





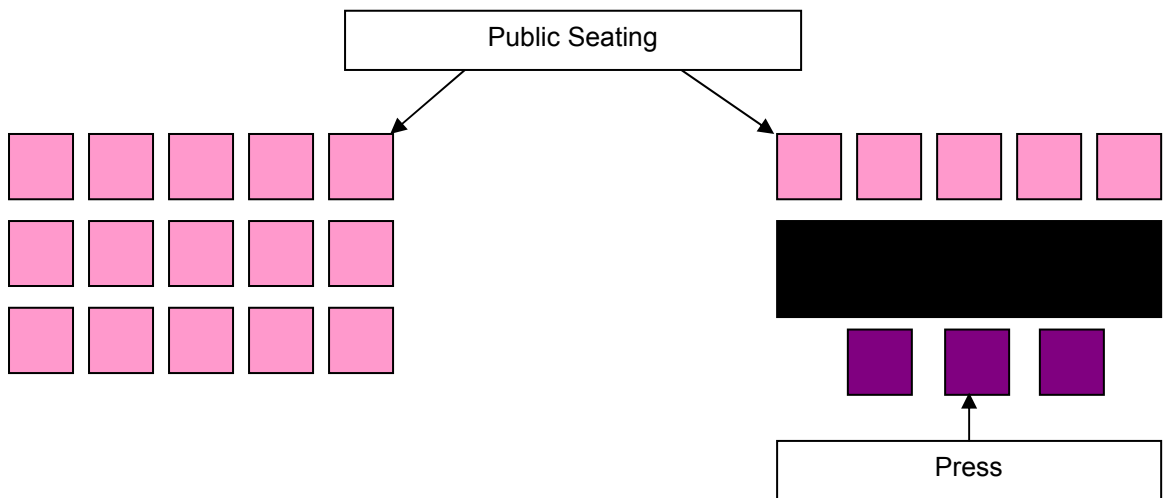
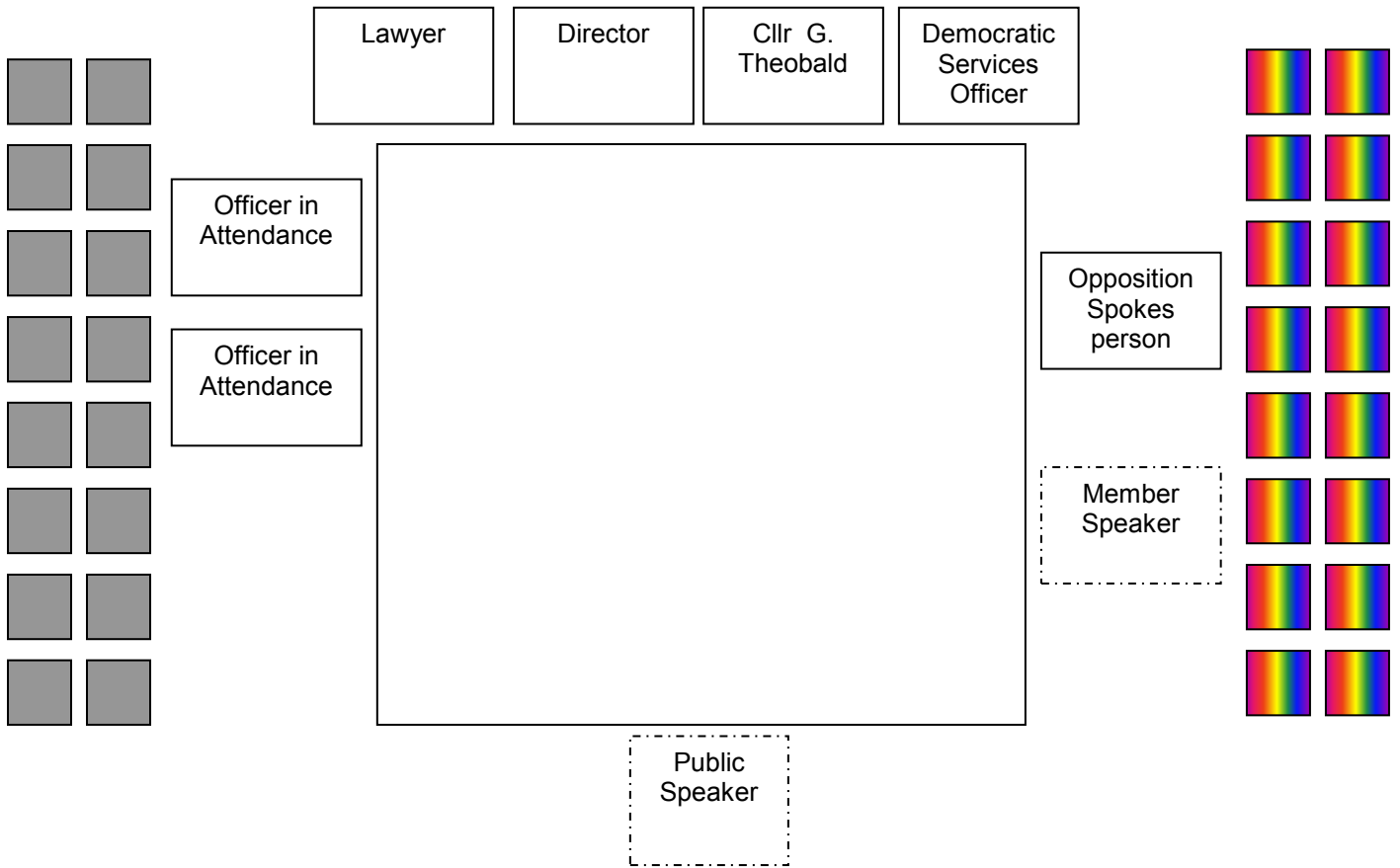
Brighton & Hove
City Council

Cabinet Member Meeting

Title:	Environment Cabinet Member Meeting
Date:	19 February 2009
Time:	4.00pm
Venue	Council Chamber, Hove Town Hall
Members:	Councillor: G Theobald (Cabinet Member)
Contact:	Tanya Massey Democratic Services Officer 01273 291227 tanya.massey@brighton-hove.gov.uk

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Democratic Services: Meeting Layout



AGENDA

102. PROCEDURAL BUSINESS

- (a) Declarations of Interest by all Members present of any personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- (b) Exclusion of Press and Public - To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

NOTE: Any item appearing in Part 2 of the Agenda states in its heading either that it is confidential or the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.

A list and description of the categories of exempt information is available for public inspection at Brighton and Hove Town Halls.

103. MINUTES OF THE PREVIOUS MEETING

1 - 6

Minutes of the meeting held on 27 January 2009 (copy attached).

104. CABINET MEMBER'S COMMUNICATIONS

105. ITEMS RESERVED FOR DISCUSSION

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokesperson
- (c) Items reserved by Members, with the agreement of the Cabinet Member.

NOTE: Public Questions, Written Questions from Councillors, Petitions, Deputations, Letters from Councillors and Notices of Motion will be reserved automatically.

106. PETITIONS

7 - 10

Report of the Acting Director of Strategy & Governance (copy attached).

Contact Officer: Tanya Massey Tel: 29-1227
Ward Affected: Goldsmid; Preston Park;
St Peter's & North Laine;
Stanford; Wish

ENVIRONMENT CABINET MEMBER MEETING

107. PUBLIC QUESTIONS

(The closing date for receipt of public questions is 12 noon on 12 February 2009)

No public questions received by date of publication.

108. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 12 February 2009)

No deputations received by date of publication.

109. LETTERS FROM COUNCILLORS

11 - 14

(i) **Hangleton & Knoll Ward petitions.** Letter from Councillor Barnett (copy attached).

(ii) **Children's Play Area, Wolseley Park.** Letter from Councillor Hawkes (copy attached).

110. WRITTEN QUESTIONS FROM COUNCILLORS

No written questions have been received.

111. NOTICES OF MOTION

No Notices of Motion have been received.

SUSTAINABLE TRANSPORT MATTERS

112. Resident Parking Schemes Consultation

15 - 66

Report of the Director of Environment (copy attached).

Contact Officer: Charles Field Tel: 29-3329
Ward Affected: Preston Park; Stanford; Withdean

113. Real Time Bus Information via Text Message/SMS (Short Messaging Service)

67 - 108

Report of the Director of Environment (copy attached).

Contact Officer: Jo Yule Tel: 29-2514
Ward Affected: All Wards

114. National Cycle Network Route 2 Cycle Link

109 - 134

Report of the Director of Environment (copy attached).

Contact Officer: David Parker Tel: 292474
Ward Affected: East Brighton; Queen's Park; Regency; Rottingdean Coastal

ENVIRONMENT CABINET MEMBER MEETING

115. North Street Mixed Priority Route (MPR) - Clock Tower Junction/ North Street Quadrant **135 - 152**

Report of the Director of Environment (copy attached).

Contact Officer: Owen McElroy *Tel:* 29-0368
Ward Affected: Regency; St Peter's &
North Laine

116. North Street Mixed Priority Route (MPR) - Ship Street Traffic Regulation Order **153 - 160**

Report of the Director of Environment (copy attached).

Contact Officer: Owen McElroy *Tel:* 29-0368
Ward Affected: Regency

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings.

The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

Agendas and minutes are published on the council's website www.brighton-hove.gov.uk. Agendas are available to view five working days prior to the meeting date.

Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested.

For further details and general enquiries about this meeting contact Tanya Massey, (01273 291227, email tanya.massey@brighton-hove.gov.uk) or email democratic.services@brighton-hove.gov.uk

Date of Publication - Wednesday, 11 February 2009

**BRIGHTON & HOVE CITY COUNCIL
ENVIRONMENT CABINET MEMBER MEETING**

4.00pm 27 JANUARY 2009

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillor G Theobald (Cabinet Member)

Also in attendance: Councillor Mitchell (Opposition Spokesperson)

Other Members present: Councillors Bennett and Pidgeon

PART ONE

86. PROCEDURAL BUSINESS

86a Declarations of Interests

86.1 There were none.

86b Exclusion of Press and Public

86.2 In accordance with section 100A of the Local Government Act 1972 ('the Act'), the Cabinet Member for Environment] considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press or public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A(3) of the Act) or exempt information (as defined in section 100I(1) of the Act).

86.3 **RESOLVED** – That the press and public be not excluded from the meeting.

87. MINUTES OF THE PREVIOUS MEETING

87.1 **RESOLVED** – The minutes of the meeting held on 11 December 2008 were approved and signed by the Cabinet Member as a correct record.

88. CABINET MEMBER'S COMMUNICATIONS**Urban Characterisation Study**

- 88.1 The Cabinet Member announced that the Urban Characterisation Study for the city had been published in its final form and could be accessed via the council's website.
- 88.2 The Cabinet Member explained that the study provided an excellent analysis of the city as a whole and had been very well received within professional planning circles. He added that he had requested that the study be submitted for the year's Planning Awards.

2 St George's Place

- 88.3 The Cabinet Member updated the meeting on progress in respect of works to the vacant listed building at 2 St George's Place.
- 88.4 As approved at the Cabinet Member Meeting in December, the formal Urgent Works Notice had been issued on 8 January and the period allowed for voluntary compliance had expired on 26 January.
- 88.5 The Cabinet Member informed the meeting that, as the majority of the urgent works remained outstanding, the council's chosen contractor had been instructed to commence the works on 2 February.
- 88.6 The works were expected to take three days to complete and the council would seek to reclaim the costs from the owner of the building.

89. ITEMS RESERVED FOR DISCUSSION

- 89.1 **RESOLVED** – That with the exception of the items reserved (and marked with an asterisk), the recommendations and resolutions contained therein be approved and adopted without debate.

90. PETITIONS**90(i) Petition – Parking in Stanford Ward**

- 90.1 Councillor Bennett presented a petition signed by 425 people concerning parking issues in Stanford Ward.
- 90.2 The Cabinet Member stated that a report would be presented to the Cabinet on 12 February 2009, which would include all the consultation results and recommendations for the way forward. The public consultation period had ended on 12 December 2008 and all petitions would be included in the Cabinet report.
- 90.3 **RESOLVED** – That the petition be noted.

90(ii) Parking in Shirley Drive

90.4 Councillor Bennett presented a petition signed by 72 people concerning parking issues in Shirley Drive.

90.5 The Cabinet Member referred to his response to the previous petition.

90.6 **RESOLVED** – That the petition be noted.

90(iii) Petition – A23/A27 new road layout

90.7 Councillor Pidgeon presented a petition signed by 338 people concerning the new road layout at the junction of the A23 and A27 in Patcham.

90.8 The Cabinet Member stated that the problem had arisen because the Highways Agency had not consulted council officers on the scheme, however, officers had now requested that they be consulted in future on any scheme affecting the city. The Cabinet Member confirmed that the changes had now been implemented to make the scheme safe.

90.9 **RESOLVED** – That the petition be noted.

91. PUBLIC QUESTIONS**91(i) Public Question – Mr C Hawtree**

91.1 Mr Hawtree asked the following question:

"Would Councillor Theobald please tell us how many more of the new street signs will be erected in this authority's area?"

91.2 The Cabinet Member stated that, in accordance with council policy, new street signs would be replaced as and when they were needed. The council did not have a set number of replacements per year.

91.3 Mr Hawtree asked the following supplementary question:

"Given that the news signs are made from plastic and deteriorate quicker, and that new signs have been put up in front of some of the older marble signs, could discussions take place around the materials used and the aesthetic nature of the signs, with particular reference made to the green corporate logo?"

91.4 The Cabinet stated that the council now used signs that were made from recycled materials and to a specific design standard. He added that the council was not able to replace like for like with ceramic tiles that existed in certain streets in the city as the council did not have any suppliers for these types of signs. Such signs costed more to make and maintain, and the council's resources were already fully committed to providing for all the essential signage across the city.

91.5 The Director of Environment added that the addition of the council's logo to the street signs was a corporate communications strategy, but that any comments could be fed back to the Communications Team and considered when a review took place.

92. DEPUTATIONS

92.1 There were none.

93. LETTERS FROM COUNCILLORS

93.1 There were none.

94. WRITTEN QUESTIONS FROM COUNCILLORS

94.1 There were none.

95. NOTICES OF MOTION

95.1 There were none.

96. PEDESTRIAN SIGNING STRATEGY

96.1 The Cabinet Member considered a report of the Director of Environment concerning the proposed Pedestrian Signing Strategy (for copy see minute book).

96.2 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:

- (1) That the Pedestrian Signing Strategy be approved and implementation of the proposed implementation area be authorised.

97. PEDESTRIAN NETWORK - PHASE 1*

97.1 The Cabinet Member considered a report of the Director of Environment concerning the results of consultation on the Pedestrian Network Phase 1 proposals and implementation of the scheme (for copy see minute book).

97.2 The Cabinet Member explained that the first phase of the scheme would improve links between the city and the seafront, and that good accessibility between city centre retail, restaurants and the seafront was key to the city's economy.

97.3 The Opposition Spokesperson welcomed the report, and in particular the improvements proposed for the Black Lion Street area. She looked forward to seeing what would be included in the second phase of the scheme.

97.4 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:

- (1) That the Cabinet Member notes the consultation results and instructs Officers to begin implementation of the scheme.

98. SUPPLEMENTARY PLANNING DOCUMENT - ARCHITECTURAL FEATURES*

98.1 The Cabinet Member considered a report of the Director of Environment concerning approval of a draft Supplementary Planning Document (SPD) on Architectural Features, for the purposes of formal public consultation (for copy see minute book).

98.2 The Cabinet Member explained that the SPD aimed to provide detailed policy guidance on the repair, restoration and enhancement of the city's listed buildings. It focused on the original external features that gave the buildings their special character and which, cumulatively contributed to the street scene.

98.3 The Opposition Spokesperson stated that she intended on forwarding her comments on the SPD to officers in line with the consultation.

98.4 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:

- (1) That the Cabinet Member for Environment approves the draft Supplementary Planning Document on Architectural Features for the purposes of formal public consultation.

99. BRUNSWICK ESTATE PAINT REVIEW*

99.1 The Cabinet Member considered a report of the Director of Environment concerning a review of the Brunswick Estate statutory redecoration scheme (for copy see minute book).

99.2 The Cabinet Member explained that the aim of the review had been to establish whether or not the five-year painting interval should be extended, as requested by local residents. The consultant had not recommended an extension to the next paint cycle, but consideration could be given to deferring the following redecoration programme if there was an improvement in the appearance of the front facades.

99.3 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:

- (1) That the Cabinet Member for Environment agrees that the requirement for the Brunswick Estate properties to be redecorated in 2010 remain unaltered.
- (2) That the Cabinet Member for Environment agrees that the condition of the painting be monitored over the subsequent years, and if by summer 2013 the paint schemes on all properties are considered to be good, that the repainting cycle be extended.
- (3) That the Cabinet Member for Environment approves that a formal closely supervised trial be undertaken on one of the properties in Brunswick Terrace, in partnership between the Council, the property's owners and their agents in 2010.

100. SAVING OF WASTE LOCAL PLAN POLICIES

100.1 The Cabinet Member considered a report of the Director of Environment concerning saving of policies in the Waste Local Plan beyond the statutory minimum of three years (for copy see minute book).

100.2 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:

- (1) That the Cabinet Member for Environment approves the saving of policies in the Waste Local Plan beyond the statutory minimum of three years (ie. beyond February 2009).

101. SHOREHAM HARBOUR INTERIM PLANNING GUIDANCE (IPG)*

101.1 The Cabinet Member considered a report of the Director of Environment concerning approval of Interim Planning Guidance (IPG) for Shoreham Harbour (for copy see minute book).

101.2 The Cabinet Member explained that the guidance had been produced jointly with Adur District and West Sussex County Councils, who would also be approving the document. The guidance provided short term guidance on development proposals prior to the production of a Joint Area Action Plan, and was necessary to avoid any development that would compromise the long term proposals for the Shoreham Harbour area, which were still emerging.

101.3 The Opposition Spokesperson commented that it had been prudent to produce interim guidance. She also supported the extension of the area from the A259 to the railway and looked forward to seeing the finalised Joint Area Action Plan.

101.4 **RESOLVED** - That having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:

- (1) That the Cabinet Member for Environment approves the Shoreham Harbour Interim Planning Guidance, subject to any minor grammatical and non-material text and illustrative alterations agreed by the Director of Environment in consultation with the Cabinet Member for Environment.

The meeting concluded at 4.23pm

Signed

Chair

Dated this

day of

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 106

Brighton & Hove City Council

Subject: Petitions
Date of Meeting: 19 February 2009
Report of: Acting Director of Strategy & Governance
Contact Officer: Name: Tanya Massey Tel: 29-1227
E-mail: tanya.massey@brighton-hove.gov.uk
Key Decision: No
Wards Affected: Various

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

1.1 To receive the following petitions presented at Council on 29 January and any petitions presented directly to the Environment Cabinet Member Meeting.

106. (i) To receive the following petition presented at Council on 29 January by Councillor Kemble and signed by 109 people:

We the undersigned call upon Brighton & Hove City Council to seek to re open the public right of way located to the East of Blue Lagoon public house, which has existed for in excess of 60 years.

106. (ii) To receive the following petition presented at Council on 29 January by Councillor Davis and signed by 372 people:

Traffic speed at the eastern end of Goldsmid Ward.

We the undersigned urge the Council to implement measures to reduce the speed limit to 20 mph and stop dangerous and speeding cars driving through our roads.

106. (iii) To receive the following petition presented at Council on 29 January by Councillor Davis and signed by 29 people:

The Residents of Shirley Street in Hove would like the following issues addressed:

- *Not being able to park with a residents permit on our street after 6pm*
- *Speeding cars and motorbikes*
- *Flooding at the Sackville Road end of Shirley Street*

- 106. (iv)** To receive the following petition presented at Council on 29 January by Councillor McCaffery and signed by 77 people:

I wish to register my objection to the proposal to insert double yellow lines at the junction of Southdown Avenue and Grantham roads together with markings for a loading bay on Grantham Road.

Double Yellow Lines

There is a dire shortage of residential parking in this area and the addition of so large a run of yellow lines will remove approximately 24 car parking spaces. I do not believe that this is justified.

The Loading bay

Southdown Avenue is in a conservation area. I cannot see that the addition of a loading bay or commercial vehicles can be seen as enhancing the residential area. I am not aware of any other loading bays in the area.

- 106. (v)** To receive the following petition presented at Council on 29 January by Councillor McCaffery and signed by 30 people:

The undersigned residents of Preston Mansions, Preston Park Avenue are opposed to controlled parking in Preston Park Avenue for two major reasons listed below:

- 1. We are not eligible for residents parking permits. Each apartment has only one off street parking space. Other cars would be subject to extortionate parking costs - £2.50 for every 4 hours. Also 4 hour parking restriction is totally impractical and would impact on surrounding streets and the environment*
- 2. Removing the double yellow lines from outside Preston Mansions and replacing them with residents parking would place pedestrians, park users, cyclists and drivers at a high risk of accidents because of the size of the road and the traffic systems which feed into the road.*

- 106. (vi)** To receive the following petition presented at Council on 29 January by Councillor Davey and signed by 29 people:

We, the undersigned residents of Stroudley Road In the New England Quarter Brighton request that the council replace some of the existing disabled parking bays with visitors bays. Whilst of course we do support the provision of disabled bays we feel that in this instance there is a need to address what is clearly an imbalance that does not serve the best interests of any residents.

- 106. (vii)** To receive the following petition presented at Council on 29 January by Councillor Bennett and signed by 28 people:

We, the undersigned, call upon Brighton & Hove City Council to introduce parking restrictions in our part of Stanford Ward instead of imposing the Council's proposed parking scheme.

The restrictions would include a single yellow line with parking prohibited for one hour each day on weekdays only. The restrictions would therefore be

very similar to those already successfully operating in Hove Park Road and adjacent roads to the south.

We want this restriction to be extended to include Shirley Avenue and the remainder of Shirley Drive, Tredcroft Road and Bennet Drive and Benett Avenue.

In addition, there would be a reasonable number of parking bays allowing parking for up to 11 hours a day.

The Council's consultation documentation did not offer parking restrictions as an alternative to the Council's permit scheme and this petition is therefore to request parking restrictions and it over-rides my consultation response.

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 109(i)

Brighton & Hove City Council

Councillor Dawn Barnett
Brighton & Hove City Council
King's House
Grand Avenue
Hove
BN3 2LS

Alex Bailey
Acting Chief Executive

Date: 05 February 2009

Our Ref:

Your Ref:

Dear Alex,

I wish to follow up **two petitions** that were submitted to Council;

1. on the 7th December 2006 signed by 471 people which stated that "we the undersigned, together with our Councillors Dawn Barnett and Peter Willows, hereby confirm that traffic calming is urgently needed in the Elm Drive, Rowan Avenue and Moyne Close area of Hove. This should be a 20mph limit STRICTLY enforced".

2. on the 18th October 2007 signed by 218 people which stated "we the undersigned wish to petition against the parking on both sides of the road in Laburnum Avenue between the hours of 8.00am and 6pm Monday to Friday except school holidays. There is an infant and junior school in Laburnum Avenue and the road is heavily congested. We call upon the Council to take immediate action before a child is involved in a fatal accident".

I would like the requests contained within these petitions to be discussed at the next Environment Cabinet Members meeting scheduled for the 19th February 2009.

Yours sincerely,

Councillor Dawn Barnett

**COUNCILLOR PAT HAWKES MBE
Opposition Spokesperson for the Children
& Young People's Trust
Deputy Leader, Labour Opposition**

**Brighton & Hove City Council
King's House
Grand Avenue
Hove BN3 2LS**

Date: 9 February 2009

Our Ref: PH/TM

Your Ref:

Dear Cabinet Member,

Government Funding of £1.1m for Brighton & Hove City Council to improve and transform children's play areas.

As I understand Brighton & Hove City Council has been awarded £1.1m from a Government Fund to improve and transform children's play areas within the City. Within my Ward in Coldean there is a rather rundown play area in Wolseley Road. There is also an active parents' group, The Friends of Wolseley Road Park who have been campaigning to get old equipment replaced or repaired.

This letter is requesting that Wolseley Road Park is considered for some of this extra funding. I would be grateful to have the opportunity of speaking at your Environment CMM.

Yours faithfully,



Councillor Pat Hawkes

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 112

Brighton & Hove City Council

Subject:	Resident Parking Schemes Consultation		
Date of Meeting:	19 February 2009		
Report of:	Director of Environment		
Contact Officer:	Name:	Charles Field	Tel: 29-3329
	E-mail:	charles.field@brighton-hove.gov.uk	
Key Decision:	Yes	Forward Plan No. <i>ENV7177</i>	
Wards Affected:	Preston Park; Stanford; Withdean		

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The purpose of this report is to consider the outcome of the second stage of public consultation for the Stanford, Preston Park Avenue, The Martlet and Preston Park Station areas (in the area shown in Appendix D).

2. RECOMMENDATIONS:

- 2.1 (1) That the Cabinet Member for Environment approves:
- (a) That no restrictions will be proposed in this report for the Stanford Area due to opposition amongst residents and businesses in the area.
 - (b) That the whole of The Martlet area and Preston Park Avenue area be progressed to final design and the Traffic Regulation Order advertised, subject to the amendments outlined in this committee report.
 - (c) That Millers Road, Compton Road & Inwood Crescent residents be contacted again by letter drop to ensure that they are aware a scheme will be progressed around them and to give them a further opportunity to decide whether to be in or outside of this scheme.
 - (d) That the Preston Park Station area be progressed to the final design and the Traffic Regulation Order advertised, subject to the amendments outlined in this committee report. This design may or may not include Millers Road, Compton Road & Inwood Crescent depending on the results of the letter drop.
 - (e) That an order should be placed for all required pay and display equipment to ensure implementation of the proposed parking schemes are undertaken as programmed.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Following detailed parking surveys which took place in April 2008 and meetings with the Ward Councillors it was agreed a letter drop would take place in a number of areas to see if residents would like to be consulted on the detailed design for a resident parking scheme in their area.
- 3.2 Following the results of the initial letter drop (shown in Appendix A) it was agreed that a second stage consultation incorporating detailed design would take place in the four areas shown in Appendix B in November / December 2008. Residents & Businesses had until 12 December 2008 to respond and a staffed Public exhibition was arranged at the Church of Good Shepherd on Dyke Road between Wednesday 12 November 2008 until Thursday 13 November 2008 and the Bowling Pavilion in Preston Park on Friday 14 November 2008. The exhibition was then available for the public to view at Hove Town Hall until Monday 15 December 2008.

4. CONSULTATION

- 4.1 Approximately 1925 leaflets were delivered to residents, businesses and services in the Stanford, Preston Park Avenue, The Martlet and Preston Park Station areas. Questionnaire returns totalled 851 giving a response rate of around 44%.
- 4.2 Detailed analysis of the questionnaires was undertaken and the results split into the four areas to enable further analysis. This is shown in more detail within the consultation reports (Appendix C).

Preston Park Station area parking scheme

- 4.3 An explanatory leaflet and questionnaire was mailed to 914 addresses within the Preston Park Station area covering 11 roads. 357 questionnaires were completed giving a 39% response rate. The details of the scheme were laid out in the accompanying leaflet, including a map of the area. Residents, businesses & services were asked to comment on whether they would like to be included in a resident parking scheme.
- 4.4 Overall 49.6% of respondents support the introduction of the scheme, whereas 49.6% are opposed. 0.8% had no opinion or did not answer. A street by street analysis indicates that only 4 streets within the scheme boundary were opposed to the scheme overall (The Drove, Compton Road, Innwood Crescent and Millers Road).
- 4.5 An open text box was also provided for respondents to give their views on the resident parking scheme proposals. It should be noted that these weren't always mutually exclusive – respondents sometimes expressed both positive & negative comments about the scheme.
- 4.6 The most frequently mentioned comments were:

- 31.5% said they were in favour because of parking difficulties
- 29.5% said there is no need for a scheme

- 26% don't want to pay for parking
- 21% said this proposal would reduce long term parkers in the area

4.7 Residents were also asked a further five direct questions. Firstly on whether they were a resident, business, both or neither as shown in the table below.

Which applies to you?	No.	%
Resident	329	92.5
Both resident and business	4	1
Business	17	5
No Reply	5	1.5

4.8 Secondly the businesses were asked if the parking proposals would affect the performance of their business. 24 businesses within the area responded to the consultation representing approximately 6% of the overall response rate. 3 of the businesses thought the scheme would be helpful to their business, 4 of the businesses thought the proposals would not restrict business, 5 businesses said it would affect business and 12 thought that their businesses would experience restrictions due to the new parking regulations.

4.9 Thirdly people were asked what type of permits they would apply for. Out of 357 respondents, 352 people said they would apply for permits (some more than one type); the general distribution is as below:

Types of permits	No.
Residents	267
Residents Visitor	191
Business	8
Carer	7

4.10 Fourthly people were asked how many cars were in their household. The table below shows that 314 respondents own at least 416 cars = 1.32 cars per household.

