



**Brighton & Hove
City Council**

**ENVIRONMENT, TRANSPORT &
SUSTAINABILITY COMMITTEE
ADDENDUM**

4.00PM, TUESDAY, 9 JULY 2013

COUNCIL CHAMBER, HOVE TOWN HALL

ADDENDUM

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9 July 2013

Brighton & Hove City Council

DEPUTATIONS FROM MEMBERS OF THE PUBLIC

(i) Visitor Parking Brighton- Supplementary Information

We have requested this deputation today as we strongly feel that the current council's car parking policies are having a serious detrimental affect on tourists coming to Brighton and also whether they choose come back another time. There are two main areas of the city in question especially – parking zone Z in which the main public car park is the council run Regency Square and parking zone C, Madeira Drive, Marine Parade, Kings Road and New Steine.

In New Steine/Madeira Drive we appreciate the efforts and time of Councillor Graham Cox in helping make changes last year in reducing tariffs, charging implementation hours and the available payment methods. However there are still a few points raised that we feel require an update and/or change.

- When will the pay by phone/card meters that were promised be in place?
- There is still negative feedback from visitors that they have to pay until 8 in the evening, this should revert to the previous time of 6pm

With regards to Zone Z and Regency Square we are hugely disappointed in the results of the refurbishment, we appreciate that the work needed doing but the restrictive pricing model in place now is creating a devastating loss to local businesses.

Initially there is plenty of anecdotal evidence from both myself at the Cecil House Hotel and Stephen Hipwell and his team at the Granville Hotel that as soon as parking options are queried and the charges mentioned to potential booking enquiries a large majority of guests say that they will think about it and never call back to make a booking. Those that have already made a booking and phone or email to ask about options are astounded at just how much the cheapest public car park, Regency Square, charges. Here at the Cecil House Hotel we have had to reduce rates in order to secure occupancy midweek losing around £10-12 per room per night, a room that last year we could sell for £59.00 or more is now £49.00 as people have to take into account the increased pricing model in Regency Square when booking their stay. This has equated to a 9.2% or £2000 year on year loss in June this year, hardly a sustainable business model. Figures from the Granville Hotel via Stephen Hipwell show a similar year on year room price reduction in order to gain reservations.

We are competing on a unfair playing field this end of town as on the other side of the pier (Kemp Town area for example) people are able to purchase parking vouchers from their hotel/guest house and secure on-street parking from £6.50 per 24 hours. The cheapest comparable rate in Regency Square is £10.00 for an overnight stay with the limitations that the car must be parked after 4pm and removed before 11am, severely restricting the amount of time guests can spend in the city and consequently their potential further spend in other businesses as well. This is also no help to weekend visitors where the city's hotel business model requires a 2 night minimum stay if they wish to stay on a Saturday night. These people are forced into the highest band of charges at £22.00 for 24 hours.

There was a commitment made by the now council leader Jason Kitcat to limit tariff increases in Regency Square and other council car parks after refurbishment to 30-40% as outlined in the consultation documents which are now part of the public record. The 24 hour rate at £22.00 is nearly an 80% increase on the previous charge of £12.50, we have asked for an explanation of this from him but that which we have received is in no way satisfactory and still penalises visitors,

his overall percentage increase on all tariffs fits into the 30-40% increase but the majority of those he uses to justify this are not relevant to tourists to the city.

If there is an overall council policy decision to remove cars from central Brighton it is certainly working but it is also working to reduce the income of local business and traders who form a large part of the tourism industry in this city. I think it's fairly obvious what the affect of a reduction in visitors both national and international, will have on the city overall.

However if the price increases are actually an economic decision then the figures we have obtained from the council under the Freedom of Information Act show that less cars are now using the car park. If this continues how does the council expect to pay for the refurbishment, surely a higher volume at a lower than the current tariff will pay the debt quicker and have the knock on effect of increasing tourism to the city.

From Hotel Association figures the drop off in users of the car park correlates strongly with the drop off in hotel occupancy:

April 11/12-12/13 (-15%) 12/12-13/14 (-25%) 11/12-13/14 (-36%)
May 11/12-12/13 (-11%) 12/13-13/14 (-18%) 11/12-13/14 (-25%)

It is impossible to say for certain if this is the same for day trippers but we would suspect that it is the case, we acknowledge that the weather may also have played a part but then again if that is the case why should we force people away by putting up parking charges who may otherwise may have braved the conditions for their day out.

And will there be a knock on effect? What chance do local businesses have for visitor retention when these pricing models are keeping people away?

We respectfully request review and consultation of these tariffs and answers to the questions on the Zone C issues in the light of the above and further ongoing dialogue to continue to secure visitors into this vibrant city of ours.

We would like to make the following proposals for change for the tariffs in Regency Square car park:

Add a "Hotel Guest" or "Overnight rate" that is valid for a 2 night stay on the weekends (Fri-Sun)

Move the 24 hour rate in line with the structure of the original proposal:

1/11 – 29/2 £15.00 per 24 hours
1/03 – 31/10 £17.50 per 24 hours

Reduce the 4 hour rate:

1/11 – 29/2 £8.00
1/03 – 31/10 £10.00

Reduce the 9 hour rate:

1/11 – 29/2 £12.50
1/03 – 31/10 £15.00

Increase the 1 hour rate to £1.50 more in line with on-street meter charges

These would still equate to an overall increase of 31.23% in the off season and 35.65% in peak season on the relevant tariffs, encourage more visitors to use the car park and therefore make paying for the refurbishment a quicker process. Increasing the one hour rate will also have the benefit of suggesting to local people that it could be more cost effective to use public transport for a short journey and stay and help your policy of reducing the number of cars in the city centre.

