



# LCR Local Cycling and Walking Infrastructure Plan

Stakeholder Engagement Plan V004

Liverpool City Region

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**PROJECT  
CENTRE**

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## **1. COVID-19 AND OUR RESPONSE**

As the country continues to deal with the Coronavirus (Covid-19) outbreak, Project Centre has been closely following government guidance and putting in place business contingency measures that ensure the safety and wellbeing of our staff; while enabling us to provide a quality service to our clients with minimal disruption.

We recognise that all consultation and engagement activity will need to be carefully managed during this period. In cases where face to face engagement activity was originally planned as part of our early engagement support, we have postponed this until restrictions regarding social distancing are suspended.

We have carefully reviewed our engagement approach to move towards more digital and online solutions that will meet the engagement objectives and ensure an inclusive approach.

We will ensure that we continue to work in partnership with Liverpool City Region and communications colleagues from Wirral and Halton over the coming weeks to further develop our detailed communications and engagement plan; to include appropriately timed activity that recognises the challenges we are all facing in response to the outbreak.

Following a progress meeting with Liverpool City Region on 9 April 2020 to discuss the best option to proceed with the communications and engagement programme, it was agreed that we will undertake a phased approach to engagement. This option is explained in further detail in Section 3.1.

We will continue to monitor and refine our approach during the first engagement phase to ensure that the delivery plan accurately reflects the requirements of Liverpool City Region and Halton and Wirral Councils.

## **2. OBJECTIVES OF THE ENGAGEMENT PLAN**

### **2.1 Background**

The Liverpool City Region has an air quality problem which is largely attributed to the current levels of traffic. To help to resolve this issue encouragement is needed for people to use more active forms of transport such as walking and cycling, for shorter trips.

The Local Cycling and Walking Improvement Programme (LCWIP) has the overall objective of promoting a cycling revolution in the Liverpool City Region Combined Authority (LCR).

The standard of infrastructure being proposed is a step-change from most existing infrastructure. Where possible it will be via protected off road cycle ways, which will be well signed, feel safer and be distinctively branded. This will be achieved by providing new high quality protected and safe cycling corridors to key destinations.

This document sets out a draft communications and engagement plan for the programme, setting out who we propose to engage with, the key engagement activities and the potential timescales.

As noted in Section 1, timings are being reviewed on an ongoing basis to ensure an appropriate response to the Coronavirus outbreak.

### **2.2 Strategy Overview**

A robust but flexible engagement and communications strategy and plan is proposed to ensure that stakeholders feel informed and involved in decisions. We will work with both Wirral and Halton's communications teams as well as the LCR to develop a plan that will:

- Identify key stakeholders and how to contact them.
- Set clear objectives for the process.
- Apply best practice.
- Define a strategy for stakeholder involvement.
- Deliver a detailed and timely plan which supports the programme.

Project Centre will engage with Wirral and Halton elected members, residents, businesses and other key stakeholders as part of the first stage in the LCR cycling revolution to:

- Understand what stakeholders think of the proposed designs
- Engage stakeholders (where possible) in elements of the design and take ownership of these, encouraging buy-in (such as a school taking on a small piece of land as an allotment).
- Inform and promote facilities available (such as Bikeability, Bike Week events etc) that would encourage an increase in cycling.

Following discussions with LCR it was agreed that this Engagement Plan should cover the following:

1. Identify clear objectives.
2. Identify key messages and link with other campaigns e.g. Active Travel.

3. Identify key stakeholder groups and forums to ensure we reach out to the right audience, and clarification of how these groups can be involved.
4. Further develop the LCR action plan to reach the key stakeholders identified.
5. Identify any promotional events that can be attended e.g. Bike Week.
6. Identify leaflet design criteria.

Engagement activities will involve targeting stakeholders, such as cycle groups, residents' associations and schools, in order to gain their involvement and support, and start to encourage behaviour change.

### 3. CORONAVIRUS STRATEGY

Given the impact of the Coronavirus the previously agreed plan of engagement activities has been reviewed and updated to reflect the current challenging situation. A phased approach to communications and engagement has been agreed and is outlined below:

#### 3.1 A phased approach to engagement

A phased approach to engagement will ensure that the timing and communications channels utilised are appropriate. This will include a range of activities as outlined below:

##### **Phase 1: (From end of May/ early June onwards – exact timings to be confirmed)**

- Targeted stakeholder communications to key stakeholders (See Table 2.5).
- Online consultation portal, Commonplace, launched to provide early designs for awareness and comment.
- Feedback provided via email / phone or portal.
- Promoted through digital channels and social media, as well as through targeted stakeholder emails to signpost to the proposals on Commonplace.
- Telephone briefing / online engagement sessions for key stakeholders as appropriate.

