



Greater Bristol Bus Network Major Scheme Business Case

Appendix 4K

Communications Plan

JOB NUMBER:			DOCUMENT REF: 5048504.250.100.01.Appendix 4K Rev4.doc			
		Originated	Checked	Reviewed	Authorised	Date
Revision	Purpose Description	ATKINS				

ATKINS

Executive Summary

This document sets out the Communications Plan for the Greater Bristol Bus Network Major Scheme (GBBN). This was prepared for the Gateway Review on 12th December 2006, but has been designed to be regularly updated as the GBBN project evolves.

The Communications Plan sets out a series of objectives, which will drive all communications and related activity. These objectives are:

- ◆ **Objective 1** - Through effective marketing, to complement the GBBN hard infrastructure improvements and new buses to deliver increased bus patronage;
- ◆ **Objective 2** – to ensure a positive image of the scheme in the eyes of the general public, businesses and media in Greater Bristol;
- ◆ **Objective 3** – To ensure solid support for the scheme by key decision-makers in Greater Bristol; and
- ◆ **Objective 4** - To assist in the delivery of improved bus infrastructure during the construction period, to minimise inconvenience to road users, residents and businesses.

This will require communications, consultation and marketing activity, each of which are integrated into this Communications Plan. In addition, more specific Consultation and Marketing Plans have been prepared, which are cross-referenced in this overarching Communications Plan.

The GBBN Risk Register has identified a series of specific risks relating to failure of the scheme to attract new passengers (due to poor marketing), public, media and stakeholder opposition, and failure of both external and internal communications in the project. This Communications Plan sets out the measures that will be taken to mitigate these risks.

The Communications Plan sets out a four-phase approach to the consultation process. The first two phases have already taken place through the development of the JLTP, which included GBBN. This has provided an effective basis for setting out the context to the development of GBBN and the concept of the major scheme itself. The response was strong public support, with a majority of people identifying the need to improve public transport provision, and improved bus infrastructure being identified as the top priority for transport improvement in Greater Bristol.

The challenge during the upcoming phases of consultation is to demonstrate how the specific scheme proposals will best address the problems identified and deliver the step-change in public transport needed in Greater Bristol. Phase 3 – to take place through a “big-bang” consultation process – will explain the broad principles of GBBN, whilst Phase 4 will address the local issues relating to each corridor.

Complementary to this will be a marketing strategy with the overall aim of helping to deliver patronage growth, supported by activity to raise aspirations of public transport as a viable alternative to the private car. This will commence with the “big-bang” process in Phase 3,



ATKINS

with the marketing strategy helping to launch the consultation process, raising the profile of GBBN amongst stakeholders, general public and media.

The delivery of the Communications Plan, and subsidiary Consultation and Marketing Plans, will be led by the GBBN Communications Officer will be responsible for procuring the resources necessary to ensure the effective delivery of this Communications Plan.

ATKINS

4K.1. Introduction

4K.1.1 The four Councils fully recognise the importance of consulting stakeholders and the general public on the Greater Bristol Bus Network Major Scheme (GBBN). Achieving public support for the scheme is essential, both in underlining the strong case for funding and also in ensuring the scheme can be delivered in a timely and satisfactory way. The Communications Plan will ensure stakeholders and the general public are aware of the GBBN's aims and its progress and smooth the passage for delivery on the ground. Regular press releases, a regularly maintained website and a project 'brand' will be key instruments in achieving this.

4K.1.2 At the same time it will be very important to maintain a high level of 'internal' consultation, i.e. between members of the Programme Board, Heads of Transport, Executive Members and other Councillors, Council staff, consultants and others. A robust 'engagement model' will be developed to achieve this. The detailed programme reviews to be reported to the Programme Board every 3-4 months will include progress and issues relating to communications and marketing.

4K.2. Objectives of Communications Plan

4K.2.1 It is important to be clear about the objectives of the communications and consultation processes in support of the GBBN. These objectives are:

- ◆ **Objective 1** - Through effective marketing, to complement the GBBN hard infrastructure improvements and new buses to deliver increased bus patronage. Marketing will assist in delivering a step-change in the perceptions of the quality of the bus network, which will encourage a shift in travel choice from the car to the bus;
- ◆ **Objective 2** – to ensure a positive image of the scheme in the eyes of the general public, businesses and media in Greater Bristol. This will require effective communication with each stakeholder group during the planning and construction of the scheme;
- ◆ **Objective 3** – To ensure solid support for the scheme by key decision-makers in Greater Bristol. This will require effective internal engagement, with elected members of the four Councils, with the wider West of England Partnership and with senior officers of the Councils; and
- ◆ **Objective 4** - To assist in the delivery of improved bus infrastructure during the construction period, to minimise inconvenience to road users, residents and businesses.