We would also ask for consideration of the following:

In appreciation that we can't have on-street parking vouchers due to space limitations we would like the opportunity to purchase, as a hotel, season tickets for Regency Square car park. The hotels in the area should be able to purchase these for £2372.50 in line with the on-street parking at £6.50 per 24 hours at the other end of town.

Subject:	Traffic Regulation order - Junction Road, Queens Road and West Street		
Date of Meeting:	9 July 2013		
Report of:	Executive Director of Environment, Development, and Housing		
Contact Officer:	Name:	Tom Campbell	Tel: 29-3328
	Email:	Tom.Campbell@brighton-hove.gov.uk	
Ward(s) affected:	Regency		

FOR GENERAL RELEASE

Note: The special circumstances for non-compliance with Council Procedure Rule 3, Access to Information Procedure Rule 5 and Section 100B(4) of the Local Government Act 1972 (items not considered unless the agenda is open to inspection at least five days in advance of the meeting) were that the report was brought forward once notification as received that the Ibis Hotel works were near completion. On completion of the works the temporary Traffic Order would become invalid and therefore it was necessary to clarify what the permanent traffic arrangements would be.

1. SUMMARY AND POLICY CONTEXT:

- 1.1 Consider the objections received to the advertising of a Traffic Regulation Order seeking to make permanent the temporary traffic arrangements currently in place on Queen's Road and West Street.

2. RECOMMENDATIONS:

- 2.1 That, having taken account of all duly made representations and objections, the Committee approves the following Order:

- Brighton & Hove (Junction Road, Queens Road and West Street) (One-Way Traffic and Prohibition of Right Turns) Order 20**

Subject to the amendment that Schedule 2, Item 2 (ban on right turns for vehicles exiting the station taxi rank) is removed from the Order.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Since March 2012 there have been temporary traffic management arrangements in place to accommodate the construction of the Ibis Hotel on Queen's Road. The measures have consisted of:

- 1) Queen's Road becoming one-way southbound.
 - 2) Right turns banned for southbound traffic on West Street.
- 3.2 The current Temporary Order was an experimental order insofar as it was primarily intended to cut down on traffic approaching the Brighton Station/Queens Road area but had a consequence that traffic using the very busy Clock tower junction also decreased. Prior to this remodelling of West Street on numerous occasions, but primarily at weekends, traffic would queue back from the car parks, through the junction, and would then impact on traffic using Queens Road and on numerous occasions cause queues to stretch back as far as the Seven Dials. This had a very detrimental impact on bus journey times with some reports suggesting that, on occasions, buses were running up to one hour later than their published journey times and being diverted to other, less congested routes and taxi passengers leaving Brighton Station en route to the seafront Hotels were facing fares in excess of twice the norm.
- 3.3 Since the right turn ban in West Street and the gyratory system in Queens Road were implemented there have been no reports of traffic congestion on the scale that was previously experienced and Brighton & Hove Bus Company have written to express their support for the temporary arrangements to be made permanent
- 3.4 These arrangements have subsequently become part of the proposals for the Brighton Station Gateway scheme.

4. COMMUNITY ENGAGEMENT AND CONSULTATION

- 4.1 The proposed Traffic Regulation Order (TRO) was advertised on 3 June 2013 with the closing date for comments and objections on 24 June 2013.
- 4.2 Detailed plans and the draft Traffic Regulation Orders were available to view at Bartholomew House, Hove Town Hall, Brighton Jubilee Library, and Hove Central Library.
- 4.3 The documents were also available to view and to respond to directly on the Council website.
- 4.4 One objection was received from Cllrs K. Norman and A. Norman. The objectors noted that traffic flowed well under the previous arrangement and that the proposed arrangement had the disadvantage of forcing drivers travelling from Withdean ward to travel longer distances to access the Churchill Square car park.
- 4.5 Discussions were held with representatives of the taxi trade regarding the inclusion in the Order of a ban on right turns for vehicles exiting the station taxi rank (Schedule 2 Item 1). The inclusion of this element was an error and officers agreed that they would recommend the Order be approved without this element and the taxi trade agreed not to object on this basis.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 There are no additional financial implications as these arrangements are already in operation.

Finance Officer Consulted: Jeff Coates

Date: 27/06/13

Legal Implications:

- 5.2 The Council regulates traffic by means of orders made under the Road Traffic Regulation Act 1984. Procedural regulations require public notice of orders to be given and any person may object to the making of an order. Any unresolved objections to an order must be considered by the Transport Committee before it can be made.

Lawyer Consulted: Carl Hearsum

Date: 26/06/13

Equalities Implications:

- 5.3 None identified.

Sustainability Implications:

- 5.4 The order will contribute to the councils sustainable transport objectives of reducing congestion and implementing the Brighton Station Gateway scheme.

Crime & Disorder Implications:

- 5.5 None identified.

Risk and Opportunity Management Implications:

- 5.6 None identified.

Public Health Implications:

- 5.7 None identified.

Corporate / Citywide Implications:

- 5.8 None identified.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Both the proposed arrangement and the previous arrangement have been in operation on the ground. The proposed arrangement allowed traffic to flow more efficiently on Queen's Road and reduced congestion at the clocktower.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 .The current arrangements, which have been in place for over a year, have proved successful in reducing congestion on Queens Road and at the clocktower. The objectors have suggested that previously traffic flowed well, however at peak times this was not the case.
- 7.2 The objectors also noted that Withdean residents will be required to travel further to access Churchill Square car parks. Whilst this is true, the benefits of reduced congestion overall are significant and are considered to outweigh the disadvantages of increased journey times for some drivers. It should also be noted that people travelling from Withdean to the city centre by bus will experience significantly shorter journey times.
- 7.3 The proposals will form part of the Brighton Station Gateway scheme, approved by Transport Committee on 30 April 2013.

