



# TRAVEL

Promoting & Providing Sustainable Travel



## Our Aim

We want to continue to develop an integrated and accessible transport system that is well-maintained and enables people to travel around and access services as safely and freely as possible, while minimising damage to the environment and contributing to making our city a safer, cleaner, quieter, healthier and more attractive place.

## Promote Low Carbon Transport Choices

### Issues of concern

Nationally, there has been a trend towards increased car use although this has slowed in recent years. Unless a range of measures are introduced to address this there is likely to be worsening congestion and air quality by 2026, particularly when accompanied by anticipated future development in the city.

Carbon emissions, physical and mental well-being, community safety, air quality, noise, providing access to quality services and using resources more efficiently are all issues of concern which could be addressed by a sustainable and equitable transport system fully integrated with planning.

### What has happened over the last three years

- Safer walking and cycling routes to schools have been developed
- Introduced personal travel planning: working with residents to identify instances when they could walk, cycle, or use the bus as an alternative to their car for some journeys
- Provided information to inform travel choices and promote changes in travel behaviour through a transport campaign and associated events, activities and initiatives

### Current Position

- Nearly 20% of Brighton & Hove's carbon emissions derive from road transport, so reducing traffic is key to reducing greenhouse gas emissions
- About 70 businesses have signed up to the newly established Brighton & Hove Business Travel Plan Partnership/Network
- The Brighton & Hove City Council Staff Travel Plan has provided improved alternative travel options for employees both during, and on the way to, work. It includes a bicycle allowance rate to encourage officers to cycle when on council business, and discounted bus tickets for work journeys
- Encouraging more efficient use of private vehicles and fleets and work with business and schools to help them do the same

- Brighton & Hove has established itself as a Cycle Demonstration Town, which secured an additional £1.5 million over three years to encourage cycling, and has enabled the city to become a Cycling Town for a further three years
- Introduced the first on-street electric vehicle charging points in the UK, outside London

### What we plan to do

- Promote cycling & walking as efficient ways of moving around the city, with many benefits to health and well-being and provide appropriate infrastructure
- Promote and facilitate the greater use of car clubs
- Promote and provide more electric vehicle charging points
- Expand the city's Workplace Travel Plan Partnership
- Build on the success of the Personalised Travel Planning initiative to increase awareness of, and use of, sustainable transport options
- Consider the development of cycle hire schemes

## Planning for Sustainable Transport

### What has happened over the last three years

- Permission has been granted for a number of developments that have contributed towards delivering sustainable transport policy objectives
- Ensured the planning strategy locates development that significantly increases movement close to existing transport corridors and/or nodes
- Encouraged developers to bring forward transport innovation and creativity in proposals
- Maximised the availability of affordable housing and jobs within the city to reduce the need for people to commute into or out of the city
- Facilitated home working but also joint work offices for freelancers / homeworkers (such as The Werks in Hove)

### Current Position

- Investing greater levels of funding into maintenance of our roads, pavements and bridges than the government calculates is needed
- More funding is being invested into improving street lighting

### What we plan to do

- Use the planning system to provide development that reduces the need to travel and prioritises sustainable transport options

- Increase job opportunities to increase choice and enable local people to work within the city
- Ensure provision and promotion of opportunities for home/local working, flexible planning, use of new technology etc to provide choice not to travel, eg online meeting spaces.
- Require sustainable travel plans for all major developments
- Implement measures to promote and change travel habits / decisions to transfer people and goods onto more sustainable transport
- Prepare new guidance on parking and servicing requirements for new developments that will put a priority on minimising off-street parking provision where appropriate
- Increase amount of secure cycle parking at key destinations
- Create complete cycle networks and routes as part of Travel Plans
- Manage public city centre parking in a way that complements, and is integrated with, other wider policy objectives

## Health & Design

### What has happened over the last three years

- The Legibility or 'Public Space Public Life' Strategy was approved and will help guide new innovative schemes to enhance our streets and turn 'spaces' into 'places' where people can enjoy our city even more
- Completed the award-winning urban real improvements in New Road as part of the development of the city's Cultural Quarter
- Improved public spaces with better signposting and a more welcoming street scene for all road users
- The Sussex Safer Roads Partnership has worked on publicity, campaigns and camera locations to reduce road traffic collisions and make the city and surrounding area safer for road users
- Delivered a targeted programme of road safety engineering measures to address the highest priority locations where significant numbers of collisions/casualties occur, to maximise reductions in the number and severity of people injured

### Current Position

- Substantially completed the North Street Mixed Priority Route scheme (combined road safety and street enhancement measures)
- There are now 23 km of cycle routes in Brighton & Hove
- Some pollutant levels are still unacceptably high and traffic is the main source of poor air quality within parts of the city

- In 2009, 53% of children's journeys to local authority schools were by foot; 2% were by cycle; 18% were by public transport and 27% were by car
- Continuing to promote walking & cycling as parts of a healthy lifestyle
- In 2008/09 the number of people killed or seriously injured (141) on our roads decreased compared to previous years
- A review of speed limits is being undertaken
- Continued promotion of road safety campaigns and publicity, alongside Road Safety Education, with a particular focus on schools, including Bikeability Training and Child Pedestrian Training
- Continued fair enforcement of road traffic law to ensure that all road users abide by regulations / legislation

### What we plan to do

- Promote the health and well-being benefits of active travel e.g walking and cycling, through employers and schools to support the World Health Organisation's designation of Brighton & Hove as a healthy city.
- Design streets that are safe, accessible and attractive to residents, visitors and businesses / investors, encourage greater use of public spaces and therefore contribute to boosting the local economy
- Maintain and improve connections between the city centre, the urban fringe and the South Downs National Park
- Overcome actual and perceived road safety and personal security dangers in order to encourage use and access to sustainable transport
- Develop green infrastructure, in conjunction with Urban Biosphere Bid and the new South Downs National Park
- Encourage all schools across the city to develop, review and implement travel plans, with a strong focus on active, healthy travel

