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1. Introduction

The study considers all modes of transport in Whitby, North Yorkshire and proposes an integrated strategy aimed at securing long lasting improvements, especially for the more vulnerable road user.

The strategy has been developed within the framework set by the North Yorkshire County Council Local Transport Plan 2001–2006 dated July 2000 and with reference to the Scarborough Borough Local Plan dated April 1999. These plans have been produced within the wider scope of national guidance including Planning Policy Guidance Note 13 (PPG13): Transport, which sets objectives to integrate planning and transport decision-making at all levels.

All roads to Whitby pass through the North York Moors National Park. The County Council, in partnership with the National Park Authority, has been successful in securing funding from Government for capital expenditure on the strategy from 2001 to 2004. This recognises the relationship between a Traffic Management Strategy for Whitby and the transport issues in the North York Moors area.

The County Council, as the Highway Authority, has targeted local issues and problems within the town and introduced appropriate measures to try and alleviate specific problems. There have been many successes with this approach. However, it would seem that a point has been reached where the traffic problems require a more comprehensive and perhaps a more radical approach. To do nothing is not an option if the future well-being of Whitby is to be assured.

In February 1998, the County Council’s local Area Highway Sub-Committee agreed that a comprehensive review of traffic management in Whitby was required. A meeting was held on 6 May 1998 with representatives of the other local authorities (District and Town Councils) and interested organisations to identify the issues of concern and possible solutions.

It is essential that the way forward be taken in partnership with other appropriate authorities and local interest groups. The main themes for any improvements would be to create a better environment and to increase prosperity in the town. To this end, a local consultative group was set up to consider the way forward. This group was named the ‘Whitby Traffic Partnership’ and the inaugural meeting was held on 9 December 1998. The current membership of the Partnership is listed in Appendix 1.
Within the forum of the Whitby Traffic Partnership, the various problems of access to and within Whitby for all stakeholders have been identified. This has been supplemented by surveys with particular groups. From these problems, objectives were set, against which improvement measures could be derived and measured. Full public consultation on two main options and prioritising of other proposals, identified the way forward. This public consultation selected favoured options, which are currently being investigated in detail. In addition a number of ‘Complimentary Measures’ were supported and have been scheduled for design and construction over a ten-year period.

Consultation will be carried out to ensure that the views of local people, Whitby Town and Scarborough Borough Councils, transport operators, police and emergency services, and other key partners are taken into account at each stage in the study and design process.

The Consultants brief for the study is attached as Appendix 2. Whilst the strategy was developed in line with the brief, it should not be seen as totally prescriptive, as refinements were incorporated into the process as the study progressed.

A Cycling Forum was established to produce the Whitby Cycling Plan. This, and the Pedestrian Action Plan, although published as separate documents, has been prepared as an integral part of the strategy. They are included in Appendices 3 & 4 respectively.

The overall aim for the Traffic Management Strategy for Whitby, identified by the Traffic Partnership, is to reduce the adverse impact of traffic within the town and improve the quality of life for the local community and visitors. Key objectives are:

- Managing Demand – to manage the overall demand for travel into and within the town in order to protect the special qualities of the area, and to promote prosperity in the town.
- Encouraging Alternative Modes – to increase the use of more environmentally friendly modes of transport including walking, cycling and public transport.
- Environmental Protection and Enhancement – to identify key areas for improvement where pedestrians and essential servicing traffic will be given priority. To improve air quality by reducing the levels of pollutants from vehicles particularly in the central area.
- Raising Awareness of traffic and transport issues and to change travel behaviour.
2. The Whitby Study Area

2.1 Location

Whitby is located on the East coast, between Middlesbrough to the North and Scarborough to the South. The North York Moors National Park shares the town boundary on the land side. Whitby lies at the mouth of the Esk Valley, and has road links across the moors to Pickering, 20 miles inland, also to Guisborough/Middlesbrough to the north. A coastal route links Whitby to coastal towns to the north and south (Figure 1).

The study area includes the built-up area in its entirety. Ruswarp Lane (the B1416) is on the southern boundary.

Figure 1 - Location Plan
2.2 Character of the Town

Whitby is historically a fishing port and this industry is still present and visible in the harbour area.

Whitby is a town of two facets. In the Winter, it serves as a local centre for the residents of the town and of nearby rural villages who use Whitby for shopping, business, banking and social visits, whilst in the Summer months, it attracts a high number of visitors. It is perceived by many that the 'tourist' season is increasing in length to include spring and autumn.

Whitby is no longer a market town, but it does extend essential services for the local community, including villages along the coast and up the Esk Valley. Whitby has a distinctive town centre which serves the needs of the resident population and visitors for both convenience and comparison goods.

Facilities available in the town include a wide range of national chain and local interest shops, two medium-sized supermarkets, public houses, restaurants, fish and chip shops, banks, sports centre and swimming pool, hospital, a theatre, community cinema and bus and train stations.

Whitby benefits from many visitors, providing a breath of sea air for day visitors from the urban areas to the North and West, but also having its own tourist base, with many people visiting annually, staying in hotels, guesthouses and at caravan sites.

The principal tourist attractions in the town are: -

- The harbour area where fishing boats can still be seen landing their catch
- The two piers
- The historic cobbled Church Street area
- The Abbey which is a highly-acclaimed National Heritage centre
- St Stephen's Church which dominates the eastern horizon with its graveyard and the 199 steps approach
- Beaches
- Museums
- Tourist attractions along Pier Road
- The Swing Bridge
- The Whalebones
- The elegant West Cliff area
• The maze of alleys and yards all around the harbour area

On a more general note, Whitby has become familiar through the television programme 'Heartbeat', which has increased tourism in the area.

Facilities available for visitors include a Tourist Information Centre, guesthouses, hotels and a youth hostel.

The busiest tourist season by far is concentrated around the school summer holidays, bank holidays, summer weekends and festivals. The visit of HM Bark Endeavour for six weeks in the summer has generated high volumes of tourists.

One of the attractions of Whitby is its remote location, and the stunning access to it from all directions by travelling over the moors.

The central areas of Whitby are designated a Conservation area and include the Abbey Headland, Old Town east of the harbour and Church Street, the town centre west of the harbour, the Georgian development around Pannett Park, and the Victorian West Cliff.

The implication of Conservation Area status is that any modifications must be in keeping with, and sympathetic to, their surroundings.

Plate 1: East Crescent, West Cliff - Conservation Area
2.3 Demography

Whitby has a population of 14,000 permanent residents, and this population increases greatly in the summer months as visitors arrive on long or short holidays.

2.4 Access

Whitby is located on the A171, connecting Middlesbrough/ Guisborough and Scarborough, and on the A174 which forms the coastal route to the north. The A169 joins the A171 three miles to the west of the town, and this links Whitby to Pickering, Malton and York, and thence to the national motorway network. The A169 has a severe gradient at Blue Bank, just south of Sleights and again at Saltergate some 10 miles further away. Likewise on the A170 15 miles west of Whitby, Birk Brow has a severe gradient.

Road access to the town can be slowed considerably in the winter months when frost, dense fog and snow descend on the moors.

The town has a wide range of on-street and off-street car parking, although much of the residential area surrounding the harbour has no direct vehicular access.

Whitby is connected to the National Rail Network via the Esk Valley line to Middlesbrough, and the journey takes approximately one and a half hours. The privately-owned North Yorkshire Moors Railway operates from Grosmont, 6 miles north of Whitby, and has extended its service to Whitby on bank holidays in 2003.

Whitby has a new bus station and has daily bus connections to Scarborough, York, Leeds, Guisborough and Middlesbrough. There is a network of buses through the different areas of the town, and an open-topped tourist bus circulating around the main attractions. A National Express coach service to London operates daily.

Pedestrian access within the town is diverse; a wide network of yards, alleys, lanes, paths and steps exist which link various areas, many of which are inaccessible to vehicles. Thus, the pedestrian routes between points are often shorter than comparable routes by road.

2.5 Historical Development

Whitby Abbey was established around the 7th century AD and was a key ecclesiastical site in the north. It was here that the Synod of Whitby decided the date of Easter.
Whitby has been an important town locally for its coastal connections for the last 500 years. In the 16th century, alum was mined at Guisborough and shipped out through Whitby. In 1615 ships brought coal from Newcastle to Whitby, and soon after a shipbuilding industry was established for coal boats. By 1906 Whitby was the sixth port in Britain, and was building 130 ships per year.

From 1735 for a century, Whitby was the biggest whaling port and had 55 boats in that trade in that period. Scoresby senior and junior were major whalers and scientists during that time. Also in the 18th Century, Captain James Cook learnt his trade on this coast and sailed the Endeavour to map the South Seas and 'discovered' Australia.

In 1870 the jet trade was established around Whitby, optimising on the Victorian fashion for mourning wear. Bram Stoker was inspired to write his famous novel 'Count Dracula' in Whitby.

During the last century, Whitby thrived on fishing; however, this has slowly declined in common with the rest of the country, but still exists at a much-reduced scale.
More recently tourism has increased and is now the main employer and industry in the town. Attractions to the town include the festivals of Whitby Regatta, folk week, gothic weekends, world music festival, the Heartbeat tourism industry, and the Endeavour replica ship, which will visit the harbour each year for the next five years.

2.6 Transport Development

Whitby’s main transport connection for centuries has been the sea. The railways were the next major transport development.

The last 40 years or so has seen major changes in transport with the growth in car ownership and the demise of the railways. These changes have had a significant effect on Whitby. Of the four original railway links to the town only the Middlesbrough-Whitby Esk Valley Line has survived, although even this is restricted to a limited passenger service.

