

ENVIRONMENT CABINET MEMBER MEETING

Agenda Item 47

Brighton & Hove City Council

Subject:	CIVITAS Road Safety Project		
Date of Meeting:	16 September 2010		
Report of:	Director of Environment		
Contact Officer:	Name:	Debbie Reed	Tel: 29-0367
	E-mail:	debbie.reed@brighton-hove.gov.uk	
Key Decision:	Yes	Forward Plan No: ENV17457	
Wards Affected:	Moulsecoomb & Bevendean; St Peter's & North Laine		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 As part of the Council's ongoing sustainable transport strategy, the CIVITAS Road Safety project aims to assist in improving road safety and reduce casualties at high risk sites. The project targets groups of people who are statistically most at risk of being injured in collisions. The objective of the project is to reduce future casualties through physical safety measures and by increasing road safety awareness in groups identified as most 'at risk'.
- 1.2 The project will enable the council to meet its legal duty to promote road safety, under the Road Safety Act 2006, and to address the Local Area Agreement and Government targets of reducing the number of people killed or seriously injured (KSI's).
- 1.3 The project will be supported by funding from the European Union CIVITAS project. Cabinet formally accepted grant funding through the CIVITAS programme on 16 October 2008. The European Civitas scheme is funding 50% of both the campaign and engineering element of the CIVITAS Road Safety Project in Brighton & Hove.
- 1.4 The overall grant of £2.2 million provides Brighton & Hove City Council with funds to research and implement a number of innovative small-scale transport projects over a four-year period.
- 1.5 The following report seeks approval to begin implementing a collection of minor measures in the London Road and Lewes Road area that are designed to improve visibility for all road users.
- 1.6 The report also seeks approval to withdraw the proposal for the loading bay (positioned on the north-east side of Franklin Road) from the traffic order, reference CIV/RS/Lewes Road. This is in response to concerns raised in an objection received, through the TRO public consultation process.

2. RECOMMENDATIONS:

2.2 That the Cabinet Member gives approval to implement at the identified sites:

- London Road (Real Time Bus Information sign outside Iceland)
- London Road / Baker Street junction
- Lewes Road / Franklin Road junction
- Lewes Road / Coombe Terrace / Coombe Road junction

2.2 That the Cabinet Member upholds the objection to the proposal for the loading bay (positioned on the north-east side of Franklin Road) from the traffic order.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

3.1 As part of the Council's ongoing sustainable transport strategy, the CIVITAS Road Safety Project aims to improve road safety at high risk sites. The project targets segmented groups of road users that are statistically most at risk of accidents. The objective of the project is to reduce future casualties through physical safety measures and by increasing road safety awareness in groups identified as most 'at risk', through a road safety publicity campaign. Sussex Safer Roads Partnership (SSRP) carried out research to identify groups and locations most at risk of road safety accidents. The research identified a number of groups that are particularly vulnerable:

- Pedestrians 10 -24 yrs
- Cyclists 20 -34 yrs
- Motorcyclists (all ages)
- Moped riders 16 & 17 yrs

The research also concluded that there were a number of high risk sites in the London Road and Lewes Road Area.

- London Road (Real Time Bus Information sign outside Iceland)
- London Road / Baker Street junction
- Lewes Road / Franklin Road junction
- Lewes Road / Coombe Terrace / Coombe Road junction

The Scheme

3.2 The London Road and Lewes Road corridors are two key areas in the city with a high volume of shoppers and road users.

3.3 In order to make both areas safer and more attractive to all users, the project intends to deliver a number of minor measures that will collectively provide a safer and more attractive area for all. The bulk of the measures focus on de-cluttering the area to improve sightlines at junctions. More detail on the measures is provided in the appendices.

3.4 At the Cabinet Member Meeting on 26 January 2010, approval was given to progress the 4 site locations to detailed design stage, and preparation of Traffic Regulation Orders.

