

cities



THE CIVITAS INITIATIVE
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CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

AALBORG • BRIGHTON & HOVE • DONOSTIA - SAN SEBASTIÁN • IAȘI • MONZA • ÚSTÍ NAD LABEM

Brighton & Hove

T44.1: Road Safety Campaign in Brighton & Hove

Brighton & Hove
March 2011



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1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by:

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability.

An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution).

Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Brighton & Hove

Brighton & Hove is an historic city, in the south-east of England, known internationally for its abundant Regency and Victorian architecture. It is also a seaside tourist destination, with over 11km of seafront attracting eight million visitors a year.

In addition, it is a leading European Conference destination; home to two leading universities, a major regional shopping centre, and home to some of the area's major employers. All of this, especially when set against the background of continuing economic growth, major developments across the city and a growing population, has led the city council to adopt a vision for the city as a place with a co-ordinated transport system that balances the needs of all users and minimises damage to the environment.

The sustainable transport strategy that will help deliver this vision has been developed within the framework of a Local Transport Plan, following national UK guidelines. The ARCHIMEDES measures also support the vision, which enables the city to propose innovative tools and approaches to increase the energy-efficiency and reduce the environmental impact of urban transport.

A map of the CIVITAS area in Brighton & Hove is shown in Appendix A.

3. Background to the Deliverable

Making Brighton & Hove a safer place to live is a key priority for the City Council. In terms of transport, this will be achieved (as set out in the Local Transport Plan) through a targeted approach to investment in road safety which focuses on locations with the highest level of casualties.

Brighton & Hove City Council wishes to build on its work of improving road safety in the city and in particular, work to improve safety in a number of high risk sites.

There are a number of factors specific to Brighton & Hove that influence analysis of road casualties and collisions and the planning and implementation of remedial measures. For example, the city has an exceptionally high ratio of small and single-person households and a very high percentage of households that live in shared buildings. The density of population means that many roads are densely parked, which is incorporated into Road Safety planning and education programmes. For example, teaching children to find a safe place to cross requires them to be taught how to cross safely between parked cars as there are often no car-free locations for them to use.

Meanwhile, the success experienced in Brighton & Hove in encouraging people to travel by sustainable modes has led to significantly altered travel patterns in the past decade. For example, an increase in bus and train passenger numbers has led to an increase in pedestrian journeys at either end of those trips. Consequently, many areas now experience unprecedented concentrations of people and buses, and altered interactions between people and vehicles.

Brighton & Hove is a popular destination for many people who live outside the city and so are not familiar with the local road layouts, which differ significantly from the two neighbouring counties and from most areas in the South East Region.

3.1 Summary Description of the Task

As part of the Council's ongoing sustainable transport strategy, the objective of the CIVITAS Road Safety project is to:

- Assist in improving road safety and reducing casualties at high risk sites through physical road safety measures; and
- Increase road safety awareness in groups of people who are statistically most at risk of being injured in collisions through a publicity campaign.

4. Deliverable Title: Road Safety Campaign in Brighton and Hove

4.1 Description of the Work Done

This section focuses on the main innovative aspects of the work Brighton & Hove City Council have carried out to date.

4.1.1 Research and Methodology

Research was initially undertaken in partnership with the Sussex Safer Road Partnership (SSRP) Data Analysis Team to:

- Identify groups of people (within the CIVITAS corridor) who are statistically most 'at risk' of being injured in collisions
- Identify where (within the CIVITAS corridor) the 'at risk' groups of people are at most risk of being injured in collisions; and
- Identify why and how (causation factors) the identified 'at risk' groups of are being injured in collisions.

The data research identified a number of groups that represented the majority of Killed or Seriously Injured (KSI) casualties in the CIVITAS area (and therefore termed most 'at risk'). These were:

- Pedestrians aged between 10 and 24 years
- Powered two wheelers (motorcyclists / moped riders)
- Cyclists aged between 20 and 34 years

'Failed to look properly' was the highest ranking contributory factor and the reason why / how the identified 'at risk' groups of are being injured in collisions.

The London Road and Lewes Road corridors were identified as locations where (within the CIVITAS corridor) the 'at risk' groups are at most risk of being injured in collisions. Both the London and Lewes Road are two key areas in the city with a high volume of shoppers and road users.

Data research identified 'at risk' sites along the London Road and Lewes Road where road safety improvements would be beneficial. (See Appendix B for a map of London Road and Appendix C for a map of Lewes Road)

These were:

1. London Road
2. London Road / Baker Street junction
3. Lewes Road / Franklin Road junction
4. Lewes Road / Coombe Terrace / Coombe Road junction

Traffic data (traffic flows, modal split and average vehicle speeds) were collected and video monitoring undertaken to further inform traffic and road user behaviour at these sites.

