy efficient transport
- To only support new road construction where it can be justified and designed to have minimum adverse impacts
- To reduce the impact of motor traffic
- To improve road safety
- To encourage the provision of public transport
- To make adequate provision for both car and cycle parking
- To strictly limit new development associated with roads.

In relation to Helmsley, the development limits have been drawn very tightly to take account of the need to protect the important landscape areas around the town from further urban encroachment. Ryedale consider that there is no capacity within its planning area for significant further development other than limited infill. Within the conservation area development would be expected to reflect the style and appearance of the existing built environment.

In addition to the policies outlined above, the local plan identifies a site for employment related development to the East of Riccal Drive and also East of the existing industrial development at Sawmill Lane. This would enable the development of a link road from Riccal Drive to serve the development.

### 4.4 National Planning Policy Guidance

Both the strategy and the aforementioned documents are produced within the context of wider government policy relating to land-use planning. This is generally issued in the form of Planning Policy Guidance notes (PPGs). PPG 13 relates specifically to Transport and was revised in March 2001. It sets out far reaching aims that include:

- To reduce the growth in length and number of motorised journeys;
- To encourage alternative means of travel which have less environmental impact; and,
- To reduce reliance on the private car, including through the designation of maximum rather than minimum parking standards on the basis that a balance has to be struck between encouraging new investment in town centres by providing adequate levels of parking, and potentially increasing traffic congestion caused by too many cars.

PPG 13 states that:

- Well-designed traffic management measures can contribute to planning objectives in a number of ways, including:
  - Reducing community severance, noise, local air pollution and traffic accidents;
  - Promoting safe walking, cycling and public transport across the whole journey;
  - Improving the attractiveness of urban areas and allowing efficient use of land;
• Helping to avoid or manage congestion pressures which might arise in central areas from locational policies;

• Resident parking schemes and other controls to avoid on-street parking in areas adjacent to developments with limited on-site parking; and

• Producing better and safer local road conditions in rural areas and reducing the impacts of traffic in sensitive locations, while facilitating the access that is important to maintaining a vibrant rural economy.

• When desirable, the strategy will also take account of PPG 7, which provides guidance on development in rural areas and PPG 15, which covers development in historic environments.

4.5 Traffic Management Strategy Objectives for Helmsley

The overall aim for the Town Centre Traffic Management Study for Helmsley is to produce an integrated strategy for the Town Centre aimed at securing long lasting improvements, especially for vulnerable road users, whilst maximising the economic and environmental well being of the town and minimising existing or potential sources of detrimental impact. To enable delivery of this aim, a number of objectives have been determined. These are:

• Improvements in safety by one or a combination of measures such as traffic management including traffic calming, remedial measures at identified accident locations, measures to minimise conflicts (particularly in the Market Place), and parking restrictions;

• Environmental enhancement through traffic management to reduce traffic congestion, discouragement of ‘rat-running’, and restricting vehicular traffic to appropriate routes, improved pedestrian facilities in the Market Place, and parking control;

• Promotion of more sustainable transport through improvements in public transport provision and passenger facilities, parking control, and measures to promote walking and cycling;

• Equity issues addressed by providing for the non-car user through better public transport provision and facilities, and better infrastructure provision for pedestrians, particularly the elderly and disabled, and for cyclists;

• Accessibility improvements to reduce the impact of severance, particularly for pedestrians in the area of Market Place, and improved vehicular access to the industrial estate and arrangements for servicing of commercial premises;
Improvements in efficiency, particularly of public transport through better integration of services, and reduction of traffic and parking congestion in the town centre; and

Facilitate economic activity by providing for visitors and shoppers, enhancing the attractiveness of the town centre, better signage information, provision of suitable car parking facilities, provision of additional motorcycle parking, improvements for pedestrians in the Market Place, measures to improve access to the industrial estate and provide for servicing of commercial premises in the town centre.

4.6 Finance and Implementation

NYCC Traffic Management Priority System

North Yorkshire operates a system by which various problems and potential solutions to traffic management issues in and around Helmsley are sent to the Area Traffic Manager. These are then prioritised in a report to the NYCC Ryedale Area Committee. The Committee decides which matters are worthy of further investigation. Two issues were outstanding of relevance to the Strategy:

- A review of traffic signage in Helmsley; and,
- A request for waiting restrictions on Carlton Lane.

Programmed schemes with indicative levels of funding

The NYCC budget for capital expenditure on transport schemes is set annually by central Government with indicative allocations for future years. NYCC programmes schemes based on priority and the levels of this settlement. Schemes in and around Helmsley, of relevance to the Traffic Management Strategy are detailed in Table 1.

Table 1: NYCC Programmed Schemes

<table>
<thead>
<tr>
<th>Type of Scheme</th>
<th>Location</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic Signing</td>
<td>Ryedale</td>
<td>£13,000</td>
</tr>
<tr>
<td>Disabled Facilities</td>
<td>Helmsley (Town Council)</td>
<td>£1,200</td>
</tr>
<tr>
<td>Cycle Plan and implementation</td>
<td>North Yorkshire Moors</td>
<td>£40,000</td>
</tr>
</tbody>
</table>
5. Developing the Traffic Management Strategy

5.1 Identification of Options

Based on the information provided in Sections 3 and 4 of this report, a number of practical measures for improving traffic management in Helmsley were identified with reference to the NYCC hierarchy of road users. These comprised:

- A number of pedestrian improvements including dropped kerbs, tactile paving and a pedestrian 'Puffin' crossing on Bondgate;
- Advisory cycle lanes and secure cycle parking;
- Upgrading of existing bus stops and public transport information provision;
- A residents parking zone; and,
- Three main options for managing traffic in the town.
  - Option A: Road Safety Improvements including:
    - Speed reduction and traffic calming on Ashdale Road and Carlton Lane;
    - Improvement of the junction of the A170 Linkfoot Lane with Riccal Drive; and,
    - Removal of a short section of parking on Carlton Lane linked to the creation of a new footway.
  - Option B: One Way Traffic Flow and Home-zone, comprising:
    - Clockwise one-way flow around the town centre utilising Bridge Street, Buckingham Square, Castlegate and the North side of the Market Place;
    - A Home-zone to include The Limes and Ashdale Road; and,
    - Improvement of the junction of the A170 and Ashdale Road.
  - Option C: Car Parking, modifications to the Market Place resulting in a reduction in short-stay parking spaces and the potential creation of additional long-stay spaces by expanding an existing or developing a new car park.

5.2 Stakeholder Workshop

These measures were presented to a stakeholder workshop held in Helmsley on 16th April 2002, attended by 12 stakeholders and 6 NYCC officers. A full list of attendees is included at Appendix 2. Following the presentation the stakeholders were given the opportunity to discuss the measures in detail. Key elements of the discussion were:
Pedestrian Improvements

- Narrow the carriageway at the junction of Bridge Street and Buckingham Square to improve pedestrian facilities.
- The upstand on the dropped kerbs is currently up to 25mm, which is too much for some motorised wheelchairs and is not in keeping with current guidance which states that the kerbs should be flush, although an upstand of 6mm ‘check’ to facilitate drainage is usually acceptable by most disability groups.

Cycle Improvements

- NYCC are working on a cycle plan for the wider area.
- Cycle routes should be extended into the Market Place.
- Can the old railway alignment be used for cycling?
- Cycle parking would be best if 2 or 3 locations could be provided in the Market Place, each with 2 or 3 spaces.

Public Transport Improvements

- Consider the provision of bus stops on the A170 at the end of Riccal Drive.
- Can a coach drop-off be provided? (Plate 5)

Plate 5: Coach Parking in the Cleveland Way Parking Area
Residents Parking Zone

A residents parking zone should include all roads and back alleys.

The Parking Zone would not mean charging for on-street parking.

Signing to car parks also needs to be improved.

The zone is not intended to chase visitors away from Helmsley.

Option A: Road Safety Improvements

- Extend the 20mph zone on Carlton Lane to include the Medical Centre and the junction with Elmslac Road.
- Why not a wider zone including Bridge Street.
- If Ashdale Road is traffic calmed traffic may be displaced on to Pottergate.
- Speed cushions were preferred to speed tables on Ashdale Road.
- North Yorkshire Police would support a properly engineered 20mph zone.
- Riccal Drive was constructed to act as both a residential and industrial estate distributor.

Option B: One-Way Traffic Flow and Home-zone

- Consider a pedestrian crossing on Castlegate.
- Consider 2-way traffic on Buckingham Place. High Flows from Duncombe Park to the South are required 3 to 4 times per year. Could this be accommodated?
- Delivery vehicles should not block the carriageway on Bridge Street.
- There is already a considerable volume of HCV traffic on Castlegate.
- Parking spaces on the East side of Bridge Street are safe for drivers to pull out.
- Extend the Home-zone to include Pottergate.
- Could other areas subsequently be turned into Home-zones?

Option C: Car Parking

- North Yorkshire Police suggested including a high visibility motorcycle park in the Market Place.
- Several options are needed for the Market Place.
- Disabled parking provision needs to be retained.
• We should pedestrianise the ‘Market’ area retaining short-stay parking in the remainder of the Market Place.

• Helmsley is seen as a motorcycle friendly town.

• Motorcyclists should not be discriminated against.

5.3 The Strategy Options in Detail

The comments provided in the stakeholder workshop were used to refine the measures and options into a package suitable for public consultation. The resulting measures are:

Complementary Measures

The complementary measures included:

• Improvements to pedestrian crossing points through the introduction of dropped kerbs and tactile paving to comply with the Disability Discrimination Act. The location of these is discussed in detail in the Pedestrian Action Plan, but in summary includes, High Street, Canons Garth Mews, Bondgate, Ashdale Road, Pottergate, Castlegate and Buckingham Square.

• A designated pedestrian route through the car park that is in the Market Place, linking the key pedestrian route alongside the Town Hall to the main bus stop and Feversham Memorial.

• A pedestrian ‘Puffin’ crossing on Bondgate in the vicinity of Carlton Road, providing a safe crossing point on the key pedestrian route between the residential area to the South of Bondgate, and the Primary School and Medical Centre to the North of Bondgate (Plate 6).

• Advisory cycle lanes on both Linkfoot Lane (Plate 7) and High Street/High Road linking the centre of Helmsley to the North Yorkshire Moors Cycle Network whilst providing the added benefits of increased protection for cyclists and a visual narrowing of the carriageway to slow down drivers.

• Cycle parking in the Market Place to cater for both utility and recreational cyclists as well as potentially providing interchange between cycle and bus for local residents.

• Speed reducing measures including a 40 mph buffer zone and a gateway feature in advance of the current 30 mph limit on Linkfoot Lane. A cycle crossing point could be linked to a gateway feature in the vicinity of the lane leading to Harome.
Plate 6: Bondgate, Looking East Towards Carlton Lane

Plate 7: Linkfoot Lane, Looking West Towards Helmsley
• Introduction of a residents parking zone incorporating Canons Garth Lane, Bondgate, Pottergate, Eastgate, The Crescent and Ryegate, providing unlimited parking for residents with a permit whilst limiting non-residents to a 2 hour duration. Additional visitor permits could be provided to hotels and guesthouses. The zone would have the benefits of discouraging long-stay parking on street and thus increasing turnover for those using the town’s facilities and shops as a service centre. The administration charge for such a permit elsewhere in North Yorkshire is in the range of £10 to £15 per annum.

Option A: Road Safety Improvements

• Option A focused on providing road safety improvements in the vicinity of the Helmsley County Primary School on Carlton Lane and on Ashdale Road. In both areas the speed limit would be reduced to 20 mph and complementary traffic calming measures would be provided. Signing would be kept to the minimum permitted by signing regulations.

• At the Western end of Carlton Lane parking would be removed on the South side of the carriageway to allow a continuous pedestrian strip to be provided on this key pedestrian route to the Primary School. Some cutting into the embankment on this side of the road may be necessary.

• Improvement of the junction of Linkfoot Lane and Riccal Drive would be taken forward in conjunction with future development of the industrial estate in line with Ryedale District Council’ Local Plan employment development allocation.

Option B: One Way Traffic Flow and Home-zone

• Option B considered both the residential area between Bondgate and Station Road, and options for traffic movement around the central area. There would be significant potential for the displacement of traffic from either area to the other if developed in isolation.

• Traffic flow within the central area would be revised, with Castlegate becoming one-way northbound and Bridge Street one-way southbound. Two-way flow would be retained across the northern edge of the Market Place. This will allow:
  • Upgrading of footways;
  • Improvement of public transport facilities;
  • Formalisation of parking provision on Castlegate;
  • Provision of a run-off area on Bridge Street for servicing; and,
  • Installation of puffin crossings on Bondgate and on Castlegate.

Roads within the central area would also be traffic calmed.
• A ‘Home Zone’ would be created based on the residential area to the South of the A170, giving residents the chance to choose how the road space within the area is managed in terms of:
  • Environmental enhancement;
  • Restriction of traffic;
  • Parking; and,
  • Alternative use of some space.

• In addition, the junction of the A170, Ashdale Road and Carlton Road would be improved as part of a local safety scheme.

Option C: Car Parking

• Option C considered the implications of removing some or all of the parking from the Market Place to create a more pedestrian friendly environment. There would undoubtedly be a need to displace this parking to short-stay areas on adjacent streets. The residents parking zone would protect residents parking on these streets, but long-stay non-residential parking on these streets may need to be accommodated in an additional car park. Potential locations for additional long-stay parking have been identified as:
  • Adjacent to the A170 to the South of Rye Bridge;
  • To the South of the castle within the grounds of Duncombe Park; and,
  • Through the reorganisation of parking within the Cleveland Way car park.

5.4 Public Consultation

The measures and options described above were presented on a leaflet distributed to 90 stakeholders and statutory Consultees and 907 households and businesses located within one mile of Helmsley Market Place, at the beginning of July 2002. This leaflet was accompanied by a questionnaire, and both are included in this report as Appendix 7.