Perhaps the most significant recent improvement to the highway network was the introduction of the new bridge over the River Esk in 1980. Until the new river bridge and road links were provided, all of the A171 coastal traffic could only pass over the swing bridge in the centre of Whitby. The A171 now bypasses the town centre over the New Bridge.

Whilst the New Bridge over the River Esk provided significant relief at the time, the continuing growth in traffic has led to deteriorating conditions in central Whitby particularly during the peak summer months.

Whitby has its own particular problems and opportunities which stem from its topography, mainly from the major impact of the River Esk which divides the town physically, but provides fishing and port facilities. Opportunities derive from Whitby’s role as a market town for a considerable hinterland, and its important role in tourism.

Freight is not at present handled by the port of Whitby and its future is uncertain. Road access to and from the port requires negotiating severe gradients.
3. Transport in Whitby

The investigation of traffic and transport in Whitby has involved problem identification by the Whitby Traffic Partnership in their regular meetings (see Minutes, Appendix 5). Other problems have been identified through consultation with stakeholder groups for example Whitby Disablement Action Group (Whitby DAG), Whitby Cycle Forum, North Yorkshire Police, and through informal discussions with the general public. Surveys were undertaken to establish the current situation as well as the nature and cause of the problems identified.

Problems and issues recorded in this section were used to generate objectives and options for solution of problems. The problem information is therefore current up to Spring 2002, with footnotes to highlight if matters have changed significantly from that date to June 2003.

3.1 Main Traffic Generators

Tourists tend to visit quite a large area - generally the area around the harbour on both sides and the shopping streets with smaller but still significant numbers visiting the West Cliff and the East Cliff.

The main traffic generators in Whitby are:-

- Shopping and banking - The main shopping streets in the centre are Baxtergate, Flowergate and Skinner Street. Catering for a different trade are shops in Church Street, Sandgate and St Ann's Staith/Haggersgate/Pier Road. There are two food supermarkets, the Co-op on Langbourne Road, which has substantial private car parking, and Safeways on Flowergate that utilizes on-street parking locally and a public paid car park to the rear. Many major high-street banks and building societies are present in Whitby.

- Education - Whitby has five primary schools, two middle schools (ages 11-14), and one tertiary school (ages 14-18). The catchment area stretches from Commondale and Runswick Bay to the north, to Robin Hood’s Bay and Goathland to the south and east. Many students arrive by public transport from the outlying areas. There is a concentration of schools around Prospect Hill (4 schools) and the others are at West Cliff, Stakesby and Stainsacre Lane.

- Tourism - Visitors tend to park at the harbour or West Cliff, and spread through the central area of town. Significant volumes of traffic use the narrow harbour side routes of Church Street, Swing Bridge and Pier Road to access parking.
Employment - Although Whitby has severe unemployment problems and is recognised as the County's unemployment hotspot\textsuperscript{2}, it does provide employment for both its residents and residents of the outlying villages. This is mainly in the town centre commercial and business areas, but also at the industrial estate located off the A171 to the south of the town, and at three minor industrial & business sites within the town.

3.2 Major pedestrian activities

Key Routes

General tourism and the many festivals generate large pedestrian flows concentrated mainly around the harbour, West Cliff, the Old Town and the shopping streets of Baxtergate and Flowergate.

The main arrival points for tourists to Whitby are Langbourne Road car parks, West Cliff on- and off-street parking, Abbey Headland car park, and the train and bus stations. Many of the West Cliff parkers use the steps beneath the Whalebones and then Pier Road to access the town.
The major areas of pedestrian activity in Whitby are:

- Old Town, Church Street and the '199 Steps' for tourism on the east side.
- Baxtergate, Flowergate, Brunswick St and Skinner St for shopping
- Pier Road, Khyber Pass and the West Cliff, especially North, Crescent and East Terraces for tourism on the west side

And for access

- Bagdale Road, Downdinner, Chubb Hill Road, Spring Vale, Upgang Lane, Stakesby Vale
- Helredale Rd, Spital Bridge,
- Spring Hill, Windsor Terrace

And around schools

- Prospect Hill, Waterstead Lane, New Bridge
- Byland Rd, Stainsacre Lane, Eskdale Rd

These routes are described in detail in the Whitby Pedestrian Action Plan, attached as Appendix 4 of this report.

**Pedestrian Counts**

Appendix 6 shows the detailed pedestrian flows counted around the town on various dates. Summarising, counts from 0700 to 1900 show

- 8,900 pedestrians on Langbourne Road (midweek August 1994)
- 4,000 pedestrians on Langbourne Road (midweek April 1994)

A one-hour count mid-afternoon showed

- 1,800 pedestrians on Baxtergate (Friday, September 2001)
- 1,700 pedestrians on Swing Bridge (Monday September 2001)
- 1,000 pedestrians on Pier Road (Monday, September 2001)

These compare to vehicle flows on Swing Bridge and Pier Road over the same hour of 310 and 150 vehicles respectively.
Providing an alternative and safe pedestrian environment within the town is clearly a high priority. The Whitby Traffic Partnership and others have identified the following as particular areas of concern:

- Conflict between pedestrians / vehicles at
  - St Ann's Staithe/Haggersgate/Pier Road
  - Swing Bridge
  - Church Street (lower) / Market Place
  - Flowergate

- Poor quality of footways and carriageways on:
  - St Ann’s Staithe³
  - Haggersgate
  - Pier Road
  - Swing Bridge

- Crossing facilities for pedestrians need to be enhanced at a number of locations throughout the town, including High Stakesby / Love Lane⁴ and White Points Road/ Upgang Lane⁵.

- Provision for the disabled at pedestrian crossing points need to be assessed and improved as appropriate

- Pedestrian routes to primary and secondary schools need to be examined and safe routes to school created.

- Extension of the pedestrian signing generally within the town would be desirable, including tactile signing for the visually-impaired⁶.

- Further opportunities for pedestrian dominated areas in the town need to be explored including locations near to bus and taxi waiting areas.

Further work in this area has been undertaken in the Pedestrian Action Plan, which can be found at Appendix 4.

**Pedestrian Accidents 1996 - 2001**

The following personal injury accidents involving pedestrians occurred during the period 1996-2001 (Drawing B9329/008/013A). Casualties are listed as infants (under 8 years of age), children (8-16 years), adults (17-64 years) and elderly persons (aged 65+). All accidents resulted in slight injury to adult pedestrians unless otherwise stated. Analysis of the pedestrian accidents shows:-
Injuries to children at the north end of Pier Road include two accidents to infants, one involving serious injury, also one accident resulting in serious injury to a child.

On Haggersgate, a child ran out into the road from a building, and two adults were involved in separate accidents as vehicles negotiated the bends on this road.

There have been four accidents where infants have run into the road. These occurred at Royal Crescent/North Terrace, Langbourne Road, and two separate accidents involving running out between parked cars at The Ropery, one infant sustaining serious injuries.

On the stretch of Station Square there were three accidents of pedestrians crossing from the bus station to the north side of the road. These accidents involved a child, an adult and an elderly person.

At the roundabout at Stakesby Vale/Chubb Hill, an infant sustained injuries in colliding with a vehicle.

Vehicles have reversed into pedestrians at Eskdale Road (a child), Windsor Terrace (two accidents at the lay-by opposite the taxi rank), and Baxtergate (light goods vehicle involved).

Accidents involving pedestrians on the pavement being hit by parts of a moving vehicle have been reported at:- the zebra crossing on Bagdale (adult sustained serious injuries whilst waiting to cross); Henrietta Street (during pedestrianised hours), Cliff St, and Pier Road.

Two accidents involved adults whilst standing/walking on the pavement on Brunswick Street.

A child sustained injuries after colliding with a vehicle on Mayfield Road.

An adult sustained serious injury after colliding with a vehicle on Skinner Street.
3.3 Major cyclist activities

The 1991 Census revealed that 1.3% of journeys to work in Whitby were made by cycle. Casual observations also suggest that cycling is undertaken but does not form a major part of the traffic movement. The steep gradients involved in accessing the central area from the surrounding residential areas are thought to be a discouraging factor.

Key Routes

Cyclist from outside Whitby arrive by several routes, mainly the A170 and A174. Whitby’s link to the National Cycle Network is over the brick River Esk Viaduct known as the Rail Trail from Scarborough. It then continues to the town centre via Southend Gardens and Chubb Hill roundabout.
Cyclist Counts

Cyclist counts taken at various dates and locations are shown in the Whitby Cycling Plan. Counts from August 2002 show an average of 100 cyclists entering each of 6 main junctions between 7am and 7pm. This is equivalent to one cyclist entering each junction every seven minutes. 184 cyclists were counted at Bridge End in twelve hours.

Cyclist Accidents

There were 13 accidents involving pedal cycles recorded from 1996 to 2001 (Drawing B9329/008/13B), and there is no obvious common cause or problem which has precipitated them. These accidents have been used to analyse patterns of vehicle/other user conflict in the town. The locations are widely spread, with no clusters. There are basically four accident types noted:-

- Cyclist turning right at busy junction (two accidents, one at Cross Butts and one at Helredale Rd / Larpool Lane junction);
- Drivers not seeing cyclists and pulling out into them (three accidents, at Chubb Hill Rd, New Quay Rd, and Spital Bridge);
- Child cyclist out of control or with poor road sense (three accidents);
- Adult cyclist out of control or with poor road sense (four accidents).

Accidents for the later period of 2000-2002 were used more recently for the Cycling Plan which can be found in Appendix 3.