*NB: the tone and messaging of all communications in this phase will be carefully reviewed in the context of the Coronavirus (Covid-19) crisis and tailored to audience as appropriate. A core narrative will be developed to support this phase.*

##### **Phase 2: (From September onwards – exact timings to be confirmed)**

- Update engagement products with feedback from stakeholder engagement, including Commonplace webportal.
- Undertake engagement on the updated proposals with stakeholders, including a targeted update to those involved in the first phase to provide an update on any key changes.
- Public engagement on the proposals – leaflets to Halton and Wirral routes with detailed maps and rationale for the proposals including the benefits of the schemes.
- Hold public engagement forums to explain the proposals in detail – this may include face to face sessions to build on early engagement outcomes, however, webinars and online engagement options will be explored in light of social distancing measures. *(We will ensure that we are flexible with our options to ensure we reach the right audiences and are responsive to any evolving government guidance).*

#### 3.2 Summary

As stated previously in Section 1, we will continue to monitor our approach throughout the engagement period to establish whether we are reaching the relevant stakeholder groups effectively. Adjustments can be made to the engagement methods throughout the process as required through discussions with Liverpool City Region and the affected local authorities.

## **4. GENERAL APPROACH**

A targeted approach will be taken, aimed primarily at those the scheme will have a direct impact on. We will focus on their opinion of the proposals and stress the benefits and wider promotion. Engagement with surrounding areas such as residential areas, business parks and colleges will focus on the routes, benefits and promotion. Within this strategy, we will seek to:

- Find and support collaboration opportunities to maximise impact and cohesive messaging.
- Highlight materials designed to promote the programme and build brand awareness.
- Identify additional stakeholders, key messages and activities associated with communication, engagement and approvals.
- Enhance coverage through talking to the right stakeholders at the right times (repetition and timing are paramount).
- Make informed and considered engagement and communications decisions to have the maximum benefit and positive impact - keeping the stakeholder's needs at the core of every decision.
- Provide stakeholders with the information they need to participate in a meaningful way.
- Provide consistent, clear and timely information through accessible channels.
- Regularly monitor and evaluate the usefulness of communications and engagement.
- Early engagement will be carried out to get key stakeholders' (such as New Brighton Coastal Communities Group) buy-in, who hopefully in time will become advocates of the programme. A flexible and fluid approach is necessary as levels of interaction will vary, depending on the level of impact to certain groups and areas.
- Communication throughout the process is key to keeping interested parties informed and involved in the scheme's progression and eventual outcomes.

### **4.1 Branding**

Branding guidelines are to be confirmed with LCR and will be used throughout the lifetime of the project and in all engagement communications by Project Centre. All communications products will be branded with LCR, Metro Active and Halton and Wirral brand identities as appropriate and sign off approval will be obtained from the Communications team at Liverpool City Region.

### **4.2 Key messages and channels**

The key messages at this stage are:

