

Engagement and Consultation Plan

Project name: Active Travel Fund Tranche 2

Impact analysis:

List	Description	
1.	High Impact Borough Wide High level of impact on the whole or a large part of the borough	✓
2.	Lower Impact Borough Wide Lower level of impact on the whole or a large part of the borough	
3.	High Impact at a Local Level High level of impact of a local nature on a local area a specific community or target group	
4	Lower Impact at a Local Level Lower level of impact of a local nature on a local area a specific community or target group	

Start date

1st September 2020

Completion date:

31st March 2022

Portfolio Holder:

Cllr Woodley

Lead Officer:

Joanne Matthews

Consultation designer:

Ashley Dalton

Information reviewed prior to consultation plan:

- Southend-on-Sea Borough Council's bid submission to Tranche 2 of the Department for Transport Emergency Active Travel Fund
- Local Transport Plan 3

Is the project subject to a statutory consultation?

No

Has an assessment of local needs been completed?

Yes, as part of the Local Transport Plan 3

If no, will this be part of the project?

Not applicable

Reason for the project:

Government invited submissions for the Emergency Active Travel Fund Tranche 2 programme. This is designed to develop cycling and walking infrastructure in light of Covid-19. The Council has taken the opportunity to submit key policies and ambitions identified in the Local Transport Plan 3. These projects work towards ambitions across south Essex. They also work towards Southend-on-Sea Borough Council's revised ambitions and objectives, called Southend 2050. These have been revised to include Covid-19 recovery. The Council's submission to the Active Travel Fund was mostly successful.

The project will take forward three of the five proposed schemes. These are called:

Scheme 1: Holistic Network Wide Cycle Audit and Master Planning of A13 Active Travel Corridor

Scheme 2: Prittlebrook Greenway - Lighting and Connectivity Improvements

Scheme 3: School Streets

Scheme 4: Cycling Improvements to the Public Realm and Economic Hubs

Changes proposed:

- Scheme 1: Holistic Network Wide Cycle Audit and Master Planning of A13 Active Travel Corridor
 - Audit
 - Implementation Plan (subject to further future consultation Summer 2021)
- Scheme 2: Prittlebrook Greenway - Lighting and Connectivity Improvements
 - Solar powered LED street lighting
- Scheme 3: School streets

- Site specific interventions based on learning from Tranche 1 initial schemes
- Scheme 4: Cycling Improvements to the Public Realm and Economic Hubs
 - Adding secure cycle parking facilities including electric cycle charging points
 - Monitoring and evaluation of schemes

What constraints are there?

Due to the emergency nature of the fund, some of the above has already begun. Where they have started, we will take the opportunity to measure and evaluate the impact of them.

Delivery timescales are very short, so the consultation, engagement and review of the schemes will often be carried out at the same time as delivering them. Opportunities to review and adjust interventions in light of feedback and evaluation will be built into the delivery timeline.

Has a budget been identified to pay for related engagement and consultation work? If so, how much?

Yes, £15,000

Any local issues/sensitivities/politics to be taken into consideration?

Tranche 1 of the Emergency Active Travel Fund gave very little time to undertake consultation with local communities.

There had not been the opportunity to consult on any of the schemes implemented or proposed. This means some schemes could not be brought forward. Some schemes that were started as emergency measures, received a negative reaction from local communities.

The emergency nature of Tranche 1 meant proposals had not been able to be included in the forward plan. This has been rectified for Tranche 2.

Consultation and Engagement Mandate

Southend-on-Sea Borough Council needs to understand the views of local residents, businesses, organisations and road-users. We seek their views on our proposals for the development of walking and cycling facilities and infrastructure across Southend-on-Sea. This will help us develop and successfully deliver the outline schemes agreed and funded by the Department for Transport Active Travel Fund. They will then be delivered by 31st March 2021. This will improve the walking and cycling facilities in Southend-on-Sea.

Stakeholder identification

Directly impacted

- Road users
- Cyclists
- Residents and businesses in specific areas of work
- Public Transport providers

Indirectly impacted

- All residents
- Visitors
- Local employees and businesses

Potentially impacted

- People with disabilities
- Car users
- Older people
- Parents and carers

People who can help

- Cycling groups
- Residents' associations
- Community groups
- The voluntary sector

Specialist Experts

- Contractors various
- Regional Partners
- Civic Engineers consultancy

Interested parties

- Elected members
- Transport service user groups
- Residents groups
- Pressure groups and local environmental campaigns including extinction rebellion.
- Taxi drivers

We may add to this list as the consultations progress.

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Strategies

	Involve	Consult	Inform	Strategies
Proposals	Contractors Regional partners	Elected members		Forward Plan Discussions with officers in regional partners Discussions with contractors
Consultation: pre and concurrent to design processes	Voluntary sector Residents' groups Interested parties Elected members	All residents, businesses, visitors, road users		Use online consultation website Your Say Southend promoted through SBC website and social media; Forward Motion website and social media. Ask partners involved to promote through their own channels. Avoid face to face due to Covid19 restrictions. Radio adverts.
Roll out		Road users Residents Businesses Elected members Interest groups All	Road users Residents Businesses Elected members Interest groups All	Use SBC website to post regular updates on delivery and solicit feedback via the online consultation portal. Promote via social media and via partners
Mid project review		Road users Residents Businesses Elected members Interest groups	Department for Transport	Use on site QR codes to direct users to feedback facility using the consultation portal. Mid project consultation via the online portal promoted via social media
Scheme adjustments			All	Online consultation portal and SBC website
Evaluation	Contractors Transport Data providers	Road users Residents Businesses Elected members Interest groups All	Department for Transport Road users Residents Businesses Elected members Interest groups All	Analysis of data gathered during consultations Analysis of baseline and ongoing usage data User interception surveys via QR codes

Programme Timescales (months)

Design and preparation:

Sep to Feb 21: Proposals and scope

Dec 20 to Feb 21: publish consultation plan

Implementation:

Nov 20 to Spring 23: Consultation

Dec 20 to Jan 21: Report to Department for Transport

May 21 to Jun 21: Post audit consultation

Jul 21 to Aug 21: Post consultation report to Department for Transport

Sep 21 to Aug 22: Light touch consultation and engagement and website updates

Autumn 22 to Spring 23: Post-construction consultation

Jan 21 to Mar 21: Network Audit

Summer 21 to Summer 22: Construction

Autumn 21 to Winter 21: Mid-project review

Jan 22 to Feb 22: Report to Department for Transport

Oct 21 to Dec 21: Scheme adjustments

Jan 22 to Feb 22: Report to Department for Transport

Review, evaluate and report:

Summer 23: Report to Department for Transport