

Subject: CIVITAS Update & Work Programme
Date of Meeting: 11 March 2010
Report of: Director of Environment
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Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT**

- 1.1 Cabinet formally accepted grant funding through the CIVITAS programme on 16 October 2008. The grant of £2.2 million provides Brighton & Hove City Council with additional funds to research and implement a number of innovative small-scale transport projects over a four-year period that provides an excellent opportunity for the council to undertake additional investment in the city's transport infrastructure and services.
- 1.2 This additional funding offers a further opportunity to deliver a range of key objectives –including Electric Vehicle Charging infrastructure, funding for the city's Transport Model, and a range of measures to ensure the city's traffic flow is as efficient as possible, including work with Freight companies to identify measures that will ensure the city can be serviced with minimum disruption.
- 1.3 In July 2009, Cabinet agreed that half yearly updates should be provided on the general CIVITAS programme. This report represents the second of these updates.

2. RECOMMENDATIONS

- 2.1 That Cabinet welcomes progress to date, and continues to support the approaches relating to delivery of individual projects as outlined in the body of the main report

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS**Project Updates**

- 3.1 This section provides updates on specific projects (Cabinet has already agreed the general programme and individual projects).
- 3.2 **Electric Vehicle Charging Points**
At the last progress report, Cabinet requested the early delivery of this project. Over the last six months, two of the five planned Electric Vehicle Charging sites

have been implemented ahead of schedule (on Ditchling Road and Bartholomews). Pending approval from the Cabinet Member for Environment, Traffic Orders will be advertised to enable infrastructure to be implemented at the three remaining locations in line with the project's target date of May 2010.

3.3 **School Travel Plans**

CIVITAS enables additional investment in an existing ongoing LTP project, which supports schools to develop travel plans. This project extends School Travel Plans to include Nursery Schools. The CIVITAS element of the project remains successful and on course.

3.4 **Road Safety Campaign**

The project is aimed at helping vulnerable members of the community who may be more at risk than others of becoming a road casualty. Research carried out to identify the city's most 'at risk' road users identified Pedestrians aged between 10 and 24 years, Cyclists aged between 20 and 34 years, all Motorcyclists, and Moped Riders aged between 16 and 17 years. Locations where physical improvements can be made to improve safety for these groups have also been identified. These sites, and suggested improvements, are:

- London Rd (Outside Iceland): Relocation of a (Bus) Real Time Information sign to improve visibility.
- London Rd / Baker Street Junction: Relocation of street furniture to improve visibility for driver's entering London Rd from Baker Street.
- London Rd (Baker St/York Hill Junction and York Hill Junction to Rose Hill Terrace): As part of the first phase CCTV will be used to gain a better understanding of illegal vehicle manoeuvres with recommendations to follow.
- Lewes Rd / Franklin Rd: Relocation of a loading bay to improve visibility for driver's pulling out of Franklin Road.
- Lewes Rd / Coombe Rd Junction: Improve the visibility of an existing cycle lane by repainting and adding a cycle logo, to make drivers more aware of cyclists.

3.5 **Public Transport Information for the Visually Impaired**

CIVITAS funding enables extension of the existing accessibility / equalities focussed 'Talking Bus Stop' project. One new CIVITAS funded facility has already been implemented (on the Old Steine), and eleven more are being installed at locations including Churchill Square..

3.6 **Emissions Variable Message Signing**

Since the last Cabinet update report, the European Commission has given approval to change the scope of the original project brief. The original project aimed to use roadside technology to monitor and visually "rate" individual vehicle emissions from a roadside location. The revised approach sees air quality monitoring technology advanced through an education focussed scheme delivered in partnership with local schools and Imperial College London. The revised project will apply research from Imperial College to develop existing air quality technology whilst undertaking workshops with local school-children to learn about how travel choice impacts on air quality, by remotely studying air quality readings from nearby roads.