An exhibition was held between Friday 12th July and Thursday 25th July in Helmsley Town Hall, Market Place, Helmsley. Both Mouchel and NYCC manned this exhibition on Friday 12th and Saturday 13th July.

In addition the consultation materials were posted on the Internet at a site set up for the consultation exercise [http://www.nycc-consultation.info] and a press release was issued by NYCC on 2nd July.
398 questionnaires were returned within the response period, representing a response rate of 38%, including 9 questionnaires completed on the internet. An additional 54 questionnaires were received from those distributed at the exhibition.

5.5 Summary of Consultation Responses

Option A - Safety Improvements

- 60% of respondents supported Option A, 30% did not support this option and 10% did not register an opinion.

Option B - One Way Flow and Home-zone

- 44% of respondents supported Option B, 49% did not support this option and 8% did not register an opinion.

Option C - Car Parking

- 23% of respondents supported Option C, 66% did not support this option and 11% did not register an opinion.

Motorcycle Parking

- 66% of respondents thought that motorcycle parking in the Market Place was acceptable and 28% thought that it was a problem that needed to be addressed.

Complementary Measures

The level of support for complementary measures

- 72% - Pedestrian ‘Puffin’ crossing on Bondgate at Carlton Road.
- 60% - Traffic calming, ‘gateways’ and a 40mph buffer zone on Linkfoot Lane
- 56% - Residents parking zone
- 52% - Dropped kerbs and tactile paving
- 42% - Cycle parking in the Market Place
- 36% - Advisory cycle lanes on Linkfoot Lane and High Street/High Road
- 32% - Designated pedestrian routes within the Market Place Car Park.

Additional Detailed Comments

A number of additional detailed comments were received. These are summarised in Appendix 8.
6. The Helmsley Traffic Management Strategy

The consultation results were reported to the North Yorkshire County Council Ryedale Area Committee on 9th October 2002. The report asked members of the committee for support of the following proposals:

- A Puffin Crossing on Bondgate at Carlton Road.
- Traffic Calming, ‘gateways’ and a 40 mph buffer zone on Linkfoot Lane
- A Residents Parking Zone incorporating Canons Garth Lane, Bondgate, Pottergate, Eastgate, The Crescent and Ryegate.
- Dropped kerbs and tactile paving at critical locations in the town.
- A comprehensive review of all existing signing in the town.
- Suitably designed cycle parking facilities in the Market Place
- The unsegregated cycle/pedestrian path alongside Linkfoot Lane.
- Option A - Including 20mph zones for Carlton Lane near the Primary School and for Ashdale Road; the provision of a footway on Carlton Lane and a future improvement of the Linkfoot Lane (A170) junction with Riccal Drive to be linked to future development of the industrial estate.
- Market Place - To consider modest alterations in conjunction with Helmsley Town Council, Ryedale District Council and the National Park Authority, incorporating some improvements to the main bus stop adjacent to the Feversham Memorial and to the areas designated for motorcycle parking whilst at the same time incorporating an appropriately designed area for cycle parking.
- Motorcycle Parking - That with the exception any modest alterations connected with improvement of the main bus stop, no further action is taken on this issue.

The members resolved to support the proposals described above. The main text of the committee report and minutes of the meeting are included as Appendix 9.

The North Yorkshire County Council Director of Environmental Services, Mike Moore, made an executive decision on 25 November 2002 as follows.

1. That the parking strategy for Helmsley be adopted which includes the proposals contained in Option A as described in the public consultation leaflet and as indicated on drawing B9329/013/008 which were displayed at the County Council’s Ryedale Area Committee on 9 October 2002.
2. Some minor modifications in Helmsley Market Place be investigated with the aim of achieving improvements to the environmental quality of this important space, together with improvements to the bus stop facility and motorcycle/pedal cycle parking areas.

Alternative strategy as described in the consultation leaflet and in the report to the Area Committee of the 9 October 2002 was rejected in favour of Option A. A parking strategy (Option C) was also rejected in favour of the more modest proposals in Helmsley Market Place described above.

Drawing no. B9329/013/008 is attached to this report.

6.1 Implementation of the Strategy

A phasing programme has been devised to implement the Helmsley Traffic Management Strategy. This is summarised in Table 2, below, and sets out the main measures and options, the timescale for implementation and current estimated cost of the project. North Yorkshire County Council’s Ryedale Area Committee has agreed the programme and an officer group has been established to oversee the implementation of the study.
<table>
<thead>
<tr>
<th>Scheme</th>
<th>Year</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropped kerbs and tactile paving</td>
<td>2002/03</td>
<td>£19,400</td>
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<tr>
<td>Footway improvement - Carlton Lane</td>
<td>2002/03</td>
<td>£10,500</td>
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<tr>
<td>Improvement of bus stop on Bondgate</td>
<td>2003/04</td>
<td>£10,500</td>
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<tr>
<td>Puffin Crossing on Bondgate at Carlton Road</td>
<td>2003/04</td>
<td>£41,800</td>
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<td>Cycleway on northern verge of the A170 Linkfoot Lane</td>
<td>2003/04</td>
<td>£96,200</td>
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<tr>
<td>Cycle parking in the Market Place</td>
<td>2003/04</td>
<td>£1,600</td>
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<tr>
<td>Gateway features and 40mph zone on the A170 Linkfoot Lane</td>
<td>2003/04</td>
<td>£23,400</td>
</tr>
<tr>
<td>Traffic calming and 20mph zone - Carlton Lane</td>
<td>2003/04</td>
<td>£48,600</td>
</tr>
<tr>
<td>Traffic calming and 20mph zone - Ashdale Road</td>
<td>2004/05</td>
<td>£48,600</td>
</tr>
<tr>
<td>Residents Parking Zone</td>
<td>2005/06</td>
<td>£30,000</td>
</tr>
<tr>
<td>A170 / Ashdale Road junction improvement</td>
<td>2005/06</td>
<td>£100,000</td>
</tr>
<tr>
<td>A170 Linkfoot Lane / Riccal Drive junction improvement</td>
<td>2006/11</td>
<td>£150,000</td>
</tr>
<tr>
<td>Traffic signs audit</td>
<td>2003/04</td>
<td>£21,000</td>
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<tr>
<td>Bus stop improvement in the Market Place</td>
<td>2004/05</td>
<td>£80,000</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>£681,600</strong></td>
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Appendix 1: Consultants Brief
CONSULTANTS BRIEF FOR THE PRODUCTION OF A TOWN CENTRE TRAFFIC MANAGEMENT STRATEGY FOR HELMSLEY

1.0 INTRODUCTION

1.1 This brief sets out the requirements for undertaking an analysis of the issues involving all modes of transport in Helmsley, North Yorkshire, and for producing an integrated strategy aimed at securing long lasting improvements, especially for more vulnerable road users.

1.2 The proposed strategy must be a practical and pragmatic document; i.e. it must be capable of realisation both in practical and financial terms, given likely levels of LTP funding over the next 5-6 years, and taking account of the fact that 6 or 7 town strategies are likely to be completed in each of the next 5 financial years. The strategy must identify proposed schemes, budget costs and a suggested priority and programme.

1.3 In developing the strategy, Consultants will need to ensure that all appropriate partner organisations are identified, and that they, together with the local elected member and members of the public are consulted and fully involved before forming any conclusion at relevant stages of the study. This will involve careful planning and effective organisation since it is expected that from commencement of study to completion of final report will take no longer than 6 months. The principal contact officer during the preparation of the study will be the County Council’s relevant Area Traffic Manager, and guidance will also be available from the Senior Assistant Engineer (Traffic Management) SAE(TM), the Passenger Transport Manager (PTM), and the Senior Assistant Engineer (Forward Planning) SAE(FP) as appropriate, all of whom are based at County Hall.

1.4 Any issues and/or additional requirements which are specific to the town covered by this study are listed at Appendices A and B to this Brief. The Consultant will be expected to include in his work on this study, consideration of all of the particular issues listed at Appendix A, and to undertake all of the additional requirements listed at Appendix B.
NOTE: The inclusion of Appendix A with a study brief is to provide the opportunity to ensure that the Consultant includes particular issues already identified as critical in the preparation of the traffic strategy, but which might otherwise not be included.

The inclusion of Appendix B will inform the Consultant that a Pedestrian Action Plan and/or a Cycling Plan is needed as a separately identifiable element of the study.

2.0 STUDY FRAMEWORK

2.1 Whilst not intended to be totally prescriptive in terms of the format of the study and the report, it is expected that the following stages will be included in the Consultants work.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Preliminary Arrangements</td>
<td>Organise brainstorming session involving Area Chairman, Local Member and Officer Sub-Group to identify main issues.</td>
</tr>
<tr>
<td>2</td>
<td>Background</td>
<td>An introduction to the area to be studied including preparation of base plans showing main traffic generators, main features including car parks, bus and rail stations, on-street parking areas and extent of waiting restrictions, any one-way streets or other restricted junction movements, including any significant constraint on vehicle movements such as HCV bans, pedestrian crossings, roundabouts and signalised junctions. The text to include a summary of major vehicle and pedestrian activities, including a review of movement patterns, parking numbers, bus stop locations and locations where there are known speed problems and/or a high incidence of personal injury accidents. This work should be based on information obtained from existing survey sources and from Area Traffic Managers knowledge of the town in question; supplemented only by snapshot surveys where no other information is available. Agree first draft with ATM/SAE (TM)/SAE(FP)/PTM/Div Eng (Officer Sub-Group). Also confirm agreement on issues to be addressed.</td>
</tr>
<tr>
<td>Stage</td>
<td>Description</td>
<td>Comments</td>
</tr>
<tr>
<td>-------</td>
<td>-------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>3</td>
<td>LTP context</td>
<td>This stage is required to identify the LTP policy implications insofar as they affect the study area, identifying in particular, LTP priorities, indicated levels of available funding and schemes already programmed.</td>
</tr>
<tr>
<td>4</td>
<td>Identify and agree key partner organisations</td>
<td>List contact organisations in consultation with Officer Sub-Group, make contact with invite to and arrange first workshop.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Aim of Workshop</strong>— To identify current problems and issues, and key partners for representation at future partnership meeting(s).</td>
</tr>
<tr>
<td>5</td>
<td>Production of current problems and issues chapter</td>
<td>It will be the responsibility of the Consultant to ensure that the workshop secures an agreement on the main issues which need to be addressed, and their relative priority. It is expected that the following areas will be covered as a minimum.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(i) Pedestrian problems and needs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(ii) Cycling and cycle facilities.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(iii) Public transport including rail (if appropriate), buses and taxis.</td>
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<td></td>
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<td>(iv) Servicing.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(v) Vehicular traffic — congestion/parking/demand management.</td>
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<tr>
<td></td>
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<td>(vi) Mobility/Disabled access considerations.</td>
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<tr>
<td></td>
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<td>(vii) Safety problems, and vehicle speed issues.</td>
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<td></td>
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<td>(viii) Environmental concerns including identification of locations/sites likely to benefit from either school or Green Travel Plans.</td>
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<td></td>
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<td>(ix) Land use allocations in District Local Plan so as to identify any future major traffic generators.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Having obtained a consensus view from the workshop, the Consultant will be required to independently review the areas of concern identified, produce appropriate plans and a written summary of the issues, which will form a chapter of the final report.</td>
</tr>
<tr>
<td>Stage</td>
<td>Description</td>
<td>Comments</td>
</tr>
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<td>-------</td>
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</tr>
<tr>
<td>6</td>
<td>Strategy Objectives</td>
<td>Completion of this stage is a vital milestone in the study and should draw together the main factors identified in Stage 5, and formulate a set of critical objectives for the strategy. Initially these, together with the current problems and issues chapter, must be agreed with the Officer Sub-Group and then with the key partners at a study partnership meeting to be organised by the Consultant. It is anticipated that the consultant will be guided by the County Council's principle objectives which, in priority order, seek to improve conditions for pedestrians, cyclists, public transport users and vehicle drivers, having particular regard to meeting the County Council's road safety objectives and targets. <strong>Aim of meeting</strong> - To agree a final draft of the current problems and issues chapter and to agree the critical objectives for the strategy.</td>
</tr>
<tr>
<td>7</td>
<td>The Strategy</td>
<td>The formulation of an integrated management strategy for the town. This stage should include the production of appropriate plans to demonstrate the way various proposals will integrate as part of an overall strategy. The text will be expected to describe in detail the approach to meeting the critical objectives, indicate areas for priority treatment, identify individual schemes for implementation and indicative budget costs, and produce a prioritised programme of work having regard to likely funding levels in the LTP which will need to be ascertained by discussions with the appropriate Client Officers. Any potential sources of 3rd party funding for particular elements of the strategy should be identified. Where separate walking and cycling strategies are called for, separate priority lists for pedestrian and cycling facilities must be identified, together with outline implementation programmes based on the likely available funding levels in the LTP.</td>
</tr>
<tr>
<td>Stage</td>
<td>Description</td>
<td>Comments</td>
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<tr>
<td></td>
<td>A draft of this chapter must be produced for agreement by the Officer Sub-Group, and then circulated to key partners for comment. A further workshop meeting should then be arranged to discuss any suggested amendments.</td>
<td><strong>Aim of Workshop</strong> - To secure agreement to the detailed draft strategy, and agree the method of public consultation.</td>
</tr>
<tr>
<td>8</td>
<td>Other consultations</td>
<td>The draft of the document incorporating stages 1-7 will then be circulated for wider consultation with the public. The consultant will be responsible for production of a questionnaire/explanatory leaflet and any exhibition material and will be expected to allow for the attendance of one officer at the public exhibition for an 8-hour period. The response to this round of public consultation must be collated and appropriate responses formulated prior to the production of any amendments to the draft document. The draft should be circulated to key partners if it is agreed with the Client Officer Group there are any significant changes arising from the public consultation stage. A further partnership meeting would, in this eventuality, need to be organised to discuss and agree any changes. The draft document must then be reported to the County Council's Ryedale Area Committee for approval. The Consultant should allow for the production of an amended document, suitable display drawings for the Committee meeting and for attendance at the meeting. At this stage, the final draft should also include an implementation programme, identification of additional sources of funding, LTP funding profile, and proposals for monitoring the outcomes of the various scheme elements and the criteria by which they should be monitored.</td>
</tr>
<tr>
<td>Stage</td>
<td>Description</td>
<td>Comments</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>9</td>
<td>Final draft</td>
<td>Following the Area Committee meeting, the Consultant will be responsible for producing any amendments to the document, for circulating a copy of the final draft to key partners and for producing 6 copies with bound-in plans to the Client.</td>
</tr>
</tbody>
</table>

3.0 GENERAL REQUIREMENTS

3.1 The Consultant will be expected to undertake the Helmsley study (from commencement to completion and circulation of final draft) in a 6 month period. The Consultant will be responsible, within 1 week following the issue of the commission, for producing, for approval, a detailed programme of study activities, including all partnership meetings and consultation stages. This programme will be used by the Client to monitor progress on the study.

