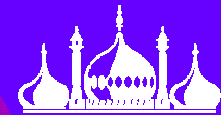


Seven Dials Project

Consultation Results

Robin Reed & Ben Coleman

17th December 2012

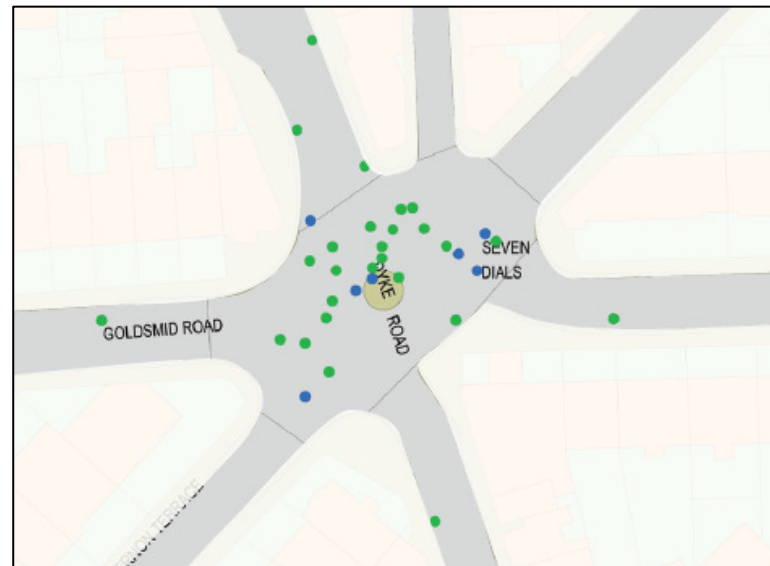


**Brighton & Hove
City Council**

Why Improve Seven Dials?

1 - Road Safety

- 20 Accidents in the last 3 years, resulting in 23 casualties



COSTS *: Fatal: £1.8M, Serious, £215K, Slight: £22K,

** Department for Transport Average Value of prevention of road accidents*

Why Improve Seven Dials?

Brighton & Hove – Worst Accident Locations (last 3 years)

Location	No. Accidents last 3 years
1. Old Steine / St James's Street	21
2. Aquarium Roundabout	21
3. Seven Dials	20
4. Clock Tower	19
5. Western Rd (Imperial Arcade)	16

Why Improve Seven Dials?

2 – Urban Environment

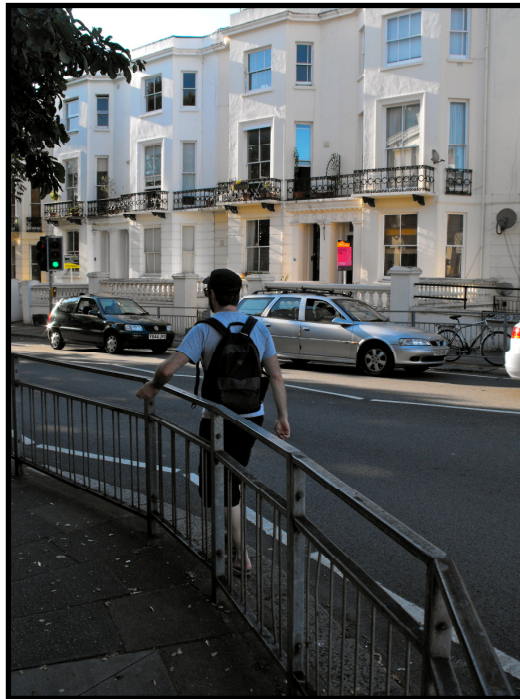
- Poor quality urban environment with excessive street clutter



Why Improve Seven Dials?

3 – Walking & Cycling

- Long and indirect pedestrian routes
- Difficult for cyclists – perceived and actual danger



Why Improve Seven Dials?

4 – Vehicles

- High potential for conflict
- Uncertainty creates delay



Initial Consultation / Workshops

- Held on 26th June 2012
- Venues: St Nicholas Church & On the Dials

Top 5 Suggestions (total 641 comments):

1. Make it easier to cross
2. Reduce vehicle speeds
3. Make it greener / more vegetation
4. Remove guardrailings
5. Increase size of roundabout



Get round and have your say on Seven Dials

Tell us what you think at our consultation workshop
3pm - 7pm, Tuesday 26 June
St Nicholas Church, Dyke Road

Brighton & Hove City Council is looking at how to make improvements around one of the city's most unwelcoming junctions at Seven Dials, improve road safety and make the area easier to get around.

