



**Brighton & Hove
City Council**

Parking Projects Team

Hove Town Hall
Norton Road
Hove BN3 3BQ



Re: Introduction of Red Route on Western Road

Dear owner/occupier,

As part of Brighton & Hove City Council's work to improve safety and access for businesses, tackle anti-social parking and keep traffic moving, we'll be introducing a Red Route on Western Road between Holland Road and Montpelier Road later this summer.

We'll also be resurfacing this section of the road.

These changes will make Western Road a safer, more pleasant space to be in, travel through and shop in.

A Red Route will change the current parking restrictions from double yellow lines to double red lines, which can then be enforced using CCTV cameras. You can find out more about Red Routes in Brighton & Hove at www.brighton-hove.gov.uk/red-routes

You said, we did

A public consultation held last year received more than a thousand responses from local residents, businesses and visitors. This feedback showed more people thought the Red Route would improve safety for everyone who moves through and around this area.

- 50% of respondents felt it would make the area safer
- 53% felt it would speed up bus journey times
- 56% felt it would keep traffic moving

We've looked carefully at the feedback and will be doing the following:

Improve safety and reduce congestion - Introducing a Red Route will give us extra powers to enforce the existing parking restrictions using CCTV, allowing for more effective enforcement of the area, reducing the number of illegally parked vehicles, clearing space for pedestrians and shoppers

Supporting local businesses - Businesses asked for more loading bays. In response, we'll be installing 10 loading bays along the Red Route area, a total of 140 metres of loading space for shops and traders. We will be monitoring the use of these bays and engaging with businesses and can make adjustments quickly where necessary.

Improving accessibility - People with disabilities and Blue Badge holders were concerned about access. We'll be introducing more disabled bays on both Western Road and its side streets. We will be monitoring the use of these bays continuing to engage with disabled groups.

www.brighton-hove.gov.uk

Printed on recycled, chlorine-free paper

Enforcing restrictions on side streets – Concerns were raised about cars using side streets to avoid the restrictions. In response, we'll be asking the city's parking enforcement teams to increase patrols and carefully monitor the restrictions following the changes.

You can see the results of the consultation at www.brighton-hove.gov.uk/red-routes-western-road

Improved safety

In April 2024, we introduced Red Routes in London Road, Preston Road and Lewes Road.

Since then, there has been a **39% fall in injuries** across the three areas in first year after Red Routes were introduced, compared with the year before and, so far, a **48% reduction** in year 2.

Brighton & Hove Buses also reported an 85.7% reduction in passenger injury incidents in those areas in in 23/24.

Footfall increase

The change in London Road has also been accompanied by an increase in footfall.

There were more than 100,000 extra movements of people on the road in the 12 months after the Red Route was installed, 4.78 million from May 2023 to April 2024 compared to 4.89 million from May 2024 to April 2025.

What happens now?

The Red Route will be installed later this summer under an Experimental Traffic Regulation Order (ETRO). This means we will be able to make changes and adjustments quickly to the Red Route should there be a need.

The exact timings of the implementation of the works will be published on our webpage when available. www.brighton-hove.gov.uk/red-routes

During the initial two weeks of the scheme, warning notices will be issued rather than a Penalty Charge Notice (PCN) while people adjust to the new restrictions.

If you have any questions, please feel free to email the team ParkingProjects@brighton-hove.gov.uk

Yours sincerely

Parking Projects Team

Brighton & Hove City Council