SUPPORTING DOCUMENTATION

Appendices:

1. Proposed Traffic Regulation Order

Documents in Members' Rooms

None

Background Documents

1. Minutes of Transport Committee, 30 April 2013

**BRIGHTON & HOVE CITY COUNCIL
ROAD TRAFFIC REGULATION ACT 1984**

Brighton & Hove (Junction Road, Queens Road and West Street) (One-Way Traffic and Prohibition of Right Turns) Order 20**

Brighton & Hove City Council (“the Council”) in exercise of its powers under Sections 1(1), 2, 3 and 4 and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 (“the Act”) and of all other enabling powers after consultation with the Chief Officer of Police in accordance with Part III of Schedule 9 to the Act hereby makes the following Order.

1. This Order may be cited as The Brighton & Hove (Junction Road, Queens Road and West Street) (One-Way Traffic and Prohibition of Right Turns) Order 20** and shall come into operation on the ** day of **** 20**.
2. In this Order “Pedal Cycle” means a pedal unicycle, pedal bicycle, pedal tricycle or a pedal cycle having four or more wheels, not being in any case capable of being mechanically propelled.
3. In so far as any provision of this Order conflicts with a provision which is contained in an Order made or having effect as if made under the Act, and existing when this Order comes into operation, and which imposes a restriction or prohibition on movement by vehicles or grants an exemption from such restriction or prohibition, the provisions of this Order shall prevail.
4. No person shall except upon the direction or with the permission of a police officer in uniform cause or permit any vehicle including a Pedal Cycle to proceed in those lengths of road specified in column 2 of Schedule 1 to this Order other than in the direction specified in the adjoining section of column 3 of that Schedule except in the case of a vehicle in the course of an emergency for fire service, ambulance service or police purposes or a vehicle in the service of a local authority in the course of road cleansing or gully emptying.
5. No person shall except upon the direction or with the permission of a police officer in uniform cause or permit any vehicle including a Pedal Cycle to make a right turn from the roads specified in column 2 of Schedule 2 to this Order into the road specified in the adjoining section of column 3 of Schedule 2.

**SCHEDULE 1
One Ways**

1	2	3
Item No.	Lengths of Road	Permitted Direction

1	Queens Road – From its junction with Junction Road southwards to a point 20 metres north of its junction with Gloucester Road.	Southbound
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SCHEDULE 2
Prohibition of Right Turn

1	2	3
Item No.	Roads from which right hand turn prohibited	Roads into which right hand turn prohibited
1	Brighton Railway Station Taxi and servicing road	Junction Road
2	West Street	Regency Road

**MADE UNDER THE COMMON SEAL OF
BRIGHTON & HOVE CITY COUNCIL**

this day of 20

**THE COMMON SEAL OF BRIGHTON & HOVE CITY
COUNCIL** was affixed to this Order in the presence of

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Authorised Officer

Subject:	Better Bus Areas – Results of public consultation on Edward Street transport proposals		
Date of Meeting:	9th July 2013		
Report of:	Executive Director of Environment, Development & Housing		
Contact Officer:	Name:	Emma Sheridan	Tel: 29-3862
	Email:	Emma.sheridan@brighton-hove.gov.uk	
Ward affected:	Queens Park		

FOR GENERAL RELEASE.

Note: The special circumstances for non-compliance with Council Procedure Rule 3, Access to Information Procedure Rule 5 and Section 100B(4) of the Local Government Act 1972 (items not considered unless the agenda is open to inspection at least five days in advance of the meeting) were that the consultation period did not close until 25th June 2013. Time was needed to assess, and analyse the consultation responses to ensure that a full report could be provided. As funding for the project is allocated in the current financial year it is essential that the report be considered at the July Committee meeting.

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The purpose of this report is to outline the results of recent public consultation on the proposals for bus priority, pedestrian and cyclist infrastructure improvements on Edward Street as part of the Department for Transport funded Better Bus Areas Programme and agree a way forward for the Scheme.

2. RECOMMENDATIONS:

- 2.1 That the Committee notes the results of the public consultation on the proposals for bus priority, pedestrian and cyclist infrastructure improvements on Edward Street as part of the Department for Transport funded Better Bus Areas Programme.
- 2.2 That, having taken into account the responses received, the Committee authorises officers to proceed with detailed design and advertising the formal Traffic Regulation Order (TRO) for the Edward Street Bus & Cycle lanes and any necessary waiting & loading restrictions.
- 2.3 That the Committee authorises officers to commence construction on elements of the scheme that are not dependant on the outcome of the TRO consultation process. This would include the introduction of additional controlled crossings at the junction of Edward Street with Upper Rock gardens and Egremont place, footway build outs at Tillstone and John Street and side road raised entry treatments involving some kerb realignment. This work would not be abortive

should the overall scheme fail to materialise following the formal TRO consultation.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

3.1 In March 2012 Brighton and Hove successfully secured £3.48 million transport funding from the Department for Transport for the Better Bus Area (BBA) Project "Better Buses for a Growing City." With local resources contributed by Brighton & Hove City Council and our bid partners Brighton and Hove Bus Company, a total fund of £5.82m was achieved.

3.2 The area covered by the project focuses on unlocking bus market growth to the north and east of the city centre, both areas having been identified as areas for economic growth. It is anticipated that the package of measures being implemented will support the key development sites in the project area, address the capacity issues that exist on the two strategic corridors and remove significant bottlenecks in the network through the introduction of bus priority measures.

3.3 In addition to securing improvements in terms of journey times for bus passengers, the infrastructure works proposed will also improve the environment for pedestrians and cyclists.