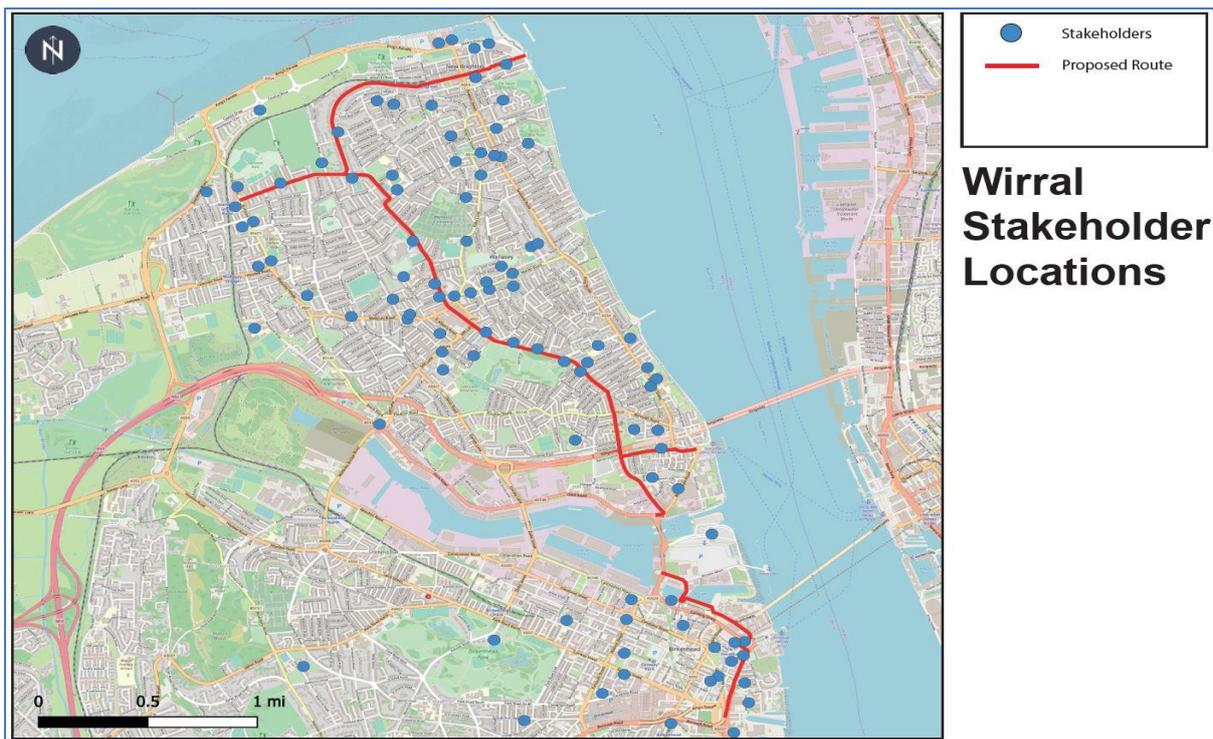
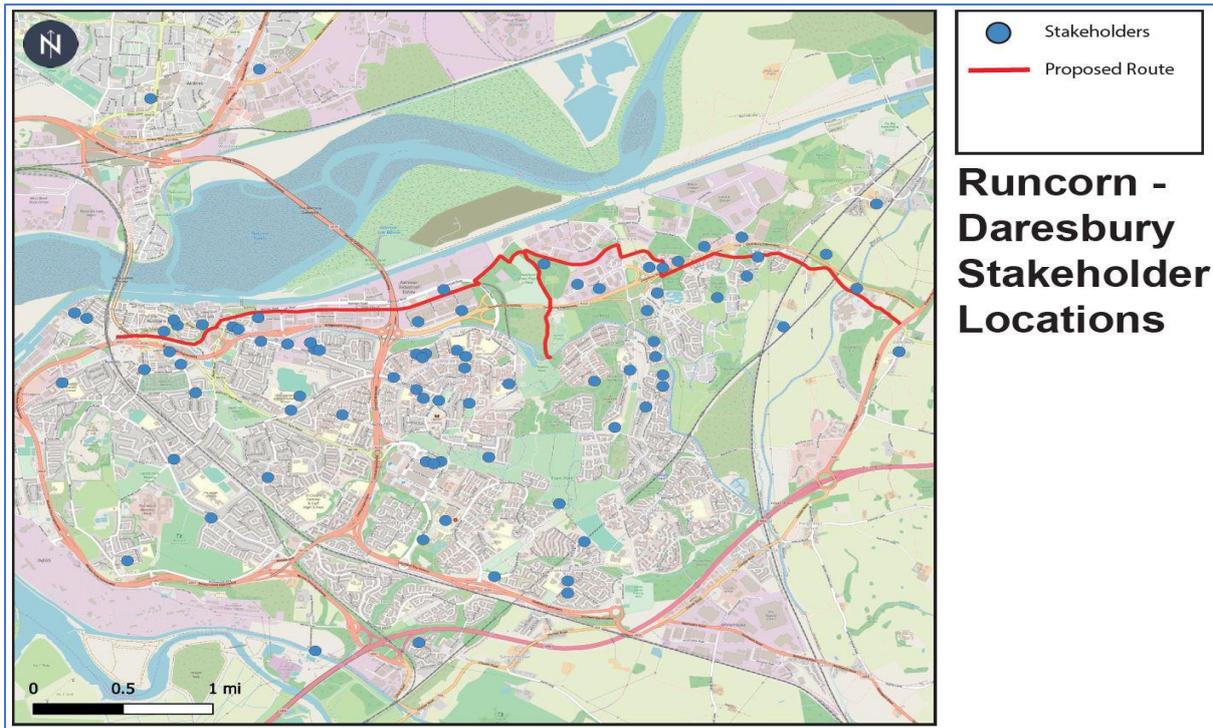
- Runcorn to Daresbury - creation of a safe origin-destination route for people arriving at/travelling to Runcorn station and the Sci-Tech park in Daresbury.
- New Brighton to Birkenhead - create a safer, segregated route for commuter and leisure cyclists, and pedestrians.

Both schemes support the vision of Liverpool City Region to create more safe cycling routes to encourage uptake of cycling. The Bike Life report for the region, published last month, reported that '69% of residents support building more protected on-road cycle tracks, even when this would mean less room for other road traffic'.