4K.2.2 The first objective can be seen as overarching, in terms of securing an overall positive outcome from the project. This will require, at least in part, success in the other three objectives, as the delivery of a step-change in perceptions of public transport in Greater Bristol will require the building of positive attitudes to the project during the planning and construction stages.

ATKINS

4K.3. Management of Risks

4K.3.1 The GBBN Risk Management Plan identifies the following risks (and mitigation measures) in relation to communications, consultation and marketing activity:

- ◆ Poor scheme performance, in terms of failing to attract passengers. Effective marketing will be required to maximise the credibility of GBBN as an effective transport choice for travel in Greater Bristol (see objective 1 above);
- ◆ Public opposition – from traders, residents and road users: early involvement will be required, with in-depth consultation with those people who will be particularly affected by the proposals;
- ◆ Media and public opinion: there will be a need for an effective media strategy, and in-depth awareness-raising of the objectives of GBBN – this will require the procurement of marketing expertise; and
- ◆ Failure of external and internal communications: the Communications Officer will develop a series of protocols to be followed during all consultation and communications activity.

4K.4. Marketing and Communications Team

4K.4.1 The Communications Officer will be a key member of the Joint Delivery Vehicle reporting to the Programme Director. It will be the Communications Officer who will have responsibility for finalising the Communications Plan and then ensuring it is followed. The Communications Officer will establish and lead a Communications and Marketing Team that provides an effective blend of local skills and outside expertise. Local skills would include Council officers with practical experience of showcase bus route delivery and those with direct involvement in the JLTP process. To complement these local skills, expertise will be procured from outside consultants in facilitation, group dynamics, and marketing to ensure a consistent approach to publicity and consultation.

4K.5. Internal Communications

4K.5.1 A robust 'engagement model' will be developed to achieve efficient and effective internal communications. This will be initiated by the Independent Programme Director (IPD) assisted by the Communications Officer. Apart from ensuring two way communication with Council staff and the corridor, real time passenger information (RTPI), and enforcement teams, emphasis will be placed on briefing the wider council membership.

4K.6. Phasing of External Consultation

4K.6.1 Four consultation phases are planned:

ATKINS

1. Pre-submission consultation on GBBN as part of Provisional Joint Local Transport Plan (JLTP) activities;
2. Consultation linked with Final JLTP activities;
3. Initial consultation on detailed scheme proposals; and
4. Individual corridor consultations.

4K.6.2 Phases 1 and 2 have already taken place as part of JLTP consultation processes, Phase 3 is due to take place as a “big bang” consultation process during Spring-Summer 2007, and corridor-specific consultations will take place prior to finalising individual corridor proposals. The consultation process is shown in Figure 4K.1.

4K.6.3 These four consultation phases are an appropriate mechanism in creating momentum for the building of understanding of the GBBN concept amongst the public and key stakeholders in Greater Bristol, as follows:

- ◆ *Context* – the Provisional JLTP consultation process built understanding amongst the general public of the issues being faced by Greater Bristol – increased congestion, worsening air quality, poor accessibility by public transport, and the challenges of making our roads safer;
- ◆ *Concept* – the Provisional and Final JLTP introduced the need for a step-change in public transport quality, both to improve provision for current users and to encourage car drivers to change mode, so helping to tackle congestion and air quality problems; and
- ◆ *Content* – the challenge of the next phases of consultation will be to associate the overall GBBN product with the step-change in public transport identified above, as well as to demonstrate the importance of infrastructure improvements to favour the bus in delivering this step-change.

4K.6.4 Sections 7 and 8 which follow describe the past groundwork in engaging with the public and key stakeholders in developing the understanding of the GBBN major scheme. Sections 9 and 10 describe the subsequent processes that will need to take place to build support for the detailed content of the scheme proposals.



