

Appendix C – Monitoring and Feedback

Madeira Drive Road Closure

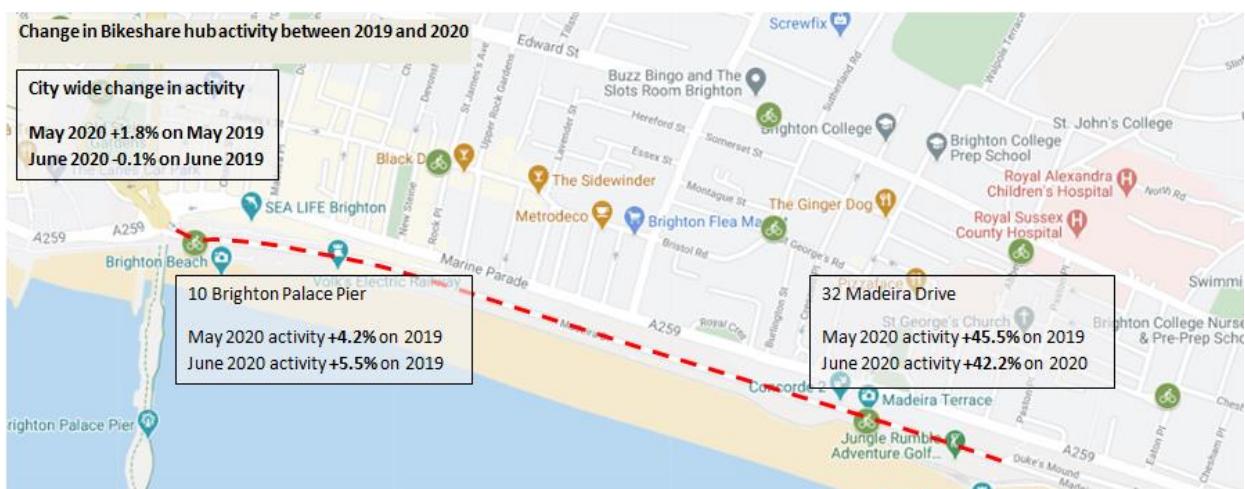
As of 20 April 2020 Madeira Drive was closed to motor vehicles from the Palace Pier roundabout to provide more open space for pedestrians and cyclists to exercise and travel safely during lockdown. Stewards control access to the road from the top of Duke's Mound from 8am to 8pm daily, to ensure that access for businesses and emergency services is maintained.

Experimental Traffic Order

An Experimental Traffic Order (TRO-17-2020-Madeira Drive Experimental) came into force on 7 August 2020. This order prohibited motor vehicles from Madeira Drive and relocated disabled bays. An amendment order (TRO-17a-2020-Madeira Drive) came into force on 4 September 2020 to allow blue badge holders access to facilities on Madeira Drive. The TRO was advertised from 3rd July and comments are being accepted up until 4 March 2021. As of the end of August 75 responses had been received via the council's consultation portal. Of these 70 stated they objected the TRO (93.3%) and 5 supported (6.7%).

BTN Bikeshare

There have been increased activity levels at BTN Bikeshare hubs along the road closure (rents and returns) on the same months in 2019. Change in activity at these hubs far exceeds the overall citywide figures of change in bikeshare usage, demonstrating that these hubs are seeing an above average increase in use.¹



¹ These findings are indicative only as we cannot confirm if the trips originating and ending from these hubs used the new cycle lanes.

The monthly growth in activity at the Madeira Drive hub between April 2020 and May was +121.4%, last year at this hub the monthly growth was just 38% between April and May and citywide in 2020 growth was a high 73.5% showing how this hub is outperforming others; and suggesting growth is down to more than just seasonal uptake. As the road was closed on April 20th we can assume this had some influence on the large increase in activity between April and May.

Petitions

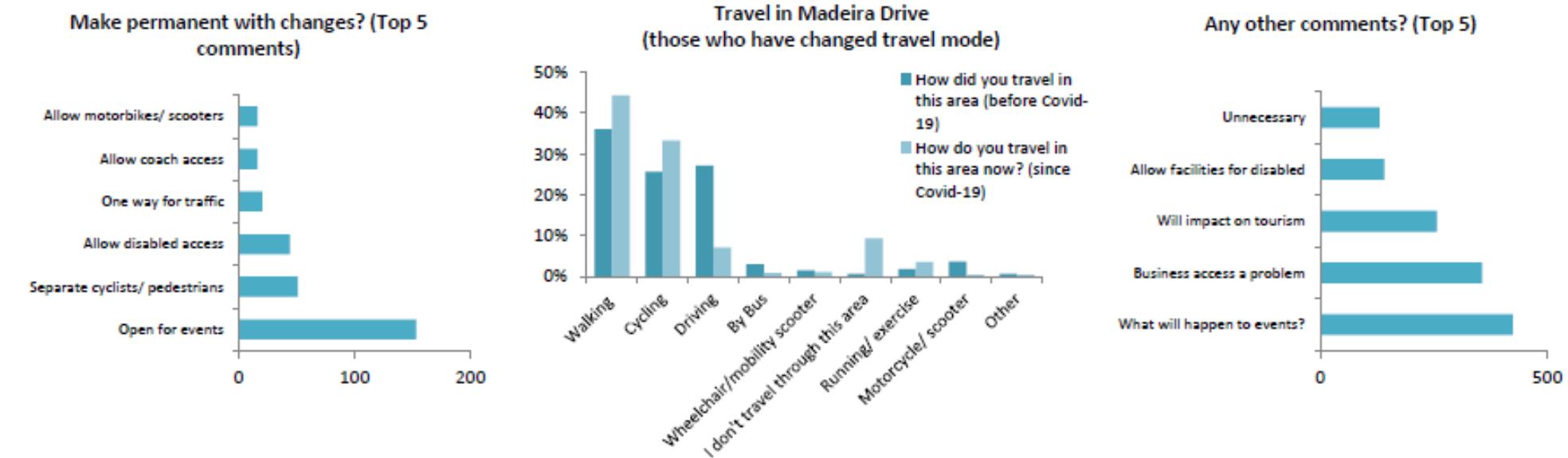
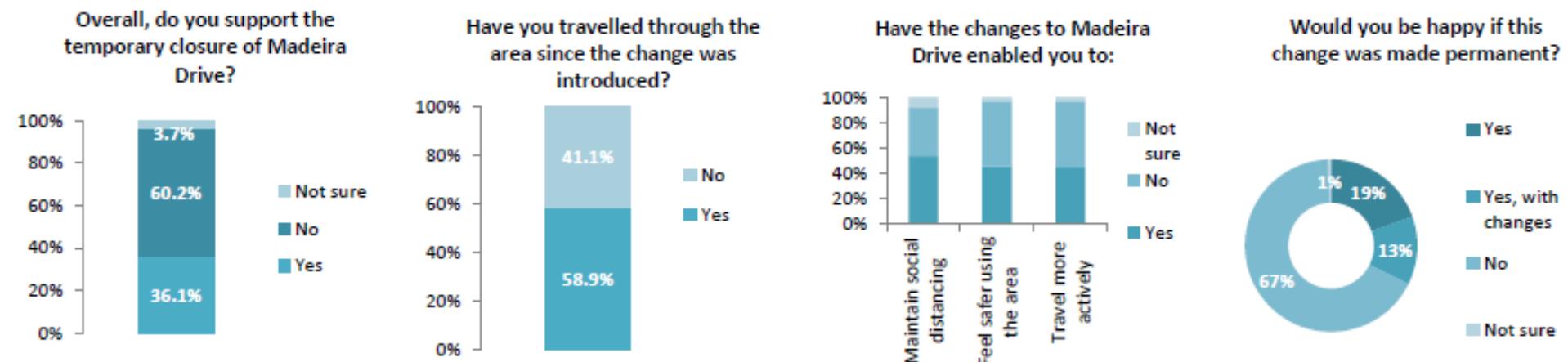
The Council has received two petitions in relation to this temporary scheme. The details are below:

‘We the undersigned petition Brighton & Hove Council to extend the road closure of Madeira Drive for the rest of the year, since it provides crucial exercising space for local residents to use (whilst following social distancing) without the risk of road traffic.’ – Signed by 3728 people.

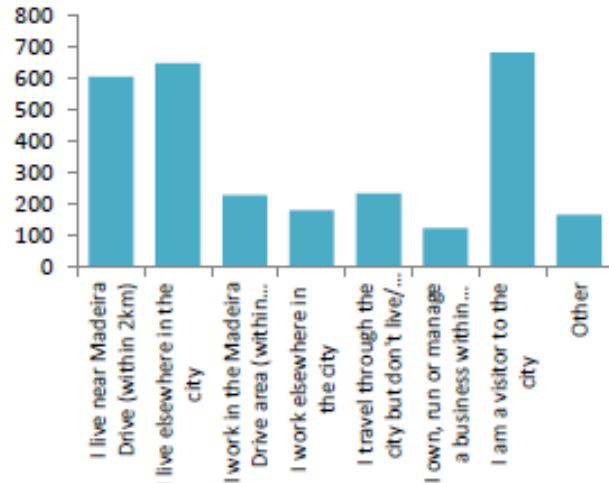
‘We the undersigned petition Brighton & Hove Council to reopen Brighton's Madeira Drive to all users without further delay to save the businesses operating there, reinstate access for motorcyclists, scooterists, taxis and coaches, and enable visitor parking.’ – Signed by 10641 people.

Public Feedback Survey

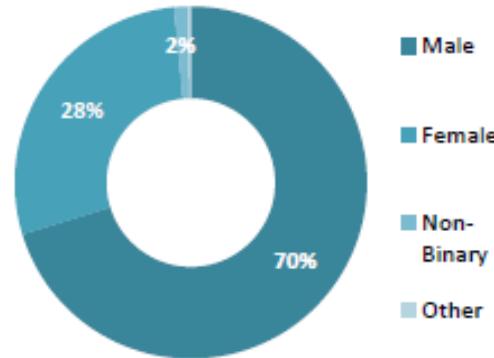
On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the Madeira Drive road closure also went live on 23 June. As of 28 August 2356 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.



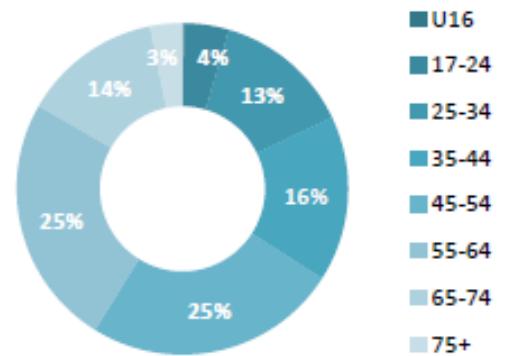
Distance from Madeira Drive



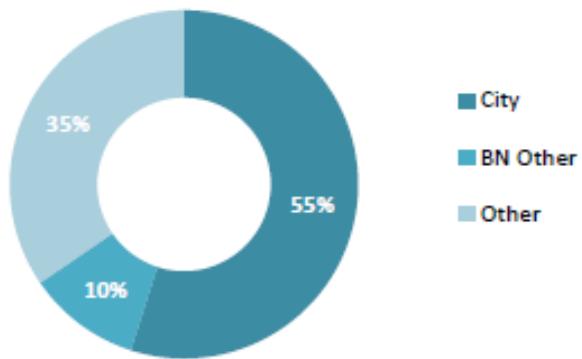
Gender



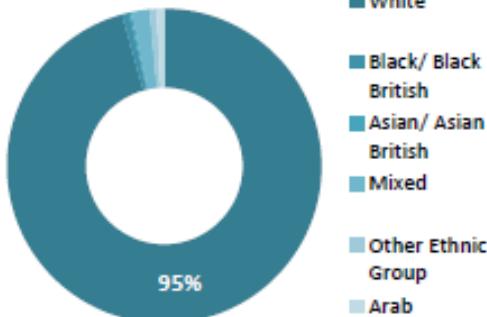
Age



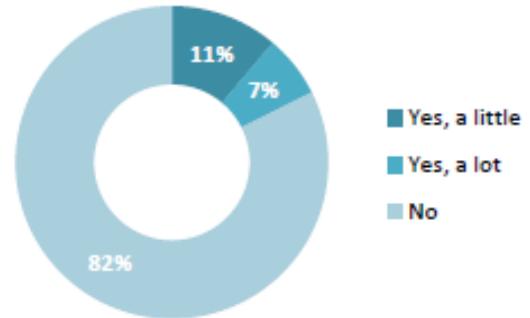
Postcodes



Ethnicity



Disability



678 people responded as individuals, 11 people responded as representing a business, organisation or group
717 people said they had changed how they travel through the area and 517 of these said they would continue to travel in this way