These messages will be advertised on all printed and online material shared with the public to embed the cohesive nature of both programmes fitting in with the Mayor's Metro Active\* scheme.

### 4.3 Stakeholders

Stakeholder lists are in the process of being drawn up but are available in a separate appendix. The stakeholders that have been identified so far have been mapped out so their location can be seen relative to the scheme routes, as shown below:



Key areas for engagement are:

- Residents and businesses on the route.
- Existing, established cycling and walking groups – such as LCR Active Travel Group(s) and the online combined LCR Active Travel forum.
- Meetings with key stakeholders and influencers in the local communities as appropriate (E.G. Councillors, larger businesses, community groups).

In line with the programme plan, we will carry out the next stage of engagement, which will provide residents, businesses and interested groups an opportunity to provide their comments on the design proposals.

#### 4.4 Early engagement

The early engagement period will include initial contact with the following identified stakeholders. We will keep this list under review during the Coronavirus (Covid-19) crisis to ensure we are not overwhelming stakeholders with information during this period. It may be necessary to segment this list further and potentially postpone communications with specific groups such as the Emergency Services who will face resource constraints. We will ensure that stakeholders are aware that this first early engagement phase is to get their feedback on the initial designs. All feedback will be used to inform the designs that will be updated for the formal consultation phase at the end of September. Key stakeholders include:

Halton	Wirral
Ward Councillors	Ward Councillors
Emergency services	Emergency services
Canal groups for the Bridgewater canal	Community Action and Community Spirit Wirral
Halton Disability, Halton Speak Out and Halton Autistic Family support	New Brighton Coastal Community Team
Unlock Runcorn (Regeneration campaign)	Tomorrow's Women
Castlefield, Halton Brook and Grangeway Community centres	Wirral Multicultural Organisation
Nine Schools within the scheme area	Walk and Cycle Merseyside (plus eight additional cycling groups)
	Happy times activities, Harbour Support, Spider Project, Wirral Evolutions and Wirral Society of Blind and Partially Sighted
	Energy Protect Plus and Wirral Environmental Network
	Ten schools and two colleges within the scheme area
Bus Operators (Arriva and Stagecoach)	Bus Operators (Arriva and Stagecoach)

We will be targeting these stakeholders as they will play a large part in garnering support for the schemes. Encouraging schools and community groups to get involved and potentially champion the projects will encourage buy-in and support the promotion required for the projects.

The early engagement period will include:

- Online web page survey (to be hosted by Commonplace via Liverpool's webpage).
- Content for council communications channels such as social media, press, web and newsletters.
- Regular email updates informing stakeholders of the latest programme details, opportunities and timescales.

Telephone briefings and online engagement sessions **(tbc)** will be offered to (but not exclusive to):

- Councillors (via LCR Combined Authority).
- Neighbourhood and residents' forums.
- Cycling and disability groups.
- Schools in immediate vicinity of proposed route.
- Businesses in immediate vicinity of proposed route.

#### **4.5 Consultation and engagement phase - from end of September**

The messaging for the formal consultation period will have a similar theme as the early engagement phase but will be informed and improved by any key learnings from this period.

We will also undertake all face to face engagement in this phase, as part of our revised response to Covid-19. This will include the following activity which will be reviewed and updated as appropriate, as referenced in Section 3.1, following the early engagement phase:

- Drop-in sessions (as appropriate)
- Liaison with key community forums
- Door knocking in key business locations within the boroughs as well as a business forum to discuss their concerns / issues – *if required*.
- School visits to discuss road safety with local children, the benefits of cycling their concerns and wishes.
- Online webinars/ engagement forums may be undertaken in this phase dependent on social distancing restrictions

As part of this proposal we will help to run and deliver these groups, although it is anticipated that a representative from LCR, Wirral and/or Halton will also be present. We will listen to all feedback from the community to inform and reach our objectives. Face-to-face meetings or focus groups will be offered to (but not exclusive to):

We will still be carrying out targeted engagement, including people slightly away from the routes themselves but who will still benefit from being engaged with and providing their feedback. We will be liaising with the following groups, for both areas:

Stakeholder Groups
Parish Councils and Local Places of Worship
Residents in the immediate vicinity of the route
Chambers of Commerce
Youth clubs and groups
Walking groups
Housing associations

Please see Appendix A for Action Plan.