3.4 Measures proposed are:

Starting at the junction of Pavilion Gardens and Edward Street heading east:

- Controlled pedestrian crossing to be introduced on Pavillion Gardens
- On carriageway cycle lane (2m) as far as the junction of Edward Street with Egremont Place,
- Existing pedestrian crossing just after John Street to be upgraded to a Puffin crossing,
- Addition of a pedestrian phase to traffic signals on the eastern arm of junction of Edward Street with Egremont Place and Upper Rock Gardens,
- Side road raised entry treatments

From Junction of Edward Street with Egremont Place and Upper Rock Gardens:

- The east bound inside lane proposed to become a shared bus, taxi and cycle lane (4m)
- Footway build out to narrow entrance/exit of Tilstone Street
- Bus lay by in fill just after Park Street and bus stop to be made accessible (Kassel kerbs etc) and extended to accommodate up to 3 buses
- Relocation of existing crossing westwards to improve sight lines and allow for
- bus lane road markings

Central Islands

- Realignment of central islands along the length of Edward Street to ensure adequate lane widths and upgrading of lighting columns where needed.

Starting at junction of Edward Street West bound from Freshfield Road

- Shared bus, taxi and cycle lane (4m up to Upper Rock Gardens and 4.5 meters thereafter) as far as the junction of Edward Street with Pavillion

- Gardens,
- Installation of improved traffic signal technology (“MOVA”) used to give buses priority through junctions,
- Advanced stop lines for cyclists at traffic signalled junctions
- Improvements to pedestrian crossing at junction of Edward Street with Upper Rock Gardens
- Side road raised entry treatments

4. COMMUNITY ENGAGEMENT AND CONSULTATION

- 4.1 During the preparation of the bid officers engaged with local bus operators to determine priority areas for funding. Engagement with Brighton and Hove Bus Company has been ongoing since the funding announcement with regular meetings between the BHCC Project Manager and the BHBC Operations Manager throughout the feasibility and initial design stages of these works.
- 4.2 Briefings to update stakeholders on the progress of the Better Bus Areas Programme as a whole have been provided to Buswatch (9th January 2013) and the Brighton and Hove Transport Partnership (26th March 2013).
- 4.3 Engagement meetings have been held on the feasibility and initial design proposals with the CVSF Transport Representative (15th November and 3rd April 2013), Sussex Safety Camera Partnership and Sussex Police (27 February), the Chair of Buswatch (3rd April 2013) and local ward Councillors (8th May and 13th May).
- 4.4 Public consultation took place between 15th May and 25th June 2013. The consultation involved sending out 9004 surveys to residential addresses in the area and 784 surveys being sent out to commercial/business addresses in the area. The survey was also available on-line via the Council’s website consultation portal and following Transport Committee approval to consult and a press release, was covered by The Argus newspaper. Public meetings and exhibitions were advertised on the Better Bus Areas page of the Council website as well as locally by email and direct mail.
- 4.5 Officers have attended the following Residents Association and Local Action Team meetings to present the proposals and answer questions on the proposals:
- Tarnar Area Partnership meeting (15th May 2013)
 - Queens Park Local Action team meeting (22nd May 2013)
 - Albion Hill Residents Association meeting (13th June 2013)
 - A specific meeting was organised and held for residents of Sloane Court, Leach Court and Patchling Lodge (19th June 2013)
- 4.6 Officers offered to attend the meeting of the St James’ Community Action Group on 12th June 2013 to present the scheme proposals and answer questions but were informed by the Chair, on the 29th May, the group had decided against inviting an officer to speak at the meeting.
- 4.7 Public exhibitions of the proposal, staffed by transport officers, have been held at:
- Brighton Youth centre (25th May 2013)

- Dorset Gardens Methodist Church (12th June 2013)

Headline results

- 4.8 1151 responses were received in total, with 297 of these (25.8%) received on-line through the council's consultation portal and 854 (74.2%) as paper survey forms returned by mail or collected at public exhibitions/residents meetings.
- 4.9 A significant majority of respondents were local residents (73%), while 23% stated that they travelled through the area and a further 19% indicated they worked or owned a business in the area.
- 4.10 When asked whether they supported the proposals to give priority to bus users, pedestrians and cyclists as shown in the consultation leaflet, 62.5% (701) respondents supported the proposed changes. The most frequent specific reasons provided for supporting the proposals were:
- Support for the pedestrian and cycling improvements
 - Belief that the proposals would improve safety
 - Support for improvements to the public realm
- 4.11 Of the 37.5% (420) of respondents who did not support the proposals the main reasons stated were:
- That the scheme was a waste of money or the money should be spent elsewhere
 - That Edward Street should be left as it is
 - That the scheme would increase congestion and pollution
 - That the scheme is anti-car
 - That they did not support bus priority/bus lanes
- 4.12 A full analysis of the consultation results is included as Appendix 1.

Additional Correspondence and Longer Responses

- 4.13 A small amount of additional correspondence has been generated as part of this consultation exercise, with some being supportive of the proposals (supporting the prioritisation of sustainable transport and in particular, cycling) and others negative (mainly objecting to the scheme on the grounds that the funding should be spent on improvements to St James St instead).

Summary and Discussion

- 4.14 The results of the consultation suggest a clear majority of respondents are in favour of the proposal. It is clear, however, that a number of respondents have indicated opposition to the changes.
- 4.15 A total of 176 responses stated that the scheme was a waste of money (in particular the rebuilding of the central islands) and that the money should be spent elsewhere.
- 4.16 It is important to note that the central government funding for this Better Bus Area project is specific to Edward Street and as a result may not be spent elsewhere. The relocation of the central islands is necessary to the scheme proposals to ensure that sufficient carriageway widths area accommodated on the westbound lanes and serve the purpose of providing well used, informal, crossing facilities for pedestrians as well as planted areas (both existing and future) to improve the

public realm along the length of the road which was the request of a significant number of those responding to the consultation.