4.1.2 Design / Implementation

This information and the initial research undertaken was used by project engineers to draw up preliminary proposals for each site. The proposals (outlined below) focused on de-cluttering the area to improve visibility at junctions for all road users. Plans and ‘before and after’ pictures are provided in the appendices which are referenced below where appropriate.

1. London Road / Baker Street junction (See Appendix D and E)

Situation	<ul style="list-style-type: none"> The location of street furniture was reducing visibility for drivers pulling out of Baker Street into the London Road.
Action	<p>North-side of junction:</p> <ul style="list-style-type: none"> Relocation of no-entry sign to the far south-west corner of the footway. Removal of some of the tactile paving and replacement with regular paving slabs. Removal of ‘A’ Boards. <p>South-side of junction:</p> <ul style="list-style-type: none"> Removal of guard railing. Removal of ‘A’ Boards. Removal of some of the tactile paving and replacement with regular paving slabs.
Benefit	<ul style="list-style-type: none"> Increased visibility for road users pulling out of the Baker Street junction onto the London Road The removal or repositioning of street furniture de-clutters the footway and improves pedestrian crossings/visibility lines.

2. London Road (See Appendix F and G)

Situation	<ul style="list-style-type: none"> The RTI sign was previously positioned north of the bus shelter. The opaque advertising panel (on the northern end of the shelter) prevented people reading the RTI sign when sitting inside of the shelter. As a consequence people tended to lean out of the bus shelter to view the RTI sign; resulting in bus/pedestrian conflict.
Action	<ul style="list-style-type: none"> Repositioning of the RTI sign south of the bus shelter.
Benefit	<ul style="list-style-type: none"> RTI sign is now visible from the bus shelter meaning that it can be viewed safely from within the bus shelter.

3. Lewes Road / Franklin Road (See Appendix H and I)

Situation	<ul style="list-style-type: none"> • Conflict between vehicles and cyclists at the junction. • Drivers' visibility was reduced when the loading bays were in use.
Action	<ul style="list-style-type: none"> • Reduction in the length of the 'loading only' bay, in the Lewes Road, from 4 to 2 bays. • Provision of a third loading bay at the entrance of Franklin Road. • Improvements to the cycle lane to make it more prominent / conspicuous; and addition of a new cycle logo marking to the resurfaced cycle lane.
Benefit	<ul style="list-style-type: none"> • Increased visibility from the nearside running line from 7m to 15.7m. • Drivers wishing to exit Franklin Road onto the Lewes Road now have increased visibility of approaching cyclists (travelling southbound on the Lewes Road) thereby reducing potential conflict.

4. Lewes Road / Coombe Road Junction (See Appendix J and K)

Situation	<ul style="list-style-type: none"> • Conflict between vehicles and cyclists at the junction.
Proposal	<ul style="list-style-type: none"> • Reinstatement of advanced stop line to include a more prominent/ conspicuous surfacing treatment. • Improvement of the cycle lane in order to make it more prominent / conspicuous; and addition of a new cycle logo marking to the resurfaced cycle lane.
Benefit	<ul style="list-style-type: none"> • The cycle lane and advanced stop line is now more prominent /visible to motorists.

Proposals were distributed internally to Ward Councillors, Cabinet Members and council transport officers for comments/approval. Members of the public and statutory consultees were consulted through the statutory traffic regulation order (TRO) process. Cabinet Members' approval was subsequently given to implement the four small-scale measures in the London Road and Lewes Road.

The road safety improvement works began in October 2010 and were completed in March 2011.

4.1.3 Road Safety Campaign Measures: Campaign Posters

The road safety publicity campaign featuring city residents was launched in London Road and Lewes Road on Monday 8th November 2010.

Six road safety publicity "I use the road" campaign posters (see Figures 1 and 2) were designed featuring Brighton & Hove residents as they walked, cycled, rode or drove in the city. Using local people in real life situations these posters, give a realistic representation of transport use in the city. Posters were displayed at bus shelter advertising sites near the 'at risk' sites in London Road and Lewes Road.

Residents appear in the campaign posters going about their daily journeys. By raising awareness of different road users our aim was to change the attitudes and behaviours that cause collisions and encourage good road safety habits, so everyone is safe.

The campaign is aimed at helping to prevent collisions on two of the city's busiest roads with the message for all road users to 'look out for others' and to 'share the road, share the responsibility, and make it safe'.



Figure 1: Road safety campaign posters



Figure 2: Road Safety Campaign Posters at bus stop locations

4.1.4 Road Safety Campaign Measures: Radio Feeds

Two radio adverts were aired across the region during November to remind people to look out for others when crossing or driving on the road.

Casualty data was used in the radio advert. By raising awareness of the number of people injured in 2009 in the two shopping areas, the aim was to change the attitudes and behaviours that cause collisions and encourage good road safety habits. The script for the road safety radio advert was as follows:

SFX: Starts with traffic noise which gradually fades out into the background.