Cyclist Problems

There is a lack of cycling facilities in Whitby, including cycle lanes and secure cycle parking facilities. Cycle approaches to schools need improvement by increasing signage, as a minimum.

A Cycle Forum was established in 2001 to identify key problems and solutions and produce the Whitby Cycling Plan. Key factors that emerged from the Cycling Forum were:-

- Cyclists are vulnerable to traffic
- The public perceives cycling to be dangerous and is reluctant to try it
- Safe, quiet routes should be established to build up cycling confidence
- Safe access to quiet lanes outside Whitby should be facilitated
There are key sections of highway that are dangerous for example Church St and Helredale Road

Improvements should be whole routes, and not piecemeal

Schools do not have secure cycling parking and therefore discourage students’ cycling

Driver education towards cyclists is essential

The Whitby Cycling Plan is attached as Appendix 3 of this report.

3.4 Public transport facilities and services

The town is served by a single rail service from Middlesbrough which operates along the Esk Valley, terminating at the Railway Station in the centre of town. This service runs four return trips per day from Middlesbrough and is operated by Arriva Trains. This service provides connections with the national rail network at Middlesbrough, and connection to Pickering along the privately operated North Yorkshire Moors Railway at Grosmont. The Esk Valley line provides an essential service for the remote villages in the Esk Valley, carrying almost 200 students to school in Whitby every day.

The first weekday morning train arrives at Whitby at 08:41, and at Middlesbrough at 10:18. The last train leaves Middlesbrough at 17:36 and leaves Whitby at 19:13. This service therefore serves students and workers in Whitby, but allows a maximum period from 10:20 - 19:30 in Middlesbrough.

The main bus station is adjacent to the railway station, with additional services operating from Langbourne Road. The bus station presently has 4 stops and has been rebuilt by NYCC, and opened in May 2003.

3.5 Buses

The following problems with the bus service and facilities were identified by the Traffic Partnership:

• The lack of comprehensive and readily available information on public transport services.

• The provision of bus facilities in the town centre integrated with other public transport facilities. Poor and inadequate facilities for bus users at Langbourne Road.

• The levels of bus services both within the town and to other nearby communities particularly in the evenings and at weekends.
• Inadequate layover facilities for buses.
• Poor level of bus service on Bank Holidays and Sundays on coast route.
• Lack of sufficient space for visitor coaches loading/unloading passengers and for parking of coaches during the day.
• Greater provision of bus services for the school run.

**Bus stop facilities**

A bus stop survey was undertaken in August 2001 to identify what facilities are available and any problems with this provision.

The survey highlighted generally that there is no information available at the bus stops to inform users of the service number, destination, route, frequency/time of service. This information appears to be available only at the bus and train travel centre at the train station. The only information available at the stops was the bus operator and a telephone number for enquiries.

• General points highlighted from the survey include:-
• Lack of information at point of contact, i.e. bus stops
• Lack of shelter
• Usually no bin/phone box/toilet/bench
• Parking of cars in bus stop bays
• Bus stops are generally well lit
• Road markings are generally good
• Sight lines are generally good
• Disabled access to bus stops is generally reasonable, but access to buses is poor
• Pedestrian crossings are usually some distance from bus stops
• The hospital has no bus stop
• The route of the Service 94 bus has no bus stops visible on the whole of the route.
• There is often no queuing space for pedestrians
• No link travel information or tourist information at bus stops.

Specific points regarding particular bus stops can be found in Appendix 7.
3.6 Rail

The following have been identified as problems with the rail service and facilities in and around Whitby:-

- The lack of comprehensive and readily available information on rail services\textsuperscript{9}.
- The restricted frequency of the rail passenger service on the Esk Valley Line\textsuperscript{10}.
- The lack of a through rail service along the North Yorkshire Moors Railway from Pickering to Whitby\textsuperscript{11}.
- The step between train and platform is too high for the pushchair and wheelchair users.

Plate 5: Railway Station frontage onto Station Square
3.7 Taxis

Taxi ranks are located at New Quay Road (12 spaces), Windsor Terrace (6 spaces), Langbourne Road (6 spaces), and Bridge Street (2 spaces 7-12pm). One ‘Chairmaster’ taxi is available to carry a passenger in their wheelchair. This is in use daily, the fare being £5 flat rate within Whitby, or the metered fare plus £4 outside Whitby.

Specific problems identified by local taxi drivers from Harrison’s Taxis, based on Upgang Lane, include:-

- Taxi ranks are not all marked on the Highway;
- Ranks are parked in by other vehicles;
- Ranks are suitably located but are inadequate in size. There are 38 registered taxi plates and only 24 spaces in ranks;
- At peak times, congestion makes taxi work unprofitable as much time is spent waiting in queuing traffic;
- Flowergate lower end gets completely blocked on occasion making turning difficult and hazardous;
- Intergreen time on the Swing Bridge traffic signals is too short and doesn't allow pedestrians to clear. This causes vehicles to miss their allocated green time as they wait for pedestrians to move off the road;
- At Helredale Road/ Spital Bridge/ Larpool Lane junction, traffic emerging from minor roads has great difficulty turning right, across traffic on the major road;
- Traffic from west cliff to Teesside/ Pickering is directed by road signs down Chubb Hill and thus through town, adding to the congestion there.

Disabled people have reported problems of access to suitable taxis, which are more costly and not generally as available as the standard taxis.

3.8 Motorbikes

An unresolved issue in Whitby is the parking of motorbikes. Discussions with relevant parties\textsuperscript{12} have yielded the following points:-

- National sales of motorbikes have been increasing for the past few years.
- Motorbike users generally visit for a short period and require secure (highly visible and with locks) parking close to refreshment facilities.
- Motorbike users may be prepared to pay to park in suitable locations. Duplicate ticketing is required in case of theft of parking ticket from bikes.
• A number of smaller parking locations are preferable to one large location.
• Estimates of motorbike visitors to Whitby are around 100 on a regular summer day.
• Motorcyclists report a pattern of them first visiting alone, and then revisiting by car with their family for longer visits.

Positive measures to attract motorcyclists are being undertaken in other local resorts, and measures could be taken to accommodate motorcyclists in Whitby, if the trade is not to be taken elsewhere.

3.9 Major vehicle activities

There are three principal roads leading to Whitby:-
• A171 coastal route from Scarborough and moorland route from Teeside
• A174 coastal route from Teesside
• A169 moorland route from Pickering, which terminates on the A171 north of Sleights.

These routes introduce visitors to Whitby town at several points. Visitors from A171 Scarborough can arrive at Hawsker Lane or Church Street on the East side of the river, or cross New Bridge and arrive at the traffic signals at Prospect Hill.

Visitors approaching from the A171 Teesside and the A169 Pickering can enter either along B1460 and onto Castle Road, or alternatively through Four Lane Ends roundabout and onto High Stakesby Road, and thus in via Love Lane /Upgang Lane. Visitors otherwise enter Whitby at Prospect Hill traffic signals.

Plate 6 - Junction of A169 and A171
Visitors from A174 north coast route enter Whitby on Upgang Lane.

Within the town, vehicles use a network of major roads. Traffic crossing the River Esk uses either the New Bridge on the A171 or the Swing Bridge.

The total number of vehicles at peak times exceeds the road network and car parking capacity. This problem is compounded as traffic is not directed in the most efficient manner to the most appropriate car parks. This results in unnecessary circulation of vehicles around the town.

For visitors new to the town and therefore following the traffic signs for car park locations, the location and detail of the signs is critical. The various car parks are signposted, but with no detail of number of spaces or walking distance to attractions.

**Signing**

- For vehicles travelling along the A171 from Teesside, there is a single sign to West Cliff parking at Cross Butts junction. At normal traffic speeds, this is not visible until you are on the junction, allowing no time for decision-making. At this point, Whitby is quite visibly some distance away.

- On reaching Prospect Hill traffic signals, the town centre is signposted to the left, and the Abbey English Heritage site to the right. There is no indication of parking at either location.

- Again at Prospect Hill, if the visitor opts to turn left into the town centre, at the roundabout on Bagdale they are offered the town centre straight on and West Cliff parking to the left. This is a car park that they have previously chosen not to use.

- If visitors choose to follow the sign to the town centre, they are directed to Marina car park, and back along Bagdale to West Cliff if Marina car park is full. There are no signs directing them along New Quay Road to West Cliff or the East side.

- For visitors from A171 Scarborough, the first car parking sign they are offered is on Helredale Road just before Church Street. Here they are offered town centre parking straight on and Abbey parking down Spital Bridge.

- Their next option is at Bagdale/Chubb Hill roundabout where West Cliff parking is directed to the left. Whilst there is no mention of town centre parking here, it has been mentioned at Spital Bridge and so visitors may well carry on along Bagdale, still looking for town centre parking. Again, they arrive at the Marina car park.

- There is usually adequate parking available at Abbey Plains, but visitors from the south are not properly directed there.
Traffic Counts

Drawing B9329/008/10A shows traffic counts undertaken by NYCC for all vehicles for various dates and locations. These are summarised below in descending order of vehicle numbers. The counts are for all types of vehicle travelling two-way along each road between 7am and 7pm.

