North Yorkshire County Council

Whitby & Esk Valley Service Centre
Transportation Strategy

Final Strategy Report

December 2009
This report, and information or advice which it contains, is provided by Jacobs UK Ltd solely for internal use and reliance by its Client in performance of Jacobs UK Ltd’s duties and liabilities under its contract with the Client. Any advice, opinions, or recommendations within this report should be read and relied upon only in the context of the report as a whole. The advice and opinions in this report are based upon the information made available to Jacobs UK Ltd at the date of this report and on current UK standards, codes, technology and construction practices as at the date of this report. Following final delivery of this report to the Client, Jacobs UK Ltd will have no further obligations or duty to advise the Client on any matters, including development affecting the information or advice provided in this report. This report has been prepared by Jacobs UK Ltd in their professional capacity as Consulting Engineers. The contents of the report do not, in any way, purport to include any manner of legal advice or opinion. This report is prepared in accordance with the terms and conditions of Jacobs UK Ltd’s contract with the Client. Regard should be had to those terms and conditions when considering and/or placing any reliance on this report. Should the Client wish to release this report to a Third Party for that party’s reliance, Jacobs UK Ltd may, at its discretion, agree to such release provided that:
(a) Jacobs UK Ltd’s written agreement is obtained prior to such release, and
(b) By release of the report to the Third Party, that Third Party does not acquire any rights, contractual or otherwise, whatsoever against Jacobs UK Ltd, and Jacobs UK Ltd accordingly assume no duties, liabilities or obligations to that Third Party, and
(c) Jacobs UK Ltd accepts no responsibility for any loss or damage incurred by the Client or for any conflict of Jacobs UK Ltd’s interests arising out of the Client’s release of this report to the Third Party.
## Contents

1. **Introduction**  
   1.2 Delivering the Strategy  
2. **Key Stages in the Development of the Whitby & Esk Valley SCTS**  
   2.1 Introduction  
   2.2 TMS Review / SCTS Data Collection  
   2.3 Liaison with the NYCC Area Highways and Improvement Managers  
   2.4 First Members Consultation  
   2.5 First Stakeholder Consultation  
   2.6 First Officer Team Meeting  
   2.7 Analysis and Development of Improvement Schemes  
   2.8 Option Appraisal  
   2.9 Second Officer Team Meeting  
   2.10 Second Members Consultation  
   2.11 Public Consultation  
   2.12 Adoption and Delivery of the Strategy  
   2.13 Delivery of Strategy  
3. **Additional Improvement Schemes in Whitby**  
   3.1 Introduction  
   3.2 Whitby Park & Ride  
4. **SCTS Prioritised Improvement Schemes**  
   4.1 Introduction  
   4.2 Methodology  
   4.3 Prioritised Improvement schemes  
   4.4 Summary  
5. **SCTS Funded Improvement Schemes**  
   5.1 Introduction  
   5.2 SCTS Funded Schemes  
6. **Improvements Subject to Alternative Funding / Delivery Mechanisms**
1 Introduction

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

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

1.1.3 The study area incorporates Whitby itself along with towns and villages including Stainsacre, Grosmont and Goathland.
1.2 Delivering the Strategy

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

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

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

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

2.1.1 The key stages in the development of the Whitby & Esk Valley SCTS are illustrated in Figure 2.1, below.

Figure 2.1: Key Stages of the Whitby & Esk Valley SCTS
2.2 TMS Review / SCTS Data Collection

2.2.1 The first stage in the Issue Identification process is a desk based data collection exercise which involves the collation of information, and familiarisation of the study area. This provides an evidence base for the development and evaluation of improvement schemes. This sub-stage includes the collection of the information listed below.

- **Accident Data**
  - GIS Accident Plots.
  - Identification of High Risk Accident Sites.

- **Desktop Research**
  - Study Area Characteristics;
  - LTP Issues / LDF Issues.
  - Identification of Reserve List Schemes.
  - Identification of Safe Routes to School schemes / School Travel Plan proposals.