Voice 1: “89 people were injured as a result of collisions in the Lewes Rd and London Rd shopping areas in 2009

Voice 1: “Whether you’re a pedestrian, cyclist, rider or driver - Look out for others! - Share the road share the responsibility, make it safe!”

Visit, brighton-hove.gov.uk for more information

The first 20 second advert was played 25 times a week for two weeks on Heart FM and reached 220,000 listeners a week.

The second radio advert was aired on a local radio station in the city during November to remind people to look out for others when crossing or driving on the road. The 20 second advert was played 25 times a week for two weeks and reached 70,000 listeners a week.

The London Road and Lewes Road corridors are two key entry/exit points in and out of the city. The radio feed was aired on both regional and local radio to reach both local people and those who commute into the city from the surrounding region.

4.1.5 Road Safety Campaign Measures: Lamppost Banners

The poster campaign artwork was printed onto lamppost banners (see Figure 3). These were hung on lampposts leading up to and at the Lewes Road / Coombe Road junction. The purpose was to raise awareness of the different road users using this junction and to reinforce the campaign message - "Whether you're a pedestrian, cyclist, rider or driver - Look out for others! - Share the road share the responsibility, make it safe!"



Figure 3: Road safety campaign lamppost banners

4.1.6 Road Safety Campaign Measures: Cycle Code Leaflet

The cycling code leaflet was designed to support the road safety campaign by offering general practical advice for cycling in the city. Copies of the leaflet have been distributed to:

- The Road Traffic Police to give to cyclists in the city.
- BHCC members of staff who cycle.
- School children who are learning to cycle.
- Copies of the leaflet are available to pick up from the town hall.

A copy is shown in Figure 4.

Outside of leaflet

Cycling in our city

There are many cycle routes around the city centre for you to use. Some have been designed for shared use by cyclists and pedestrians, some are on main roads and others are on minor routes.

This leaflet offers general practical advice for cycling in the city.




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

ترجمة? وضع علامة في مربع وخذها الى مكتب البلدية Arabic

কম্পিউটারে বাংলা ভাষায় লিখিত ডকুমেন্টের অনূদিত বাংলা ভাষায়। Bengali

完全照字譯或逐字逐句翻譯。或逐句逐字譯或逐字逐句翻譯。 Cantonese

ترجمة لغة في مربع أو حثكنا في نموذج أو الرضا في مربع أو حثكنا في نموذج أو حثكنا في نموذج أو حثكنا في نموذج. Farsi

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

Транслюкация? Зазначте в олівкии і приніть до відповідалности біля самозададі локального (council office). Polish

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

Терҷумаси ақи қарейи ҷароғайиниз ва би сеним бедадиде барномаи вартизи. Turkish

other (please state)

This can also be made available in large print, Braille, or on CD or audio tape

Cycling in our city






Inside of leaflet


On the road


When using roads:

- Always follow the Highway Code. A complete copy of the Highway Code is available online from www.direct.gov.uk/highwaycode
- Communicate to other road users with hand signals when changing lanes or turning.
- When cycling, you should always look before you signal or move to make sure it is safe.
- At junctions, make sure you are clearly visible and in the correct position to turn right, left or ride straight on.
- Fit lights to your bike and use them. Wear bright clothing and consider wearing a helmet. Service your bike regularly.
- Stay alert! Don't listen to music or use a mobile phone when you're cycling. Distractions cause accidents.

Correct hand signals

Left turn 

Slow or stop 

Right turn 

Be courteous to others:

- Give way to pedestrians, wheelchair users and horse riders. Allow them plenty of room.
- Never cycle at high speed near pedestrians. Always be ready to slow down or stop. Think of others around you.
- Pay particular attention at junctions, bends and entrances.
- Pavements are for pedestrians. Only use them where it's clear an area is for shared use.
- Never assume that others can see or hear you. Remember to use your bell to alert other road users you are approaching.

In the countryside:

- Always follow the Countryside Code. A complete copy of the Countryside Code is available online from www.naturalengland.org.uk
- Plan to be self-sufficient by carrying food, a repair kit and waterproofs when riding in remote areas.

Figure 4: Cycling code leaflet

4.2 Main Outcomes

This project has included the development and implementation of:

- Six road safety publicity campaign posters.
- 11 lamp post banners
- Two radio adverts (1 national, 1 local).
- A cycle code leaflet.
- Physical road safety improvements at 4 locations in the city. The benefits are:
 - Increased visibility for road users at junctions.
 - De-cluttering footways and improving pedestrian crossings/visibility lines; and making the cycle lane and advanced stop line more prominent /visible to motorists.