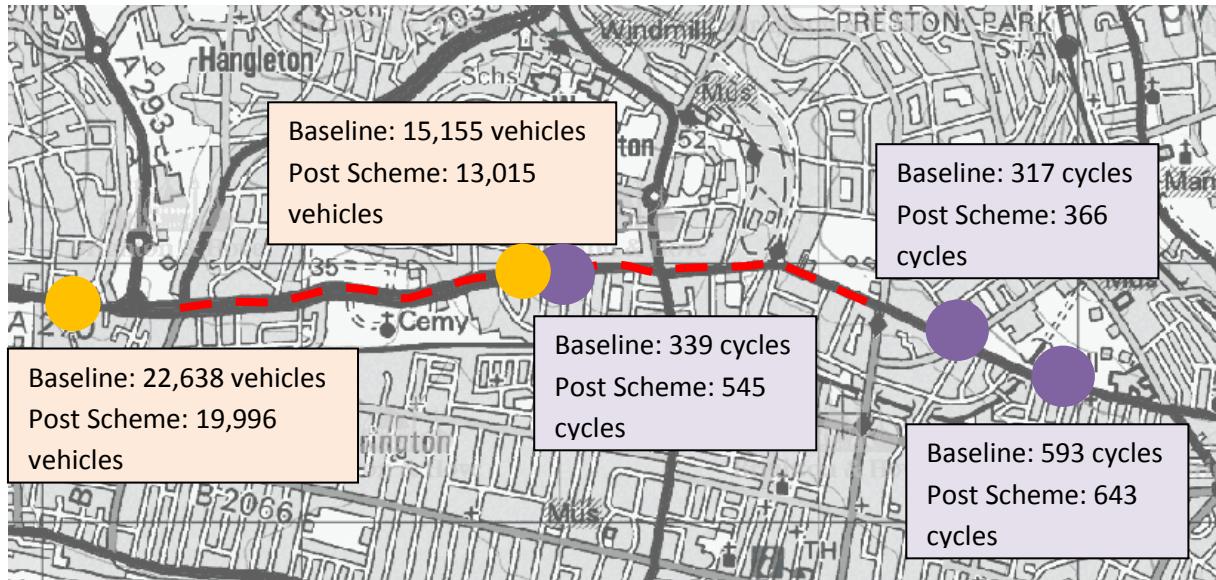
Old Shoreham Road Temporary Cycle Lanes

From 11 May 2020 new temporary cycle lanes on the A270 Old Shoreham Road were introduced. These free up space for cyclists in response to government guidance on physical distancing and changes to how people are currently travelling around the city.

The cycle lane runs from the junction with Hangleton Road in West Hove, to The Drive where it joins the existing network. It is approximately 1.7 miles in length.

Monitoring

Since the introduction of the cycle lane, new monitoring of the route and how it's being used has been commissioned. This sits alongside our existing baseline data on this route and also from surrounding sites. Two new permanent automatic traffic and cycle counters have been installed on Old Shoreham Road, as well as standalone 7-day surveys of both traffic and cycles along the road. Queue lengths have also been monitored.



Traffic

During the early months of the pandemic traffic levels along this route fell as people travelled around the city less. In more recent months traffic levels are beginning to return to normal (there is the possibility of a rise in traffic whilst use of public transport remains limited). There is no evidence of a change in average speed along this route since the introduction of the cycle lanes.

Site	Traffic Volume ²			Traffic Speed ¹		
	Baseline	Post Implementation	Change	Baseline	Post Implementation	Change
Lullington Avenue ³	15,155 ⁴	13,015	-14.1%	27mph	26mph	-1mph
Benfield Way ⁵	22,638 ⁶	19,996	-11.7%	29mph	31mph	+2mph

Cycles

The introduction of the cycle lanes has shown increased cycling volume along this route by up to 61% compared to the most recent data we have available from 2016. Where we have existing cycle lanes and permanent cycle counters, to the east of the scheme, we are able to compare with pre-Covid levels of cycling. The pattern shows that cycling levels initially dropped as people stopped travelling around the city, but in more recent months cycling is higher than in previous years. This suggests that as people are returning to normal they are electing to cycle more, which could be as a result of having an extended safe network to use, alongside less use of public transport.

Sites on A270 (Old Shoreham Road)	Cycle Volume		
	Baseline	Post Scheme ⁷	Change
Lullington Avenue	339 ⁸	545 ⁹	+61%
Avondale Road ³	560 ¹⁰	609	+8.7%
The Upper Drive ³	294 ¹¹	343	+16.7%

BTN Bikeshare

There have been increased activity levels at BTN Bikeshare hubs located near to the new cycle lanes (rents and returns) on the same months in 2019. Change in activity at these hubs

² 12 hour 7 day average

³ 7 day temporary ATC's

⁴ 7 day temporary ATC December 2017

⁵ Permanent BHCC Count Site

⁶ 7 day average for comparable weeks in July 2019 and July 2020

⁷ 16 hr 7 day average

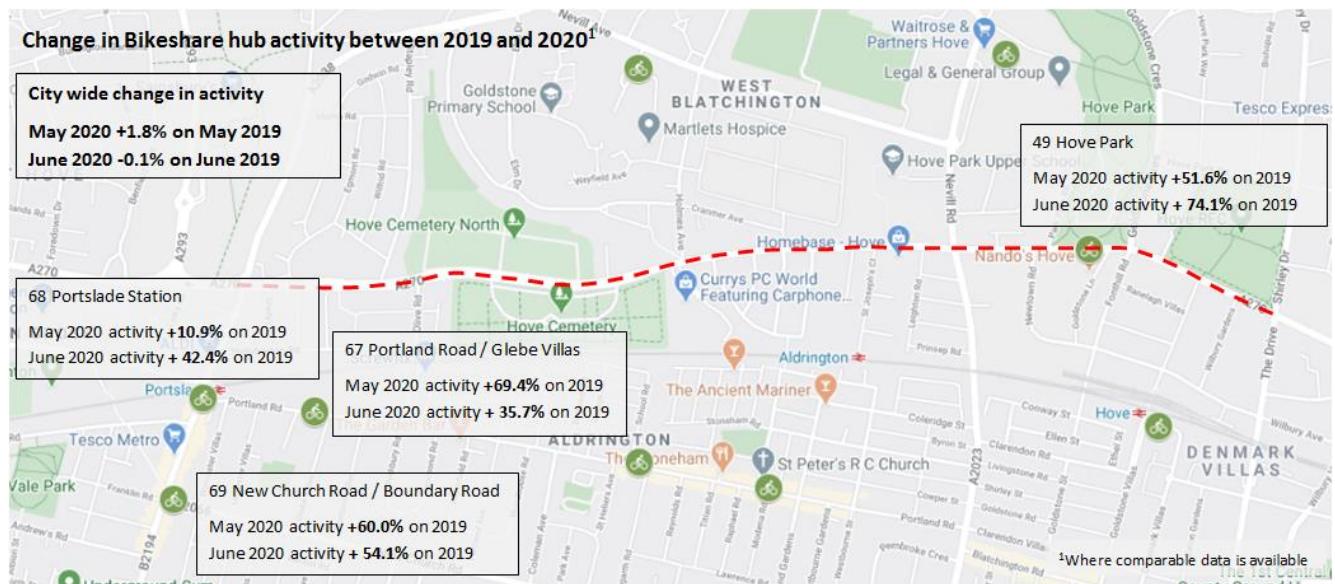
⁸ DfT Count point 46301, Manual Count in June 2016

⁹ BHCC cycle survey July 2020

¹⁰ Comparable weeks in July 2019 and July 2020

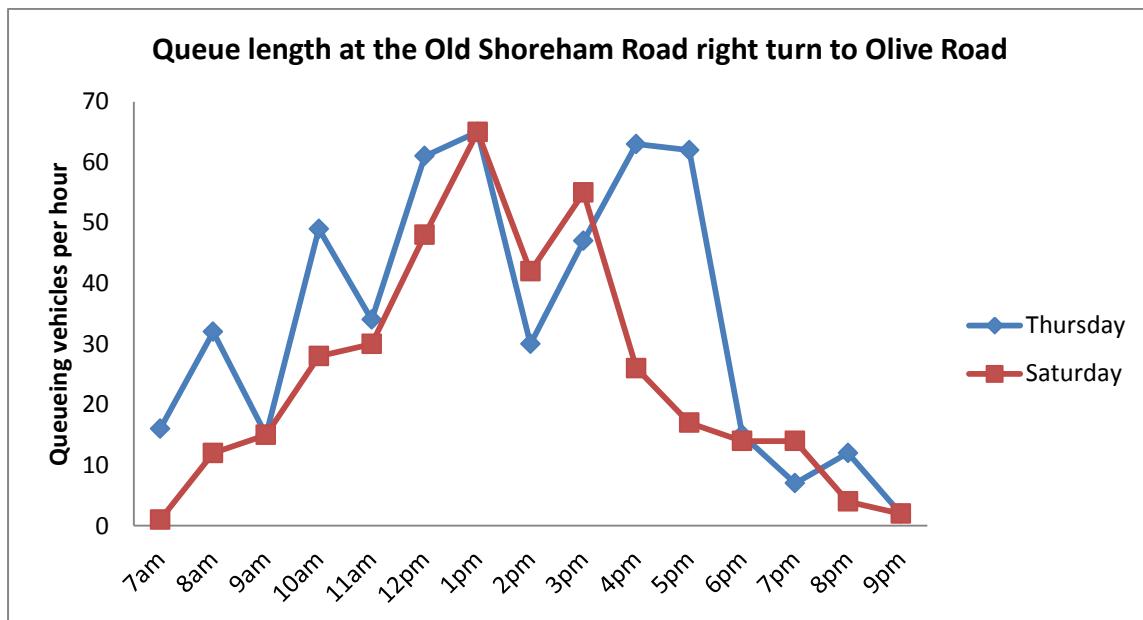
¹¹ Comparable weeks in June 2019 and July 2020

far exceeds the overall citywide figures of change in bikeshare usage, demonstrating that these hubs are seeing an above average increase in use.¹²



Queue length surveys

Queue length surveys were carried out on Thursday 9 July and Saturday 11 July at the Old Shoreham Road right turn junction at Olive Road between 7am and 10pm. The highest number of cars observed queueing at any one time was 9 on the Thursday and 5 on the Saturday. The graph below shows vehicles queueing per hour.



¹² These findings are indicative only as we cannot confirm if the trips originating and ending from these hubs used the new cycle lanes.

Petitions

The Council has received two petitions in relation to this temporary scheme. The details are below:

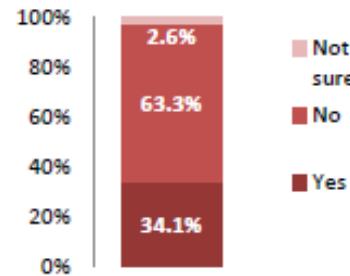
‘We the undersigned petition Brighton & Hove Council to make the temporary cycle lanes on Old Shoreham Road permanent, as a step towards building a full network of cycle lanes so that people have the option of travelling by bicycle safely’ – Signed by 5135 people

‘We the undersigned petition Brighton & Hove Council to Remove the temporary cycle lane extension from the Old Shoreham Road between The Drive and Hangleton Road, pending a full planning review and consultation with all affected parties including residents.’ – Signed by 4610 people.

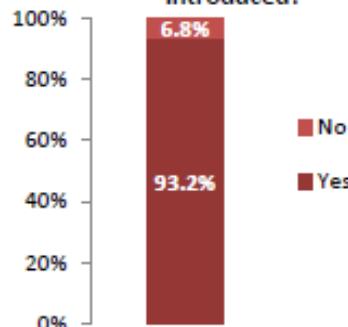
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the Old Shoreham Road cycle lanes also went live on 23 June. As of 28 August 3433 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

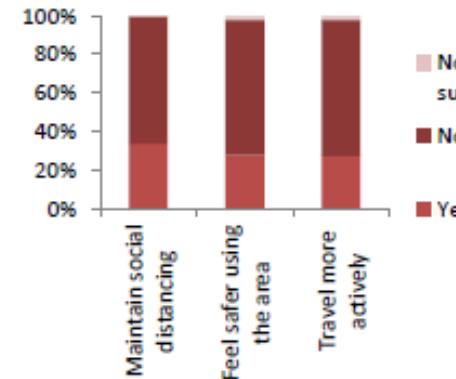
Overall, do you support the temporary introduction of cycle lanes on Old Shoreham Road?



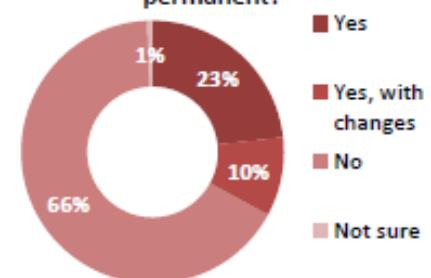
Have you travelled through the area since the change was introduced?



