**Southport Walking and Cycling Route – Summary of Engagement**

**Our Engagement Mandate**

We, Strategic Transport Planning and Investment Team need to understand the view of people living, studying, visiting, working and travelling along the Southport Walking and Cycling Route so that we can seek approval for the scheme to establish a safe walking and cycling route in line with our 2030 vision of a confident connected borough where people can enjoy the many cycle and walking friendly routes.

**Our Target Audience**

The target audience for this engagement are as follows;

* Property owners
* Residents
* Businesses
* Traveling public
* Interest groups including, walking and cycling groups, environmental campaign groups, accessibility & diversity support groups
* Local schools and places of education
* Emergency Services
* Attractors along the route such as sporting clubs, places of worship and community facilities

**Our Engagement Methodology**

The information will be shared in the following ways;

* Press release via My Sefton
* Information on [www.sefton.gov.uk/SouthportWalkCycle](http://www.sefton.gov.uk/SouthportWalkCycle)
* Leaflet distributed to all properties along the route via GPS tracked delivery
* Online engagement via CommonPlace for a period of 4 weeks
* Engagement sessions/direct mail out with specific seldom heard groups such as young people and interest groups

**Engagement Plan**

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| **Communication content** | **Audience** | **Method** | **Date** |
| Outline of route and engagement plan | Cabinet Member | Briefing Note for Cabinet Member | December /January |
| Outline of route and engagement plan | Ward Councillors | Briefing Note for Ward Councillors | December /January |
| Outline of route and engagement plan | MP for Southport | Via letter | December /January |
| Route engagement | Residents, businesses, interest groups | * 4 week consultation period via Commonplace - LCRCA Platform * Press release * Social media campaign * Possible drop in workshop or may consider online workshop events. * GPS Tracked Leaflet drop to properties along the route * Walking and Cycling Chat online | February |
| Route engagement | Emergency Services – in addition to any statutory consultation via the TRO process | Via email and or teams meeting | January / February |
| Route engagement | Businesses | On street marketers to talk to customers about their views and travel patterns (depends on situation with COVID) | January / February |
| Route engagement | Younger people | Via workshops through Sefton CVS | January / February |
| Reporting and feedback on the outcome of the consultation and next steps | Cabinet Member | Briefing note to Cabinet Member | January / February |
| Reporting and feedback on the consultation and next steps | Ward Councillors | Briefing note and possible round table briefing with Cabinet Member | March |
| Feedback to all respondents via email | Respondents and residents in the directly affected roads | Via email to all those responded and report posted online on Sefton Councils website | March |

**Our Key Messages**

The Government recently published Gear Change which sets out the vision for walking and cycling. The Department of Transport via the Liverpool City Region Combined Authority has allocated money to Sefton to improve walking and cycling routes and to work with Schools.

Sefton Council have adopted their Climate Change Emergency Plan, which sets out how we will take steps to reduce our carbon emissions. Transforming the way we live and work is a big part of this plan. One thing we can do is to keep on walking and cycling. We will be supporting this by creating safe walking and cycling routes to Southport as part of this funding.

Our vision for Sefton is a confident and connected borough where people can enjoy the use of many cycle and walking friendly routes and we all work together to keep Sefton clean and green with a commitment to low pollution and better air quality. This investment from Government will help us to make a big improvement for local people so they can walk and cycle safely.

We have asked the people of Sefton through Sefton Liveable Streets, what problems they face when walking and cycling. You have told us the behavior of road users, speeding and volumes of traffic are problems and that you feel that the routes are dangerous not cycle or walking friendly. You have also told us you would like to slow down traffic, have more enforcement and that you would like more walking and cycling routes.

Many of our residents in North Sefton do not have access to a car and we want to help people to continue to walk and cycle to get out and about to places. We plan to help people by creating safe walking and cycling routes in Southport.

We have seen a dramatic increase in people walking and cycling in our Borough during lockdown, as our roads and streets get busier with traffic, we want to give people the opportunity to keep up with their healthy habits. We plan to do this by extending the walking and cycling route in Southport.

Bikelife, a report which looked at people’s attitudes to bike use carried out in 2019, found out that nearly half of people interviewed are concerned about cycling safety and 63% of people think more cycling would make their area a better place to live and work.

In our Highways Annual Survey we ask people who **regularly cycle** how satisfied are you with the number of cycle route and lanes provided, 71% stated they were fairly or very dissatisfied. We also asked **all respondents** about the number of cycle routes and lanes provided, only 10% said there were far too many and a little too many and 56% said there were a little too and far too few.

**In summary we will;**

* Deliver a leaflet to properties along the route which tells people about the walking and cycling route in simple language. The leaflet will tell people how they can tell us their views and opinions
* We will offer the leaflet in alternative formats so everyone can understand what it means for them
* We will issue a press release so that people who are not on line or do not live directly along the route will get to know about the walking and cycling route and know how to tell us their views and opinions
* We will have a place where people can go on-line and tell us their thoughts, we will also have a telephone number people can call to tell us their thoughts too
* We will engage with business owners and big attractors and find out their thoughts
* We will engage with the Emergency Services on our plans before the statutory process
* We will engage with people who are not often represented in our consultations, via user groups and interest groups
* We will write a report which summarises the results and this will be available for all to see on our website once approved

**Where to find out more;**

When we have started our engagement you will find all the information here; [www.sefton.gov.uk/Southportwalkcycle](http://www.sefton.gov.uk/Southportwalkcycle), you will also be able to email us on [transport.planning@sefton.gov.uk](mailto:transport.planning@sefton.gov.uk). We will use the following twitter accounts - @SeftonCouncil and @ActiveTravelSefton

**Public Engagement and Consultation Panel**

The Southport Walking and Cycling Route – Summary of Engagement document will be presented to the Public Engagement and Consultation Panel on 15th January 2020 and is subject to change based on the outcome of this panel meeting.