- 4.17 The scheme proposals and predicted outcomes are believed to represent good value for money in terms and have been judged as such by the Department for Transport in granting the funds through a formal bidding process. The benefits arising from the Edward Street proposals are anticipated to be significant and wide ranging. An improvement in both west and eastbound bus journey times is predicted, along with significant modal shift from people travelling by private car to walking, cycling and public transport.
- 4.18 Significant increases in the number of people cycling can also be expected as a result of the improved conditions that would be created for cyclists should the proposals go ahead. The introduction of cycle lanes, slower vehicle speeds, and improved road surface would create a dramatic improvement in the quality of cycle infrastructure on Edward Street.
- 4.19 The combined effect of the above would be a significant reduction in carbon emissions from traffic, a reduction in local air pollution, considerable economic benefit resulting from the improved journey times, as people can increase the amount of time spent undertaking productive tasks instead of travelling and significant health benefits that as more people are enabled to travel using active modes of walking and cycling.
- 4.20 21 responses expressed concern about road width and emergency vehicles and construction traffic.
- 4.21 The creation of bus lanes and reallocation of road space away from general traffic will serve to provide emergency vehicles with a largely traffic free lane in both directions along Edward Street. This will improve accessibility for such vehicles. The general traffic lanes will be of adequate width to accommodate all other traffic.
- 4.22 A number of residents at the public meeting on 19th June expressed a desire to see the crossing at Leach Court remain in current position
- 4.23 It is necessary to the scheme proposals to move the existing crossing outside Leach Court 6 meters eastward on both sides of the road. This move is to accommodate road markings needed to alert drivers turning left out of Park Street of the existence of the bus lane in the nearside lane. The crossing would continue to be a staggered crossing and the move would not increase the distance residents had to walk to access the bus stops on either side of the road.
- 4.24 A small number of respondents both via consultation surveys and through direct correspondence expressed concern that the crossing between John Street and White Street would not serve the change in desire lines from Amex development.
- 4.25 The existing crossing (outside the Job Centre) reflects current desire lines. Whilst there is a proposal in the Edward Street Quarter Planning Brief to create a renewed pedestrian and cyclist access to the Amex site east of this, it is likely to be some years before this can be realised. It is not advisable, at this time, to relocate the crossing to a location where there is no current desire line, putting at

risk those who currently wish to cross at the existing site without having a definite, imminent, timeframe for changes.

- 4.26 9 respondents expressed concern regarding loading and unloading for commercial vehicles and disabled parking along the road
- 4.27 Officers recognise that there is some existing need for loading and unloading along Edward Street for both business and residential purposes. The scheme proposals accommodate a number of locations where existing loading will be unaffected such as between St James Avenue and Upper Rock Gardens. In addition there are parking spaces available in the sides streets which offer potential for loading and unloading for residential purposes. Throughout the ongoing consultation via the advertisement of draft Traffic Regulation Orders officers will investigate the potential for further loading provision where this is identified. Options are available to convert existing parking in side roads for loading or to incorporate designated loading bays at specific locations should they be identified and these would be considered in response to any TRO objections received.
- 4.28 115 respondents have expressed concern that the scheme would lead to increased congestion and traffic displacement to surrounding roads
- 4.29 In order to ensure the impacts of the scheme are well understood, the citywide transport model has been utilised to predict the impact on general traffic both on Edward Street itself and the surrounding road network. The results suggest that the reduction in the capacity on Edward Street, to allow for the Bus & Cycle lanes, can be accommodated without an adverse operational impact for general traffic both on the corridor and in the wider area. The modelling suggests that there would be some displacement of traffic onto parallel routes, however, as the traffic disperses over a number of different routes, the impact will be diluted and that the junctions receiving diverted Edward Street flows would still operate within capacity.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The costs associated with the consultation on and any subsequent implementation of the measures outlined in this report will be largely met from the Better Bus Areas Fund which is external funding provided from the Department for Transport. Some local match funding was required and has been agreed as part of Local Transport Plan (LTP) budget for 2013-14.
- 5.2 Over the remaining year of the project, to the end of the 2013/14 financial year, there is £770k of capital funding (£520k from BBA funding and £250k from LTP) and £200k in revenue funding (all BBA funding) identified specifically for these works.
- 5.3 If the works do not go ahead the BBA funding would need to be returned to the DfT.

Finance Officer Consulted: Name Jeff Coates

Date: 03/07/2013

Legal Implications:

- 5.4 The Council has powers as highway and traffic authority under the relevant legislation to carry out the proposed measures. Any traffic regulation orders necessary to implement the final scheme will need to be advertised and objections considered at a future Environment, Transport and Sustainability Committee meeting in accordance with the relevant procedural regulations and the Council's constitution.
- 5.5 The Council is under a duty to exercise its powers under the Act to secure the safe and convenient movement of traffic and the provision of adequate on and off-street parking facilities. It must also take into account any implications that orders would have for access to premises, local amenity, air quality, public transport provision and any other relevant matters. When considering whether to designate parking places, the Council must consider both the interests of traffic and the interests of owners and occupiers of adjoining property.
- 5.6 In carrying out consultation the Council is under a general duty to ensure that any consultation is fair. This means that consultation must be carried out when proposals are being formulated, that adequate time and information about proposals must be given to consultees to ensure that they can provide a proper response, and that any consultation responses must be properly considered in reaching the decision.
- 5.7 The Council is under a legal duty as a public authority to consider the human rights implications of its actions. Parking and traffic restrictions have the potential to affect the right to respect for family and private life and the right to protection of property. These are qualified rights which means they may be restricted where this is for a legitimate aim, necessary and proportionate

Lawyer Consulted:

Carl Hearsom

Date: 03/07/12

Equalities Implications:

- 5.8 The scheme will be designed in line with industry best practice and guidance to ensure all facilities are fully accessible to all members of society. The scheme should improve conditions for vulnerable road users and has the potential to ease community severance by aiding the development of healthy and sustainable places and communities which will enable children, young people and adults to make more and better use of their local streets.