Residents, business people and visitors to the area are invited to take part in a workshop on Tuesday 26 June at St Nicholas Church in Dyke Road, being held between 3pm and 7pm. Simply register your details to travel.planning@brighton-hove.gov.uk or call 01273 290487.

There have been 41 accidents within around 100 metres from the Seven Dials since 2007, nine of them serious.

The aim of the workshop is to:

- take a look at Seven Dials
- agree objectives and constraints for a design brief
- agree up to five representatives to work closely with the council to develop the design brief and final designs ready for public consultation

When you register, please also to tell us what you think are:

- the three things you think are big issues at Seven Dials
- the three things you would like to change at Seven Dials

To register, email travel.planning@brighton-hove.gov.uk or call 01273 290487

Brighton & Hove City Council



Stakeholder Group

10 Local Stakeholders consisting of:

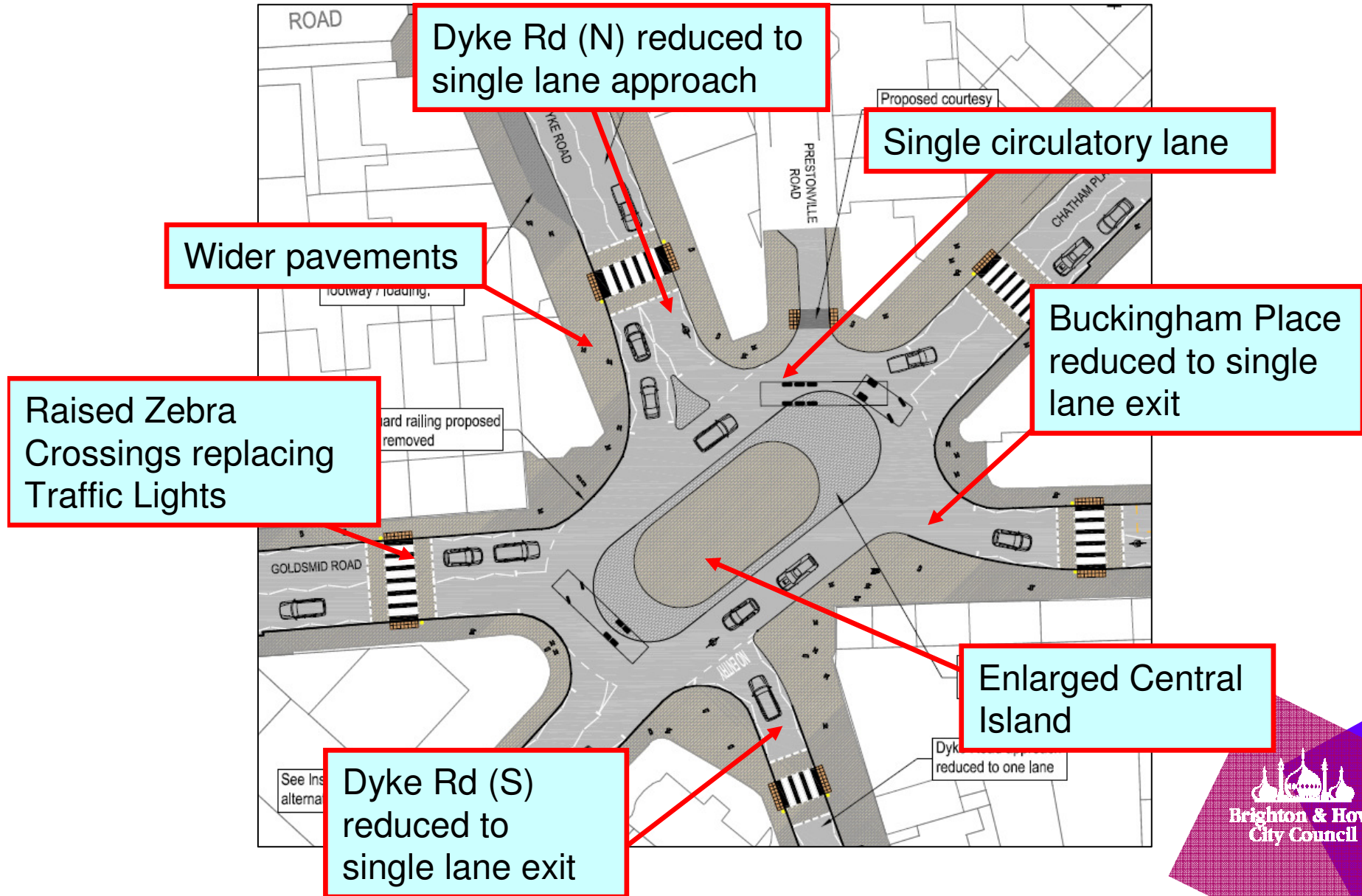
- Community Groups
- Residents
- Businesses