Amount of Cars per Household	No.	%
0	38	10.5
1	224	63
2	77	22
3	7	2
4 or more	5	1.5

4.11 Finally people were asked if they would consider having parking signs on their wall/frontage in order to minimise the visual impact on the road. 13% said yes and 88% said no.

4.12 A Petition was also received from residents (285 Signatures) in the boundary of Dyke Road / Millers Road & The Drove who are against the introduction of a resident parking scheme.

- 4.13 In view of the overall support for a parking scheme in the Preston Park area officers and ward councillors it is recommended that a scheme should go ahead to the final design. Geographically, it is possible to go ahead with the exclusion of 3 of the roads who voted against a scheme.
- 4.14 If Compton Road, Inwood Crescent and Millers Road were removed from the proposals then this would allow a new boundary to be drawn (Appendix D). Within the new boundary not including the above roads 62% of respondents support the introduction of the scheme, whereas 37% are opposed. 0.5% had no opinion or did not answer. Although within this new boundary, the Drove and Kingsley Road were against, it is not possible geographically to exclude these two roads from the scheme. The overall vote within this new boundary was in favour of a scheme.
- 4.15 Therefore the recommendation is to proceed with the final design for Preston Park Station. As this proposal is different from the detailed design proposal, the recommendation is to letter drop Compton Road, Inwood Crescent and Millers Road, in order to inform residents that a scheme will go ahead in adjacent roads, and to give them an opportunity to consider the effect this may have. Residents in these 3 roads can then make an informed decision about whether to be included or excluded from the scheme.
- 4.16 This would mean that the Preston Park Station area be progressed and that Compton Road, Inwood Crescent and Millers Road be included or excluded depending on the response to the letter drop.

Preston Park Avenue area

- 4.17 An explanatory leaflet and questionnaire was mailed to 432 addresses within the Preston Park Avenue area covering 3 roads. 169 questionnaires were completed giving a 39% response rate. The details of the scheme were laid out in the accompanying leaflet, including a map of the area. Residents, businesses & services were asked to comment on whether they would like to be included in a resident parking scheme.
- 4.18 Overall 70% of respondents support the introduction of the scheme whereas 29% are opposed. 0.5% had no opinion or did not answer. A street by street analysis indicates that none of the roads were against the proposals.
- 4.19 An open text box was also provided for respondents to give their views on the resident parking scheme proposals. It should be noted that these weren't always mutually exclusive – respondents sometimes expressed both positive & negative comments about the scheme.
- 4.20 The most frequently mentioned comments were:
- 43% said this would stop van dwellers from parking in the road
 - 12% said there is no need for a scheme
 - 9% said they were in favour because of parking difficulties
 - 9% said this will reduce long term parkers in the area.

4.21 Residents were also asked a further five direct questions. Firstly on whether they were a resident, business, both or neither as shown in the table below.

Which applies to you?	No.	%
Resident	156	91
Both resident and business	10	6
Business	2	1
No Reply	3	2

4.22 Secondly the businesses were asked if the parking proposals would affect the performance of their business. 8 businesses within the area responded to the consultation representing approximately 5% of the overall response rate. 3 of the businesses said it would be helpful to their business, 2 of the businesses thought the proposals would not restrict business, 2 businesses said it would affect business and 1 thought that their businesses would experience restrictions due to the new parking regulations.

4.23 Thirdly people were asked what type of permits they would apply for. Out of 170 respondents, 128 people said they would apply for permits (some more than one type); the general distribution is as below:

Types of permits	No.
Residents	78
Residents Visitor	91
Business	1
Carer	7

4.24 Fourthly people were asked how many cars were in their household. The table below shows that 170 respondents own at least 190 cars = 1.1 cars per household.

Amount of Cars per Household	No.	%
0	32	20
1	90	53
2	41	24
3	2	1
4 or more	3	2

4.25 Finally people were asked if they would consider having parking signs on their wall/frontage in order to minimise the visual impact on the road. 30% said yes and 70% said no.

4.26 A petition was also received from residents in Preston Mansions (30 signatures) who are opposed to the resident parking scheme proposal because they are not eligible for resident permits as this was designated a car free development within the planning application. They are also opposed to the removal of the double yellow lines outside Preston Mansions which are proposed to be replaced with resident permit parking bays.

- 4.27 At present in Preston Park Avenue on the south eastern end a stretch of double yellow lines exist from Stanford Avenue extending northwards to just beyond Preston Mansions. Within the redesign and for the informal consultation a distance of 15 metres has been allowed from the top of the island for vehicles to “back up” when entering Stanford Avenue.
- 4.28 To address the residents’ issues the length has been increased from 15 metres to 20 metres allowing 5 or more cars to queue at this location, which Officers believe to be more than adequate. The proposed narrowing of the carriageway will have an impact on the way drivers use this road, and it is also proposed that a “SLOW” road marking should be placed in the carriageway when entering Preston Park Avenue from Stanford Avenue. If this proposal is agreed discussions will take place with the Road Safety team to ensure the layout is safe for road users and pedestrians alike.
- 4.29 There is a positive opinion from the majority of respondents within the proposed area. Therefore the recommendation is that the Preston Park Avenue resident parking scheme area be progressed to final design and advertised through a traffic regulation order.

The Martlet area

- 4.30 An explanatory leaflet and questionnaire was mailed to 138 addresses within the Martlet area covering 5 roads. 59 questionnaires were completed giving a 43% response rate. The details of the scheme were laid out in the accompanying leaflet, including a map of the area. Residents, businesses & services were asked to comment on whether they would like to be included in a resident parking scheme.
- 4.31 Overall 59% of respondents support the introduction of the scheme whereas 39% are opposed. 2% had no opinion or did not answer. A street by street analysis indicates that only Kestrel Close were against the proposals.
- 4.32 An open text box was also provided for respondents to give their views on the resident parking scheme proposals. It should be noted that these weren’t always mutually exclusive – respondents sometimes expressed both positive & negative comments about the scheme.
- 4.33 The most frequently mentioned comments were:
- 32% said this would reduce long term parkers in the area
 - 25% said they were in favour because of parking difficulties
 - 20% said there is no need for a scheme
 - 15% don’t want double yellow lines across driveways
 - 15% felt there was Insufficient parking in the scheme
 - 12% don’t want to pay for parking
 - 10% want single yellow lines like in Hove Park Road.
- 4.34 Residents were also asked a further five direct questions. Firstly on whether they were a resident, business, both or neither as shown in the table below. There were no responses from any businesses so one of the further questions had no response.

Which applies to you?	No.	%
Resident	58	98
No Reply	1	2

- 4.35 Next people were asked what type of permits they would apply for. Out of 59 respondents, 43 people said they would apply for permits (some more than one type); the general distribution is as below:

Types of permits	No.
Residents	31
Residents Visitor	31
Carer	3

- 4.36 People were then asked how many cars were in their household. The table below shows that 170 respondents own at least 190 cars = 1.1 cars per household.

Amount of Cars per Household	No.	%
0	3	5
1	42	71
2	12	20
3	1	2
4 or more	1	2

- 4.37 Finally people were asked if they would consider having parking signs on their wall/frontage in order to minimise the visual impact on the road. 17% said yes and 83% said no.
- 4.38 There is a positive opinion from the majority of respondents within the proposed area. Therefore the recommendation is that the Martlet resident parking scheme area be progressed to final design and advertised through a traffic regulation order.
- 4.39 Due to a number of complaints from residents about insufficient resident parking bays being allocated within the proposals officers have revisited the area and have identified that more bays can be included in the final design.

The Stanford area

- 4.40 An explanatory leaflet and questionnaire was mailed to 433 addresses within the Stanford area covering 13 roads. 261 questionnaires were completed giving a 60% response rate. The details of the scheme were laid out in the accompanying leaflet, including a map of the area. Residents, businesses & services were asked to comment on whether they would like to be included in a resident parking scheme.
- 4.41 Overall 39% of respondents support the introduction of the scheme whereas 59% are opposed. 2% had no opinion or did not answer. A street by street analysis indicates that only Hove Park Way, Stanford Close & The Paddock were in favour of the proposals.

4.42 An open text box was also provided for respondents to give their views on the resident parking scheme proposals. It should be noted that these weren't always mutually exclusive – respondents sometimes expressed both positive & negative comments about the scheme.

4.43 The most frequently mentioned comments were:

- 16% want single yellow lines like in Hove Park Road.
- 12% said there is no need for a scheme.
- 9% not happy about operation hours.
- 9% felt it was a revenue raising exercise.
- 8% don't want to pay for parking
- 8% said this would reduce long term parkers in the area
- 8% said problems were caused by workers at City Park (Legal & General)

4.44 Residents were also asked a further five direct questions. Firstly on whether they were a resident, business, both or neither as shown in the table below.

Which applies to you?	No.	%
Resident	241	92
Both resident and business	3	1
Business	8	3
No Reply	11	4

4.45 Secondly the businesses were asked if the parking proposals would affect the performance of their business. 12 businesses within the area responded, 1 of the businesses thought the proposals would not restrict business, 5 businesses said it would affect business and 6 thought that their businesses would experience restrictions due to the new parking regulations.

4.46 Thirdly people were asked what type of permits they would apply for. Out of 261 respondents, 137 people said they would apply for permits (some more than one type); the general distribution is as below:

Types of permits	No.
Residents	69
Residents Visitor	70
Business	5
Carer	5

4.47 Fourthly people were asked how many cars were in their household. The table below shows that 259 respondents own at least 479 cars = 1.84 cars per household.

Amount of Cars per Household	No.	%
0	12	5
1	72	28
2	127	49
3	33	13
4 or more	13	5

- 4.48 Finally people were asked if they would consider having parking signs on their wall/frontage in order to minimise the visual impact on the road. 10% said yes and 90% said no.
- 4.49 A petition was received from residents in the Stanford Ward (425 signatures) who wanted parking restrictions such as single yellow lines rather than a resident parking scheme.
- 4.50 A petition was also received from residents (8 signatures) of the upper part of Tredcroft Road which is outside of the proposals. They are concerned about displacement and would prefer single yellow lines for one hour in the day similar to Hove Park Road.
- 4.51 The final petition came from residents of Shirley Drive (72 Signatures) urging the Council to reconsider a number of the proposals on Shirley Drive.
- 4.52 The Council is currently consulting on a resident parking scheme for the area rather than a “light touch” single yellow line approach. Recommendations which were agreed by members at a previous Environment Committee meeting is not to extend any single yellow lines as a form of blanket on-street parking restriction. This is because single yellow lines when used as extensive parking restrictions cause the following problems:
- They can stop residents parking on their own street. Single yellow lines can cause serious problems for residents who have no off-street parking and cannot always be available to move their car twice a day. For example, shift workers or those who do not use their car regularly every day for purposes such as driving to work.
 - They can cause serious displacement to other areas. Single yellow lines completely deter commuters from the area but because no alternative parking options (such as Pay & Display) are provided, the commuter vehicles are likely to move to an adjacent area, thus repeating the parking problems in the next neighbourhood.
 - As individual schemes, they are not financially viable. The council needs to enforce this nearly as often and with as much resources as a full scheme, but does not receive any income from residents or Pay & Display to support this.
 - They can be confusing to visitors and people new to the area, and confusing to enforce. Because the restrictions are confusing, non-residents tend to avoid these areas and park elsewhere, thus increasing displacement to neighbouring streets.
- 4.53 In light of the consultation results and petitions, where the majority of respondents were against a resident parking scheme it is recommended that no resident parking scheme is progressed for the Stanford area.

Conclusions

The Preston Park Station area

- 4.54 There is a positive opinion from the majority of respondents within the newly formed boundary (Appendix D). Therefore the recommendation is to re-consult Compton Road, Innwood Crescent and Millers Road. This would mean that the Preston Park Station area, with the possible exclusion of Millers Road, Compton Road & Innwood Crescent be progressed to final design and advertised through a traffic regulation order.

The Preston Park Avenue area

- 4.55 There is a positive opinion from the majority of respondents within the proposed area. Therefore the recommendation is that the Preston Park Avenue resident parking scheme area be progressed to final design and advertised through a traffic regulation order.

The Martlet Area

- 4.56 There is a positive opinion from the majority of respondents within the proposed area. Therefore the recommendation is that the the Martlet resident parking scheme area be progressed to final design and advertised through a traffic regulation order. Because the scheme is an extension of Area O, the days of operation would be Monday to Saturday, not Monday to Sunday as proposed in the informal design consultation. Therefore residents in the Martlet area will receive a letter drop informing them of this and drawing their attention to the Traffic Regulation Order advert, which will give them an opportunity for final comment on the proposals.

The Stanford area

- 4.57 In light of the consultation results, where the majority of respondents were against a scheme it is recommended that no resident parking scheme is progressed for the Stanford area.

General

- 4.58 Residents in Dyke Road on both sides of the road next to the proposed parking schemes are generally in favour of double yellow lines so it is intended to proceed with this proposal. Double yellow lines on the Stanford (west) side will reach as far as Hove Park Road, and on the Withdean side (east) as far as Matlock Road. Residents in these parts of Dyke Road will be allowed to apply for a relevant resident permit for the scheme on their side of the road.
- 4.59 Any additional amendments to the schemes approved deemed necessary through the formal consultation will be introduced during the implementation stage and advertised through a traffic regulation amendment order.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The full cost of advertising the traffic regulation order and amending the lining and signing will be covered from existing traffic revenue budgets. The financial impact of the revenue from the proposed new schemes has been included within the proposed budget for 2009-10 which will be submitted to Budget Council in February.

Finance Officer Consulted: Karen Brookshaw

Date: 16/01/2009

Legal Implications:

- 5.2 The consultation requirements for traffic regulation orders are set out in the Road Traffic Regulation Act 1984 and the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996. These require consultation to be carried out at an early stage, giving sufficient reasons for the consultation, allowing adequate time for the exercise and taking the product of the consultation into account when finalising the proposals.
- 5.3 The next stage, if the officer recommendations are approved, is for them to be publicised in the form of a draft Traffic Order and to bring forward a separate cabinet report with details of objections received and not resolved.
- 5.4 At this stage no human rights issues have been identified.

Lawyer Consulted:

Liz Culbert

Date: 15/01/09

Equalities Implications:

- 5.5 The proposed measures will be of benefit to many road users.

Sustainability Implications:

- 5.6 The new motorcycle bays will encourage more sustainable methods of transport. Managing parking will increase turnover and parking opportunities for all.

Crime & Disorder Implications:

- 5.7 The proposed amendments to restrictions will not have any implication on the prevention of crime and disorder.

Risk and Opportunity Management Implications:

- 5.8 Any risks will be monitored as part of the overall project management, but none have been identified.

Corporate / Citywide Implications:

- 5.9 The legal disabled bays will provide parking for the holders of blue badges wanting to use the local facilities.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 For the majority of the proposals the only alternative option is doing nothing which would mean the proposals would not be taken forward. However, it is the recommendation of officers that these proposals are proceeded with for the reasons outlined within the report.
- 6.2 For the proposals outlined as being removed from the order in the recommendations the only alternative option is taking these forward. However, it is the recommendation of officers that these proposals are not taken forward for the reasons outlined in the recommendations.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To seek approval of the Traffic Order with amendments after taking into consideration of the duly made representations and objections. These proposals and amendments are recommended to be taken forward for the reasons outlined within Appendix A and within the report.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix A – Initial Letter drop results – October 2008
2. Appendix B - Map of 4 Areas
3. Appendix C – 4 Consultation reports
4. Appendix D – New Boundary for Preston Park Station area
5. Appendix E – Overall Key

Documents In Members' Rooms

None

Background Documents

None

Appendix A – Initial leaflet drop consultation reports

- 1. Preston Park Avenue area report**
- 2. Preston Park Station area report**
- 3. Stanford area report**

Preston Park Avenue report

Methodology

In October 2007 a letter was sent to 539 properties in the Preston Park Station area covering 3 roads. The letter explained that ward councillors and councillor officers had received a number of reports of parking problems in the areas and wanted to establish if residents would like a parking scheme to be investigated and designed for their roads. A return slip at the end of the letter posed 2 questions asking residents if they wanted a parking scheme or not in their area. There was also an open text box for any additional comments.

Headline findings

A total of 199 replies were received giving an response rate of 37%. Over the entire area 76.5 % supported the idea of a parking scheme. 21 % did not and 2.5 % returned forms with comments but didn't vote either way. An analysis of the comments can be found in the main findings paragraph.

Main findings

Support or opposition to the introduction of a scheme varied from road to road and is detailed in the following table on the following page.

From the respondents who gave comments in the space provided the most frequently mentioned issues were:

- A parking scheme would alleviate the need to move travellers on
- Remove all illegally parked and untaxed vehicles
- A parking scheme would discourage commercial vehicles
- Introduce traffic calming measures (i.e. speed bumps)
- A resistance to having to pay for parking
- Issues over the wording of the letter

Appendix A

Road	Number of properties	Response rate %	Yes	No	No reply	% of total
Preston Park Avenue	341	47	82	15.5	2.5	81
Preston Drove	49	32.5	37.5	62.5	0	8
Preston Road	149	15	63.5	32	4.5	11

Preston Park Station report

Methodology

In October 2007 a letter was sent to 1410 properties in the Preston Park Station area covering 19 roads. The letter explained that ward councillors and councillor officers had received a number of reports of parking problems in the areas and wanted to establish if residents would like a parking scheme to be investigated and designed for their roads. A return slip at the end of the letter posed 2 questions asking residents if they wanted a parking scheme or not in their area. There was also an open text box for any additional comments.

Headline findings

A total of 628 replies were received giving an response rate of 44.5%. Over the entire area 43.5% supported the idea of a parking scheme. 54% did not and 1.5% returned forms with comments but didn't vote either way. An analysis of the comments can be found in the main findings paragraph.

Main findings

Support or opposition to the introduction of a scheme varied from road to road and is detailed in the following table.

As with all proposed schemes resident's views and experiences illustrate a polarity of opinions. The most frequently mentioned topics were:

- Any problems were due to displacement from prestonville scheme (particularly mentioned by residents in Reigate road/ Compton road) and the introduction of a scheme in this area would only lead to another area suffering displacement.
- Unwillingness to have to pay to park
- Parking problems due to commuter parking during the day – especially around the station
- No day time problems but parking impossible after 6pm
- Concern around issues of safety on Dyke Road caused by parking on cycle lane
- Concern about small businesses – whether scheme would deter visitors
- Concern that parking scheme would impact on Preston Park station and jeopardise its viability.
- If a scheme is introduced then Hampstead road/Robertson road need to be in a separate zone.
- Criticism of the phrasing of option 2 on the questionnaire
- Felt that with out the detail of how a scheme would operate they were unable to say.
- Requests for the same kind of scheme as the one around Hove Park/ light touch

Appendix A

Road	Number of properties	Response rate %	Yes	No	No reply	% of total
Tivoli Crescent	138	44	34	64.5	1.5	10
Tivoli Crescent North	45	37	37	63	0	4
Tivoli Place (unadopted)	5	80	0	100	1	.5
Tivoli Road	46	64	10.5	86	3.5	4.5
Maldon Road	114	56	6.5	92	1.5	10
Matlock road	54	54	34.5	65.5	0	4.5
Woodside Ave	17	81	61.5	30.5	8	2
Hampstead Road	93	43	75	17.5	7.5	6.5
Kingsley Road	71	60	57	40.5	2.5	6.5
Scarborough Road	34	36	66.5	33.5	0	2
Robertson Road	88	43	66	31.5	2.5	6
Millers road	129	36	27.5	72.5	0	7.5
Inwood Crescent	96	34	27.5	72.5	0	5.5
Compton Road	172	41	55	41	4	11.5
Reigate Road	97	51	83.5	16.5	0	7.5
The Drove	22	42	66.5	33.5	0	1.5

Appendix A

Wincombe road	4	0	0	0	0	0	0
South Road	45	29	15.5	77	7.5	2	
Dyke Road	140	30	44	48.5	7	7	

Stanford Area Report

Methodology

In October 2007 a letter was sent to 4062 properties in the Stanford area covering 92 roads. The letter explained that ward councillors and councillor officers had received a number of reports of parking problems in the areas and wanted to establish if residents would like a parking scheme to be investigated and designed for their roads. A return slip at the end of the letter posed 2 questions asking residents if they wanted a parking scheme or not in their area. There was also an open text box for any additional comments.

Headline findings

A total of 1778 replies were received giving a response rate of 44%.

Over the entire area 32% supported the idea of a parking scheme. 64.5% did not and 3.5% returned forms with comments but didn't vote either way. An analysis of the comments can be found in the main findings paragraph.

Main findings

Support or opposition to the introduction of a scheme varied from road to road and is detailed in the table on the next page (**bold** = 50/50 votes, *italic* = yes votes).

A large area was consulted comprising the most of the Stanford Ward area bounded by the Old Shoreham Road, Dyke Road and Dyke Road Avenue (up to the A27 junction roundabout) a line south to the railway line and a West to East line towards Bhasvic.

Positive responses were reflected in two main hotspot areas consisting of an area to the East of the City Park development encroaching along The Droveaway and Woodruff Avenue and a further area around Radinden Manor Roads and The Martlets to the West of Dyke Road Park.

The questionnaire made it clear that no decision on a scheme would be made yet 12% of respondents requested restrictions similar to the single yellow line scheme Hove Park Road Area and 2% of respondents said they favoured a light touch scheme or variant of such. Of the 12% who made comments that they would like yellow line restrictions:

- 33% had voted yes to a parking scheme
- 55% had voted no to parking scheme and the remaining
- 12% had voted "no reply"

The most frequently mentioned other topics were:

- 9% of respondents expressed the view that parking problems were concerned with commuters the City Park/ Legal and General offices. Of these a significant number expressed the opinion that the financial burden should be born by the business or BHC for allowing the development.
- 8% of respondents expressed the view that a scheme was not necessary, either because of the existence of off-street parking or because of a lack of parking related issues.

- 1% of respondents said they felt the road was too narrow for a scheme and that it would result in the loss of parking spaces.

Other comments included:

- Concern over knock-on effects from other schemes.
- Concerns about the consultation process.
- Some residents wanted traffic calming measures in addition to a scheme.
- Concerns that current arrangements were not being enforced adequately.
- Felt that the addition of associated street furniture/ yellow lines would ruin aesthetics of the area.

Appendix A

Road	Number of properties	Response rate %	Yes	No	No reply	% of total
Aldrington Avenue	58	60	14	83	3	2.0
Amherst Crescent	70	60	38	59.5	2.5	2.4
Barrowfield Close	5	40	50	50	-	0.1
Barrowfield Drive	20	35	29	71	-	0.4
Bennett Avenue	5	80	25	50	25	0.2
Bennett Drive	70	57	32.5	65	2.5	0.2
<i>Bishops Road</i>	40	50	55	40	5	1.1
Charles Close	18	55.5	30	70	-	0.6
Chartfield	22	54	17	83	-	0.7
<i>Charfield Way</i>	3	67	100	-	-	0.1
Cobton Drive	56	45	4	96	-	1.4
Court Farm Road	160	20	22	72	6	1.8
Cranmer Avenue	57	49	29	68	3	1.6
Deanway	17	41	29	57	1	0.4
Downside	25	48	25	38	17	1.7
Dyke Road	66	45	43	53	3	1.7

Appendix A

Road	Number of properties	Response rate %	Yes	No	No reply	% of total
Edward Avenue	24	58	29	71	-	0.8
Edward Close	4	50	50	50	-	0.1
Elizabeth Avenue	57	51	21	76	3	1.6
<i>Elizabeth Close</i>	4	50	100	-	-	0.1
Elm Close	6	50	-	100	-	0.3
Elrington Road	15	53	37.5	62.5	-	0.4
Eridge Road	10	30	33	67	-	0.2
Frant Road	9	55	40	60	-	0.3
<i>Fulmar Close</i>	15	70	72	14	14	0.4
Goldstone Close	7	86	50	33	17	0.3
Goldstone Crescent	211	40	36	60	4	4.8
Goldstone Lane	33	6	50	-	50	0.1
Goldstone Way	42	40	18	82	-	0.1
Greyfriars Close	13	46	0	100	0	0.3
Hill Brow	59	51	10	83	7	1.7
Hill Drive	54	57	45	52	3	1.7

Appendix A

Road	Number of properties	Response rate %	Yes	No	No reply	% of total
Hove Park Gardens	6	17	0	100	0	0.1
Hove Park Road	75	45	15	76.5	9	1.1
<i>Hove Park Way</i>	46	78	61	28	11	2
Kelly Road	5	40	0	100	-	0.1
<i>Kestrel Close</i>	13	46	83	17	-	0.3
King George I Drive	70	54	5	95	-	2.1
Lloyd Close	9	44	25	75	-	0.2
Lloyd Road	29	41	33	50	17	0.7
Lullington Avenue	41	63	15	85	-	1.5
Mallory Road	39	74	31	65.6	3.5	1.6
Meadow Close	22	45	20	60	20	0.6
Merlin Close	12	58	29	71	-	0.4
Milcote Avenue	26	77	5	95	-	1.1
Mill Drive	63	60	16	84	-	2.1
Nevill Avenue	147	46	42	55	3	3.8
<i>Nevill Close</i>	8	37.5	33	67	-	0.3

Appendix A

Road	Number of properties	Response rate %	Yes	No	No reply	% of total
Nevill Gardens	8	62.5	40	60	-	0.3
Nevill Place	8	62.5	20	80	-	0.3
Nevill Road	267	40	36	63	1	6.0
Nevill Way	18	67	25	75	-	0.7
Newtown Road	24	0.4	0	100	-	0.1
Old Shoreham Road	345	18	15	38	8	3.4
Onslow Road	19	74	43	50	7	0.8
Orchard Avenue	29	38	18	73	9	0.6
Orchard Gardens	46	30	50	50	-	0.8
Orchard Road	31	10	0	100	-	0.2
Orpen Road	17	47	37.5	50	12.5	0.4
Park View Road	65	28	39	61	-	1
Queen Alexandra Avenue	19	42	25	62.5	12.5	0.4
Queen Caroline Close	12	42	20	80	-	0.3
Queen Mary Avenue	10	50	0	100	0	0.3
Queen Victoria Avenue	89	42	24	76	-	2.1

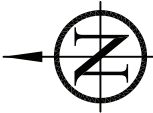
Appendix A

Road	Number of properties	Response rate %	Yes	No	No reply	% of total
Radinden Drive	9	33	-	100	-	0.2
Radinden Manor Road	24	50	25	75	-	0.7
Rigden Road	23	61	14	86	-	0.8
Sandringham Close	17	53	11	90	-	0.5
Sandringham Drive	57	44	8	92	-	1.4
Shirley Avenue	10	60	33	67	-	0.3
Shirley Drive	151	52	33	66	1	4.4
Shirley Road	21	71	20	80	-	0.8
St Josephs Close	39	0.5	0	100	-	0.1
Stanford Close	9	55.5	100	-	-	0.3
The Droveway	75	65	71.5	22.5	6	2.8
The Green	9	55.5	40	60	-	0.3
The Martlet	49	49	75	25	-	1.3
The Paddock	11	70	57	43	-	7
The Upper Drive	50	30	60	40	-	0.8
Tongdean Avenue	57	58	33	67	-	1.9

Appendix A

Road	Number of properties	Response rate %	Yes	No	No reply	% of total
Tongdean Place	2	-	-	-	-	0
Tongdean Road	57	40	48	48	4	1.3
Torrance Close	2	50	-	100	-	0.1
Tredcroft Road	34	62	48	43	9	1.2
Weald Avenue	5	40	-	100	-	0.1
Windsor Close	46	35	25	75	-	0.9
Woodland Avenue	175	3	26	72	2	5.2
<i>Woodland Close</i>	6	50	67	33	-	0.2
Woodland Drive	145	42	28	70	2	3.4
Woodland Parade	8	12.5	0	100	-	0.1
Woodlands	28	50	7	93	-	0.3
<i>Woodruff Avenue</i>	59	59	63	26	11	2

STANFORD PROPOSED RESIDENTS PARKING SCHEME



KEY:

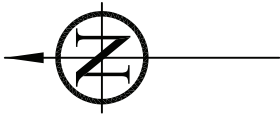
-  CROSSOVER
-  PERMIT HOLDERS ONLY (Monday - Sunday, 9am - 8pm)
-  SHARED PERMIT HOLDERS & LONG TERM PARKING (up to 11 hours) (Monday to Sunday, 9am - 8pm)
-  DISABLED BAY
-  BUS STOP
-  LOADING BAY
-  MOTORCYCLE BAY
-  CONSULTATION AREA BOUNDARY
-  LAMP COLUMN

IMPORTANT

DOUBLE YELLOW LINE RESTRICTIONS WOULD APPLY ACROSS ALL VEHICLE ACCESSES. WHERE THERE ARE NO PARKING BAYS / PEDESTRIAN CROSSINGS ETC INDICATED, DOUBLE YELLOW LINE RESTRICTIONS WOULD APPLY ALONG KERB SIDE.