<table>
<thead>
<tr>
<th>Road</th>
<th>Vehicles</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helredale Rd</td>
<td>13,700</td>
<td>Aug 1998</td>
</tr>
<tr>
<td>Prospect Hill</td>
<td>12,500</td>
<td>May 1991</td>
</tr>
<tr>
<td>Mayfield Rd</td>
<td>8,800</td>
<td>May 2000</td>
</tr>
<tr>
<td>adj. roundabout</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Langbourne Rd</td>
<td>7,000</td>
<td>Aug '94</td>
</tr>
<tr>
<td></td>
<td>3,900</td>
<td>April '94</td>
</tr>
<tr>
<td>Upgang Lane</td>
<td>6,500</td>
<td></td>
</tr>
<tr>
<td>Spital Bridge</td>
<td>5,400</td>
<td>Aug 1998</td>
</tr>
<tr>
<td>Larpool Lane</td>
<td>1,950</td>
<td>Aug 1998</td>
</tr>
<tr>
<td>Windsor Terrace</td>
<td>800</td>
<td>May 2000</td>
</tr>
<tr>
<td>Abbots Rd</td>
<td>400</td>
<td>May 2000</td>
</tr>
<tr>
<td>Swing Bridge</td>
<td>310</td>
<td>Sept 2001</td>
</tr>
<tr>
<td>Pier Rd</td>
<td>150</td>
<td>Sept 2001</td>
</tr>
</tbody>
</table>

Congestion

Congestion is seen as a general problem throughout the town during the summer months and is particularly acute on weekends, bank holidays and during special events. The situation continues to deteriorate with the increasing number of journeys by private car to the central area.
Streets where traffic congestion is of particular concern are:-

- Downdinner Hill/Bagdale Road
- New Quay Road
- Silver Street
- St Anne’s Staithes/Haggersgate/Pier Road
- Flowergate
- Swing Bridge/Church Street (lower)/Market Place
- Skinner Street
- Green Lane\textsuperscript{13}
- The Ropery

Key junctions where congestion arises\textsuperscript{14} are:

- Prospect Hill traffic signal junction
- Upgang Lane/White Point
- Love Lane/Sandsend Road
- Love Lane/Stakesby Road
- High Stakesby Road/Castle Road
- Sleights Road End/Guisborough Road\textsuperscript{15}
- Brunswick Street/Victoria Square

### 3.10 Disabled Access

Whitby Disablement Action Group (DAG) are represented on the Whitby Traffic Partnership, and close liaison with them has highlighted their general problems in Whitby as

- Whitby is perceived to be on two levels - the upper and the lower. Residents and visitors have needs at both levels, yet disabled parking is generally only available at the lower level.
- The few links between the two levels are critical and it is essential that they be upgraded to a quality suitable for wheelchair users. These key links are Brunswick St, Golden Lion Bank, Khyber Pass and Spring Hill.
- There is a distinct lack of dropped crossings along key routes, and drivers often park over those that are in place.
• There is a lack of disabled parking spaces in appropriate locations, and double yellow line parking means that drivers risk a fine for obstruction.

• Vehicles park on the pavement.

• Pavements are narrow with traffic signs placed centrally further reducing accessibility.

• There is a lack of tactile signing for the partially sighted.

Other particular problem areas highlighted by the DAG are listed below.

• Narrow pavements generally on the east side of town.

• Dropped kerbs often blocked by cars

• Church Street - pavement narrow and cobbles impossible

• Pier Road - narrow pavement outside the Magpie café, often blocked by queues

• Swing Bridge – narrow pavement

• Golden Lion Bank – surface slippery for electric wheelchair

• Skinner Street – dropped kerbs stop after launderette

• Tactile paving should accompany dropped kerbs, in the town centre at least.

• There is a need for raised signage and tactile maps for the blind and partially-sighted. These would need to be at a height of around 1 metre – maybe on a wall. Braille is inappropriate as few people learn it, but most can understand raised lettering.

• There have been complaints from some disabled people that they should not be made to pay for parking and hence the excessive use of double yellow lines as parking. It has been said that if disabled parking were free, then disabled people would use it.

• Buses are not accessible for the mobility-impaired.

• There is only one taxi available locally that can take a wheelchair and user, for those who are unable to walk at all. This is expensive due to the time taken to load and unload, and for this reason other accessible taxis have been unable to continue to provide this service.

• Khyber Pass has no pavement and wheelchair users are unable to move quickly out of the way of danger.

• Vehicular access to the hospital via Spring Hill can be hazardous as the entrance off Bagdale is narrow with poor sightlines. DAG members have met lorries travelling down the hill to the junction as they turn into it from Bagdale.
A pelican crossing of Stakesby Rd has been requested outside the sheltered housing at West Thorpe. A traffic count was undertaken in October which the residents feel did not identify the difficulties of pedestrians trying to cross due to traffic speed and density in the summer months.

Whole routes of dropped crossings are essential to make journeys accessible for wheelchair users. Missing drops or ones that have been parked over negate whole routes.

There is a shortage of benches around Whitby. The mobility-impaired rely on them as they move around town. Seats with backs are essential as they allow people to rest their backs and enable them to be mobile for longer on any particular journey. Likewise, seats with armrests between each seat enable the disabled to push themselves into a vertical position more easily.

On the positive side, it appears that the NYCC Highways department usually construct dropped kerbs and tactile paving once they have been notified and funding becomes available.

Suggested solutions by DAG to their pedestrian problems in central Whitby are as stated above, and:

- To resolve the problem of vehicles parking across dropped crossings, it is suggested that white lines be painted on the kerb adjacent to the crossing point to highlight them. Posts could also be placed at the edge of the kerbs on both sides of the dropped kerb as a visual reminder to parking vehicles.
- Raised pavements at bus stops for easy boarding,
- Provision of buses that have easy access
- Pedestrianise half of Pier Rd
- Introduce more traffic wardens
- Introduce Park & Tour for visitors to be dropped around town.
3.11 Servicing

Any traffic strategy for Whitby will need to recognise and cater for the essential servicing requirements of businesses and public facilities within the town. The following locations have been identified as causing particular concern in terms of the congestion, road safety and the generally adverse effect on the pedestrian environment. The problems at some of the locations have already been addressed by use of traffic regulation orders which restrict the hours of access by servicing vehicles. These are nevertheless included in the list as they will need to be reviewed as part of the development of the traffic strategy.

- Church Street (lower)/Market Place/ Henrietta Street
- Baxtergate
- St Ann’s Staithe /Haggersgate/Pier Road
- Flowergate
- **Skinner Street**
- Station Square
- Cliff Street
- Upgang Lane/The Parade
- Silver Street
- St Hilda’s Terrace
- Fishburn Park

There are problems with delivery vehicles entering Baxtergate pedestrian zone between 10.30am and 4pm when traffic is banned. A recommendation has been made that a physical barrier be erected which could be opened and closed at the appropriate times.

Also included in 'servicing' are the needs of commuters - shop and office workers from outside the town who currently occupy parking spaces in the town centre. This issue is dual-handed as these key workers need to be able to park, ideally at no cost, but they also currently occupy parking spaces all day that could be otherwise available to several short-stay shoppers, or day visitors, both of whom bring income into the town. There is a balance to be struck between accommodating these commuters without too much inconvenience or expense to them, whilst utilising fully and managing effectively all car parking available near the town centre.

3.12 Waiting restrictions, car parks, off-street and on-street parking, coach parking

Waiting restrictions are in place on many of the central streets in the town centre. These vary from double yellow lines with no waiting at any time (with exemptions), to parking permitted for 40 minutes and prohibition of sleeping overnight in vehicles.

The location of car parks, off-street and on-street parking can be seen in B9329/AA/005, and highlights free on-street parking with no time limits in:-

- West Cliff (300 spaces)
- St Hilda’s Terrace area (100 spaces)
- Upgang Lane area (200 spaces)
- Windsor Terrace & Fishburn Park (250 spaces)

Other free on-street parking is available, on the east side of the river, along Church Street, although some parking has time limits.
Off-street parking availability

There are five major and four minor public car parks, all pay and display. The major car parks are:-

- West Cliff/Swimming Pool (674 spaces)\(^{21}\)
- Langbourne Road Upper and Lower Harbours (416 spaces)
- Abbey Headland (415 spaces)
- Church Street (92 spaces)

The minor car parks are:-

- North Terrace (63 spaces)
- Pavilion (68 spaces)
- Railway station (50 spaces)
- Cliff Street (37 spaces)
- Back St Hilda’s Terrace (20 spaces outside office hours)
Further parking (customer free, others pay) is available at the Co-op supermarket on Langbourne Road (200 spaces).

At peak periods, different groups and organisations in Whitby offer other parking options:

- Park & Ride at White Leys (operated by Scarborough District Council) for approximately 250 vehicles
- The Engine shed off Windsor Terrace (operated by the Endeavour Trust) offering 100-150 spaces on approximately 20 days in 2001
- The Cricket Club off Upgang Lane has also offered car parking in 2001 at August Bank Holiday and Regatta weekend.

Coach parking is available at West Cliff adjacent to the swimming pool (45 spaces) and Abbey Headlands (10 spaces). Passenger service vehicles are restricted from parking generally on the residential streets of West Cliff from 21 March to 30 September.

**Car park occupancy**

Car park occupancy is reported as follows:

- Abbey Headlands - generally space available, usually only fully occupied at August Bank Holiday
- West Cliff car park - usually empty of cars until on-street parking at West Cliff is fully occupied. Then it fills to capacity at peak tourist times.
- Lower Harbour and Church Street usually full by 10am for ten months of the year.
- Coaches bringing day visitors to the town generally drop-off and pick-up passengers at Langbourne Road, parking elsewhere for the day.

**Parking Problems**

Parking provision is a vital element of the overall transport strategy for the town. The following issues represent the main areas of concern raised by the Whitby Traffic Partnership:

- Deficiency in the total number of spaces in off-street car parks at peak times.
- The balance between long and short stay parking
- High demand at Marina and Church Street car parks while West Cliff and Abbey Plain car parks have vacant spaces.
Poor signing of car parks and lack of advance information on spaces available.