4.3 Problems Identified

There have been no major problems in delivering the project. However, there have been a number of minor problems associated with the project as indicated below:

- The implementation phase for this project ran over schedule, with the eventual completion date (of all works) being March 2011. The reason for this is that the suppliers were unable to supply red material for the cycle lanes, owing to a wider shortage of the product.
- The campaign was launched on 8th November 2010 and will run until the end of March 2011 (five months). An extended campaign is dependent on the availability of match funding from local authority funds. Once the Road Safety Local Transport Plan (LTP) funding has been established for next year, it is hoped that the campaign can continue to run from March 2011 – March 2012.

4.4 Dissemination

A summary of the dissemination activities / products for this measure is as follows:

- A press release in City News: City News is produced by Brighton & Hove City Council. It is delivered to more than 100,000 homes in the city and is available in libraries and in Brighton and Hove Town Halls.
- A press release on City Focus: City Focus is the news headlines homepage on the Brighton & Hove City Council website homepage.
- A press release on Brighton & Hove City Council's Facebook page.
- A press release on the Wave: The Wave is Brighton & Hove City Council's intranet for members of staff (approx 8,000 members of staff).
- A press release in Transforum (Brighton & Hove City Council's internal sustainable transport newsletter).
- Press releases in CIVITAS Newsletters.
- Press release news items on the CIVITAS website.
- A press release in 'The Argus', the city newspaper.

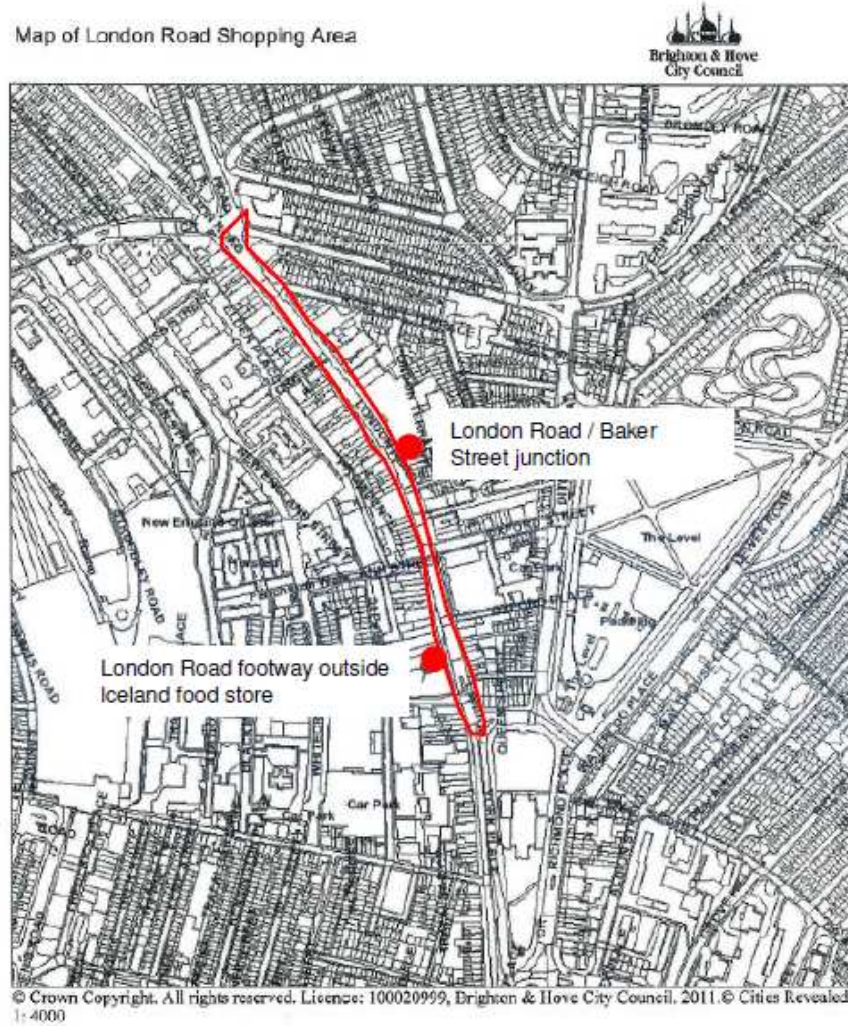
It is also noted that the campaign has received wider recognition from other Local Authorities. For example, Blackpool Council commented positively on the campaign approach and decided to use the 'I use the road' campaign concept for their road safety campaign in 2011. They were made aware of the campaign after a news agency circulated the story nationally.

4.5 Future Plans

As part of this on-going road safety work, Brighton & Hove City Council aim to evaluate the work done so far in order to ensure that progress can be measured and findings can be used were the campaign to be developed further in future.

