

Active Travel Fund

Communications Plan

Background

Brighton & Hove City Council submitted a bid for Tranche 2 of the Department for Transport (DfT)'s Active Travel Fund (ATF) on 7 August 2020 to support the design and delivery of five key Active Travel Corridor schemes in the city, including complementary measures.

The key schemes are:

- 1 Western Road - permanent pedestrian improvements.
2. Preston Circus to Patcham Roundabout (A23) – permanent improvements to existing cycle route and key junctions
3. Old Shoreham Road (A270) – continuation of existing temporary cycle route and associated complementary measures
4. Seafront (A259) – continuation of existing temporary cycle route and associated complementary measures
5. Madeira Drive – temporary scheme to re-open the road to eastbound traffic, provision of a two-way cycle lane, improvements to disabled parking

A public and stakeholder consultation was carried out in February/March 2021 on four of the schemes, this sought views on the existing schemes (those implemented following the award of funding from Tranche 1) and the further temporary and permanent proposals. Please note for Madeira Drive, this consultation is being dealt with separately to the four main scheme consultations for this plan, as it is being delivered earlier than the other schemes and through the Experimental Traffic Regulation Order (ETRO) process, building on feedback from previous experimental schemes. However, communications plans and activities will cover Madeira Drive as well as the other schemes.

Communications

DfT has also instructed councils to implement a clear communications plan post consultation.

Activities

Further consultation on permanent schemes	Further public and stakeholder consultation will be carried out on the detailed design of the London Road A23 improvements to the cycle route and key junctions. Public and stakeholder consultation will also be carried out on the Western Road Traffic Regulation Order (TRO), including with businesses, residents and others in the immediate area.
Consultation informing design	Demonstrate how public and stakeholder feedback and comment informed design changes to both the permanent and temporary schemes, including specific examples of where changes have been made, what feedback prompted the changes and how we have been working with stakeholders to inform new designs.

Ongoing scheme engagement	<p>Show how the council is continuing to work with stakeholders and community groups during the ongoing detailed design and construction of ATF schemes, both permanent and temporary.</p> <p>Communicating how all sections of the community can get involved, put forward suggestions and raise concerns; and how concerns are being addressed to ensure changes work for all.</p>
ATF scheme works	Proactively communicate to residents and businesses likely impacted by scheme construction of the work being carried out and steps being taken to minimise disruption ahead of time.
ATF schemes in wider context of council goals/policies	Communicate how ATF schemes fit with the wider context of council transport planning, including the Local Cycling and Walking Infrastructure Plan (LCWIP), Local Transport Plan 5 (LTP5), Corporate Plan 2020-23 and Carbon Neutral 2030.
ATF schemes and Climate Assembly recommendations	Communicate how ATF schemes align with recommendations set out by the city's Climate Assembly and Youth Climate Assembly in 2020.
Demonstrate how schemes support and encourage active, inclusive, and sustainable travel	Using case studies, showing how scheme changes have supported active, inclusive and sustainable travel and transport and encouraged behaviour change.
Supporting active travel and transport in the city	Raise awareness of ongoing wider work the council is doing to support active travel, and benefits of active and sustainable travel in Brighton & Hove, including: Cycle training for children and adults, School Streets, road safety, introduction of cycle hangars, BTN BikeShare, expansion of electric vehicle infrastructure, eCargo Accelerator Project, BetterPoints Move for Change challenge.

Communication channels

Online: BHCC website, BHCC social media, Information shared directly by email with key stakeholders

Traditional: Case studies, Printed press, Displays in libraries/community centres, Posters/banner/bus stop advertising, For the further public consultation planned - public information sessions in community location/s (subject to Covid-19 requirements / restrictions), letters to properties in the vicinity of schemes