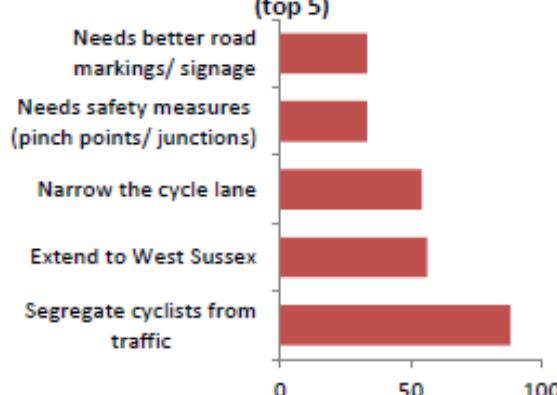
Have the changes to Old Shoreham Road enabled you to:



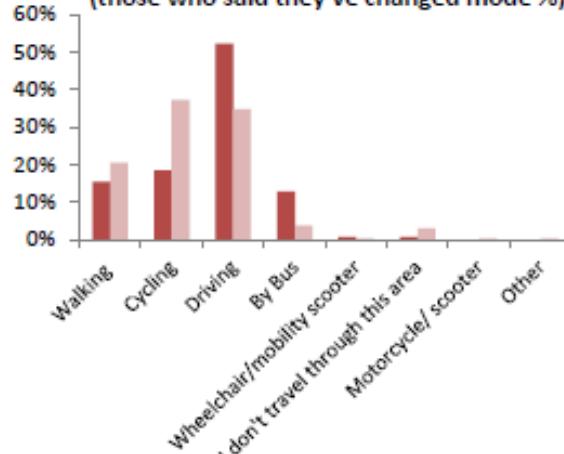
Would you be happy if the changes were made permanent?



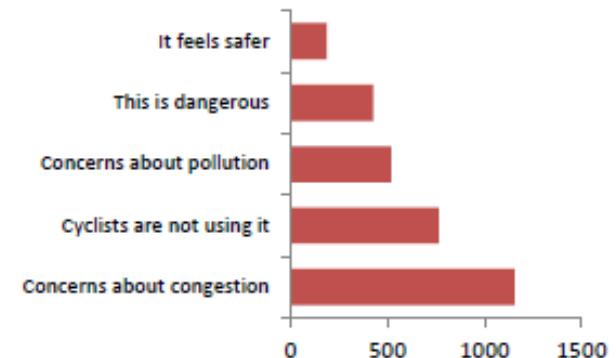
Make permanent: Yes, with changes (top 5)

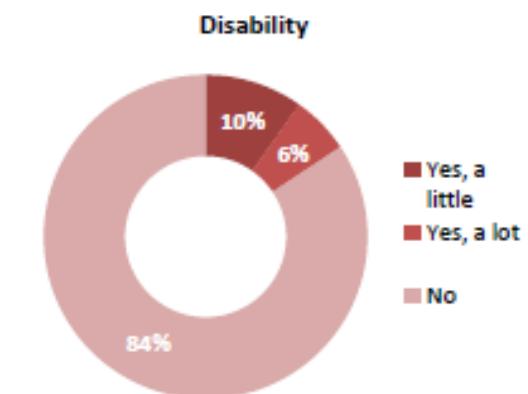
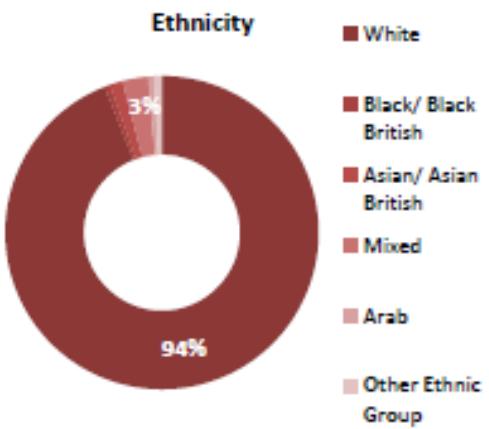
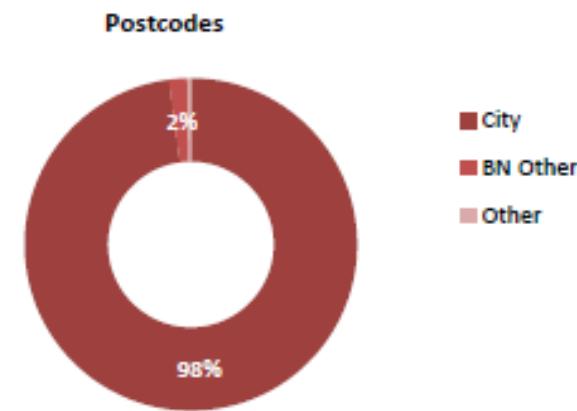
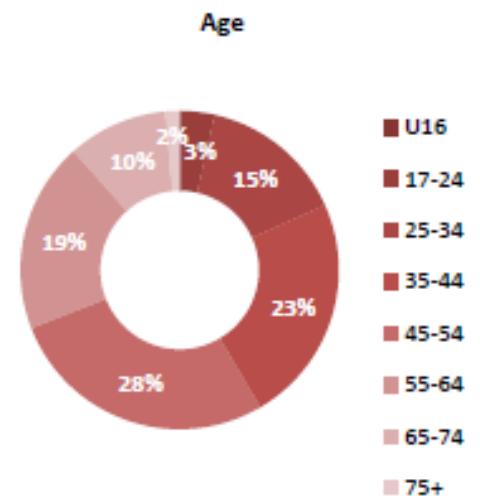
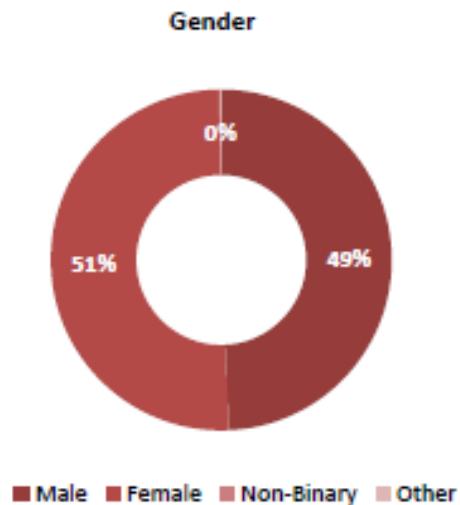
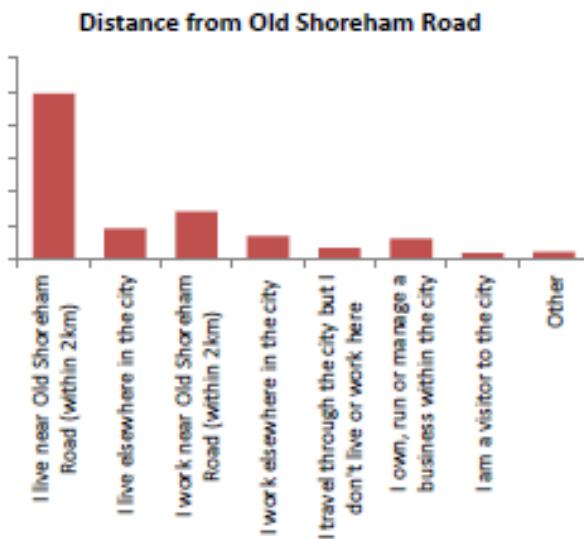


Travel in the Old Shoreham Road Area (those who said they've changed mode %)



Any other changes (Top 5)





1475 people responded as individuals, 33 people responded as representing a business, organisation or group
1142 people said they had changed how they travel through the area and 972 of these said they would continue to travel in this way

Old Town Traffic Restrictions

Pavement widening has been introduced in this area to provide more space for people to walk around this busy retail area while physically distancing.

In addition to this road closures are in place across several streets within the Old Town.

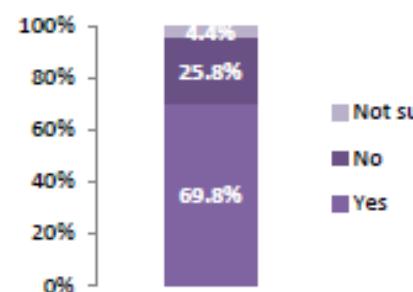
Experimental Traffic Order

An Experimental Traffic Order TRO-11-2020-Old Town Experimental came into force on 9 July 2020. This order prohibited motor vehicles from certain streets in the Old Town. The TRO was advertised from 2nd July and comments are being accepted up until 9 January 2021. As of the end of August, 13 responses had been received via the council's consultation portal. Of these 11 stated they objected the TRO (84.6%) and 2 supported (15.4%).

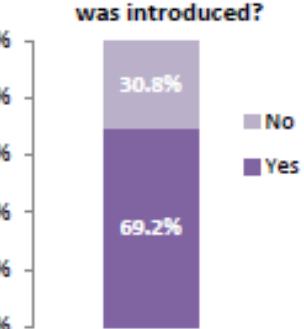
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the Old Town pavement widening also went live on 23 June, when the ETRO came into force this survey was amended to reflect the new road closures. As of 28 August 248 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

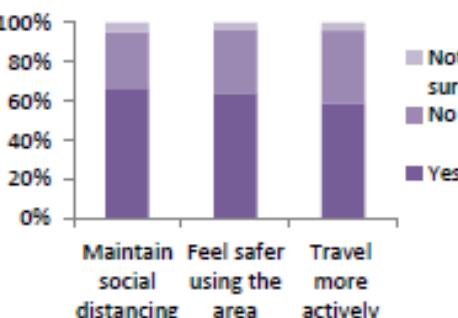
Overall, do you support the temporary traffic restrictions in the Old Town?



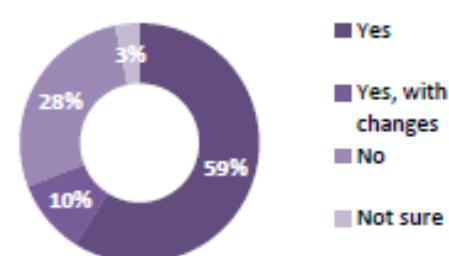
Have you travelled through the area since the change was introduced?



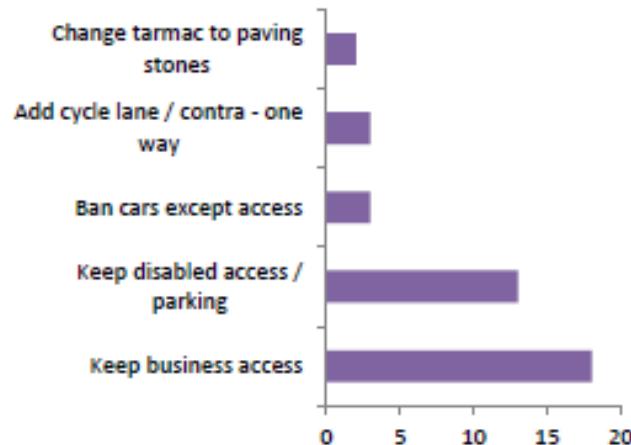
Have the changes in the Old Town enabled you to:



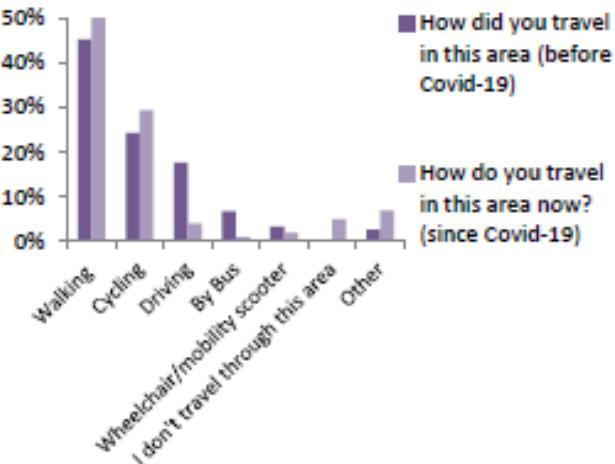
Would you be happy if this change was made permanent?