#### 4.6 Messaging

Using current pollution figures\* and existing survey figures for the request for additional safety measures for cyclists, we will build these into our key messaging to positively promote the schemes. Examples of the type of figures can be seen below:

##### Halton

**Improving streets for cycling and walking**

- **68%** think more cycling would make their area a better place to live and work (62% LCR).
- **61%** think fewer motor vehicles on our streets would be useful to help them cycle more (63% LCR).
- **73%** think space should be increased for people socialising, cycling and walking on their local high street (76% LCR).
- **59%** think streets outside local schools should be closed to cars during drop off and pick up times (63% LCR).
- **68%** think speed limits should be reduced on local roads (65% LCR).





##### Wirral

### Improving streets for cycling and walking

- **62%** think more cycling would make their area a better place to live and work (62% LCR).
- **62%** think fewer motor vehicles on our streets would be useful to help them cycle more (63% LCR).
- **70%** think space should be increased for people socialising, cycling and walking on their local high street (76% LCR).
- **60%** think streets outside local schools should be closed to cars during drop off and pick up times (63% LCR).
- **60%** think speed limits should be reduced on local roads (65% LCR).



### 4.7 Continuous Communication

Throughout the lifetime of the project it is key to keep all engaged stakeholders informed of plans, progress, changes and timescales. Information must be relevant and timely but will make everyone feel much more informed and involved in the decision-making progress. Effective branding will also ensure stakeholders recognise that the information they receive is part of this programme. The following channels have been identified for regular communications:

- Council channels should be utilised – webpages, newsletters, ward Councillor groups.
- Press/Social Media.
- Letters and leaflets.
- Email updates (this includes to community groups etc.).
- Chamber of Commerce channels (via LCRCA).

We recommend that the LCR and Halton and Wirral Councils continue communications after the engagement period is complete. Project Centre can provide additional support, but it should be noted that this is currently outside the current scope of our support.

### 4.8 Risks

From an engagement perspective, the following risks should be considered

Risk	Impact	Mitigation
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<b>Not all residents/ businesses receiving leaflet/ communications</b>	Lack of opinions from certain areas; people could feel excluded	GPS delivery reports to ensure all areas covered and where access not possible, is logged and why Other channels will be utilised so leaflet drop is not solely relied upon.
<b>Not all people having access to online information and maps</b>	Lack of opinions from certain groups i.e. elderly or visually impaired; people could feel excluded	Focus groups with 'seldom-heard' consultees with people on hand to assist with information, completion of surveys on tablets or possible hard copy questionnaires
<b>Negative messaging e.g. parking</b>	Negative response to engagement	FAQs will ensure that respondents and staff have the correct information and messaging will attempt to mitigate the negativity. Focus on softer measures and positive messaging.
<b>Impact of the Coronavirus (Covid-19)</b>	Timescales of the engagement programme will be affected.	Ensure a review session takes place to develop a joined up and appropriate engagement programme that will engage stakeholders at the right time and protect reputation. Ensure a regular programme updates to ensure timescales, key milestones and impacts are understood.

## **5. EVALUATION AND REPORTING**

During early engagement, minutes from meetings/focus groups will be written up, general feedback gathered and detailed in a short overview report.

Drop-in sessions will also have overview summaries, documenting number of attendees and suggestions/questions received.

Upon closure of the public engagement, Project Centre will assess the information gathered via the Common Place map and use this to present to the LCR and councils the public's feedback in a clear and concise report. This can also include infographics for future advertising/engagement.

The report will highlight areas of support and any concerns. Analysis of these issues and reasons will be conducted and recommendations will be made on how to address them/progress the scheme.

## APPENDIX A – DRAFT ACTION PLAN

The following table outlines suggested activity and audiences for engagement. This plan has been developed and updated to reflect the outcome of the conference call on 9 April 2020.

### Phase 1: Early Engagement – suggested indicative timing from end of May / early June 2020

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Date/Frequency	Owner
<i>One – engagement planning</i>	Agree revised strategy and action plan – including comms products to be developed such as Postcards / online engagement forums	All partners	n/a	w/c 20 April One week	PD / Project Centre Engagement Team
	Develop content for agreed comms channels and products/key messages	All partners	n/a	2-3 weeks	Project Centre Engagement Team/ LCR
	Finalise stakeholder lists for early engagement	All partners	n/a	2-3 weeks	Project Centre Engagement Team/ / LCR
	Produce high level ‘public facing’ designs for Commonplace	All partners (to be signed off by Liverpool City Region)	n/a	5-6 weeks Tbc (Nicola to confirm)	PM/Project Centre engagement team / LCR
	Finalise all content and products for early engagement	All partners (to be signed off by Liverpool City Region)	n/a	One week	Project Centre Engagement Team / LCR