3.2 It is emphasised that this study is to include the whole of the town, but should concentrate on major corridors of movement. It is not expected that issues in particular residential or industrial areas of the town should be examined in detail.

3.3 There will be a presumption that the strategy will be developed in such a way as to reflect the LTP priority accorded to different categories of users, as follows.

1. Pedestrians; in particular taking account of the needs of the disabled.
2. Cyclists.
4. Vehicle drivers.

This order of priorities should also be viewed in the context of maximising the economic well being of the town and minimising/removing existing or potential sources of detrimental environmental and commercial impact. It is also vital that the strategy takes due account of the County Council's accident reduction targets and that all proposed schemes form an integral part of an urban safety management programme.
3.4 It is not expected that any significant survey work should be necessary, but the Consultant will be expected to have allowed in the programming and in the pricing for the study, for undertaking sufficient additional “snapshot” surveys to ensure that any conclusions/recommendations reached which are dependent on survey figures are sufficiently robust.

3.5 The Consultant will be deemed to have fully satisfied himself as to the requirements of this brief once he has provided programming and pricing details to the Client. Any clarification must be obtained prior to commencement of Stage 1 of the study as outlined in Section 2 of this brief.
Helmsley Traffic Management Study

Appendix A

Some major issues:-

(i) Impact of HCV movements.

(ii) Traffic speeds on A170 approaches.

(iii) Car and motorcycle parking, especially in the Market Square.

(iv) Rat-running to avoid town centre.
Town Centre Traffic Management Studies

Appendix B2 – Local Cycling Plan

A stand alone Local Cycling Plan for Helmsley should be produced. This should include the following sections:

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Comments</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
<td>Provides the policy background to cycling provision in North Yorkshire.</td>
</tr>
<tr>
<td>2</td>
<td>Aims and Objectives</td>
<td>Give details of the aims and objectives of the Local Cycling Plan</td>
</tr>
<tr>
<td>3</td>
<td>Problems</td>
<td>Gives details of the problems encountered by cyclists in the study area. Should include both generic problems and those specific to the area.</td>
</tr>
<tr>
<td>4</td>
<td>Opportunities</td>
<td>Gives details of opportunities for cycling in the study area.</td>
</tr>
<tr>
<td>5</td>
<td>Cycle Routes</td>
<td>Gives details and justification of cycle routes and shorter cycle links to be implemented in the study area.</td>
</tr>
<tr>
<td>6</td>
<td>Cycle Parking</td>
<td>Gives details of the locations of proposed cycle parking facilities in the study area. This should include those being provided by NYCC and those at other locations (e.g. leisure centres) which NYCC will encourage other bodies to provide.</td>
</tr>
<tr>
<td>7</td>
<td>Cycling Promotion and Education</td>
<td>Gives details of proposals both locally and county wide for the promotion of cycling and education of all road users on cycling matters.</td>
</tr>
<tr>
<td>8</td>
<td>Local Targets</td>
<td>Gives details of local targets to increase cycling and reduce the cycle accident history in the study area.</td>
</tr>
<tr>
<td>9</td>
<td>Implementation and Priorities</td>
<td>Gives details of the ranking for implementation of cycle routes and facilities identified in the plan.</td>
</tr>
</tbody>
</table>

A copy of the draft Filey Cycling Plan is enclosed as an example of the expected format. The above format should, in general, be followed. However departures from this format may be justified in some areas where local circumstances dictate.

Much of the above detail can be directly drawn from information included in the main study.

Where a Local Cycling Plan is to be produced the consultant should include one or more local cyclists in the partnership meetings or set up a separate cycling sub group.

All routes and facilities included in the Local Cycling Plan should be in accordance with the NYCC Guidelines on Provision of Cycling Facilities.
Appendix 2: Helmsley Workshop Attendees
Workshop Attendees 2nd October 2001

Stakeholders

County Councillor Geoff Rennie
County Councillor Val Arnold
Neil Lewis - North Yorkshire Moors National Park
Bob Rattray - Helmsley Traffic Action Group
David Goodman - Helmsley Traffic Action Group
Miles Moorby - Helmsley Traffic Action Group
J Davison - Ryedale District Council
J Barker - Helmsley Town Council
John Dale - Duncombe Park Estates / Clerk to Helmsley PC
Jonathan James - Freight Transport Association
P Armstrong - Ryedale District Council
Geoff Eborall - Motorcycle Action Group
Mr Douglas - Motorcycle Action Group
K Briggs - Cyclist Touring Group
K Harvey - Thomas the Baker
Mr Booth - Headteacher – Helmsley Primary School
Mrs Gallier - H Morse & Son
Mr & Mrs Richardson - ND Richardson (Coach Operators)
P Allison (Practice Manager) - Helmsley Health Centre
E Wardle – Harome Parish Councillor

NYCC

Stewart Hurst - Group Engineer Traffic Management
John Laking - Passenger Transport Group
Andrew Bainbridge - Forward Planning
Tony Wright - Area Traffic Manager

Mouchel

Alan Bunting
Colin Brown
Lee Foulner
Paul Fotheringham
Workshop Attendees 16th April 2002

Stakeholders

County Councillor Geoff Rennie
County Councillor Val Arnold
Neil Lewis - North York Moors National Park Authority
Phil Long - Ryedale District Council
Val Dilcock - Ryedale District Council
Sarah Parkinson - Ryedale District Council
John Dale - Helmsley Town Council and Duncombe Park Estate
Val Travis - Helmsley Traffic Action Group
PC Richard Bentley - North Yorkshire Police
George Peach - Confederation of Passenger Transport
Paul Radcliffe - Helmsley Walled Garden
Mrs P Armstrong - Market Traders Association

NYCC

Stewart Hurst
Andrew Bainbridge
Philippa Lingard
Ian Pearson
Tony Wright
Peter Renshaw

Mouchel

Alan Bunting
Colin Brown
Matt Steele
Lee Foulner
Paul Fotheringham
Appendix 3: Helmsley Pedestrian Action Plan
HELMSLEY PEDESTRIAN ACTION PLAN

June 2003

Prepared for:
North Yorkshire County Council
County Hall
Northallerton
North Yorkshire
DL7 8AH

By:
Mouchel Consulting Limited
21 Front Street
Acomb
York
YO24 3BW
### DOCUMENT PREFACE SHEET

**Project Title:** Helmsley Traffic Management Strategy  
**Project No.:** B9329/013  
**Document Title:** Helmsley Pedestrian Action Plan  
**Issue:** 2  
**Status:** Final  
**Document No.:** 003

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*LATEST ISSUE MUST HAVE INITIALS AND SIGNATURE, PREVIOUS ISSUES ONLY REQUIRE INITIALS*

(F07MF - 14/05/99) (b)
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4. Pedestrian Routes 5
5. Proposals and Consultation 11
6. Summary 14

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Appendix B Summary of Pedestrian Action Plan Implementation 16

Drawings

013/025 Pedestrian Action Plan
1. **Introduction**

1.1 This Pedestrian Action Plan has been produced in parallel to the Helmsley Traffic Management Strategy, adopted by North Yorkshire County Council on 25\textsuperscript{th} November 2002, and developed in partnership with Mouchel Consulting Limited.

1.2 The Pedestrian Action Plan is entirely consistent with the aforementioned strategy, but can be read separately without referring to the strategy document.

1.3 This report sets out:

- The objectives of North Yorkshire County Council for Pedestrians and specific aims for this plan.
- The principal features and pedestrian attractors within the town.
- Key pedestrian routes within and around the town.
- Proposals for improvement
- Consultation responses

1.4 The outcome of the Pedestrian Action Plan is summarised in Appendix A, Appendix B and on Drawing B9329/013/025.

2. **Objectives**

2.1 North Yorkshire has adopted a Pedestrian Strategy, which commits it to produce a Pedestrian Action Plan for all towns within the county. This contains a number of objectives:

- To maximise the role of walking in order to reduce the use of and the reliance on the private car.
- To identify and improve, based on an assessment of demand and potential demand, high quality networks providing safe, convenient and attractive routes for pedestrians in urban areas.
- To ensure that in assessing transport and development proposals, the needs of pedestrians are the first priority.
To maintain and improve the network of rural, urban and interurban pedestrian routes, hence achieving greater public satisfaction.

To ensure that suitable facilities for the mobility impaired are provided, wherever possible, on the key pedestrian route network. To improve the facilities on all pedestrian routes and to ensure appropriate facilities are always provided when new and refurbished pedestrian crossings are installed.

The preparation and implementation of the Pedestrian Action Plan is intended to provide a means to assist in achieving these objectives within the study area.

2.2 Specific Objectives

The specific aims of the Pedestrian Action Plan are outlined below:

- To identify key pedestrian routes based on an assessment of demand and potential demand;
- To determine any shortfall in facilities, particularly for disabled users, along these key routes and any significant shortfalls on any other important pedestrian routes;
- Identify actions and/or facilities to address any shortfall; and
- Prioritise proposals for improvements required to these routes.

The ultimate aim of the Pedestrian Action Plan is to ensure that the key pedestrian routes are coherent and of a consistent design standard thereby contributing to the provision of a high quality pedestrian route network. The Plan should also identify all improvements necessary to comply with the requirements of the Disability Discrimination Act (DDA).
3. **Principal Facilities**

3.1 Market Place - The Market Place is the focal point for those living within Helmsley and its rural hinterland. As the centre of the town it is also an attraction to tourists in its own right. Facilities available include a variety of retail premises catering for a wide range of convenience and comparison shopping needs, public houses, hotels and guest houses, a church, banks, post office and town hall, the latter hosting a number of events. The Market Place is also the main bus stop, is used for car parking, and for a market every Friday.

3.2 Tourist Attractions - In addition to the Market Place, the main tourist attractions include Helmsley Castle and Helmsley Walled Garden, both accessed from the path between the Cleveland Way Car Park and the Market Place, and the Duncombe Park Estate, accessed via a private road off Buckingham Square.

3.3 Residential Areas - Helmsley has a resident population of approximately 1,530. The majority of residents are located within the town itself and the main arterial routes, especially the A170 (Bondgate) in the direction of Pickering and B1257 (High Street) in the direction of Stokesley are predominantly residential. Other residential areas are to the north and south of Bondgate including Carlton Road, Carlton Lane, Ashdale Road, Pottergate and Bargate. More recent residential development has occurred between Ashdale Road and Riccal Drive.

3.4 Other Facilities - These include a Medical Centre at the junction of Carlton Lane and Carlton Road, and leisure facilities including a swimming pool on the northern edge of the town accessed by a lane leading off Canons Garth Mews. Helmsley County Primary School is location on Carlton Lane, and Rye Court Residential Home on Pottergate.

3.5 Employment Centres – Large employers within the town include, the North Yorkshire Moors Park Authority, which has offices on Bondgate and a number of businesses located on the Sawmill Lane Industrial Estate.

3.6 It should also be noted that Helmsley lies at the start of both the Cleveland Way National Trail and the Ebor Way. These routes attract a large number of ramblers to the area.
3.7 Two pedestrian accidents resulting in injury were recorded in Helmsley during the period 1999 - 2001. On 18th July 1999 a pedestrian stepped off the pavement on the South side of Bondgate, some 50m East of the Market Place, into the path of a moving vehicle. The pedestrian sustained slight injuries. On 1st September 2000 a vehicle mounted the pavement on Bridge Street at Buckingham Square, causing a pedestrian serious injury. The vehicle failed to stop.

4. Pedestrian Routes

4.1 Key pedestrian routes, not in priority order, have been identified as:

A. *Between the Cleveland Way Car Park, Helmsley Castle and the Market Place* - This route links the main car parking, Helmsley Walled Garden, Helmsley Castle and the Market Place, and is therefore heavily used by visitors to the town. The route is lit, although surface materials vary and for part of its length, pedestrians share the route with motor vehicles (Plate 1). Pedestrians also have to cross Castlegate, which can be busy at times of peak tourist demand. The typical width of the shared section is 4.0m, and around the perimeter of Helmsley Castle is 1.8m. The entry to the Market Place at the side of the Town Hall is 4.8m in width with no defined footway.

B. *Between the Market Place and Bridge Street via Borogate* - The route is frequently used to access the Post Office and the Costcutter supermarket at the lower end of Bridge Street from the Market Place. There are also Public Conveniences located in Borogate. Borogate has limited access for motor vehicles but conflict does occur (Plate 2) with servicing vehicles and at the junction with Bridge Street, the latter being used for unofficial short stay parking by customers of Costcutter.