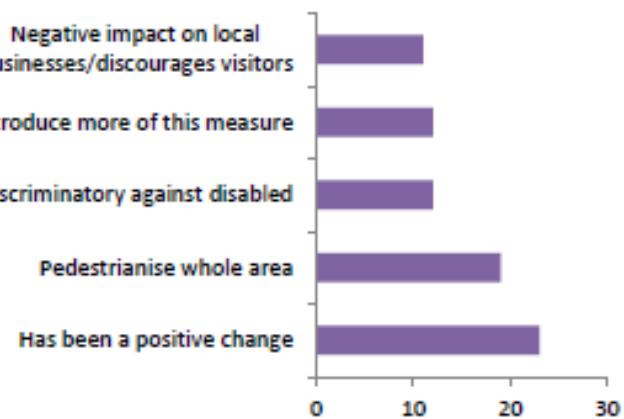
Make permanent with changes? (Top 5 comments)



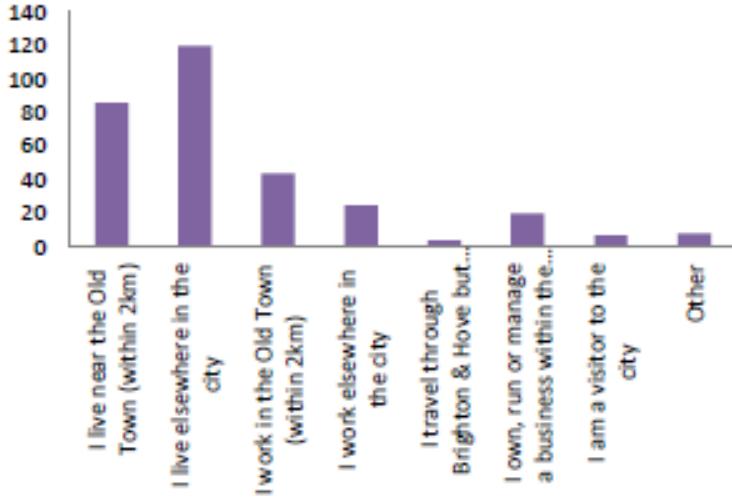
Travel in the Old Town Area



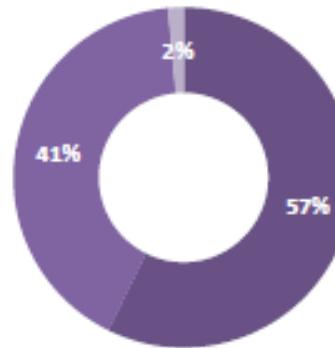
Any other comments? (Top 5)



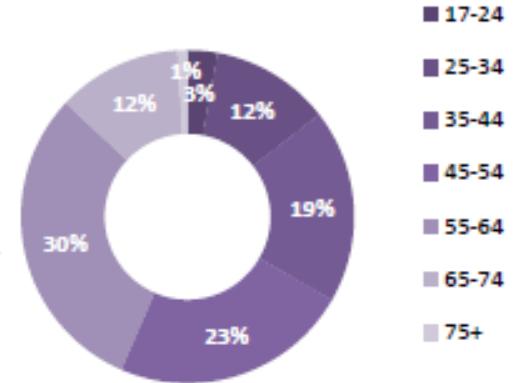
How are you responding?



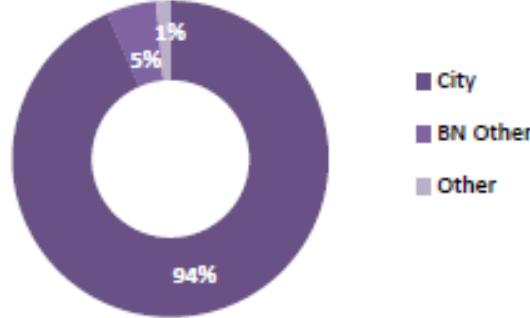
Gender



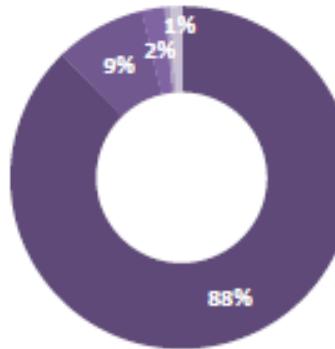
Age



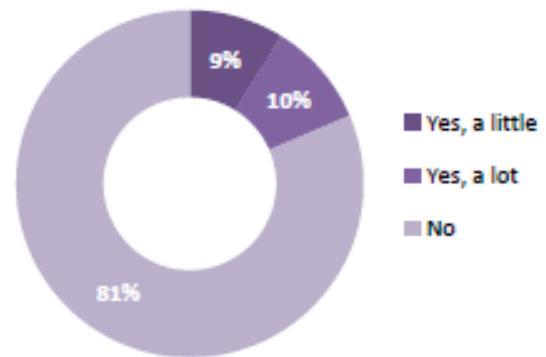
Postcodes



Ethnicity



Disability



226 people responded as individuals and 4 representing an organisation or group

68 people said they had changed how they travel through the area and 58 of these said they would continue to travel in this way

London Road Pavement Widening

In preparation for the reopening of shops in June, the pavement on a busy stretch of London Road near to Aldi has been widened, using temporary kerbs to reallocate road space so that pedestrians can pass one another safely. The bus stops here have been relocated further along the road to accommodate this change.

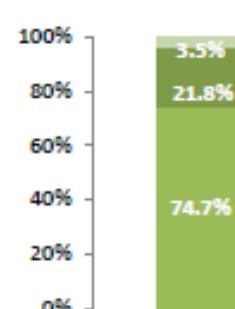
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the London Road pavement widening also went live on 23 June. As of 28 August 229 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

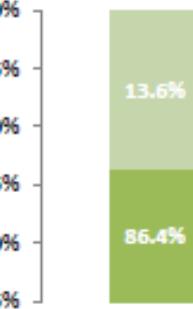
**London Road
Pavement Widening**

**28 August 2020
229 Responses**

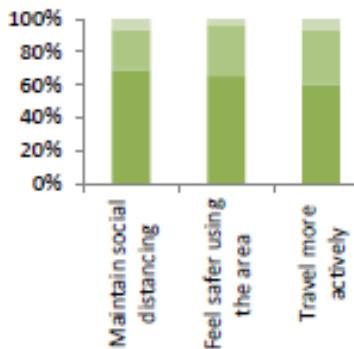
Overall, do you support the pavement widening on London Road?



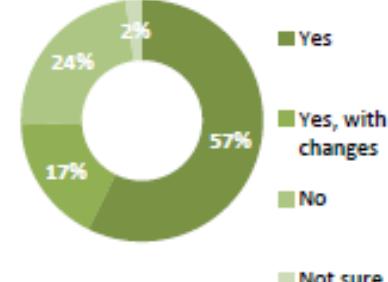
Have you travelled through the area since the change was introduced?



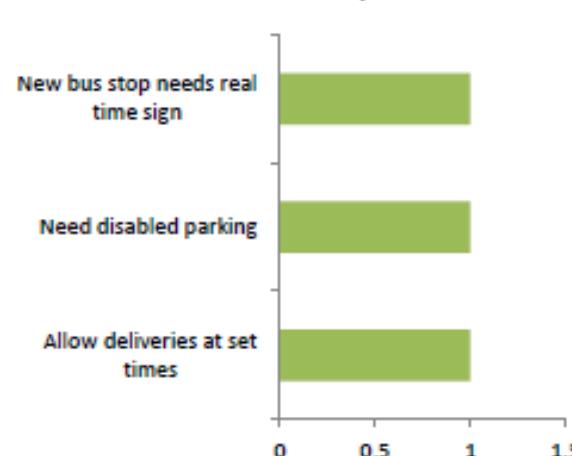
Have the changes to London Road pavements enabled you to:



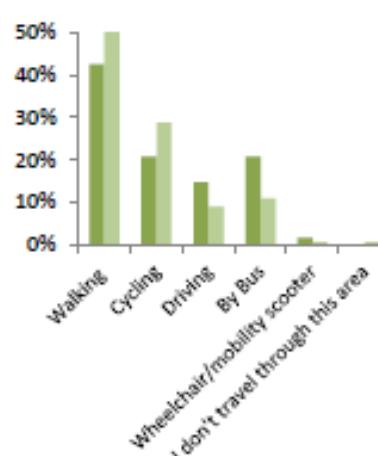
Would you be happy if this change was made permanent?



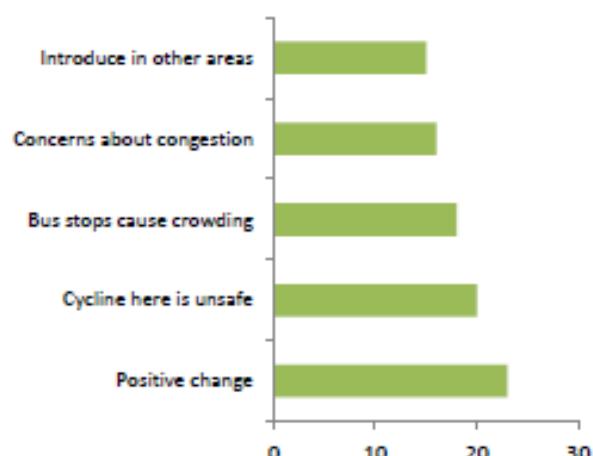
Make permanent with changes? (Top 5 comments)

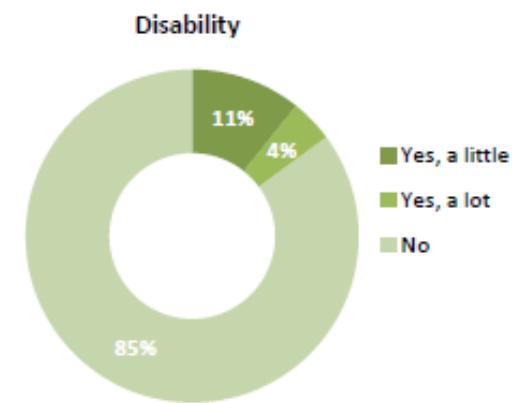
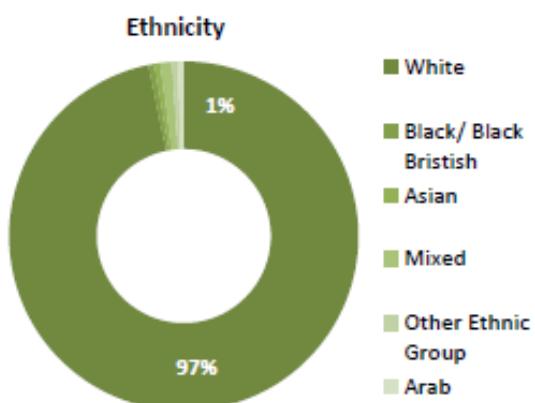
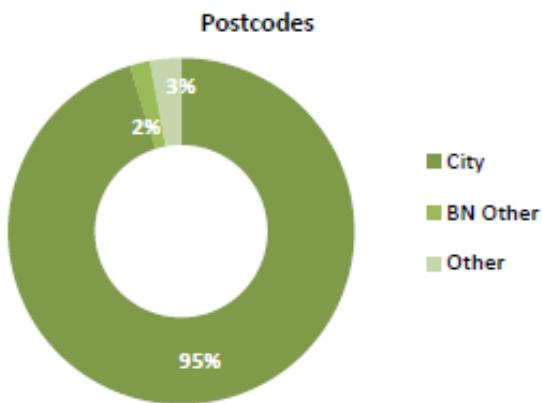
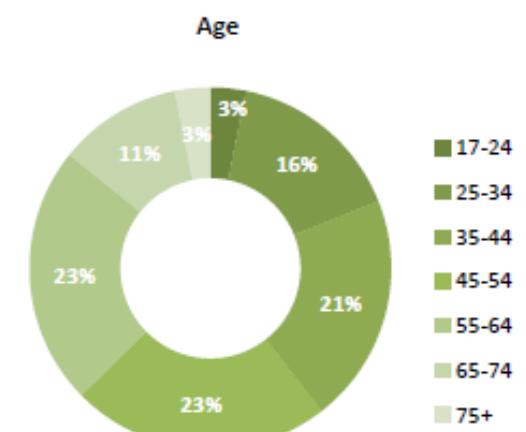
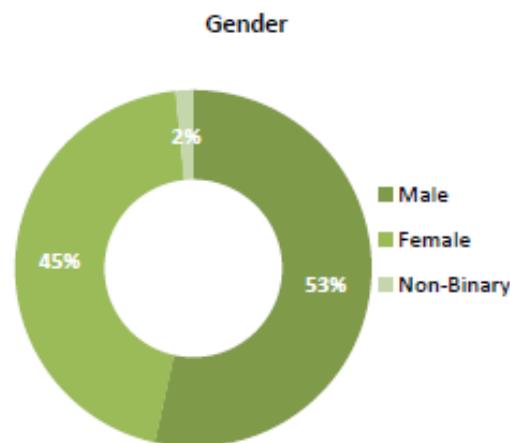
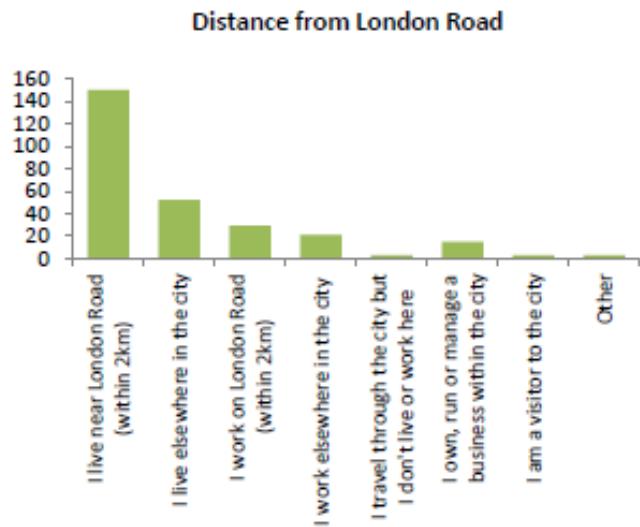


Travel in the London Road Area



Any other comments? (Top 5)





205 people responded as individuals, 3 people responded as representing a business, organisation or group
92 people said that they had changed how they travel through the area and 84 of these said they would continue to travel in this way

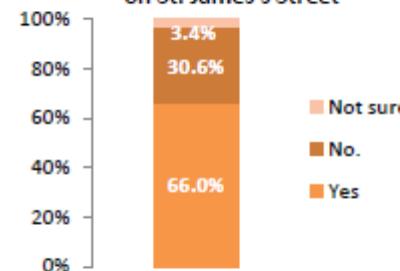
St James's Street Pavement Widening

In preparation for the reopening of shops in June, around 50 metres of pavement widening took place on St James's Street to aid social distancing for pedestrians.

