



# Greater Bristol Bus Network

## Appendix 4L

### Consultation Plan

JOB NUMBER: 5045787			DOCUMENT REF: 5048504.250.100.01.4L rev1.6 Appendix 4L Consultation Plan.doc			
1	Draft	AHM	AC	DW	AC	20/03/07
		Originated	Checked	Reviewed	Authorised	Date
Revision	Purpose Description	<b>ATKINS</b>				

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## 4L.1. Introduction

4L.1.1 The four Councils of Bath and North East Somerset, Bristol City, North Somerset, and South Gloucestershire have come together to prepare a Joint Local Transport Plan (JLTP). The JLTP sets out a long term vision for transport and a programme of investment for the five years to 2011. Priorities focus on:

- ◆ Tackling congestion;
- ◆ Improving accessibility;
- ◆ Improving air quality; and
- ◆ Improving road safety.

4L.1.2 To help achieve these priorities a funding bid was submitted to Government for a major scheme to develop the Greater Bristol Bus Network (GBBN). This bid has been accepted in principle and the Councils are now preparing a full business case with the aim of getting approval to start the first phase in October 2007. The Consultation Plan describes how the public and stakeholders will be informed about the scheme and the opportunities they will have for engagement.

## 4L.2. Aims of the Greater Bristol Bus Network

4L.2.1 Bus services are the backbone of the public transport network in the area. They currently carry over a million people a week. No other form of transport can provide a mass alternative to the car on this scale in the short to medium term. Recent investment in the bus network by the Councils and the operators has demonstrated that significant growth can be achieved. To date, due to limited resources, this investment has been made on the basis of individual corridors.

4L.2.2 GBBN builds on these principles with the intention of accelerating the speed of delivery of schemes to ensure a first class bus service for all main routes in the next 5 years. It focuses on 10 corridors in partnership with the major bus operator First. These ten corridors in turn serve 37 showcase bus routes.

4L.2.3 The package includes bus priorities; new buses; enhanced shelters and stops; real time passenger information (RTPI) and other information; improved ticketing; and higher standards of driver training and customer services.

4L.2.4 The concept of GBBN is to create a comprehensive, integrated transport system that will:

- ◆ Provide fast and reliable bus journey times along major corridors to compete effectively with the private car;
- ◆ Enable passengers to make a range of cross-Bristol and other journeys without the need for interchange;

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- ◆ Produce greatly enhanced standards of passenger comfort;
- ◆ Achieve greater service levels for a range of key destinations; and
- ◆ Connect efficiently with rail and coach services.

## 4L.3. Objectives of the Consultation Plan

4L.3.1 The Consultation Plan seeks to engage a wide section of the public as well as key stakeholders in the general and detailed proposals of GBBN and gain their input and feedback. The specific objectives are to:

- ◆ Raise public awareness of the scheme from the outset to allow concerns to be drawn out early and mediated before Traffic Regulation Orders (TRO) are initiated; and
- ◆ Understand the resources and budget likely to be required to carry out this task.

## 4L.4. Linkages

4L.4.1 The Consultation Plan links with work being conducted as part of the GBBN Branding and Marketing work package. Consultation and marketing are inter-related and will be informed by the guidelines put forward in the Consultation Plan and Marketing Plan. Strong linkages also exist with the Communications Plan which sets out:

- ◆ Main features of the implementation programme;
- ◆ Funding background: JLTP, First, and developer;
- ◆ Phasing and management of traffic during implementation;
- ◆ Bus priorities: general approach and issues;
- ◆ First detailed proposals of individual schemes;
- ◆ Bus stops/ interchanges: general design aspects; and
- ◆ RTP1: phasing programme.

## 4L.5. Raising Awareness

### OVERVIEW

4L.5.1 There are two key stages:

- ◆ 'Big bang' event to gain a broad public understanding - those interested will then know how to find out more and comment; and
- ◆ Corridor roadshow events to provide a level of detail suitable for most people, with more detail available on request.

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4L.5.2 Together these two stages are designed to overcome the need for a further stage of consultation before implementing TROs for works programmed for the short to medium term. Fresh consultation may be needed for works to be introduced in a longer time frame.