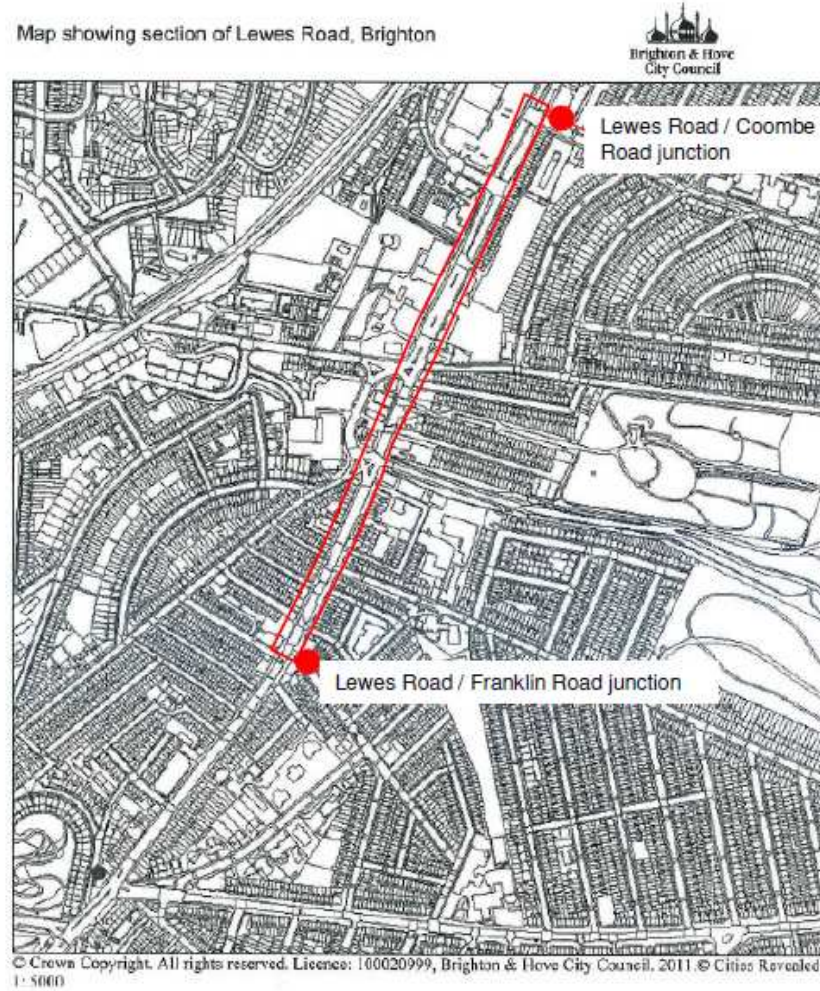


Appendix A

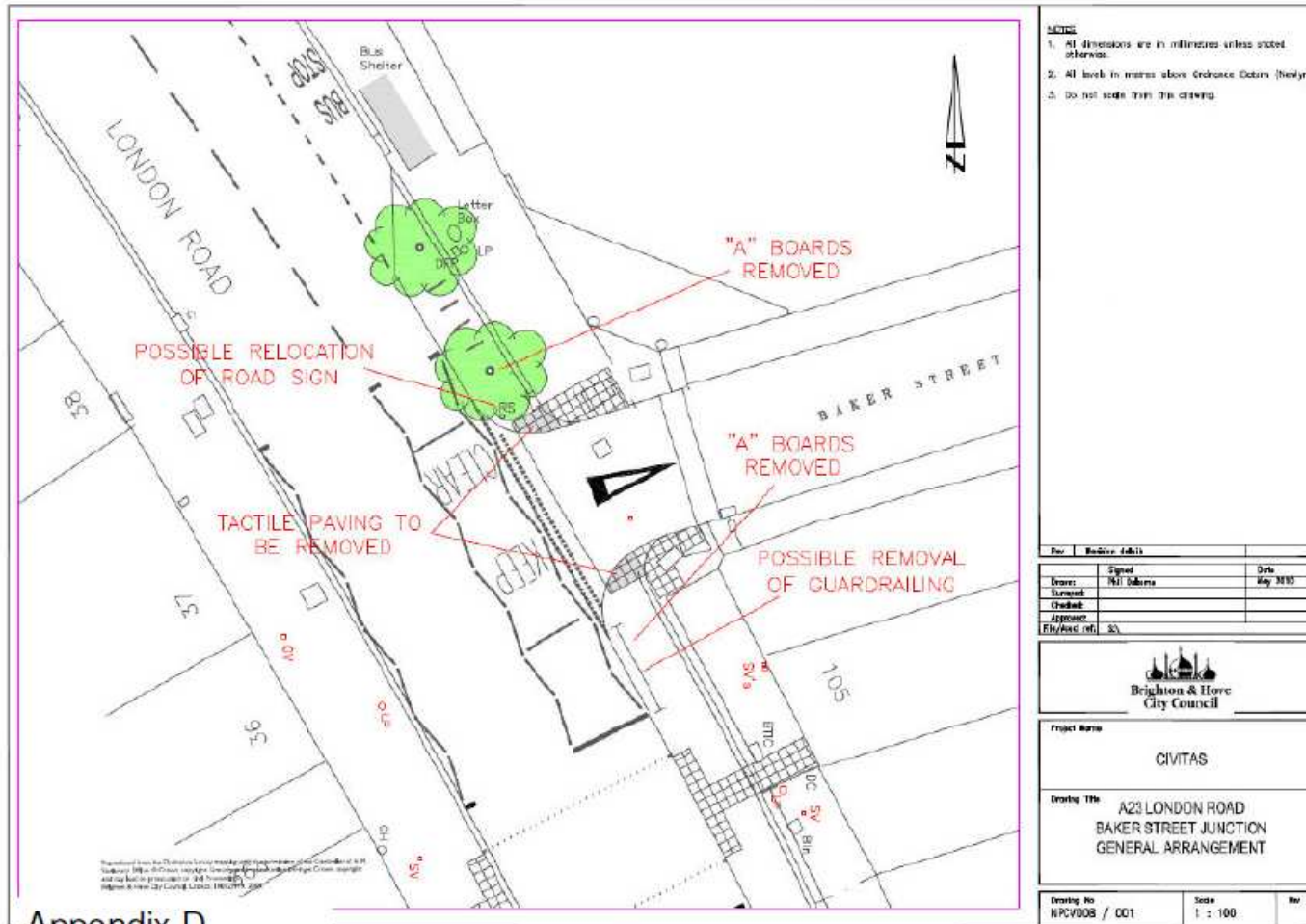


Appendix B





Appendix C



London Road / Baker Street junction: 'before' & 'after' photos



BEFORE