C. *Between Helmsley County Primary School and the Market Place (via Black Swan Hotel)* - This route is the direct pedestrian route from the primary school and residential area on and to the north of Carlton Lane with the Market Place. Many local people and school children, accessing both the shops and bus stop within the Market Place use it. The lane to the east side of the Black Swan
Plate 1: Looking towards Helmsley Castle from Castlegate

Plate 2: Borogate - Looking south from the Market Place
Hotel has no pedestrian facilities and is of width 3.2m at the entrance from the Market Place. The south side of Carlton Lane to the rear of the National Park offices is used sporadically for parking making walking on the south side of the carriageway difficult. To the north side of Carlton Lane at this point, the footway is raised on top of a bank (Plate 3). Steps are then provided to the uncontrolled crossing point of Elmslac Road, not ideal for those with mobility impairments or with young children.

**Plate 3: Carlton Lane - Sporadic parking and footway on bank**

---

**D. Bondgate** - Bondgate provides a key link from the eastern end of Helmsley including the Medical Centre and Youth Hostel with the National Park Office and the Market Place. Bondgate is also used for free parking, increasing pedestrian activity (Plate 4). Footway widths vary between 1.85m and 2.65m.

**E. Linking Ashdale Road and Helmsley County Primary School** - This route is used mainly by schoolchildren walking to/from the residential areas located either side of Ashdale Road, including the Limes, to/from the primary school. Parents, some of whom also have pushchairs and prams with younger children,
usually accompany the schoolchildren. Residents also use the route to reach the Medical Centre (Plate 5). Many of the users of the Medical Centre are elderly and/or infirm. Additionally, the route also links the residential areas north and south of Bondgate to the bus stop at the junction of Bondgate and Carlton Road. The crossing point of Bondgate is particularly problematic (Plate 6). Footway widths on Ashdale Road vary between 1.5m and 1.8m, and on Carlton Lane vary between 1.75m and 2.0m.

Plate 4: Looking East on Bondgate from Pottergate

F. The Limes to Bridge Street via The Crescent, Eastgate, Pottergate and the snicket between Pottergate and Bridge Street - This route is formed from a mixture of roads, private accesses and through an area of private car parking. It is used by local people living to the east of Pottergate and by car-borne visitors parking on Pottergate. Between The Limes (Plate 7) and Pottergate, the route is constructed of blacktop and is in good condition with a minimum width of
Plate 5: Helmsley Medical Centre

Plate 6: The junction of Ashdale Road, Bondgate and Carlton Road.
1.0m. The snicket through from Pottergate (north of Rye Court) to Bridge Street has a dropped kerb on Pottergate and is used by residents to park vehicles. The width between Pottergate and Holly Court is at least 4m with a loose gravelled surface. Between Holly Court and Bridge Street, the snicket width narrows. Vehicles parked at the rear of properties cause a hazard for pedestrians. A typical footway width on The Crescent is 1.5m.

**Plate 7: Footpath between the Limes and Ashdale Road**

---

G. **Bridge Street** - A number of shops are located on Bridge Street, catering for both local trade and visitors. The footways on Bridge Street have a minimum width of less than 1.0m, particularly on the western side and are frequently obstructed by servicing vehicles. A puffin crossing has been provided across Bridge Street at the southern end of the Market Place. See Plate 8.

H. **Castlegate, Church Street and High Street** - Castlegate is an attractive street with a narrow beck to the east side and is also used by pedestrians to access Duncombe Park. The Beck is culvert under Church Street but re-appears alongside High Street. This route serves a number of additional functions including access to shops located in the vicinity of, and to the north of, the
crossing point of Route A, an alternate access to the Cleveland Way Car Park, access to the Church and residential properties particularly bordering High Street. There are no formal crossing points on this route and typical footway widths on Castlegate are in the region of 1.0m.

Plate 8: Bridge Street - Looking north from Buckingham Square

5. Proposals and Consultation

5.1 The problems and issues regarding all modes of transport were identified at two stakeholder workshops in Helmsley and through observations from a number of other meetings with stakeholders. A large number of the issues raised related to pedestrian and non-motorised accessibility. A visual study was also undertaken of footway widths, condition and obstructions.

5.2 Within the Traffic Management Strategy, three main options ‘Strategy Options A, B and C’ were proposed, as were a number of general improvements.
5.3 Pedestrian related general improvements included:

- Provision of dropped kerbs and tactile paving on the key pedestrian routes
- A ‘Puffin’ crossing on Bondgate in the vicinity of Carlton Road
- Designated pedestrian routes within the parking in the Market Place.

5.4 Pedestrian related measures included within ‘Strategy Option A’ focused on:

- Providing road safety improvements in the vicinity of Helmsley County Primary School on Carlton Lane and on Ashdale Road, with the introduction of 20mph zones including traffic calming measures.
- Providing a continuous footway on Carlton Lane.

5.5 ‘Strategy Option B’ considered traffic passing through the town, particularly in summer months and how this could be best catered for on the existing network of Castlegate, Bridge Street, Pottergate and Ashdale Road. The following three elements were proposed.

1. A one-way system using Castlegate northbound and Bridge Street southbound with:
   - Additional footway width and run-over areas for servicing vehicles on Bridge Street;
   - New puffin crossings on Castlegate and at the entrance to Bondgate from the Market Place;
   - New off-carriageway bus stop provision with a shelter and information; and,
   - Road marking to define parking bays on Castlegate.


3. Improvement of the junction of Ashdale Road, Bondgate and Carlton Road
5.6 Parking was the main focus of ‘Strategy Option C’, which also enabled the improvement of two key pedestrian routes. An increase in pedestrian space within the Market Place by the displacement of parking to other locations and the provision of a pedestrian footbridge over the River Rye in the vicinity of Rye Bridge to the south of the town centre on the A170.

5.7 Public consultation was undertaken during July 2002 and included the distribution of a leaflet and questionnaire to 90 stakeholders and 907 addresses within 1 mile of Helmsley Market Place. A public exhibition was held in Helmsley Town Hall between Friday 12 July and Thursday 25th July. The information and a response form were also placed on the Internet.

5.8 The response rate to the postal survey was 40% and a number of additional responses and comments were received from visitors to the exhibition. The following support for options and measures were obtained.

- ‘Strategy Option A’ - 60%
- ‘Strategy Option B’ - 44%
- ‘Strategy Option C’ - 23%
- Traffic calming, ‘gateways’ and 40mph buffer zone on Linkfoot Lane - 60%
- Puffin crossing on Bondgate at Carlton Road - 72%
- Dropped kerbs and tactile paving - 52%
- Designated pedestrian routes within the Market Place - 32%

5.9 Given the levels of support detailed above, North Yorkshire County Council adopted ‘Strategy Option A’ on 25th November 2002. It was also decided that minor modifications to Helmsley Market Place should be investigated further.

5.10 A few additional comments on pedestrian issues were received.

- 9 respondents supported proposals for improving pedestrian facilities within the Market Place
- 8 respondents requested improved pavements for wheelchair users
- 3 respondents commented on dropped kerbs not being flush with the road.

6. Summary
6.1 Key pedestrian routes in Helmsley have been identified and the problems faced by pedestrians and the mobility impaired, in using these routes, determined.

6.2 A strategy to address these problems has been prepared and integrated with the wider traffic management strategy for the town.

6.3 Local support for the proposed pedestrian route improvements has been tested through public consultation with the whole community.

6.4 Pedestrian signing is to be reviewed as part of a Signing Audit.
## APPENDIX A - Summary of the Pedestrian Action Plan

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>ACTION</th>
</tr>
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<tbody>
<tr>
<td><strong>A</strong> Between the Cleveland Way Car Park, Helmsley Castle and the Market Place</td>
<td>Provision of a Puffin crossing as an element of Option B was rejected through public consultation. No other measures can be provided in the short to medium term.</td>
</tr>
<tr>
<td><strong>B</strong> Between the Market Place and Bridge Street via Borogate</td>
<td>Existing traffic orders need to be enforced. No other improvements are required at this time.</td>
</tr>
</tbody>
</table>
| **C** Between Helmsley County Primary School and the Market Place (via the Black Swan Hotel) | C1 - Provision of a 20 mph zone and traffic calming measures on Carlton Lane  
C2 - Footway improvements on Carlton Lane to the west of Elmslac Road  
Because of physical constraints, it is not possible to provide a footway along the lane adjacent to the Black Swan Hotel. |
| **D** Bondgate | D1 - Provision of dropped kerbs and tactile paving across the entrance to Pottergate. Consideration should also be given to an uncontrolled crossing point on Bondgate in the vicinity of Pottergate. The latter would require the removal of one parking space and a small build-out on the north side of Bondgate. |
| **E** Linking Ashdale Road and Helmsley County Primary School | E1 - Provision of a 20 mph zone and traffic calming measures on Ashdale Road  
E2 - Provision of a Puffin crossing on Bondgate in the vicinity of the junction with Ashdale Road and Carlton Lane  
E3 - Provision of raised table at Medical Centre *(within Action C1)*  
E4 - Provision of dropped kerbs and tactile paving |
| **F** The Limes to Bridge Street | F1 - Provision of dropped kerbs and tactile paving as required |
| **G** Bridge Street  
Footways with a typical width of less than 1m and obstruction of footways by servicing vehicles. | Footway widening as an element of Option B was rejected through public consultation. No other measures can be provided in the short to medium term. |
| **H** Castlegate, Church Street and High Street | Provision of dropped kerbs and tactile paving as required  
Footway widening on Castlegate as an element of Option B was rejected through public consultation. No other measures can be provided in the short to medium term. |
APPENDIX B - Summary of Pedestrian Action Plan Implementation

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<td>C1/E3</td>
<td>20mph Zone Carlton Lane</td>
<td>Introduction of a 20mph zone on Carlton Lane with traffic calming, covering an area which includes Helmsley Medical Centre and Helmsley County Primary School.</td>
<td>£48,600</td>
<td>2003/04</td>
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<td>C2</td>
<td>Footway Improvement Carlton Lane</td>
<td>Creation of a continuous footway on the north side of Carlton Lane</td>
<td>£23,000</td>
<td>2002/03</td>
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<td>E1</td>
<td>20mph Zone Ashdale Road</td>
<td>Introduction of a 20mph zone on Ashdale Road with traffic calming. The scheme is being developed to consider an extended 20mph zone also covering Pottergate, Eastgate and The Crescent.</td>
<td>£41,800</td>
<td>2004/05</td>
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<td>E2</td>
<td>Puffin Crossing on Bondgate</td>
<td>Provision of a Puffin crossing across the A170 on the key pedestrian desire line</td>
<td>£48,100</td>
<td>2003/04</td>
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<td>D1/E4/ F1/H1</td>
<td>Dropped Kerbs and Tactile Paving</td>
<td>Throughout the study area on primary pedestrian routes as required. See drawing B9329/013/025.</td>
<td>£19,380</td>
<td>2002/03</td>
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Appendix 4: Helmsley Cycling Plan
**DOCUMENT PREFACE SHEET**

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Project No.: B9329/013

Document Title: Helmsley Cycling Plan

Issue: 1

Status: Draft

Document No.: 005

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(F07MF - 14/05/99)
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5. Local Cycling Targets 7
6. Implementation 9

Figures

Figure 1 Helmsley Market Place and Linkfoot Lane Unsegregated Path 9
1. **Introduction**

1.1 In March 1999 North Yorkshire County Council adopted a North Yorkshire Cycling Strategy.

1.2 The overall objectives of the strategy are:

   - To maximise the role of cycling as a transport mode, in order to reduce the use of private cars for utility and recreational purposes.
   - To develop a safe, convenient, efficient and attractive transport infrastructure that encourages and facilitates the use for walking, cycling and public transport and which minimises reliance on, and discourages unnecessary use of, private cars.
   - To ensure that policies to increase cycling and meet the needs of cyclists are fully integrated into the Structure Plan, Local Transport Plan, the Road Safety Plan and all other relevant strategies to encourage the appropriate authorities to do likewise for the District Local Plans.

1.3 Policy 2 of the strategy states:

   ‘Cycle studies for each of the major market towns, the two National Parks and other rural areas of the county will be carried out and where appropriate cycle plans developed and implemented. The Sustrans National Cycle Network will form an integral part of these plans’.

1.4 The Helmsley Cycling Plan has been developed as part of the Helmsley Traffic Management Strategy. It is entirely consistent with the latter strategy, but can be read separately without referring to the strategy document. The Plan has been produced with input from:

   - North Yorkshire Moors National Park Authority
   - Ryedale District Council
   - Helmsley Town Council
   - Harome Parish Council
   - The Cyclists’ Touring Club
   - North Yorkshire Police
   - Helmsley Traffic Action Group
- The Freight Transport Association
- North Yorkshire Motorcycle Action Group
- The Duncombe Park Estate
- The Confederation of Passenger Transport
- ND Richardson (Local Coach Operator)
- The Helmsley Market Traders Association
- Helmsley Health Centre
- Helmsley Primary School
- Local businesses, including, Helmsley Walled Garden, Thomas the Baker and H Morse and Son.

1.5 The Helmsley Cycling Plan is also consistent with The North Yorkshire Moors Cycle Plan, currently being prepared for consultation by NYCC.

2. **Cycle Routes, Problems and Opportunities**

2.1 Helmsley is located to the south west of the North York Moors on the A170, 15 miles east of Thirsk. It lies at the point where the valleys of Bilsdale and Ryedale leave the higher moorland and join the flat Vale of Pickering. Helmsley is at an altitude of 56m, whilst the roads around the town, with the exception of the A170 towards Pickering and lane to Harome, rise sharply. The B1257 towards Stokesley rises to 245m at the top of Newgate Bank; The A170 towards Thirsk rises to 106m within 1km of Helmsley and to nearly 300m at the top of Sutton Bank; and Carlton Road reaches 178m at Carlton and over 360m at Botany Bay.