Purpose of Group:

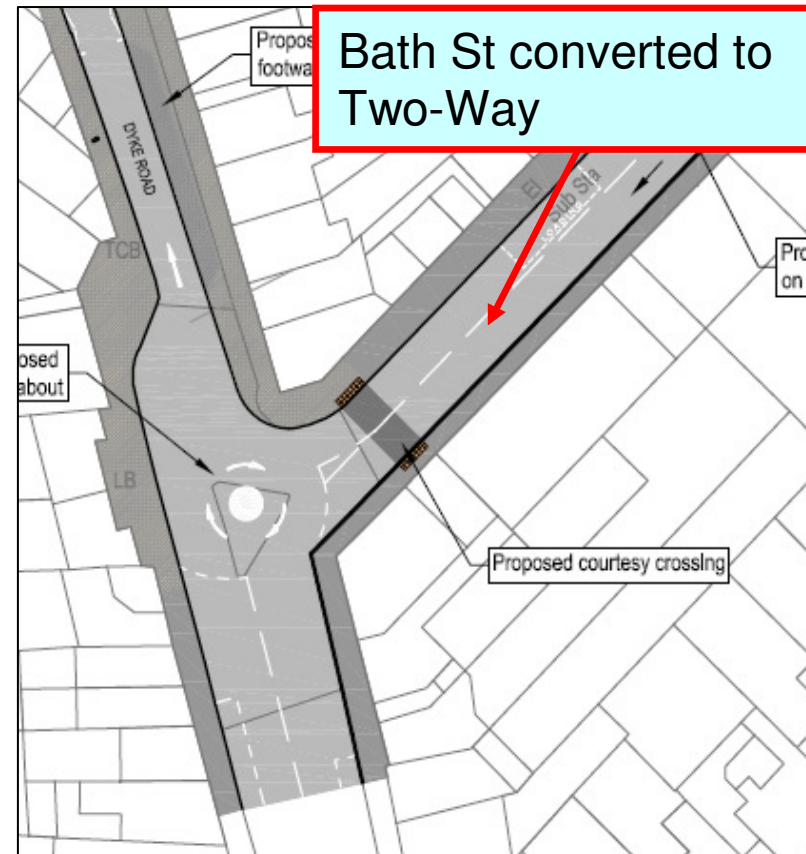
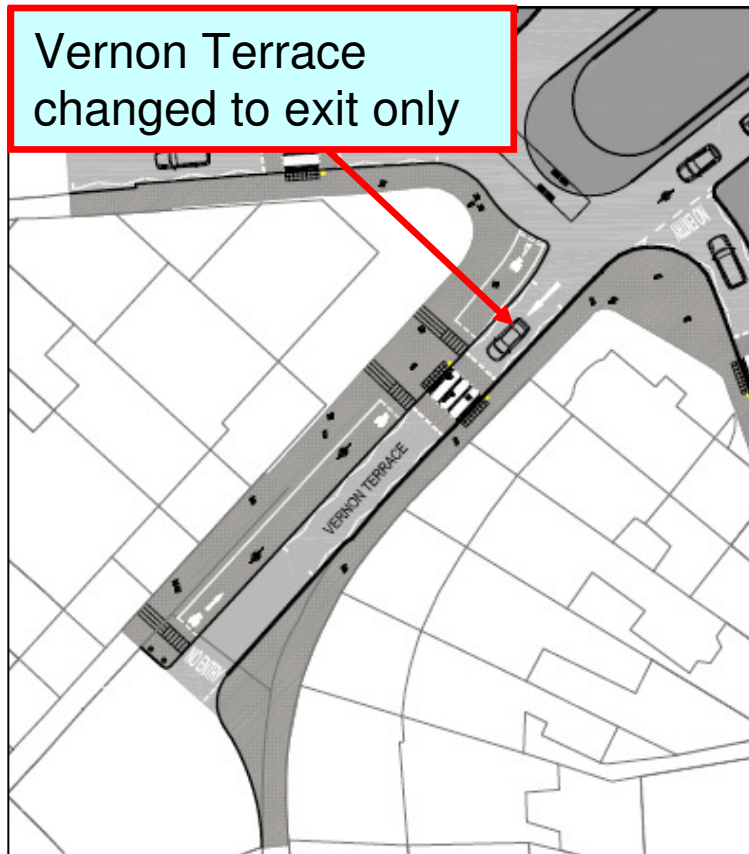
- Share information with the local community
- Meet before consultation commenced
- First view of proposals
- Lively and interesting discussions