APPENDIX B (i)

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





**THE MARTLET AREA
EXTENSION TO AREA "O"
PROPOSED RESIDENTS
PARKING SCHEME**



IMPORTANT

DOUBLE YELLOW LINE
RESTRICTIONS WOULD
APPLY ACROSS ALL
VEHICLE ACCESSES.
WHERE THERE ARE NO
PARKING BAYS /
PEDESTRIAN CROSSINGS
ETC INDICATED, DOUBLE
YELLOW LINE
RESTRICTIONS WOULD
APPLY ALONG KERB SIDE.

KEY:

-  CROSSOVER
-  PERMIT HOLDERS ONLY (Monday - Sunday, 9am - 8pm)
-  SHARED PERMIT HOLDERS & MEDIUM TERM PARKING (up to 4 hours) (Monday to Sunday, 9am - 8pm)
-  DISABLED BAY
-  BUS STOP
-  LINING FOR CROSSING FACILITY
-  SCHOOL KEEP CLEAR
-  MOTORCYCLE BAY
-  TAXI BAY
-  CONSULTATION AREA BOUNDARY
-  LAMP COLUMN













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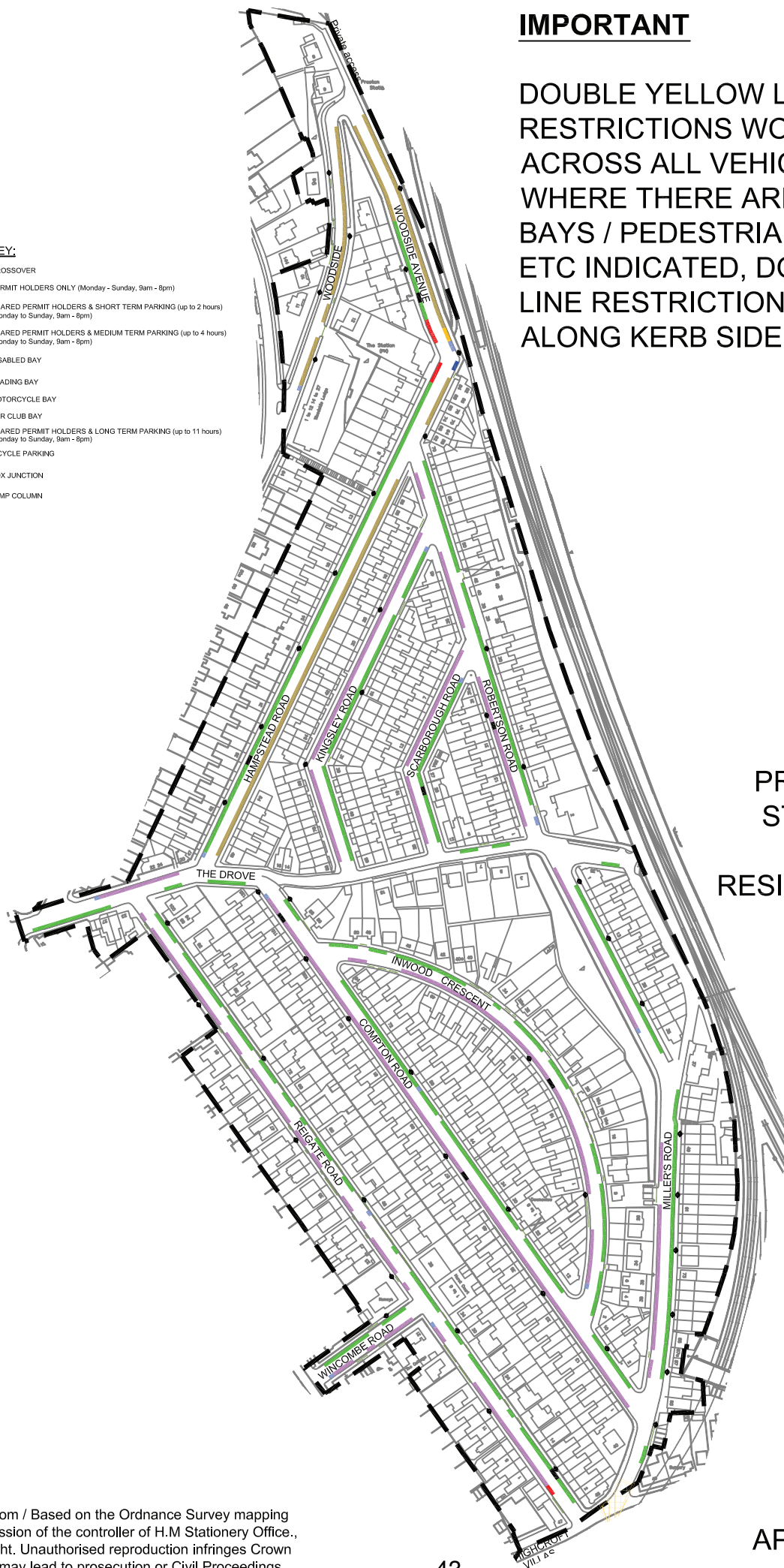
APPENDIX B (ii)

IMPORTANT

DOUBLE YELLOW LINE RESTRICTIONS WOULD APPLY ACROSS ALL VEHICLE ACCESSSES. WHERE THERE ARE NO PARKING BAYS / PEDESTRIAN CROSSINGS ETC INDICATED, DOUBLE YELLOW LINE RESTRICTIONS WOULD APPLY ALONG KERB SIDE.

KEY:

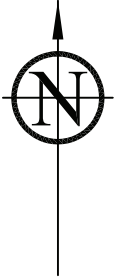
-  CROSSOVER
-  PERMIT HOLDERS ONLY (Monday - Sunday, 9am - 8pm)
-  SHARED PERMIT HOLDERS & SHORT TERM PARKING (up to 2 hours) (Monday to Sunday, 9am - 8pm)
-  SHARED PERMIT HOLDERS & MEDIUM TERM PARKING (up to 4 hours) (Monday to Sunday, 9am - 8pm)
-  DISABLED BAY
-  LOADING BAY
-  MOTORCYCLE BAY
-  CAR CLUB BAY
-  SHARED PERMIT HOLDERS & LONG TERM PARKING (up to 11 hours) (Monday to Sunday, 9am - 8pm)
-  BICYCLE PARKING
-  BOX JUNCTION
-  LAMP COLUMN











PRESTON PARK
STATION AREA
PROPOSED
RESIDENTS PARKING
SCHEME

IMPORTANT

DOUBLE YELLOW LINE RESTRICTIONS WOULD APPLY ACROSS ALL VEHICLE ACCESSSES. WHERE THERE ARE NO PARKING BAYS / PEDESTRIAN CROSSINGS ETC INDICATED, DOUBLE YELLOW LINE RESTRICTIONS WOULD APPLY ALONG KERB SIDE.



KEY:

-  CROSSOVER
-  PERMIT HOLDERS ONLY (Monday - Sunday, 9am - 8pm)
-  SHARED PERMIT HOLDERS & MEDIUM TERM PARKING (up to 4 hours) (Monday to Sunday, 9am - 8pm)
-  DISABLED BAY
-  LOADING BAY
-  MOTORCYCLE BAY
-  1m MARGIN FOR PEDESTRIAN WALKWAY
-  LAMP COLUMN

PRESTON PARK AVENUE PROPOSED RESIDENTS PARKING SCHEME

Appendix C – Second stage consultation reports

- 1. Preston Park Avenue (Area J extension) report**
- 2. The Martlet (Area O extension) report**
- 3. Preston Park Station area report**
- 4. Stanford area report**

Preston Park Avenue (Area J extension) Report

Results

432 questionnaires were sent to addresses in Preston Park Avenue, Preston Road (part) and Stanford Court (residents here currently use Preston Park Avenue to park). 50 flats at Preston Mansions (which spans Preston Park Avenue and Stanford Avenue) have been sent questionnaires but this is a car free development and therefore these residents would not be eligible for a permit.

169 completed questionnaires were returned giving a response rate of 39%.

Road	No. properties mailed	No. responses	Response rate within road%
Preston Park Avenue	362	158	44
Preston Road	54	6	11
Stanford Court (Stanford Avenue)	16	5	31
Total	432	169	

Q1 asked **Are you in favour of a residents parking scheme in your area?**

118 (70%) said Yes

50 (29%) said No

And 1 person (1%) did not answer this question.

On a road by road basis:

Road (no of properties mailed)	For		Against		No reply	
	No.	%	No.	%	No.	%
Preston Park Avenue (362)	113	71.5	45	28.5	0	0
Preston Road (54)	2	40	2	40	1	20
Stanford Avenue (16)	3	50	3	50	0	0
Total	118	70	50	29	1	1

Q2 asked **Which applies to you?**

Which applies to you?	No.	%
Resident	156	91
Business	10	6
Work	2	1
No Reply	3	2

Q3 asked how the parking proposals will affect the performance of your business?

8 people answered this:

- 3 said it would be helpful to my business
- 2 said it will not affect my business
- 2 said it will restrict my business
- 1 said it will be very restrictive for my business

A further part of Q3 asked how the scheme would affect your business. 6 people made comments:

- 1 said it will free up parking for employees
- 1 said it will be easier for my visitors/ patients to find parking
- 1 said it will not affect my business as most people come by train
- 1 said I need staff parking and business permit will not be granted
- 1 said people visiting are put off due to having to park away from premises and costs and time restraints
- 1 said it will make it more difficult for colleagues/ visitors when I have business meetings

Q4 asked If the scheme were implemented which type(s) of permit(s) would you apply for?

Out of 169 respondents, 128 people said they would apply for permits (some more than one type). The general distribution is as below:

Types of permits	No.
Residents	78
Residents Visitor	91
Business	1
Carer	7

Q5 asked how many cars are in your household:

	No.	%
0	32	20
1	90	53
2	41	24
3	2	1
4 or more	3	2

169 households own at least 190 cars which gives an average of 1.1 cars per household.

Q6 Signage

Respondents were asked **If a scheme were to be implemented would you be prepared to allow the council to affix parking signage to your wall/ property?**

127 people answered this question. 88 (70%) of those who responded did not want signage moved to their wall or frontage of their property, whilst 38 (30%) were happy for this to take place.

Comments about proposed changes to the scheme

Respondents were given an opportunity to comment on proposed changes to the scheme in two places on the questionnaire. These comments have been amalgamated. 228 comments were made about the proposed changes. These can be categorised as follows:

Comments	No.	%
This will stop van dwellers parking in the road	96	43
No need for a scheme	28	12
In favour because of parking difficulties	21	9
This will reduce the long term parkers in the area	21	9
Don't want to pay for parking	19	8
Driving has become dangerous due to dangerous parking	15	6.5
This is a revenue raising exercise	12	4
General positive comments	4	2
Unhappy about scheme operation hours	3	1
General negative comments	2	1
Worried about displacement	2	1
Don't want double yellow lines across driveway	2	1
Want single yellow lines	2	1
Want light touch scheme	1	0.5

Demographics

Respondents were distributed as follows:

Gender	No.	%
Male	78	46
Female	84	50
No reply	7	1
Total	169	100

Age	No.	%
18-24	0	0
25-34	23	14
35-44	31	18
45-54	23	14
55-64	24	14
65-74	22	13
75+	38	22.5
No reply	8	4
Total	169	100

Disability	No.	%
Yes	25	15
No	110	65
No reply	34	20
Total	169	100

Ethnicity	No.	%
White British	135	83
White Irish	1	0.5
Other white background	7	4
Indian	2	1
Pakistani	1	0.5
Other asian background	1	0.5
White and asian	1	0.5
Other mixed background	1	0.5
Caribbean	2	7
No reply	18	10.5
Total	169	100

The Martlet (Extension to Area O) Report

Results

138 questionnaires were sent to addresses in 5 roads which comprise the Martlet area of Hove. 59 completed questionnaires were returned giving a response rate of 43%.

Road	No. properties mailed	No. responses	Response rate %
Fulmar Close	15	10	75
Kestrel Close	13	7	54
Merlin Close	12	6	50
The Martlet	49	29	59
The Upper Drive	49	7	14
Total	138	59	43

Q1 asked Are you in favour of a residents parking scheme in your area?

35 (59%) said Yes
23 (39%) said No

And 1 person (2%) did not answer this question.

On a road by road basis:

Road (total number properties mailed)	For		Against		No reply	
	No.	%	No.	%	No.	%
Fulmar Close (16)	6	60	3	30	1	10
Kestrel Close (13)	2	29	5	71	0	0
Merlin Close (12)	3	50	3	50	0	0
The Martlet (49)	18	62	11	38	0	0
The Upper Drive (50)	6	86	1	14	0	0
Total	35	59	23	39	1	2

Respondents on The Upper Drive were most in favour at 86% whereas those on Kestrel Close were least in support at 29%.

Q2 asked Which applies to you?

58 people (98%) said they were residents within the proposed parking area boundary. 1 person (2%) did not reply.

Which applies to you?	No.	%
Resident within the proposed parking area boundary	58	98
No Reply	1	2

There are no people who own or manage a business within the proposed parking area boundary. Therefore **Q3** referring to how the parking proposals will affect the performance of your business is irrelevant.

Q4 asked If the scheme were implemented which type(s) of permit(s) would you apply for?

Out of 59 respondents, 43 people said they would apply for permits. The general distribution is as below:

Types of permits	No.	%
Residents	31	38
Residents Visitor	31	38
Carer	3	4
None	11	14
No Reply	5	6
Total	81	100

Q5 asked how many cars are in your household:

	No.	%
0	3	5
1	42	71
2	12	20
3	1	2
4 or more	1	2

59 respondents own at least 125 cars = average of 2.5 cars for each of these households.

Q6 Signage

Respondents were asked If a scheme were to be implemented would you be prepared to allow the council to affix parking signage to your wall/ property? 52 people answered this question. Of these:

83% of those who responded did not want signage moved the wall or frontage of their property, whilst 17% were happy for this to take place. Preferences of respondents by individual road are as follows:

Road	For		Against	
	No.	%	No.	%
Fulmar Close	3	30	7	70
Kestrel Close	2	33	4	67
Merlin Close	0	0	5	100
The Martlet	4	15	22	85
The Upper Drive	0	0	5	100
Total	9	17	43	83

Respondents in The Martlet and The Upper Drive showed strongest feelings against having signage on their wall or property.

Comments about proposed changes to the scheme

Respondents were given an opportunity to comment on proposed changes to the scheme in two places on the questionnaire. These comments have been amalgamated.

52 people made 89 other comments about the proposed changes. These can be categorised as follows:

Comments	No.	%
This will reduce the long-term parkers in the area	19	32
In favour because of parking difficulties	15	25
No need for a scheme	12	20
Don't want double yellow lines across driveways	9	15
Insufficient resident parking in the scheme	9	15
Don't want to pay for parking	7	12
Want single yellow lines as in Hove Park Road	6	10
General negative comments	5	8.5
Worried about displacement	2	3.5
This is a revenue raising exercise	2	3.5
Not enough visitor permits	2	3.5
Driving has become dangerous in the area due to dangerous parking	1	2

There were also 4 one-off comments as follows:

- I don't like the proposed scheme
- I want my visitors to be able to choose where to park and not be prohibited by restrictions
- I want freedom for trades people and visitors to be able to park easily
- I feel we have very little choice as things will only get worse if we say no

Demographics

Respondents were distributed as follows:

Gender	No.	%
Male	142	53
Female	93	35
No reply	31	12
Total	266	100

Appendix C

Age	No.	%
18-24	1	0.5
25-34	11	4
35-44	44	16.5
45-54	56	21
55-64	46	17
65-74	35	13
75+	39	15
No reply	34	13
Total	266	100

Disability	No.	%
Yes	35	13
No	172	65
No reply	59	22
Total	266	100

Ethnicity	No.	%
White British	210	79
White Irish	5	2
Other white background	7	2.5
Indian	2	1
White and Asian	1	0.5
Other mixed background	3	1
Chinese	2	1
No reply	36	13
Total	266	100

Preston Park Station Report

Results

914 questionnaires were sent to addresses in roads which comprise the Preston Park Station area. 357 completed questionnaires were returned giving a response rate of 39%.

Q1 asked **Are you in favour of residents parking scheme in your area?**

(49.6%) said Yes

(49.6%) said No

And 3 people (0.8%) did not answer this question.

On a road by road basis:

Road	For		Against		No reply	
	No.	%	No.	%	No.	%
Compton Road (173)	31	39.5	46	58	2	3
Dyke Road (outside scheme) (95)	10	62.5	6	37.5	0	0
Hampstead Road (93)	30	73	11	27	0	0
Inwood Crescent (95)	8	27	22	73	0	0
Kingsley Road (71)	13	35	24	65	0	0
Millers Road (129)	7	18.5	31	81.5	0	0
Reigate Road (97)	43	84.5	8	15.5	0	0
Robertson Road (88)	14	50	14	50	0	0
Scarborough Road (34)	9	60	6	40	0	0
The Drove (22)	4	44.5	5	55.5	0	0
Woodside Avenue (17)	7	63.5	3	27.5	1	9
Total	176	49.6	176	49.6	3	0.8

The outcome is extraordinary close, in normal circumstances we would round the percentage to the nearest half – in this case they are shown – which would give a equal split – one can see from the above that one person gives an overall negative outcome. Roads in overall favour are:

Dyke Road (62.5%), Hampstead Road (73%), Reigate Road (84.5%) and Woodside Avenue (63.5%) whereas residents on Inwood Crescent (73%), Millers Road (81.5%) and Kingsley Road (65%) were least in favour.

Q2 asked **Which applies to you?**

Which applies to you?	No.	%
Resident	329	92.5
Both resident and business	4	1
Business	17	5
No Reply	5	1.5

Q3 asked how the parking proposals will affect the performance of your business?

24 people said that the proposals would affect their business (es):

- 3 said it would be helpful to my business
- 4 said it will not affect my business
- 5 said it will restrict my business
- 12 said it will be very restrictive for my business

A further part of Q3 asked how the scheme would affect your business. And responses were business specific with no one issue common to all.

Q4 asked If the scheme were implemented which type(s) of permit(s) would you apply for?

Out of 357 respondents, 352 people said they would apply for permits (some more than one type); the general distribution is as below:

Types of permits	No.
Residents	267
Residents Visitor	191
Business	8
Carer	7

Q5 asked how many cars are in your household:

	No.	%
0	38	10.5
1	224	63
2	77	22
3	7	2
4 or more	5	1.5

314 respondents own at least 421 cars which gives an average of 1.34 cars per household.

Q6 Signage

Respondents were asked **If a scheme were to be implemented would you be prepared to allow the council to affix parking signage to your wall/property.** 349 people answered this question:

305 (88%) of those who answered this question did not want signage moved to their wall or frontage of their property, whilst 44 (13%) were happy for this to take place.

Appendix C

Road	For		Against	
	No.	%	No.	%
Compton Road	11	14	66	86
Dyke Road (outside scheme)	2	13	13	87
Hampstead Road	2	5	39	95
Inwood Crescent	3	10	26	90
Kingsley Road	5	3.5	32	86.5
Millers Road	1	3	36	97
Reigate Road	5	10	45	90
Robertson Road	5	8.5	22	81.5
Scarborough Road	2	3	13	87
The Drove	3	33	6	67
Woodside Avenue	4	40	6	60
Total	43	12	304	88

Comments about proposed changes to the scheme

Respondents were given an opportunity to comment on proposed changes to the scheme in two places on the questionnaire. These comments have been amalgamated. These can be categorised as follows:

Comments	No.	%
There is no need for a scheme	104	29.5
Not happy about scheme operating hours	23	6.5
This is a revenue raising exercise	49	14
Don't want to pay for parking	92	26
This will reduce the long term parkers in the area	74	21
Insufficient residents parking spaces in scheme	3	.5
Driving has become dangerous in the area due to dangerous parking	17	5
Worried about displacement	24	6.5
In favour because of current parking difficulties	112	31.5
General negative comments	13	3.5
Want a light touch scheme	4	1
Don't want double yellow lines across driveways	2	.5
General positive comments	6	1.5
Don't want 11 hr P&D as this encourages workers to park	2	.5
Not enough visitor permits	2	.5

Demographics

Respondents were distributed as follows:

Gender	No.	%
Male	162	45
Female	174	49
No reply	21	6
Total	357	100

Age	No.	%
18-24	8	2
25-34	58	16
35-44	95	27
45-54	83	23
55-64	44	12.5
65-74	21	6
75+	22	6
No reply	26	7.5
Total	357	100

Disability	No.	%
Yes	43	12
No	247	69
No reply	67	19
Total	357	100

Ethnicity	No.	%
White British	300	84
White Irish	3	1
Other white background	8	2
Indian	2	0.5
Other asian background	1	0.5
White and black Caribbean	3	1
Other mixed background	1	0.5
Caribbean	1	0.5
No reply	38	10
Total	357	100

Stanford (Area B) Report

Results

433 questionnaires were sent to addresses in 13 roads which comprise the Stanford (Area B) area of Hove. 261 completed questionnaires were returned giving a response rate of 60%.

Q1 asked **Are you in favour of a residents parking scheme in your area?**

102 (39%) said Yes

153 (59%) said No

And 6 people (2%) did not answer this question.

On a road by road basis:

Road	For		Against		No reply	
	No.	%	No.	%	No.	%
Bennett Drive -part road (13)	1	11	7	78	1	11
Bishops Road (40)	8	40	12	60	0	0
Elrington Road (15)	3	37.5	4	50	1	12.5
Hove Park Way (46)	18	56	13	41	1	3
Onslow Road (19)	7	50	7	50	0	0
Shirley Drive (69)	7	17	35	83	0	0
Stanford Close (9)	5	100	0	0	0	0
The Drove Way (75)	21	47	22	49	2	4
The Paddock (11)	4	57	3	43	0	0
Tredcroft Road (25)	4	23.5	13	76.5	0	0
Woodruff Avenue (50)	10	42	14	58	0	0
Mallory Road (39)	8	36	14	64	0	0
Dyke Road (part but outside scheme) (60)	5	33	9	60	1	7
Total	104	39	156	59	6	2

Respondents on Stanford Close (100%), The Paddock (57%) and Hove Park Way (56%) were most in favour whereas those on Shirley Drive, Bennett Drive and Tredcroft Way were least in favour.

Q2 asked **Which applies to you?**

Which applies to you?	No.	%
Resident	241	92
Both resident and business	3	1
Business	8	3
No Reply	9	4

Q3 asked how the parking proposals will affect the performance of your business?

12 people answered this:

- 1 said it will not affect my business
- 5 said it will restrict my business
- 6 said it will be very restrictive for my business

A further part of Q3 asked how the scheme would affect your business. 3 people made comments:

- 1 said they did not want to pay
- 1 (the Head of Lancing Prep School) thought that the scheme would not enable parents to park
- 1 said that no free parking for clients would affect his business

Q4 asked If the scheme were implemented which type(s) of permit(s) would you apply for?

Out of 261 respondents, 137 people said they would apply for permits (some more than one type), the general distribution is as below:

Types of permits	No.
Residents	69
Residents Visitor	70
Business	5
Carer	5

Q5 asked how many cars are in your household:

	No.	%
0	12	5
1	72	28
2	127	49
3	33	13
4 or more	13	5

257 respondents own at least 477 cars which gives an average of 1.86 cars per household.

Q6 Signage

Respondents were asked **If a scheme were to be implemented would you be prepared to allow the council to affix parking signage to your wall/ property?** 252 people answered this question:

227 (90%) of those who responded did not want signage moved to their wall or frontage of their property, whilst 25 (10%) were happy for this to take place.

Comments about proposed changes to the scheme

Respondents were given an opportunity to comment on proposed changes to the scheme in two places on the questionnaire. These comments have been amalgamated. 499 comments were made about the proposed changes.

These can be categorised as follows:

Comments	No.	%
Want single yellow line restrictions as in Hove Park area	78	16
There is no need for a scheme	61	12
Not happy about scheme operating hours	46	9
This is a revenue raising exercise	44	9
Don't want to pay for parking	42	8
This will reduce the long term parkers in the area	39	8
Problems with parking in the area are caused by workers at City Park (Legal and General)	39	8
Driving has become dangerous in the area due to dangerous parking	33	7
Worried about displacement	28	6
In favour because of current parking difficulties	25	5
General negative comments	21	4
Want a light touch scheme	18	4
Don't want double yellow lines across driveways	18	4
General positive comments	3	0
Don't want 11 hr P&D as this encourages workers to park	3	0
Not enough visitor permits	1	0
Total	499	100

Demography













Gender	No.	%
Male	141	54
Female	92	35
No reply	28	11
Total	261	100

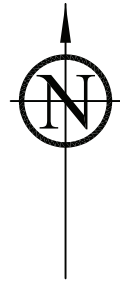
Age	No.	%
18-24	1	0.5
25-34	11	4
35-44	43	16.5
45-54	56	21.5
55-64	46	17.5
65-74	34	13
75+	39	15
No reply	31	12

IMPORTANT

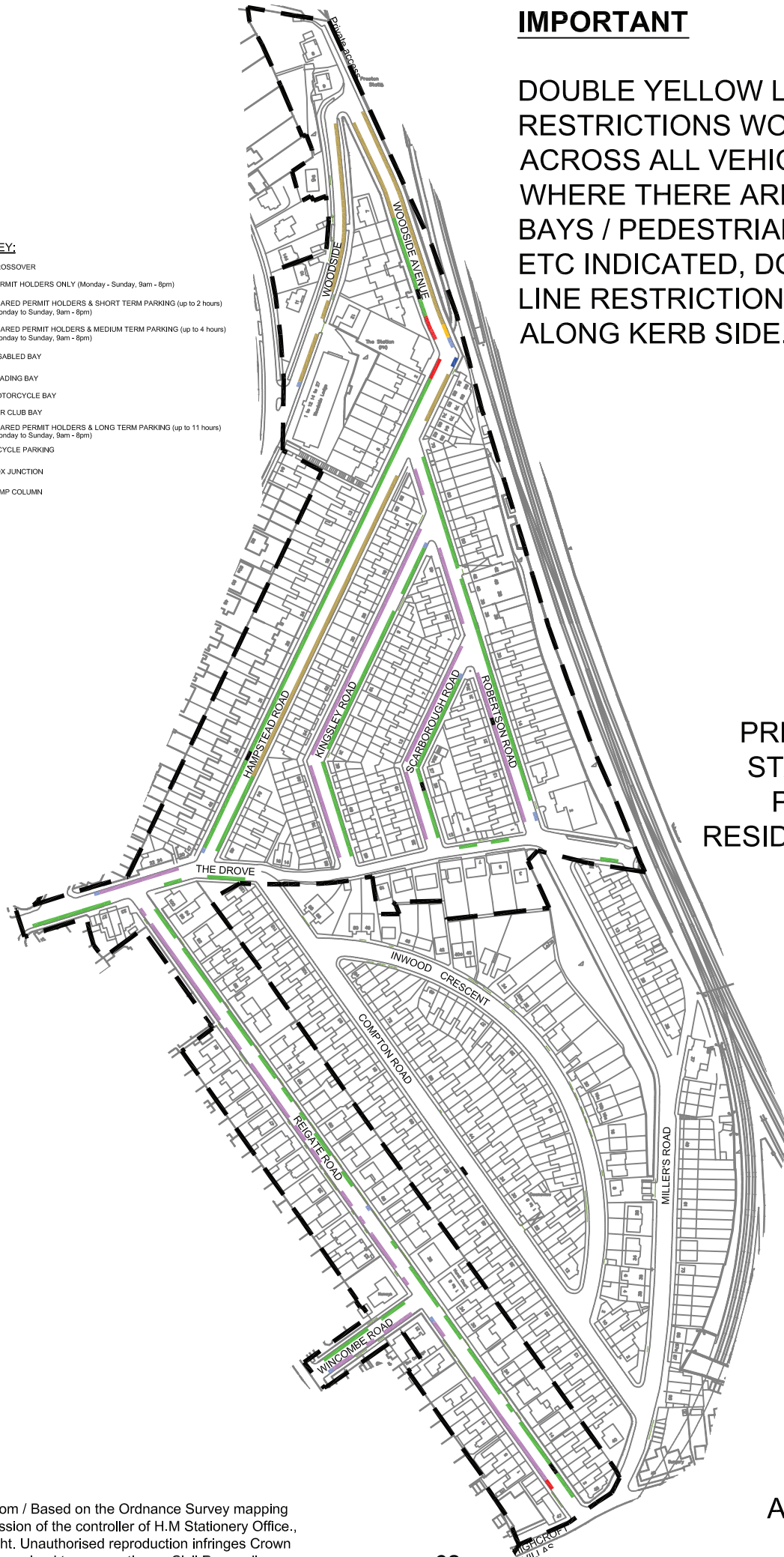
DOUBLE YELLOW LINE RESTRICTIONS WOULD APPLY ACROSS ALL VEHICLE ACCESSSES. WHERE THERE ARE NO PARKING BAYS / PEDESTRIAN CROSSINGS ETC INDICATED, DOUBLE YELLOW LINE RESTRICTIONS WOULD APPLY ALONG KERB SIDE.