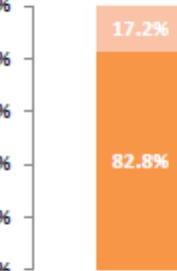
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the St James's Street Pavement widening also went live on 23 June. As of 28 August 206 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

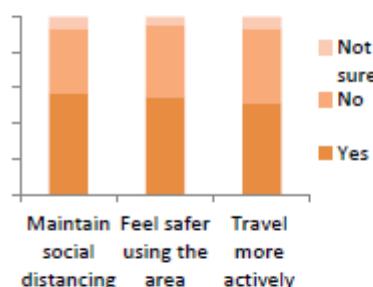
Overall, do you support the temporary pavement widening on St. James's Street



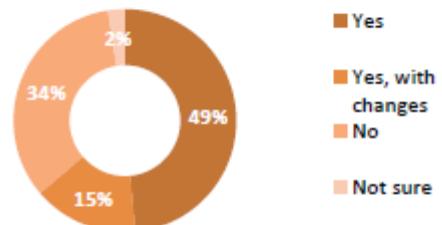
Have you travelled through the area since the change was introduced?



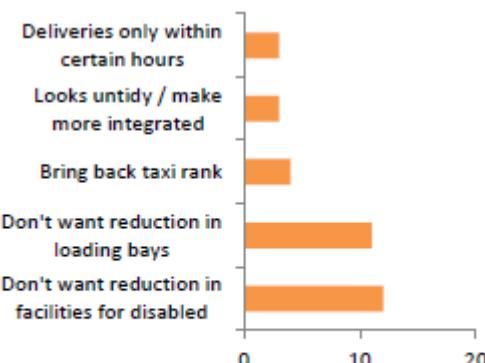
Have the changes to St. James's Street enabled you to:



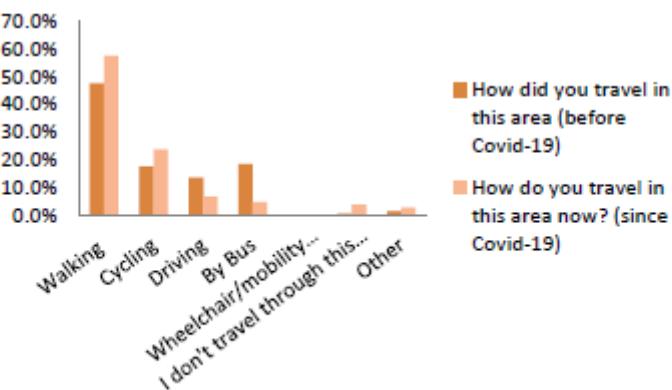
Would you be happy if this change was made permanent?



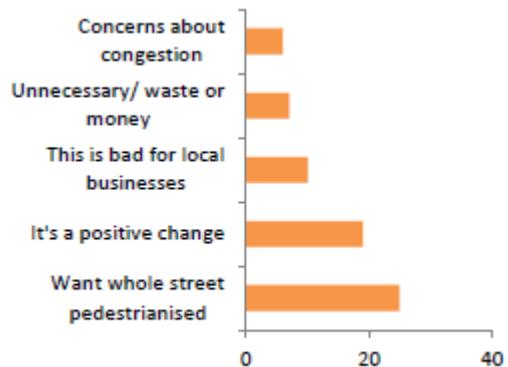
Make permanent with changes? (Top 5 comments)

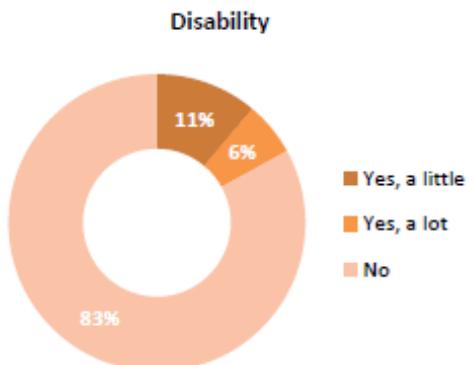
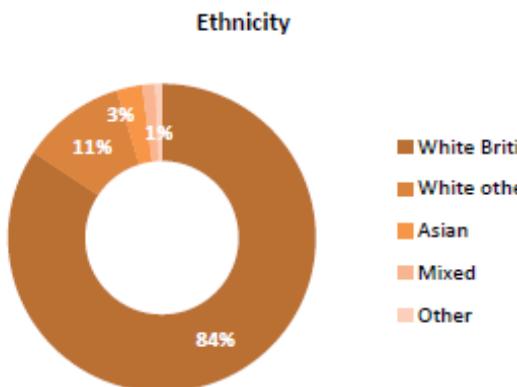
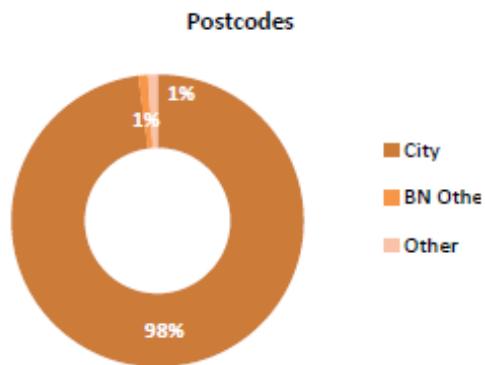
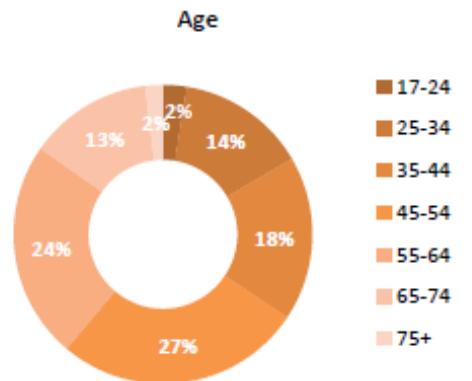
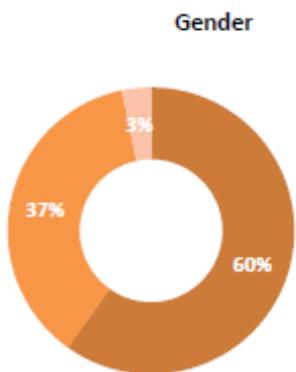
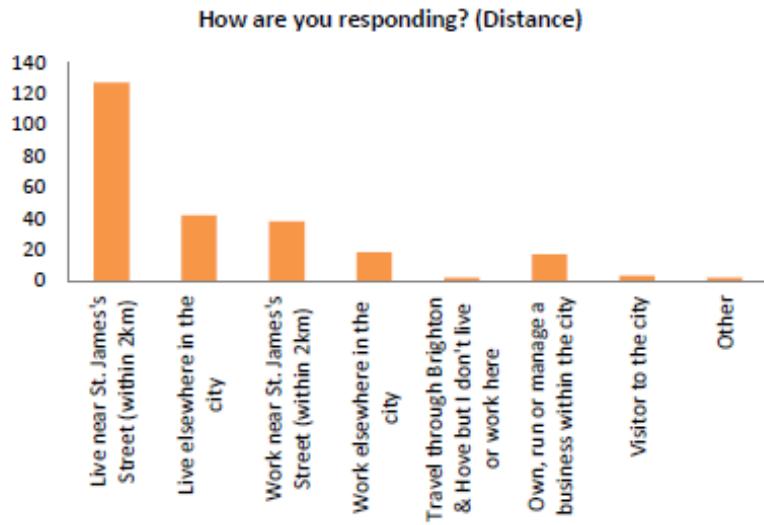


Travel in St James's St (Those who changed travel mode)



Any other comments? (Top 5)





174 people responded as individuals and 4 representing an organisation or group

68 people said they had changed how they travel through the area and 60 of these said they would continue to travel in this way

Western Road (outside Waitrose) Pavement Widening

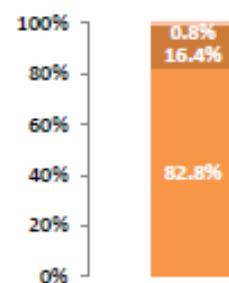
In preparation for the reopening of shops in June, the pavement on a busy stretch of Western Road outside Waitrose has been widened, using semi-permanent kerbs and tarmac to reallocate road space, so pedestrians can physically distance.

The Waitrose bus stop on Western Road has been temporarily moved to the east and the recycling bins relocated to create a much wider pavement.

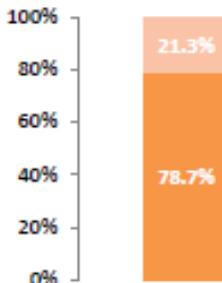
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the Western Road pavement widening also went live on 23 June. As of 28 August 122 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

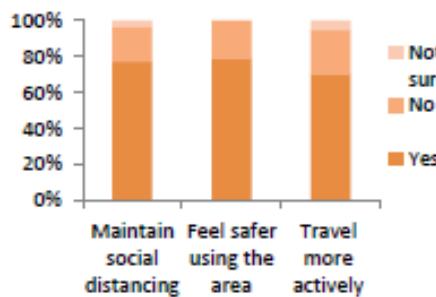
Overall, do you support the temporary pavement widening on Western Road (Waitrose)



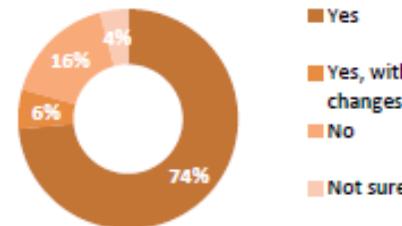
Have you travelled through the area since the change was introduced?



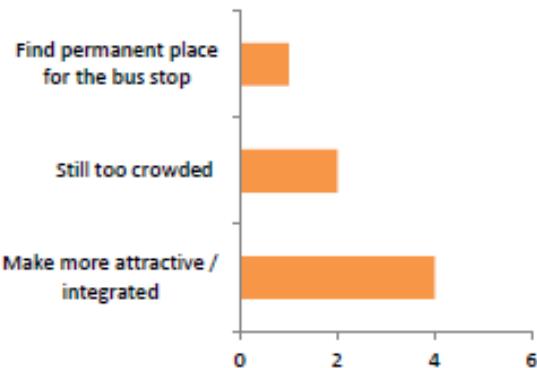
Have the changes to Western Rd (Waitrose) enabled you to:



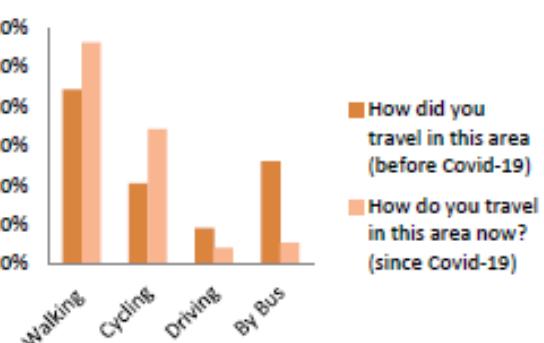
Would you be happy if this change was made permanent?



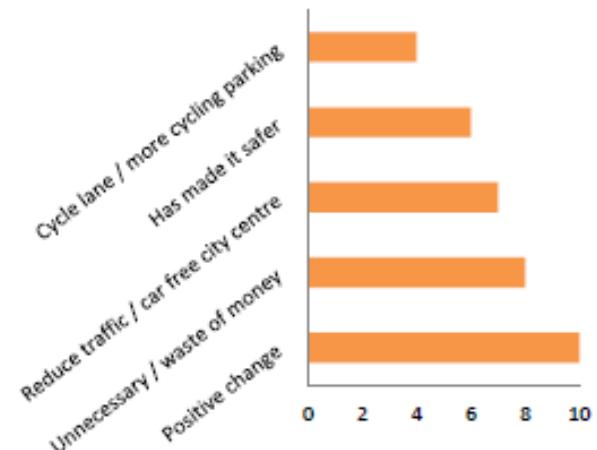
Make permanent with changes?