Problems caused by disabled Badge holders parking in unsuitable locations.

Inadequate provision for disabled parking in appropriate locations.

Problems with on-street parking in Fishburn Park

Parking on footways and street corners

A substantial number of residents of outlying villages who visit Whitby as their regional centre to shop and bank do not do so in the summer months. The problems of parking and general high levels of pedestrians make this task difficult, and many opt to do their business in other towns.

Park and Ride is currently in operation at peak tourist times using the playing fields at White Leys. Whilst offering a very useful overflow facility, it has the following deficiencies:

- It is located within the urban area with traffic having to pass through High Stakesby.

- It is only available on August weekends and bank holidays or when it is anticipated in advance that potential parking demand requires its implementation.

- Its use as a Park and Ride site conflicts with its use as a sports facility at certain times.

- It is limited to approximately 250 spaces when the playing pitches are excluded.

- It does not intercept traffic from the Scarborough direction.

Parking Survey

A parking preferences survey was undertaken in Whitby on weekdays and weekends in August 1998 and gave a 16% return of questionnaires handed out at parking locations. These questionnaires yielded the following:

- 71% of respondents were on day visits, 15% were on short or long holidays and the remaining 14% of respondents were on non-holiday visits.

- The trip distance shows 16% travelling less than 10 miles, 39% between 10 and 50 miles and 33% travelling 50-100 miles. 11% travelled more than 100 miles.

- Only 7% of cars had the driver alone, 93% were shared, with an average of 2.5 persons per car.

- Respondents were split 60% male, and 40% of drivers were aged 25 to 44 years of age, 33% were 45 to 59 years of age, 20% were sixty or older, and 5% were 25 or under.
• Almost half of respondents parked for between 3-6 hours whilst a quarter of respondents parked for less than 3 hours.

• 53% of long/short holiday visitors, 85% of day visitors and 37% of non-holiday visitors used paid parking. The average cost of paid parking was £2.56.

• 85% of respondents used paid parking. This group had lower car park search times (8 minutes) and higher walk times (11 minutes) than those using free parking who tended to spend longer searching for a space (10 minutes) but only 7 minutes on average walking once a place was found.

• Almost two-thirds of respondents believed that they could not make their journey without a car, while just over one quarter had public transport as the only other option for the journey.

• Overall, parking factors that were considered ‘important’ or ‘fairly important’ were:- time to find parking space (78% of respondents thought they were important); proximity of car parking (76%); and parking cost (65%).

“Of particular note is the fact that tourists seem not to have a particularly high sensitivity to the cost of parking, rating it less than ‘fairly important’. Instead, they seem to value the time taken to find a space and the walking time more highly.”

Figure 2: Car Parking Type used by Day Visitors
3.13 One-way streets, roundabouts, weight-height-width-access restrictions, speed limits

The one-way streets are:

- Baxtergate, Wellington Road,
- St Ann's Staithe, Haggarsgate, Pier Road, Khyber Pass,
- A section of Spring Hill outside the hospital,
- Skinner Street, the upper section of Flowergate, Brunswick Street, Cliff Street and Sandgate.

All restricted junction movements are associated with one way streets, with the exception of the right-turn prohibition from Bagdale Road to Windsor Terrace.  

Plate 9: St Anne's Staithe - looking south towards Baxtergate
There are six roundabouts in the study area:

- Four Lanes End
- One at each end of Chubb Hill Road
- One at each end of Langbourne Road
- One on Upgang Lane at its junction with Argyle Road

A mini-roundabout is due to be constructed in 2003 at the junction of Love Lane and the A174 Whitby-Sandsend road.

Weight, height and width restrictions in Whitby are:

- Swing Bridge which has a limit of 17 tonnes,
- Church Street (north) which has a limit of 3.5 tonnes.
- On the outskirts of Whitby, Larpool Lane has a weight restriction of 7.5 tonnes and a height restriction of 13 feet.
- There are advisory width restrictions on Sandgate (7ft 3 inches advisory) and Church St (north) (7ft 3 inches advisory), and
- Natural width restrictions on some routes, for example Cliff St and Silver Street.

Several streets have restricted access; Baxtergate and Wellington Road are closed to traffic 10.30am – 4pm; Church St (lower), Sandgate, and Henrietta Street are pedestrianised, with closure to heavy goods vehicles from 10.30am – 4pm. Driving along The Ropery, St Mary’s Crescent and Church Lane is limited to access only.

Speed limits within the town are:

- 20 mph in the harbour area,
- 20 mph in Fishburn Park, on Abbotts Road and outside Stakesby school.
- 30 mph elsewhere and
- 40 mph across the New Bridge and on Mayfield Road.

Designs are underway for a 20mph zone along St Peter’s Road and Eskdale Road.

3.14 Traffic signals, pedestrian crossings and footways

There are two sets of traffic signals in Whitby.

- The first is at Prospect Hill at the junction of A171 from Guisborough with New Bridge, Waterstead Lane and Prospect Hill leading to Downdinner Hill. The signal timings are vehicle-activated.
The second set of traffic signals is either side of the Swing Bridge; these operate to make the bridge single way alternately. They are also used to stop the road traffic to allow the bridge to open every half-hour for four hours at high tide. There is no pedestrian phase, facility or crossing point at these signals. The intergreen time allows for pedestrian crossing. The traffic signals cycle timing allows for approximately eight vehicles to cross the bridge from each side, if unrestricted by pedestrians.

There are six signalised pedestrian crossings in Whitby. All have rotating tactile cones under the push button control to facilitate disabled crossing. The crossings are:-

- At the junction of Helredale Rd/ Larpool Lane, constructed in 2001 and has individual crossings and signals for each carriageway.
- At Helredale Road outside East Whitby Primary School, is manned at peak school times by a School Crossing Patrol. The crossing also serves Eskdale middle school. Extra green time for crossing is allowed at the morning peak time. The crossing is in a 40-mph zone.
- Outside the railway station crossing Station Square and it is well used by pedestrians;
- Outside the Tourist Information Centre crossing Langbourne Rd;
- On Prospect Hill near to Whitby Community College.
- On Stakesby Road close to the junction with Love Lane,

Zebra crossings are located:-

- At the south end of Khyber Pass;
- On Bagdale Road at the bottom of Brunswick Street;
- On Church Street adjacent to the public car park.

The location of traffic signals and pedestrian crossings can be found on B9329/AA/009.

3.15 Known traffic speed problems, law-breaking and enforcement

There are no major traffic speed problems in Whitby, probably due to the congestion and nature of the town, the exceptions being:

- Vehicle speeds sometimes exceed the speed limits on the A171 between Prospect Hill traffic signals and Four Lane Ends roundabout, also from the roundabout to the de-restriction sign on A171 Guisborough road.
The only location in central Whitby where traffic regularly exceeds the 20-mph speed limit is on Khyber Pass. The lack of a footway means pedestrians and the disabled are not able to move out of the way of danger quickly. A footway and traffic-calming scheme have been suggested to resolve this.

Plate 10: Khyber Pass looking north - lack of footway forces pedestrians to walk on road

The major problems of law-breaking are ignoring waiting restrictions, driving down access-only streets, driving along streets closed for a time within those times. There is an ongoing problem of 'boy racers' around various streets in Whitby, which cause a nuisance for residents.

There is some concern that current traffic regulations are not being adequately enforced resulting in road safety, congestion and other environmental problems. The North Yorkshire Police are represented on the Whitby Traffic Partnership and their role will be crucial in ensuring the success of any future strategy for managing traffic. Particular areas of concern include New Quay Road, Langbourne Road and Station Square.

Enforcement must be seen as part of the overall strategy which includes Engineering, Education and Enforcement. NYCC are working towards developing solutions that are self-enforcing and which minimise the level of police enforcement required.
3.16 Road traffic accidents

The location of accidents resulting in personal injury between 1996 and 2001 are shown on Drawing B9329/008/06636.

Accidents have been separated into three categories – those involving pedestrians, those involving pedal cycles, and those involving other vehicles only. The locations of the pedestrian and cyclist accidents are shown on Drawings B9329/008/13A and B9329/008/13B, and discussed in Sections 3.2 and 3.3 of this report respectively.

There were 127 road traffic accidents not involving pedestrians or cyclists in the five years from 1996 to 2001. Fifteen of these resulted in serious injury, the remainder in slight injury.

In addition, fifty road traffic accidents occurred which involved pedestrians, thirteen resulting in serious injury, the remainder slight. Cyclists were involved in nine separate accidents, one of which resulted in serious injury.

On average, therefore, there are in excess of 30 road accidents each year in the town which result in injury. In addition, there will be approximately six times this number which result in damage to vehicles and property only.

In the area which is now 20mph in the town centre, there were 11 accidents involving pedestrians and only 8 vehicle-only accidents resulting in injury.

The need to provide a safe environment for both residents and visitors to Whitby will therefore be a very high priority in this strategy. Pedestrians and cyclists are particularly vulnerable to injury in accidents, and their safety will be a high factor in the development of this strategy.

There are four sites in Whitby that are regarded by North Yorkshire County Council as areas with a high accident record. The first of these - the junction of Bagdale Road and Chubb Hill Road - has now been improved by construction of a roundabout. The other locations are:-

- The traffic signals at Prospect Hill.
- Helredale Road/Larpool Lane/Spital Bridge junction.
- Victoria Square/Station Square/Windsor Terrace.