2.2 Although most local journeys are easily within walking distance, it is understood that within Helmsley an element of the retired population has dispensed with the use of cars and use pedal cycles to access the shops in the Market Place. There is also evidence of some cycling to the National Park Headquarters and to the Sawmill Lane Industrial Estate. Cycle count information from 1996 indicated 16 cycle trips in each direction, each day, on Bridge Street.
2.3 Recreational cyclists also use the town’s car parking, shopping and refreshment facilities. Both on-road and off-road cycling is possible from the town, key routes including:

- The B1257 towards Rievaulx;
- Carlton Lane, to and beyond Carlton; and,
- The A170 (Bondgate and Linkfoot Lane) and the unclassified road to Harome.

2.4 Following the production of the North York Moors Cycle Plan by North Yorkshire County Council, Helmsley will provide a key gateway to the wider area. The National Cycle Network (Route 65) passes approximately 10 km to the west and north west of the town.

2.5 Secure cycle parking in Helmsley is limited to provision at the National Park Headquarters on Bondgate. There is no secure cycle parking for either utility or recreational cyclists.

2.6 No road traffic accidents involving cyclists were recorded in Helmsley during the period January 1999 to December 2001.

2.7 The majority of roads within the urban area are subject to differing levels of on-street car parking, some seasonal. Although this makes the provision of on-road cycle lanes problematic, there are a number of opportunities to provide facilities particularly on the Easterly and Westerly approaches to the town. Footway widths are such that neither segregated nor unsegregated shared use routes are appropriate, although widening may be possible on the A170 from Carlton Road to the unclassified road to Harome.

3. Proposals for Helmsley

3.1 A lack of visible secure and indeed covered cycle parking, combined with a general lack of cycle facilities and the narrow nature of Rye Bridge are the main cycle related issues in Helmsley. The latter is particularly problematic given the poor forward visibility and the designation of the structure as a Historic Monument. As part of the traffic management strategy proposals were made for improving cycle parking in the Market Place and for creating advisory cycle lanes on both the A170 Linkfoot Lane to the East of Carlton lane and on the B1257 High Street/High Road continuing as necessary up the bank leaving Helmsley to the West.
3.2 Provision of cycle parking in the Market Place gained 42% support, and the provision of advisory cycle lanes 36% support, in the Helmsley Traffic Management Strategy Consultation exercise. The North Yorkshire County Council Ryedale Area Committee was asked on 9th October 2002 to support suitably designed cycle parking facilities in the Market Place and the construction of an unsegregated cycle/pedestrian path alongside Linkfoot Lane. They resolved to do so. North Yorkshire County Council adopted the Helmsley Traffic Management Strategy incorporating this plan on 25th November 2002.

4. Cycle Promotion and Education

4.1 To ensure that the cycling facilities provided are fully used, the County Council will promote cycle use in Helmsley, focusing on utility cycling. When the facilities are substantially complete, this will include the production of a route map, which will be distributed to all households and businesses in the Helmsley area.

4.2 The County Council will also seek to encourage cycle use through the promotion of Green Travel Plans to major employers and School Travel Plans. Locally based Road Safety Officers will undertake much of this work.

4.3 During the course of a year, there are a number of national and local events, which can be used to promote cycling. The county Council will seek to make use of these including National Cycle Week.

4.4 As an integral part of all cycling promotion the County Council reminds all road users of their responsibilities towards each other. The contribution that considerate behaviour by all road users can make in providing a safer and more pleasant environment should not be underestimated.

5. Local Cycling Targets

5.1 Within the North Yorkshire Cycling Strategy a total of seven key targets were established. These are:

- Target 1 - To identify current levels of cycle usage in North Yorkshire and to subsequently determine and adopt locally appropriate targets which will contribute to a national doubling of cycle usage by 2002 and a further doubling by 2012
Helmsley Cycling Plan
June 2003

• Target 2 - To identify current and potential levels of cycle use for trips to school and to determine and adopt targets to increase the modal share of cycling by pupils of 10 years or older.

• Target 3 - To identify and adopt targets to reduce the casualty rate for pedal cyclists per km cycled.

• Target 4 - To provide, and seek provision by other parties, a minimum of 50 cycle parking facilities per year throughout North Yorkshire.

• Target 5 - To provide on-road cycle training for 20% of 10-12 years olds.

• Target 6 - To identify and ensure that funding bids include significant plans and schemes to benefit cycling, in line with the local cycling strategy.

• Target 7 - To spend, in addition to funding from external sources, at least £70 000p.a. of the County Council Local Transport Plan budget on measures to improve facilities for cyclists.

5.2 Following further consideration by the County Council, it was felt more appropriate to set Target 1 and Target 3 at the Local Cycle Plan level rather than on a county wide basis. Thus, Target 1 has been established using the existing count data and the targets set out within the Government’s Ten Year Transport Plan, combined with the measures to encourage cross-town cycling in Helmsley.

• **Target 1:** To increase cycle use in Helmsley so that by 2010, 50 cycle trips are made in each direction, each day, on Bridge Road.

The National Cycling Strategy suggests that targets for accident reduction for cyclists should be based on a reduction in the casualty rate per km cycled. This was essentially brought about due to past experience of cycle casualty reduction being brought about by reduced cycle use. Target 3 in the North Yorkshire Cycling Strategy was originally to identify and adopt targets based on this philosophy. At present there is no accurate method of establishing cycle accident rates per km cycled. This plan therefore sets a target to maintain at the present low level the total number of cyclist casualties in Helmsley. The maintaining of the number of cyclist casualties when set against increased cycle use would indicate a decreased cycle casualty rate. In order to minimise random variations from year to year targets will be set based on accidents in the three years before the target date. In the three-year period 1999 to 2002 inclusive there were no cyclist casualties in the plan area.
• **Target 3:** To maintain current the zero levels of cyclist casualties in the plan area.

6. **Implementation**

6.1 £97,800 has currently been allocated to implement this plan in the financial year 2003/04. Location of the Market Place and unsegregated path are shown in Figure 1.

6.2 In progressing the North Yorkshire Moors Cycle Plan, it is recommended that consideration should again be given to the provision of an advisory cycle lane, westbound on the B1257 out of Helmsley.

**Figure 1: Helmsley Market Place and Linkfoot Lane Unsegregated Path**
Appendix 5: Workshop 1 Notes: Problems and Issues
Helmsley Town Centre
Traffic Management Study

Workshop 1

List of Issues Identified and
Group Discussion Notes

October 2001

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LATEST ISSUE MUST HAVE INITIALS AND SIGNATURE, PREVIOUS ISSUES ONLY REQUIRE INITIALS.
Helmsley Workshop 1 - Tuesday 2 October 2001

Complete List of Issues identified (Key Issues in Bold)

1. Blue badge holders obstructing footway-crossing points.
2. Speed of all vehicles.
3. Insufficient Motorcycle parking Space.
4. School Pick up/Drop off conflicts.
5. Lack of school signs/markings
6. Market place bus stop used for ‘parking’ causing obstruction.
7. Ryegate/Castlegate parking reduces road width to single lane.
8. Vibration due to HCV’s
10. Difficult access (Servicing the industrial area).
11. Vehicles/pedestrian conflicts in the Market Place.
12. Too many access ways to the Market place car park.
13. Lack of Bus Stop Facilities in market place.
14. Lack of pedestrian provision in the market place.
15. Conflict between pedestrian/Deliveries on Bridge Street compounded by narrow footways and obstructions by blue badge holders.
16. Bridge Street parking/unloading causing obstruction.
17. Lack of temporary of overspill car parking
18. Lack of provision (off-road) for servicing of business premises)
19. Narrow bridge and its alignment causes problems to cyclists safety.
20. Inadequate provision for disabled access.
21. Abuse of ‘access only’ on Borogate – Obstruction by parked vehicles.
22. Lack of Enforcement.
23. Pedestrian/Vehicle conflict on narrow roads leading to Market Place.
24. Lack of accessible visitor parking and signage information.
25. Carlton Lane lack of pedestrian footway and other locations.
27. Driver priority confusion at mini roundabout – also visibility problem.
28. Buses cause obstruction opposite petrol filling station.
29. Lack of pedestrian crossing facilities at Bondgate/Carlton Road Junction.
30. Saw Mill Lane inadequate for present use and access requirements.
31. Ashdale Road/Station Road/Ryegate being used as ‘Rat Run’ to avoid Market Place.
32. HCV’s using Helmsley as a through route.
33. Rear of Feversham Arms – Parking obstructs HCV access to local business.
34. Lack of parking and free parking.
35. Inadequate bus services – Infrequent/inappropriate times for people who work in Helmsley.
37. Lack of parking space on market day.
38. Parking problems near Youth Hostel causing obstruction.
39. Employees journey to work/parking
40. Narrow footways, lack of maintenance.
41. Lack of cycle parking provision for employees.
42. Lack of cycle facilities.
43. Lack of parking for disabled users.
44. Inadequate motorcycle parking.
45. Perceived motorcycle nuisance in general. Intimidation by a minority.
46. Traffic Noise.
47. Signing and access to the swimming pool and cricket club.
Helmsley Workshop 1 - Tuesday 2 October 2001

Group Discussion Notes

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2. Speed of all vehicles

The Problem
Motorbike and car speeds were identified as a problem on:

- Church Street;
- High Street;
- Bilsdale Road;
- Bridge Street between Castlegate and the bridge; and
- all approach roads to the town.

Lorry speeds were identified as a problem on Castlegate.

Suggested Surveys
- Investigate actual traffic speeds on the key roads in the town.

Suggested Options

Approaches roads to the town:

- Introduce a section of 40mph speed limit prior to the 30mph zone;
- construct physical restraint e.g.: speed humps or cushions (but beware of increasing traffic noise as vehicles cross the humps and speed up / slow down between them);
- narrow the road and form a gateway (see Wilton village where this seems to be effective);
- introduce vehicle activated signs to tell drivers that they are speeding; and
- provide more 30mph repeater signs to remind drivers exiting the town that they are still in the 30mph zone.

Streets that may benefit from a 20mph zone:
- near the school on Carlton Road (consider in conjunction with humps / cushions and alternative road surface material / colour);
- Bridge Street where it narrows past the post office;
- Introduce a one-way system:
  - in conjunction with traffic calming measures;
  - this would allow more on-street parking; and
- servicing of shops would need to be considered particularly the post office and Edinburgh Woollen Mill.

Enforcement of speed limits by the police is required.

3. Insufficient Motorcycle parking spaces

The Problem
- Insufficient Motorcycle parking spaces

Observations

- Motorcycle parking needs to be at a central place
- It needs to be on the same basis as provision for other users
- How do we provide for a varying demand?
- Should we provide for one exceptional day in the year?
• Motorcyclists prefer to park in the market place where they can keep an eye on their expensive bikes (security issue)
• motorbike parking is generally short stay

**Suggested Options**

• Temporary reallocation of car parking spaces to motorbikes when demand is high
• Allow motorbikes to use car parking spaces (currently not allowed)
• Provide motorbike spaces in the Cleveland Way car park (but is this too far from the town centre – will bikers use it?)
• parking charges for motorbikes should be less than that for cars
• Helmsley provides a social function / meeting venue for bikers – parking needs therefore to be in one major location
• reduce number of parking spaces for all users in the Market Place

5. **Lack of school signs/markings**

**The Problem**

• No signs or marking outside the school on Carlton Lane
• Conflict arises between pedestrians / parents’ cars / school buses at school drop off / pick up times
• Large buses block the road
• children are ‘handed over’ to parents at the school gate – teachers need to see that children are met by adults
• District Council bottle banks nearby exacerbate the problems
• YHA nearby exacerbates the problems

**Suggested Options**

• Provide zigzag markings and clearly defined pedestrian crossing points
• provide a clearly defined bus bay
• educate the parents
• make the street one-way (not supported by some in the group)
• provide more signs on Carlton Lane
• create an off-road drop-off / pick up area
• introduce a ‘walking bus’
• create a 20mph zone outside the school
• introduce physical restraint e.g. humps and bumps (not popular with some in the group)
• re-route heavy commercial vehicles
7. **Ryegate/Castlegate parking reduces road width to single lane**

   **The Problem**
   - Is worse on Fridays and in the summer tourist season
   - causes great difficulty for access to businesses in the Sawmill Lane area
   - also can affect access to/from the fire station

   **Observations**
   - this seems to be a problem of all day parking – not residents
   - rerouting heavy commercial vehicles and buses away from Castlegate would divert this traffic onto other unsuitable roads
   - on Castlegate the parking is workers during the day and residents at night

   **Suggested Surveys**
   - carry out a survey to find out whether those parking in these areas are residents, shoppers, workers, or visitors

   **Suggested Options**
   - Provide double yellow lines down one side of the road
   - consider 20mph zone and traffic calming
   - consider one way system – Castlegate and Bridge Street
   - unnecessary obstruction is a traffic offence – seek enforcement by the police
   - introduce traffic priority system by signage
   - prohibit all parking on these roads

9. **Inappropriate direction signing**

   **The Problem**
   - Heavy commercial vehicles from Bilsdale passing through the town
   - Heavy commercial vehicles using Ashdale Road

   **Observations**
   - There is rather a lot of traffic sign clutter around the town
   - There is a route signed from the M62 to Teesside via Helmsley and Bilsdale??
   - lack of maintenance i.e. signs obscured by trees and vegetation

   **Suggested Surveys**
   - Carry out a signage audit
   - Research HCV routing – discuss with NYCC freight transport officer

   **Suggested Options**
   - Rationalise signs (enhance ongoing programme)
   - Develop a heavy commercial vehicle routing strategy
   - Clear trees and vegetation that obstruct visibility of signs
   - Remove unnecessary signs from mini-roundabout (e.g. Flamingo Land sign)
10. Difficult access for servicing for the industrial area

The Problem
- Linked to parking problems etc in Ryegate
- Problem with access to industrial area through residential areas
- Unadopted road to industrial premises
- Inappropriate standard of roads to industrial area

Observations
- This issue needs to be viewed in the light of future development proposals. Consider Local Plan proposals and discuss with Ryedale District Council