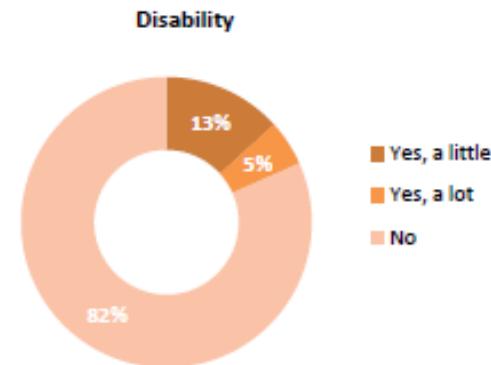
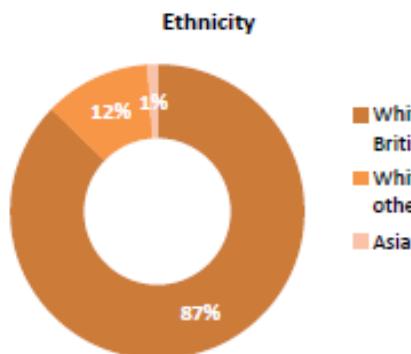
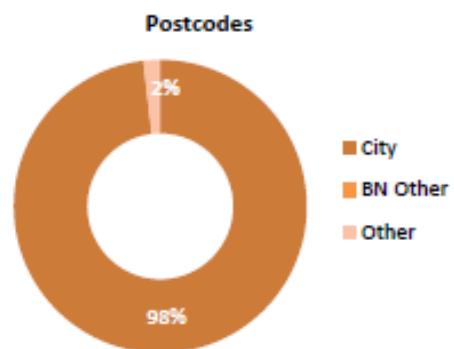
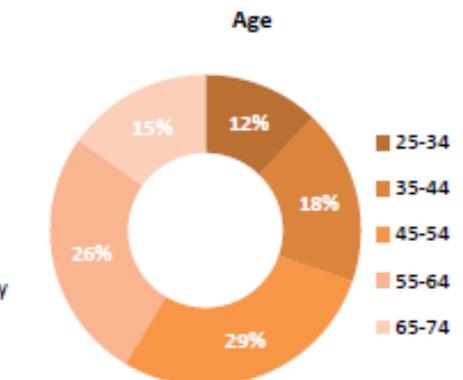
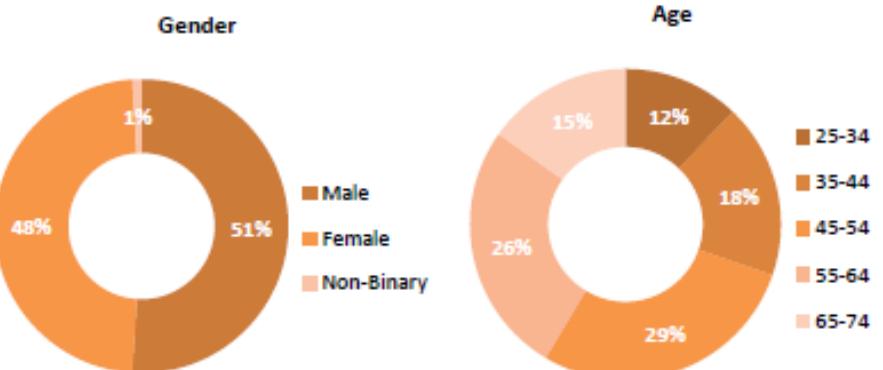
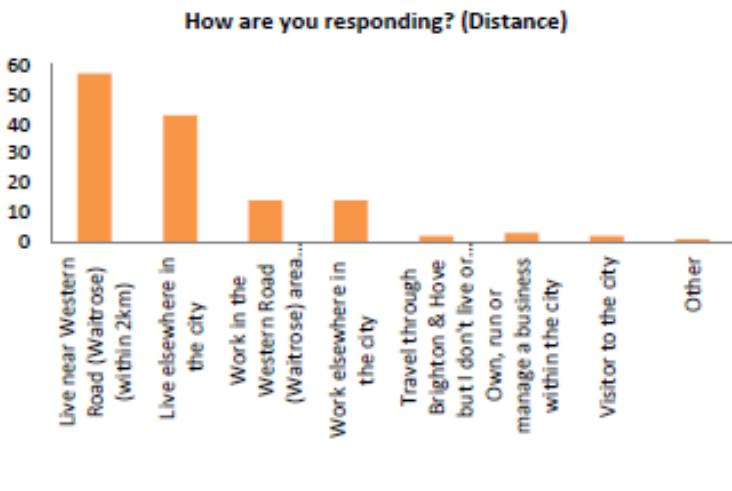


Travel in the Western Rd (Waitrose) area (Those who have changed travel mode)



Any other comments (Top 5)





107 people responded as individuals and 2 representing an organisation or group

43 people said they had changed how they travel through the area and 40 of these said they would continue to travel in this way

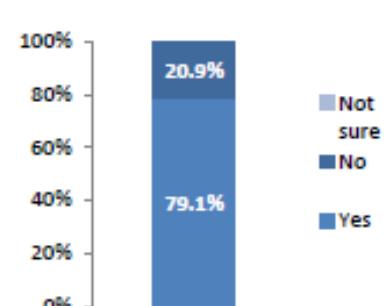
Church Road / Tisbury Road Pavement Widening

In preparation for the reopening of shops in June, the Hove Town Hall bus stop outside NatWest on Church Road has been relocated to Tisbury Road so that pavement on Church Road can be widened for pedestrians to pass one another safely.

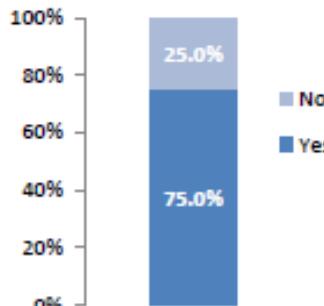
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the Church Road pavement widening also went live on 23 June. As of 28 August 67 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

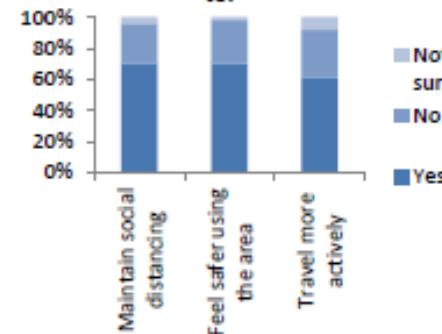
Overall, do you support pavement widening in the Church Rd/ Tisbury Rd area?



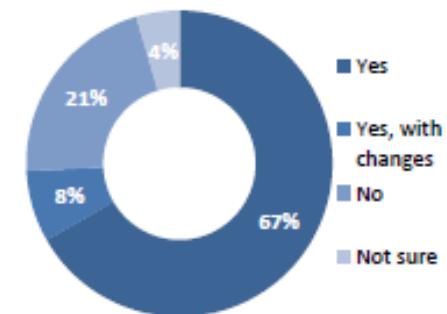
Have you travelled through the area since the change was introduced?



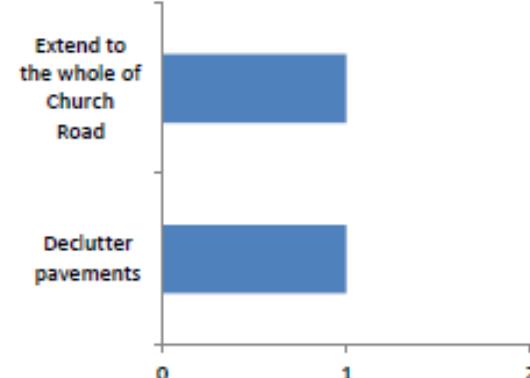
Have the changes in the Church Rd/ Tisbury Rd area enabled you to:



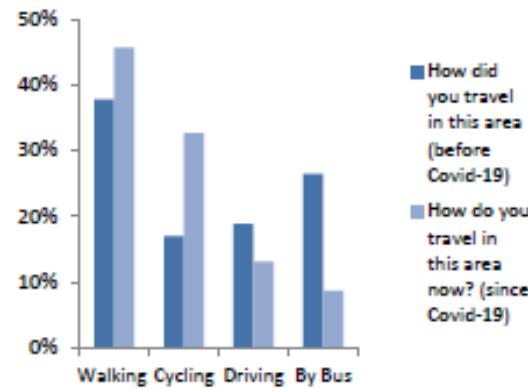
Would you be happy if this change was made permanent?



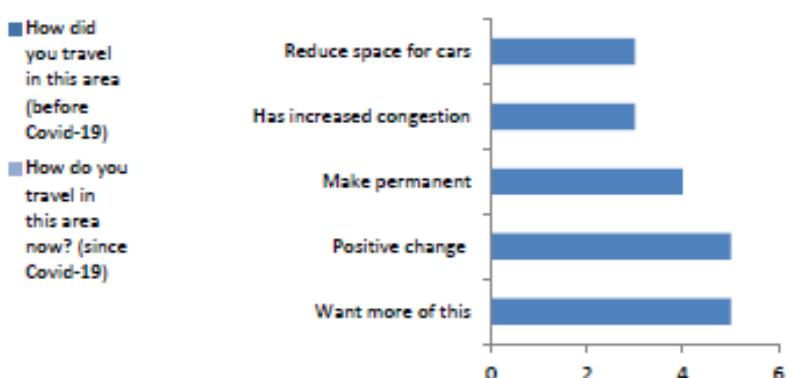
Make permanent with changes? (Top 5 comments)

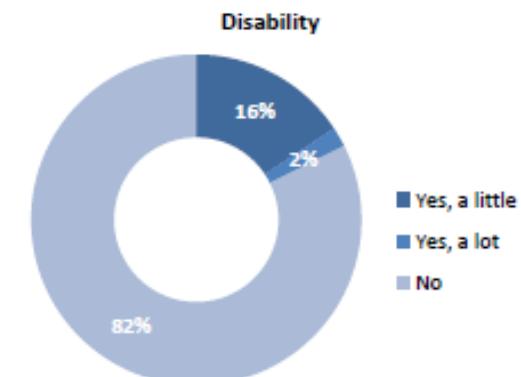
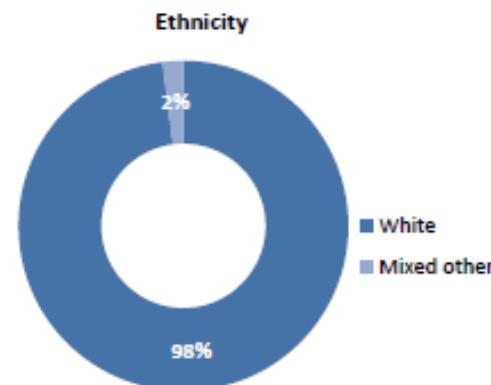
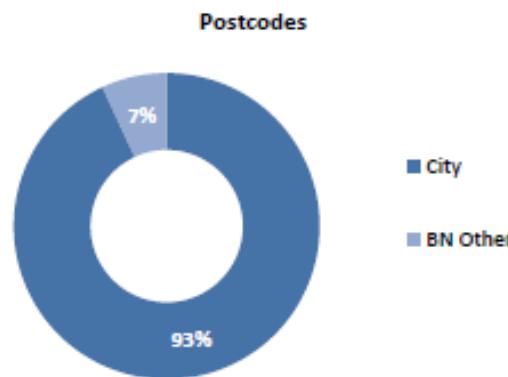
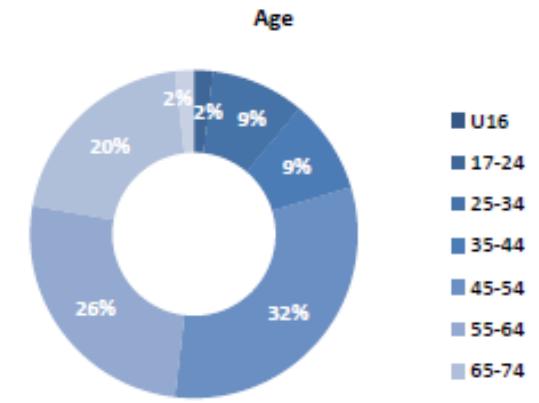
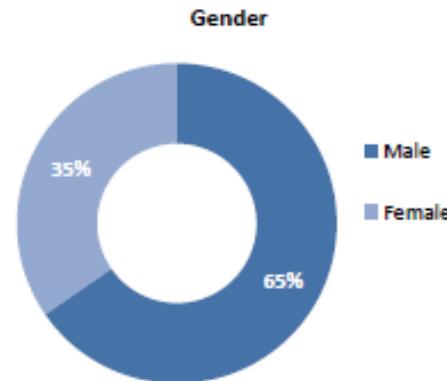
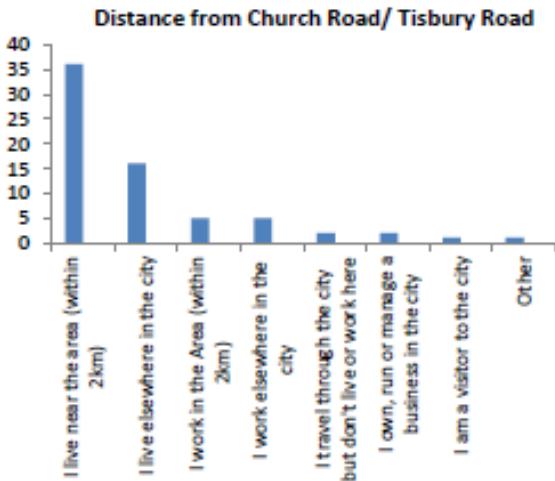


Travel in the Church Rd/ Tisbury Rd Area



Any other comments? (Top 5)





55 people responded as individuals, 1 person responded as representing a business, organisation or group

21 people said that they have changed how they travel through the area and 20 of these said they would continue to travel in this way

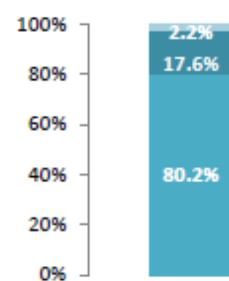
St Andrew's Church Pavement Widening

The pavement by St Andrews Church, Church Road, Hove has been widened, using temporary barriers to reallocate road space so that pedestrians can maintain physical distancing around the bus stop.