Proposals – Main Roundabout



Proposals – Optional Elements



Detailed Consultation

- 4 week consultation period – ended 2nd Nov 2012
- 7,240 postcards distributed in surrounding areas
- Packs delivered to all businesses
- Information boards on the Dials
- 4 Public exhibitions (+1 public meeting)
- Questionnaires available at exhibitions
- Council website and consultation portal



Consultation Materials

Have your say on improving Seven Dials

The council is looking to improve safety at Seven Dials and make the area easier to get around for road users and pedestrians. We've used feedback from the consultation in the summer to inform a redesign of the area and would like your views on the proposals.

We are holding four events where you can see and comment on the design (weather permitting for outside events), so please come along:

- Wed 10 October, 7am-12 noon, on corner of Dyke Road and Old St
- Wed 17 October, 2-8pm, St Luke's Church, Old St
- Mon 22 October, 2-8pm, St Luke's Church, Old St
- Tues 30 October, 3-8pm, on corner of Dyke Road and Old St

If you can't come along, you can see the proposals online at www.brighton-hove.gov.uk/sevendials – the consultation is open from 8 October until 2 November. Email sevendials@brighton-hove.gov.uk or call 01273 290487 for more information

Seven Dials Consultation Proposed changes

This questionnaire enables you to tell us what you think about the proposed changes to Seven Dials. Please use the information displayed at the exhibitions to help answer these questions. To make sure your views are considered please take the time to complete this questionnaire by 2 November 2012. Or you can complete this online at <http://consult.brighton-hove.gov.uk/portal>

Q1 Do you support the proposed changes to Seven Dials roundabout as described in the consultation plans? (not including the possible changes to Bath Street and Vernon Terrace)

Yes No

(If you answered no to Q1, please can you tell us why in the box below)

Q2 We are interested in your views on how traffic could flow in Bath Street. Please indicate below which arrangement you would prefer:

- Bath Street changed to two-way traffic with mini roundabouts at both ends (as shown on the consultation plans).
- Bath Street kept as one-way traffic flow using both lanes (as it currently operates)

Q3 There are two options for how traffic could enter and exit the Seven Dials using Vernon Terrace. Please indicate below which arrangement you would prefer:

- Vernon Terrace changed to southbound traffic flow only (shown as the alternative option on the consultation plans)
- Vernon Terrace kept as two-way traffic flow (as it currently operates)

Q4 Do you have any further comments about any of the proposals at Seven Dials? (continue on a separate sheet if necessary)

Exhibitions



Consultation Response

- Over 1400 people attended exhibitions
- 661 Questionnaires Returned

Breakdown of Respondents

- 84% Local residents
- 23% Travel through area
- 11% Work in the area
- 7% Business Owner / Manager