Sustainability Implications:

- 5.9 The measures outlined in this report will assist in meeting One Planet Living objectives by promoting and encouraging greater use of sustainable transport, and particularly overcome current barriers to walking, cycling, and bus use. It is predicted that significant reductions in travel by private car would result from implementation of the schemes, with people instead choosing to travel by walking, cycling or bus due to their increased attractiveness and viability made

possible through the improvements identified. The scheme will seek to enhance health by encouraging active travel amongst local people and reducing the causes of air pollution along the corridor, namely excessive levels of motorised traffic.

Crime & Disorder Implications:

- 5.10 There are no Crime & Disorder implications arising directly as a result of this report.

Risk and Opportunity Management Implications:

- 5.11 If approval not given at this meeting for consultation it is unlikely that the allocated budget for this scheme will be spent within the current financial year and the funding received from the Department for Transport for this programme will have to be returned. This in turn could have potentially negative impacts for future funding bids to the Department.

There is a risk that the outcome of the advertisement of draft Traffic Regulation Orders will require amendment or complete redesign of some elements if the scheme, however it is hoped any concerns that arise will be alleviated and objections overcome at the detailed design stage, should the scheme move forward to that stage, to produce a scheme that meets the needs of all those upon whom it would impact.

Public Health Implications:

- 5.12 Increasing the number of pedestrians and cyclists and encouraging greater use of public transport will directly lead to improved public health through increasing the use of active modes and therefore the amount of exercise undertaken by local people. Reducing the number of people travelling by private vehicle will also lead to an improvement in air quality which in turn will improve public health.

Corporate / Citywide Implications:

- 5.13 Edward Street is a key route into the City and therefore the citywide transport model is being utilised to fully understand and address any potential impacts on strategic traffic flow. The proposed scheme will assist the Council to meet its strategic objectives and will contribute to the Council's and partners' wider objectives, including those set out in the Corporate Plan and the Sustainable Community Strategy.

Edward Street is proposed as a construction traffic route (eastbound) for traffic serving the development of Royal Sussex County Hospital. Officers have considered the implications of the scheme on traffic flows during this period and consider that they will be negligible in terms of traffic congestion. The scheme proposals will ensure that during the hospital redevelopment bus routes are kept free flowing and that cyclists have increased protection from construction traffic using this route.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The only other option at this stage would be to discontinue the scheme and return the funds to Department for Transport. This is not considered to be a practical option and would be contrary to the wishes of the majority of the respondents to the public consultation.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The results of public consultation have shown that there is a clear majority in favour of the proposed measures.
- 7.2 To authorise the advertisement of Draft Traffic Regulation Orders for those aspects of the scheme (provision of bus and cycle lanes) which require them in order that the Better Bus Areas programme can progressed to its next stage of implementation.

SUPPORTING DOCUMENTATION

Appendices:

1. BBA Edward Street – Public consultation results report

Documents in Members' Rooms

None

Background Documents

1. BHCC Better Bus Areas Bid
2. Agenda item 76 BHCC Transport Committee: 30th April 2013 – Better Bus Areas Report

**Edward Street
Better Bus Area
Public Consultation
June 2013**

Report

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Edward Street Better Bus Area Report

1 Background

In February 2012, the council in partnership with Brighton & Hove Bus Company, successfully bid for £3.4 million additional funding from the Department for Transport to introduce bus service improvements to Edward Street, Eastern Road and Valley Gardens and to make improvements along these routes for people wishing to walk or cycle. The funding is provided through the government's Better Bus Areas Fund (BBA) and has already been used to fund an increase in bus services in the city, with extra buses on the 23 and 48 routes and route 38 extended to serve Brighton Station.

Edward Street and Eastern Road were identified in the bid as one of the key areas for improvement. This consultation provides an opportunity for local people and bus users to comment on the proposals for the first phase of work planned for Edward Street and make any suggestions in improving the street environment. We want the proposals to result in a better, more reliable, bus service and an environment where people feel comfortable walking and cycling.

The proposals in this consultation are the first phase of work and cover the area from the junction of Edward Street with Pavilion Gardens to the junction of Eastern Road with Freshfield Road. We will consult on further plans for Eastern Road and the Valley Gardens area in the coming year.

2 Headline Results

62.5% of respondents support priority to bus users, pedestrians and cyclists.

Residents show a 65% level of support for the proposals.

35% of business owners or managers who responded show support for the proposals.

3 Methodology

Information leaflets and questionnaires were mailed to 9787 property addresses in the Edward Street area. The consultation leaflet included a cross-sectional diagram showing how the scheme might look and a map showing the location and type of proposed improvements. The map over the page shows the extent of this mailing area. The addresses were taken from the Land and Property Gazetteer which is a property based database and both residential and commercial properties were included in the sample.

The consultation was also made publicly available on-line on the council's Consultation Portal.



Two staffed exhibitions were held at:

Brighton Youth Centre 64 Edward Street	Saturday 25 May 2013 2pm – 8pm
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Dorset Gardens Methodist Church	12 th June 2013
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The proposals were also discussed at the following Local Action Team meetings:

Queens Park LAT Southover Pub Southover Street	Wednesday 22 May 2013 7.30pm – 9pm
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Tarner LAT The Millwood Centre Nelson Row Carlton Hill	Wednesday 15 May 2013 6.30pm
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Albion Hill Residents Assembly Rooms Thornsedale Flats	Thursday 13 th June 2013 7:30pm
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A specific meeting was organised and held for residents of Sloane Court, Leach Court and Patchling Lodge on 19th June 2013. The meeting was open to other residents of the area as well.