ATKINS

**INSERT FIGURE 4K.1 HERE IN
PRINTED VERSION. IN ELECTRONIC
VERSION PLEASE SEE SEPARATE
FILE IN APPENDIX 4K FOLDER**

ATKINS

4K.7. Phase 1 GBBN Consultation linked with Provisional Joint Local Transport Plan

4K.7.1 Appendix 4J of the bid document contains a detailed description of all the GBBN consultations carried out between Summer 2004 and May 2005, linked with preparation of the Provisional JLTP. In brief these comprised:

- ◆ Setting up www.westofengland.org/site/JointLocalTransportPlan
- ◆ Feedback from the distribution of 30,000 leaflets;
- ◆ Councillor seminars and briefings;
- ◆ Joint Scrutiny Committee of Councillors assessing strategies;
- ◆ Transport Plan Commission with key private, public and voluntary sector representatives (letter of support for GBBN included in bid document);
- ◆ Joint Transport Forum, supplementing the local forums run by the four Councils and embracing a broad spectrum of transport organisations;
- ◆ Stakeholder forums/ workshops held in four locations;
- ◆ Focus groups held in each of the four Council areas with representative cross-sections of local people and organisations;
- ◆ Exhibition travelled to a range of venues including main shopping centres, community centres and libraries;
- ◆ Joint media strategy organised by the four Council press officers to co-ordinate briefings, press releases and responses;
- ◆ Local Strategic Partnerships: meetings and continuing dialogue on JLTP, GBBN and the four community strategies for the area; and
- ◆ Cross-boundary planning discussions with neighbouring Councils and National Assembly for Wales.

4K.8. Phase 2 GBBN Consultation linked with Final Joint Local Transport Plan

4K.8.1 The GBBN major scheme featured in consultations on the Final JLTP. The stress was on disseminating information about the scheme, outlining the implementation programme and setting the scene for Phase 3. Phase 2 included, as in Phase 1, involvement of the Joint Scrutiny Committee and Joint Transport Forum and a road show that travelled to major destinations.

4K.8.2 Appendix 4J of the MSBC sets out the findings from the consultation undertaken to date during Phases 1 and 2. This shows that there was a fairly high level of support for the concept of an improved bus network. During the Provisional JLTP consultation process (Phase 1), amongst three options put forward, the highest

ATKINS

support was for short-term bus enhancements plus longer-term improvements, with support or strong support from 62% of respondents.

- 4K.8.3 During Phase 2, consultation for the Final JLTP, this support appears to have hardened, with improved bus infrastructure identified as top priority by 74% of respondents, by far the largest proportion.
- 4K.8.4 The consultation to date demonstrates that there is strong public support for the GBBN concept. It will be important during the subsequent phases to build upon this support, and demonstrate how the GBBN proposals will support those aspirations initially identified during the JLTP process.
- 4K.8.5 Further analysis of the consultation responses will take place to understand the strength of support for the scheme amongst different groups. Clusters of strong support will be identified, to inform groups amongst whom the scope for further proactive communications will be identified. The analyses will also identify segments of the population amongst whom there are concerns or with more negative attitudes, to inform future activity (in Phases 3 and 4) to understand these concerns and to change perceptions.

4K.9. Phase 3 Initial Consultation on Detailed Scheme Proposals

- 4K.9.1 The initial consultation on the detailed proposals is planned to take place in the six months from October 2007 to March 2008 (an additional 2 months is allowed for Corridor 9). Under the direction of the Communications Officer this consultation phase will focus on the following:
- ◆ Finalising Communications Plan;
 - ◆ Agreeing the issues that will be addressed in the consultation process, both general network-wide issues, and specific issues on particular corridors that need to be tackled at this time;
 - ◆ Organising detailed programme of events;
 - ◆ Media releases with key dates for public comments and outline of Phase 4;
 - ◆ Building on the JLTP website;
 - ◆ Arranging detailed input from statutory and other key stakeholders; and
 - ◆ Liaising with First on branding/ marketing programme.

FINALISING COMMUNICATIONS PLAN

- 4K.9.2 The aim is to finalise the Communications Plan in May 2007 following discussion with the Programme Board. Particularly important would be detailed input from First, Council representatives and the partnering contractor. The plan would also be informed by the Highways Agency and the Avon and Somerset Police.

