

CONNECTING SOUTHAMPTON

Better transport for a sustainable city

Active Travel Fund Communications and Engagement Plan



ATF consultation, communications and engagement approach

Introducing and implementing schemes

Driving Behaviour Change



My Journey
Active
Travel
campaigns

Active Travel Fund 2020/21

Pre-Implementation

- Information on Connecting Southampton [website](#)
- Commonplace
- Stakeholder Engagement
- Residents Perception Surveys
- People's Poll e-surveys

Scheme engagement approach:

Inform | Consult | Involve

During Implementation moving into post

Managing the overall demand for travel:

- Reduce reliance of vehicular journeys
- Explain the benefits to all – You don't have to be a cyclist or bus user to benefit from infrastructure changes
- Road space for everyone



Interventions accelerate
behaviour change

Launch & Post Implementation

Promote completed schemes to enable travel change behaviours leading to long-lasting change:

- Marketing and advertising campaigns
- My Journey Hampshire and Southampton
 - Workplace and school travel planning
 - Community initiatives & engagement

INFORM

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

INVOLVE

Work with key people and groups to reflect feedback into final scheme. Include in the decision making process. Engage and consult regularly.

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.

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



		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	X		X	X	X	X
Key stakeholders	Consult	X	X		X	X	X
Affected businesses	Involve	X		X	X	X	X
Through Commuters	Inform				X	X	X
Elected Members	Involve		X				
Advocates	Involve	X	X	X	X	X	X