In addition, sites where three or more accidents occurred during the five-year period include
Whitby Traffic Management Strategy
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- Chubb Hill Road lower, including 2 resulting in serious injuries
- Victoria Square / Brunswick St
- Haggarsgate
- North Rd / Esk Terrace

Looking more closely at the worst accident locations in terms of numbers of accidents:-

**Prospect Hill traffic signals**

Between 1996 and 2001, fourteen accidents were recorded with one involving a pedestrian. All resulted in slight injury. The accidents recorded are right-turners from Whitby to Guisborough. The issue seems to be some right-turning drivers believing that they have priority when a plain green light is showing.

The other type of accident recorded at Prospect Hill is vehicles approaching from New Bridge and indicating to turn right into Waterstead Lane. These vehicles need to cross two lanes of traffic. Visibility is limited, and often cars are waved across by the standing queue waiting to turn right towards Guisborough. The car turning into Waterstead Lane then may meet a car travelling straight on in the nearside lane.

Driver education is required, but there may also be opportunity to re-assess the junction to eradicate the problem.

Information regarding vehicle-only accidents is to be investigated at each particular junction or site before improvements are undertaken. Pedestrian and cyclist accidents are analysed further in the Pedestrian Action Plan and Whitby Cycling Plan at Appendices 4 and 3.

3.17 The views of the public

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

3.18 Other problems and issues

**Langbourne Road**

Congestion on Langbourne Road is a problem at peak times with buses and coaches stopping outside the lay-bys, also disabled badge holders parking on double yellow lines. The road width is thus reduced to a single lane. As vehicles arrive and find Marina car park full, they are then unable to exit the area due to single lane standing traffic behind them.
Swing Bridge

There is a triple conflict of users at the Swing Bridge, with boats, motor vehicles and pedestrians. The Swing Bridge is heavily used, is now used at all hours, and HCV’s and buses often disregard the weight restriction of 17 tonnes.

The bridge operates for four hours at high tide, opening every half-hour for boats to pass. At peak times of boat or pedestrian usage, for example at Regatta weekend and August Bank Holidays, the road traffic does not always clear between bridge openings. Half-hourly openings of the bridge for boats at these times can take 10 or 15 minutes, with a large build-up of pedestrians and vehicles. Once the bridge has closed, the large numbers of pedestrians crossing can prevent vehicles crossing.

Pedestrian traffic is high at the Swing Bridge; a count for one hour at lunchtime on a bright September day counted 1700 pedestrians and 310 vehicles. The pavements on the bridge are narrow, meaning that pedestrians often pass each other by stepping into the road.

School travel plans

School locations and road access points are shown in Drawing B9329/AA/019.

School travel plans will be developed separately for all schools, however, the following specific issues have been identified:

- Cars and buses parking outside the Community College access on the A171. This causes obstruction to vehicles using the A171. At school leaving time, students emerge in large groups and school buses park on the opposite side of the road, about 100 metres from the pedestrian crossing. This has the effect that children do not use the pedestrian crossing to cross the A171.

- Other problems that have been noted include the narrowness of the footpath along Prospect Hill/ Downdinner on the west side. This is a problem for the groups of schoolchildren walking along into town. Accidents have been recorded of schoolchildren stepping into traffic at the Chubb Hill Road / Bagdale Road junction. These accidents were prior to the construction of the new mini-roundabout at that location, and no further accidents are anticipated here.

Many other problems with safer routes to school are noted in the Pedestrian Action Plan.
Plate 11: Footpath from Waterstead Crescent to Waterstead Lane - poor crossing facility for primary school pupils

Green Travel Plans

Green travel plans will be required for significant new developments in Whitby, for example the Marina development.
4. Policies and Transport Plan 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.

The County Council’s Local Transport Plan (LTP) sets out the overall transport strategy for the county for the period 2001-2006. It is important that the Whitby Traffic Management Strategy is consistent with the overall approach set out in the LTP.

The LTP divides the county into eight policy areas. Whitby is included in the area which also contains the whole of the North Yorkshire Moors National Park.

The traffic and transport strategy for this area has four principal objectives: “raising awareness; managing demand; reducing impact and improving options.”

The objectives are developed in a series of six themes:

- Strategic routes and areas;
- Public transport (bus services, passenger transport information, rail services);
- Whitby Traffic Management Partnership;
- Parking policy;
• Cycling;
• Removing barriers.

The following extracts from the LTP are included as they are relevant to the Whitby area and the development of the Traffic Management Strategy.

“As recreational traffic is a key factor in traffic volume, demand management is largely aimed at this group, although there are complementary benefits for local communities and social inclusion as a result of the measures proposed here.”

Regarding parking issues, the following is stated:

“Park and Ride …facilities will be developed for Whitby….”

“Park & Ride will be linked to a policy for on-street parking charges and development of residents parking schemes….”

“Reduction of through traffic in central streets is to be considered to improve the safety of pedestrians and the environment generally.”

Cycling is discussed as follows:-

“The aim is to encourage all forms of cycling as a means of travel for short journeys to, for instance, school or work, to gain access to public transport…”

“Improvements will be made to cycle storage, which will include some bus stop locations. Experiments in other parts of the County of cycles being carried on public transport will be monitored carefully as part of strategy development. In addition to improving the existing infrastructure, new routes will be identified and existing vehicular priorities re-assessed to ensure the concept of the cycling network succeeds.”

The final LTP theme of removing barriers is further discussed:-

“A pro-active approach to removing barriers will encourage more people to take advantage of the recreational opportunities…. regardless of their physical, social or functional circumstance. This will also benefit local communities. Greater use of the area by different groups, especially when using public transport, cycling or walking will require additional facilities, a new approach to information provision and continuing monitoring and adaptation. This will be achieved through partnership working and will aim for innovation and high quality provision.”
4.2 Local Transport Plan Local Objectives

The LTP discusses the Whitby Traffic Management Strategy and contains the following references which are relevant to Whitby:

- “A Traffic Management Study has been developed and elements of this are included for funding within the five year plan. The Strategy comprises the following;
- A Park and Ride site on the main A171 approach from Teesside
- Improvements in public transport facilities within the town
- Parking Action Areas in three key locations
- Improvements in pedestrian and cycling facilities
- Improved facilities for access for people with disabilities
- Road safety improvements
- Environmental enhancement in the central area.”

Various targets have been set in the Local Transport Plan. These targets are for the whole county and therefore apply to Whitby.

Critical targets are to achieve a 50% reduction in children under 16 years of age killed or seriously injured, achieve a 40% reduction in the number of people killed or seriously injured, and reduce slight casualty figures by 10%, all by 2010 (compared with the average for 1994-98 period).

The following targets which are set in the LTP and are relevant to Whitby are to be met by 2006:

- Increase total annual distance covered by local buses by 10% (countywide target)
- Increase total number of passenger journeys by 10% (countywide target)
- Develop 16 bus quality corridors (countywide target)
- Increase number of public transport journeys made in North York Moors National Park
- Improve access for people with disabilities at 50% of rail stations (countywide target)
- To produce local cycle plans and spend minimum £400k per year on measures to improve facilities for cyclists (countywide target)
- Limit traffic growth in North York Moors National Park to 1% below national average
4.3 Local Plan Development and Constraints

The Scarborough Borough Local Plan, adopted on 3 April 1999, shows significant land use allocation as follows:-

- Housing allocation at Ewe Cote, Castle Road (3ha, 92 dwellings)\(^{45}\)
- Housing allocation at Upper Bauldyes (0.7ha, 14 houses)\(^{46}\)
- Housing allocation at Whitehall Landing (2 ha, 54 dwellings)\(^{47}\)
- Industrial allocation to the north of Stainsacre Industrial Estate (8ha).

Other significant potential developments include:

- Development of the Marina off Langbourne Road;
- Development of the engine shed on the railway land off Esk Terrace; and
- Construction of an indoor sports facility adjacent to the swimming pool at West Cliff\(^{48}\).

The Local Plan also designates the Conservation Area (most of the central area including West Cliff and East Side of the river) as being subject to Environmental Regeneration Initiatives\(^{49}\).

The Local Plan states the following for Pier Road\(^{50}\):

“Proposals for development along Pier Road, Whitby, will be expected to enhance the environmental quality and appearance of the street scene.

“Justification.

Pier Road is a principal visitor focus with its shops, food and drink establishments and amusement arcades. The street also provides the main pedestrian route between the town centre and the beach.

The east side of the street comprises the fish quay and, whilst the off-loading of fish from boats is of interest to tourists, the noise and commercial vehicle traffic associated with the operation of the quay are not conducive to the development of tourism.

The street lies within the Whitby Conservation Area and contains a number of listed buildings. There is a need to encourage owners to improve the appearance of their buildings and forecourt areas as part of a co-ordinated programme of works to upgrade the street scene.”
The Scarborough Borough Local Plan is taken into account in developing the traffic strategy.

Plate 12: Pier Road adjacent Fish Quay looking north

Planned Developments

The flagship development of the Whitby Abbey by English Heritage together with other activities of the Whitby Tourism Renewal Group plus the Marina Development will make significant increased demands on the road and pedestrian networks in and around the town. A community planning initiative was undertaken to decide what development would be appropriate and desirable at the Marina site. Any development will potentially impact on the transport network, both from the influx of extra vehicles, and the reduction in the number of parking spaces available.

The traffic strategy will need to recognise the changes which will take place and help influence developments.

