

Communications and Engagement of Active Travel Schemes

Our aims:

- To engage comprehensively with stakeholders on the project from the start (feasibility) to the end (post-implementation)
- To deliver a clear communications and engagement plan which incorporates feedback and demonstrates adjustments made in response
- To raise awareness of the active travel schemes and to increase walking and cycling
- To encourage feedback from the public and key stakeholders on the benefits of the projects post-Covid response / recovery
- This will be delivered for the project as a whole, following the 12-point plan below with elements implemented as appropriate:

Communications and engagement activity before work begins:

Timing	Activity
Phase 1	information on hants.gov.uk for the scheme will detail: <ul style="list-style-type: none"> • Location • Expected user benefits • Information on what the work involves, the time length of the work and any anticipated disruption • Pre survey questions inviting feedback on the proposals and any other wider improvements • target area for survey defined (e.g. post codes) • stakeholder list compiled
Phase 2	marketing materials to be prepared: <ul style="list-style-type: none"> • Indicative layout plans / visualisations of scheme where available Prepare adverts <ul style="list-style-type: none"> ○ Gifs for Google display (4 sizes) ○ Static visual for Facebook and Twitter • Write copy for website
Phase 3	Website information and pre-survey launched <ul style="list-style-type: none"> • promoted through communications channels to key stakeholders and residents • supported by advertising: Google display web adverts / Facebook and Twitter • Virtual briefings and 'exhibitions' with individuals and key stakeholder groups as appropriate to showcase plans and provide a further opportunity for questions
Phase 4	Public Engagement and survey close; report of findings
Phase 5	Scheme adjustments to take into account feedback where appropriate
Phase 6	Communications about scheme adjustments and start of work include notices of advanced work, web page updates with 'exhibition' visual materials Confirmation to DfT, prior to construction, that all consultation and stakeholder engagement requirements have been carried out and feedback taken on board.

Communications and engagement activity after works end:

Timing	Activity
Phase 7	Photos / video of implemented scheme uploaded to web page and communicated to key stakeholders and residents through local media and organic posts through corporate social media channels
Phase 8	Advertising to promote finished scheme for two week period to drive up awareness and increase use on: <ul style="list-style-type: none"> • Facebook • Twitter
Phase 9	Website updated with post-survey link and survey launched
Phase 10	Communications promotion of post-survey using all channels including: media releases and organic social media posts to stakeholders, residents via local media
Phase 11	Advertising to promote post-survey live for two weeks <ul style="list-style-type: none"> • Google display web adverts • Facebook • Twitter
Phase 12	<ul style="list-style-type: none"> • Post-survey closes; traffic counts and survey carried out where appropriate - report of findings which will also be used as part of the wider monitoring reports submitted to the DfT on completion • Communications to update stakeholders, residents on the outcome of the project based on the results of the public opinion and traffic surveys

Stakeholder Analysis to be completed for each scheme and to include, as appropriate:

- Hampshire MPs
- Hampshire County Councillors
- District Councils, Parish and Town Councils
- Local residents
- Local community groups
- Businesses, including public sector settings eg NHS
- Schools and educational settings
- Transport operators
- Emergency services
- Accessibility groups
- Advocacy groups
- National bodies
- Local Media, and national, specialist & trade media