## KEY ELEMENTS

4L.5.3 Briefings and releases are planned for May 2007 to bring the media up-to-date on GBBN progress and to publicise the programme of public consultation events and the deadline for receipt of comments.

4L.5.4 The consultation events are expected to take the form of:

- ◆ Joint Transport Forum: building on the Forum activities of the Provisional and Final JLTP;
- ◆ Focus groups in each of the four Council areas with representative cross-sections of local people and organisations;
- ◆ Public roadshow events and exhibition display material at main shopping centres, community centres and libraries along corridors at key/contentious locations; and
- ◆ Feedback via website.

4L.5.5 Contact will be made with statutory and other key stakeholders during May 2007 to follow up the discussions carried out at the time of the July 2005 bid document. Lines of communication will be established with the smaller bus operators, the fire and ambulance services and motoring organisations.

4L.5.6 Contact will also be made with groups representing retail traders and other 'high street' services, focusing on those areas where TROs will affect on-street parking and loading/ unloading.

4L.5.7 Different stakeholders will be consulted along each corridor in line with the likely areas of concern.

4L.5.8 In relation to website feedback, separate GBBN pages will be linked to the existing JLTP website. The website is expected to be a significant two way channel of communication as the project progresses, disseminating information as well as attracting input from the public.

## TASKS

4L.5.9 The following tasks have been identified:

1. Council media team staff to send out press release on public consultation opportunities;
2. Design display boards, using guidance from the Marketing Plan -one set for each of the 10 routes;

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3. Produce leaflet that a) gives an overview of the entire project; b) provides diagrammatic information about the works in specific corridors; and c) outlines ways of finding out more detail and commenting on the proposals for that corridor;
4. Update website to include details of all 10 corridors and the opportunities available for consultation;
5. Find suitable locations along each of the 10 corridors for meetings/ public roadshow events and vacant shops and other venues for displays;
6. Decide on a list of stakeholders to be consulted for each of the 10 corridors;
7. Distribute leaflets via public roadshows, shops and along affected corridors;
8. Staff with suitable level of knowledge to attend roadshow events; and
9. Collate and analyse feedback obtained from all events.

## 4L.6. Resources and Budget

4L.6.1 The Consultation Team will be made up of a hybrid of internal Council staff and external staff with consultation and facilitation expertise.

4L.6.2 Estimated costs are as follows:

**Table 4L.1 - Estimated Costs**

Item	£s
Brand design/ advertisements	£20,000
Design and print leaflets for each of 10 corridors, total 100,000	£50,000
Design and print roadshow displays, 'big bang' + one per corridor	£25,000
Public roadshow events, hiring premises	£30,000
Focus Groups, 4no	£12,000
External staff for facilitation	£4,000
Distribute leaflets	£10,000
Updating website	£2,000
<b>Total</b>	<b>£153,000</b>

## 4L.7. Timescales

4L.7.1 The first key milestone for the Consultation Plan is the 'big bang' events in May 2007. A two month lead in time is planned.

4L.7.2 The timing of consultation on individual corridors depends on phasing of the construction programme, is now being finalised.

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## 4L.8. Summary

- 4L.8.1 The objectives of the Consultation Plan are to raise public awareness of the scheme from the outset to allow concerns to be drawn out early and mediated before TROs are initiated, and to understand the resources and budget likely to be required to carry out this task. There are two key stages to consultation for the GBBN which are:
- ◆ 'Big bang' event to gain a broad public understanding - those interested will then know how to find out more and comment; and
  - ◆ Corridor roadshow events to provide a level of detail suitable for most people, with more detail available on request.
- 4L.8.2 The consultation events are expected to take the form of:
- ◆ Joint Transport Forum: building on the Forum activities of the Provisional and Final JLTP;
  - ◆ Focus groups in each of the four Council areas with representative cross-sections of local people and organisations;
  - ◆ Public roadshow events and exhibition display material at main shopping centres, community centres and libraries along corridors at key/contentious locations; and
  - ◆ Feedback via website.
- 4L.8.3 This Consultation Plan has identified a number of key tasks relating to consultation which need to be undertaken. The Consultation Team will be made up of a hybrid of internal Council staff and external staff with consultation and facilitation expertise.