Suggested Options
- Provide new / improved road links to the industrial areas as part of proposals for future expansion (but need to ensure that this does not itself become a ‘rat run’)
- Consider introduction of a one way system
- Consider adoption and improvement of the unadopted road(s) e.g. Sawmill Lane

12. Too many access ways into the Market Place car park

The Problem
- Pedestrian / vehicle conflict in the market place
- Lack of facilities for waiting bus passengers

Observations
- There are currently six ways for vehicles to enter the Market Place

Suggested Options
- Redesign parking layout
- Formalise a bus stand / pull in
- Limit access to one entry from Bridge Street and one entry from outside the Black Swan
- Have only one entry and one exit
- Provide landscaping
- This asset should be a real focus for the town – remove some parking spaces to make the area more attractive to pedestrian users
- Remove some parking spaces and provide replacements behind the Market Place
- Provide clearly defined footways and crossing points
- Provide bus shelter(s) – but need to keep this away from the monument – vandalism issues to consider
- Need to be sensitive to the environment issues – reduce clutter
- Pedestrianise Borogate and the road through from Castlegate – need to consider deliveries to public house and library
- Restrict times when delivery vehicles can load / unload
14. **Lack of pedestrian provision in the market place**

   **The Problem**
   - Pedestrian / vehicle conflict in the market place

   **Observations**
   - Pedestrianisation of the Market Place would be unattractive to pedestrians due to the proximity of the A170 on the eastern side
   - There are long established rights of way across the Market Place

   **Suggested Research**
   - Check with NYCC ‘Public Rights of Way’ section to confirm established rights of way across the Market Place

   **Suggested Options**
   - Remove all car parking spaces from the Market Place and create replacement spaces elsewhere
   - Remove specific car parking spaces to provide pedestrian areas e.g. outside ‘Nice Things’ and ‘Hunters’
   - Remove some vehicle access ways improve pedestrian safety
   - Plant some trees

15. **Conflict between pedestrian/delivery vehicles on Bridge Street**
    (compounded by narrow footways and obstructions by blue badge holders)

   **The Problem**
   - Post office vans loading / unloading
   - Parked cars of people using post office / post box
   - Deliveries to Edinburgh Woollen Mill
   - Delivery vehicles remaining parked on the street for a long time after the deliveries have been completed
   - Blue badge holders parking on the yellow lines and causing an obstruction

   **Observations**
   - Solution to problem could easily cause other problems

   **Suggested Options**
   - Provide more blue badge parking spaces
   - Provide blue badge parking spaces where obstruction will not occur
   - Provide signs to tell blue badge holders not to park where an obstruction will result
   - Enforcement issue – warn / caution / prosecute blue badge holders that cause an obstruction
   - Encourage businesses to restrict delivery times or take deliveries on less busy days
   - Introduce restrictions on loading / unloading times
• Provide (un)loading / parking areas to the rear of premises on the east side of Bridge Street
• Introduce one way system to free up road space for dedicated loading bays / parking bays
• Review car parking charges to make it more attractive for private cars to park elsewhere

22. Lack of Enforcement

The Problem
• This is a particular problem on Bridge Street

Suggested Options
• Provide more traffic wardens
• Provide more police enforcement

24. Lack of accessible visitor parking and signage information

The Problem
• Visitors drive around / block up the Market Place looking for spaces
• Lack of direction signs to alternative car parks

Observations
• Need signs at mini-roundabout directing visitors to alternative parking

Suggested Surveys
• Carry out signage audit

Suggested Options
• Provide new car park on the other side of the river with a pedestrian link back to the town centre via a new pedestrian bridge over the river
• Provide new car park off the estate access road (this may be a bit remote and security issues would need to be addressed) (need to fence off from cattle)
• Provide ‘overflow car park’ signs directing traffic to Cleveland Way car park from the Market Place
• Provide signs for pedestrians along routes between car parks and Market Place
• Provide signs for pedestrians in Market Place
• Provide signs to car parks at strategic locations
29. **Lack of pedestrian crossing facilities at Bondgate/Carlton Road Junction**

**The Problem**
- The A170 is a wide road making it difficult to cross when busy
- It is a particular problem for elderly people visiting the surgery
- It is heavily used by children going to/from school

**Observations**
- Links to other traffic problems at this junction and the access to the garage

**Suggested Options**
- Provide puffin crossing across A170 near to petrol station
- Provide puffin crossing across A170 near to Carlton Lodge
- Consider narrowing the road width to make crossing the road easier
- Consider also provide crossing facility on Ashdale Road

34. **Lack of parking, free parking and parking duration restriction**

**The Problem**
- Not enough car parking spaces in the Market Place to satisfy demand at peak times

**Observations**
- Provision of more parking spaces may increase congestion problems
- Borogate is used as a parking place for users of ‘Cost Cutter’
- Deliveries to ‘Cost Cutter’ may be difficult to accommodate in a one way system scheme
- Need to provide a mix of short, medium and long stay spaces, and very long stay (up to two weeks) for walkers
- The parking arrangement on the land in front of the Black Swan seems to work ok
- Traders may object to the introduction of predominantly short term parking in the Market Place
- New car park spaces should be within walking distance of the Market Place

**Suggested Options**
- Provide more parking spaces on the periphery of the town within walking distance of the Market Place
- Provide more parking spaces at the national park offices – it is understood that this was turned down by the National Park Planning
- Provide parking behind premises fronting the east side of Bridge Street i.e. between Bridge Street and Pottergate – raises issues of increased traffic on Pottergate and Ryegate – perhaps introduce one way system on Pottergate as it is a narrow road – need to ensure that parking for Pottergate residents is secured
- Consider removing all parking charges
- Provide a mix of short, medium and long stay spaces in the Market Place
• Investigate whether decriminalised parking may give benefits
• Introduce restricted parking time limits on Bondgate and on-street parking
• Introduce residents parking scheme on Bondgate
• Increase number of parking spaces at the Cleveland way car park
• Provide more out of town car parking spaces
• Promote bus services (from Sutton bank car park) and link to other out of town attractions
• Create short term parking spaces in the Market Place and provide residents’ spaces
• Encourage visitors to use other car parks rather than Market Place
• Provide new car parks at Duncombe Park and extend Cleveland way car park
• Provide additional car park spaces at the rear of the Black Swan
• Review car parking charges and match to demand
• Encourage longer stay to use the Cleveland Way car park and restrict long stay in the Market Place

35. **Inadequate bus services – Infrequent/Inappropriate times for people who work in Helmsley**

**Suggested Options**

• Introduce ‘wriggly bus’ i.e. one that you request by phone that changes its route to suit the passenger demand
• An integrated service / routes to Malton is required
• Provide more (timetable) information at stops (and in villages)
• Route the Scarborough service through Harome
• Provide bus stop poles, flags, shelters, road markings, lay-by
• Provide bus shelter in Market Place at existing bus stop
• Review bus service times in liaison with local businesses
Appendix 6: NYCC: Local Transport Plan: Performance indicators and targets
TARGETS AND PERFORMANCE INDICATORS

The County Council’s transport objectives have been used to develop a series of headline targets for measuring progress and achievement of the policies in action. A series of causal chains is included in the Plan which identify specific aspects to be monitored in each of the policy areas set out in the “Transport Strategy” section. To enable progress to be measured in the short term a number of performance indicators and targets are also identified in Appendix 1.

These targets are based upon full implementation of the programme set out in the Plan. If funding allocations are below this level, the targets will need to be reviewed.

Objective =
To promote social equity by providing choices of travel mode which meet the needs of the socially and physically disadvantaged.

- Target = To increase the total annual distance in km covered by local buses within the area of the Authority by 10% by 2005/06.
- Target = To introduce facilities for people with disabilities at all new signalised pedestrian crossing facilities and to retrofit all existing facilities by 2004.

Objective =
To limit traffic growth by minimising the need to travel and developing alternative non car modes.

- Target = To achieve zero traffic growth in the town centres of the two main urban areas of Harrogate and Scarborough from 2000.
• Target = To limit traffic growth in the North York Moors National Park to at least 1% below average national traffic growth over the period of the Plan.

• Target = To limit traffic growth in the Yorkshire Dales National Park to at least 2% below average national traffic growth over the period of the Plan.

• Target = To reduce traffic flow on the A19 through Selby by 30% on the opening of the Selby Bypass and restrain growth not to exceed national low growth forecasts from that time to the end of the Plan period.

• Target = To reduce the cost per passenger journey of subsidised bus services from £1.35 (1999/2000) to £1.30 (2000/2001) and by a further 10% by 2005/2006.

• Target = To increase the total number of passenger journeys made annually on local buses within the area of the Authority by 10% by 2005/06.

Objective =

To provide a safe, efficient and well maintained highway network as part of an integrated transport strategy.

• Target = To reduce to 6% the length of principal road network with negative residual life during the Plan period.

• Target = To reduce to 14% the length of principal road network with skidding resistance below investigatory level during the Plan period.
Objective =
To minimise the adverse impact of traffic on the environment, particularly with regard to noise and pollution.

- Target = To achieve zero traffic growth in the town centres of the two main urban areas of Harrogate and Scarborough from 2000.

- Target = To limit traffic growth in the North York Moors National Park to at least 1% below average national traffic growth over the period of the Plan.

- Target = To limit traffic growth in the Yorkshire Dales National Park to at least 2% below average national traffic growth over the period of the Plan.

- Target = To reduce traffic flow on the A19 through Selby by 30% on the opening of the Selby Bypass and restrain growth not to exceed national low growth forecasts from that time to the end of the Plan period.

- Target = To establish three quality freight partnerships during the life of the Plan.

- Target = To introduce 10 calming/gateway schemes per annum.

- Target = To increase the total number of public transport journeys made annually in the two National Parks and AONB by 15% by 2005/06.

Objective =
To provide a quality public transport system for as many residents as possible which recognises the importance and impact of tourism in the County.

- Target = To ensure that 75% of users are satisfied with local bus services by the end of the Plan period.
• Target = To ensure that 75% of users are satisfied with local provision of public transport information by the end of the Plan period.

• Target = To increase the total number of public transport journeys made annually in the two National Parks and AONB by 15% by 2005/06.

Objective =
To reduce the number and severity of casualties arising from road accidents in the County.

• Target = To achieve a 40% reduction in the number of people killed or seriously injured by 2010 compared with the average for 1994 – 1998.

• Target = To achieve a 50% reduction in children under 16 years of age killed and seriously injured by 2010 compared with the average for 1994 – 1998.

• Target = To achieve a 10% reduction in slight casualty rate (expressed as the number of people slightly injured per 100 million vehicle km) compared with the average for 1994 – 1998.

Objective =
To facilitate opportunities for economic regeneration, growth and the sustainable movement of goods.

• Target = To establish a lorry routing database for the County in the first two years of the Plan.

• Target = To establish three quality freight partnerships during the life of the Plan.
Appendix 7: Consultation Leaflet and Postal Survey
How can you help?

Please read this pamphlet and then, for a clearer understanding of the plans, come to the exhibition, to be held between Friday 12 July and Thursday 25 July, in the Committee Room of the Town Hall, Market Place, Helmsley. At the exhibition you will be able to discuss the proposals with representatives of both NYCC and Mouchel, on Friday 12 July between 14:00 and 20:00, and on Saturday 13 July between 10:00 and 16:00.

Whilst any comments would be helpful, it would be appreciated if you would also complete the questionnaire accompanying this pamphlet. This can be handed in at the exhibition, returned free of charge in the envelope provided or completed on the internet at [http://www.nycc-consultation.info]. All comments and questionnaires should be returned by 2 August 2002.

Your views will be considered on an equal basis with those of other people and organisations. The final strategy for implementation will be guided by the majority view indicated by the responses received. At that stage formal proposals will be published for those elements of the strategy options that require detailed local consultation prior to their construction.
Introduction

North Yorkshire County Council (NYCC) wishes to afford transport and access related issues a high priority within the Helmsley area over the next few years. Recently effort has been focused on the development of a traffic management strategy for Helmsley. This aims to secure long lasting transport improvements, especially for vulnerable road users, whilst maximising economic and environmental well being and minimising existing or potential sources of detrimental impact.

Many local organisations and individuals have participated in the development of the strategy options and measures contained within this pamphlet through attendance at two workshops. The County Council would like your views in order to help construct a final strategy. Implementation of the strategy is then likely to begin before the end of the year.

What are the problems?

The problems and issues summarised in the list below were identified by stakeholders at a workshop in Helmsley during 2001. They represent the first input into the Traffic Management Strategy.

Pedestrian Issues - Pedestrian activity within Helmsley focuses on the Market Place where a significant conflict occurs between pedestrian and vehicle use. Problems also arise on Bridge Street where narrow footways are often obstructed by delivery vehicles, and Bondgate, where crossing points become obstructed. In addition pedestrian routes to the primary school are of concern.

Cycling - There is a general lack of facilities for cycling in the town, including a lack of secure cycle parking for recreational cyclists. The narrow width of, and alignment of, the carriageway on Helmsley Bridge is also a safety concern.

Facilities for the Mobility Impaired and Wheelchair Users - The provision and quality of facilities including the signing of key routes and disabled parking facilities.

Public Transport - Information, frequency of services and the adequacy of existing facilities at stops.

Servicing of Commercial Premises - Access to the industrial area is seen to be inadequate for the current levels of use, problems being exacerbated by on-street parking.

Traffic Flow - Traffic in Helmsley is largely free-flowing with the exception of fairly frequently occurring short periods of time when servicing or inappropriate parking reduces the carriageway to a single lane.

Parking Issues - The current parking regime in Helmsley does not adequately meet the needs of users. This leads to a perceived lack of spaces for both short-stay and long-stay parking, and for motorists.

Signage Issues - Signing to the Cleveland Way Car Park, swimming pool and cricket club are felt to be inadequate. Pedestrian signing also needs to be provided.