The sewerage works by Yorkshire Water in 2000/2001 allowed the opportunity to assess the effect, albeit over the winter period, of the closure of some streets in the area to be considered for greater pedestrian priority.
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 devised in March 2001. It sets out far-reaching aims that include:

- To reduce 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;
- Promote 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 maintain 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 Whitby

- The various problems identified in Whitby and reported in Section 3 of this report, were used to develop the following traffic management objectives for Whitby. These were agreed with the Whitby Traffic Partnership at the meeting of 30 October 2001. The objectives are:
  - Reduce pedestrian/vehicle conflict in the central areas.
  - Improve disabled access.
  - Encourage greater use of public transport.
  - Improve signs to car parks and information generally
  - Encourage greater use of public transport.
  - Reduce non-essential traffic in central areas.
  - Manage parking more effectively.
  - Encourage cycling - make it safer
  - Improve key junctions

All the objectives must ensure reasonable access for residents and be suitable for both summer and winter periods.

4.6 Finance and Implementation

The funding available to implement the Traffic Management Strategy is dependent to a major degree on the LTP funding allocation. This is allocated on an annual basis. In 2002/2003, £1 million was utilised to implement the Traffic Management Strategy. In 2003/2004 over £600k has been set aside for implementation. There is no reason to believe that this funding will not continue at this level until 2006, when a new LTP must be submitted.

The Implementation Programme assumes the TMS Plan will be implemented over a ten-year period up to 2011.

Most of the funding for implementation will derive from the LTP, however some of the schemes included will involve other bodies (including Scarborough Borough Council, Whitby Town Council, private landowners/developers) and it is hoped that contributions can be sought from these other bodies. Alternative sources of funding will be sought during the implementation period.
After implementation and later adjustments, it is anticipated that elements of any strategy will combine to make the operation of the strategy self-funding, as far as possible. Income-generating measures will be used to fund running costs of other parts of the strategy.
5. Developing the Traffic Management Strategy

5.1 Whitby Traffic Partnership

The Whitby Traffic Partnership has been involved in the Traffic Management Study since the start of this process in 1998. Their contribution to the development of appropriate schemes to resolve particular problems in Whitby has already resulted in the improvement of sites and construction of works.

The membership of the partnership has been updated as appropriate to include relevant parties. Many of the problems highlighted in this study were identified by the Partnership, and many of the solutions also come from the Partnership. The work of the Partnership and this Traffic Management Study culminated in a major public consultation exercise on two main options for managing traffic in Whitby over the next 5 to 10 years.

The Partnership has convened and discussed and input to this study at the following key stages:

- Update on progress & feedback, comments on proposed bus station & proposal of A169 roundabout (26 June 2001)
- Presentation of problems and issues and discussions/agreement of objectives (30 Oct 2001)
- Reporting of Public Consultation result. Discussion of way forward & short/medium/long term implementation measures. (4 December 2002)
- Reporting of progress with strategy, schemes already implemented, underway and imminent, also opening of redeveloped bus station. (7 May 2003)

The Partnership will continue to be involved and contribute and form a vital information source and sounding-board for ideas and improvements.

5.2 Identification of Options

Following agreement of the strategy objectives (Section 4.5) by the Whitby Traffic Partnership, a whole range of solutions and options was considered in depth.

One main principle was that car parking should be made available to accommodate visitor demand. The key question was whether to accommodate this in-town by expanding existing car parks, or whether to provide the required capacity through park and ride on the town boundary, with visitors brought to the centre by bus.
In more detail, the two practicable options offered for public consultation were:-

- **Option A**  Expand the car parking within town and improve access for drivers to these. This would primarily involve the SBC car parks at Tucker's Field and at the Abbey. This would be combined with a shuttle bus service to provide access around the town attractions.

- **Option B**  Provide out of town car parking through a park and ride scheme initially at Cross Butts on the A171 Teesside approach, and expanding to meet demand to a site on Stainsacre Lane. These Park & Ride sites would have a bus service to the harbour area.

There were also options which would be important in achieving the objectives, and which would work with either of the two main options. These were:- the reduction of through traffic at peak times on Pier Road/ Khyber Pass; the extension of this to the Swing Bridge; and the introduction of Resident's Parking Zones close to the town centre, improved junctions and access to car parks and improved signing.

Along with the above, a range of complementary measures was offered to improve access for pedestrians, the disabled, school-children, and non-vehicular users of Whitby.

### 5.3 The Strategy Options in Detail

The main difference between the two options is the way that replacement car parking and additional parking would be provided.

- **Option A** (Drawing B9329/008/024A) is based on expanding the existing car parks on the East and West Cliffs to provide in total an additional 1,000 spaces. 500 of these spaces would replace those lost to developments which have already taken place as well as the anticipated effect of the residents parking zones. There would therefore be a net increase of 500 spaces.

- **Option B** (Drawing B9329/008/025A) envisages the 1,000 spaces in total being provided in two main Park and Ride sites on the A171 eastern and western approaches to the town.

**Both options also included**

- Variable message signing to direct visitors to available car parking spaces
- Buses linking parking sites to town centre
- Pay and Display parking on the West Cliff
- Residents Parking Zones in Fishburn Park, West Cliff, Church Street and The Ropery and around Downdinner Hill
OPTION A - EXTENDING EXISTING CAR PARKS

- Expanded parking area at Tindale Field, West Cliff to accommodate long-term parking displaced by developments plus some new parking spaces.
- Pay and Display parking on West Cliff Promenade to provide income to support Shuttle Bus Service.
- Shuttle Bus Service between car parks, shops & harbour area available to all - residents, shoppers & visitors.
- Expanded parking area at the Abbey to accommodate long-term parking displaced by developments plus some new parking spaces.
- Variable Message signage along main entry routes to direct visitors to available car parking spaces.

KEY:
- 'Pay & Display' car parks
- Residents' parking zones
- Shuttle Bus Service
- Junction improvements
- 'Pay & Display' on-street parking
- Variable Message signage to car parks
- Schools
Restriction of through traffic along Pier Road with the option of extending this to include New Quay Road, the Swing Bridge and part of Church Street

- A wide range of complementary measures (Drawing B9329/008/23A) relating to buses and coaches, trains, pedestrian facilities (Drawing B9329/008/27), cycling (Drawing B9329/008/022B), car parking and improved access for the disabled.

5.4 Public Consultation

A major public consultation was undertaken to gauge support for the main options A and B, and to prioritise particular complementary measures. The consultation comprised the following main elements:

- The distribution of 10,000 leaflets and questionnaires to all properties in Whitby and the surrounding area. A copy of the leaflet (Whitby Household Questionnaire) is included at Appendix 8.

- Distribution of copies of the leaflet and questionnaire to Parish Councils further afield

- Consultation with other authorities and representative groups

- A postcard survey of visiting motorists

- A two-week exhibition of the options in the Tourist Information Centre, manned on the first two days and one day in the second week.

- Local press coverage on the options and details of the exhibition

Response to Consultation

Nearly 2,000 questionnaires were returned which is approximately 20% of the households and businesses in the consultation area. This is a satisfactory level of response and compares well with the response rate which can normally be expected in consultation exercises of this kind.

Many of the questionnaires were accompanied by detailed written comments. A summary of these comments is provided at Appendix 9. 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.

There was a good attendance at the exhibition with in the region of 500 to 600 people attending over the three days the exhibition was manned.
**Whitby Traffic Management Strategy**

**Cycling Plan**

**Surface of bridleway to be improved**
- Footpath on Seaburn Road to be widened to provide unsegregated footpath/cycleway
- New cycleway to be constructed on former railway alignment
- Cycleway to be marked at south side of existing road

**Existing recreational route to be improved**
- Review of cyclist safety at junctions
- Cycle stands
- Schools

**NOTES**

North Yorkshire County Council aims to encourage cycling as an alternative to making journeys in private vehicles. To this end, it aims to encourage cycling by:
- Making existing routes safer for cyclists
- Signalling and improving cycle routes
- Creating a more comprehensive network of cycle routes
- Linking with other bodies (BBC, SUSTRANS) to create a sustainable network
- Constructing cycle stands at key locations

**Route 1**
- Improves the A74 (Taswegian-Whitby-Staithes) for cyclists
- Easy to implement and provides a link into the town centre from the A74 on a 'quiet' route along Osborn Road

**Route 2**
- Links the residential areas to the town centre

**Route 3**
- Includes further residential areas in the town centre and key amenities including Spring Vale Medical Centre, St Philips and Birks Primary School

**Route 4**
- A new link to be constructed from the Low Lanes/A134 junction through residential areas to the railway embankment cycle route adjacent to the Community College. This route is mainly off-road and to be built by Scarborough Borough Council

**Route 5**
- The recreational route aims to provide off-road or 'quiet' cycling routes to encourage recreational cycling in order for:
  - Visitor to transport alternatives
  - Encourage new visitors
  - Encourage residents to cycle
  - Create a visible route that links various cycle routes and offer advice

**Route 6**
- A new route along the railway embankment cycle route adjacent to the Community College. This route is mainly off-road and to be built by Scarborough Borough Council

**Existing Recreational Route**
- This off-road route runs from the Community College, adjacent to the railway embankment, to Whitby and is to be improved by the Scarborough Borough Council to be improved in sections where the surface has deteriorated

This plan has been developed with the help of the Whitby Cycle Forum.
Many detailed comments and suggestions have been received. These provide extremely useful feedback and will help in the development of individual elements of the strategy as they are taken forward. There will also be a further opportunity for the public and Statutory Consultees to comment when individual proposals are progressed.