Results – Question 1

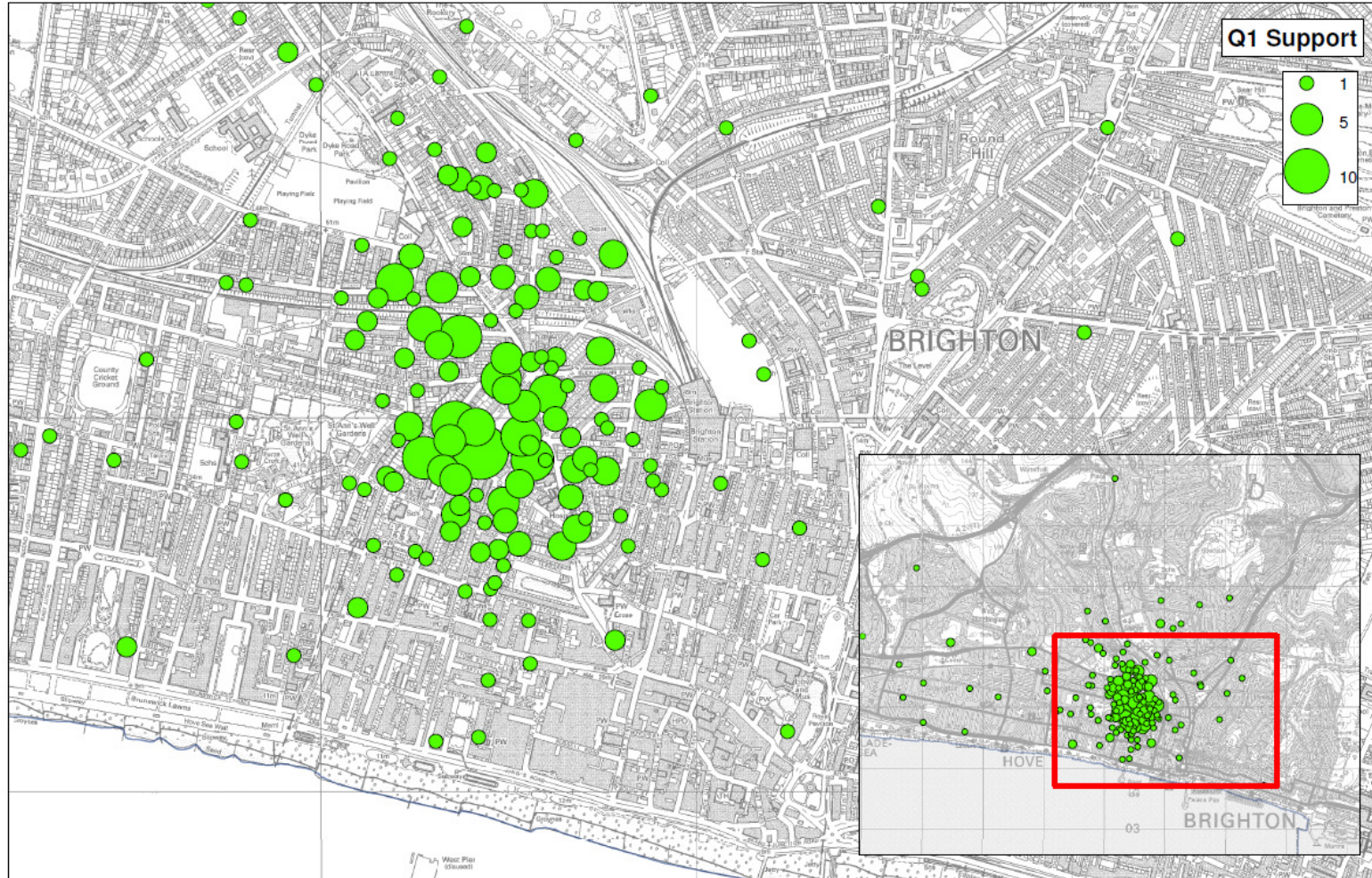
Q. Do you support the proposed changes to Seven Dials roundabout as described in the consultation plans?

• Yes – 440 (67%)