Road Safety - In addition to the previously mentioned pedestrian issues, it is felt that the number of access points into the Market Place causes unnecessary vehicle/pedestrian conflict. In terms of vehicular traffic, concern has been expressed regarding the visibility of approaches to the mini-roundabout in the Market Place. Right turning movements off Bondgate and the use of adjacent streets by through traffic avoiding the Market Place are also problematic.

Speeding - Excessive speed is considered to be a problem during the early morning and evening.

What are we trying to achieve?

The following objectives were used to develop the Traffic Management Strategy options and complementary measures. They are not listed in a priority order.

Environmental and safety improvements through the introduction of measures aimed at reducing speed and minimising potential for conflict, including proposals to discourage ‘rat-running’ through residential areas.

Enhance provision for pedestrians and the mobility impaired between key locations, such as, the Market Place, Castle, Cleveland Way Car Park, residential areas and the primary school.

Promote the use of public transport through the improvement of bus stops and the waling and interchange facilities within the Market Place, and information provision.

Provide links to the town from the developing North Yorkshire Moors Cycle Network and establish secure cycle parking facilities.

Consider alternative solutions to traffic movement in the central area which would reduce the impact of services and improved traffic flows.

Address parking issues whilst providing for residents, workers and business parking needs.

Develop alternative strategies for parking provision within the Market Place, catering for the operation of the market and the needs of all users including pedestrians, cyclists, motorists and car drivers.

Improve access to the industrial area as future developments occur.

How can it be achieved?

NYCC has worked closely with its partner consultant Mouchel North Yorkshire to develop schemes that can deliver on the objectives and provide an overall benefit for Helmsley. Three options and a number of complementary measures have been developed for the town. NYCC has allocated funds in its capital budget to allow schemes up to the value of £100,000 to commence this financial year (2002/03). For one or more of the options to be developed the necessary level of support would be required from the local community through this consultation process. Progress on the complementary measures is not dependent on any of the other options, as a number of improvements can be proceeded with even if none of the options is favoured by the community.

Option A

Option A focuses on providing road safety improvements in the vicinity of the Helmsley County Primary School on Carlton Lane and on Ashdale Road. In both areas the speed limit would be reduced to 30 mph and complementary traffic calming measures would be provided.

At Canons Garth Mews, parking would be removed on the South side of the carriageway to allow a continuous pedestrian strip to be provided. Improvement of the junction of Linkfoot Lane and Riccall Drive would be taken forward in conjunction with future development of the industrial estate.

Option B

Option B considers both the residential area between Bondgate and Station Road, and options for traffic movement around the central area. Traffic flow within the central area would be reduced, with Castlegate becoming one-way northbound and Bridge Street one-way southbound. Two-way flow would be retained across the northern edge of the Market Place. This will allow: the upgrading of footways, the improvement of public transport facilities, the formalisation of parking provision on Castlegate, the provision of a run-off area on Bridge Street for servicing and the installation of puffin crossings on Bondgate and on Castlegate. Roads within the central area would also be traffic calming.

A ‘home zone’ would be created based on the residential area to the South of the A170, giving residents the chance to choose how the road space within the area is managed in terms of: environmental enhancement, restriction of traffic; parking; and, the alternative uses of some space.

In addition, the junction of the A170, Ashdale Road and Carlton Road would be improved as part of a local safety scheme.

Option C

Option C considers the implications of removing some or all of the parking from the Market Place to create a more pedestrian friendly environment. There would undoubtedly be a need to replace this parking to short-stay areas on adjacent streets. Residents parking on these streets would be protected by resident parking scheme.

Long-stay non-residential parking on these streets may need to be accommodated in an additional car park. Potential locations for additional long-stay parking have been identified as: adjacent to the A170 to the South of Ryde Bridge; to the South of the castle within the grounds of Duncombe Park; and, through the reorganisation of parking within the Cleveland Way car park.

Complementary Measures

The complementary measures include the provision of: a 40 mph buffer and gateway features in advance of the current 30 mph limit on Linkfoot Lane; advisory cycle lanes on both Linkfoot Lane and High Road; cycle parking in the Market Place; a puffin crossing on Bondgate at Carlton Road; dropped kerbs and tactile paving on key pedestrian routes; designated pedestrian routes within the parking in the Market Place; and, the introduction of a residents parking zone incorporating Canons Garth Lane, Bondgate, Pottergate, Eastgate, The Crescent and Ryegate. These measures are highlighted on the reverse of this sheet and are listed on the questionnaire.
Helmsley Traffic Management Strategy
Consultation Questionnaire

Note: You may support any or all of these options

1. Do you support 'Strategy Option A - 'Safety Improvements'?
   - Yes [ ]
   - No [ ]

2. Do you support 'Strategy Option B - 'One-way systems and Home Zone'?
   - Yes [ ]
   - No [ ]

3. Do you support 'Strategy Option C - 'Market Place'?
   - Yes [ ]
   - No [ ]

4. Indicate which of the following 'Complementary Measures' you support and then prioritise the three measures that you would like to see implemented first by writing 1 - 2 - 3 in the boxes provided.
   - Traffic Calming, 'gateways' and a 40 mph buffer zone on Linkfoot Lane
     - Support [ ]
     - Priority 1 [ ]
     - Priority 2 [ ]
     - Priority 3 [ ]
   - Advisory cycle lanes on Linkfoot Lane and High Street/High Road
     - Support [ ]
     - Priority 1 [ ]
     - Priority 2 [ ]
     - Priority 3 [ ]
   - Cycle parking in the Market Place
     - Support [ ]
     - Priority 1 [ ]
     - Priority 2 [ ]
     - Priority 3 [ ]
   - Puffin crossing on Bondgate at Carlton Road
     - Support [ ]
     - Priority 1 [ ]
     - Priority 2 [ ]
     - Priority 3 [ ]
   - Designated pedestrian routes within the Market Place car park
     - Support [ ]
     - Priority 1 [ ]
     - Priority 2 [ ]
     - Priority 3 [ ]
   - Residents parking zone
     - Support [ ]
     - Priority 1 [ ]
     - Priority 2 [ ]
     - Priority 3 [ ]
   - Dropped kerbs and tactile paving
     - Support [ ]
     - Priority 1 [ ]
     - Priority 2 [ ]
     - Priority 3 [ ]

5. Do you think that motorcycle parking in the Market Place is a problem that needs to be addressed, or is it acceptable because of the business benefit to Helmsley?
   - Problem [ ]
   - Acceptable [ ]

So that we can analyse the information that you have provided in the most effective way, we would appreciate if you could enter the name and/or number of your building and your full postcode in the boxes provided.

What is the name and/or number of your building

What is your full postcode (for example YO62 5XX)

Other Comments

Thank you for your time and assistance.

This questionnaire is also available for completion on-line at http://www.nycc-consultation.info
Appendix 8: Public Consultation - Additional Detailed Comments
The Market Place - 135 comments

- 49 respondents requested the retention of the current structure of parking in the market place, of which 27 (55%) supported option A and 11 (22.4%) supported options A and B.
- 19 respondents requested the current structure of parking in the market place to be partly retained, as reducing the number of parking spaces would both improve the visual layout of this central area and aid pedestrian movement through the market place.
- 9 respondents supported the improvement of pedestrian facilities in the market place
- 5 respondents requested a reduction in the number of entries into the market place for vehicular traffic, of which 4 respondents suggested that this would improve pedestrian movement across this central area and would make crossing Bridge Street less hazardous.
- 26 respondents provided additional comments relating to motorbike parking in the market place, of which 11 respondents requested designated parking for motorbikes and 15 requested designated parking for motorbikes not to be placed in the market place.
- 27 of the respondents who did not support any of the proposed options, opposed any changes to the market place area.

Traffic Calming in the vicinity of Helmsley County Primary School - 68 comments

- 20 respondents supported traffic calming proposals for the Helmsley County Primary School area, supported by a further 11 respondents who opposed any of the proposed options.
- 10 respondents opposed the use of road humps as the traffic calming mechanism.
- 16 respondents requested traffic calming proposals to be extended to include Carlton Road stating that this road is not only prone to speeding vehicles but would inevitably be affected by vehicle displacement created by the proposed traffic calming/parking modifications to Canon Garth Mews and Carlton Lane.
- 11 respondents requested yellow parking restriction lines to be introduced in the vicinity of Helmsley County Primary School, mainly to improve pedestrian safety.

Speeding - 71 comments

- 7 respondents commented that traffic speed was excessive on all approaches into the town.
- 22 respondents commented that traffic speed was excessive along the A170 (western Helmsley approach), with an additional 4 respondents requesting a gateway feature to be implemented on this road.
- 13 respondents commented that traffic speed excessively through the town centre.
- 7 respondents commented specifically about excessive traffic speed along High Street.
- 11 respondents commented upon the excessive speed of motorcyclists.

All of the above respondents requested the enforcement of speed limits, or the introduction of traffic calming mechanisms, and a further 7 respondents (who opposed the proposed options) did support speed limit enforcement.

Roads, junctions and signage - 94 comments

- 13 respondents who supported one or more of the options commented that they would like Helmsley to have a by-pass, this was supported by a further 9 of the respondents who did not favour any of the options.
11 respondents opposed the one-way proposals (all of these respondents supported option A only), also opposed by 13 of the respondents who did not support any of the proposed options.

8 respondents requested HGV traffic to avoid the town centre, suggesting a ban or route restriction.

4 respondents requested the Carlton Road/A170 junction to be improved, stating that this junction proved hazardous for turning traffic, particularly as traffic excessively speeds along the A170 upon exiting Helmsley.

8 respondents requested the Ashdale Road/A170 junction to be improved, stating that this junction proved hazardous for turning traffic, in terms of poor visibility and traffic speeding along the A170.

4 respondents request the Riccal Drive/A170 junction to be improved, also stating the speed of traffic to be hazardous to turning traffic.

9 respondents commented upon the dangerous and problematic nature of the Bridge Street/Bondgate junction

8 respondents stated that the number of road signs were excessive

4 respondents suggested that better signs were required, with an additional 3 respondents specifically commented on the need for improved signage directing traffic toward the Cleveland car park.

Parking - 153 comments

12 respondents stated that illegal parking was rife particularly along Bridge Street, 18 respondents commented that enforcement of current parking restrictions is inadequate and by enforcing parking, problems caused by illegal on-street parking would be eradicated, and 11 respondents who did not support any of the proposed options supported parking enforcement.

17 respondents requested enforcement of orange disc parking, stating that this parking privilege was heavily abused in Helmsley, also highlighted and requested by 7 of the respondents who did not support any of the proposed options

11 respondents stated that the National Park Office employees should have their own car park, as they tended to park along residential streets

6 respondents opposed the development of proposed Car Park A, and further 5 of the respondents whom did not support any of the proposed options opposed the development of any new car parks

2 respondents supported the development of proposed Car Park A

7 respondents opposed the proposal to modify Car Park B

5 respondents supported the proposal to modify Car Park B

8 respondents supported the re-organisation of Cleveland Car Park, further supported by 3 of the respondents whom opposed any of the proposed options

15 respondents stated that the proposed development of Car Park C would prove dangerous to pedestrians due to the hazardous nature of the main road

13 respondents commented upon the possible displacement of car parking into adjacent streets if the home zone restrictions were implemented.

4 respondents opposed the use of yellow road lines to restrict parking, stating that the aesthetic appeal of Helmsley should not be endangered.

5 respondents stated that residents parking permits were unnecessary
• 4 respondents considered the parking proposals for 2-hour maximum duration for short-stay parking to be too restrictive.

Bus shelters
15 respondents opposed bus shelter improvements, further opposed by 8 of the respondents who did not support any of the proposed options

Pedestrian issues
8 respondents requested pavement improvements particularly for wheelchair access, and an additional 3 respondents commented on dropped kerbs not being flush with road

Deliveries
9 respondents requested that delivery times for bridge street businesses should be restricted as it causes problems with the traffic flow along Bridge Street which then affects the traffic along Bondgate.

Other comments
Mainly referred to the request that Helmsley should be left alone and not to destroy its beauty with proposals for a one-way traffic system and associated pedestrianisation, as the beauty of the town and access to the market place was its asset.

Summary of the reasons why respondents did not support ANY of the proposed options:
• 8 respondents commented that they opposed installation of bus shelters*
• 27 respondents opposed any modification made to the market place*
• 13 respondents opposed the proposed one-way traffic system option*
• 9 respondents stated that a by-pass was is only answer*
• 11 respondents stated that the only traffic issue that requires implementation is the enforcement of parking*.
• 7 respondents stated that the only traffic issue that requires implementation is the enforcement of speed limits*.
• 7 respondents opposed the introduction of traffic calming measures
• 5 respondents opposed the development of any new car parks*
Whilst not supporting any of the options, 3 respondents supported the re-organisation of Cleveland Car Park* 11 respondents supported the introduction of traffic calming in the Helmsley County Primary School area*; and 7 respondents stated that the abuse of orange badge parking was heavily abused and created traffic problems*

*included in the other comment categories listed above
Appendix 9: Area Committee Report, Area Committee Minutes and NYCC Decision Record
HELMSLEY TRAFFIC MANAGEMENT STRATEGY

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to inform Members of the outcome of the public consultation exercise which has recently been completed in connection with the Traffic Management Strategy options for Helmsley.

1.2 In addition, the report makes recommendations on the Traffic Management Strategy for Helmsley.

1.3 The report also indicates those short term measures which have received high levels of support during the consultation process, and which will now be progressed as quickly as possible to the detailed design stage. It is intended that some of these measures will be commenced during the current financial year using funds already identified in the LTP budget allocation for 2002/03.

2.0 BACKGROUND

2.1 Members will recall that, at the meeting of this Committee on 26 June this year, a report was presented which provided an update on progress on the preparation of the Helmsley Traffic Management Strategy.

2.2 At the meeting, Members resolved that three options, listed as Options A, B and C, for managing traffic movements in Helmsley, together with a number of short term (complementary) measures throughout the town, be approved as a basis for the public consultation exercise. All of these proposals are indicated on the exhibition display drawings which will also be displayed at your meeting.