- **Site Specific Data**
  - Traffic Flows.
  - Traffic Speeds.
  - Public Transport.
  - Parking Information.

2.3 Liaison with the NYCC Area Highways and Improvement Managers

2.3.1 This stage of the process consists of liaising with the relevant NYCC Area Highways Teams in order to identify, at an early stage, any historic proposals which may be taken forward as part of the development of the SCTS.

2.3.2 This includes consideration of the following:

- TMS Schemes;
- NYCC Reserve List and Capital Schemes;
- Proposed schemes identified in NYCC Safe Routes to School; and
- Schemes identified at a local level through the NYCC Area Offices.
2.4  First Members Consultation

2.4.1 NYCC Members views were sought as part of this stage of the SCTS process. Consultation was undertaken by letter, and clearly outlined the opportunities for Member engagement.

2.5  First Stakeholder Consultation

2.5.1 Following consultation of Members, a wider consultation exercise was undertaken. This involved key Stakeholders, from the study area, and was carried out by letter.

2.5.2 Stakeholders were given the opportunity to comment on the potential improvement schemes, identified through discussions with the NYCC Area Teams.

2.5.3 Stakeholders were also asked to identify what they view as the priorities for improvement in the study area, and were given the opportunity to identify issues they feel should be investigated as part of the SCTS process.

2.6  First Officer Team Meeting

2.6.1 The First Officer Team Meeting was held on 27th February 2009, to discuss the results of the Stakeholder Consultation. The outcome sought was to determine a list of 15 improvement schemes to be taken forward to Option Development.

2.7  Analysis and Development of Improvement Schemes

2.7.1 Based on the findings of the Issue Identification Report a series of potential transport improvement schemes were developed.

2.7.2 All potential improvement schemes were aimed at resolving specific issues, identified through the Stakeholder and Officer Team consultation process.

2.7.3 At this stage a filter process took place to remove any potential schemes deemed to be physically or technically undeliverable, beyond the scope of the SCTS funding allocation or which would not contribute to the Shared Priorities for Transport. This involved discussions with the NYCC and Jacobs project teams, the NYCC Area Highways Improvement Manager and the NYCC LTP team, regarding potential contribution to the Shared Priorities for Transport and the prioritisation score.

2.7.4 The filter process ensured that potentially abortive work was kept to a minimum and that schemes which did not meet the LTP2 delivery objectives were not progressed. In addition it enabled the number of schemes progressed as part of the strategy to be more effectively managed, making most appropriate use of available funds.
2.8 **Option Appraisal**

2.8.1 Potential improvements, deemed to be technically and physically feasible as part of the Option Identification and Development stage, were assessed in terms of their contribution to the Shared Priorities for Transport. This was executed using the NYCC Scheme Prioritisation System which ranked each potential improvement scheme based on their contribution to the Shared Priorities, and ultimately the LTP2 delivery objectives.

2.8.2 The filter process ensured that schemes progressed to this stage adequately contributed to the Shared Priorities for Transport and, therefore, were the most appropriate schemes to be progressed further.

2.9 **Second Officer Team Meeting**

2.9.1 Based on the outcomes of the Option Appraisal exercise, a prioritised list of potential improvement schemes were circulated to the Officer Team for comment. The prioritised list clearly outlined which of the issues, identified in the Issue Identification Report, the schemes aim to address.

2.9.2 The Second Officer Team Meeting assisted in the management of expectations, and enabled an additional filter of options to be undertaken. A robust justification for any of the options discounted from the process was provided.

2.9.3 The Second Officer Team Meeting was held on 15th June 2009.

2.10 **Second Members Consultation**

2.10.1 The Draft Implementation Plan, based on the outcomes of the Draft Strategy Report, was circulated to Members in advance of the Public Consultation exercise. This was undertaken by letter and gave the Members an opportunity to comment on each of the proposals. Members were also invited to a meeting which gave them the opportunity to seek clarity on the process and comment on any of the proposed improvements.
2.11 Public Consultation

2.11.1 Following the Second Member Consultation, a targeted Public Consultation exercise was undertaken on the Draft Strategy. This involved a targeted postal survey of households and businesses in the study area.