3.7 **Freight Quality Partnership**

The project objective is to establish a Freight Quality Partnership as part of the East Street Pedestrian Priority project. This will enable the council and local Freight companies to work together to make sure arrangements for movement of freight in the East Street area are as effective as possible and support local businesses. A Best Practice Review of established Freight Quality Partnerships has been completed, and potential members of a Freight Quality Partnership have been identified. The Brighton & Hove approach will see the council facilitating, rather than dictating efforts to improve freight arrangements. The inaugural meeting of the Freight Quality Partnership took place in February 2010.

3.8 **Personalised Travel Plans**

The project is an extension of an ongoing LTP programme which provides residents with details and incentives to help broaden their access to various travel options, has successfully completed its first year, in line with CIVITAS deadlines.

3.9 **Commuter Travel Plans**

The project sees an extension of the existing Business Travel Plan project which has been running successfully in the city for three years. Over the last year, progress on the project has been hampered by the financial climate which has understandably reduced the priority businesses are giving to Travel Plans. However the project team are confident the project can still be delivered, by adapting the existing approach to include new incentives such as provision of cycle parking.

3.10 **Bike-Off**

The project is an extension of an ongoing Local Transport Plan and Cycling Towns funded scheme to trial different ways of reducing cycle theft in the city with a view to identifying the most successful approach. Research to identify target locations for theft reduction measures, and the most appropriate form for those measures, has been completed. The next stage is to implement more secure cycle parking facilities at high risk theft sites. These will be supported by an innovative awareness campaign, which will provide cyclists with information to reduce the risk of their cycle being stolen.

3.11 **Car Sharing**

Since the last update report, detailed feasibility work suggested that the original Car Sharing brief (to work with commercial operators to establish car clubs in less densely populated areas of the city) was impractical. In summary, this work showed that Car Clubs were unlikely to be as financially viable in areas with less dense population as these areas have less physical competition for private parking space, and have less integrated public transport links. Also, because they are less densely populated, car share vehicles are more likely to be located further away from potential users. In simplistic terms, people are less likely to use a car share vehicle if they have to walk further to reach it, and find it more convenient to access a private vehicle. For this reason, none of the potential commercial operators who could provide the service were willing to do so without a substantial subsidy from the council. These findings have been reported to the European Commission, which has accepted Brighton & Hove's recommendation that the project should not proceed. Instead, the commission will accept a revised "project deliverable" in the form of a lessons learned report,

outlining the learning that has accrued during the process of trying to deliver the scheme.

3.12 **Personalised Travel Information website**

The project involves enhancement of the council's existing JourneyOn.co.uk website. The project will open up social marketing opportunities that will enable the website to reach many more on-line communities across the city. The main aim is to allow access to the website from mobile devices. An example of extended functionality will be the ability to receive bus stop information via text messages. Improvements will be in place by August 2010, in line with the CIVITAS programme.

3.13 **Cyclist Counter Display**

Preferred sites and a supplier for the Cycle Display units were approved at CMM in December 2009. The three cycle counter locations will be:

- The seafront cycle lane
- The east side of A23, (at the edge of Surrenden Park) and
- The east side of A270, opposite Moulsecoomb Library

Due to a delay with the supplier, the project will be delivered two months behind the CIVITAS target date of February 2010.

3.14 **Clear Zone**

Cabinet agreed that the physical location for the Clear Zone project should be East Street, on the basis that it was sensible to combine Clear Zone objectives with a planned physical scheme that also seeks to deliver economic and environmental objectives. This combining of objectives has resulted in delivery of the Clear Zone project within CIVITAS timescales (which target April 2010 completion) being dependent on delivery of the East Street scheme. Whilst the published intention remains to deliver East Street by April 2010, this is not considered feasible, and so it is likely that the Clear Zone project will be subject to delays.

3.15 **Environmental Zone**

As with Clear Zone, Cabinet agreed that the CIVITAS Environmental Zone (which is an area which will benefit from supporting local businesses' freight management facilities and arrangements) should be combined with East Street works. As with Clear Zone, the Environmental Zone has an April 2010 CIVITAS target delivery date, achievement of which is dependent on the wider East Street project timetable.