2.3 Over 900 leaflets were delivered to addresses within 1 mile of the Market Place in Helmsley and to 90 stakeholders and statutory consultees. An exhibition of the options and other proposals was also held in the Town Hall in Helmsley between 12 July and 25 July. This exhibition was manned by County Council and Mouchel North Yorkshire Officers for the first two days. A copy of the consultation leaflet is included with these papers to remind Members of the details of the proposals presented for public comment.
2.4 The summary of the overall response to this exercise is attached to this report as Appendix 1.

2.5 Members will note that over 40% of the 900 plus households and businesses, to whom the leaflets were distributed, have responded to the consultation. This is an excellent level of response which has far exceeded our expectations, and exceeds the maximum response rate which can normally be expected in consultation exercises of this kind.

2.6 Many of the questionnaires were accompanied by detailed written comments, and in the case of many of the stakeholders and statutory consultees, more formal written submissions were made. A summary of the questionnaire comments is provided at Appendix 2. Comments have not been reproduced verbatim; rather, particular issues and categories of comment have been assembled together, and an indication of the numbers of respondents supporting or mentioning the issue is given.

2.7 In relation to the formal submissions from Statutory Consultees and/or Stakeholders, these are attached as Appendix 3.

2.8 In addition, a petition was submitted on behalf of businesses in Helmsley, requesting that no action be taken on Option C. This option would involve removal of some or all of the parking from the market place in Helmsley. This petition contained 442 signatures mainly from visitors/shoppers in Helmsley, and the front page of the petition is included as Appendix 4 to this report.

3.0 INTERPRETATION OF RESPONSES

3.1 Members will note from Appendices 2 and 3 that a very wide range of views have been expressed in the responses to this public consultation exercise, from residents and business operators, and from stakeholders and statutory consultees.

3.2 It is clear from the response summary at Appendix 1 that the short term, complementary measures, received mixed support. It is proposed, as indicated to Members in the report to your Committee on 26 June, to proceed to the detailed design and implementation of those items which received in excess of 50% support as listed in Paragraph 4.0 of Appendix 1. Some of these works can be implemented relatively quickly and can be funded from the budget allocation of £100k in the current financial year.
3.3 These proposals are: a Puffin Crossing on Bondgate at Carleton Road; traffic calming, “gateways” and a 40 mph buffer zone on Linkfoot Lane (A170); a residents parking zone incorporating Canons Garth Lane, Bondgate, Pottergate, Eastgate, The Crescent and Ryegate, and dropped kerbs/tactile paving at critical locations in the town. The implementation of a residents parking zone will require extensive development work and consultations with affected residents, the Town Council, Ryedale District Council and North Yorkshire Police. The Town Council has already expressed reservations about this particular proposal in its consultation response (included at Appendix 3) and the Police and Ryedale Council have referred to the issue of enforcement of such zones.

3.4 One further issue, which was not listed as a proposal in the consultation documents, but which many correspondents referred to as a matter of real concern, is the impact of signing generally in Helmsley. It is acknowledged that it is often the case that new traffic measures involve significant additional highway signing. It is vital therefore that such signing as is necessary for the implementation of the various measures which are supported by the community is kept to a minimum and is sensitively designed and located. Meanwhile the opportunity should be taken to carry out a comprehensive review of all existing signing in Helmsley, in conjunction with the Town Council, Ryedale District Council and the National Park. A proportion of the budget of £100k allocated in the current financial year could then be allocated to a programme of signing rationalisation in the town.

3.5 It will be noted that the proposals to provide cycle parking in the Market Place; advisory cycle lanes on the carriageway in Linkfoot Lane and on High Street/High Road, and designated pedestrian routes within the market place all received less than 50% support, at 42%, 36% and 32% respectively. It is therefore recommended that no action be taken in relation to the provision of advisory cycle lanes on the highway, or on the creation of formal pedestrian links across the market place/car park. However, it is felt that further consideration should be given to the provision of some suitably designed cycle parking facilities in the market place given the 42% support from the community and from Helmsley Town Council, Ryedale District Council and the North York Moors National Park. The construction of the proposed off-road un-segregated cycle/pedestrian path alongside Linkfoot Lane which could be achieved by widening the existing footway should also be achievable and is also worthy of further consideration. The provision of these two measures would also integrate with the cycle facilities along the A170 that are proposed in the forthcoming North York Moors Cycle plan.
3.6 In addition, 60% of the respondents supported Option A which involves a range of proposals to improve road safety in Helmsley. These include 20 mph zones for Carlton Lane near the Primary School and for Ashdale Road; the provision of a footway on Canons Garth Mews and a future improvement of the Linkfoot Lane (A170) junction with Riccall Drive to be linked to future development of the industrial estate. Given this level of support for Option A your Officers consider that this option should be adopted and those proposals which can be progressed should now be developed for implementation subject to appropriate consultation with affected residents and other statutory consultees. The timing of these works will need to be subject to further review as part of the roll forward of the capital programme.

3.7 The remaining issues are the more radical alterations to present vehicle flows in Helmsley and to the car parking arrangements in the town, as envisaged in Options B and C. Option B would involve a proposal for one-way operation on Castlegate and Bridge Street with various other localised improvements for pedestrians, service vehicles and bus stop facilities, coupled with a proposed Home Zone in the residential area south of the A170. Option C would involve the possibility of removing some, or all, of the parking from the Market Place with residents parking on the streets where short stay parking from the Market Place would be likely to be displaced. A number of sites were also identified as possible locations for additional long-stay parking to compensate for the loss of such parking in residential streets.

3.8 Members will see from Appendix 1 that both Option B and Option C received significantly lower levels of support than the number of respondents who were opposed to them.

3.9 In the case of Option B, 49% opposed this option with only 44% in support. Furthermore, as Members will note in Appendix 3, neither Helmsley Town Council, North York Moors National Park Authority, nor English Heritage, support one-way operation on Castlegate and Bridge Street which is a major element of this option, and it is also evident in the response from Ryedale District Council that the Council is not yet convinced of the argument for a one-way system in Helmsley. Many respondents who rejected Option B also commented adversely on the one-way proposals. Whilst a number of statutory consultees and stakeholders indicated their opposition to Option B because of the one-way proposals, some, notably the National Park Authority and Ryedale District Council, indicated their support for the Home Zone element of Option B. On the other hand, Helmsley Town Council opposed the creation of a Home Zone, and perhaps surprisingly the Home Zone proposal received relatively little support from other respondents. It is therefore proposed that Option B should not be adopted.
3.10 In the case of Option C, 66% of respondents opposed the car parking strategy, with only 23% in support. In addition the petition opposing Option C, referred to at Section 2.7 of this report, has been received. The response from statutory consultees and stakeholders was rather more mixed, with the National Park Authority and Ryedale District Council supporting some change in the interests of making the Market Place a more attractive/pedestrian friendly place. North Yorkshire Police consider some change would be beneficial in the interests of reduced pedestrian/vehicle conflict. The Town Council, on the other hand, does not consider the Market Place to be a problem, but expresses the view that no reduction should be contemplated without first having increased the number of car parking spaces elsewhere in Helmsley. It is difficult to interpret the extent to which those opposing the car parking proposals might oppose more modest alterations in the Market Place, subject to sufficient replacement parking space being provided elsewhere. It is however notable that a significant number of correspondents suggested that modest alterations may be achievable which would improve the visual layout and safety of this central area and aid pedestrian movement, without any appreciable loss in parking numbers. It may therefore be worthwhile to consider such a possibility further in conjunction with the Town Council, Ryedale District Council and the National Park Authority, and then consult further on the details of any proposed measures. It may be possible to incorporate into a scheme involving minor changes to the layout in the Market Place, some improvements to the main bus stop adjacent to the Feversham Memorial and to the areas designated for motorcycle parking whilst at the same time incorporating an appropriately designed area for cycle parking. It is acknowledged that any changes in the Market Place, however modest, will need to be handled with great sensitivity given the special quality of the setting. Any proposals would be developed in close co-operation with planning colleagues at Ryedale Council and the National Park Authority, and would need to include simultaneous consideration of improvements at the Cleveland Way car park to provide additional car parking capacity.

3.11 Members will also note from Appendix 1, that in response to a question on motorcycle parking in the Market Place, 66% of respondents considered that the present arrangements are acceptable whilst 28% did not. Other than any modifications to the motorcycle parking layout that may emerge as a result of any minor changes to the general layout of parking in the Market Place as referred to in 3.10 above, it is proposed that no further action be taken on this issue.

4.0 FURTHER INFORMATION

4.1 Members are asked to note that the decision on the traffic management strategy to be adopted for Helmsley is a matter which is delegated to the Director of Environmental Services.
4.2 It is however vital that the views of the Area Committee are sought on the strategy to be adopted, since this is clearly a matter of great local concern, as underlined by the particularly high level of response to the public consultation exercise.

5.0 RECOMMENDATIONS

It is recommended that:-

5.1 The intention to proceed to the detailed design and implementation of the complementary measures listed in Section 3.3 and 3.4 of this report, the cycle parking area in the Market Place and the shared footway/cycleway on Linkfoot Lane referred to in Section 3.5, be supported.

5.2 The Director of Environmental Services be informed that it is the Committee’s view that Option A, involving road safety improvements in Helmsley as shown on display drawing B9329/013/008, should be adopted.

5.3 The Director of Environmental Services be informed that it is the Committee’s view that the County Council should not proceed with Options B or C, but that some minor modifications in the Market Place may be appropriate, provided improvements to the environmental quality of this important space, together with improvements to the bus stop facility and motorcycle/pedal cycle parking areas, can be achieved.

5.4 Subject to 4.3 above, Members note that no further action is to be taken in relation to the principle of motorcycle parking in the Market Place.

5.5 Officers be requested to present a further report to a future meeting of this Committee, setting out a proposed phasing plan for implementation of the adopted strategy for Helmsley.

M O MOORE
Director of Environmental Services

Background Papers:
None

Author of Report: S G Hurst
Report presented by: D C Millns
RYEDALE AREA COMMITTEE

Extract of minutes of the meeting held 9 October 2002

Nawton Village Hall

HELMSLEY TRAFFIC MANAGEMENT STRATEGY

CONSIDERED –

The report of the Director of Environmental Services seeking Members’ approval to the proposed programme of works for implementing the recently adopted Traffic Management Study for Helmsley. The report indicated progress made on the schemes previously identified for early implementation.

County Councillor Val Arnold welcomed the proposals to discuss the proposals for an improvement to the bus stop facility adjacent to the Market Place with Ryedale District Council, Helmsley Town Council and the National Park Authority. In response to a question as to when traffic would access the industrial estate via Sawmill Lane, the Director did not think that this would be achieved quickly. In response to a further question as to the provision of a puffin crossing on Bondgate, the Director informed the meeting that this would be carried out during next year.

A Member commented that many of the proposals contained in the strategy were spread over a number of years and he hoped that the public’s expectations would not be unduly raised.

The Director of Environmental Services informed Members that it was the intention to issue a Press Statement explaining this point.

A Member referred to proposals to improve facilities for bus passengers by the provision of bus shelters, etc. and stated that in other places in the District where these new bus shelters had been erected there appeared to be no regime for their cleaning.

The Director of Environmental Services undertook to respond to the Member direct on this point.

RESOLVED –

(a) That the implementation programme of the Helmsley Traffic Management Strategy, as set out at Appendix A to the Director of Environmental Services’ report, be approved.

(b) That the progress achieved to date, as indicated in section 4 of the Director’s report, be noted.
NORTH YORKSHIRE COUNTY COUNCIL

DECISION RECORD

[Produced under the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000]

THIS FORM SHOULD BE USED TO RECORD KEY DECISIONS TAKEN BY AN OFFICER (EITHER ALONE OR IN CONSULTATION WITH AN EXECUTIVE MEMBER) AND EXECUTIVE DECISIONS TAKEN BY AN INDIVIDUAL MEMBER. (One form per decision)

The following Executive decision has been taken:

1. That a traffic management strategy for Helmsley be adopted which includes the proposals contained in Option A as described in the public consultation leaflet and as indicated on drawing B9329/013/008 which were displayed at the County Council's Ryedale Area Committee on 9 October 2002.

2. That some minor modifications in Helmsley Market Place be investigated with the aim of achieving improvements to the environmental quality of this important space, together with improvements to the bus stop facility and motorcycle/pedal cycle parking areas.

By whom: Mike Moore, Director of Environmental Services
(insert name of Meeting, Member or Officer)

On: 25 November 2002
(insert date decision taken)

Reasons for decision:

To enable the traffic management strategy for Helmsley to proceed.

Details of any alternative options considered and rejected:

Alternative strategy as described in the consultation leaflet and in the report to the Area Committee of the 9 October 2002 was rejected in favour of Option A. A parking strategy (Option C) was also rejected in favour of the more modest proposals in Helmsley Market Place outlined in decision 2 above.
Conflicts of Interest

Please record below details of any conflict of interest declared by a Member or Officer regarding the decision and any dispensation granted by the Standards Committee in respect of that conflict.

<table>
<thead>
<tr>
<th>Conflict</th>
<th>Dispensation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

Signed ........................................... Date 26 November 2002

(Name) Mike Moore  
Directorate Environmental Services

Note: This decision will come into force, and may then be implemented, on the expiry of 5 working days after publication, unless any 6 members of the Council object to it and call it in by notice in writing to the Head of Committee Services.

Should you require any further information, please contact Mike Moore on telephone number 01609 532367

To:  
The Head of Committee Services (Stephen Knight)  
Committee Services (Margaret Gray)  
The Staff Officer to the Chief Executive (Amanda Fry)  
All Members of the Council  
The Monitoring Officer (Catherine Whitehead)  
The Chief Finance Officer (John Moore)  
The Head of Corporate Policy & Performance (Bill Cross)