2.11.2 This postal survey gave those whom the proposals will impact an opportunity to comment on the schemes put forward. Analysis of responses was undertaken by geographic location and demographic group. This enabled the identification of any ‘under consulted’ groups in the study area, which influenced the requirement for further consultation.

2.12 Adoption and Delivery of the Strategy

2.12.1 Analysis of the views expressed during the Public Consultation exercise were used to assess the level of public desire for each of the improvement schemes. This analysis, along with the results from the NYCC Scheme Prioritisation System, was used to determine which schemes will be taken forward into the Final Strategy.

2.13 Delivery of Strategy

2.13.1 NYCC has a Reserved Allocation set aside for the development of the Whitby & Esk Valley SCTS. This budget amount covers the design and construction of improvement schemes put forward in the Final Strategy, to be delivered over a two year period. As such, not all schemes are deliverable within the available funds; those schemes which are not delivered from the available budget will join the NYCC Reserve List of Schemes.

2.13.2 It is acknowledged that the SCTS has identified large scale improvement schemes that exceed the scope of the SCTS Reserved Allocation; the threshold for these schemes has been identified as those with a capital cost in excess of £100,000. These improvement schemes are included in the Final Strategy and Implementation Plan, but with an acknowledgement that they cannot be delivered within the available SCTS Reserved Allocation budget. Such schemes may, however, be progressed in line with alternative funding mechanisms; these include, but are not limited to, the following:

- Wider Local Transport Plan Integrated Transport and Maintenance Budgets;
- Developer Contributions (Section 106 Agreements);
- Highways Agency Trunk Road Improvements; and
- Regional Transport Board / Department for Transport LTP Major Schemes (capital cost > £5 million).
3 Additional Improvement Schemes in Whitby

3.1 Introduction

3.1.1 In addition to the schemes identified through the SCTS there are additional improvements planned for Whitby, researched and funded through other sources. The most prominent of these improvements is the new Park & Ride site which is detailed below.

3.2 Whitby Park & Ride

3.2.1 North Yorkshire County Council has been granted planning consent for a custom-built park and ride facility at the junction of the A171 and the B1460, at Cross Butts Farm, on the outskirts of Whitby.

3.2.2 Throughout the main tourist seasons, the facility will provide parking for around 450 cars, with a bus service running to and from the centre of Whitby every 15 minutes between 10am and 7pm. An amenity building will offer waiting, toilet and baby-changing facilities for users of the service.

3.2.3 Access will be via a new roundabout to be constructed at the junction of the A171 Guisborough Road and the B1460 which, along with the access roadways will be laid in tarmac, while the parking bays will be surfaced with compacted gravel. The impact on the landscape will be reduced by a 20m wide tree belt and wildflower meadow landscaped area. It is intended that the car park will be lit during the dark opening hours and wardens will monitor the site via CCTV.

3.2.4 The need for a Park & Ride scheme was first identified in the Town Centre Traffic Management Strategy (TMS) for Whitby which was adopted by the County Council in 2002 and is one of a range of improvements set out in the document. To date nearly £2m has been spent on schemes such as the refurbished Bus Station, footway Improvements in Khyber Pass and Green Lane, the junction improvement at A171/A169 Bannial Flat Roundabout, pedestrian crossings at Upgang Lane and North Promenade and various traffic regulations throughout the town.

3.2.5 The out of town facility is part of a parking strategy for Whitby that will also include reactive signing to direct drivers to off street car parks where spaces are available and on-street parking charges in town centre streets, including the West Cliff area, where concessions will be made available for residents and hotel and boarding house guests. These on-street parking measures will be subject to public consultation and will seek to regulate parking in the town centre and revenue from the charges will offset the cost of running the park and ride scheme.
4  SCTS Prioritised Improvement Schemes

4.1  Introduction

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

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

4.1.3  This chapter focuses on the improvement schemes which have demonstrated a significant contribution to the LTP2 objectives, and which have received public support.