ATKINS

ISSUES TO BE ADDRESSED DURING THE PHASE 3 CONSULTATION

- 4K.9.3 It could be expected that people would generally recall the GBBN proposals as a result of the Phase 1 and 2 consultations. However, it is likely that it will be necessary to reiterate and explain the fundamental concept of GBBN. It may be appropriate to consider summarising feedback from the previous consultation phases, and explain how GBBN would respond to the issues and concerns that people previously raised.
- 4K.9.4 Emphasis will be placed in Phase 3 on the overall network aspects, leaving detailed local issues to be covered during the Phase 4 corridor consultation period. Subjects will include:
- ◆ 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.
- 4K.9.5 However, it is also recognised that the GBBN proposals will result in significant changes to the road environment on many corridors. It will therefore be important to be prepared to address any specific concerns or criticisms raised by residents or traders on specific corridors. It is expected to consult on preliminary designs as part of the phase 1 consultation. Potential concerns raised by residents or traders (e.g. loss of on-street parking bays) will be systematically identified as a key element in the detailed design review of each corridor.
- 4K.9.6 A succinct and clear set of information is required for members of the public who contact the Councils with queries about the GBBN. This should be in the form of a communiqué that will be regularly updated. All queries from members of the public should be answered by referring them to this communiqué. An example of this is set out in Annex G of Appendix 4A.1 The Programme Handbook.

PROGRAMME OF EVENTS FOR PHASE 3

- 4K.9.7 The programme of events is planned to begin in October 2007. 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;
 - ◆ Exhibition display material at main shopping centres, community centres and libraries;

ATKINS

- ◆ Feedback via website.

4K.9.8 Apart from organising the events and producing advance publicity the Marketing and Communications Team will be responsible for ensuring, in liaison with other team managers, that appropriate staff attend and that public comments are accurately recorded and main issues fed back to the Joint Delivery Vehicle. It is anticipated that the consultation team will be made up of a hybrid of internal LA staff and external staff with consultation and facilitation expertise.

MEDIA RELEASES DURING PHASE 3

4K.9.9 Briefings and releases are planned for October 2007 to bring the media up-to-date on GBBN progress and to publicise the Phase 3 programme of public consultation events and the deadline for receipt of comments. The programme for corridor consultations will be outlined to enable detailed, local issues to be directed to Phase 4.

JLTP WEBSITE

4K.9.10 Separate GBBN pages will be arranged, linked to the existing JLTP website. Updates will be provided by the JLTP Team in early 2007 and this work will be taken forward by the Marketing and Communications Team from October 2007 onwards. 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.

4K.9.11 Consideration will be given to the scope for incorporating the GBBN branding (see below) into the GBBN pages of the JLTP website.

INPUT FROM STATUTORY AND OTHER KEY STAKEHOLDERS

4K.9.12 Contact would be made with statutory and other key stakeholders during October 2007 to follow up the previous discussions outlined in Appendix 4J of the bid document. First, the Highways Agency and the police are all key members of the Project Board: the Project Manager will agree with them at an early date the mechanisms to be put in place to ensure smooth day-to-day input from their organisations into the project. This input would draw upon their expertise in a range of activities and delivery of GBBN depends on good lines of communication being maintained between these key organisations and the Joint Delivery Vehicle.

4K.9.13 Lines of communication will be established with the smaller bus operators, the fire and ambulance services and motoring organisations. Contact will also be made during Phase 3 with groups representing retail traders and other 'high street' services, focusing on those areas where Traffic Regulation Orders will be needed that affect on-street parking and loading/ unloading. Individual discussions will be a key part of the Phase 4 consultations.

ATKINS

4K.9.14 In some areas the GBBN looks to delivery of the scheme through developer S106 works or through acquisition of land. Contact with developers and landowners will be largely through the Project Manager and corridor teams with legal support and input from appropriate council planning officers. The Marketing and Communications Team will pave the way for these discussions as necessary with the production of information and publicity material.

4K.9.15 Appendix 4L of the GBBN Major Scheme Business Case (MSBC) sets out the Consultation Plan, which describes the above activities. It describes the key tasks that need to take place during the period before October 2007 in order to organise the Phase 3 consultation activities, as well as identifying the resources that will be required.

BRANDING/ MARKETING PROGRAMME

4K.9.16 Of prime importance will be marketing the GBBN, establishing a 'brand identity' that highlights the step change in public transport that the scheme involves. This branding might be similar to the 'Overground' approach that First have successfully introduced in several cities, the 'Metro' branding employed by Translink in Belfast or other models, all aimed at defining a high profile network. The Marketing and Communications Team will work closely with First in preparing a branding/ marketing programme that can be phased in with works on the ground. The programme is expected to include distinctive branding for:

- ◆ Promotional material, timetables, roadside displays;
- ◆ Bus stops and flags, to be installed from September November 2007 onwards;
- ◆ Buses.