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Date/Frequency	Owner
<i>Two – early engagement phase (4 weeks)</i>	Upload all content into Commonplace	All partners (to be signed off by Liverpool City Region)	n/a	One week	Liverpool City Region engagement team
	Engage with existing established Cycling and Walking Groups	The LCR Active Travel Group(s) and the online combined LCR Active Travel forum. <ul style="list-style-type: none"> <li>• Runcorn Ramblers</li> <li>• Runcorn Cycle Group</li> <li>• Wirral Ramblers</li> <li>• Birkenhead North End Cycling Club</li> <li>• Cycling UK Merseyside</li> <li>• Merseyside Cycling Campaign</li> <li>• New Brighton Cycling Club</li> <li>• North Wirral Velo</li> <li>• Portlight Sunlight Wheelers</li> <li>• Wirral Cycling</li> <li>• Wirral Wheelers</li> </ul>	To keep interested individuals informed on the development of the LCWIP process, and route development as plans progress.  Provide information on current progress and initial design proposals and provide the opportunity to feedback on designs via the online mechanism.	Monthly updates – first meeting Jan '20  Prior to the start of open engagement then fortnightly  End of May / beg June	LCR  Project Centre Engagement Team
	Inform / engage with constituency / Area Committees / Parish Councils	Influential key stakeholders in the local communities (may include Councilors, businesses, etc.) <ul style="list-style-type: none"> <li>• Sandymoor Parish Council</li> <li>• Daresbury Parish Council</li> <li>• Community Action Wirral</li> <li>• Community Spirit Wirral</li> </ul>	Engage with local politicians and local influential groups and garner support.  Provide information relating to the strategic	Communications to begin commencing end of May/early June.	Wirral/Halton via LCR /Project Centre

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Date/Frequency	Owner
		<ul style="list-style-type: none"> <li>• New Brighton Coastal Community Team</li> <li>• New Brighton Community</li> <li>• Bronze Club Wallasey</li> <li>• Wirral Asian Association</li> <li>• Wirral Multicultural Organization</li> <li>• Home-Start Wirral</li> <li>• Poulton Victoria Sports and Social Club</li> <li>• The Wallaseyans' Club</li> <li>• Castlefield Community Centre</li> <li>• Grangeway Community Centre</li> <li>• Halton Brook Community Centre</li> <li>• CHI Community Café</li> <li>• Halton Women's Centre</li> <li>• Sandymoor Community Hall</li> <li>• Wellbeing Enterprise</li> <li>• Friends of Halton Village</li> <li>• Tomorrow's Women Wirral</li> </ul>	nature of the LCWIP and to update on current progress and initial design proposals and provide information on the opportunities to comment for local people.	Email sent with link to Commonplace with offer of telephone briefing, Regular monthly communication update via email.	
	Social media posts	<ul style="list-style-type: none"> <li>• Council/ CA channels</li> <li>• Facebook</li> <li>• Twitter</li> <li>• LinkedIn</li> </ul>	Strategic messages regarding why, alongside messages regarding what we are doing	To coincide with launch of engagement  Weekly updates during the engagement phase	CA Comms/ Wirral/ Halton with assistance from Project Centre team

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Date/Frequency	Owner
	Targeted emails to promote the proposals available on Commonplace	Stakeholders as appropriate to include: <ul style="list-style-type: none"> <li>• Businesses</li> <li>• Residents</li> <li>• Faith Groups</li> <li>• Community Groups</li> <li>• Schools/Colleges</li> <li>• Emergency services (TBC if appropriate)</li> <li>• Hard to reach groups (TBC as appropriate)</li> </ul>	To promote awareness of the early engagement and the channels to provide feedback on the initial high level design proposals.	A week after the engagement window opens.	
	Online engagement forums / telephone briefings (TBC)	Selected stakeholders to be agreed. <ul style="list-style-type: none"> <li>• Businesses</li> <li>• Residents</li> <li>• Community groups</li> <li>• Cycling organisations</li> </ul>	To provide an overview of the plans and provide another forum for feedback.	During 4 week engagement period	PCL / LCR
<b>Three – analysis</b>	Analysis of all early engagement responses	All partners	To provide a comprehensive analysis of the results	One week (based on / per 1000 responses)	Project Centre engagement team
	Engagement report developed and shared with partners (signed off by Liverpool City Region)	All partners (to be signed off by Liverpool City Region)	As above	One to two weeks, allowing for up to two sets of consolidated comments and amends	Project Centre engagement team

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Date/Frequency	Owner
<b>Four– Communicating the outcomes</b>	Comms plan re results of engagement developed.	All partners (to be signed off by Liverpool City Region)	To ensure transparency of the results and to update stakeholders on the outcomes of the engagement and any resulting changes	One week	Project Centre engagement team/LCR
	Content for external channels developed and agreed	All partners (to be signed off by Liverpool City Region)	As above	One week	Project Centre engagement team