4.2  Methodology

4.2.1  Using the scheme assessment score determined by the NYCC Objective Based Scheme Prioritisation System, and the views expressed as part of the public consultation exercise, a prioritised list of nine improvement schemes has been developed.

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

4.3  Prioritised Improvement schemes

4.3.1  Table 3.1, overleaf, details the improvement schemes which have been prioritised through the SCTS process. These schemes demonstrate a significant contribution to the LTP2 Objectives and have received support from the people living and working in the study area.

4.3.2  The cost estimates included within the table are based upon the information available at the time of investigation and, as such, are subject to change due to the early stage of scheme development.
### Table 3.1: Prioritised Improvement Schemes

<table>
<thead>
<tr>
<th>Scheme Description</th>
<th>Cost</th>
<th>Score</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements to the A171 / A174 Prospect Hill / Mayfield Road Junction.</td>
<td>£350,000</td>
<td>55.23</td>
<td>S</td>
</tr>
<tr>
<td>Traffic Restricting Measures at St Ann's Staith / Haggergate / Pier Road / Khyber Pass and East Crescent.</td>
<td>£120,000</td>
<td>27.36</td>
<td></td>
</tr>
<tr>
<td>Improvements to linkages and junctions between Stainsacre Lane / Chomley Way / Fairfield Way / Enterprise Way.*</td>
<td>£50,000</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Installation of a right turn lane at the junction of the A171 with the northern access to Stainsacre village.</td>
<td>£71,000</td>
<td>25.52</td>
<td></td>
</tr>
<tr>
<td>Installation of a right turn lane on the A169 at the Fairhead junction to Grosmont.</td>
<td>£55,000</td>
<td>20.17</td>
<td></td>
</tr>
<tr>
<td>Improved crossing facilities at Windsor Terrace / Station Road adjacent to the bus and rail stations.</td>
<td>£25,000</td>
<td>19.75</td>
<td></td>
</tr>
<tr>
<td>Goathland junction improvements and bus turning scheme.</td>
<td>£45,000</td>
<td>34.02</td>
<td>S</td>
</tr>
<tr>
<td>Sandsend to Love Lane cycle route.</td>
<td>£290,000</td>
<td>28.02</td>
<td>S</td>
</tr>
<tr>
<td>Footway improvements on Whitby Swing Bridge.</td>
<td>£65,000</td>
<td>19.12</td>
<td></td>
</tr>
</tbody>
</table>

* Improvements to Linkages and Junctions between Stainsacre Lane / Chomley Way / Fairfield Way / Enterprise Way:

Since this scheme went out to consultation it has been decided that NYCC, Scarborough Borough Council and the North York Moors National Park will carry out an independent study into the existing infrastructure and recommended proposals with the potential to receive a grant of around £1.5 million for improvement works at the site.

As the scheme was identified as part of the SCTS, and received support from the public, a contribution of £10,000 will be made towards this study, and a further £40,000 towards the resulting works, from the reserved SCTS budget.
4.4 Summary

4.4.1 Nine improvement schemes were identified through the Whitby & Esk Valley SCTS process; these schemes demonstrate a significant contribution to the LTP2 objectives and the Shared Priorities for Transport, and have received support from those living and working in the SCTS study area.

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

5.1.1 The SCTS is subject to a reserved allocation budget meaning that not all of the prioritised schemes are able to be funded through this particular funding source.

5.1.2 Of the prioritised schemes those which have a scheme cost of less than £100,000 will be implemented through the SCTS budget while those with scheme costs in excess of £100,000 will be prioritised for funding through alternative sources.

5.1.3 This chapter sets out the schemes that will be implemented through the SCTS budget.

5.2 SCTS Funded Schemes

5.2.1 Table 5.1, below, sets out the improvement schemes which will be put forward for funding through the SCTS reserved allocation budget.

