



Southend Central Area Transport Scheme (S-CATS Phase 2)

Engagement and Consultation Plan

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Project support

Project Team	Krithika Ramesh Justin Styles Chris Styles, Neil Handley, Matt Mills Collette Kemp
Construction	Eurovia TBC
Communication	Media Team Michael Sargood
Policy	SCAAP Policy team Mark Shepard

Communication objectives

- Awareness: To create general awareness about the planned works.
- Comprehension: To increase stakeholders' understanding of the projects goals and function.
- Information sharing: Establish a process for sharing information between stakeholders about the planned activities.
- Collaboration: To develop the designs for the improvements with maximum participation from all stakeholders and to support collaboration between different teams to enable effective management of the construction.
- Responsibilities: Assign responsibilities for tasks and information dissemination.
- Managing expectation: Early engagement of stakeholders to ensure they understand levels of improvements the scheme will bring about.

Stakeholder Analysis

Three potential stakeholder groups have been identified:

Partners: Local organisations from the community, public and education sector which may be keen to partner with the Council to support or help to promote the concept of S-CATS. This group may also include local groups that are interested in place-making. Partner organisations may also have opportunities to engage residents or other interested parties through their own events and promotions etc.

Core business: Individual businesses or groups of business which may not be directly impacted by the work but may want to be kept involved

Direct beneficiaries: Businesses, representative groups or organisations likely to be directly affected by the proposed S-CATS concept

Partners

The Forum/Southend Central Library

Focal Point Gallery

University of Essex (Gateway Building)

South Essex College

Sustainable Motion CIC

Get Healthy Southend

Southend Museum

Beecroft

South Essex Homes

Local schools in the area (Barons Court, St. Helen's, St. Mary's) etc.

Local Walking and Cycling groups

Resident associations (may be linked to South Essex Homes)

Care homes / residential spaces

Mother and Toddler groups

Environmental groups

C2C

The potential partners will require a briefing in person with key representatives to explain the S-CATS scheme, the theory, context and outline designs. Opportunities for promotion and advocacy should be explored.

Any issues and concerns should be picked up and logged/actioned before major public consultation takes place.

Stakeholder Analysis

Core Business

Southend Business Improvement District

Southend Business Partnership

Main High Street / Southchurch Road businesses (i.e. those that are not directly affected by the proposed scheme)

The Victoria Shopping Centre

Royals Shopping Centre

The Core Business group should be briefed individually on the outline concepts, theory and context. Any issues and concerns should be picked up, logged and where possible actioned before major public consultations take place. Further meetings to iron out key issues may be required.

Direct Beneficiaries

Sainsbury's

Odeon

All other businesses / restaurants on the London Road S-CATS area

All businesses on Queens Road, Elmer Approach in S-CATS area

Local Taxi representatives

Those individuals or organisations who were particularly keen to engage (positively or negatively) during the SCAAP consultation period

The Direct Beneficiaries group should be briefed individually on the theory and context for S-CATS, and where necessary some outline concepts put forward. There will certainly be concerns and issues raised which will need to be considered, addressed before consultation goes public. This is an opportunity to gain initial responses from those businesses who will be most affected by the scheme at an early stage.

Stakeholder Analysis

	Stakeholder group	Section	Event	Date
1.	London Road businesses	All	Focus Group meeting London Road- Road closure	July 2017
2.	Pedestrians	All	London Road- Road closure	July 2017
3.	Sainsburys' supermarket	London Road	London Road- Road closure	July 2017
4.	Cyclists	All	London Road Closure Event	August 2017
5.	Taxis	London Road	Focus group meeting London Road Closure	October 2017
6.	Public Transport users	All.	London Road– Road closure	July 2017
7.	Deliveries	London Road	London Road-Road Closure	June 2017
8.	Motorists		Undecided	August 2017
9.	South Essex College	All London Rd.		June 2017
10.	Forum/ Library	London Road/ Queens Road		June-July 2017
11.	Local residents	All		August 2017
12.	Community and resident groups			July 2017

Stakeholder Analysis

Decision Makers

Audience	Desired outcome of communications	Comments/ Notes
Department for Place	Collaborate among themselves and with other teams to ensure efficient and timely delivery of the project. Resolve on-going management challenges.	
Cabinet	Approve the all design plans and associated implementation efforts.	
Senior Management Team	Approve the all design plans and associated implementation efforts.	
Councillors	Understand the planned improvement works and the benefits it will bring. Support the planned improvements and associated implementation efforts Be aware of the funding liability and associated implications.	
Portfolio Holder	Approve and support the planned improvements and associated implementation efforts.	

Tools & Techniques/ Timing of Communication Activities/ Roles & Responsibilities

<i>Communication method</i>	<i>Target Audience</i>	<i>Timing</i>	<i>Responsibility</i>
Scheduled meetings/ Reports	Project Comms team	On-going	Krithika Ramesh Collette Kemp
One-on-one briefings	Portfolio holder and councillors Formal route will be through one-to-one briefings. Ad hoc email and telephone calls where necessary from individual members of the Project Team and media team.	Ad-hoc	Content: Krithika Ramesh Collette Kemp Michael Sargood Approval Paul Mathieson Distribution: Debee Skinner
Emails	Local MP's <i>They will be included on the distribution list for stakeholder mail-outs and other key communications.</i>	Ad-hoc	Debee Skinner
SBC intranet	SBC staff <i>Brief messaging and visuals with bulletins/updates.</i>	July 2017	Collette Kemp Debee Skinner
Presentations	<i>To be used for briefings to members, the media and other key stakeholders at beginning and end of project.</i>	July 2017	Paul Mathieson Krithika Ramesh Justin Styles
Press releases	Residents <i>Share key messages and implementation activities.</i>	October 2017	Media Team
Flyer / Poster	At Council, Police station, Court House,the Beecroft and other offices along Victoria Avenue , The Forum, University	October 2017	Collette Kemp
Resident letters	Residents	October 2017	Krithika Ramesh
Stakeholder Group workshops/ Stickyworld	All directly impacted stakeholders	On-going	Krithika Ramesh
Variable-message signs	<i>Share key messages and implementation activities.</i>	Construction phase	Justin Styles
Customer Service Centre	Residents <i>Contact point for comments/complaints– provide script</i>	Construction phase	Collette Kemp Debee Skinner
Social media	Residents <i>Posting of brief messages and visuals on the Council's Facebook and Twitter accounts in an effort to stimulate resident dialogue/engagement.</i>	August 2017	Debee skinner Michael Sargood