5.5 Summary of Consultation Responses

Whitby Household Questionnaire

- 76% of those responding to the leaflet/questionnaire favoured Option B (Park and Ride) with 15% opposed to this option.
- Option A (expanding existing car parks) received support from 38% of those responding with 44% opposed.
- 18% of those responding thought both options should be pursued whilst only 4% did not support either option.
- The restriction of traffic along the Pier Road and Khyber Pass route was very strongly supported with 80% of those responding in favour. 57% also thought this should be extended to include New Quay Road, the Swing Bridge and part of Church Street.
- Each of the complementary measures received the support of the majority of those responding. In priority order the three highest priorities were:
  - Improve junction of Love Lane and Sandsend Road
  - More short stay parking near to shops
  - Make walking routes safer to school
- 85% of those responding felt there was a need to improve services on the Esk Valley line with 88% also of the view that the re-opening of the Whitby-Pickering-Malton railway would be of benefit to Whitby.

Postcard Survey of Visiting Motorists

A survey of motorists was undertaken in the main visitor parking areas. 3,000 postcard questionnaires were distributed and 474 responses received. This is a 16% response rate which is reasonable for this type of survey. The main purpose of this was to determine whether visitors would use the park and ride sites if Option B was pursued. The survey results are summarised overleaf, and also shown is the visitor parking catchment for Whitby obtained from the survey (Figure 3).
<table>
<thead>
<tr>
<th>Type of Visitor</th>
<th>Would use Park and Ride</th>
<th>Would not use Park and Ride</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day visitor</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Short Break (up to 2 nights)</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Longer stay (over 2 nights)</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>Shopping</td>
<td>38%</td>
<td>62%</td>
</tr>
</tbody>
</table>

* This was in response to the question "Would you use Park and Ride in Whitby if the overall cost was cheaper than long stay parking in the town?"
6.0 The Whitby Traffic Management Strategy

The consultation demonstrated very strong support for the co-ordinated approach to resolving traffic and transport issues as set out in the overall strategy. With 96% of the responses supporting either Option A or B, the common elements of both options can be taken forward with confidence. This includes residents parking zones, pay and display, pedestrian improvements including disabled and safer routes to school, improved signing, and bus, train and cycling improvements.

The preferred option based on the questionnaire response from the public was for Option B based on construction of external park and ride sites. There was also significant support for Option A based on the expansion of existing car parks. In addition there was a significant response suggesting that both options should be pursued.

A balanced approach to the parking strategy will therefore be developed with external park and ride sites to cope with peak summer demands together with the provision of new parking areas within the town to replace some, if not all, of the parking spaces lost to developments. This would provide a more robust strategy to deal with the varying levels of parking demand in Whitby through the year.

The restriction of through traffic on the Pier Road/Khyber Pass route during the summer between 10am and 4pm will be investigated further to consider the practicalities and produce a practicable scheme.

The impact of the Pier Road traffic restriction will be considered before any scheme to extend the restriction to New Quay Road and part of Church Street is developed.

It is likely that on-street parking offences will be decriminalised in Whitby in the future. This will enable local authority parking wardens to enforce waiting restrictions and will be a significant step forward.

The consultants who undertook the earlier work on the viability of the park and ride site on the A171(W) have been commissioned to extend this work to consider the wider economic impact of the parking options in particular in relation to the park and ride element. This is to address the concerns expressed by the Borough Council with respect to the economic impact of the parking options.

The many detailed comments received from the public consultation on the individual elements of the strategy will be used in taking the various proposals forward.
6.1 Implementation of the Strategy

The strategy has many components, and these must be implemented in the correct order to ensure the smooth overall management of traffic during the implementation period.

The complimentary measures with less cross-impact - safer routes to school, and improvements for the disabled, cycling, bus infrastructure and pedestrians generally, could be implemented at any time. These will add to the general principle of encouraging and increasing non-vehicular movements around the town.

The major elements of the strategy fall into a critical path and their implementation must follow this, both for financial reasons and more importantly for the measures to work together.

On the critical path, additional parking must be provided for displaced motorists before residents parking zones come into effect in key areas. This includes short-stay shoppers and day visitors. Residents parking zones at Fishburn Park, Church St and The Ropery will have little impact on visitor traffic and so can be implemented independent of the other residents parking zones.

Junction and signing improvements are essential to smooth traffic flows to car parks, and to free up road space for park and ride buses to operate efficiently.

The reduction of through traffic on Pier Road will deter circulating traffic and encourage drivers to use the parking advised. Likewise, the residents parking zones and pay and display will reduce free parking options and encourage drivers to use the parking as signed without unnecessary circulation of traffic.

The following summarises the basic implementation plan:-

- Short Term
- Economic Impact Study
- Disabled parking
- Dropped kerb crossings
- Safety railings New Quay Road
- Love Lane/Sandsend Road junction
- Green Lane/Khyber Pass/Police Station footways
- Safer routes to school
- Bus stop improvements
• Pier Road Restrictions
• Additional Short Stay Parking
• Park & Ride Site Investigation
• Residents Parking – Fishburn Park, Church Street and The Ropery

Medium/Longer Term
• West Cliff RPZ/Pay & Display
• A171 Park & Ride the priority
• Expansion of existing parking
• Variable message signing
• Expansion of West Cliff car park
• Need to avoid loss of green, i.e. not a black top finish.
• Environmental improvements of pedestrian areas.
• Extension of traffic restrictions to Swing Bridge.
• Quality Bus Corridors.
• Esk Valley Development Co.
• Improved Esk Valley services.
• Reopening York-Malton-Pickering-Whitby.

Progress is already being made in the implementation of various elements of the strategy. Work has also commenced on the overall phasing of the strategy and this can be seen in Appendix 11, Whitby TMS Implementation Programme.
Plate 13: Whitby Bus Station -

Redevelopment by NYCC complete May 2003
7.0 Summary

- In February 1998, NYCC identified the need for a comprehensive review of traffic management in Whitby in response to the growing demands on the road network. The main themes were to create a better environment and to increase prosperity in the town.

- A full study has been undertaken which has highlighted the current traffic situation in Whitby, including access available to cyclists, pedestrians, the disabled, school students as well as motorised vehicles.

- The main stakeholder group has been the Whitby Traffic Partnership, although consultations with other groups have also identified problems and solutions.

- The current situation and problems identified have led to a set of objectives being defined. Working towards these objectives, options were produced to resolve the existing problems and improve the current situation.

- These options were offered for full public consultation through a postal questionnaire to Whitby residents, a postcard questionnaire to visiting motorists, and a two-week exhibition.

- The consultation results showed a preference for slight expansion of the in-town car parks, whilst investigating park and ride on the A171 east and west approaches. The majority of residents supported residents parking zones, pay and display, the increase of short-stay parking close to the shops and improved junctions and signing. The reduction of through traffic on Pier Road in the summer also received strong support.

- Improvements to pedestrian access around the town, including disabled access and safer routes to school, are included in the Pedestrian Access Plan. These improvements are estimated to cost £650,000. The majority are already included in the Implementation Plan and budget, however £220,000 of works is not included and is to be added to the Implementation Plan.

- A Cycle Forum was established to determine existing problems and inhibitors to new cyclists. A network of quiet cycle routes and improvements was determined to give access around the town to key destinations, and access to the countryside and quieter lanes outside Whitby. The construction of this cycle network is estimated to cost £937,000 for the main network plus £516,000 for long-term routes. In total £1,319,000 of works is to be added to the Implementation Plan & budget.

- The cost of the Whitby Traffic Management Strategy is estimated to be around £6 million including the pedestrian and cycling improvements.
The strategy will be implemented up to year 2011, and the implementation assumes funding under the Local Transport Plan will continue to be available at the current level. Implementation has already commenced. The order of implementation is critical for the efficient management of traffic in Whitby.
Endnotes

2  Scarborough Borough Local Plan, April 1999
3  Footway repaved 2001
4  Pedestrian crossing constructed at High Stakesby
5  Zebra crossings constructed on Upgang Lane in 2000
6  Whitby DAG
7  Partially resolved in 2000 by the opening of a bus/rail travel information centre
8  Resolved in 2003 with the redevelopment of the bus station
9  Resolved in 2000 by the opening of a bus/rail travel information centre
10  Esk Valley Rail Development Company established in 2002 to address this
11  NYCC actively involved in seeking to re-establish the Malton to Pickering line, 2003
12  NY Police and RH Harrison (Whistlestop Café)
13  Upper section of Green Lane widened Spring 2003
14  Identified by Whitby Traffic Partnership, 2001
15  Roundabout constructed 2002
16  White lines painted adjacent dropped crossings in town centre in 2003
17  NY Police
18  Bollards erected 2003
19  Drawing available on request
20  As 19
21  2001 Figure, spaces reduced by 280 with construction of sports centre and registry office in 2003
22  Information supplied by Parking Operative, Scarborough Borough Council
23  As 22
24  Coaches layover at Marina Back Car Park 2003
26  From May 2003
27  From Spring 2003
28  June 2003
29  Dropped crossing constructed 2002
30  As 19
31  As 17
32  NY Police and NYCC Area Traffic Manager
33  As v
34  Scheduled to be constructed 2003
35  NYCC Area Traffic Manager
36  As 19
37  NYCC Local Transport Plan, Para 16.3.2
38  NYCC Local Transport Plan, Para 16.4.4
39  NYCC Local Transport Plan, Para 16.3.5
40  NYCC Local Transport Plan, Para 16.4.19
41  NYCC Local Transport Plan, Para 16.4.23
42  NYCC Local Transport Plan, Para 16.4.26
43  NYCC Local Transport Plan, Para 16.4.27
44  NYCC Local Transport Plan, Appendix 2
45  Construction completed 2002
46  Under construction 2003
47  As 46
48  As 45
49  Scarborough Borough Local Plan, April 1999, Para E.21
50  Scarborough Borough Local Plan, April 1999, Para L.12
51  See Minutes, Appendix 5
52  See Appendix 10 for conclusions and recommendations of earlier study