Table 5.1: SCTS Funded Improvement Schemes

<table>
<thead>
<tr>
<th>Scheme Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements to linkages and junctions between Stainsacre Lane / Chomley Way / Fairfield Way / Enterprise Way.</td>
<td>£50,000</td>
</tr>
<tr>
<td>Installation of a right turn lane at the junction of the A171 with the northern access to Stainsacre village.</td>
<td>£71,000</td>
</tr>
<tr>
<td>Installation of a right turn lane on the A169 at the Fairhead junction to Grosmont.</td>
<td>£55,000</td>
</tr>
<tr>
<td>Improved crossing facilities at Windsor Terrace / Station Road adjacent to the bus and rail stations.</td>
<td>£25,000</td>
</tr>
<tr>
<td>Footway improvements on Whitby Swing Bridge.</td>
<td>£65,000</td>
</tr>
</tbody>
</table>

5.2.2 Table 5.1 demonstrates that six schemes will be taken forward for implementation under the SCTS reserved allocation budget; the total cost of the schemes is approximately £266,000. It should be noted that the total cost is subject to change as a result of detailed design.

5.2.3 An Implementation Plan of the schemes that will be taken forward, using the SCTS reserved allocation budget, is included at Appendix A.
6 Improvements Subject to Alternative Funding / Delivery Mechanisms

6.1 Introduction

6.1.1 This chapter provides details of those improvement schemes, identified as part of the SCTS development process, which are to be pursued through alternative delivery and funding mechanisms.

6.1.2 These schemes have demonstrated significant contribution to the LTP2 objectives and have received support from those living and working in the SCTS study area.

6.1.3 This chapter also provides details of the issues raised as part of the development of the SCTS which are external to, or cannot be directly resolved by, the SCTS delivery process. These have been included within the strategy as recognition of their importance and to ensure joined up thinking between NYCC departments.

6.2 Schemes with Alternative Funding Approval

6.2.1 A number of schemes identified through the SCTS have already been approved for funding through alternative sources; these sources are:

Regional Funding Allocation

Improvements to the A171 / A174 Prospect Hill / Mayfield Road Junction:

This proposal, to replace the existing traffic signals with a roundabout (possibly signalised) at a cost of £350,000, is to be funded through the Regional Funding Allocation.

Integrated Passenger Transport

Goathland Junction Improvements and Bus Turning Scheme:

The Goathland bus turning scheme, which is designed to allow easier access for public transport through amendments to specific junctions at a cost of £45,000, has been approved for funding through Integrated Passenger Transport.
6.3 Improvement Schemes with a High Capital Cost

6.3.1 A number of improvement schemes, identified as part of the SCTS process, have an associated high capital cost and, as such, are deemed to be beyond the scope of the SCTS budget. These schemes will be placed on the Reserve List of Capital Schemes and their delivery is dependent upon alternative funding mechanisms.

Traffic Restricting Measures at St Ann’s Staith / Haggarsgate / Pier Road / Khyber Pass / East Crescent:

This proposal is popular with residents and would contribute significantly to the LTP2 objectives; however the estimated cost exceeds the SCTS maximum for a single scheme at £120,000. As such it will be put forward for funding through the Reserve List of Capital Schemes.

Sandsend to Love Lane Cycle Route:

This scheme consists of a new cycle route to be constructed between Sandsend and Love Lane, to the north of the carriageway. This stakeholder identified scheme is popular but has an estimated cost of £290,000 and as such will also be put forward for funding through the Reserve List of Capital Schemes.

6.4 Passenger Transport

6.4.1 The development of the Whitby & Esk Valley SCTS has raised a number of issues with regard to passenger transport across the study area.

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

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

- Fylingthorpe and Robin Hood’s Bay – Change of route of 93/93X bus service.
- Introduction of a commuter train service on the Esk Valley line between Whitby and Middlesbrough.
- Additional car parking spaces at the Cross Butts Park & Ride site.
- Increased bus services in Mickleby.
- Bus priority measures in Whitby Town Centre.
- Area wide rail passes for the elderly.
6.5 Summary

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

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

6.5.3 An Implementation Plan of the schemes identified as part of the strategy, but which will not be taken forward using the SCTS reserved allocation budget, is included at Appendix B.
7 Monitoring and Evaluation

7.1 Introduction

7.1.1 This chapter details the process to be adopted in order to monitor and evaluate the improvement schemes identified as part of the Whitby & Esk Valley SCTS.