3.16 **Cyclist Priority Network**

The project seeks to make innovative physical improvements at twelve locations on the cycle network where existing facilities are currently either poor or non-existent. Potential enhancements are currently being designed with a view to obtaining approval to consult at a future CMM, ahead of any implementation.

3.17 **Multi-modal Ticketing**

This project, which improves links between bus and train ticketing, is being delivered by the Brighton & Hove Bus Company, and so the council has limited involvement. The bus company report ongoing delays in identifying suitable technology, but this is not expected to impact significantly on project delivery.

4. CONSULTATION

Consultation associated with CIVITAS will be undertaken on a project by project basis at appropriate times at CMM and Cabinet.

5. FINANCIAL & OTHER IMPLICATIONS

Financial Implications:

- 5.1 The council will receive £2.2 million in grant funding if it participates in the four year CIVITAS project. Detailed costings covering the four years have been prepared for the individual schemes, in £s sterling and converted into euros. The funding will cover both the capital works and associated scheme design and on-costs meaning there are no additional cost implications for the council in accepting the funding. Much of the work undertaken will be supporting existing LTP schemes or transport policy. There is no requirement for the council to provide any additional funding on top of this.

Finance Officer Consulted: Patrick Rice

Date: 12/01/10

Legal Implications:

- 5.2 The Council continues to have a legal obligation to utilise funding in the manner and for the purposes set out in the grant agreement. Any contract for the purchase of goods, works or services proposed to be entered into in furtherance of the objectives must comply with the Council's standing orders and the relevant EU procurement directives and associated UK regulations. The Council must take the Human Rights Act into account in respect of its actions but it is not considered that any individual's Human Rights Act rights would be adversely affected by the recommendations in this report.

Lawyer Consulted: Sonia Likhari

Date: 12/01/10

Equalities Implications:

- 5.3 Equalities implications will be assessed on a project-by-project basis, as project details are refined. The projects will also undergo an Equalities Impact Assessment (EQIA) in line with council policy. As a general principle, the programme will seek to reinforce equitable accessibility for all.

Sustainability Implications:

- 5.4 Sustainability implications will be assessed on a project-by-project basis, as project details are refined. As a general principle, the programme will seek to improve opportunity of access to, and awareness of, sustainable transport choice. All the projects in the bid will assist in contributing the councils' sustainability objectives and assist in reducing the cities carbon footprint.

Crime & Disorder Implications:

- 5.5 The "Bike Off" project seeks to reduce bike theft in the city. Other projects do not have direct links to crime and disorder.

Risk and Opportunity Management implications:

- 5.6 If the council fails to deliver its projects or uses the funding for other uses without the EU's agreement the funding could be recalled along with a penalty sum. However, the likelihood of this is considered low, as the council does not intend to use funding for purposes other than for those intended, and the projects are relatively easy to deliver. The "learning" nature of the programme gives the council and other partners flexibility to trial unusual approaches – for example putting Electric Vehicle Charging point infrastructure in place to stimulate and "pump prime" demand.

Corporate/Citywide Implications:

- 5.7 The aims of the CIVITAS programme directly correlate with the aims of Brighton & Hove City Council as laid out in its Local Transport Plan. Many of the CIVITAS projects are extensions of work already being carried out by the Sustainable Transport Division.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S)

- 6.1 The best way to achieve the objectives of each project will be informed by best practise research and option appraisal at project level. Through the July 2009 update report, Cabinet agreed that general programme progress should be reported on a six monthly report to Cabinet with the Cabinet Member for Environment using his discretion to make any decisions that fall outside that timetable. More or less frequent reports would provide Cabinet with too little or too much information. Projects within the programme have been agreed through CIVITAS and council (Cabinet) processes.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 The report recommendation that Cabinet welcome progress to date and continue to support delivery of CIVITAS projects is in line with the previous Cabinet request to provide regular updates on CIVITAS programme delivery.

SUPPORTING DOCUMENTATION

Appendices

None

Documents in Members Rooms

None

Background Documents

1. Cabinet Report: CIVITAS Update & Work Programme Report – 9 July 2009
2. Cabinet Report: Acceptance of CIVITAS Funding & Stage 1 Research – 16 Oct 2008