

Appendix 2 – Executive Response

Rec #	Recommendation	Officer Comments and Response	Date
1	<p>That the council introduce a policy of reducing speed limits on roads primarily for residential use, and on those roads where high numbers of vulnerable roads users use the roads; particularly those roads outside schools, routes to schools, roads outside parks and playgrounds, sports and leisure facilities, community buildings, older people’s care homes, local shops and on roads in busy shopping areas.</p>	<p>The recommendation to use such zones outside schools that are not situated on A class roads is accepted. However, further work is needed to establish priorities so that limited funding can be properly directed using the Road Safety Programme (This programme is managed by the council's Road Safety Team and delivers a raft of engineering measures to improve road safety across the city. Recent examples include improvements to Chalky Road and ongoing work to improve conditions for pedestrians at the Upper Drive/Old Shoreham Road junction). The recommendation to implement such a large area of the city would cost millions. Key to establishing priorities for any 20mph zones is the City Speed Limit Review which is underway.</p>	
2	<p>That the speed limit review currently being conducted to assess average speeds on C and Unclassified roads in the city be used to identify roads in the city that would benefit from 20 mph speed limits as average speeds are 24 mph or less.</p>	<p>The need to separate those roads suitable for just a reduction in speed limit as opposed to supporting other options such as traffic calming is accepted and will be given a priority, this will form part of the City Wide Speed Limit Review.</p>	<p>Ongoing and subject to progress re Recommendation 1</p>
3	<p>That those roads identified in recommendations 1 and 2 be clustered together to form coherent 20 mph areas.</p>	<p>Once the City-wide Speed Limit Review work has been completed priority sites will be identified for any potential measures with the exception of those regarding schools which will be prioritised as per recommendation 1.</p>	

4	<p>That a report which sets out the work being undertaken by the speed limit review, including the methods for identifying clusters and priority areas, and containing a timetable for implementation be brought to the next meeting of the Environment Cabinet Member.</p>	<p>A report on the Speed Limit Review will be brought to the November 2010 Environment Cabinet Member Meeting.</p>	
5	<p>That where needed 20 mph areas are supported by additional traffic calming measures. However, these measures should ideally not include the use of speed bumps or humps but high quality design measures which are fit for purpose for local areas.</p>	<p>Subject to funding, this will require a case by case analysis of suitable road safety options and consultation with the residents. All measures will be designed in accordance with best practice guidance for street design, including Manual for Streets and Brighton & Hove Council's Streetscape Design Guidance.</p>	
6	<p>That easily understandable criteria for the implementation of 20 mph areas be made available to residents so that they can understand why some areas of the city will be prioritised for speed reduction initiatives first.</p>	<p>Agreed. In line with best practice the council will make the criteria that helps officers prioritise road safety measures in a given area understandable and available to residents.</p>	

7	<p>That taking into account those areas identified in recommendations 1, 2 and 3, main roads in the city should not have speed reduction initiatives introduced. However, the council should look as a matter of priority at other road safety measures which can be used to make these roads safer for vulnerable road users. In particular, the concerns of residents about being unable to cross these types of roads safely should be addressed.</p>	<p>Agreed. These roads are constantly being assessed in order to identify any appropriate remedial action. The Council supports the introduction of enhanced crossing provision for vulnerable users and is recommending a review of criteria against which crossing provision is made subject to availability of funding.</p>	
8	<p>That as a matter of priority, and where criteria are met, more crossing facilities, zebra crossings, and safe spaces for vulnerable road users to cross roads are introduced in conjunction with 20 mph areas and on main busy roads.</p>	<p>Agreed - as per recommendation 7</p>	<p>Ongoing</p>
9	<p>That Local Action Teams and local residents' associations are actively involved and consulted with on plans to introduce 20 mph initiatives in their areas.</p>	<p>All residents and representatives bodies will be consulted on any plans to introduce 20 mph zones in their area.</p>	<p>Ongoing from start of implementation/consultation</p>
10	<p>That, in order to ensure community buy-in and maximum compliancy, residents are engaged and consulted with on plans to introduce 20 mph initiatives into their areas.</p>	<p>Agreed. As per recommendation 9.</p>	<p>Ongoing from start of implementation/consultation</p>

11	That as part of the public consultation and engagement exercise, awareness raising and education campaigns are also undertaken to highlight key problem areas in the city and the need for slower speeds and safer driving and road use in the city.	The Road Safety Team currently manages a programme of education, training and publicity which is focussed at those areas and road users that are considered most vulnerable. This will continue and changing attitudes towards excessive or inappropriate speed will form part of that work. The aim is to make speeding socially unacceptable. Education, training and publicity will have a significant role in supporting the harder measures such as changes in speed limits and traffic calming. An example of this is the ongoing London Road scheme which has combined publicity and education during the consultation stage.	Ongoing and already in place
12	That a carefully planned, long-term monitoring and evaluation exercise takes place so that evidence on the impacts of the initiatives introduced, and effectiveness of gaining and maintaining community buy-in, can be collected and responded to.	Agreed . Data preceding implementation of any scheme would be gathered and retained in order that 'before and after' comparison data could be compared and effectiveness measured.	All before and after data to be compared. Evaluation to take place annually from 12 months after implementation date of a particular scheme
13	That 20 mph areas are identified as quickly as possible and that adequate funding is prioritised and set aside for implementing these initiatives as part of the Local Transport Plan (3).	The Speed Limit Review is being progressed and the potential increased use of 20mph speed limits/zones has been submitted as an item for consideration and possible inclusion within LTP3, subject to availability of funding.	
14	That the Environment and Community Safety Overview and Scrutiny Committee monitor progress of these recommendations with the first update report brought to the committee after six months.	Agreed.	The first/second quarter of 2011

15	That the feasibility of piloting in a suitable area, new technology to, manage traffic speed such as ‘green light wave’ technology and other forms of smart technology be considered.	<p>Whilst use of new technology for managing speed will be considered, this will need to be done on a case by case basis as local demographics etc will determine the suitability for piloting any particular technology. Green waves to allow progress through the City's network at predetermined speeds are a familiar concept in Brighton & Hove and have been in use for a considerable number of years. The technology is utilised at the City's fire stations, on a red light call the fire officer chooses a route via a control panel and this triggers a green wave through all of the traffic signals along this route to coincide with the speed of the fire engine. Use of average speed cameras may be an option subject to suitable route identification and obtaining the necessary Type Approval.</p> <p>Across the network generally traffic signal timings are calculated to reflect the speed of the traffic and how long it takes to get from one set of lights to another. It would always be possible to turn this around and set the timings to reflect the traffic speed that you are looking for and to clear congestion.</p>	Subject to suitability and availability of specific funding.
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