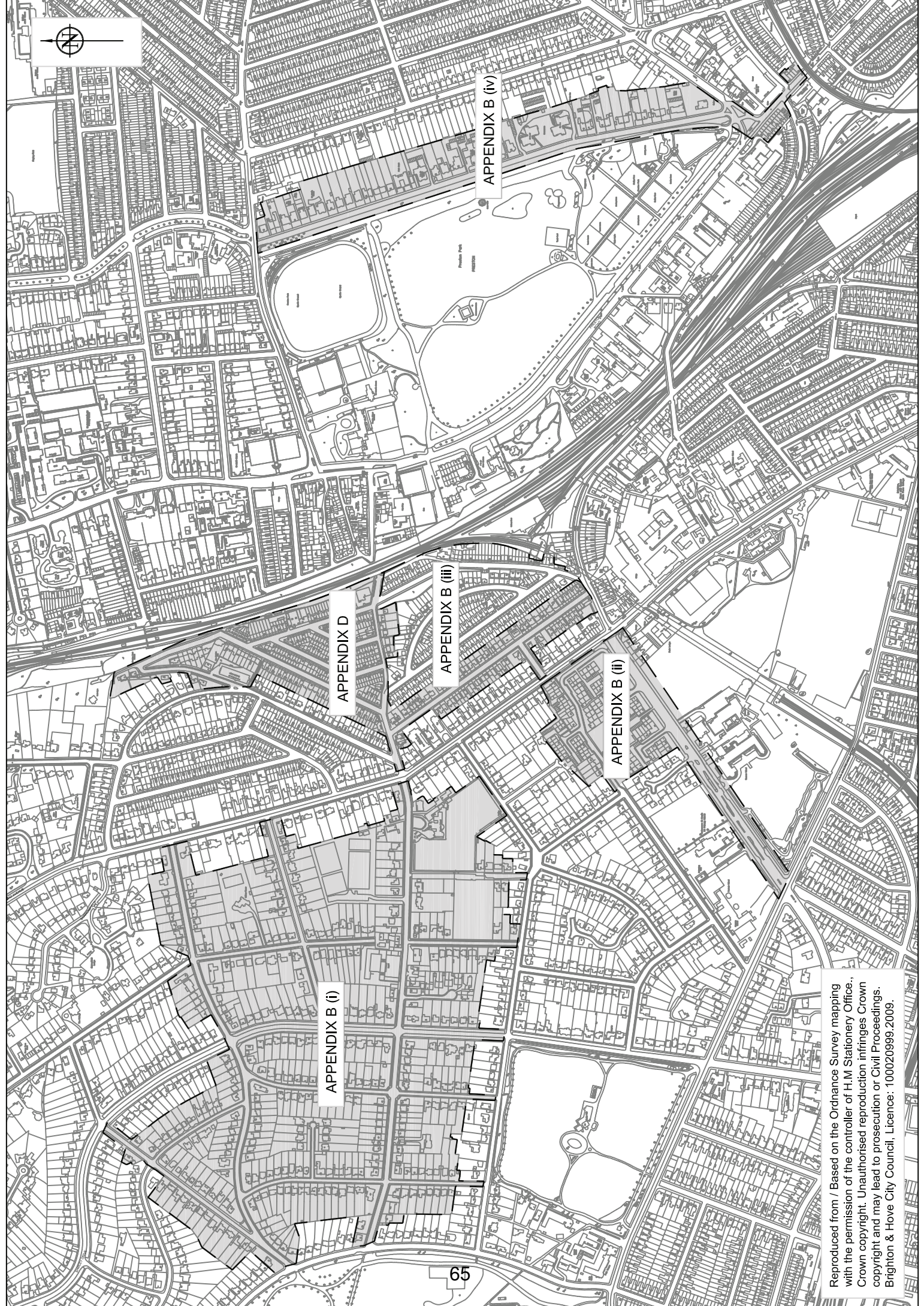
KEY:

-  CROSSOVER
-  PERMIT HOLDERS ONLY (Monday - Sunday, 9am - 8pm)
-  SHARED PERMIT HOLDERS & SHORT TERM PARKING (up to 2 hours) (Monday to Sunday, 9am - 8pm)
-  SHARED PERMIT HOLDERS & MEDIUM TERM PARKING (up to 4 hours) (Monday to Sunday, 9am - 8pm)
-  DISABLED BAY
-  LOADING BAY
-  MOTORCYCLE BAY
-  CAR CLUB BAY
-  SHARED PERMIT HOLDERS & LONG TERM PARKING (up to 11 hours) (Monday to Sunday, 9am - 8pm)
-  BICYCLE PARKING
-  BOX JUNCTION
-  LAMP COLUMN



PRESTON PARK STATION AREA PROPOSED RESIDENTS PARKING SCHEME





APPENDIX B (i)

APPENDIX D

APPENDIX B (iii)

APPENDIX B (ii)

APPENDIX B (iv)

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 113

Brighton & Hove City Council

Subject:	Real Time Bus Information via Text Message/SMS (Short Messaging Service)		
Date of Meeting:	19 February 2009		
Report of:	Director of Environment		
Contact Officer:	Name:	Jo Yule	Tel: 29-2514
	E-mail:	jo.yule@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

To inform the Cabinet Member on a proposal extending real time bus information via text messaging (sms) and seek a decision as to whether to charge users for the SMS or to provide the service free of charge. The SMS will provide bus passengers with real time bus information via an already assigned code for every bus stop within Brighton & Hove.

SMS will increase the provision of real time information for every bus stop in Brighton & Hove thus improving accessibility and meeting commitments made in the Local Transport Plan 2006/07 to 2010/11 (p.97)

2. RECOMMENDATIONS:

- 2.1 (1) That the Cabinet Member for Environment approves the implementation of the SMS at a charge of 25p per message for the service ensuring that the service does not create financial implications for the council. The 25p is in addition to a standard text message charge.
- 2.2 (2) That the Cabinet Member for Environment delegates to the Director of Environment authority to put in place the necessary arrangements to implement the SMS scheme.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 South East Local Transport Authorities (SELTA), as part of a national contract with Traveline, awarded a contract to a commercial organisation, Kizoom to provide a national text message service. Brighton & Hove City Council is part of SELTA and therefore when the contract was awarded to Kizoom to implement SMS with real time information (RTI), the council were also part of the scheme. This meant that all Service Level Agreements with mobile phone operators had already been established and more importantly that there would be consistency across all bus stops both regionally and nationally.

- 3.2 The benefit of introducing SMS is that RTI will be available at all bus stops through the use of a mobile phone. (This will revert to timetable information if for any reason the RTI service is unavailable at a particular time). It will increase the accessibility of real time bus information in the City by providing a system that can be used by all residents and visitors to Brighton & Hove. This service will assist in disseminating real time information in addition to the on street displays currently installed.
- 3.3 The report in Appendix B written by Kizoom, the company providing the SMS service, advises that if the service is charged to the user then any revenue generated will be shared within the SELTA Traveline region not just BHCC, therefore BHCC would receive a proportion of this revenue.
- 3.4 If the SMS is free to use, the region costs are shared within the SELTA Traveline region not just BHCC, therefore the costs for BHCC would be a proportion of any costs.
- 3.5 Appendix C submitted by Kizoom offers some information on projected usage for the SMS in Brighton & Hove. As an example, based on 5000 message requests per month, the revenue for BHCC per annum if the messages are charged to the user could equate to approximately £1,725. If the system were offered free to user, based on the same usage figures the cost to BHCC would be in the region of £5,280 per year (this is in addition to the £6,000 annual maintenance charge and these figures are based on the current pricing structure and only relate to theoretical usage).
- 3.6 The costs for marketing will vary depending on how we market the service. Research from other local authorities indicates that one of the successes of marketing the scheme is to change all the bus stop plates to incorporate the SMS number. Brighton & Hove Bus Company has also committed to assist with the marketing costs of the system.
- 3.7 Financial benefits will not necessarily be seen just for the council, as the region itself will benefit from SMS as more of the region begins to deliver RTI. Rebates, monies received from Kizoom and passed onto SELTA, will increase as the volume of messages increases. However, SELTA have agreed that the rebates would go to those who generate the traffic on the service and SELTA advise to treat any income from this service as a bonus rather than a budget for revenue costs. The region consists of Bedfordshire, Hertfordshire, Essex, Kent, East Sussex, West Sussex, Surrey, Berkshire, Oxon and Buckinghamshire.
- 3.8 For further information on the scheme please refer to the following appendices:
- Appendix A provides the Business Case to the project.
 - Appendix B provides the Deliverable and Pricing for the RTI project from Kizoom
 - Appendix C provides the projected usage and costs for SMS in Brighton & Hove

4. CONSULTATION

- 4.1 As part of the Implementation Guide (Appendix B pages 13 – 17), Kizoom have included the West Yorkshire marketing case study.
- 4.2 As part of the research for the Business Case (Appendix A) four local authorities were contacted for their experiences in relation to both providing and marketing the SMS service. Those contacted were:

Hampshire County Council
Poole City Council
Norfolk City Council
PTI Cymru, Wales

The contract with Kizoom is via Traveline and the local region SELTA, and would have been tendered for when the initial contract was awarded.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The continued roll out of RTPi will be funded from LTP Capital funds, subject to future budget allocations.
- 5.2 The revenue implications associated with the operation of the scheme such as maintenance costs will be funded from existing revenue budgets. At this stage it is difficult to quantify exactly the financial impact of charging at 25p per message or offering a free service. Based on the current price structure and an estimated monthly projected usage of 5,000 messages, the Council would receive approximately £1,725 in net income if a charge was made and incur a cost of £5,280 if offered free.
- 5.3 The risk in a free service is that if take up is much higher than predicted, the net cost to the Council would increase.

Finance Officer Consulted: Patrick Rice

Date: 13/01/08

Legal Implications:

- 5.4 Under Sections 139-142 Transport Act 2000, the Council has a duty to publicise and promote information regarding local bus services and the proposals in this report are in line with that duty.

Lawyer Consulted

Elizabeth Culbert

Date: 10/10/08

Equalities Implications:

- 5.5 The Full Local Transport Plan 2006/7 – 2010/11 (pg 97) states:

“The City Council will continue to roll out RTPi along the main routes and also to develop displays suitable for less well-served stops in the more suburban areas, thereby improving accessibility by increasing information on street about local bus services.”

Sustainability Implications:

- 5.6 The project will not affect any sustainability issues including, Sustainable Consumption and Production, Climate Change and Energy, National Resource Protection and Environmental Enhancement and Sustainable Communities.

Crime & Disorder Implications:

- 5.7 No implications for the prevention of crime and disorder can be identified for this project.

Risk and Opportunity Management Implications:

- 5.8 There is a risk that if the SMS service is not charged for, revenue costs for the council could increase

Corporate / Citywide Implications:

- 5.9 The SMS project will encourage the use of public transport and provide further information for real time bus information. Therefore there should not be any negative implications corporately.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The alternative to charging for the SMS service is to provide the service free of charge to all users. It has been difficult to ascertain from the local authorities researched whether the usage of the service is increased if provided free to user or charged at 25p per message. For instance, Wales provide the service free of charge and provide a mixture of RTI and timetable information, but the Welsh Assembly Government meet the annual revenue costs of approximately £13,000. Hampshire charge for their SMS service, therefore the annual revenue costs of £6,000, which is the agreed charge via the regional Traveline service, could become cost neutral if the revenue for text charges is large enough within the region.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Funding for marketing, advertising and incorporating SMS text numbers at the bus stops will be required therefore the recommendation is to charge the minimum 25p per message, which may help support the marketing strategy. However, it is important to note that any revenue made from this service is shared regionally. Kizoom estimate that a region with 1,000 bus stops should generate revenue of approximately £1,000 per annum, which would be shared equally between all those in the SELTA region not just the city council. Within the UK, 80% of the local authorities with SMS charge their users for the service.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix A provides the Business Case for the Provision of Real Time Information via Text Messaging Service - SMS
2. Appendix B provides the Deliverables and Pricing for the RTI Project written by Kizoom.
3. Appendix C provides the projected usage and costs for SMS in Brighton & Hove

Documents In Members' Rooms

None

Background Documents

1. Business Case for the Provision of Real Time Information via Text Messaging Service – SMS.
2. Deliverables and Pricing for the RTI Project.
3. Kizoom's Implementation Guide.

BUSINESS CASE

REAL TIME BUS INFORMATION VIA SMS

1. Introduction

The Real Time Information (RTI) System for local bus services has now been successfully operating for approximately 5 years. The RTI system in Brighton and Hove is perceived within the UK as one of the best examples of a fully operational RTI system in the UK and already receives a variety of visitors from the UK and abroad.

In addition, Brighton & Hove City Council (BHCC) have an agreement with the South East Traveline (SELTA) to provide SMS via their contract with Kizoom. Through this agreement, all Service Level Agreements and charges with the mobile phone operators have been agreed.

As part of the initial research for this project we have contacted four local authorities to establish the following:

- Whether the service provided is free of charge or charged at 25p per message.
- The costs to the local authority per month, whether the service is charged at 25p or free of charge.
- How SMS has been marketed.
- The allocated budget for marketing SMS.
- Whether any of the costs were shared with the local bus operator.
- The most successful method of marketing SMS.
- Any other comments.

The results will be referred to throughout this document.

2. Reasons

BHCC are investigating and deploying other uses of technology to provide RTI alternatives to the traditional display screens on the street, for example via a website, LCD screens in shops, public buildings and businesses.

BHCC have received requests to provide RTI via various technologies, one of the most requested methods is via SMS. Providing RTI via SMS would allow users to access RTI for any bus stop in the city, thus not relying on the use of on street display screens to provide the same information.

3. Options

As explained in section 1, BHCC have already entered into an agreement with SELTA to provide SMS information through the contract with Kizoom.

BHCC could enter into a contract with Continental to provide SMS directly rather than going via SELTA, however Continental have not delivered this kind of service previously in the UK and BHCC would not be able to benefit from the agreement currently in place with SELTA.

The benefit of interfacing to the Continental system with SELTA is:

- The Service Level Agreements have already been setup with the mobile operators.
- Set up costs and annual charges for the system have already been agreed.
- The user will also receive timetable information if the RTI system is unavailable.
- The bus stop ID's have already been assigned by Kizoom and is part of a national scheme.
- As Kizoom were awarded the contract nationally by Traveline, BHCC will be part of national scheme and thus users will be familiar with the system elsewhere in the county.

It is therefore recommended to develop SMS using the tendered and awarded service via SELTA and Kizoom. SELTA have agreed two options of charging for the SMS service with Kizoom. The service can either be provided free to user, with the costs be covered by the local authority (LA), or charged to users at 25p per message plus their standard text message

charge at no cost to the LA apart from the connection charge and annual charge.

A report is being submitted to the Cabinet Member Meeting on 19th February 2009 to establish which option BHCC should consider i.e. a charge of 25 per message to user or free to user.

It is difficult to ascertain from other LA's whether it is beneficial to provide the service free of charge or at 25p per message. For instance, Wales provide the service free of charge and provide a mixture of RTI and timetable, but the Welsh Assembly Government meet the annual revenue costs of approximately £13,000. Hampshire charge the user for the SMS service, therefore their annual revenue cost is £6,000 per annum.

4. Benefits Expected

The benefits of providing the SMS service to users are as follows:

- All bus stops within the city will be able to provide both RTI and timetable information to the end user, even those currently without an on-street RTI sign.
- The cost of providing the information is substantially cheaper than providing the information via on-street RTI signs. The cost of providing an on street display is approximately £12,000 - £15,000 per bus stop with a cost of maintaining the sign at £6,000 over a 10 year period. With the provision of SMS, RTI can be provided at all bus stops within the city at a fraction of the cost

If SMS is deployed within BHCC the benefits will be measured by how many message requests the service receives.

5. Risks

The two options of whether to provide SMS free or charge or at 25p per message both bring risks i.e.:

If the service is charged to the user at 25p per message:

- Costs may be considered too high and therefore BHCC could invest in a service that is too expensive for users.
- Does not promote Social Inclusion as a service will be provided only to those who can afford to pay for the service.

If the service is provided free of charge:

- The SMS service could prove popular and become a service that requires further revenue.

The funding for implementing SMS, including marketing, is yet to be identified. The connection cost of £12,000 could be funded from the LTP for 2008/09.

Although it would be beneficial to provide the service free of charge, with the costs of already maintaining the RTI system and the costs involved in promoting the SMS service at bus stops etc, it is recommended that the service be charged to the user to ensure that existing funding could be used in promoting the service and towards further RTI signs in areas that require on street displays.

6. Costs and Timescales

A one off connection charge of £12,000 will need to be paid to Kizoom to link to the hosting service for the SMS service. A further £6,000 per annum will need to be paid to Kizoom as an annual maintenance charge for the hosting service.

If the SMS is free to use, Kizoom estimate that for a region with 1,000 stops the service will cost the region approximately £3,000 per year in messaging

costs. The region costs are shared within the SELTA Traveline region not just BHCC, therefore the costs for BHCC would be a proportion of £3,000.

If the system is charged at 25p per message to users Kizoom estimate the service will generate a revenue share to the region of approximately £1,000. Again the revenue will be shared within the SELTA Traveline region not just BHCC, therefore BHCC would receive a proportion of this revenue.

Further funding for marketing, advertising and incorporating SMS text numbers to shelters will be required. West Yorkshire has 14,885 bus stops within its county, BHCC have approximately 1400 bus stops. West Yorkshire’s marketing budget was £115,000, which has been spent on creating artwork for leaflets, posters, FAQ leaflets, flyers, at stop advertising, local publications, radio advertising, bus advertising and promotional items.

Market Research in West Yorkshire has identified that the most popular method of advertising was via the advert on the bus shelter. West Yorkshire charge for their SMS and are currently attracting approximately 100,000 enquiries per month.

The success of the SMS project in BHCC would be highly reliant upon the success of marketing the service. Research from other local authorities has highlighted that posting the SMS numbers on stops, delivering leaflets to residents and presentations to various groups and fresher’s fairs have proved successful.

The timescales from placing the order with Kizoom to launch should be approximately 2 months, which will be confirmed with Kizoom at the time of order.

Item	Contractor	Cost	Annual Fee
SMS system hosting	Kizoom	£12,000	£6,000
Marketing	BHCC	£15,000	
TOTAL		£27,000	£6,000

7. Investment Appraisal

The investment appraisal of the project would be for the users of public transport as they would be able to receive RTI and/or timetable information from any bus stop within the city at any time.

The project would also help to meet the SELTA targets in providing RTI and improving public transport in general.

For BHCC the investment appraisal for SMS would meet our targets of promoting public transport and encourage modal shift. The cost of implementing and maintaining the SMS service is more cost effective than installing RTI signs across the city, which incurs expensive maintenance / revenue costs. The LTP for 2006/7 – 2010/11 section 12.102 page 187 advises that:

Given the success of the scheme to date, the council is seeking to roll out RTPI along the main routes and also develop displays suitable for less well-served stops in the more suburban areas.

However, due to the cost of maintaining the signs it is suggested that by providing SMS we would still meet the targets within the LTP by providing information for every bus stop in the city.

8. Evaluation

The organisation providing the SMS service, Kizoom provide monthly statistics on how the service is being used. This would provide useful information on which stops are being most used and may indicate to the BHCC which bus stops would benefit from an RTI sign and provide valuable information on where best to invest in RTI signs.

9. Conclusion

This business case has discussed the benefits of providing an SMS service for RTI in Brighton and Hove and the options available for providing this service.

It is recommended that BHCC should charge the minimum 25p per message for the service. This would alleviate any unexpected costs for the service to BHCC.

Marketing of the SMS service is an important factor to the success of the project, as highlighted by other authorities. Further discussions with the local bus operator and funding needs to be identified to ensure the service is used to its maximum potential.



Brighton & Hove City Council
RTPI Project
Real-time Bus Data
SMS, XML, WAP and Web 2.0 services

DELIVERABLES AND PRICING

December 2007

V1.3

Control sheet

Version control

Date	Author	Version	Description
30/10/2007	Tim Johnson	1.0	Derived from template
10/12/2007	Tim Johnson	1.1	Review KM / TJ / NK
19/12/2007	Tim Johnson	1.2	Good draft
19/12/2007	Nick knowles	1.3	Revised draft

Related documents

	Document	Description
SVDO454-1	SVDO_Implementation_of_VDV454_V1_1_engl_BHN01_181631V1.PDF	Siemens VDV454 Specification
SVDO454-1	SVDO_Implementation_of_VDV454_V1_1_engl_with_appendix_BHN01_21824_0V1.PDF	Siemens VDV454 Specification with appendix
SVDO454-1	VDV_Schrift_454_1_1_(english)_BHN01_151913V1.PDF	VDV454 Specification
SIRI-1	SIRI Specification 2006/11/29	SIRI Specification

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1 Introduction

This document has been prepared at the request of Gareth Tilley (Atkins) for Sue Westwood of Brighton & Hove City Council. It presents proposals for the development and hosting of real-time bus information distribution systems (RTBID) for Brighton & Hove.

The RTBID system will take as its input a real-time data feed from the Siemens VDV454 source and make it available, initially, as:

- An **SMS service**, using the Traveline national 84268 short code, and
- A **SIRI XML interface** suitable for use by a variety of other services

Separately priced additional distribution options are presented to provide mobile internet (WAP) and fixed internet (map-based) services using Kizoom's established platform.

1.1 Approach

The technical approach taken in this proposal uses established **UK and CEN technical standards** to create a flexible and "future proofed" solution. An adaptor will be built to convert the Siemens feed from its VDV454 format in German into a SIRI Stop Monitor Interface. NaPTAN will be used for external stop identifiers. The output will then be available in a convenient flexible form for use by the SMS service and for other information distribution channels.

The SIRI web service provided, though hosted by Kizoom, will be suitable for use both by Kizoom services, such as those described in this document, and by other standards-based third party services.

The real-time bus information provided though the service will become an integral part of the Brighton & Hove transport infrastructure, and so it is important that it operates reliably on a 24x7 basis. Kizoom has an excellent track record of delivering similar services non-stop for over six years and proven Kizoom technology, hosting expertise infrastructure and support capabilities will be used to deliver robust, high quality services (See Section 3).

2 Project Deliverables

2.1 Summary of deliverables

The project consists of a core back end service and a number of information distribution options, each of which uses that service (see Figure 1). If all components described in this document are commissioned, the project will deliver the following:

Back end (project core)

- An **adaptor** that will convert a VDV454 publish/subscribe data feed (using whatever stop identifiers are available) into a SIRI Stop Monitor (SM) request/response XML service (using NaPTAN stop identifiers)
- An **journey planning interface** to the Traveline timetabled data for the south east region to use as an automatic fall back in case the VDV454 real-time feed is not available
- **Separate staging** (test) and **production** environments, with the ability to connect to separate staging and production versions of the XML service and run a suite of **regression tests**.

Distribution methods (built on back end)

- **D1:** A Brighton & Hove **real-time SMS service** using the Traveline national short code 84268.
- **D2:** A **SIRI-SM XML interface** making real-time information available for use by further services, including by third party providers (included in core pricing)
- **D3:** (Option) A Brighton & Hove **real-time mobile internet** (WAP) service that can be used on GSM, GPRS and WiFi 'hotspot' connections. This can be used to **find stops** and **display departures**.
- **D4:** (Option) A **web application** to let users **find stops** on a map and **display real-time departures**, using Kizoom's 'Transport On the Map' TOTM product

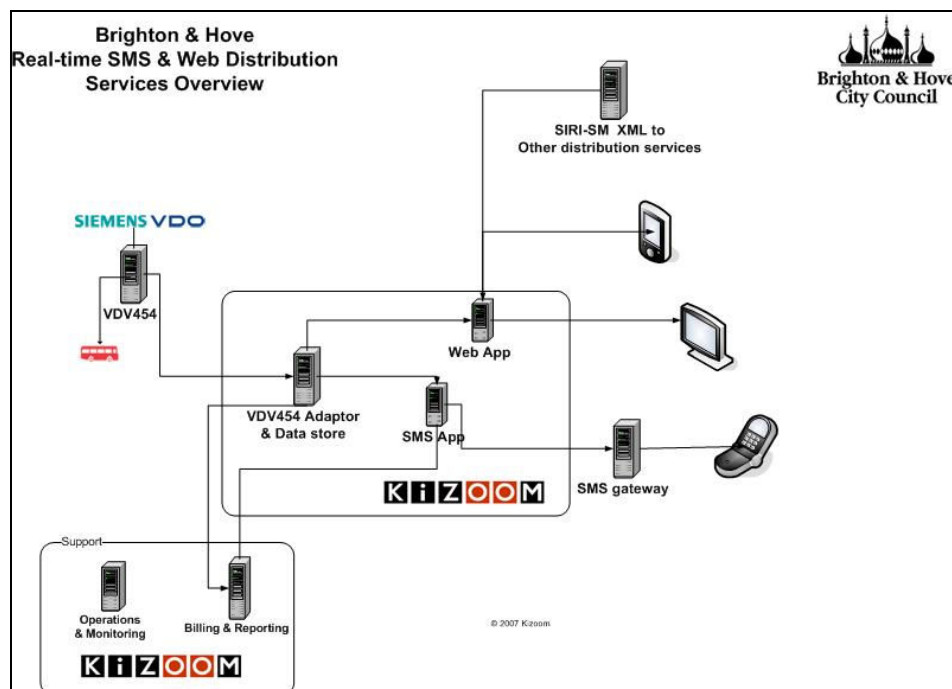


Figure 1 Overview of System Elements

2.2 #A1: VDV 454 to SIRI-SM adaptor

2.2.1 Overview

The external output of the Siemens real-time bus information system implemented in Brighton & Hove is a VDV454 service (www.vdv.de/en/). This service requires a publish/subscribe client to connect to it, and provides the base schedule, followed by any subsequent (real-time) changes to predicted departure and arrival times at stops. The service comprises separate Ref & RefSIS queries which must be used in tandem to extract the necessary real-time information, as described in the Siemens documentation & schema (see table of related documents above) and example logs supplied to Kizoom.

An adaptor will be developed by Kizoom to collect the output of this Siemens VDV454 data feed and transform it into a store of departures, queryable by stop. This will then be made available to other services as a SIRI Stop Monitor Request service, a flexible standards-based bus stop monitoring service engineered for easy interoperability and multi-channel use (www.kizoom.com/standards/siri). The SIRI-SM service will support standard NaPTAN stop identifiers, carrying out any necessary translation from the identifiers provided by the Siemens data source.

Creation of a core back end service using the SIRI and NaPTAN open standards will provide Brighton & Hove City Council with a robust basis for public information provision. Separating the real-time feed from the query load allows flexible scaling without changes to the underlying real-time system itself. Using open standards enables the effective and economical development of bus departure services via varied channels, including fixed and mobile internet, SMS, kiosks and DigiTV, and other channels as technology develops. It will also allow vendor independence in the development of such services.

2.2.2 Specification

- **Real-time and timetable feeds**

- The RTBID adaptor will interface with the Siemens VDV454 feed. In normal circumstances, blended (i.e. combined real-time and timetabled) output will be produced as appropriate from the Siemens feed alone.
- The VDV454 publish/subscribe client will support subscription to all services content, and return all required content including stop codes, line codes and headings needed to enable filtering by stop, line or destination.

- **Stop and other Reference data**

- Stop data will be obtained from the NaPTAN database on a regular basis. Any additional mapping will be supplied by Brighton – See Stop identifiers below.
- Other reference data such as post codes will be provided by the Kizoom platform.

- **Access**

- The VDV454 service will be available at a specified IP address, and other systems will be granted access on an IP controlled basis (note this is a server to server feed).
- There will be separate test and live feed versions of the VDV454 and the RTBID services available and it will be possible to have multiple subscriptions over each connection.

Note: As part of a robust Quality process, it is important to maintain separate test and production environments throughout the life of the Service so that fixes, platform upgrades and enhancements can be tested before deployment. There is thus a key assumption that it is at least possible to separately connect multiple versions of the

RTBID test and production adaptor to the VDV454 feed, and ideally that also there are separate test and production versions of the VDV454 service available.

2.2.3 Stop identifiers

The UK standard for bus stop identification is NaPTAN. Each stop has a unique short code (as used by the public for SMS queries) and a longer system code, used internally by information systems.

Since the current VDV454 feed available in Brighton & Hove uses different (non-NaPTAN) internal codes to identify stops, a mechanism is required to map these codes to NaPTAN, including a robust mechanism for handling of updates.

If necessary, a mapping table will be supplied and maintained by Brighton & Hove City Council for this purpose, to be used by the adaptor. This table will be provided in a simple format to be agreed with Kizoom, such as a dated spreadsheet or csv file containing two columns. This file will be uploaded to Kizoom according to an agreed schedule and used to update stop identifiers in the adaptor.