**Phase 2: Consultation phase (indicative suggested timing – end of September**

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Timing	Owner
<b>1 – Consultation planning</b>	Agree formal consultation strategy and delivery plan – including comms products to be developed <i>(to reflect learnings from early engagement phase)</i>	All partners	n/a	w/c 20 April One week	PD / Head of Engagement PCL
	Develop content for agreed comms channels and products/key messages	All partners	n/a	2-3 weeks	Project Centre Engagement team/LCR

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Timing	Owner
	Finalise stakeholder lists for consultation	All partners	n/a	2 weeks	Project Centre engagement team / LCR
	Produce updated consultation designs for Commonplace	All partners (to be signed off by Liverpool City Region)	n/a	5-6 weeks Tbc	PM /Project Centre engagement team / LCR
	Finalise all content and products for consultation	All partners (to be signed off by Liverpool City Region)	n/a	One week	OCL/LCR
<b>2 – Consultation</b>	All content uploaded to Commonplace	All partners (to be signed off by Liverpool City Region)	n/a	One week	Liverpool City Region engagement team
	Inform / engage with constituency / Area Committees / Parish Councils	Influential key stakeholders in the local communities (may include Councilors, businesses, etc.) <ul style="list-style-type: none"> <li>• Sandymoor Parish Council</li> <li>• Daresbury Parish Council</li> <li>• Community Action Wirral</li> <li>• Community Spirit Wirral</li> <li>• New Brighton Coastal Community Team</li> <li>• New Brighton Community</li> <li>• Bronze Club Wallasey</li> <li>• Wirral Asian Association</li> </ul>	Engage with local politicians and local influential groups and garner support.  Provide information relating to the strategic nature of the LCWIP and to update on current progress and initial design proposals and provide information on the opportunities to comment for local people.	4-6 weeks - may want to have a longer window for the formal consultation. Communications to begin commencing end of September. Email sent with link to Commonplace with offer of telephone briefing,	Wirral/Halton via LCR/Project Centre

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Timing	Owner
		<ul style="list-style-type: none"> <li>• Wirral Multicultural Organization</li> <li>• Home-Start Wirral</li> <li>• Poulton Victoria Sports and Social Club</li> <li>• The Wallaseyans' Club</li> <li>• Castlefield Community Centre</li> <li>• Grangeway Community Centre</li> <li>• Halton Brook Community Centre</li> <li>• CHI Community Café</li> <li>• Halton Women's Centre</li> <li>• Sandymoor Community Hall</li> <li>• Wellbeing Enterprise</li> <li>• Friends of Halton Village</li> <li>• Tomorrow's Women Wirral</li> </ul>		Regular monthly communication update via email.	
	<p>Hold Focus Groups <i>(these could potentially be held online TBC)</i></p>	<p>Various specific groups e.g. young people, older people and disabled groups and women – an underrepresented group in cycling and walking.</p> <ul style="list-style-type: none"> <li>• Halton Autistic Family Support</li> <li>• Halton Disability</li> <li>• Halton Speak Out</li> <li>• Sanctuary Supported Living - Learning Disability Supported Housing</li> <li>• Simonsfield Dementia &amp; Residential Care Home</li> <li>• Halton Women's Centre</li> <li>• Wirral Asian Association</li> <li>• Wirral Multicultural Organization</li> <li>• Tomorrow's Women Wirral</li> <li>• Harbour Support</li> </ul>	<p>Engage with hard to reach groups to gather views on the proposed designs for the individual routes – Prepare e-comms to go out to targeted stakeholder groups inviting them for a meeting.</p> <p>Network being developed for all. Need to ensure that the route meets the needs of all users Good information/ design/ evaluation</p>	<p>Pre-consultation phase – reach out to groups with info, offer meeting and if enough interest, arrange group meetings</p> <p>Project Centre to design pdf leaflet by for approval</p> <p>2-3 weeks</p>	Project Centre alongside LA's with support from the CA