4K.9.17 Appendix 4M of the MSBC sets out the Marketing Plan, which provides an analysis of the GBBN product (in terms of the issues faced, strengths and weaknesses), and sets out the objectives, and marketing strategy. It also identifies the actions and resources necessary to deliver the marketing strategy.

4K.9.18 It is anticipated that the Phase 3 "big-bang" consultation process will be launched using the branding developed for GBBN. The scope for this will be considered during the preparatory work for the Phase 3 consultation process.

4K.10. Phase 4 Individual Corridor Consultations

4K.10.1 The detailed programme for Phase 4 will be drawn up by the Marketing and Communications Team in liaison with the corridor team managers. The aim will be to anticipate potential issues along individual corridors and be prepared for them. Potential packages of measures may be identified that can be presented during the corridor consultations, for example alternative parking and unloading arrangements and local environmental enhancements.

ATKINS

4K.10.2 This phase will involve consultation at various levels, depending on the scale of issues likely to arise in each corridor. Consultation will range from face to face meetings with individuals to workshops with local traders and businesses. Programming will be related to the planned start date for each task in the implementation programme. The schedule below sets out the scale of consultation envisaged for each task that focuses on bus priority measures. Consultation on the location of bus stops, shelters, and related infrastructure would be either wrapped up with these tasks or dealt with on an individual basis

Schedule of Corridor Consultations

Work Package Ref	Corridor /Scheme Task	Scale of Consultation	Task start date
1. M32			
7001	M32 J2 - Houlton Street Bus Lane	Highways Agency and Broadmead developers	October 2007
2. A4018 Cribbs Causeway to Bristol City Centre			
4008	A4018/ Lysander Road Roundabout	Limited local consultation, adjacent owners	October 2007
2015	A4018 Park Street and the The Triangle	Major consultation with traders and businesses on parking and loading/ unloading issues	January 2009
2013	A4018 Westbury Road		January 2009
2014	A4018 Whiteladies Road		October 2007
4007	Lysander Road (Retail Park to Merlin Rd)	Land acquisition needed. Dialogue with The Mall and neighbouring businesses/ major employers	October 2007
4006	Lysander Road (Pegasus Road to Retail Park)		October 2007
3. A4 Bath to Bristol City Centre			
1005	A4 Twerton Fork	Highways Agency	October 2007
2016	A4 Callington Road to Stockwood Road	Consultation with adjacent residents and local businesses	October 2007
2017	A4 Totterdown Bridge to Three Lamps	Dialogue with Network Rail re Temple Meads access	October 2007
1004	A4 Hicks Gate	Highways Agency	October 2007
1007	A4 Upper Bristol Road	Limited local consultation, adjacent owners	October 2007
1006	A4 Newbridge Road	Major consultation with adjacent residents	October 2007



Work Package Ref	Corridor /Scheme Task	Scale of Consultation	Task start date
4. Route 73 Cribbs Causeway to Bristol City Centre			
4010	Route 73 Signal Priority (one site)	Limited consultation	October 2007
4016	Filton Avenue Northbound Bus Lane	Major consultation with adjacent residents	October 2007
2018	Filton Avenue/ Lockleaze Road Signals	Limited local consultation	October 2007
4015	Great Stoke Way Southbound Bus Lane	Consultation with adjacent businesses	October 2007
4011	Aztec West Roundabout	Highways Agency and major employers	October 2007
4009	Route 73 Pegasus Road	Land acquisition needed. Dialogue with The Mall and neighbouring businesses/ major employers	October 2007
4014	New Road Bus Link	Consultation with Filton College and major employers	October 2007
5. A432 Chipping Sodbury to Bristol City Centre			
2021	A432 Coombe Road to Robertson Road	Limited local consultation	April 2008
2020	A432 Muller Road Junction	Major consultation with traders and businesses on parking and loading/ unloading issues	March 2008
2019	A432 Staple Hill to Lodge Causeway		October 2007
6. A37 Midsomer Norton to Bristol City Centre			
2023	A37 Haverstock Road to Three Lamps	Limited local consultation	October 2007
1008	A37 Staunton Lane Signals	Limited local consultation	October 2007
7. A4174 Filton to Emersons Green			
4025	Abbey Wood Roundabout Signalisation	Limited local consultation	January 2008
4021	A4174/M32 J1 Roundabout Works	Highways Agency	March 2008
4026	A4174 Abbey Wood Eastbound Bus Gate	Limited local consultation	February 2008

