

## About Brighton & Hove

Brighton & Hove is an historic city, in the south-east of England, internationally renowned for its Regency and Victorian architecture. It is also a thriving seaside tourist destination, with over 11km of seafront attracting eight million visitors a year.

The continuing economic growth, major developments across the city and a growing population has led the City Council to adopt a vision for the city as a place with a co-ordinated transport system that balances the needs of all users and minimises damage to the environment.

Within the CIVITAS ARCHIMEDES project, Brighton & Hove City Council is implementing innovative tools and measures, which support this vision.

## Technology

### Electric Vehicle Charging Points

#### Objectives / Innovative Aspects

- Increase ownership and usage of electric vehicles in the city.

#### Expected Results

- Information on whether the installation and operation of ten on-street electric vehicle charging points will increase the ownership and usage of electric vehicles.



## Infrastructure

### Creation of a city 'Clear Zone'

#### Objectives / Innovative Aspects

- Contribute to a cleaner, more pleasant urban space in the city centre.
- Enhance the quality of the urban environment, for people to go about social, work and shopping activities.

#### Expected Results

- Improved access for all users within the area covered.
- Reduced noise pollution.
- Enhanced air quality.
- Increased visitor numbers.
- Greater satisfaction with the area covered.
- Improved local economy.



## Innovation

### Car-Sharing Scheme Improvements

#### Objectives / Innovative Aspects

- Fill the gap in mobility needs by expanding mobility services.
- Promote energy-efficient vehicle use.
- Develop the Car Club provision beyond its core market, which is already well established in the city.

#### Expected Results

- Expansion of mobility services and promotion of energy-efficient vehicle use.
- Improved local economy.

## City Contact

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