CONNECTING SOUTHAMPTON Better transport for a sustainable city

Active Travel Fund Communications and Engagement Plan

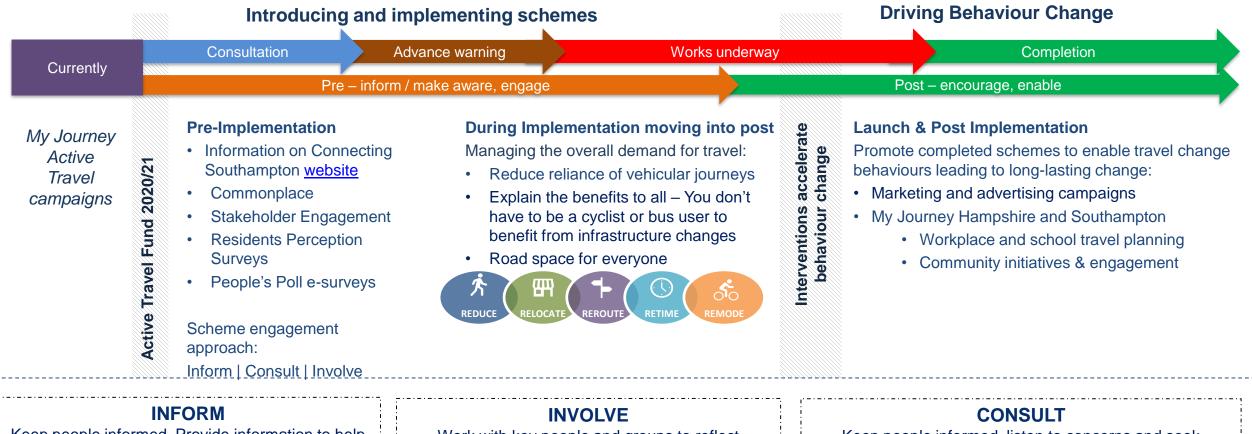








ATF consultation, communications and engagement approach



Keep people informed. Provide information to help people understand the problems, opportunities and solutions.

Work with key people and groups to reflect feedback into final scheme. Include in the decision making process. Engage and consult regularly. Keep people informed, listen to concerns and seek feedback on proposals. Make changes if needed to fit peoples' needs. Engage and consult on areas of interest.







ATF consultation, communications and engagement target groups

INFORM

Keep people informed. Provide information to help people understand the problems, opportunities and solutions. COMMUTERS

INVOLVE

Work with key people and groups to reflect feedback into final scheme. Include in the decision making process. Engage and consult regularly **ADVOCATES, AFFECTED BUSINESSES MPs, WARD COUNCILLORS AND CABINET MEMBER**

CONSULT

Keep people informed, listen to concerns and seek feedback on proposals. Make changes if needed to fit peoples' needs. Engage and consult on areas of interest. **RESIDENTS AND KEY STAKEHOLDERS**

University Hospitals Southampton (UHS) NHS Trust - emergency services - Disability groups and interest groups - Logistic Companies - Bus operators - Cycle groups and forums - Schools and workplaces – Other interest groups (Common)







ATF communications and engagement public opinion pre scheme survey questions

Opportunity for people to put forward ideas and comments before wider consultation on an individual scheme. Example questions include:

- 1. Which best describes where you live in relation to the consulted area?
- 2. What is your main mode of transport when travelling within and to the consulted area?
- 3. What is your main reason for travelling to the area?
- 4. Are there any specific roads or areas that could benefit from improvements within the consulted area?
- 5. What could improve this area?

People's main transport options? Walk Cycle Scooter Car Car share Bus Train

Level of Support for?

Continuous footways Widened footways Separated cycle lanes Bus lanes Improved crossing facilities Reduced speed limit Cycle / scooter parking Planting Add crossings Reduced through traffic Remove on-street parking Pedestrianisation Modal filters

Survey methods

Online via Connecting Southampton website Postal and adverts with QR Codes







Scheme Consultation & Engagement Plan

	Adv	Advance warning						
			Consultation Works underway					
						Comp	oletion	
		Early perception resident and business opinion survey	Stakeholder engagement	Pre-scheme resident communications	Scheme start PR, social media, website, SCC transport emails	Ongoing scheme communications	Scheme completion and behaviour change	
Target groups		Chance to comment on how people think SCC should improve these areas for everyone to meet the needs of local people & businesses	Scheme info to emergency services, bus ops, RM/deliver, MP's, disability groups, ward councillors, interest groups	'You Said We Did' Start of scheme comms and TRO	General scheme info outward comms including CGI pictures	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	Х		Х	Х	Х	Х	
Key stakeholders	Consult	Х	Х		х	Х	Х	
Affected businesses	Involve	Х		Х	Х	Х	Х	
Through Commuters	Inform				Х	Х	Х	
Elected Members	Involve		Х					
Advocates	Involve	Х	Х	Х	Х	Х	Х	





