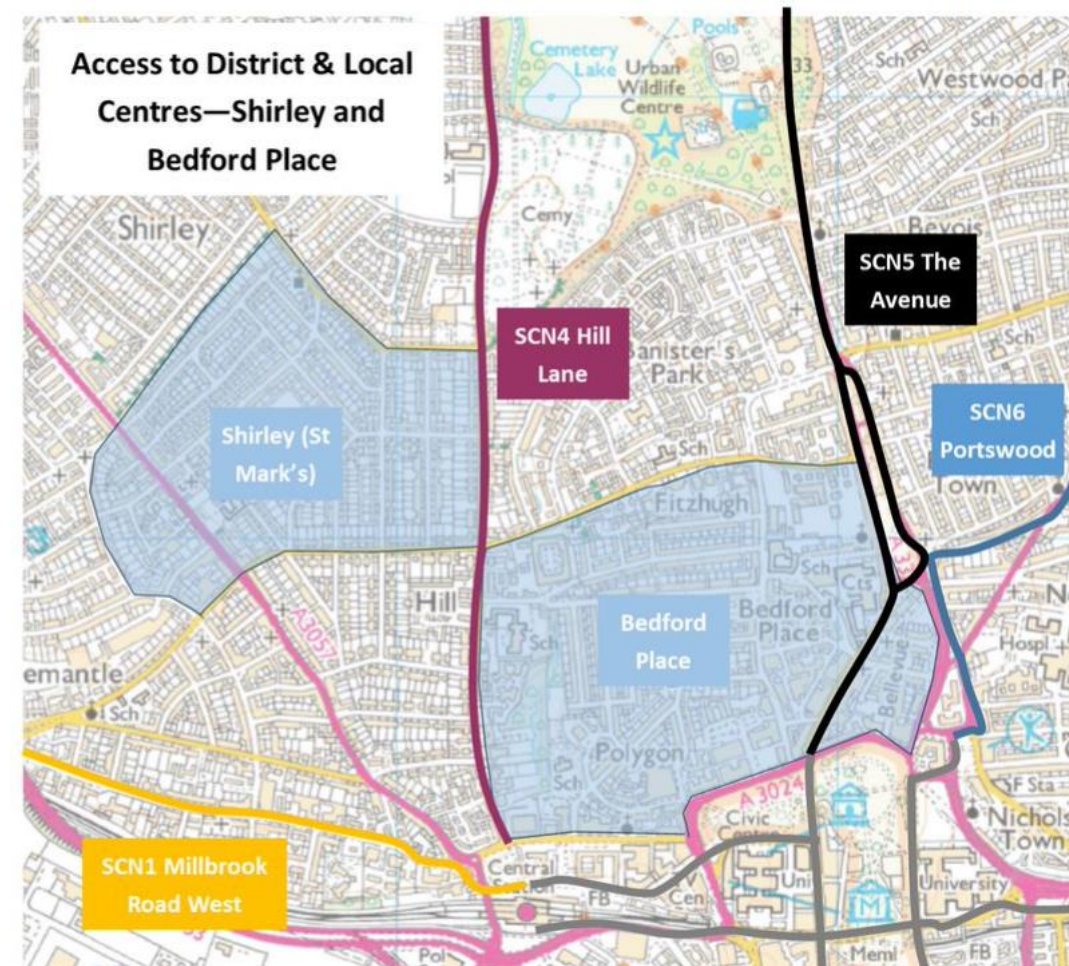


Shirley (St Mark's) Active Travel Zone

An Active Travel Zone (ATZ) consists of a range of temporary and permanent measures to create safe routes and streets for people to move around in. This is focused on the area around St Mark's School adjacent to Shirley District Centre and Shirley Road – the highest frequency bus corridor in Southampton. A residential area centred on St Mark's school which is undergoing an expansion programme to become an 'All-Through' school for 2,000 pupils.

Objectives:

- To improve access to an expanding 'All Through' school and Shirley District Centre;
- Create safe routes for people to walk, cycle and scoot that are integrated and reduce general traffic; and
- To work with the community to develop and shape their local neighbourhoods.



Shirley (St Mark's) Active Travel Zone



		Early perception resident and business opinion survey	Stakeholder engagement	Local consult events to view plans. Online Teams option	Pre scheme resident comms	Scheme start PR, social media, website, SCC transport emails	Ongoing scheme comms and engagement	Scheme completion and behaviour change
Target groups		Chance to comment on what the issues are for cycling & walking and suggestions on change	Scheme info to emergency services, bus ops, RM/deliver, MP's, disability groups, ward councillors, interest groups	Scheme information and chance to feedback on final scheme designs	You said we did start of scheme comms and TRO	General scheme info outward comms including CGI	Social media and transport SCC database scheme updates	Full media campaign using internal and external channels and workplace and schools workstreams
Residents within 400m	Consult	X		X	X	X	X	X
Key stakeholders	Consult	X	X	X		X	X	X
Affected businesses	Involve	X		X	X	X	X	X
Through Commuters	Inform					X	X	X
Members briefings	Involve		X	X				
Advocates	Involve	X	X	X	X	X	X	X