The consultation was also advertised on the council's web-site and was reported prominently in the local press.

4 Full Results

Response rate

1151 responses were received in total, giving a response rate of approximately¹ 11.8% which is an average response for a mailing which was not personalised.

297 responses (25.8%) were received on-line through the council's consultation portal and 854 (74.2%) were survey forms returned by mail or collected at public exhibitions or residents meetings.

Q1 Do you support the proposals to give priority to bus users, pedestrians and cyclists as described in the consultation leaflet and shown on the plan?

	Number	%
Yes	701	62.5
No	420	37.5
Total	1121	100

There were a further 30 responses where no choice had been made.

A higher percentage of women support the proposals as in the table below:

Gender	Yes		No		Total
	Number	%	Number	%	
Male	350	66	181	34	531
Female	281	77	83	23	364
Total	631	-	264	-	895

And the Under 65s are more supportive than the over 65 age group:

Age	Yes		No		Total
	Number	%	Number	%	
Under 65	455	75	154	25	609
65 +	145	68	68	32	213
Total	600	-	222	-	822

Q1 gave an open comments box for respondents to say why they either supported or didn't support the proposals and Q2 asked respondents whether they had any further comments about the proposals for Edward Street. Both

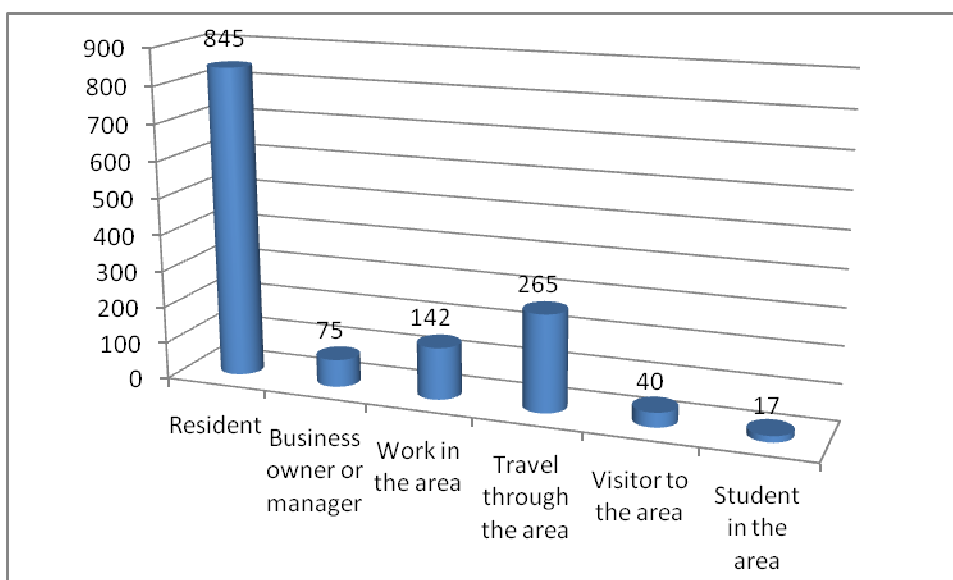
¹ Not all respondents online gave us their postcode therefore it is impossible to determine whether all online respondents live or work within the mailed area.

these open comments boxes showed similar types of responses. Therefore all comments were grouped together into themes. The top ten themes emerging were:

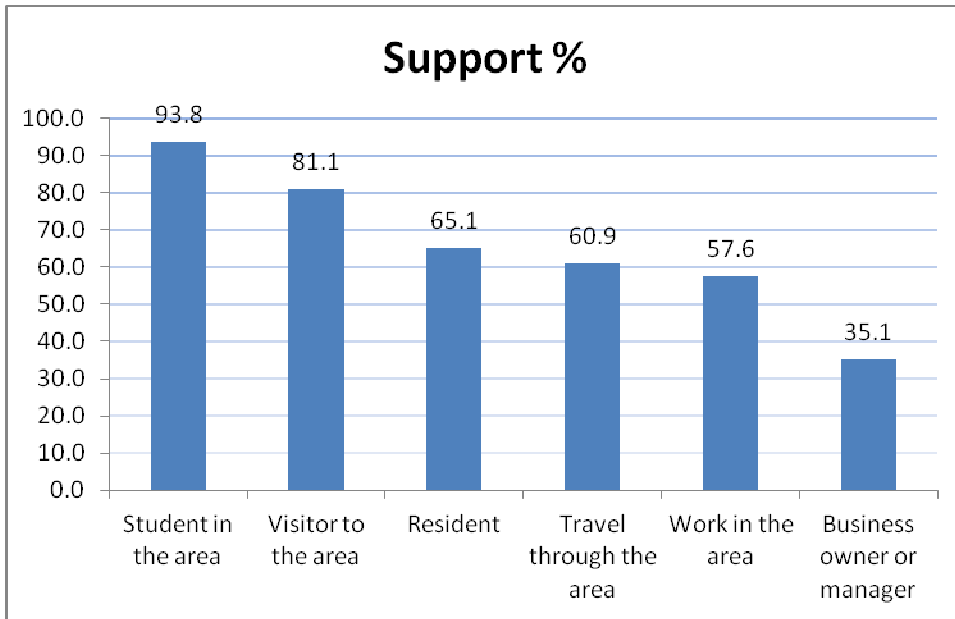
	Comment	Number of times mentioned
1	Spend the money elsewhere/ this is a waste of money	176
2	General positive comments	155
3	Leave it as it is/ not congested on Edward St/ pedestrians don't use it	119
4	Support crossing improvements/ need adequate dropped pavements	116
5	This scheme will increase congestion or pollution	115
6	Support cycling improvements/ cycle priority	115
7	This will improve safety	109
8	Support/ want flowers/ trees/ shrubs/needs to be more attractive/ better environment	105
9	This proposal is anti-car/ need car for hospital/work	59
10	Don't support bus priority/ bus lane	50

All themes are listed in Appendix A. A number of site specific comments were also noted and these have been forwarded to the project manager.