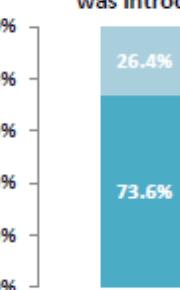
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the St Andrew's Church pavement widening also went live on 23 June. As of 28 August 91 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

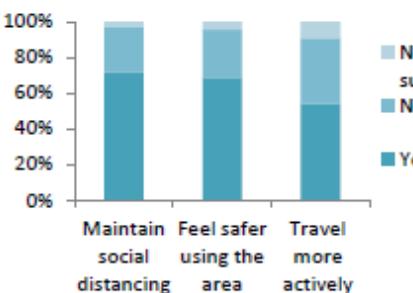
Overall, do you support the temporary pavement widening near St Andrews Church?



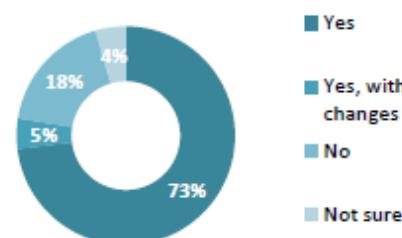
Have you travelled through the area since the change was introduced?



Have the changes near St Andrews Church enabled you to:

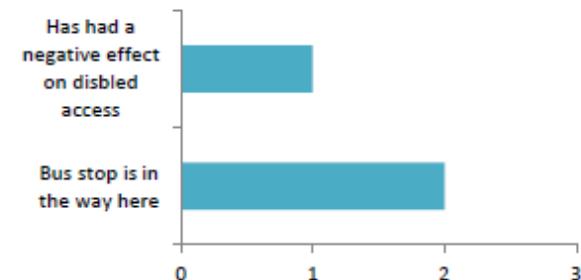


Would you be happy if this change was made permanent?

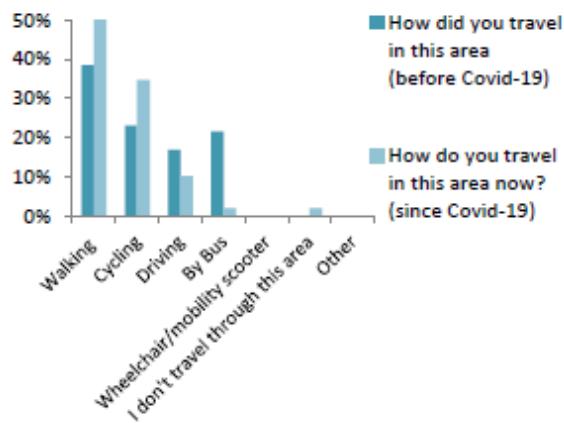


68

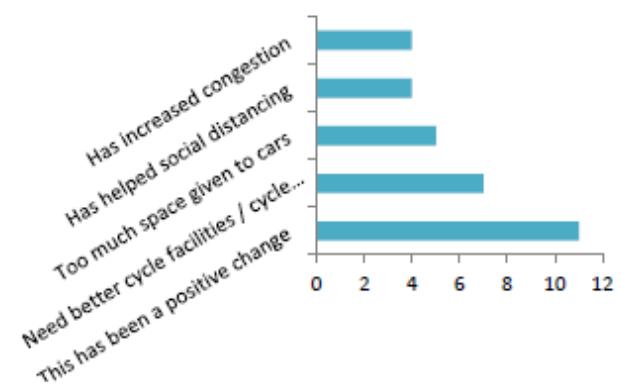
Make permanent with changes?

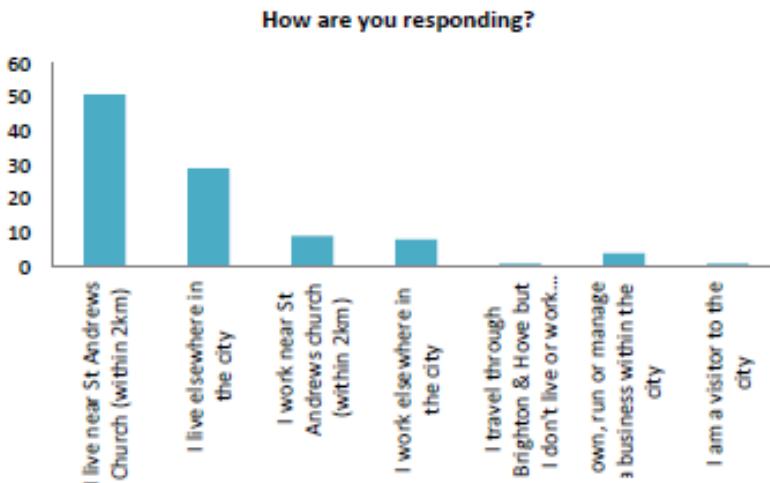


Travel in the St Andrew's Church Area

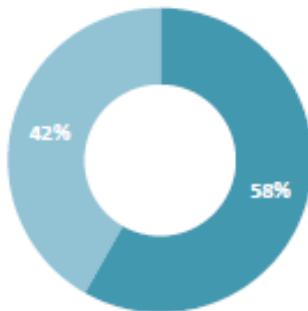


Any other comments? (Top 5)

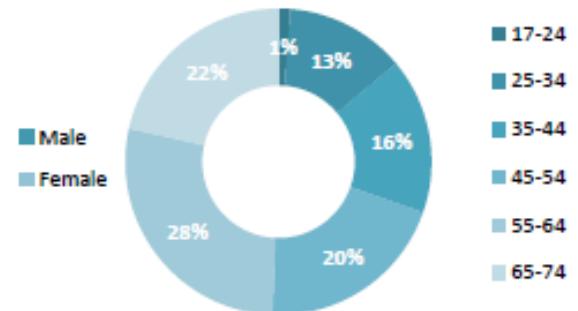




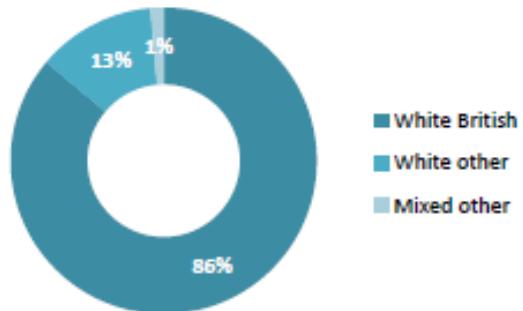
Gender



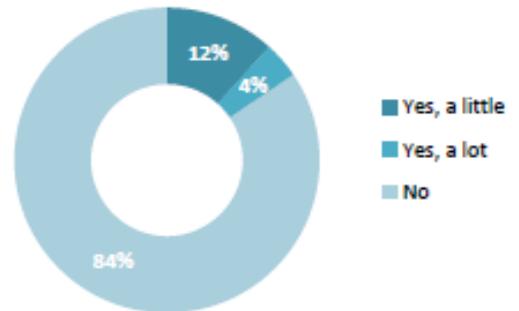
Age



Ethnicity



Disability



79 people responded as individuals and 1 representing an organisation or group

27 people said they had changed how they travel through the area and 25 of these said they would continue to travel in this way

North Laine (Sydney Street, Gardner Street) Traffic Restrictions

As of 9 July 2020, the hours of prohibited driving were extended in Sydney St and Gardner St in the North Laine area. This allows extra space for social distancing whilst supporting hospitality businesses to reopen and expand their outside spaces.

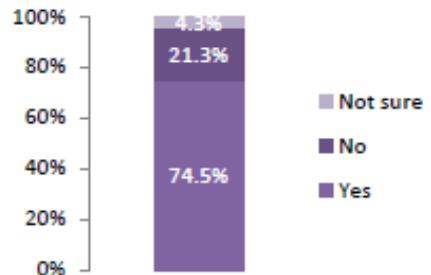
Experimental Traffic Order

An Experimental Traffic Order (TRO-12-2020-Sydney Street and Gardner Street) came into force on 9 July 2020. This order prohibited driving on these streets between the hours of 10am to 7pm Monday to Saturday and 11am to 5pm Sundays and Bank Holidays. An amendment to the TRO advertised was made on 12 August and came into force on 21 August. The traffic order was amended to allow Blue Badge access Monday to Friday on Gardner Street and changed the hours of driving prohibition to 11am – 7pm Monday to Sunday. Comments are being accepted up until 21 March 2021. As of the end of August 9 responses had been received via the council's consultation portal. Of these 6 stated they objected the TRO (66.7 %) and 3 supported (33.3%).

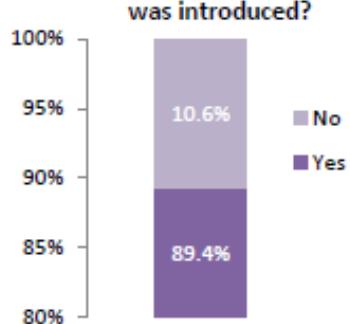
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the North Laine traffic restrictions went live on 13 July. As of 28 August 47 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

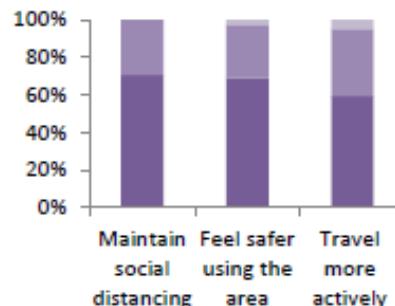
Overall, do you support the temporary traffic restrictions in the North Laine?



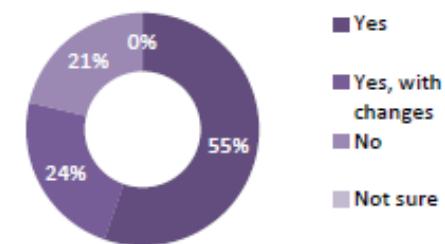
Have you travelled through the area since the change was introduced?



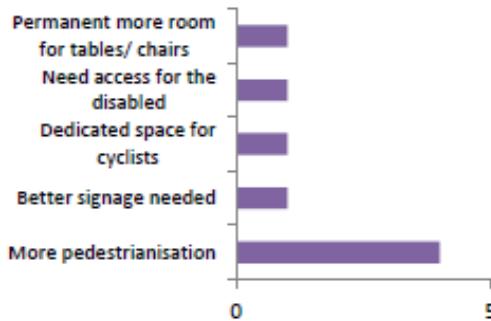
Have the changes in the North Laine enabled you to:



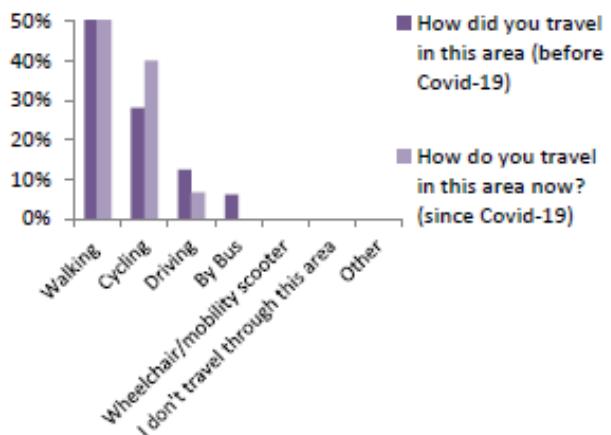
Would you be happy if this change was made permanent?