AFTER



Curb at junction realigned.



Illuminated no-entry sign on the corner of the Baker Street / London Road junction

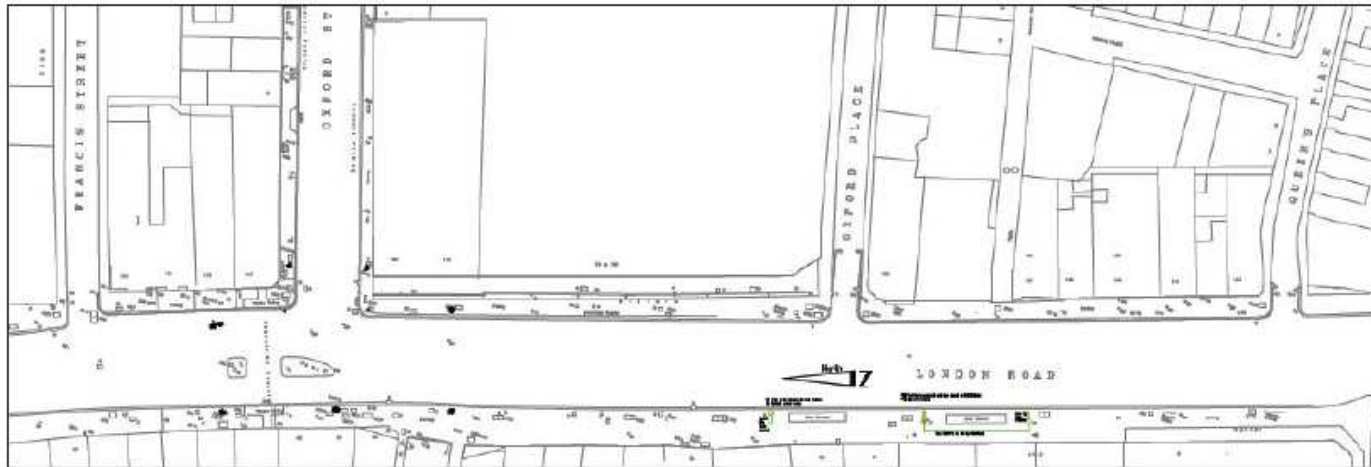
Illuminated no-entry sign positioning AFTER