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Timing	Owner
		<ul style="list-style-type: none"> <li>• Wirral Evolutions</li> <li>• Happy Times Activities</li> <li>• Wirral Society of Blind and Partially Sighted</li> <li>• Spider Project</li> <li>• Energy Project Plus</li> <li>• Wirral Environmental Network</li> <li>• Birkenhead Youth Club</li> </ul>	To be a useful sense checker pre delivery		
	Letter/leaflet drop to wider project area	<ul style="list-style-type: none"> <li>• Businesses</li> <li>• Residents</li> <li>• Faith Groups</li> <li>• Community Groups</li> <li>• Schools/Colleges</li> <li>• Emergency services</li> </ul>	<p>To ensure all potentially effected individuals are aware of proposals.</p> <p>Sign up to get involved and find out more Information relating to strategic messaging, proposal for safer cycle and walking routes and how to find out more, including benefits to community they operate in. Also, that regeneration options are available to tie in with overall project – what other improvements would people like to see?</p>	<p>Project Centre to design leaflet (alongside ecomms flyer) for approval</p> <p>One 'look and feel' for the leaflet but with maps and messaging tailored as appropriate to the route.</p> <p>Wirral/Halton to confirm engagement areas</p> <p>Email pdf ready for targeted engagement</p> <p>Delivery of wider area leaflets to coincide with Common Place site going live</p> <p>2-3 weeks</p>	<p>LCR / Project Centre</p> <p>Wirral/Halton</p>

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Timing	Owner
	Letter/leaflet drop to Ferry terminal and Rail Stations	Current cyclists who use the ferry/train and ferry/train users who could cycle once improvements are made.	<p>To inform ferry/rail users on the proposals of the LCWIP corridor in this area and how to get more information i.e. direct to Common Place.</p> <p>Information relating to strategic messaging, proposal for safer cycle routes and how to find out more. Could help individuals change their journey i.e. cycle to terminal/station instead of driving.</p>	<p>Once we understand plans for Seacombe and Eureka (*this could also be part of early engagement period depending on timing)</p> <p>September/Oct</p>	TBC
	<p>Drop-in Sessions</p> <p><i>(If social distancing is maintained throughout 2020, we could potentially hold some online Webinar forums instead)</i></p>	Local People/Businesses/groups who do not live/work directly on the route - Build buy-in from consultees.	<p>Inform local people of what's going on and where to find more information and get involved, promote and advocate for the scheme.</p> <p>Information relating to proposals for safer cycle routes and how to find out more and feedback.</p> <p>Network being developed for all.</p> <p>Need to ensure that the route meets the needs of all users</p> <p>Good information/ design/ evaluation</p>	Drop-in session dates and locations to be agreed with LCR/Wirral/Halton by start of consultation— Project Centre to provide short list LCR to advise on venue bookings (timings tbc)	Project Centre engagement team with LCR

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Timing	Owner
3 – Communi- cating	Newspaper articles/ Professional Press	<ul style="list-style-type: none"> <li>Residents</li> <li>Motorists</li> <li>Commuters</li> <li>DfT</li> </ul> Target audiences for change defined and worded based on information gathered from focus groups/bike life to help with behavior change	To raise profile of work being undertaken in LCR i.e. Mayors Active Travel Revolution.  Keep LCR population informed.  Strategic messages regarding why, alongside messages regarding what we are doing.	Ad Hoc - Take advantage of other opportunities to 'spread the word'.  Weekly updates	Communication and Cycling Commissioner  Project Centre – Info from any drop-in sessions/emails or other feedback received
	Online article/s e.g. wirralview.com and Halton equivalent	<ul style="list-style-type: none"> <li>As above</li> </ul>	Keep local population informed on the development of the LCWIP corridors as plans progress – let them know how to get involved.  Strategic messages regarding why, alongside messages regarding what we are doing	Monthly – starting during consultation period	Wirral / Halton with assistance from Project Centre engagement team
	Social media posts	<ul style="list-style-type: none"> <li>Council/ CA channels</li> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> </ul>	Strategic messages regarding why, alongside messages regarding what we are doing	Weekly during consultation phase – to move to monthly (tbc)	CA Comms/ Wirral/ Halton with assistance from Project Centre team
	Analysis of consultation responses	<ul style="list-style-type: none"> <li>All partners</li> </ul>	To provide a comprehensive analysis of the results	One week (based on / per 1000 responses)	Project Centre engagement team

Stage	Activity / Event	Audience / stakeholders	Purpose / Key messages	Timing	Owner
	Consultation report developed and shared with partners (signed off by Liverpool City Region)	<ul style="list-style-type: none"> <li>All partners (to be signed off by Liverpool City Region)</li> </ul>	As above	One to two weeks allowing for up to two sets of consolidated comments and amends	Project Centre engagement team
	Comms plan re results of consultation developed.	<ul style="list-style-type: none"> <li>All partners (to be signed off by Liverpool City Region)</li> </ul>	To ensure transparency of the results and to update stakeholders on the outcomes of the engagement and any resulting changes	One week	Project Centre engagement team/LCR
	Content for external channels developed and agreed	<ul style="list-style-type: none"> <li>All partners (to be signed off by Liverpool City Region)</li> </ul>	As above	One week	Project Centre engagement team