If at a future date Siemens are able to incorporate NaPTAN codes directly in the VDV454 service then it will be possible to drop this mapping table. Note that there is currently a technical limit on the length of stop codes in VDV454. However, since the first four characters of the NaPTAN code will be the same for all Brighton & Hove Stops, it may be possible to achieve to use NaPTAN codes with a temporary work around. This will be resolved as part for the detailed development.

2.2.4 Hosting

The adaptor and associated web service will be hosted in Kizoom's high availability server farm using capacity shared with other services, and making use of high capacity SMS gateway connectivity, SNMP monitoring and other facilities. This gives a balanced, robust yet economic capability to handle peaks and surges, while providing significant savings on support.

This approach is appropriate to the kinds of service we understand to be under consideration by Brighton & Hove at present. It would be possible to deploy to a separate installation dedicated customer infrastructure at a later date should there be a need (and sufficient budget) to do so. This would require replication of all elements of the software and hardware infrastructure, including a database for logging and billing, firewalls, load balancers, SMS gateways, etc.

Please see the Hosting and Support section below for more details of the Kizoom infrastructure and service standards.

2.2.5 Abuse protection

By making bus information available via internet services accessible by third parties, the service provider is exposed to potential risks of abuse. In particular, if the information is used on the web, there may be a risk of abuse by automated scripts which repeatedly request information. The service has been designed to support genuine end user information enquiries and is not scaled to support malicious use or a full blown denial of service attack.

Through Kizoom's automated monitoring procedures, reasonable steps will be taken to identify and prevent abuse from identifiable sources. However Kizoom also reserves the right to block access as necessary to protect services.

2.3 #D1: Real-time SMS service

2.3.1 Overview

Kizoom hosts and operates the national Traveline SMS bus departures service on the SMS short code 84268. This service is already operational in Brighton & Hove but currently provides only timetabled information from the Traveline data feed.

Once the SIRI-SM Adaptor described above is available it will be possible to upgrade the Brighton & Hove SMS service to provide real-time information. This will be integrated into the existing service, providing a seamless enhancement to the user experience, without requiring any new operating instructions to be understood by the user.

Experience has shown that, along with effective marketing of the service, the introduction of real-time information is the single most important factor in driving up usage of the SMS service.

The real-time version of the 84268 service already operates successfully in many parts of England and Wales. A straightforward, well established implementation plan exists, incorporating lessons from previous projects, and this would be applied in the case of Brighton & Hove.

2.3.2 Specification

- The existing 84268 SMS service provided by Kizoom will be integrated with the SIRI-SM Adaptor described above.
- Real-time and timetabled information will be provided in the SMS response in accordance with availability in the data sources.
- An indication will be given to the user as to whether or not any given response is based on real-time information.
- From the user's perspective their interaction with of the 84268 service will be unchanged – except that it will now contain real-time data.

2.3.3 Revenue

Commercial arrangements for the Kizoom SMS service, including its integration with real-time systems, have been agreed with Traveline at a national level, and are governed by the terms of the Traveline SMS Service Agreement. The pricing included below for this aspect of the project is in accordance with these national agreements.

The introduction of real-time data does not affect the options available to Brighton & Hove in terms of charging or free to user approaches. However, real-time integration undoubtedly creates an increased revenue opportunity through usage growth.

Detailed information on message costs and outpayments for the different mobile operators is available on request. Kizoom will also be happy to provide and discuss the results of research into successful marketing approaches.

2.3.4 Accounting & Statistics

Kizoom's SMS platform includes detailed billing and reconciliation functions to allow customers to view usage and SMS revenues and to judge demand and the effectiveness of different forms of promotion. It also performs detailed logging of SMS queries, making it possible to support or customer queries about delivery of messages.

1 Key in the bus stop code on your mobile phone – the code is shown on the bus stop plate

2 Text the code to number 84268 – only 25p*
*plus the standard charge from your service provider

3 Read the timetable information for buses using your stop
– you will receive this in a text message reply to your phone

2.4 #D2: Real-time SIRI-SM XML service

2.4.1 Overview

The XML service exposes the real time data from the VDV4 feed and adaptor using the SIRI Stop monitoring protocol as defined in the SIRI specification.

- XML service
 - The web service provided will support requests for bus departure information over http through the SIRI Stop Monitor XML request/response schema
 - In the event of Siemens feed being unavailable, a JourneyWeb interface will be used to fetch Traveline timetabled data. , and the service will automatically fall back to Traveline timetabled data.
 - Requests to the SIRI-SM web service will require bus stops to be identified with either ATCO NaPTAN codes or Traveline SMS codes.
 - The XML service is compliant with the SIRI-SM schema.
 - The service will fall
 - Technical documentation will be provided for developers.
- Access
 - The service will be available at a specified IP address, and other systems will be granted access on an IP controlled basis (note this is a server to server feed), not an end user feed. Any changes to this would be part of the support provision (see pricing table)
 - There will be separate test and live feed versions of the service available.

2.4.2 Scaling

The Kizoom platform is clustered and so can be scaled for additional load simply by adding hardware. Although a significant amount of pooled capacity is available in principle, for the purposes of this quote we have assumed only a certain load (see Section 5). If significant additional load for the XML service arises, it would come from additional third party services which B&H has decided to allow use of the service: in such cases it is likely there will be a business case able to contribute to any additional capacity costs.

2.5 #D3 (OPTION): Real-time WAP service

2.5.1 Overview

Mobile data services - viewed with a mobile browser ("WAP" or "xHTML"), provide a powerful way of finding and displaying real time departures. If properly promoted and made easy to use, such services can prove exceeding popular - Mobile browsers allow interactive stop finding and navigation of the data, and may cost the user less than SMS.

Kizoom can provide a Brighton & Hove branded WAP service to complement the SMS service. We propose a service incorporating a stop finder and departure board, providing users with a richer, more interactive experience while on the move; not restricted to the 160 characters of SMS, and without requiring users to know bus stop codes.

This service would be particularly useful within wi-fi hotspot areas using wi-fi enabled devices, but would also be available anywhere using a WAP mobile data connection, now ubiquitously available on nearly all phones as a built-in feature.

A core service (stop finder and departure boards) is outline here, followed by a series of optional features (a) mobile maps. These are priced separately below.

A live implementation of a Kizoom bus departures WAP service, developed for Network West Midlands (Centro PTE) can be seen at <http://netwm.mobi>.

2.5.2 Specification: #D3a core WAP service

- A mobile internet **home page** will be provided allowing the user to enter a stop name, street name or stop code and press 'Search'
- The system will attempt to identify the stop specified by the user and either return the departure board for the stop or, if more than one match is found, a list from which the user can select the desired stop.
- The home page and subsequent pages will include Brighton & Hove branding and brief explanatory text to guide the user.
- Appropriate error messages will be provided in the case of requests which are indecipherable or outside the region.
- The data presented in the departure board will be blended real-time and timetabled information sourced from the SIRI-SM adaptor consistent with that provided by the SMS service.
- An indication will be given to the user as to whether or not any given response is based on real-time information. (e.g. TT or RT in the illustration)
- To use the service the user must enter the URL of the home page into their phone. Having done this once it can typically be saved as a bookmark for subsequent one-click use

2.5.2.1 Screen flow

These example screenshots are taken from an existing live service, and design details will be adapted as appropriate for Brighton & Hove.

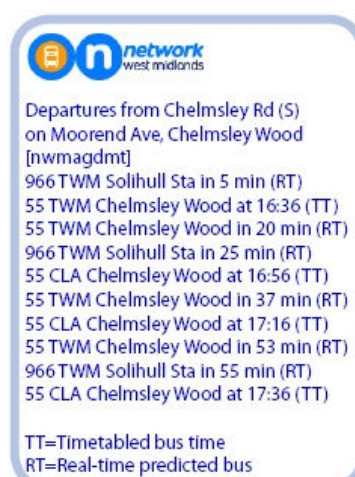
1. Search page



2. Results page



3. Departure board



2.5.2.2 Phone type support

There are a large number of different types of mobile phones and mobile devices, which vary considerably in their size and capabilities. Kizoom’s mobile platform uses adaptive technology to detect the device type and optimise the use of the screen size, colour and other device capabilities. This is supported by a large database of current devices regularly updated that covers the popular phones on all the major UK phone networks. Kizoom’s existing mobile services between them handle more than 800,000 enquiries per month and the breadth and robustness of our phone coverage is amongst the industry’s best.

To use the service the user must have a mobile phone with a WAP browser which has been configured to access their mobile operator’s WAP gateway. Almost all phones now have this (statistics can be provided on request).

2.5.3 Enhancement: #D3b Search by postcode

This feature provides additional usability when stop finding by allowing users to search for the nearest bus stops to a given postcode.

Support for postcodes will be added to the search field on the home page. If the system detects that a postcode has been entered instead of a name or stop code, results will be presented in order of increasing distance from the geographical centre of the postcode, calculated using lat/long information.

To keep the number of results manageable a circle of suitable radius, for example 500m, will be applied, with only stops within that radius being returned. Where more results are returned than can be presented on one page, they may be seen on subsequent pages using a ‘more’ link.

Postcode data will be sourced from a commercial postcode database held on the platform by Kizoom, which will be updated with suitable frequency. Usage-based costs are incurred by Kizoom for querying the postcode database. The recurring costs for this enhancement have therefore been set with a usage cap intended to cover expected demand, with additional charges for higher usage. Please see the pricing section below for details.

2.5.4 Enhancement: #D3c Show stops on a mobile map

This feature enhances usability of the WAP service by allowing the user to view a local map on their phone. This can help the user in two different ways; i) to help them select their stop, and ii) once a stop has been selected, to help them find its physical location.

i) *Selecting a stop*

If the stops listed as the result of a query can be contained within a bounding box of a defined size (configurable), the user will be offered the opportunity of viewing the stops on a map. The user will then be presented with a map showing the location of all the stops in the list, with icons uniquely identifying each, using appropriate graphics such as colour or letter codes. Having identified the desired stop by its icon on the map, the user will scroll down to pick that stop from the list below and follow a link to its departure board.

If the results list consists of stops too widely separated or too numerous to present on a map in a useful way on a mobile phone, the option will not be made available. The system will perform the necessary calculations to ensure that the user can view a map if and only if it will be usable. The precise rules to make this most effective will be subject to continuous review and tuning.

Stop results displayed on a mobile-optimised map pane:



- [A Dixon's Green Rd \(NE\), Tesco](#)
- [B Dixon's Green Rd \(SW\), Tesco](#)
- [C Dixon's Green Rd \(NE\), Owen St](#)
- [D Dixon's Green Rd \(SW\), Owen St](#)

ii) *Locating a stop*

A link will be added to the end of each stop's departure board allowing the user to view a map centred on the stop. The map will simply mark the single relevant stop, allowing the user to locate it in relation to the surrounding streets.

The scale of the map will be the same for all stops, but configurable in accordance with the geography of the region. The map size will reflect the capabilities of the user's phone.

Maps will be sourced from a third party service provider. At present Kizoom's view is that Multimaps offers the most suitable technology for the mobile platform. This will be kept under review as mapping providers' develop their services. Usage-based costs are incurred by Kizoom for delivery of Multimaps images. The recurring costs for this enhancement have therefore been set with a usage cap intended to cover expected demand, with additional charges for higher usage. Please see the pricing section below for details.

2.5.5 Enhancement: #D3c OTA bookmarks

An OTA (over-the-air) bookmarking feature will be added to the Brighton & Hove City Council website, enabling users to send themselves an SMS message containing the URL of the WAP service. This will assist the user in easily returning to the WAP service whenever they need it, and should therefore drive up usage.

The bookmark feature will be styled and designed for easy insertion into the appropriate pages of the Brighton & Hove web site. The user will enter their mobile phone number and any other necessary details, and then press a button to trigger the sending of the SMS.

This feature will be secured by a Captcha to reduce the risk of abuse (<http://en.wikipedia.org/wiki/Captcha>). This is intended to prevent automated scripts using the page to send unauthorised bookmarks. For an example of a Captcha in a similar context see <http://mobile.tfl.gov.uk/sendbookmark>.

Messages will be sent without charge to the user. Usage-based costs are incurred by Kizoom for sending bookmarks (i.e. SMS costs). The recurring costs for this enhancement have therefore been set with a usage cap intended to cover expected demand, with additional charges for higher usage. Please see the pricing section below for details.

2.6 #D4 (OPTION) TOTM map system

2.6.1 TOTM Overview

Kizoom's Transport On The Map (TOTM) product is a customisable web based application for showing travel related data within an easy to use map based interface. It makes it easy and cost effective to publish different types of static and real-time transport information on a map, which can then be integrated into a customer's website. In particular it lets users

- Find where stops are.
- View real-time departures.
- Find out the identifiers of stops to use with the SMS service.
- View real-time incidents.

A TOTM installation provides a web based complement to the SMS, WAP and on-street real-time displays. As an additional option we propose a map based tool integrated with the Brighton & Hove website.

TOTM may be deployed in different variations, including different types of data. The simplest use is as a bus stop finder providing SMS codes to the public. This can be enhanced, either for launch or at a later date, by adding more transport layers and other local data to the map, depending on data sources available.

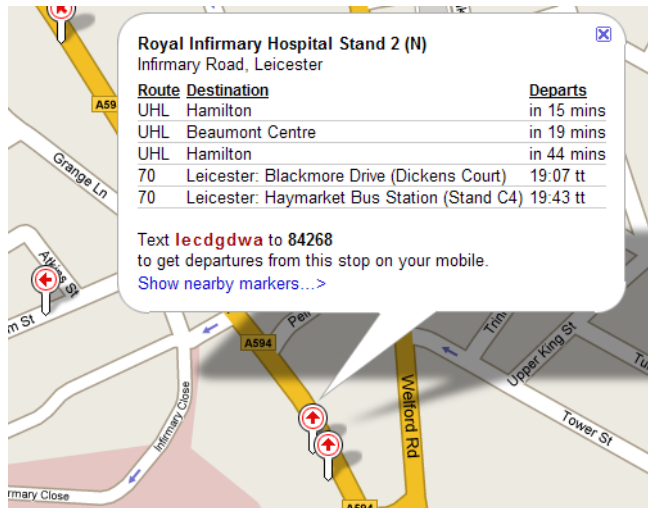
2.6.1.1 Core elements of TOTM:

- Basic bus stop finder.
- Bus departure boards (including real-time data from a SIRI based feed).
- Postcode search.

2.6.1.2 Possible extensions:

- Rail stations and real-time departures.
- Road works and incidents (from a DATEX2 or other feed).
- Car parks.
- Jam cams and traffic congestion data.
- Link bus stops to journey planner.
- Tourist information.

An example of an existing implementation of TOTM showing a simple stop finder can be seen at www.pticymru.com (click 'Traveline txt' for the TOTM pages). An example of a TOTM service including a range of additional features can be seen at www.leicestertravel.info. This latter example clearly shows the basic elements of the TOTM interface: Google Maps mashup, search box, left hand results column with tabs, checkboxes to select layers, and client branding elements.



Detail of a screenshot from the Leicester TOTM, showing popup bubble with real-time and timetabled bus departures.

2.6.2 TOTM #4a: Web2.0 map interface & stop finder

The TOTM stop finder allows members of the public to find and view bus stops on a map and to find out the Traveline SMS codes for their stops, encouraging use of the 84268 service. It includes the core components of the TOTM technology platform and is the basis upon which additional data sets can be added.

The basic stop finder includes the following key features, which are described in more detail below:

- Client styled TOTM user interface.
- Stop search (by stop code, address or name).
- Display stops on a Google Map using NaPTAN bus stop data.
- Display stop details including SMS code in a bubble.
- Intelligent stop aggregation depending on zoom.
- Usage reporting.
- Resilient hosted hardware & infrastructure.

2.6.2.1 Client styled TOTM user interface

TOTM has been designed to enable simple tailoring to fit the house style of customers' websites. The site banner graphic and the background colour can be altered at no additional charge. Additional style changes are possible but additional costs may be incurred.

2.6.2.2 Stop search

The stop finder helps users to pick the stop that they are interested in - accepting queries for stop name, street address, regions and SMS stop code. The stop finder intelligently distinguishes between different query types so that multiple data entry fields are not needed. Requests that do not resolve to a single stop or region will produce a disambiguation list in the side bar. Once an unambiguous stop or region name has been resolved, the map will scale to show the chosen location.

2.6.2.3 Direct Interaction using Web2.x0 Mashup

The service uses Web2.0 mashup technologies (see http://en.wikipedia.org/wiki/Mashup_%28web_application_hybrid%29) to combine map data from Google Maps with transport data from various sources.

This allows direct interaction by the user with the user who can zoom, pan or scroll tiles to find their area of interest simply by dragging and clicking. A pre-emptive background loading of map tiles give a fast, smooth rendering.

Google Maps was chosen as the basis for the service because of its excellent usability and design.

2.6.2.4 Display stop details in bubble

Once a single stop or area has been selected using the stop finder or on the map, the stop icon can be clicked to open a 'bubble' which shows the stop name, locality and SMS code. The stop icon will show the direction of travel from each stop.

The stop data published by the service is updated every night from the online NaPTAN database.

2.6.2.5 Intelligent stop aggregation

To avoid screen clutter and make stop selection easier when there is a high density of stops at a given zoom level, TOTM includes a unique feature to aggregate overlapping stops into a single stop flag. The aggregated stop icon is designed to be easily distinguishable from single stops. The user can click on an aggregated stop icon and zoom in closer to reveal the individual stops.

2.6.3 TOTM #4b – Search by postcode

A postcode search function can be integrated as an optional extra (see pricing section below). Results are presented in the left hand side bar in order of increasing distance from the geographical centre of the postcode. The user can then click on an entry in the results list and the map will zoom directly to that location. Postcode data will be sourced from a commercial postcode database covering the whole of the UK held locally by Kizoom (usage cap applies).

2.6.4 TOTM #4c Bus departure boards

If timetabled or real-time data is available – as it is for Brighton and Hove - an important optional feature is the addition of blended timetabled and real-time stop departure information on the map. The TOTM bus stop bubble will display the same timetabled and/or real-time information that is available from the Kizoom Traveline SMS system.

With this functionality implemented, the bus stop bubble will include the basic information described above, and also a table of the next few departures from the stop, showing route numbers, time expected, and whether or not the time given is timetabled or real-time.

A protection system will be introduced in an attempt to prevent automated scripts from auto-refreshing stop information. High levels of auto-refresh activity could place excessive loads on Kizoom's systems and those of underlying real-time feed suppliers.

3 Hosting and Support

3.1 Summary of services

All services commissioned will be hosted on Kizoom's resilient shared infrastructure in accordance with the service commitments described below. A summary of the costs and activities covered by Kizoom's annual recurring charges is as follows:

3.1.1 Hosting and operation

- Data centre rack space and internet bandwidth.
- Infrastructure and software platform support contracts.
- Resolution of all hardware and networking issues.
- Monitoring, logging and collection of statistics.
- Backups.
- Abuse detection and counter measures.
- Infrastructure patches and other maintenance.

3.1.2 Support and maintenance.

- Investigation and resolution of all issues according to SLA terms.
- Log file inspection and follow up.
- Application code maintenance.
- Bug fixes.
- Code refactoring.
- Test suite maintenance.
- Application documentation updates.
- NaPTAN and other source data updates as required.
- System configuration changes.
- Tuning and performance improvement.

3.1.3 Service management

- 24x7 service desk.
- Preparation of usage reports.
- Service procedure documentation.
- Support escalation channels.
- Management of service and maintenance teams.
- Monitoring of SLA compliance.
- Major incident handling and reports.

3.2 Hosting technology platform

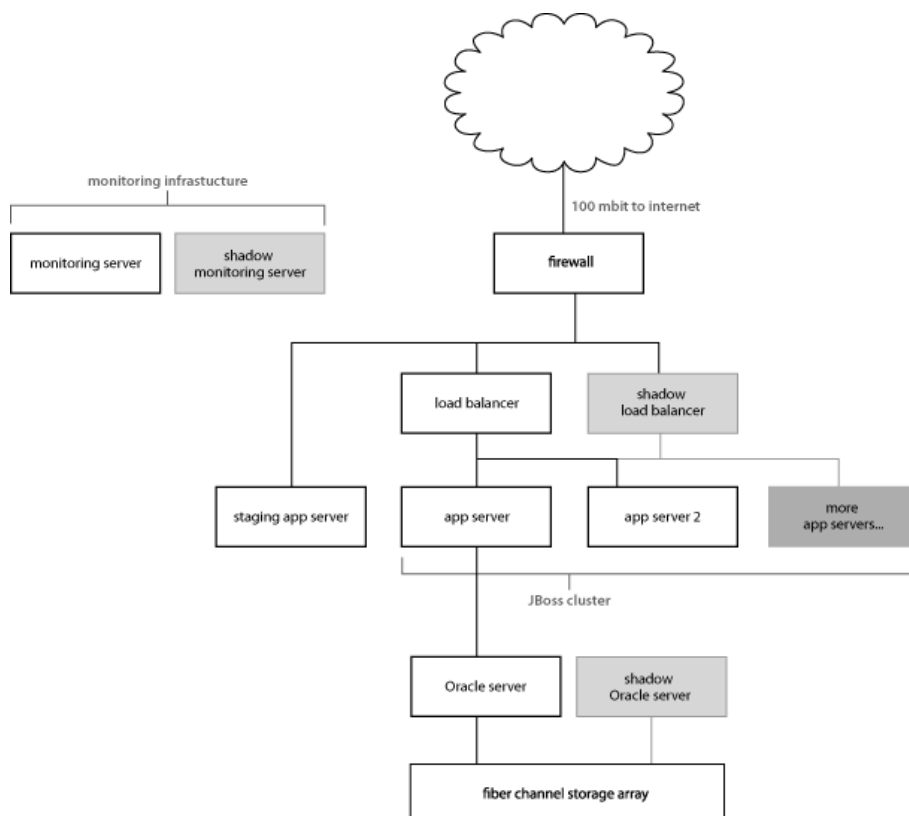
Kizoom operates live services from our servers located in a Cable & Wireless (C&W) secure hosting facility in Leeds. C&W provide rack space, security and access control, highly resilient bandwidth and power supplies, environmental controls and backup facilities. C&W also provide 'hands and eyes' services to ensure speedy replacements of failing hardware such as RAIDed disks or redundant power supplies.

The Adaptor, SMS, WAP and TOTM services will be operated in our proven Wildebeest environment. This is a best practice hosting infrastructure, offering high performance and availability and consisting of the following key components:

- Firewall
- Failover pair of Apache Web servers
- Failover pair of Load Balancers
- Fully clustered JBoss application server farm

- Web and application servers on resilient hardware (dual PSUs, RAID disks), running RedHat Enterprise Server
- Failover pair of Sun Solaris 10 database servers running Oracle 10g
- Database storage on FiberChannel RAID array
- Proven redundant monitoring and alerting framework based on OpenNMS with priority configured SMS and email communication channels

3.2.1.1 Kizoom Wildebeest platform



Brighton & Hove services will share this infrastructure with other Kizoom managed applications. This approach allows our customers to benefit from resilience and scaling capacity more economically than if each service was hosted on a stand alone basis. The Wildebeest environment also includes existing personalisation and location based components that would greatly simplify the upgrade path if these enhancements were required in future.

3.2.2 Monitoring

Kizoom’s monitoring systems comprise three components:

- *Automated Health checks:* The Wildebeest system includes a comprehensive suite of automated health checks which monitor the availability and performance of key feeds and pages and which fire automated SMS & email alerts as appropriate if any check fails.
- *OpenNMS Dashboard:* Kizoom uses OpenNMS to present SNMP information from our production servers. This allows our operations team to quickly and easily pinpoint actual and potential issues with our services. This system also handles escalation of production outages to ensure prompt and accountable incident handling

- *Log Files:* Kizoom's support team inspect our Java application log files daily to check for system errors and warnings which may not show up via the automated healthchecks.

3.2.3 Usage reporting

Service usage reports for TOTM are made available to the customer via a password protected web site. The following reports will be available as standard:

- Daily web sessions count
- Daily report of bus stops visited, showing volume per visited stop
- Weekly report of bus stops visited, showing volume per visited stop
- Monthly report of bus stops visited, showing volume per visited stop

These same reports may also be regularly forwarded to customer email addresses if required. Additional bespoke reports from our data warehouse may be developed if desired.

3.2.4 Platform maintenance

The Wildebeest platform is maintained by Kizoom's infrastructure team. They ensure that we track the most recent stable versions of the platform software, that patches are applied as necessary, and that the platform is updated to make best use of evolving technologies.

3.3 Support

Kizoom systems are supported by a team of specialists who are always available during normal office hours, and who also operate a 24x7 on call support rota. The support team maintains the status and performance of our production systems by monitoring email, phone, SMS, OpenNMS and JIRA accounts. They also respond to customer or third party requests and alerts.

Response to one-off customer support requests (e.g. for interim stats) will normally be handled without additional charge. Where Kizoom considers that levels of support are being requested that exceed what is reasonable, we will alert the customer to this situation and reserve the right to charge for additional support levels at the Daily Developer rate.

Technical support as required for the SMS, WAP and TOTM services is included in the established pricing scales. Since the Adaptor is bespoke, and the level of support required therefore difficult to judge, a cap is proposed of 4 days per year, which we anticipate being sufficient, allowing recurring costs to be set at an economical level. Further support will be charged on a time & materials basis - please see pricing notes below.

The support team also oversees the timely fixing of bugs. Bugs reported by customers or identified by Kizoom using the JIRA system will be resolved according to assigned severity level. Severity levels are defined on a scale ranging from Cosmetic to Critical.

Kizoom will not provide end user support to the general public.

3.4 Scaling

The Kizoom Wildebeest platform described above is highly scalable and provides a robust basis to flexibly accommodate our clients' ambitions in terms of usage growth and introduction of new services.

However, to enable hosting charges to be set at an economical level we propose certain limits on usage, which we see as appropriate to the circumstances of this project:

- The real-time SMS service is available for unlimited use within the council area

- TOTM is priced in bands based on numbers of stops. The implementation proposed is limited to 15,000 stops
- Likewise the WAP service is limited to 15,000 stops
- Use of the SIRI-SM Adaptor XML interface by third parties is limited to 600 queries over a 6 hour period (see assumptions). For reasons of economy the implementation is designed for limited use appropriate to systems such as kiosks, which is understood to be current intention. However, the platform is fully scalable and a future investment could be made to boost capacity for other types of service.

3.5 Service level commitments

TOTM

Summary details of Kizoom's service level commitments are provided here. Provision of the TOTM service will be covered by a contractual Service Level Agreement which is available on request.

3.5.1 Service availability

The service will be available a minimum of 99% of the time, measured over a calendar month. Availability will be measured by automated querying of the home page of the service every 10 minutes to ensure that it responds correctly.

Specific exclusions:

- Periods of previously agreed planned maintenance
- Failure of 3rd party services not provided or contracted by Kizoom

3.5.2 Service response times

In this project Kizoom's application response time will be dependent upon the response performance of Google Maps and the real time and timetable services, which are outside of Kizoom's control. We will measure and report on the response time performance of those operations within Kizoom's control. Performance will be measured by querying the home page of the service every 10 minutes and monitoring the response time.

- 99% of enquiries will be handled within 1.5 seconds, averaged over a clock hour

3.5.3 Service capacity

Kizoom will commit to the availability and response time measures stated above for traffic volumes less than or equal to:

- Page Requests: 1,000 per hour, measured over a clock hour
- Bandwidth: 1 megabyte per hour, measured over a clock hour

Should the traffic volumes exceed these levels, Kizoom will endeavour to maintain the response time and availability measures.

3.5.4 SLA reporting

Kizoom will provide a set of SLA reports to include:

- Calendar monthly availability performance
- Response time performance against SLA
- List of new/outstanding support issues relevant to your service

We have included costs for these reports in our prices. Any additional reporting requirements will be handled on a case by case basis

SMS service

The Kizoom Traveline SMS service is provided in accordance with service commitments agreed with Traveline. Details can be provided on request.

WAP service

The Kizoom WAP service will be provided in accordance with SLA commitments for availability comparable to the SMS service. Details can be provided on request.

Adaptor

Service commitments for the SIRI-SM Adaptor will be agreed at an early stage of the project when i) the Siemens data source has been made available to Kizoom and its capabilities and limitations are understood, and ii) a clearer idea of expected usage is understood.

3.6 Kizoom hosting & development credentials

Hosting and operating high availability internet services are a major part of Kizoom's business. Services are hosted in a MOD quality facility at Cable and Wireless, with full resilience and dual backbone connectivity to the internet. We now operate more than 100 live services for our clients and have accumulated a vast experience of the procedures and infrastructure needed to meet their SLA targets.

We have provided some examples below of services currently operated by Kizoom.

3.6.1 National Rail Enquiries

Kizoom built and operates many of the pages on the National Rail Enquiries web site; we also manage the nationalrail.co.uk domain. Kizoom's responsibilities include serving more than 750,000 page requests and 25 GB of data each day, and ensuring that the site is resilient and scaled to support burst demand of many times normal daily demand.