To be repositioned to here

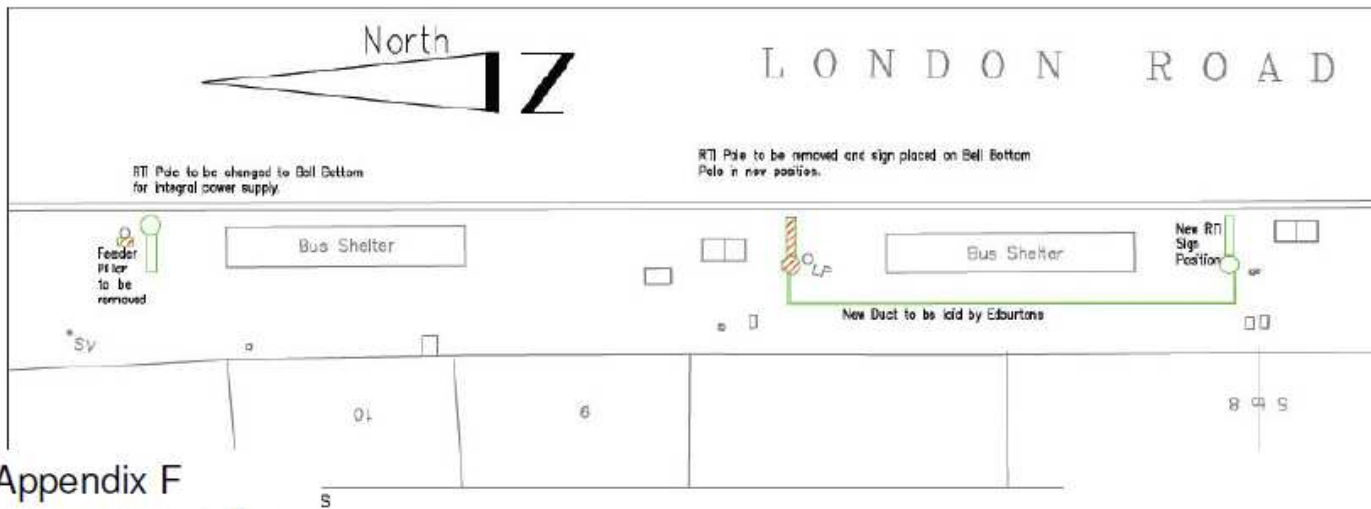
Illuminated no-entry sign positioning BEFORE



Appendix E



Location Map



London Road footway outside 'Iceland': 'before' & 'after' photos



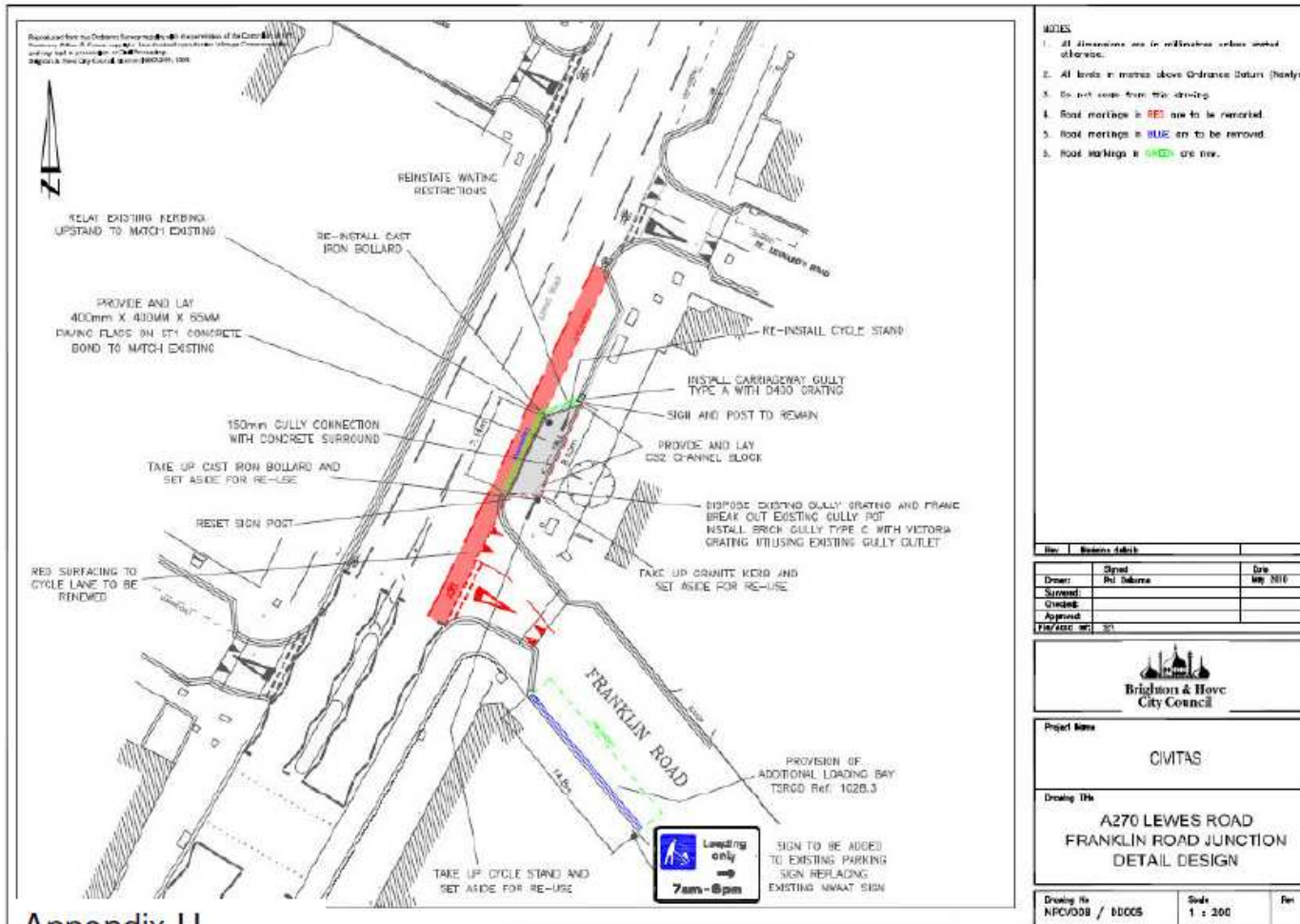
Appendix G

BEFORE

The RTI sign was originally located at the northern end of the bus stop



AFTER The RTI sign has been repositioned to the southern end of the bus stop.