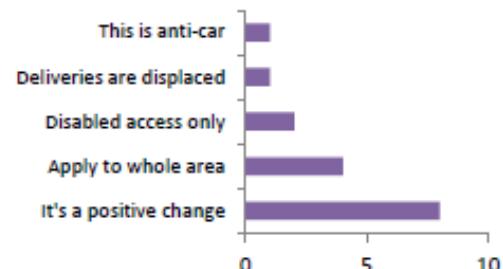
Make permanent with changes?
(Top 5 comments)

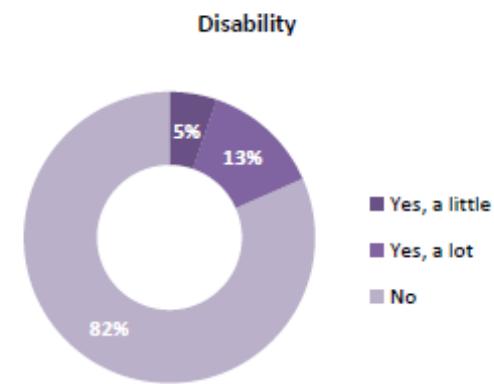
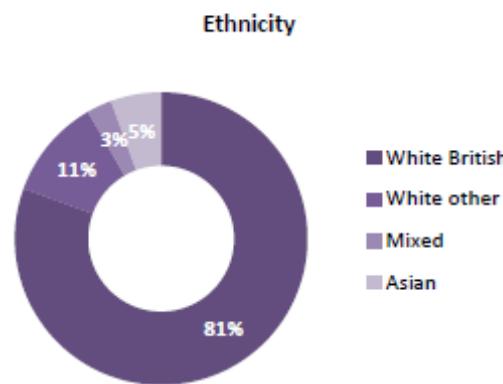
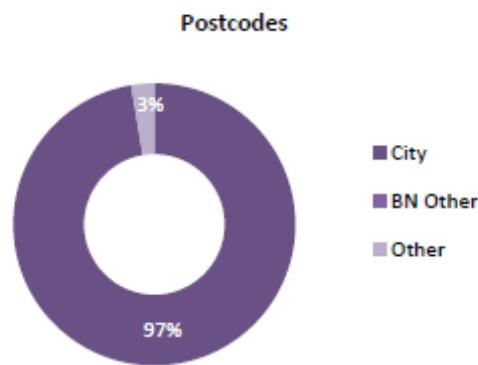
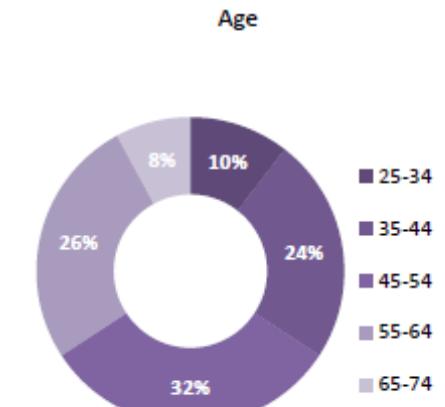
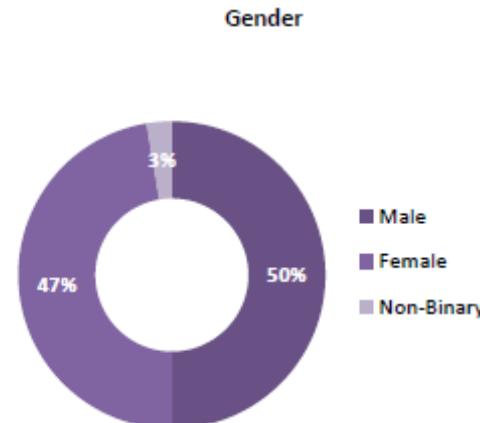
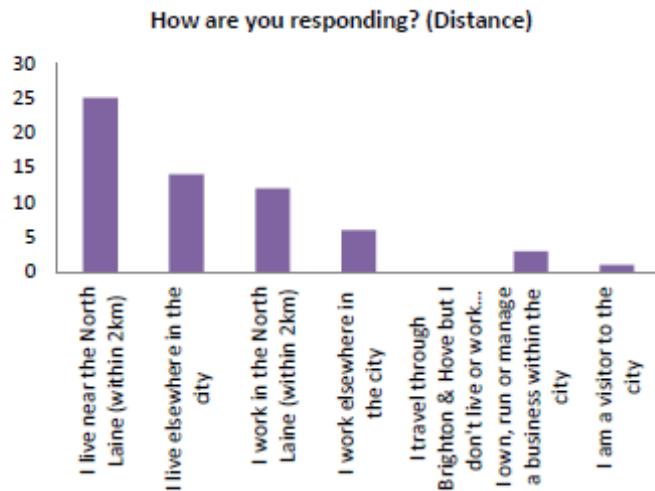


Travel in the North Laine Area



Any other comments? (Top 5)





40 people responded as individuals and 22 representing an organisation, group or business

14 people said they had changed how they travel through the area and 13 of these said they would continue to travel in this way

New Road Traffic Restrictions

As of 3 August 2020, New Road was closed to motor vehicles between 5pm and 11pm. This allows extra space for social distancing whilst supporting hospitality businesses to reopen and expand their outside spaces.

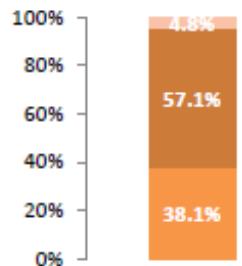
Experimental Traffic Order

An Experimental Traffic Order (TRO-15-2020-New Road) came into force on 3 August 2020. This order prohibited motor vehicles from New Road in the evening. The TRO was advertised from 30th July and comments are being accepted up until 3 February 2021. As of the end of August, 2 responses had been received via the council's consultation portal. Of these 1 stated they objected the TRO (50.0%) and 1 supported (50.0%).

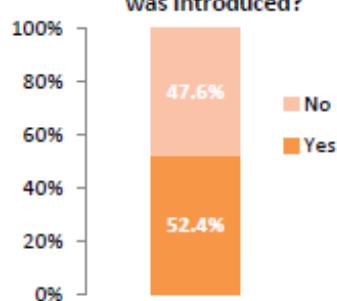
Public Feedback Survey

On 23 June a public feedback survey was launched to capture views on all of the temporary measures which had been introduced. New measures were added to this survey as they were implemented. The public feedback survey on the New Road traffic restrictions went live on 3 August. As of 28 August 41 responses have been received. The survey remains open. The results as of 28 August are detailed in the infographics below.

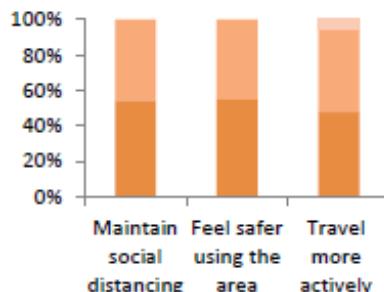
Overall, do you support the temporary traffic restrictions in New Road?



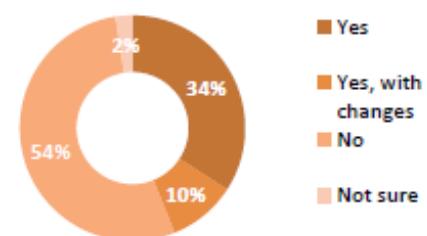
Have you travelled through the area since the change was introduced?



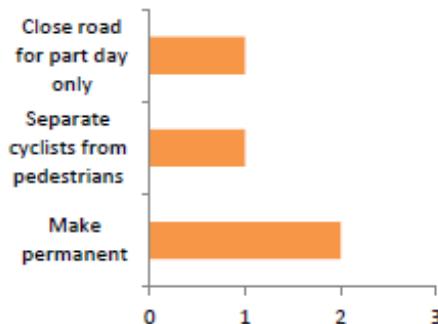
Have the changes in New Road enabled you to:



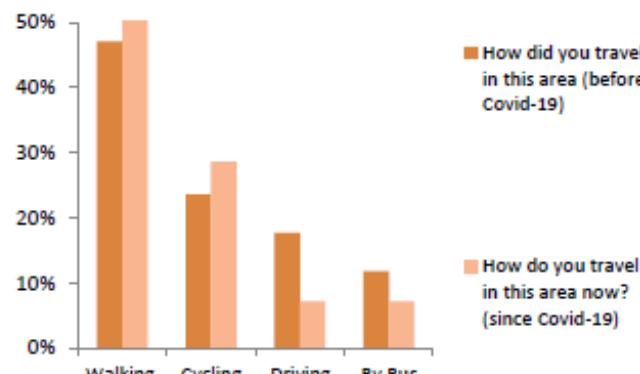
Would you be happy if this change was made permanent?



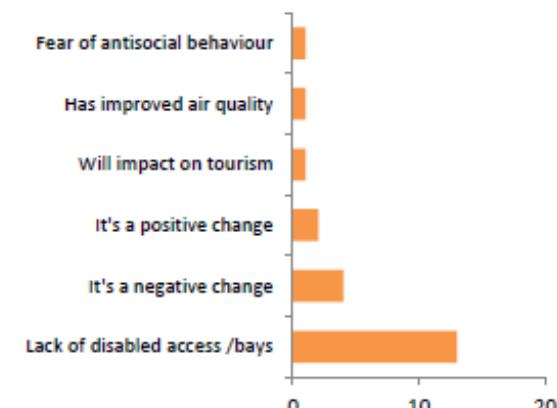
Make permanent with changes?
(Top 5 comments)

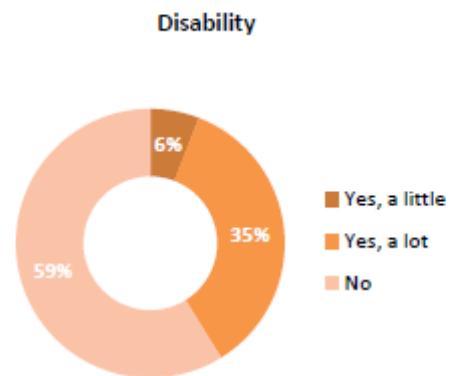
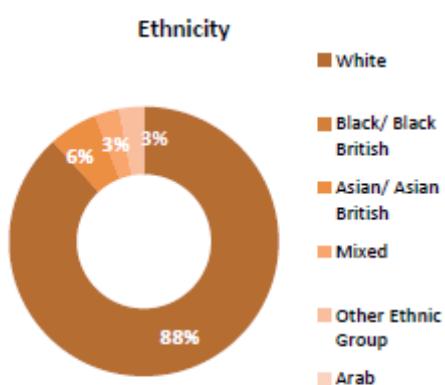
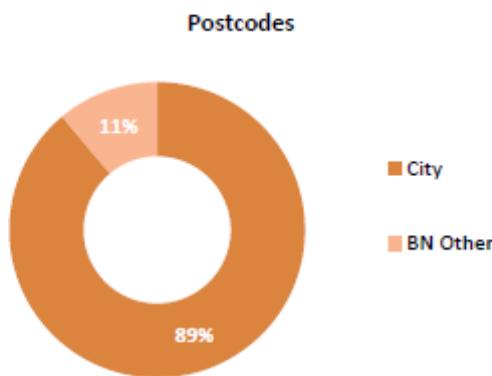
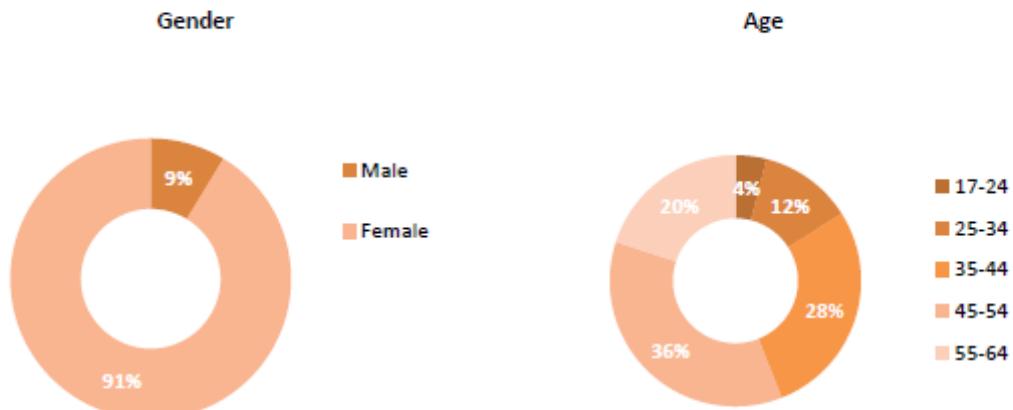
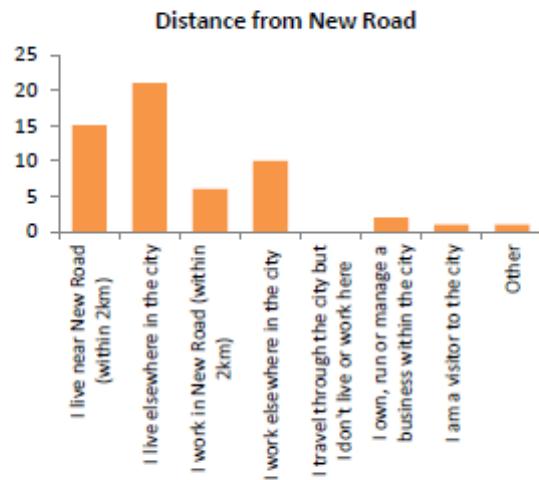


Travel in New Road (those who say they have changed travel mode)



Any other comments? (Top 5)





38 people responded as individuals, no one responded as representing a business, organisation or group
10 people said that they had changed how they travel through the area and 9 of these said they would continue to travel in this way