3.6.2 Transport Direct

Kizoom built and operates the mobile and iDTV channels for the DfT's Transport Direct Portal, www.transportdirect.info. These are the only externally hosted channels in the TDP family and are operated by passing users' Journey queries via an XML API to TD's Journey Planning servers. The mobile service tailors responses for a wide variety of different mobile devices whilst the iDTV service is built as a plug-in for the DigiTV platform, which publishes the information on Digital Televisions.

3.6.3 Mobile operator portals

Kizoom built and operates the Public Transport information services for all 5 of the major UK mobile operators (Vodafone, Orange, O2, T-Mobile & 3). Information services provided include rail and urban journey planning, real time arrival and departure information and travel news services. In most cases the services connect to the mobile operators' personalisation, location and billing systems using XML APIs. The services are fully operated by Kizoom, and are branded for each mobile operator.

Kizoom's mobile operator services handle more than 750,000 journey enquiries each month.

3.6.4 Directory enquiries

Kizoom built and operates a web based rail journey information service for the UK's leading 118 directory enquiries provider. Their expert call centre operators use an optimised interface to quickly access train time information. Response time and usability are especially important in this application, which queries Kizoom's own farm of Journey Planning engines.

4 Project Outline

4.1 Roles and responsibilities

4.1.1 Kizoom

Core services

- Develop, test, configure and implement new Adaptor and SIRI-SM web service for the Siemens VDV454 data feed
- Implement real-time SMS service for Brighton & Hove
- Host, operate, maintain and support all services
- Provide documentation, including technical information for use of the SIRI-SM web service API

Optional services

- Implement real-time WAP service for Brighton & Hove
- Implement TOTM map system for Brighton & Hove

4.1.2 Siemens

- Provide test and live versions of VDV454 service
- Provide support details including escalation points for the real-time system

4.1.3 Brighton & Hove City Council

Core Services

- Maintain timetable and stop data including any stop identifiers
- Provide and maintain stop identifier mapping table
- Ensure availability of Siemens VDV454 data feed to Kizoom
- Agree configuration options for real-time SMS service
- Register SMS stop codes if necessary
- UAT for all systems

Options

- Agree configuration options for TOTM map system
- Integrate TOTM map system into Brighton & Hove website as required
- Provide council branding materials as required

4.2 Project timeline

A phased project timeline is proposed, with the Adaptor and SMS service treated as phase 1, and the WAP and TOTM systems, if commissioned, treated as phase 2. The outline project plan will be as follows:

PHASE 1	
Commence work	04/02/08
Siemens data source made available to Kizoom*	11/02/08
Interim progress report	03/03/08
Work on adaptor complete and deployed to staging for UAT	17/03/08
Real-time SMS system deployed to staging for UAT	24/03/08
Changes implemented and Adaptor / SMS ready for final review	07/04/08
Deployment to production and launch	23/06/08

* Note that the early, reliable, and continuous availability to Kizoom of the Siemens data source is essential to this timeline.

PHASE 2	
Commence work	21/04/08
Clarification of all configuration and UI details	28/04/08
TOTM complete and deployed to staging for UAT	19/05/08
Real-time WAP system deployed to staging for UAT	02/06/08
Changes implemented and TOTM / WAP ready for final review	16/06/08

Deployment to production and launch

23/06/08

This timeline assumes i) that the work can be commissioned by **Friday 18th January**, and ii) that the scope of the commission is as proposed above.

The project plan will be finalised at an early stage of implementation once requirements have been confirmed in detail and all data sources and other dependencies have been clarified.

4.3 Assumptions

Component	Ref	Assumption
VDV454 Feed and /SIRI-SM Adaptor	AdF1	A stable test feed will be made available by Siemens, realistic in the nature and scale of its content. This must be available throughout development.
	AdF2	A full XML specification of the Siemens feed will be available prior to the beginning of the project. The feed will be fully documented with a schema, and will be structured exactly in accordance with its documentation.
	AdF3	Any necessary licences for the feed and its use for the intended channels are obtained by the client.
	AdF4	The VDV454 feed will provide a robust, timely distribution of real-time data. Subscribing to data for all stops with a single subscription is performant.
	AdF5	The VDV454 feed will support multiple subscriptions at the same time.
	AdF6	There will be separate VDV454 feeds available for test and production use.
	AdF7	The VDV454 will provide updates for a useful data horizon, i.e. time period ahead.
	AdF8	There is a separate stop identifier in the VDV454 source for each individual pole, i.e. each stop in each direction.
	AdF9	The data provided by the Siemens feed will either be NaPTAN referenced, or if not, Kizoom will be provided with a suitable identifier mapping table.
	AdF10	Brighton & Hove County Council will be responsible for updating bus stop data in NaPTAN in accordance with agreed procedures.
	AdF11	The mapping table will be made available to Kizoom in a consistent, reliable form and location as a simple web request.
	AdF12	The VDV454 feed includes both real-time and timetabled data and that the necessary blending of this data is carried out by the source.
	AdF13	The total query load on the SIRI-SM web service will not exceed 600 requests per 6 hour period. For load above this, alternative hosting arrangements at additional cost may be discussed.
Real-time SMS service	SMS1	The SIRI-SM Adaptor will be available as a prerequisite.
	SMS2	The real-time service will be provided as an extension of the Traveline 84268 service.
	SMS3	Any necessary licence for use of the feed for the SMS channel is obtained by the client.
Real-time WAP service	WAP1	The SIRI-SM Adaptor will be available as a prerequisite.
	WAP2	The number of bus stops covered by the TOTM implementation is below 15,000.
	WAP3	Any necessary licence for use of the feed for the WAP channel is obtained by the client.
TOTM map	TTM1	The SIRI-SM Adaptor will be available as a prerequisite.

system	TTM2	The number of bus stops covered by the TOTM implementation is below 15,000.
	TTM3	Brighton & Hove City Council will provide Kizoom with a banner graphic file and specify a preferred background colour.
	TTM4	Brighton & Hove City Council will be responsible for adding the necessary navigation links to TOTM from wherever is required.
	TTM5	Any necessary licence for use of the feed for the web channel is obtained by the client.
General	G1	Usage loads are scaled for queries by end-users, not by bots or other automated processes..
	G2	The providers of the VDV454 feed Siemens will respond to queries and support issues in a timely manner
	G3	Brighton & Hove City Council will act in a timely manner to provide web design requirements, to supply stop mappings, and to perform UAT

4.4 Risks

Component	Ref	Risk	Impact
VDV454/SIRI-SM Adaptor	R1	Delay in availability of test feed	Delay to project
	R2	Inadequacy or instability of test feed	Delay to project; additional costs may be incurred

4.5 IPR

IPR will be held as follows:

- Council branding, logos and trademarks and domains for the SMS, WAP and web skins: Brighton & Hove City Council
- 84268 Access code: Traveline
- Stop data: Brighton & Hove City Council, under NaPTAN licence
- Real-time data: Brighton & Hove City Council &/or Bus operators
- The SIRI and VDV protocols: the relevant standards bodies
- Any updates, changes and extensions to the Kizoom platform and product suite, including the VDV454 adaptor: Kizoom

The real-time data and services will be subject to terms and conditions of use which will be published on the site.

5 Pricing

We present separate prices for each distribution channel. All require the adaptor. Within each distribution channel, optional features are shown as line items.

5.1 #A1: VDV454 adaptor and #D2: SIRI XML

Project: Brighton & Hove SIRI adaptor development and implementation, including SIRI XML interface		
	One-off	Recurring
PRICE	£38,000	£4,000

5.2 #D1: Real-time SMS service

Project: Brighton & Hove real-time Traveline SMS service		
	One-off	Recurring
PRICE	£12,000	£6,000

5.3 #D3: Real-time WAP service

Project: Brighton & Hove real-time WAP service		
	One-off	Recurring
a) Stop finder and bus departure boards	£19,000	£4,000
b) Search by postcode	£2,000	£1,000
c) Show maps of area around stops	£7,000	£2,000
d) Send bookmark from website	£4,000	£1,000
TOTAL PRICE	£32,000	£8,000

5.4 #D4: TOTM map system

Project: Brighton & Hove TOTM map system		
	One-off	Recurring
a) Basic bus stop finder	£15,000	£4,800
b) Search by postcode	£2,500	£1,500
c) Bus departure boards	£12,000	£3,600
TOTAL PRICE	£29,500	£9,900

5.5 Pricing summary with discount

A reduction of 10% on the one-off and recurring costs is offered if all of these projects are commissioned together.

Project: Brighton & Hove RTPI combined triple project		
	One-off	Recurring
a) SIRI adaptor	£38,000	£4,000
b) Real-time SMS service	£12,000	£6,000
c) Real-time WAP service (all functions)	£32,000	£8,000
d) TOTM map system (all functions)	£29,500	£9,900
Total	£111,500	£27,900
PRICE, with reduction	£100,000	£25,000

5.6 Pricing notes

- Usage-based costs are incurred by Kizoom for querying the national postcode database. The recurring costs for the TOTM and WAP postcode features have therefore been set with a usage cap of **10,000 postcodes per year**. This is intended to cover expected demand, and small additional charges are payable for higher usage. Details are available on request.
- Usage-based costs are incurred by Kizoom for supplying map images to mobile phones for the WAP service. The recurring cost for the WAP map feature has therefore been set with a usage cap of **10,000 map images per year**. This is intended to cover expected demand, and small additional charges are payable for higher usage. Details are available on request.
- Usage-based costs are incurred by Kizoom for sending OTA bookmarks to mobile phones for the WAP service. The recurring cost for the WAP bookmark feature has therefore been set with a usage cap of **2,000 bookmarks per year**. This is intended to cover expected demand, and small additional charges are payable for higher usage. Details are available on request.
- The recurring cost for the SIRI adaptor and XML interface includes technical support time limited to a total of **4 days per year**, to be used at any time in the year. In the unlikely event that this is exceeded we will charge for additional support at a daily rate of £750. The client will be informed in advance if this limit is being approached. Support for all other services is not time limited.
- Detailed commercial arrangements for the real-time SMS service, including messaging costs and outpayments, are governed by the terms of the national Traveline SMS Service agreement, available on request.
- Work on agreed changes in scope will be charged at rate of £750 per day.

5.7 Commercial terms

5.7.1 Contract term

- Five years from satisfactory completion of UAT

5.7.2 Payment terms: one-off costs

- With order 30%
- Work delivered to staging for UAT 30%
- Work signed off as complete 40%

5.7.3 Payment terms: recurring costs

- Annual, in advance

a

5.7.4 Acceptance

The applications will be deemed acceptable if they performs the agreed functions on the target devices according to UAT demo scripts supplied by Kizoom and validated by the Customer.

Timely feedback will be provided by the Customer during development to decide review points, and timely feedback during UAT to enable Kizoom to take any corrective action. If more than 30 working days from start of UAT have passed for any given stage (Currently shown as 24/03/08 for the SMS service) without adequate feedback the application will be deemed to have passed UAT.

We assume timely availability of feeds and of the VDV feed. In the event of the work being completed but access to the production feed environment being unavailable,. The service may be deemed accepted if the Supplier can demonstrate correct function in a similar environment in the form of a test feed or a similar feed at provided by the Supplier.

PROJECTED USAGE AND COSTS FOR SMS - BHCC

Projected Usage Per month	Cost per month To BHCC for Charged messages	Cost per Annum To BHCC for Charged messages	Cost per month to BHCC for Free messages	Cost per annum to BHCC for Free messages
2000 Messages	-£57.52	-£690.24	£176.00	£2,112.00
3000 Messages	-£86.25	-£1,035.00	£264.00	£3,168.00
4000 Messages	-£115.00	-£1,380.00	£352.00	£4,224.00
5000 Messages	-£143.75	-£1,725.00	£440.00	£5,280.00
8000 Messages	-£230.00	-£2,760.00	£704.00	£8,448.00
10,000 Messages	-£287.50	-£3,450.00	£880.00	£10,560.00

A minus figure above indicates a profit to BHCC

To give you an idea of current usage - Top usage councils such as Cetro and Stoke get around 5-6 thousand hits per month

I have used the price bands which we are currently in with regards to usage (under 85,000 for Charged and under 20,000 for free to user)
This then gives you the maximum cost/Min profit you will receive.

These figures are based on the current pricing structure and only relate to theoretical usage

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 114

Brighton & Hove City Council

Subject:	National Cycle Network Route 2 Cycle Link		
Date of Meeting:	19 February 2009		
Report of:	Director of Environment		
Contact Officer:	Name:	David Parker	Tel: 29-2474
	E-mail:	David.Parker@brighton-hove.gov.uk	
Key Decision:	Yes	Forward Plan No. <i>ENV7923</i>	
Wards Affected:	All	East Brighton; Queen's Park; Regency; Rottingdean Coastal	

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To inform the Cabinet Member for Environment of the results of public consultation on the National Cycle Network Route 2 (NCN2) Cycle Link along Madeira Drive and request permission to implement the scheme as proposed in this report.
- 1.2 Currently around 2000 cyclists per day use the city's seafront cycle route from Hove Lagoon to Palace Pier, for travelling to work, as a leisure route and for health and fitness. The provision of a cycle link as consulted along NCN2 between the Palace Pier and the Marina, along Madeira Drive will close an existing gap up in the current network. This will enhance east/west cycle movements, provide additional choice and improve accessibility into the city for commuters, tourists, shoppers and visitors.
- 1.3 The provision of a cycle link along NCN2 between Palace Pier and the Marina forms part of the Council's Local Transport Plan 2006/7-2010/11 objectives, to support choice, increase cycling, reduce congestion, and to assist in delivering the objectives of the City Council's Cycling Town status.
- 1.4 Encouraging more people to cycle across the city helps to address a host of current issues; reducing carbon emissions, creating better air quality, reducing congestion, reducing noise pollution, tackling obesity (particularly in children) as well as improving the health and general well being of all our city's residents. It is also an extremely cost effective means of transport. The scheme therefore supports the Council's shared priorities of delivering accessibility, better air quality, reducing congestion and improving road safety.

2. RECOMMENDATIONS:

- 2.1 (1) That the Cabinet Member for Environment notes the consultation results which indicate an overall support for the scheme as consulted, and;
- 2.2 (2) That the Cabinet Member for Environment instructs Officers to begin implementation of the scheme, to include advertising the associated

Traffic Regulation Order and Notice under the Road Traffic Regulation Act 1984 of the intention to convert part of the footway for use by both cyclists and pedestrians.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 Following Cabinet Member approval for permission to consult with local residents and key stakeholders on 11 December 2008, public consultation was undertaken from 8 January to 19 January 2009. This was through a public exhibition as well as the distribution of approximately 2200 leaflets and questionnaires to local residents, businesses and key stakeholders.
- 3.2 The proposal for improvements along the NCN2 route was adopted as part of a package of capital schemes in the current Local Transport Plan 2006/7-2010/11. The scheme will contribute towards achievement of the LTP objective to increase cycling trips by 5% per year and reduce congestion by 5% by 2010. Brighton & Hove City Council was awarded Cycling Demonstration Town (CDT) status by Cycling England in October 2005. The NCN2 Cycle Link scheme will also contribute to improving health and encourage more people to cycle more safely.
- 3.3 The principle of the scheme is to create a link along NCN2 between Palace Pier and the Marina. This route will provide an accessible east/west cycle route and will complete the NCN2 route in this area. Improved commuter and tourist links could be made possible by the implementation of a cycle link.
- 3.4 The design of the NCN2 Cycle Link will develop from the layout of the existing seafront route. The link will however be adapted to take account of the different highway layout and operations arrangements in the area. Initial feasibility indicates there is unlikely to be an impact on vehicle capacity. Furthermore, the route will need to be closed during events that take place along Madeira Drive. This is provided through a statutory Act of Parliament.
- 3.5 The proposed route runs along Madeira Drive between Palace Pier and the subway near the Marina. Consultation with existing users, residents, local businesses, and Local Ward Members has aided in the development of the scheme to ensure support for the route.
- 3.6 A Stage 1 Safety Audit, by an independent assessor, has been completed on the route. A Stage 2 Safety Audit will be conducted following the detailed design process. Once the scheme implementation is completed a Stage 3 Safety Audit will be carried out.
- 3.7 The project is jointly funded by £360,000 from Local Transport Plan 2 (LTP2) and £210,500 from Cycling England as a result of Cycling Town status.
- 3.8 Following approval to undertake implementation the work on the NCN2 Cycle Link scheme could commence at the end of March subject to the making of the traffic regulation order. The construction period of approximately three months takes into account events held along Madeira Drive.

3.9 The Traffic Regulation Order will be advertised for the cycle track on the footway and carriageway on Madeira Drive at the end of March. Any objections would be presented for consideration at a future CMM

4. CONSULTATION

4.1 A consultation leaflet and questionnaire with a freepost return was developed and circulated to circa 2,200 households and businesses along the route. Furthermore, copies were sent to Local Ward Members, Emergency Services (Fire, Police and Ambulance), Local Access Forum, Sustrans, Living Streets and the Brighton & Hove Cycle Forum members. A copy of the leaflet and questionnaire is attached in the Appendices.

4.2 A public exhibition of the proposed scheme was held from 8 until 10 January 2009 at Brighton Town Hall. The exhibition was publicised through local media (The Argus and The Leader) and on the Brighton & Hove City Council website. The public exhibition was staffed on the 8th January and was visited by 25 people on that day.

4.3 In total, nearly 300 questionnaire responses were received from stakeholders and consultees. Further information on the consultation responses is included in the Appendix. In summary these indicated that the majority cycled between the Pier and the Marina and a comparable level used either the Marine Parade route or the Madeira Drive route. The Madeira Drive route was more used for leisure trips than the Marine Parade route however both had similar levels of commuting use. In terms of the consultees who don't currently cycle, a large majority have indicated that they would use the route as proposed if implemented.

4.4 A review of comments as provided in the appendix indicates that there is general support for the scheme as proposed but also for consideration of a route along Marine Parade. Over 80% of respondents supported the two new signalised crossing points, and 74% would like to see some further cycling improvements in the area. A number of comments were also received relating to the NCN2 route and the wide ranging comments are included in the appendix. On the whole these supported a route along Marine Parade in addition to the NCN2 route as consulted. The remaining comments related to the consultation process and other cycling related topics separate to the scope of this NCN2 project such as the investigation into allowing cycling on the Undercliff and also on the topic of one-way streets.

4.5 Letters were also received from Michael Hutley, Christine Matthews, Jane Addey, Linus Gorpe, Yellowwave Ltd, William Johnston, The Brighton Society, Kemp Town Village Business Association, Bonett Estate Agents, Bricycles and CTC. A summary of all of these letters is included in the Appendix. The majority are in support of the scheme and also comments which will be considered as part of the detailed design and for future note regarding cycling facilities in the City.

4.6 All relevant internal departments at the City Council have been consulted during the development of this scheme. These include Events & Network Management; Highway Engineering (including Signals); Transport Planning; Tourism; Conservation; Road Safety; Sport & Leisure; Parking; Planning and Equalities.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 Revenue: There are no revenue implications.
Capital: Any costs associated with implementing this scheme will be covered by the allocation of capital funding for the NCN2 Cycle Link scheme. This amounts to £360,000 within LTP2 (subject to agreement of allocation) and a further £210,500 from Cycling England.

Finance Officer Consulted: Karen Brookshaw

Date: 19/01/09

Legal Implications:

- 5.2 The proposals will need advertising in a traffic order and in a highway act notice to allow any objections and representations to be made which if unresolved will be reported back to a future cabinet meeting. At this stage no human rights implications have been identified but in the event that there are any, they will also be reported to a future cabinet meeting.

Lawyer Consulted: Elizabeth Culbert

Date: 21/01/09

Equalities Implications:

- 5.3 The scheme will increase accessibility for residents and visitors. Improving awareness and provision for cycling will increase the overall transport choice for residents and visitors, particularly for those without access to private motorised transport.

Sustainability Implications:

- 5.4 Creating a better cycling environment between Palace Pier and Marina will encourage people to cycle instead of using less sustainable means of transport thus reducing carbon emissions, improving health, and reducing congestion.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications associated with the construction stage.

Risk and Opportunity Management Implications:

- 5.6 There are no significant risks attached to the construction stage of the project. The scheme will be subject to the safety audit and construction design management processes.

Corporate / Citywide Implications:

- 5.7 A NCN2 Cycle Link between The Palace Pier and the Marina will provide a greatly improved east/west cycle route for both commuters and visitors to the area resulting in increased accessibility

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The consultation process identified a desire for a cycle route along Marine Parade in addition to the Madeira Drive route described herein. A Marine Parade option would compliment a route along Madeira Drive and should not be seen as an alternative. If Members so wish, the Design Engineers can investigate the feasibility and design of an additional cycle route to run along Marine Parade.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 Madeira Drive is well used by cyclists; however, no actual provision is in place to facilitate these movements safely. This project will benefit local businesses, residents throughout the city, and visitors by creating a more attractive, accessible and legible cycle route between The Palace Pier and the Marina.

SUPPORTING DOCUMENTATION

Appendices:

1. NCN2 Consultation Leaflet & Questionnaire
2. NCN2 Summary of consultation responses
3. NCN2 Summary of letters received in consultation
4. Other consultation responses not relevant to the NCN2

Documents In Members' Rooms

None

Background Documents

1. Local Transport Plan 2006/7-2010/11

NCN2 Cycle Link Scheme
 FREEPOST PLUS RLYT-GRJA-GJCZ
 Environment Initiatives
 Room 429
 King's House
 Grand Avenue
 Hove
 BN3 2LS

Fold here Second

NATIONAL CYCLE NETWORK 2 CYCLE LINK SCHEME



All information provided on this survey form will be treated as confidential. If you have any further queries please contact us on

01273 293813 / 01273 293856

or email us at

travel.planning@brighton-hove.gov.uk

Alternatively, visit our website

www.brighton-hove.gov.uk/cycling

Fold here First

Translation? Tick this box and take to any council office.

ترجمة؟ ضع علامة في المربع وخذها إلى مكتب البلدية. Arabic

অনুবাদ? বক্সে টিক চিহ্ন দিয়ে কাউন্সিল অফিসে নিয়ে যান। Bengali

需要翻譯? 請在這方格內加別, 並送回任何市議會的辦事處。Cantonese

ترجمه؟ لطفاً این مربع را علامتگذاری نموده و آن را به هر یک از دفاتر شهرداری ارائه نمایید. Farsi

Traduction? Veuillez cocher la case et apporter au council. French

需要翻译? 请在这方格内划勾, 并送回任何市议会的办事处。Mandarin

Tłumaczenie? Zaznacz to okienko i zwróć do któregoś z biura samorządu lokalnego (council office). Polish

Tradução? Coloque um visto na quadrícula e leve a uma qualquer repartição de poder local (council office). Portuguese

Tercümesi için kareyi işaretleyiniz ve bir semt belediye bürosuna veriniz Turkish

other (please state)

This can also be made available in large print or on audio tape.

We would now like to ask a few questions about yourself to help us reflect your views.

This information will be entirely confidential.

Postcode:

Gender: Male Female **What was your age on your last birthday?**

Religion/Faith: Are you? None Christian Jewish Hindu Muslim Sikh Buddhist Other, please state.....

Disability: Do you have a long standing illness, disability or infirmity? Yes No

Ethnicity: White British Irish Other White background

Black and Black British Caribbean African Other Black background

Asian & Asian British Indian Pakistani Bangladeshi Other Asian background

Mixed White & Black Caribbean White & Black African White & Asian Other Mixed background

Other Chinese Other Ethnic background Don't know

Sexuality: Are you? Heterosexual Bisexual Gay Lesbian Transgender Other, please state.....

MADEIRA DRIVE The route along Madeira Drive will include on-pavement provision where possible closest to the Pier and a two-way cycle lane on the southern side of the road where it is not possible along the majority of the remaining length of the route. There will be a short section of route which will remain unmarked to the east of Dukes Mound junction due to constrained road widths.

When on-road, cyclists will be sea-side of parked vehicles offering improved safety and narrowing the road slightly which will help to manage vehicles speeds. The cycle route widths will vary between 2.1m and 3m. No physical road narrowing will take place as the existing width is required for events which take place along Madeira Drive on a regular basis.



CURRENT SITUATION

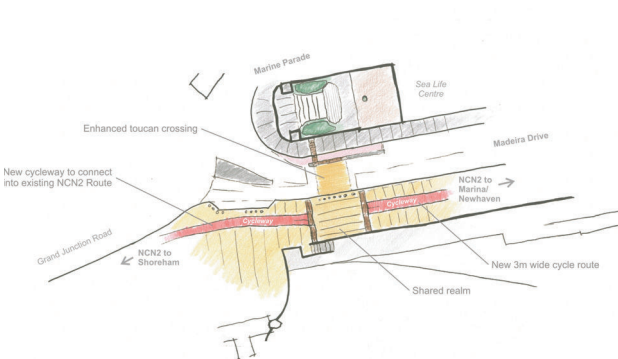


PROPOSED SITUATION

BENEFITS

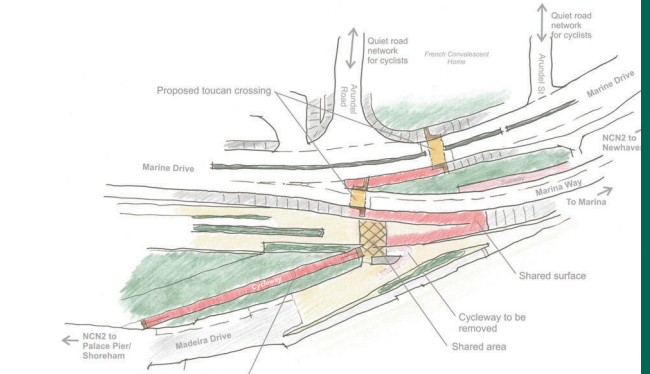
- Leisurely seafront route
- Relatively flat
- New toucan crossings across Marine Parade just to the east of Arundel Road

NCN2 Extension Along Madeira Drive, Brighton Western Connection to NCN2



WESTERN CONNECTION TO NCN2

NCN2 Extension Along Madeira Drive, Brighton Eastern Connection to NCN2

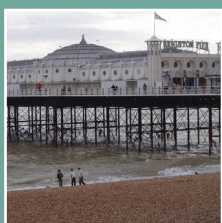


EASTERN CONNECTION TO NCN2

An upgraded crossing is proposed for pedestrians and cyclists. This will link with the proposed cycle route and tie in to the existing route towards Shoreham.

Two toucan crossings are proposed to assist with crossing Marine Drive for pedestrians and cyclists. These will link to the proposed cycle route along Madeira Drive.

National Cycle Network 2 Cycle Link Scheme (NCN2)



Introduction

Brighton & Hove City Council is committed to improving cycling facilities for its residents and visitors to enable and encourage people to get on their bikes, move easily around the city and enjoy the facilities it has to offer.

Cycling offers many benefits, it is healthier and can improve the environment as it does not add to congestion and with the high cost of fuel it is a very economical method of transportation. Brighton & Hove has Cycling Town status alongside 17 other towns and one city which means it has funding from Cycling England as part of a national £100 million investment package to encourage more adults and children in the UK to take up cycling, improve their fitness and beat the traffic. This scheme is jointly funded through Cycling Town status and the Local Transport Plan (LTP) programme which has been developed by the Council with support from the Department for Transport.

The NCN2 Cycle Link Scheme supports the principles and measures of the Cycling Towns' projects which aims to provide cycle lanes, increase bike provision, cycle training and other initiatives to improve the health and travel choices of residents, employees and visitors. The scheme also supports the LTP's shared priorities: delivering accessibility, better air quality; reducing congestion; and improving road safety.

Using combined funding Brighton & Hove City Council is proposing a cycle route extension between Brighton Pier and the Marina. The key purpose of this scheme is to provide an east-west link, currently missing along this section of the National Cycle Network. The NCN2 extends from Dover along the south coast and onto St Austell in Cornwall.