- 3.5 Details of current issues at the 4 site locations, along with detailed designed remedial measures are provided in appendix F.
- 3.6 The Traffic Regulation Order amendment advertised a reduction in length of existing loading bay on the Lewes Road between Franklin Road and St Leonard's Road and the creation of two new bays restricted to loading only from 7am to 6pm every day near the junction with Lewes Road (one on the north-east side and one on the south-west side).
- 3.7 A Traffic Regulation Order amendment was advertised on 8 April to 29 April 2010. The traffic regulation process resulted in one objection to the proposal.
- 3.8 In light of the concerns raised through the objections, it is recommended that the proposal for the loading bay positioned on the north-east side of Franklin Road is withdrawn from the Traffic Order below.
- 3.9 To view the original detail designed plan for this site, see appendix C. To view the amended detail designed plan for this site, see appendix D

4. CONSULTATION:

- 4.1 The project was included as part of a package of transport investment within the CIVITAS programme, Cabinet noted the CIVITAS update and work programme on 9 July 2009.
- 4.2 Internal consultation has been carried out with the Cabinet Member for Environment, Ward Members and relevant internal Council departments.
- 4.3 Wider public consultation will be carried out through the Traffic Regulation Order process (as the proposals are relatively minor).

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The Road Safety Project in Brighton & Hove has been partially funded from the European CIVITAS scheme. It is to be 50% match funded from within the Road Safety Local Transport Plan budget.
- 5.2 The city council won £2.2 million to invest in small-scale transport projects and is the only city in the country to win European money from the CIVITAS Archimedes Project for such schemes. Council officers are working with five other cities in Europe to share best practice, experience and skills.
- 5.3 A cost/benefit evaluation of the proposals (calculated by comparing cost of works against costs of accidents) has shown each project has a cost benefit First Year Rate of Return in excess of 100%. So for example, the average cost of 1 accident saving on a built up road is £59,240¹. At the Lewes Road / Coombe

¹ Department for Transport, Valuation of road accidents and casualties: 2007, 2b) the average value of prevention of road accidents (where the accident type is all injury and the road type is a built up road) is £59,240.

Road junction there have been 8 casualties over the 4 year research period. This averages out to 2 casualties per year.

- 5.4 The cost of 2 casualties per year: $2 \times \text{£}59,240 = \text{£}118,480$. The cost of the scheme is: $\text{£}6,300$. Therefore the savings resulting from a reduction in the cost of accidents at this site would be in excess of $\text{£}112,180$ (17 times the cost of the scheme) in 1 year.

Finance Officer Consulted: Louise Hoten

Date: 08/06/10

Legal Implications:

- 5.5 The Traffic Regulation Order has been advertised in accordance with the Road Traffic Regulation Act 1984. The officer recommendation to uphold the objection now requires Cabinet Member approval. There are no human rights implications to draw to the attention of Members.

Lawyer Consulted: Stephen Dryden

Date: 10/06/10

Equalities Implications:

- 5.6 The proposed measures will be of benefit to all road users. Improving safety for groups of particularly vulnerable road users will contribute towards equality of access for all.

Sustainability Implications:

- 5.7 The proposed improvements will create a safer and more attractive environment for all road users – especially pedestrians and cyclists.

Crime & Disorder Implications:

- 5.8 The proposed schemes will result in a safer, more attractive environment which should increase activity levels in the CIVITAS area. This may result in some crime and disorder benefits.

Risk & Opportunity Management Implications:

- 5.9 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:

- 5.10 By reducing road casualties and enhancing accessibility the project will contribute towards growing the economy, improving access for all and reducing inequality.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 The primary objective of the project is to address high priority road safety sites in the Civitas area and protect road users who are proven to be at highest risk of involvement in road traffic collisions. As such the approach is evidence based.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To enable the Cabinet Member for Environment to note progress to date and give formal approval for work at the proposed sites to commence; and approval to withdraw the proposal for the loading bay positioned the north-east side of Franklin Road from the traffic order.

SUPPORTING DOCUMENTATION

Appendices:

1. A: Detailed Design Plan: London Road / Baker Street junction
2. B: Detailed Design Plan: London Road (Real Time Bus Information sign outside Iceland)
3. C: Detailed Design Plan: Lewes Road / Franklin Road (advertised with the Traffic Regulation Order amendment)
4. D: Detailed Design Plan: Lewes Road / Franklin Road (amended after the objection was received through the Traffic Regulation Order process).
5. E: Detailed Design Plan: Lewes Road / Coombe Terrace / Coombe Road junction
6. F: Table of proposed road safety measures
7. G: Map of CIVITAS Area

Documents in Members' Rooms

None

Background Documents

None

