
Brighton Old Town Traffic Evaluation

This project aims to evaluate changes proposed by Brighton and Hove City Council to the road layout in Brighton's Old Town. The nature of any changes will be subject to a planning inquiry in the summer of 2013.

Background

Brighton and Hove City Council are proposing to make [the following changes to the street layout of Brighton's Old Town](#), involving some additional pedestrianisation and removing through traffic from the area during daytime hours.

Gaining public support for public realm improvements which involve road closures can be very difficult. There is a substantial international literature about the effects of road closures and pedestrianisation, but very little *specific* evidence from UK towns or cities which have made such changes in *recent* years. The planned changes to Brighton's Old Town represents a valuable opportunity to provide such evidence, to inform any future plans, and to assess the effectiveness of the project at a time of resource constraints.



Objectives

To assess:

- The effect of the changes on pedestrian numbers and modal share
- Pedestrian perceptions, before and after the change
- The effect on businesses in the Old Town, including deliveries and financial indicators
- Effects on traffic and movement in the Old Town and surrounding areas

Methodology

An on-street baseline survey was conducted in June 2013. This will be repeated after the changes (depending on what is recommended by the planning inspector) are implemented. These surveys asked about travel to the area, trip purposes, perceptions of the streets and opinions about the proposed changes, before and afterwards.

An online survey will also be created to ask residents over a wider area about how the changes affect their travel patterns. Businesses in the Old Town will also be asked about how the changes affect their business. Qualitative telephone interviews will be conducted with key stakeholders.

Findings

Findings from the baseline study will be made available by the end of 2013.

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