The Proposal

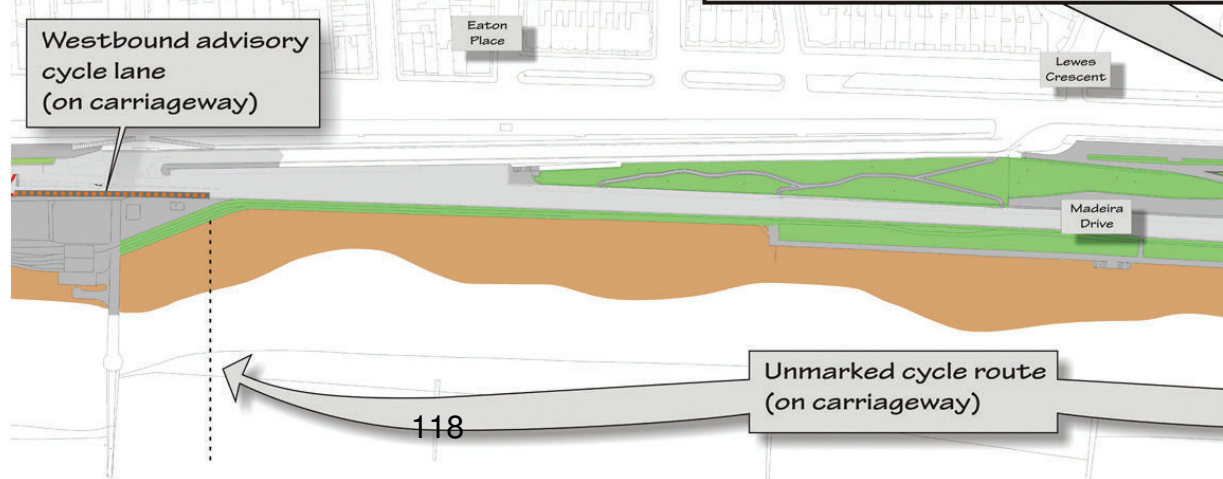
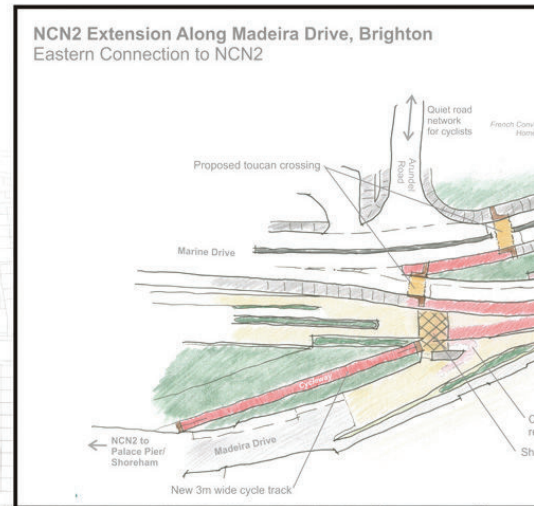
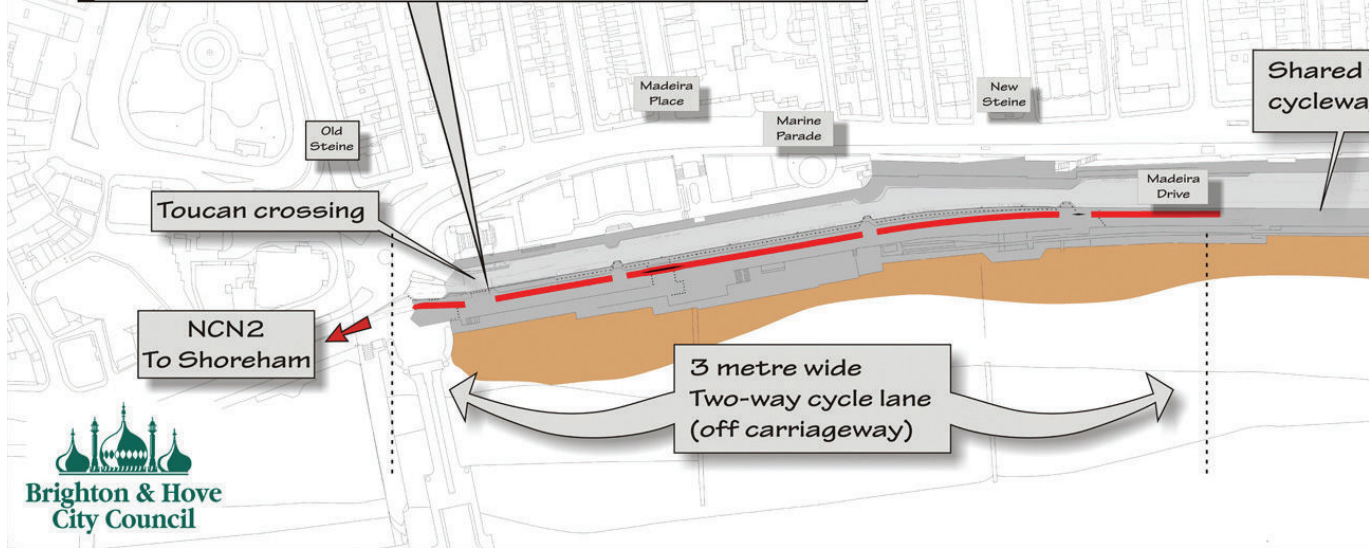
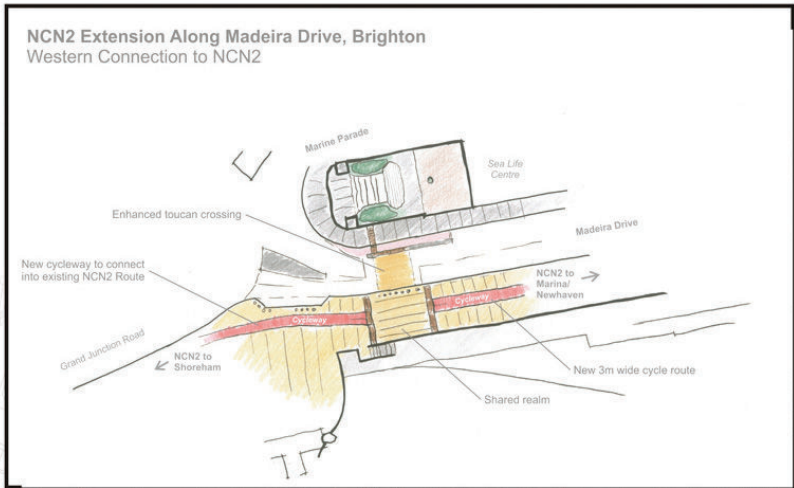
The initial proposal shown in this leaflet illustrates a potential option for the NCN2 cycle link from Brighton Pier to Brighton Marina. Completion of the route in this area will improve commuter and tourist links.

Tell Us Your Views

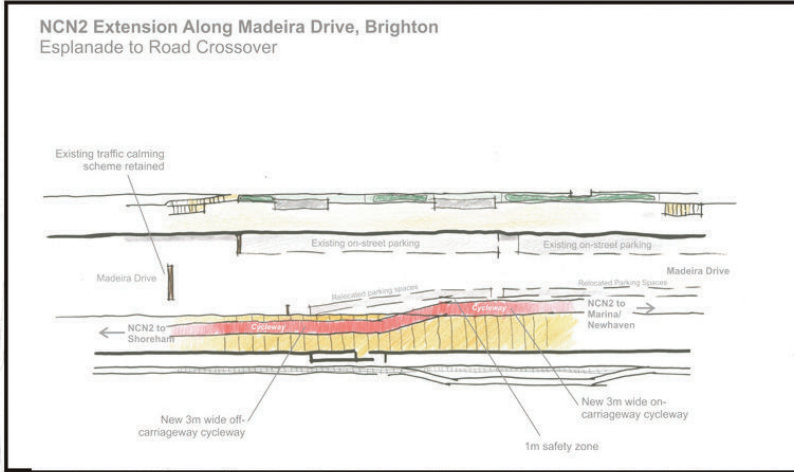
You are invited to an exhibition at Brighton Town Hall to view the proposal. The dates are **Thursday 8th January 2009 10am - 7pm** (staffed), **Friday 9th January 10am - 4pm** and **Saturday 10th January 10am - 1pm**.

We have designed the proposed scheme which is explained in this leaflet and we would be very keen to hear what you think. There is a questionnaire at the back of the leaflet. If you would like your views to be considered into our design and implementation plans, please complete and return by 19th January 2009.

National Cycle Network 2 - Cycle Link Scheme (NCN2)



Along Madeira Drive



footway /
cycleway area

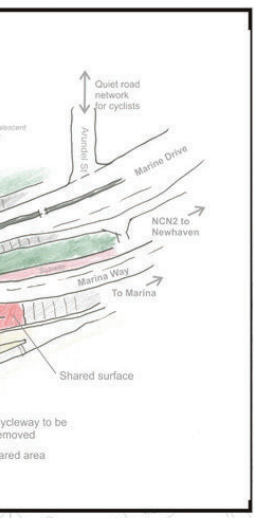
Royal
Crescent

Marine
Parade

Portland
Place

Madeira
Drive

**3 metre wide
Two-way cycle lane
(on carriageway)**



Toucan crossings

**3 metre wide
Two-way cycle track**

NCN2
To Newhaven

Shared footway / cycleway area
up to new toucan crossings

NCN2 Cycle Link Scheme

CONSULTATION QUESTIONNAIRE

When you have had a chance to consider the merit of the proposal in this leaflet, please answer the following questions by ticking the appropriate boxes.

Please return to us by 19th January 2009.

1. **Do you currently cycle between Brighton Pier and Marina? (If 'No' please go to question 3)**

Yes No

2. **If you answered 'Yes' to Q1, which route do you currently use most often?**

Madeira Drive Marine Parade

What is the main purpose for your trips?

Commuting Leisure Other, please explain.....

3. **If you answered 'No' to Q1, would improved cycle route provision along Madeira Drive as proposed encourage you to cycle?**

Yes No

4. **Two new signalised crossing points are proposed across Marine Parade near the Marina. Would you like to see these crossings installed? (These will be for cyclists and pedestrians to use)**

Yes No

5. **Do you think that further improvements for cycling are needed in the areas?**

Yes No

If yes, please comment.....

Thank you for taking time to complete this questionnaire. Your responses are very useful and will help to shape the cycle network in Brighton and Hove. The questionnaire will be analysed and the results reported back to Cabinet later in the year and in a future edition of City News.

PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE TO US BY 19TH JANUARY 2009

You are invited to an exhibition at Brighton Town Hall to view the proposal.

The dates are Thursday 8th January 2009 10am - 7pm (staffed),

Friday 9th January 10am - 4pm and Saturday 10th January 10am - 1pm.

NCN2 Extension Consultation Report

Background

In December 2008, 2210 information leaflets were sent to all addresses in an area bordering a proposed cycle route extension from Brighton Pier to the Marina along the seafront of Madeira Drive. The information leaflet also issued an invitation to attend an exhibition to view the plans at Brighton Town Hall. The exhibition was held over 3 days, including extended hours to cover one evening and a Saturday. The exhibition was staffed for one day and an evening and a contact 'phone number was displayed should anyone wish to speak to an officer. A brief questionnaire was also included for people to give opinions about the proposals which was sent to all postal address and to a list of stakeholder groups. It was also available on-line on the council website and was available at the exhibition.

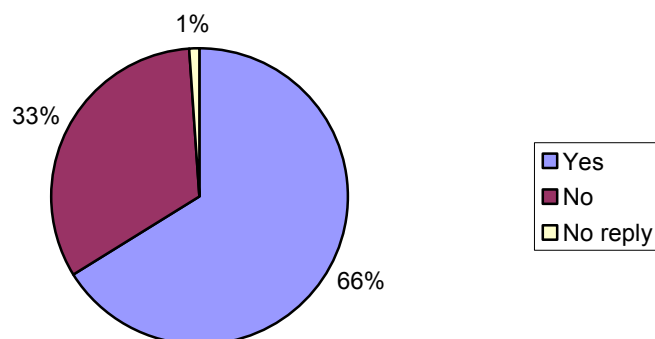
Details of proposals were also advertised in the Leader (a local newspaper giving almost city-wide coverage) in the Argus Lite (a free paper available at Brighton Rail Station and on the council website).

299 responses were received (107 from the website alone). Questionnaires were also received direct from the exhibition and the manager of the Yellow Wave centre on Madeira Drive also collected 26 completed questionnaires from customers and staff.

Findings

Q1 Do you currently cycle between Brighton Pier and the Marina?

	No.	%
Yes	198	66
No	99	33
No reply	2	1
Total	299	100



Q2 If you answered 'Yes' to Q1, which route do you currently use most often?

Of the 198 people who answered 'Yes' to Q1, 194 people answered this question:

	No.	%
Madeira Drive	107	55
Marine Parade	87	45
Total	194	100

These people were also asked how they use this route, there were 239 responses indicating that some people used the route for more than one purpose. Usage is split is as follows:

	Commuting	Leisure	Other	Total
Madeira Drive	34	80	13	127
Marine Parade	37	59	16	112
Total	71	139	29	239

More people use Marine Parade for commuting as this road forms direct linkages to streets in Kemptown and the surrounding areas.

More people use Madeira Drive for Leisure purposes as this road forms a direct link between the Pier and the Marina at seafront level.

Other includes things like shopping and getting to the beach.

Q3 If you answered 'No' to Q1, would improved cycle route provision along Madeira Drive as proposed encourage you to cycle?

99 people answered 'No' to Q1, 59% answered yes to this question, as shown below:

	No.	%
Yes	58	59
No	38	38
No Reply	3	3
Total	99	100

Q4 Two new signalised crossing points are proposed across Marine Parade near the Marina. Would you like to see these crossings installed? (These will be for cyclists and pedestrians to use?)

247 people (82.5%) were in favour of this as follows:

	No.	%
Yes	247	82.5
No	32	11
No Reply	20	6.5
Total	299	100

Q5 Do you think that further improvements for cyclists are needed in the areas?

	No.	%
Yes	219	73.5
No	43	14.5
No Reply	37	12
Total	299	100

After this question, people were asked to give comments. 92 people made no comment and 207 people made 237 comments. 149 of these comments (63%) related to the proposed NCN2 extension and the other cycling related comments are listed separately. Comments irrelevant to cycling related issues have been omitted from this report.

The wide-ranging comments illustrate the diverse needs of pedestrians, car drivers and cyclists and even within the cycling comments a preference for a route along Madeira Drive or Marine Parade largely depends on whether cycling for leisure purposes or commuting purposes.

Comments have been grouped into different themes and are listed below. General cycling related issues not directly related to the NCN2 extension proposal are listed separately.

Theme	No. responses
<i>Proposed Route</i>	
Prefer / or would support route along Marine Parade (because of getting to and from Kemptown, it would be cheaper, pavement is wide enough, this route only useful for tourists, would keep cyclists away from Tourists/ need marine parade AND Madeira drive route)	44
No link from Kemptown to NCN2	4
Need access when events are on, otherwise provide an alternative route via Marine Parade	2
Marine Parade too busy for safe cycling/ move current cycle lane to pavement	2
Cycle Lane Duke's Mound to Marina needed	1
Cycle lane should be laid on the beach	1
Either the subway (Eastern Road connection to the NCN2 route should be filled in or improved and used instead of the Toucan crossing)	1
Move the cycle lane to the other side of the road but away from parked cars	1

Why does cycle track at Black Rock have to take part of the lawn?	1
Marina end of the route is the area that needs the most improvement	1
Restore the left turn from Madeira Drive into Marine Parade	1
Allow 2-way cycling in one-way n-s streets coming off Marine Parade	1
Safety	
No shared areas or unmarked cycling on roads/ tourists wandering on beach front cycle paths is dangerous/ need symbols as signs as dangerous to international visitors	12
The Pier roundabout is very unsafe for cyclists/ put cycle crossing by pier	5
More cycle crossings needed on Marine Parade, esp link to hospital/ junction of Marine Parade/ road up from Madeira Drive	5
Anything that makes it safer for cyclists is good	2
Black Rock area not cycle or ped friendly, especially in the dark – needs better routing and lighting	2
Need larger gap between cycle path and kerb so car doors won't knock off cyclists	2
More priority for cyclists especially on Marine Parade	2
Needs better lighting at Marina end of route (from Concorde II onwards)	1
I will then be able to walk on Marine Parade without fear of being hit by a cyclist	1
Madeira Drive not safe due to speeding cars	1
Realign street furniture and bus shelters so peds/ cyclists have good view of each other	1
Need to segregate the 3 types of traffic, ped/ cyclists/ cars Pier to Concorde II	1
Marina is totally geared towards cars not cyclists/peds	1
Enforcement	
Stop cyclists speeding/ going in pairs along Marine Parade/ cycling on pavement	2
Stop cyclists speeding down ramps to Asda car park	1
Control speeding cars on Madeira Drive	1
Need speed bumps at the top and bottom of Duke's Mound	1
Stop cars parking in/ near cycle lanes	2
Parking	
Need more cycle parking along seafront	3
General	
Can we have a 2-way cycle lane on St James' Street?	1
I don't have a bike – I would only cycle in Brighton if you could get to Mount Pleasant without having to share the road with others	1
Hopefully cycle lane will be red as others are?	1
Would be better to improve Volks Railway into the Marina	1
Comments about consultation	
Maps and plans inaccessible/ ambiguous	2
Questionnaire v poor	1

Would be cheaper to have suggestion box or stall	1
Longer exhibition and more questions on quest required	1
General Positive Comments	
A formalised Cycle lane Pier to Marina would be great, would clarify where to ride and make it safer	19
This would slow down dangerous drivers	1
The more cycle lanes/ routes the better	2
General Negative Comments	
Cost outweighs the use of these paths/and there is plenty of room for cyclists on Madeira Drive/ ... and Madeira Parade/... waste of money	8
Don't do this	1

Letters were also received from a number of various parties and their comments are listed separately.

Summary of letters received in response to the NCN2 consultation

**Michael Hutley of Lyndhurst Road Hove,
Christine Matthews of Henley Road Brighton,
Jane Addey of Maresfield Road Brighton, and
Linus Gorpe of Henley Road Brighton**

- Marine Parade would be the most suitable for a cycle path – providing improved access to all the people who live or work in the Kemptown area and north of Marine Parade.
- The Marine Parade pavement is wide enough to accommodate a cycle path and has much less pedestrian traffic. Where the pavement narrows at the Sealife Centre, perhaps the cycle path could filter onto the road and round the corner connecting to the section near the pier.
- What happens to the cycle lane when events close Madeira Drive?

Alan Randall, Director Yellowwave Ltd, Madeira Drive

- Strongly support plans – it will help with the council's aim to regenerate this stretch of the seafront; it will improve access as there is not public transport; believes this is the only stretch of the NCN2 route in Sussex that is currently not marked.
- Separating cyclists from the dangers of speeding cars is helpful.
- The shared cycleway/footway near the coach drop off/pick up point needs extra safety measures. Suggested that pavement markings and barriers would help to advise pedestrians not to wait in the cycle lane and to take extra care when crossing it to get to or from the bus.
- Provision of Sheffield post cycle parking at intervals along Madeira Drive would be helpful. Existing posts near the playground and at Yellowwave are heavily used.
- Consideration needs to be given to making suitable provision from the Madeira lift for people (particularly wheelchair users, the elderly and those with baby buggies) to cross the road and cycle lane safely.
- The council's parking department is planning the provision of disabled parking bays near the playground. Liaison is required to ensure wheelchair users can safely cross the cycle lane at this point.
- The proposal to encourage cyclists to cross Madeira Drive just to the west of the junction with Duke's Mound is dangerous. It would be much safer to encourage crossing just to the east of the junction.
- It is very disappointing that no provision is planned for cyclists along the 1 km section to the east of Banjo Groyne.
- The new cycle lane up to join the NCN2 route is welcomed; so too are the proposed improved A259 crossing points.
- Disappointing that there are no links for cyclists into the Marina.
- To minimise disruption to business and Madeira Drive events, it is hoped that the work will not be carried out during the busy summer season.
- The plan as it stands is a great improvement.

- The next phases that are needed are: a cycle route for the eastern section of Madeira Drive; a cycle way into the Marina; and a cycle way along Marine Parade.

William Johnston

- Applaud the fact that there is a wish to build a cycle path – though of course, as understood, a big grant is being received to do so.
- Believes it is being built in completely the wrong place – it needs to be along Marine Parade, so that there is access to it from all the side roads leading down to the seafront.
- What will happen when Madeira Drive is closed for events?
- The people that should be consulted are cyclists, motorists and pedestrians and require having large and visible stalls along both Madeira Drive and Marine Parade for several weeks – and in summer, not in the middle of a cold snap in January.
- The plans should have been available as downloadable files on the council's website.
- What is proposed is a serious waste of public money which will serve very few.

The Brighton Society, Clermont Road

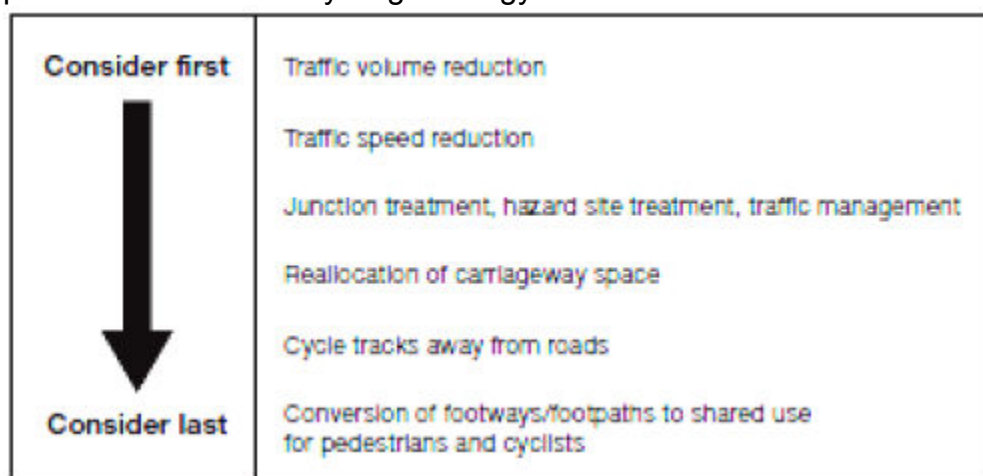
- The Brighton Society is broadly in support of a scheme to provide this missing link in the east-west coastway cycle route.
- The guidelines for effective consultation procedures have not been followed – late notice of the exhibition for both the public and Brighton Society; and Brighton Society did not automatically receive hard copies of the consultation leaflet.
- The consultation document was very hard to decipher, particularly on-screen.
- The questions are too broad and generic to invite a constructively critical response.
- The whole consultation document gives the impression that it was put together at the last minute with minimal checking or proof reading.
- Brighton Society are concerned that the expert advice of the national and local cyclists' groups on the details of the proposals may again be largely ignored. Funds must not be wasted on an unnecessarily costly scheme.
- Whilst a cycle route along Madeira Drive is to be welcomed for leisure cycling, Marine Parade also needs to be made friendlier to cyclists – in many cases, it is infinitely more convenient for short-distance shopping trips and commuting.
- The proposed cycle route should continue along the Undercliff where the current no cycling restriction should be urgently reconsidered.
- The route appears to be unnecessarily complicated, with sections on-road, sections on the promenade as well as shared use sections.

Kemp Town Village Business Association, St George's Road, and Paul Bonett, Bonett's Estate Agents, St George's Road

- Request the provision of the dual use of Marine Parade pavement for pedestrians and cyclists – it is safer than the road; it would encourage more people to cycle into the area and use the Village as a stopping point for local shopping; it would encourage more school and commuter cycling.
- Request that a cycling officer contact Paul Bonett (01273 677365) to arrange a visit to Kemp Town Village to consider the improved provision of cycle parking in the Village – to avoid the use of lampposts etc.
- Ask that the council improve seafront signage pointing to Kemp Town Village and nearby sites of interest, St George's Church, the Hospital, etc.
- Ask to be kept informed of the NCN2 plans (Barry Hankinson, Secretary, 01273 684023).

Bricycles and CTC

- If a 20mph speed limit was imposed and the echelon parking was removed from northern side of carriageway, then the proposed 'facilities' wouldn't be needed.
- Would like to see the Council follow the following hierarchy of provision (from LTN 2/08 Cycle Infrastructure Design). This is also mentioned in para 5.2.2. of BHCC Cycling Strategy...



- Route may be confusing for cyclists.
- Facilities that bring young and inexperienced cyclists into close proximity with motor vehicles travelling in the opposite direction are not ideal.
- Parking in cycle lane and potential dooring and/or dogs / children getting out of a car into the cycle lane will need to be addressed.
- There should be no parking allowed where route changes from on-pavement to on-road.
- Location of coach alighting point is not sensible as it's likely to cause obstructions.
- Cycle route will need to be guaranteed during seafront events.

- Sheffield stands which have already been placed along seafront east of Pier look too close to road & proposed track.
- Route should link cyclists to Marina and Undercliff Walk.
- Status of Undercliff should be clarified as shared space.
- Marine Parade should be made cycle friendly – needs to be protected from excessive number of motor vehicles and remember that any provision on the footway will be obstructed in the summer and during events. (Bicycle members are agreed that it has a lot of potential for commuting, shopping and school journeys).
- Madeira Drive route doesn't link to Kemp Town.
- Support plans to build ramp at eastern end of Madeira Drive to link to top road.
- Slowing and reducing traffic on main road network would benefit utility cyclists.
- One-way streets serious barrier to cycling in Kemp Town (around St James' Street) – plans should be drawn up for all one way streets to be turned into 2-way legal cycling.
- No more one-way streets should be created (planned in Rottingdean, West Street).
- Using road network is preferred for cyclists; taking existing footway space from pedestrians is generally the least acceptable course of action (LTN 2/08 Cycle Infrastructure Design pg 10).
- The detail on the consultation questionnaire is too small and key points are not made clear.
- Initial plans for this facility were rejected by Cycle Forum as impractical on 3 June 2008. The council did not bring them back to the forum with amendments as stated at the time. No advice was given to the Cycle Forum of the forthcoming consultation.
- The council's channels of distribution and notice of forthcoming consultations need to be improved. (Advanced warning of exhibitions / consultation; attachments in emails which are not so large – can't forward them easily; and information&questionnaire on the BHCC website from start of consultation.)
- BHCC is a signatory and should be following Community Engagement Framework.
- The Leader is never delivered to some areas outside the City Centre e.g. parts of BN1, nor is City News, so many people have never seen the article.
- Q1 – Q3. Bicycles members cycle a lot on both routes.
- Q4. Support the installation of the two new toucan crossings.
- Q5. Greater need for improvements on Marine Parade and elsewhere in Brighton (e.g. OSR or City Centre).
- Want to receive a copy of NCN2 Consultation Report when it's sent to Council decision makers.

Cycling related comments not relevant to NCN2 extension consultation. Theme:	No. responses
Routes:	
Cyclists need to be able to use the Undercliff walk to Rottingdean/ Saltdean	9
Better routes needed through City Centre	5
Cycle Lane should continue to Hove Lagoon/ Shoreham/ westwards	5
Need rationalisation of Victoria Gardens/ Old Steine/ Grand Parade to Madeira Drive	4
Lewes Road is a main cycling route and is very poor in places	3
Spend this money on improving other cycle routes/ Edward Street/ Eastern Road/ St James Street	3
Cycle Lane needs to go on to the Marina and Rottingdean/ Saltdean	2
Confused cycle lane access to Brighton Centre from London Road	2
Need Clearer indication when bus lanes are not accessible to cyclists eg Southbound Old Steine	2
Safe Cycle route needed Kemptown to Station	1
Cycle lane should go through the Marina not the undercliff	1
Not enough cycle paths in Hove	1
Need improvements on NCN2 between Newhaven and Ovingdean	1
Need more routes that don't stop in odd places and more Sustrans Style routes	1
Cycle routes n-s are in better need of improvements	1
Falmer-Woodingdean-Rttingdean is dangerous to cyclists	1
Safety	
Better signposting/ segregation needed for existing cycle lanes/ who has priority in shared area?	7
Need driver awareness of cyclists leaflets/ ads/ signage	4
Need pedestrian crossing points	1
Ensure no obstacles in cycle paths eg trees	1
General cycle safety needs to be improved in the city	1
Fix potholes	1
Cycle lanes should be off main roads on v wide pavements with proper light crossings	1
Enforcement	
Cycling rules need to be obeyed/ traffic lights/ no pavement cycling	4
Cyclists should not use undercliff they should use top path by the Marina – signage needs improving	2
Need cycle speed restrictions	1
Stop skateboarders using the lanes	1
Stop cars parking on cycle lanes	1
Parking	
More cycle parking needed especially in town centre	13

General	
Rest of the city needs the focus not this area/ this is not the best use of funds	2
Need segregated lanes for peds/ cyclists/ and motor traffic as in Berlin	2
Shopping streets should be cycles/ pedestrians only	1
Traffic volume reduction is more beneficial to cyclists	1
Cyclists should pay road tax	1
Incentivise cycling	1
All one-way streets to become 2-way cycling	1

Demographics

Gender

	No.	%
Male	131	44
Female	108	36
No reply	60	20
Total	299	100

Age

	No.	%
U18	2	1
18-24	8	3
25-34	37	12.5
35-44	65	22
45-54	51	17
55-64	46	15
65-74	7	2
75+	7	2
No reply	76	25.5
Total	299	100

Religion

	No.	%
None	134	45
Christian	67	22
Jewish	4	1
Hindu	2	1
Sikh	4	4
Buddhist	11	
Other	1	
No reply	76	
Total	299	100

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 115

Brighton & Hove City Council

Subject:	North Street Mixed Priority Route (MPR) - Clock Tower junction/ North Street Quadrant		
Date of Meeting:	19 February 2009		
Report of:	Director of Environment		
Contact Officer:	Name:	Owen McElroy	Tel: 29-0368
	E-mail:	owen.mcelroy@brighton-hove.gov.uk	
Key Decision:	Yes	Forward Plan No. ENV7935	
Wards Affected:	Regency; St Peter's & North Laine		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The North Street Mixed Priority Route (MPR) Clock Tower junction/North Street Quadrant phase two proposals are an essential part of a road safety scheme designed to address the high level of bus/pedestrian collisions in this transport corridor.
- 1.2 The first phase of the project was approved by the Environment Committee in March 2008 and will be completed in February 2009.
- 1.3 The Clock Tower junction/North Street Quadrant proposals form part of the second phase of the MPR scheme and will complete the Project. They have been undertaken in partnership with Sussex Police, Brighton & Hove Buses, local community and traders groups.
- 1.4 The scheme is a mixture of road safety engineering measures and improved street design to improve the environment for all road users. It provides more crossing facilities closer to where people want to cross and improvements to make them safer, widening footways to give pedestrians more space, reducing traffic flows and speeds in the area and improvements for cyclists
- 1.5 The scheme also provides a number of additional benefits that will contribute to improving the area as a key destination for visitors and shoppers. Through high quality, sustainable materials, de-cluttering and lighting improvements, the scheme will also contribute to the council's Conservation Strategy through the enhancement of the character and appearance of Conservation Areas and maintaining and introducing high quality streetscape as part of the setting of the Clock Tower a grade 2 listed building.
- 1.6 This report is to enable the Cabinet Member to consider representations received concerning the North Street Quadrant proposals and to The Brighton & Hove (Dyke Road, North Street & Western Road Bus Priority) (Traffic Regulation) Order 2004 Amendment Order No. * 200* and to seek approval for the proposals to be implemented.