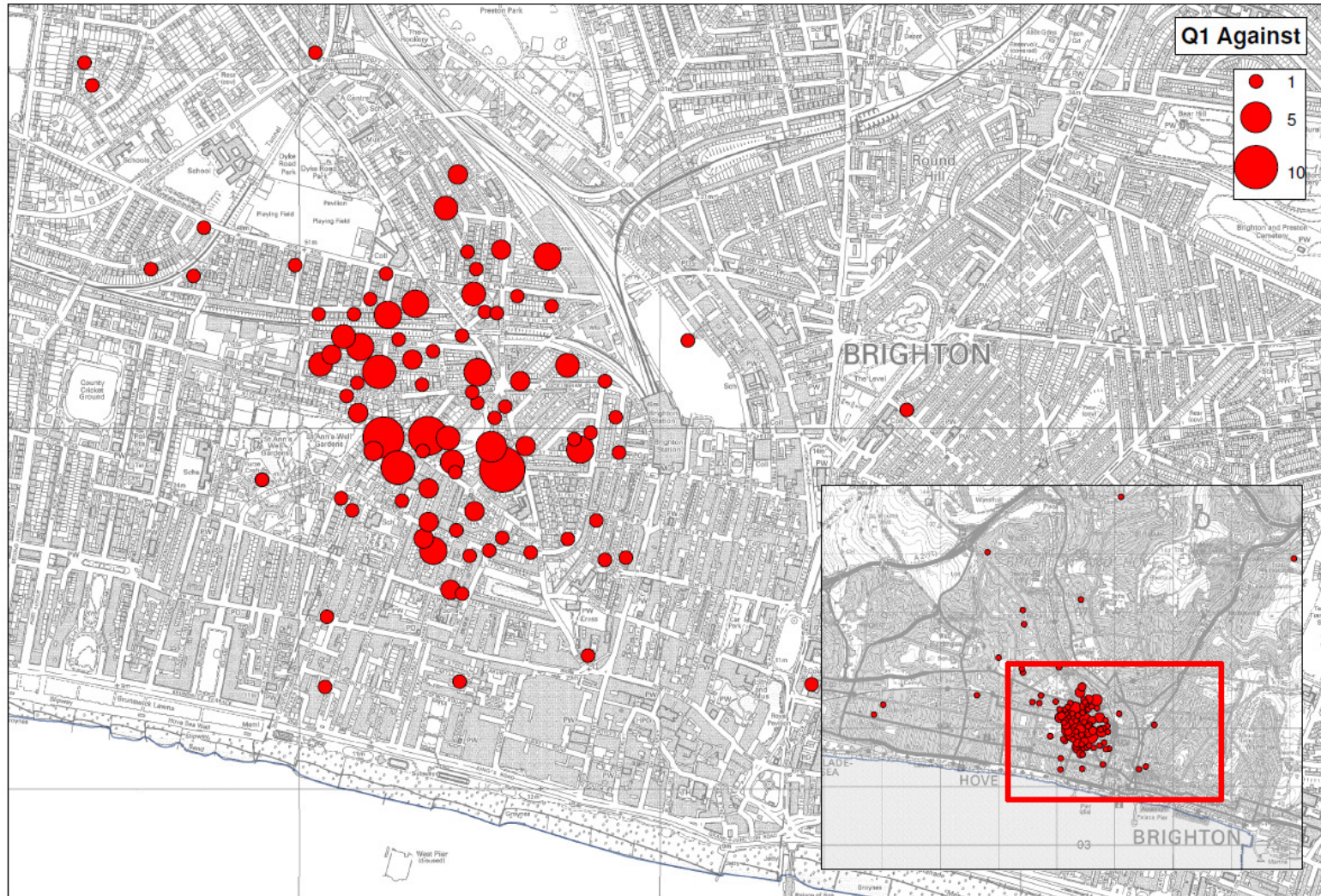
• No – 220 (33%)



Where did respondents come from?



Where did respondents come from?



Results – Question 2

*Q. We are interested in your views on how traffic could flow in **Bath Street**. Please indicate below which arrangement you would prefer:*

- One Way – 317 (48%)
- Two Way – 297 (45%)
- No Response – 47 (7%)



Results – Question 3

*Q. There are two options for how traffic could enter and exit the Seven Dials using **Vernon Terrace**. Please indicate below which arrangement you would prefer:*

- Southbound only – 149 (22.5%)
- Two Way – 481 (73%)



Results by Respondent Type

% Who said Yes to Q1

- Visitor – 71.5%
- Business Owner – 70.5%
- Travel through area – 70%
- Residents – 66%
- Work in the area – 63%



Q1 Comments – Those who said YES

- **88** - Generally positive about the changes to Seven Dials
- **71** - Negative about one-way Vernon Terrace option
- **41** - Supports removal of guard railings
- **40** - Positive about change to Zebra Crossings