7.1.2 As stated in LTP2 it is important to identify the local outcomes that can be effectively measured following the implementation of the improvement schemes. This approach enables their contribution, and ultimately the strategy’s contribution to the Shared Priorities, to be effectively measured.

7.2 Monitoring Improvement Schemes

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

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

7.2.3 The local indicators which have been derived to measure the performance of each of the improvement schemes are detailed in Table 5.1, overleaf, with definitions provided below.
### Table 5.1: Improvement Scheme Local Indicators

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Scheme Description</th>
<th>Local Indicators</th>
</tr>
</thead>
</table>
| SCTS                        | Improvements to linkages and junctions between Stainsacre Lane / Chomley Way / Fairfield Way / Enterprise Way. | ▪ Observational Surveys  
▪ Increased Pedestrian Use |
| SCTS                        | Installation of a right turn lane at the junction of the A171 with the northern access to Stainsacre village. | ▪ Attitudinal Indicator  
▪ Accident Reduction |
| SCTS                        | Installation of a right turn lane on the A169 at the Fairhead junction to Grosmont. | ▪ Attitudinal Indicator  
▪ Accident Reduction |
| SCTS                        | Improved crossing facilities at Windsor Terrace / Station Road adjacent to the bus and rail stations. | ▪ Increased Pedestrian Use  
▪ Speed Reduction  
▪ Attitudinal Indicator  
▪ Observational Surveys |
| SCTS                        | Footway Improvements on Whitby Swing Bridge.                                      | ▪ Increased Pedestrian Use  
▪ Speed Reduction  
▪ Attitudinal Indicator  
▪ Observational Surveys |
| Regional Funding Allocation | Improvements to the A171 / A174 Prospect Hill / Mayfield Road Junction.          | ▪ Observational Surveys  
▪ Accident Reduction |
| Integrated Passenger Transport | Goathland junction improvements and bus turning scheme.                        | ▪ Observational Surveys |
| Reserve List                | Sandsend to Love Lane cycle route.                                               | ▪ Observational Surveys  
▪ Attitudinal Indicator |
| Reserve List                | Traffic Restricting Measures at St Ann's Staith / Haggersgate / Pier Road / Khyber Pass and East Crescent. | ▪ Observational Surveys |

#### 7.2.4 Definitions of each of the local indicators are provided below. It is stressed that these should be treated as a guide and each case will be assessed on a site by site basis. In accordance with LTP2, monitoring of performance against these local indicators, and their contribution to the shared priorities, will be a key part of the annual review process carried out by the Steering Group once the strategy is adopted.

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

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

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

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

7.3 Monitoring the Strategy

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

7.3.2 The strategy will be treated as a ‘live’ document which is flexible in nature and able to accommodate changes in local, regional and national policy as well as available funding and third party influences such as developer contributions. Significant changes in any of these areas may trigger the need to revisit the strategy and update its findings to accommodate changes.

7.3.3 The strategy will be revisited in its entirety and updated as part of the LTP for period 3 which covers 2012 to 2017.
8 Summary and Conclusions

8.1 Introduction

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

8.2 Final Strategy

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

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

8.2.2 It should be noted that, as there is a flexible but finite budget available for the delivery of the SCTS, not all of the improvement schemes put forward in Table 6.1 will be deliverable within the available funds.