2. RECOMMENDATIONS:

- 2.1 (1) That the Cabinet Member for Environment approves The Brighton & Hove (Dyke Road, North Street & Western Road Bus Priority) (Traffic Regulation) Order 2004 Amendment Order No. * 200*
- 2.2 (2) That the Cabinet Member for Environment approves the preferred scheme for the Clock Tower junction/North Street Quadrant scheme as detailed in Appendices A1 and A2.
- 2.3 (3) That the Cabinet Member for Environment agrees that officer delegated powers to issue highway licenses for table and chairs and Advertising Boards are revoked within the area delimited within the green line shown in Appendices in A1 and A2, in order to more effectively control street furniture at the North Street Quadrant to prevent obstruction to pedestrians, especially those people who are disabled.
- 2.4 (4) That the Cabinet Member for Environment authorises the Director of Environment to begin implementation of the preferred scheme during 2008/09 and ensure its completion during 2009/10, within the budgets available.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The first phase of the North Street MPR Castle Square/Old Steine scheme, as approved by March 2008 Environment Committee, is now substantially complete.
- 3.2 The second phase, North Street from East Street to Churchill Square, was approved by July 2008 Environment CMM and is under construction.
- 3.3 Traffic orders relating to outstanding areas of detailed design were advertised in December 2008 and a summary of objections/comments received and officers' responses are attached in Appendix C. The traffic orders were advertised as one public notice but only The Brighton & Hove (Dyke Road, North Street & Western Road Bus Priority) (Traffic Regulation) Order 2004 Amendment Order No. * 200* is relevant to this report. Representations were received to that Order but no formal objections were received.
- 3.4 Brighton & Hove is one of the main tourist and shopping destinations in the south-east and attracts 8 million visitors a year, bringing in £480 million to the local economy (2006). North Street is a key City Centre retail and commercial street with a footfall of up 32,000 pedestrians a day.

4. CONSULTATION

- 4.1 Outline proposals for the North Street Mixed Priority Route (including Ship Street and the Clock Tower junction/North Street Quadrant) were put to public consultation at February/March 2008.

- 4.2 After further consultation with members and stakeholders, detailed proposals were drawn up and discussed, and a second public exhibition and consultation took place in respect of the Clock Tower/North Street Quadrant proposals in December 2008. The results of the consultation are detailed in a report, attached at Appendix D.
- 4.3 The main comments from stakeholders were the importance of maintaining the free-flow of pedestrians along existing desire lines, as this would reduce the potential for more collisions to occur. They also preferred the two north/south pedestrian crossings from the North Street Quadrant, one at the western end linking with Air Street and to retain the crossing at the East Street end. Stakeholders also supported the idea of creating a landscaped seating area, but considered the scale of the original proposals was out of proportion for the site.
- 4.4 This scheme provides the opportunity to create a 'sense of place' in the North Street Quadrant, as it is a location where people do meet and stay and therefore need adequate facilities. Therefore, a modified scheme has been proposed which relocates the seating area northwards and reduces it to one tier of seating. This will allow for two, wide signal-controlled ('Puffin') style pedestrian crossings as well as seating, signing, planting and new lighting as well as changes to pavement levels to improve access for disabled people.
- 4.5 The area will be de-cluttered with redundant street furniture removed and to avoid obstruction to the public highway it was felt that restrictions should be placed on the issuing of licences for tables and chairs and advertising ('A') boards by officers, to enable a more formal decision-making process to be used to consider these requests.
- 4.6 Advertisement of Traffic Regulation Orders subsequently followed, in accordance with statutory requirements. Notices were put on street for the 22nd December 2008. The notice was also published in the Argus newspaper on the 22nd December 2008. Detailed plans were also available to view at Hove Library, Jubilee Library and at the City Direct offices at Bartholomew House and Hove Town Hall.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The capital cost of the implementation of the preferred scheme for the Clock Tower junction/North Street Quadrant including design, professional fees, traffic signals, signing and lining and amendments and advertisements for Traffic Orders has been allocated from the Road Safety and Urban Realm budgets and will be completed over two financial years - 2008/9 and 2009/10.

Finance Officer Consulted: Karen Brookshaw

Date: 16/01/09

Legal Implications:

- 5.2 Before making Traffic Orders, the Council must consider all duly made, unwithdrawn objections. In limited circumstances it must hold public inquiries and

may do so otherwise. It is usually possible for proposed orders to be modified, providing any amendments do not increase the effects of the advertised proposals. The Council also has powers to make orders in part and defer decisions on the remainder. Orders may not be made until the objection periods have expired and cannot be made more than 2 years after the notices first proposing them were first published. Orders may not come into force before the dates on which it is intended to publish notices stating that they have been made. After making orders, the steps which the Council must take include notifying objectors and putting in place the necessary traffic signs.

- 5.3 Relevant Human Rights Act rights to which the Council should have regard in exercising its traffic management powers are the right to respect for family and private life and the right to protection of property. These are qualified rights and therefore there can be interference with them in appropriate circumstances.

Lawyer Consulted:

Stephen Dryden

Date: 09/01/09

Equalities Implications:

- 5.4 The proposed measures will be of benefit to many road users, especially pedestrians, and those with mobility difficulties.

Sustainability Implications:

- 5.5 The proposed improvements will facilitate a safer and more attractive environment for all users through balancing their needs, particularly between pedestrians and vehicles in terms of the space available.

Crime & Disorder Implications:

- 5.6 The implementation of the scheme will result in a more attractive and vibrant environment, which should increase activity levels in the area, and discourage crime and disorder.

Risk and Opportunity Management Implications:

- 5.7 Failure to complete the scheme on time would result in the loss of part or the entire DfT element of the funding. Following guidelines from the Institute of Highways and Transportation, independent safety audits will be carried out to ensure that safe designs have been implemented.

Corporate / Citywide Implications:

- 5.8 The Mixed Priority Route scheme will contribute towards the following corporate priorities. Through the reduction of road casualties and enhancement of the public realm it will “protect the environment while growing the economy” and by improving access for vulnerable pedestrians it will “reduce inequality by increasing opportunity”.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The primary objective for the North Street Mixed Priority Route is to address the particular road safety problems that have resulted in casualties to people and therefore casualty data has been taken into account in designing appropriate engineering measures. Options were considered as part of public consultation and approval for the outline preferred scheme was given at July 2008 Environment CMM.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To seek approval of the preferred schemes and implementation of the improvements to the Clock Tower junction/North Street Quadrant and to approve the advertised traffic orders to enable implementation of the scheme, given that objections have been received cannot be upheld.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix A1 – Indicative plan of preferred scheme Clock Tower junction/North Street Quadrant.
2. Appendix A2 – Detail plan of North Street Quadrant
3. Appendix B - Original consultation proposals for The Clock Tower junction/North Street Quadrant.
4. Appendix C - Summary of representations received to the Clock Tower Junction North Street Quadrant Road Safety Scheme advertised Traffic Orders
5. Appendix D – Consultation Results Report

Documents in Members' Rooms

None

Background Documents

1. Environment CMM Report and minutes 4th July 2008
2. Environment CMM Report and minutes 11th September 2008
3. Proposed Traffic Regulation Orders



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Client	Brighton & Hove City Council
Project Name	Quadrant Public Realm, Brighton
Drawing Title	Plan - Post Public Consultation Showing New Puffin Crossings
Drawing No.	Plan BN-119/102/06
Scale	NTS @ A2
Revision	
Signed	Date
Drawn	21/01/2009
Designed	JE
Approved	JE
Principal: Jennifer Exley, Dip LA (Hons), MLI	



● TL TRAFFIC LIGHT
● PDU PEDESTRIAN DEMAND UNIT

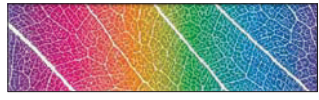


TAXI
BUS

QUEEN SQUARE

QUEENS ROAD

WEST STREET



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Client

Brighton & Hove City Council

Project Name

**Quadrant Public Realm,
Brighton**

Drawing Title
**Plan - Post Public Consultation
Revised Design
General Arrangement**

Drawing No.

Plan BN-119/100/06 G - GA

Scale

1:100 @ A2

Revision

G

Date

21/01/2009

Signed

GL

Drawn

JE

Designed

JE

Approved

JE

Principal: Jennifer Exley, Dip LA (Hons), MLI



TL TRAFFIC LIGHT
PDU PEDESTRIAN
DEMAND UNIT

Extent of Quadrant Project



PEDESTRIAN CROSSING

QUEENS ROAD

WEST STREET

PEDESTRIAN CROSSING

NORTH STREET



Extent of Quadrant Project

evergreen holm oak
 2x uprights to underside of tree
 4x flood for clocktower

blister granite textured surface with drop kerb

PEDESTRIAN CROSSING

QUEENS ROAD

WEST STREET

handrails to top of low side walls lighting inset to illuminate steps

curved granite seating with
 broad steps on lower side
 facing clocktower

Clocktower

planters to roadside of clocktower

stainless steel post and cable
 roadside protection

NORTH STREET

evergreen holm oak
 2x uprights to underside of tree
 1x flood for clocktower

Extent of Quadrant Project

approx. line of existing 600x900 paving

PEDESTRIAN CROSSING

blister granite textured surface with drop kerb

Summary of objections and representations received to the North Street Road Safety Scheme Stage Two Advertised Traffic Orders

Who?	Objection or representation?	Details of Objection or Representation(s)	Officer's Response/recommendation
		Clock Tower Junction/North Street Quadrant Proposals	
St Peter's and Regency Ward Councillors	Representation	Wish to keep the current crossing position by 'Waterstones with an additional crossing from Air Street to facilitate pedestrian desire lines. Support 'straight across' crossing at Churchill Square. Support high quality landscaping but wants to see reduction in scale of seating area. Would like traditional dolphin railings and inclusion of cycle parking. Support all turning movements to be opened for cyclists and Advanced Cycle Stop Lines. Want West Street closed to traffic at northern end.	Recommend that current crossing at Waterstones is maintained and improved and that an additional crossing at the Air Street end is introduced. It is agreed that the scale of the landscaping should be reduced and desire lines given higher priority. It is agreed that traditional dolphin railings are appropriate at this location. It is intended that cycle parking is provided in the vicinity and the location will be discussed with stakeholders. It is not possible to provide for all turning movements at this junction for safety and capacity reasons. There are no current proposals to close West Street.
Gehl Architects	Representation	Combining the two crossings into one in North Street does not meet the desire lines, the design is cluttered and the space should be kept simple with reduced seating area	Agreed
Public Realm Information and Advice Network	Representation	Proposed landscaping is too big and cluttered and should be reduced in scale.	Agreed
Sustrans	Representation	Support removal of right turn ban for cyclists, would like all movements for cyclists enabled at this junction. Feel proposed seating area is too large for the setting and would like smaller seating area to allow for pedestrian flows. Would like additional cycle parking in the vicinity. Review bus routes to make the area more pedestrian and cycle friendly.	It is not possible to provide for all turning movements at this junction for safety and capacity reasons. It is agreed that the scale of the landscaping should be reduced and desire lines given higher priority. It is intended that cycle parking is provided in the vicinity and the location will be discussed with stakeholders.
Bricycles/CTC	Representation	Support removal of right turn ban for cyclists, would like all movements for cyclists enabled at this junction. Request a feeder lane from North street westbound into the Advanced Stop Line. Request additional cycle parking in North Street.	It is not possible to provide for all turning movements at this junction for safety and capacity reasons. The feeder lane will be considered as part of detailed design. Additional cycle parking is to be provided in North Street.

**North Street Project
Quadrant/ Clock Tower Junction Consultation December 2008**

In December 2008, questionnaires and copies of scheme proposal drawings were sent to **258** addresses in the North Street **Quadrant** area with a covering letter inviting people to attend an exhibition to see proposals for environmental and road safety enhancements for the Quadrant/ Clock Tower area of North Street.

An exhibition showing plans for proposed improvements took place in Brighton Town Hall for a period of **6** days during the consultation period (both staffed and unstaffed) and questionnaires were available for people to complete and return to us using a freepost address.

The questionnaires asked 7 questions about whether people supported proposals for environmental improvements, improvements to pedestrian crossings and allowing a right turn for cyclists at the clock tower.

30 completed questionnaires were received (11.6%). A typical response to an unsolicited mailing could be as low as 6% so 11.6% is an acceptable response rate.

Question 1 asked do you support **Landscaping the Quadrant/ Clock Tower public space to create a high quality meeting place and resting space, whilst allowing for through movement of pedestrians?**

Results:

	No.	%
Yes	22	73
No	6	20
No reply	2	7
Total	30	100

Question 2 asked do you support **Creating two tiers of seating and a social space on the lower level around the Clock Tower?**

Results:

	No.	%
Yes	22	73.5
No	7	23.5
No reply	1	3
Total	30	100

Question 3 asked do you support **Tree planting to create a more attractive environment and to provide shade for the seating area?**

Results:

	No.	%
Yes	26	87
No	4	13
Total	30	100

Question 4 asked do you support **Making the Quadrant more accessible to pedestrians with mobility difficulties and push chair users by providing a better route with a shallower slope?**

Results:

	No.	%
Yes	26	87
No	1	3
No reply	3	10
Total	30	100

Question 5 asked do you support **Improving existing pedestrian crossings at the Clock Tower junction and introduce new crossings making it easier and safer for people to cross the road at this junction?**

Results:

	No.	%
Yes	30	100
No	0	0
No reply	0	0
Total	30	100

Question 6 asked do you support **Permitting right turns for cyclists from Queens Road into North Street to provide a more direct and convenient route.**

Results:

	No.	%
Yes	24	80
No	4	13
No reply	2	7
Total	30	100

Question 7 asked do you support **Improvements to the lighting at the Quadrant to enhance the ambience in the evening?**

Results:

	No.	%
Yes	27	90
No	2	7

No reply	1	3
Total	30	100

There was also a space for additional comments and these can be categorised as follows:

Cycling

- 2 x Wants to see reinstatement of use of the Quadrant for cyclists as using the junction is dangerous
- Allowing cyclists to use the junction is dangerous
- 2 x comments that the city is supposed to be cycle friendly so we should do more for cyclists
- Really happy about including access for cyclists
- It is important to take cyclists views seriously
- all turns at this junction need to be possible for cyclists to enable hill mobility
- Why allow cars and taxis in this area at all.
- Ban cyclists as you have cars
- Cyclists often ignore red lights which is dangerous for pedestrians
- 2 x The left hand turn from North St to Queens Rd is too tight a bend for cyclists
- Worried about the cyclist **right** turn from **Queens Road to North Street** as dangerous
- Please keep cyclists away from pedestrians

Street Furniture

- Railings should match the existing, no stainless steel
- 2 x This is not a relaxing place in the middle of a busy junction and will lead to problems at weekends
- Rationalise use of the guard rail
- Don't want square planters
- 2 x Although proposed railings are more attractive – please consider dispensing with altogether as in Paris

General

- Have a 20 mph speed limit in all urban areas
- Pedestrian crossings should follow desire lines
- **South East** corner is **very** difficult for turning buses – no improvement is planned for this
- It was better when you could look across a road to see a traffic light telling you when to cross
- Don't want I turn into **North Street** for traffic to **Dyke Road** and **Upper North Street**

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 116

Brighton & Hove City Council

Subject:	North Street Mixed Priority Route (MPR) - Ship Street Traffic Regulation Order		
Date of Meeting:	19 February 2009		
Report of:	Director of Environment		
Contact Officer:	Name:	Owen McElroy	Tel: 29-0368
	E-mail:	owen.mcelroy@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	Regency		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The North Street Mixed Priority Route (MPR) (Ship Street) phase two proposals are an essential part of a road safety and urban realm scheme designed to address the high level of bus/pedestrian collisions in this transport corridor.
- 1.2 The first phase of the project was approved at Environment Committee in March 2008 and will be completed in February 2009.
- 1.3 The Ship Street proposals form part of the second phase of the MPR scheme and will complete the Project. They have been undertaken in partnership with Sussex Police, Brighton & Hove Buses, local community and traders groups.
- 1.4 The MPR scheme is a mixture of road safety engineering measures and improved street design to improve the environment for all road users. The Ship Street element of the scheme introduces one-way (southbound only) traffic movement between North Street and Duke Street and a northbound contra-flow cycle lane together with associated changes to parking and loading places. These proposals will enable improved and safer pedestrian crossing facilities, widened footways to give pedestrians more space, reduced traffic flows and speeds in the area and improvements for cyclists
- 1.5 This report is to enable the Cabinet Member to consider objections and representations received to the various traffic orders proposed in connection with the above scheme and to seek approval for the proposals to be implemented.

2. RECOMMENDATIONS:

- 2.1 (1) That the Cabinet Member for Environment approves the Brighton & Hove (Ship Street) (One- Way traffic) Order 200*, the Brighton & Hove (Waiting & Loading/Unloading restrictions and parking places) Consolidation Order 2008 Amendment Order No.* 200*, the Brighton & Hove Various Controlled Parking Zones Consolidation Order 2008 Amendment Order No.* 200*.

- 2.2 (2) That the Cabinet Member for Environment approves the preferred scheme for Ship Street as detailed in the Appendix A and authorises the Director of Environment to start implementation of the preferred scheme during 2008/09 and to complete it during 2009/10, within the budgets available.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The first phase of the North Street MPR scheme (Castle Square/Old Steine), as approved by March 2008 Environment Committee is now substantially complete.
- 3.2 The second phase, from East Street to Churchill Square, was approved by July 2008 Environment CMM and is under construction.
- 3.3 Traffic orders relating to outstanding aspects of detailed design at Ship Street were advertised in December 2008. One objection and several representations were received. A summary of objections/comments received and officers' responses are attached in Appendix B.

4. CONSULTATION

- 4.1 Outline proposals for the North Street Mixed Priority Route (including Ship Street) were put to public consultation at February/March 2008.
- 4.2 After further consultation with members and stakeholders, detailed proposals were drawn up in respect of Ship Street and discussed further.
- 4.3 Advertisement of Traffic Regulation Orders subsequently followed, in accordance with statutory requirements. Notices were put on street for 22 December 2008. The notice was also published in the Argus newspaper on 22 December 2008. Detailed plans were also available to view at Hove Library, Jubilee Library and at the City Direct offices at Bartholomew House and Hove Town Hall.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The capital cost of the implementation of the Traffic Orders for Ship Street including design, professional fees, traffic signals, signing and lining and amendments and advertisements for Traffic Orders has been allocated from the Road Safety and Urban Realm budgets and will be completed over two financial years 2008/09 and 2009/10.

Finance Officer Consulted: Karen Brookshaw

Date: 16/01/09

Legal Implications:

- 5.2 Before making Traffic Orders, the Council must consider all duly made, unwithdrawn objections. In limited circumstances it must hold public inquiries and may do so otherwise. It is usually possible for proposed orders to be modified, providing any amendments do not increase the effects of the advertised proposals. The Council also has powers to make orders in part and defer

decisions on the remainder. Orders may not be made until the objection periods have expired and cannot be made more than 2 years after the notices first proposing them were first published. Orders may not come into force before the dates on which it is intended to publish notices stating that they have been made. After making orders, the steps which the Council must take include notifying objectors and putting in place the necessary traffic signs.

- 5.3 Relevant Human Rights Act rights to which the Council should have regard in exercising its traffic management powers are the right to respect for family and private life and the right to protection of property. These are qualified rights and therefore there can be interference with them in appropriate circumstances.

Lawyer Consulted:

Stephen Dryden

Date: 09/01/09

Equalities Implications:

- 5.4 The proposed measures will be of benefit to many road users, especially pedestrians, and those with mobility difficulties.

Sustainability Implications:

- 5.5 The proposed improvements will facilitate a safer and more attractive environment for all users through balancing their needs, particularly between pedestrians and vehicles in terms of the space available.

Crime & Disorder Implications:

- 5.6 The implementation of the scheme will result in a more attractive and vibrant environment, which should increase activity levels in the area, and discourage crime and disorder.

Risk and Opportunity Management Implications:

- 5.7 Failure to complete the scheme on time could result in the loss of part or the entire Department for Transport element of the funding. Following guidelines from the Institute of Highways and Transportation, independent safety audits will be carried out to ensure that safe designs have been implemented.

Corporate / Citywide Implications:

- 5.8 The Mixed Priority Route scheme will contribute towards the following corporate priorities. Through the reduction of road casualties and enhancement of the public realm it will “protect the environment while growing the economy” and by improving access for vulnerable pedestrians it will “reduce inequality by increasing opportunity”

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The primary objective for the North Street Mixed Priority Route is to address the particular road safety problems that have resulted in casualties to people and therefore casualty data has been taken into account in designing appropriate

engineering measures. Options were considered as part of public consultation and approval for the outline preferred scheme was given at July 2008 Environment CMM.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To seek approval of the preferred schemes and implementation of the improvements to Ship Street and to approve the advertised traffic orders to enable implementation of the scheme, given that objections have been received cannot be upheld.

SUPPORTING DOCUMENTATION

Appendices:

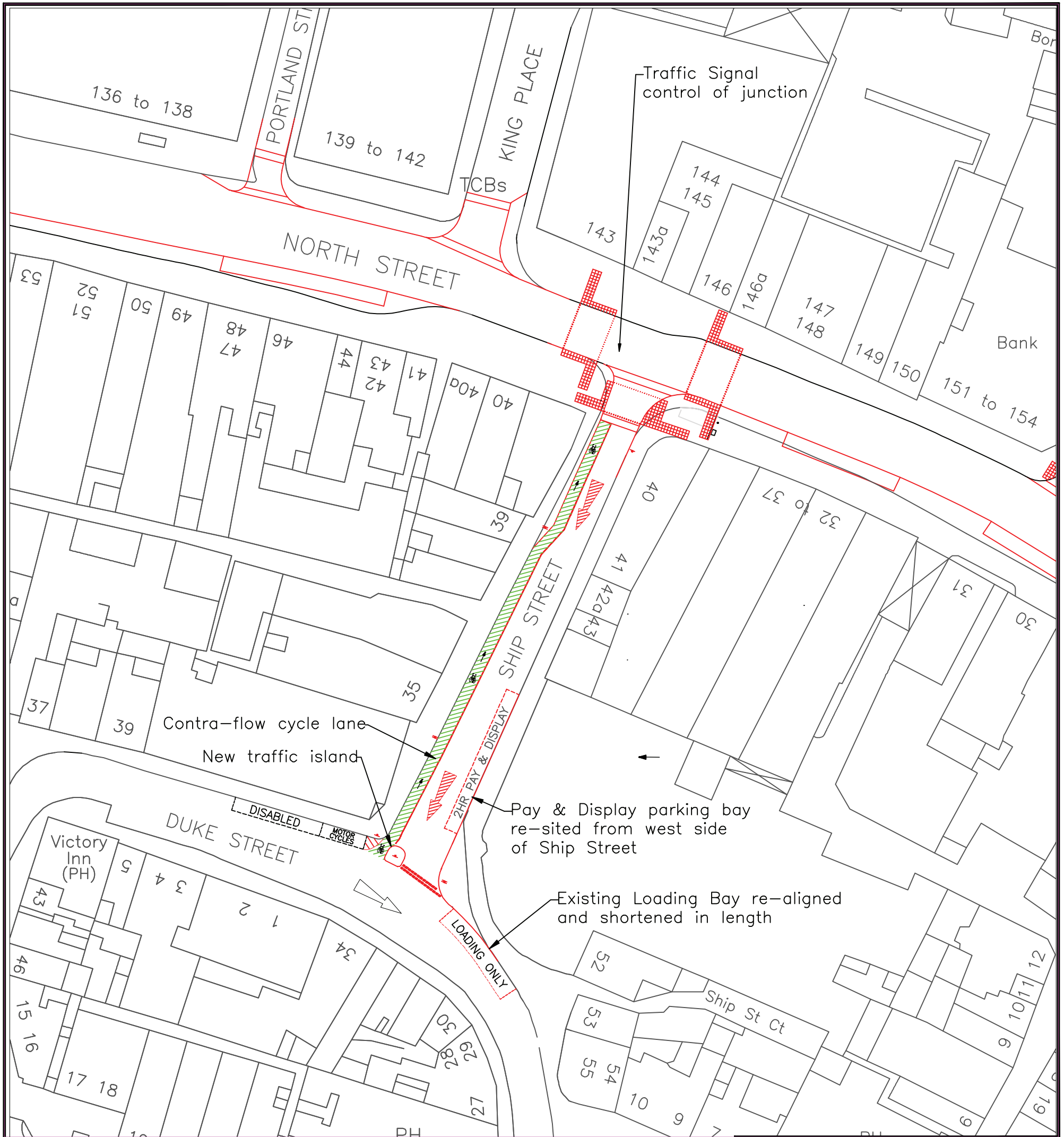
1. Appendix A – Plan of proposals for Ship Street One Way Traffic Flow & Contra flow Cycle lane
2. Appendix B - Summary of representations received to the Ship Street Road Safety Scheme Advertised Traffic Orders

Documents in Members' Rooms

None

Background Documents

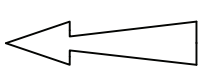
1. Environment CMM Report and minutes 4th July 2008
2. Environment CMM Report and minutes 11th September 2008
3. Proposed Traffic Regulation Orders



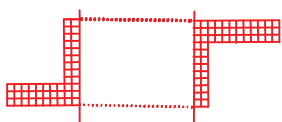
Proposed one-way traffic flow



Proposed northbound contra-flow cycle lane



Existing one-way traffic flow



Pedestrian crossing at traffic signals



**Brighton & Hove
City Council**

Project Name

North Street Mixed Priority Route
Stage 2

Drawing Title

Ship Street
Proposed One-Way Traffic Flow
& Contra-Flow Cycle Lane

Drawing No

—

Scale

1/500

Rev

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Summary of objections and representations received to the North Street Road Safety Scheme Stage Two Advertised Traffic Orders

Who?	Objection or representation?	Details of Objection or Representation(s)	Officer's Response/recommendation
		Proposed Ship Street One way southbound, contra flow cycle lane and associated parking changes	
Brighton & Hove Bus Company	Objection	The objection is to one way southbound operation in Ship Street. The proposal was not put forward as an option in the original consultation. It will not reduce rat running between Windsor Street and Ship Street and together with the pavement widening will cause delays to buses. The treatment at the junction of North Street and Ship Street will increase hazards to pedestrians and cyclists.	The proposed changes to the Ship Street junction will have a neutral or beneficial effect on capacity at the junction and should not delay buses. The signal operation will incorporate facilities to manually clear any vehicles stopped at the junction and waiting to turn right. Safety for pedestrians will be improved at the junction by introducing puffin crossings on all the arms of the junction and incorporate facilities for the visually impaired. Pavements will be widened in Ship Street and North Street and a level surface introduced across the junction to promote pedestrian priority. Collisions and casualties will be monitored as part of the ongoing review of high priority casualty reduction sites and this measure does not preclude the opportunity to undertake further works to improve the safety or operation of the junction.
Bricycles/CTC	Representation	Supports the inclusion of a contraflow cycle route and asks that it be mandatory.	The contra flow cycle lane will be mandatory.
Sustrans	Representation	Supports the inclusion of a contraflow cycle route and welcomes the on demand cycle facility at the traffic signals.	No comment