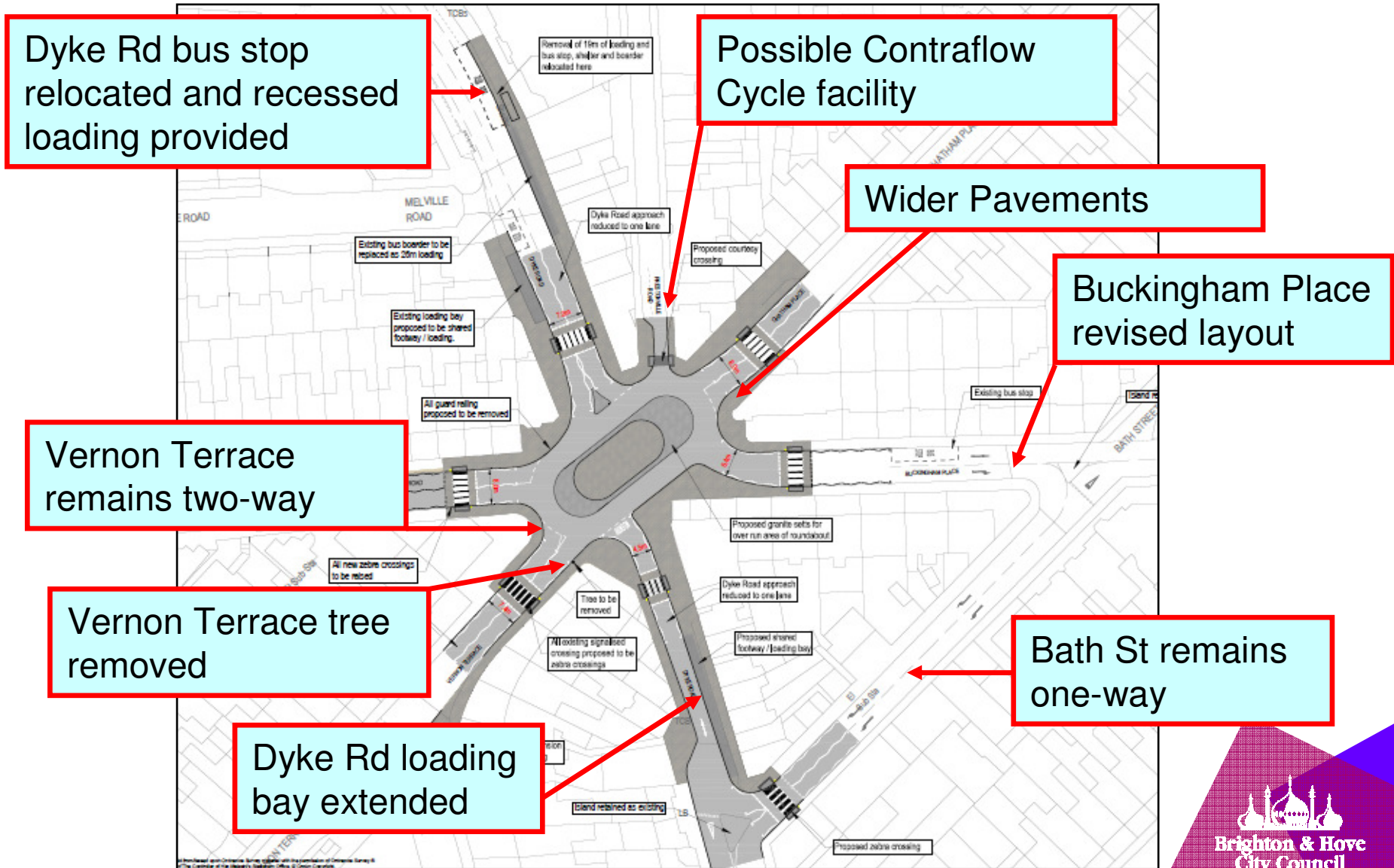


Q1 Comments – Those who said NO

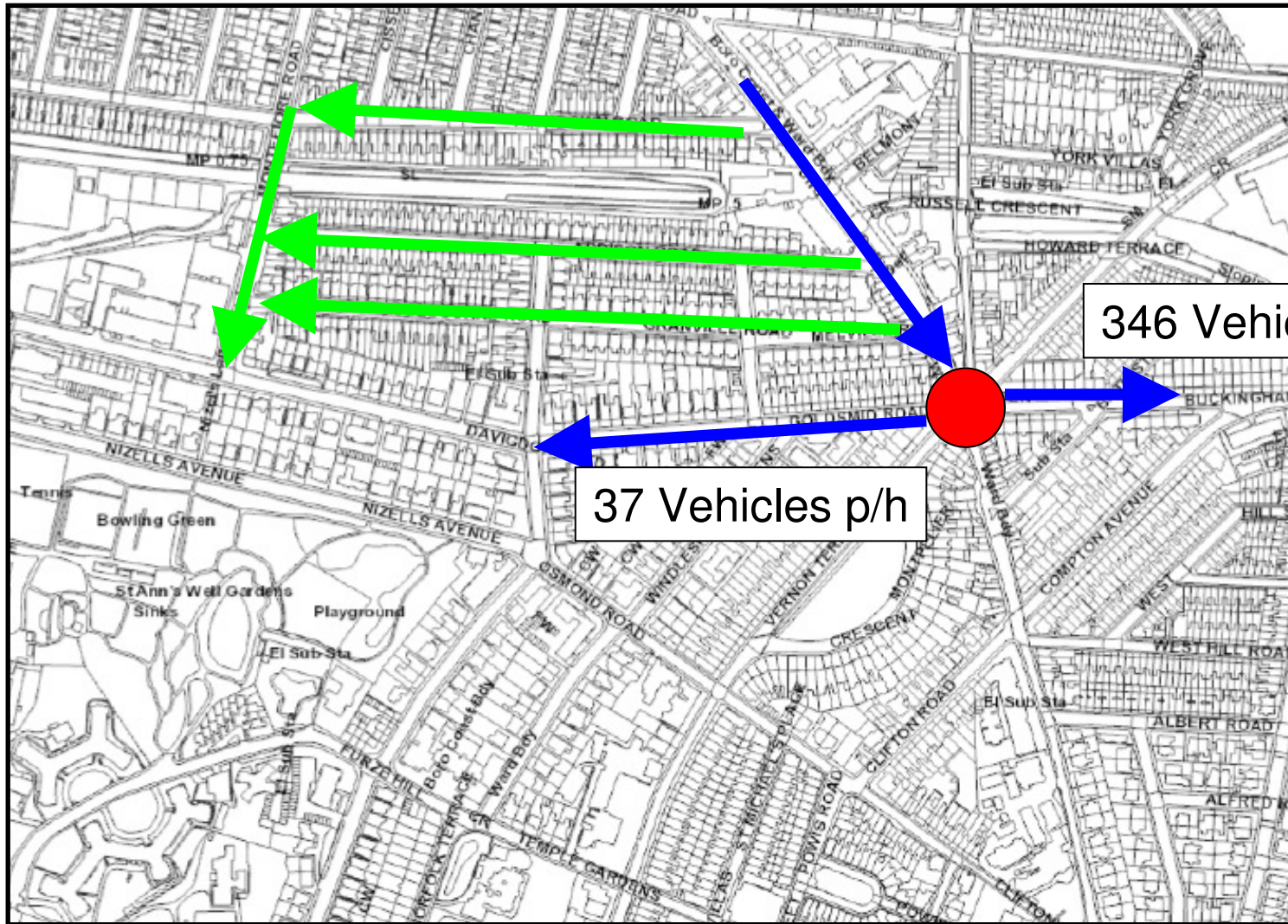
- **89** - Changes will cause more congestion / result in 'rat running'
- **74** - Concerned about removal of pedestrian guard-railings
- **65** - Concerned about Zebra Crossings
- **64** - Negative about one-way Vernon Terrace option



Revised Scheme



Rat Running?



Guardrailing Removal

- **DfT Local Transport Note (LTN) 2/09 - Pedestrian Guardrailing**

“There is no conclusive evidence that the inclusion of PGR at any type of pedestrian crossing or junction has any statistically significant effect on the safety record”
(Section 3.4.5)



Zebra Crossings

- Quicker and more responsive crossing
- No evidence of poorer safety record
- Reduced lag time on red lights



Moving Forward

- Transport Committee 15th January
- If approval granted - Begin Construction February 2013
- Aim to complete Summer 2013



Questions?

Email: seven.dials@brighton-hove.gov.uk

Web: www.brighton-hove.gov.uk/sevendialsproject