**ATKINS**

Work Package Ref	Corridor /Scheme Task	Scale of Consultation	Task start date
Developer Funded	Abbey Wood Retail Park Crossing	Limited local consultation	October 2007
Developer Funded	Hewlett Packard Bus Bay	Limited local consultation	April 2008
Developer Funded	A4174/B4058 Bristol Road, Hambrook Crossroads	Limited local consultation	July 2010
4020	Westbound to B4058 Frenchay	Limited local consultation	May 2008
4022	A4174 Coldharbour Lane to M32	Highways Agency	October 2007
4024	Coldharbour Lane Bus Lanes	Limited local consultation	October 2007
Developer Funded	Wick Wick to Lyde Green Rbt, Wbnd HOV	Limited local consultation	April 2009
Developer Funded	Hewlett Packard to Coldharbour Lane	Limited local consultation	October 2009
Developer Funded	Bromley Heath to Wick Wick Roundabout	Limited local consultation	May 2009
Developer Funded	Rosary Rbt Traffic Signals	Limited local consultation	April 2008
Developer Funded	Wick Wick to Lyde Green Rbt, Ebnd HOV	Limited local consultation	April 2009
Developer Funded	A38 Gloucester Rd Northbound Bus Lane	Limited local consultation	March 2010
8. A370 Weston-super-Mare to Bristol City Centre			
3003	B3440 Locking Road	Limited local consultation	October 2007
3004	M5 J21 Westbound Approach	Highways Agency	October 2007
3005	A370 Bristol Road, Congresbury	Limited local consultation	April 2008
2024	A370 Plimsoll Bridge	Limited local consultation	October 2007
9. A369 Portishead to Bristol City Centre			
3008	St Georges Hill / Portbury High Street HOV Lane	Highways Agency	March 2008

Work Package Ref	Corridor /Scheme Task	Scale of Consultation	Task start date
3009	A369 Beggarbush Lane HOV Lane	Major consultation with adjacent residents	July 2008
3010	A369 Bridge Road Signals	Limited local consultation with adjacent residents	October 2007
10. A367 Radstock to Bath City Centre			
1010	A367 Midford Rd to Red Lion	Limited local consultation	October 2007
1011	A367 Wellsway Lower	Major consultation with adjacent residents	October 2007
1012	A367 Bear Flat	Major consultation with traders and businesses on parking and loading/ unloading issues	October 2007
Developer Funded	A367 Churchill Gyratory	Limited local consultation	October 2007
1009	A367 Odd Down Park & Ride	Limited local consultation	October 2007

ATKINS

4K.11. Summary

- 4K.11.1 This Communications Plan has set out a four-phase approach to the consultation process for the GBBN:
1. Pre-submission consultation on GBBN as part of Provisional JLTP activities;
 2. Consultation linked with Final JLTP activities;
 3. Initial consultation on detailed scheme proposals; and
 4. Individual corridor consultations.
- 4K.11.2 The first two phases took place during the development of the JLTP. This has provided an effective basis for setting out the context to the development of GBBN and the concept of the major scheme itself. The response was strong public support, with a majority of people identifying the need to improve public transport provision, and improved bus infrastructure being identified as the top priority for transport improvement in Greater Bristol.
- 4K.11.3 Phase 3 consultation phase will focus on the following:
- ◆ Finalising the Communications Plan;
 - ◆ Agreeing the issues that will be addressed in the consultation process, both general network-wide issues, and specific issues on particular corridors that need to be tackled at this time;
 - ◆ Organising detailed programme of events;
 - ◆ Media releases with key dates for public comments and outline of Phase 4;
 - ◆ Building on the JLTP website;
 - ◆ Arranging detailed input from statutory and other key stakeholders; and
 - ◆ Liaising with First on branding/ marketing programme.
- 4K.11.4 The aim of the Phase 4 consultation is to anticipate potential issues along individual corridors and be prepared for them. Potential packages of measures may be identified that can be presented during the corridor consultations, for example alternative parking and unloading arrangements and local environmental enhancements.
- 4K.11.5 A Consultation Plan and a Marketing Plan have been produced to support this Communication Plan and are appended to the GBBN MSBC.