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

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

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Scheme Description</th>
<th>Cost</th>
<th>Contribution to Shared Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCTS</td>
<td>Improvements to linkages and junctions between Stainsacre Lane / Chomley Way / Fairfield Way / Enterprise Way.</td>
<td>£50,000</td>
<td>▪ Tackling Congestion ▪ Accessibility</td>
</tr>
<tr>
<td>SCTS</td>
<td>Installation of a right turn lane at the junction of the A171 with the northern access to Stainsacre village.</td>
<td>£71,000</td>
<td>▪ Safer Roads ▪ Tackling Congestion</td>
</tr>
<tr>
<td>SCTS</td>
<td>Installation of a right turn lane on the A169 at the Fairhead junction to Grosmont.</td>
<td>£55,000</td>
<td>▪ Safer Roads ▪ Tackling Congestion</td>
</tr>
<tr>
<td>SCTS</td>
<td>Improved crossing facilities at Windsor Terrace / Station Road adjacent to the bus and rail stations.</td>
<td>£25,000</td>
<td>▪ Safer Roads ▪ Accessibility</td>
</tr>
<tr>
<td>SCTS</td>
<td>Footway Improvements on Whitby Swing Bridge.</td>
<td>£65,000</td>
<td>▪ Safer Roads ▪ Accessibility</td>
</tr>
<tr>
<td>Regional Funding Allocation</td>
<td>Improvements to the A171 / A174 Prospect Hill / Mayfield Road Junction.</td>
<td>£350,000</td>
<td>▪ Safer Roads ▪ Tackling Congestion</td>
</tr>
<tr>
<td>Integrated Passenger Transport</td>
<td>Goathland junction improvements and bus turning scheme.</td>
<td>£45,000</td>
<td>▪ Tackling Congestion ▪ Accessibility</td>
</tr>
<tr>
<td>Reserve List</td>
<td>Sandsend to Love Lane cycle route.</td>
<td>£290,000</td>
<td>▪ Safer Roads ▪ Accessibility</td>
</tr>
<tr>
<td>Reserve List</td>
<td>Traffic Restricting Measures at St Ann’s Staith / Haggarsgate / Pier Road / Khyber Pass and East Crescent.</td>
<td>£120,000</td>
<td>▪ Accessibility ▪ Safer Roads</td>
</tr>
</tbody>
</table>
8.3 Anticipated Benefits of the Strategy

8.3.1 The above table suggests that the strategy will, in accordance with the aims and aspirations of NYCC’s Second Local Transport Plan, deliver benefits for the Whitby & Esk Valley study area against the following Governments Shared Priorities for Transport:

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

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

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

8.4 Next Steps

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

8.4.2 For those improvement schemes which lie outside the remit of the NYCC Highways Area Manager, for example revenue dependent public transport improvements, these will be allocated to the relevant part of the County Council for further investigation and, as appropriate, delivery. These improvement schemes will also be monitored in line with the approach identified in Chapter 5.
Appendix A – Implementation Plan
(SCTS Funded Schemes)
### Implementation Plan - SCTS Funded Schemes

<table>
<thead>
<tr>
<th>Scheme Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements to the linkages and junctions between Stainsacre Lane / Chomley Way / Fairfield Way / Enterprise Way - Contribution to Study and Works.</td>
<td>£50,000</td>
</tr>
<tr>
<td>Installation of a right turn lane at the junction of the A171 with the northern access to Stainsacre village.</td>
<td>£71,000</td>
</tr>
<tr>
<td>Installation of a right turn lane on the A169 at the Fairhead junction to Grosmont.</td>
<td>£55,000</td>
</tr>
<tr>
<td>Improved crossing facilities at Windsor Terrace / Station Road, adjacent to the bus and rail stations.</td>
<td>£25,000</td>
</tr>
<tr>
<td>Footway Improvements on Whitby Swing Bridge.</td>
<td>£65,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£266,000</strong></td>
</tr>
</tbody>
</table>
Appendix B – Implementation Plan
(Alternative Source Funded Schemes)
### Implementation Plan – Alternative Source Funded Schemes

<table>
<thead>
<tr>
<th>Scheme Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvements to the A171 / A174 Prospect Hill / Mayfield Road Junction.</td>
<td>£350,000</td>
</tr>
<tr>
<td>Traffic restricting measures at St Ann’s Staith / Huggersgate / Pier Road / Khyber Pass / East Crescent.</td>
<td>£120,000</td>
</tr>
<tr>
<td>Goathland junction improvements and bus turning scheme.</td>
<td>£45,000</td>
</tr>
<tr>
<td>Sandsend to Love Lane Cycle Route.</td>
<td>£290,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£805,000</strong></td>
</tr>
</tbody>
</table>