Appendix H

Lewes Road / Franklin Road junction: 'before' & 'after' photos

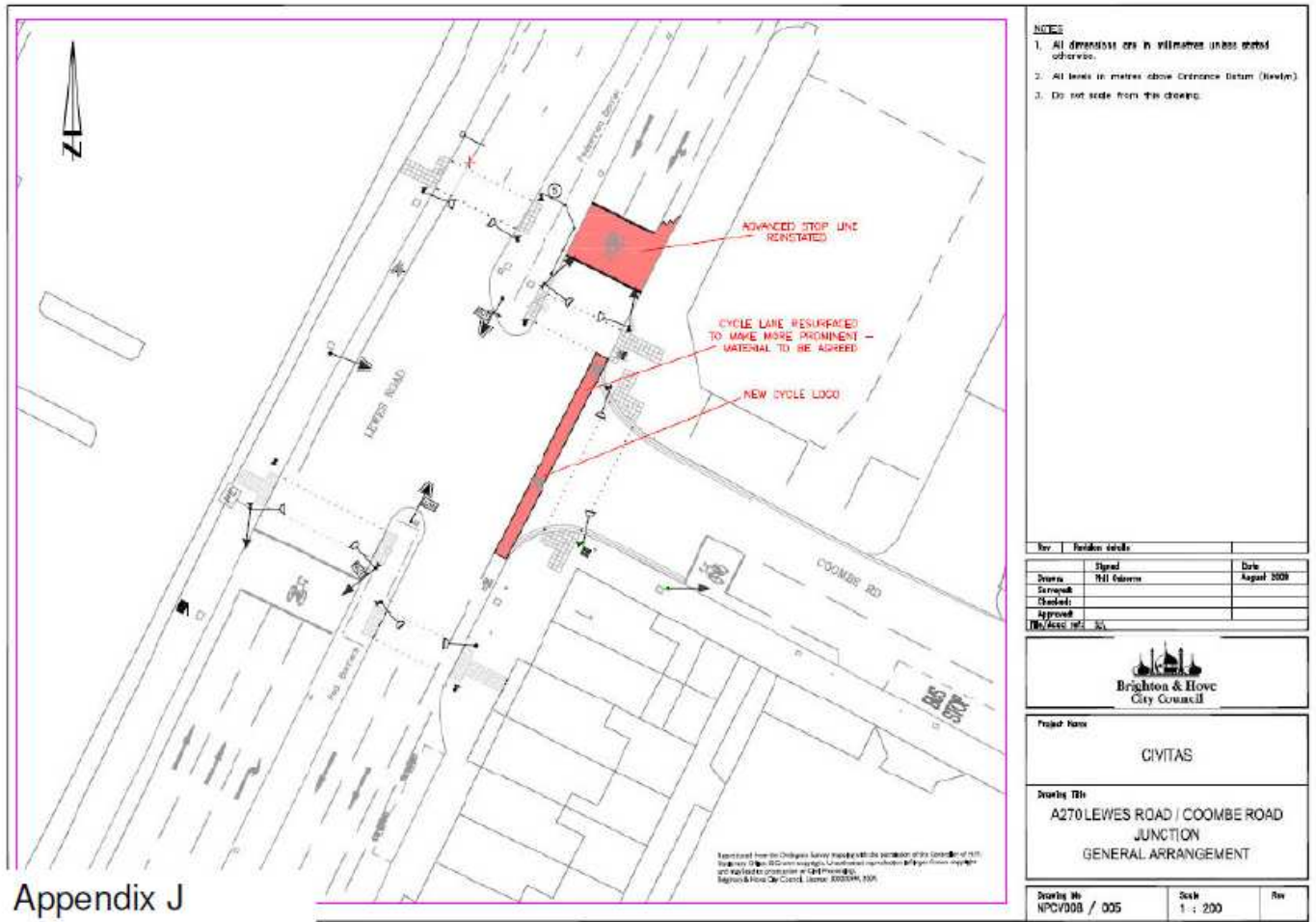


BEFORE: Lewes Road / Franklin Road, Brighton



AFTER: Lewes / Franklin Road junction north side of junction

Appendix I



Appendix J

Lewes Road / Coombe Road junction: 'before' & 'after' photos



Appendix K



AFTER: Lewes Road / Coombe Road junction