Respondents were asked whether they are a resident, business owner, whether they travel through the area to get somewhere else, a visitor to the area or a student. The majority of respondents are residents as shown in the chart below:



Students and visitors to the area show higher levels of support for the proposals (although numbers of both are low – 16 and 40 respectively). Least levels of support are shown from business owner or managers.



Demographic Information

Respondents were asked to tick whether they fitted into one of the following categories (they could tick more than one box).

Gender	No.	%
Male	536	56.1
Female	381	39.9
Total	917	100

Age	No.	%
U18	14	1.7
19-24	25	3.0
25-34	100	11.8
35-44	158	18.7
45-54	180	21.3
55-64	141	16.7
65-74	121	14.3
75+	106	12.5
Total	845	100

Ethnicity		No.	%
White	English/ Welsh/ Scottish/ Northern Irish/ British	789	86.1
	Irish	10	1.1
	Gypsy	1	0.1
	Traveller	4	0.4
	Polish	4	0.4
	Portuguese	2	0.4
	Other white background	69	7.5
Asian or Asian British	Bangladeshi	4	0.4
	Indian	2	0.2
	Pakistani	1	0.1
	Chinese	5	0.6
	Other Asian background	4	0.4
Black or Black British	African	1	0.1
	Caribbean	2	0.2
	Sudanese	0	0
	Other Black background	0	0
Mixed	Asian & White	3	0.3
	Asian & Black African	0	0
	Asian & Black Caribbean	0	0
	White & Black African	3	0.3
	White & Black Caribbean	3	0.3
	Any other mixed background	4	0.4
Other Ethnic Group	Turkish	0	0
	Arab	2	0.2
	Japanese	0	0
	Other	3	0.3
Total		916	100

Disability	No.	%
Yes	212	23.5
No	662	96.9
Total	874	100

Appendix A

	Comment	Number of times mentioned
1	Spend the money elsewhere/ this is a waste of money/rebuilding central islands waste of money	176
2	General positive comments	155
3	Leave it as it is/not congested on Edward St/pedestrians don't use it	119
4	Support crossing improvements/need adequate dropped pavements	116
5	This scheme will increase congestion/pollution/divert traffic to St Georges Rd/ narrow road at bottom	115
6	Support cycling improvements/ cycle priority/more protection needed for cyclists turning right eg at Pavilion Gardens	115
7	This will improve safety	109
8	Support/ want flowers/ trees/ shrubs/needs to be more attractive/better environment	105
9	This proposal is anticar/need car for hospital/work	59
10	Don't support bus priority/ bus lane/bus company should contribute/buses fine as it is	50
11	Want St James Street pedestrianised/need to deal with traffic in St James St/crossings/environment/drunks	47
12	Support prioritising pedestrians	43
13	Don't support a shared bus/ cycle lane (want separate cycle lane)/how will cyclists avoid bus users boarding or alighting from buses?	40
14	Support bus lanes/more bus stops/priority to bus users	38
15	Don't mess up this road like you have Lewes Road/Grand Avenue/Old Shoreham Road	35
16	Don't want changes to cause disruption/mess/chaos/will take ages/run over budget	34
17	General negative comments	33
18	Cyclists don't obey the Highway Code/don't use cycle lanes	32
19	Don't support cycle lane/ cycle priority/cyclists don't pay road tax/dangerous for cyclists/not enough cyclists use road to justify cycle lane/better for cyclists to use St James and seafront	32
20	Will be bad for economy/people won't go to shops if they can't drive there/will go elsewhere	26
21	Uphill cycle lane won't be used	21
22	Want crossings at each Junction/ more crossings/need crossings at Chapel St/Pavilion Gardens/John St to between Dorset St & George St/Old Steine junction/Lower & Upper Rock Gardens	21
23	Concerned about road width reduction/emergency vehicles/heavy vehicles to & from RSCH building site/hospital access	21

24	Buses are too expensive/unreliable/service needs improving/bus drivers don't respect anyone else on roads	20
25	Proposal must include Eastbound buses/buses to run up Edward St/need better/more bus routes/stops	20
26	Consultation problems: Form arrived after meeting took place (30th), consultation period is 4 weeks not six as stated	16
27	What happens Brighton College to Freshfield Road/ after Freshfield Road/bus bottleneck at Brighton College	14
28	Don't like new-style green man crossings - display is too low	11
29	Too many buses on St James' Street	11
30	Waste of money to relocate crossing by 6m at Leech Court/leave pedestrian crossing where it is	11
31	Cycle lane must be wide enough/not have potholes/drains/west bound 2m and east bound 1.5m	10
32	No mention of commercial vehicles unloading/should stop vehicles loading & unloading/disabled "blue badge" vehicles/disabled parking	9
33	Want cycle lane to extend eastwards	9
34	Should not remove bus lay-bys which keep traffic moving/need more	8
35	Support central islands	6
36	Want a park & ride/would only work with a proper park & ride scheme	4
37	Want pedestrian crossing at Pavilion end of Edward Street/ by Job Centre/ by Law Courts	4