## Air and Noise Pollution

### What has happened over the last three years

- Carried out a detailed review and assessment of air quality in 2007
- In 2008 the original Air Quality Management Area that was declared for Brighton & Hove was revised and expanded to encompass the south-west corner of the city, central area and eastern section of the seafront
- Overall levels of Nitrogen Dioxide have been decreasing since 2003/04
- Financial contributions have been secured from development for air quality monitoring
- The council's Environment Overview & Scrutiny Committee has considered a report on air quality issues

## Current Position

- The Council's Air Quality Action Plan helps to identify where air quality targets are unlikely to be met without additional actions
- The major bus company in the city continues to invest in low-emission technology for its bus fleet and over 955 now have Euro2 (or above) rated engines
- East Sussex Fire & Rescue Service has been the first authority in the United Kingdom to roll-out five Euro 5 compliant appliances, which reduce harmful emissions by up to 80%

## What we plan to do

- Ensure all transport plans and programmes are working towards delivering reductions in air / noise pollution and contribute towards the council's Air Quality Action Plan by reducing traffic and encouraging people to walk, cycle or use public transport
- Reduce driver speeds across the city and investigate the feasibility of larger 20mph zones (which could reduce noise pollution), with possible exceptions for designated main roads, and lower speed limits on rural roads
- Assist in the promotion of environmentally friendlier vehicles
- Provide more street trees in appropriate locations to improve local environments

# Congestion

## What has happened over the last three years

- In 2007, the Department for Transport reported that average traffic speeds in the city had increased slightly in peak hours, indicating that traffic is moving more freely
- Increased the use of Intelligent Transport Systems such as variable message signs and cameras to manage traffic and movement more efficiently

## Current Position

- Continued to support and provide for car club operations in the city
- Nearly all schools across the city have developed and / or implemented Travel Plans to minimise the impact of cars on children's journeys to schools

## What we plan to do

- Have less traffic and congestion in the city through a year on year on reduction in car use of between 10-20% by 2026, which will be detailed in the Local Transport Plan
- Reduce the impact of traffic in the city centre.
- Introduce Park & Ride at key arterial routes into the city in association with a wider demand and parking management strategy for the city
- Reduce impact of school run on congestion by encouraging walking and cycling as healthy alternatives
- Improve traffic flow by removing unnecessary bottlenecks on key corridors and routes where possible, giving priority to sustainable transport
- Develop an Urban Freight Management Plan to assist the movement of goods and to promote economic growth
- Consult with relevant bodies at an early stage through the Transport Partnership when transport and parking schemes are being developed

## Public Transport

### What has happened over the last three years

- Bus passenger numbers have steadily increased each year, well above the national average
- More real time bus information displays have been introduced in partnership with bus operators and developers, and the information is also available on the city council's 'journey on' website. A new mobile phone text system is proving very popular
- Improved transport interchanges e.g. Brighton Station

### Current Position

- Just over 40 million passenger journeys are made within the city on local buses every year.
- Continue working in partnership with public transport operators to maintain the national, award-winning profile of the city

### What we plan to do

- Improve access to and at public transport interchanges e.g. all rail stations, bus stops, taxi ranks, etc
- Increase availability of public transport information, such as real-time information displays
- Reduce journey times and improve punctuality and reliability of services across whole bus network - particularly on routes serving outlying communities

- Explore opportunities to provide / improve bus services to the suburbs/outlying communities
- Promote integrated ticketing/smart cards for local public transport, e.g including exploring possible use of the London Oyster card
- Increase level of rail services at weekends to provide a 7-day / week railway and achieve better co-ordination of train engineering works to support the city as a tourist destination
- Develop and provide a bus-based Coastal Transport System, linked with improved access to local railway stations where possible, to move people efficiently to and between major housing, leisure, retail, tourism and employment sites such as Shoreham Harbour
- Review and update the council's Taxi and Private Hire Statement to assist in improving infrastructure and access and to reduce congestion

## Equality & Accessibility

### What has happened over the last three years

- Provided safer and better roads and transport routes by delivering the Local Transport Plan investment programme
- The council has been undertaking Equality Impact Assessments of transport policies and services

### Current Position

- The council has submitted a Kickstart bid for late night extensions of core city bus routes, which will complement the council's Beacon Authority status for the city's night time economy in the city
- Improved a number of car parks to provide better access, security, ticketing, signing and safer facilities for drivers
- Supporting the expansion of car clubs across the city
- Delivering the Rights of Way Improvement Plan

### What we plan to do

- Increase the availability of accessible forms of transport
- Improve equalities training for public transport employees
- Assess equalities issues to identify which sectors of the community are most disadvantaged by noise and air pollution
- Ensure that the design and maintenance of streets enables people to move more easily, safely and effectively around the city on foot, by bicycle or public transport, particularly catering for the needs of younger, older, disabled and vulnerable people



- Reduce the number of vulnerable people injured (especially those killed or seriously injured) in road traffic collisions
- Increase levels of access to local facilities / services without the need to travel
- Ensure the cost and ease of using public transport takes into account equalities and exclusion issues, particularly for those without access to a car
- Encourage more local employers to adopt positive initiatives and incentives such as the tax free Cycle to Work scheme and discounted public transport season tickets
- Improve walking, cycling and public transport routes and facilities, including the public Rights of Way network to, and within, the South Downs National Park