

Consultation Plan for Segregated Cycleway Schemes		
Consultation Stages	Consultation groups, topics or events	Examples of attendees/consultees (but not limited to)
Pre-strategic consultation	Local Plan Local Transport Plan Town Centre Movement Strategy	Full extensive consultation done over several months reaching out to all interested parties with the full approval of Swindon Borough Council Cabinet
Prioritising cycle schemes consultation	Local Cycling and Walking Transport Strategy Emergency Active Travel Scheme selection Trial Tranche 1 monitor, evaluation and consultation	General public wide consultation and targeted key consultees where appropriate
Scheme development consultation	Peer review and assessment tranche 1 schemes Sift and prioritisation of key schemes Active Travel Fund 2 scheme development <ul style="list-style-type: none"> - Initial key stakeholder consultation - Area/project specific consultation groups - Senior Officer - Appropriate Members and local Councillors - MP and Leader of the Council 	Swindon Cycle Campaign, Sustrans, Swindon's Bus Company, Taxi Association Great Western Railway, Chairman, Mechanics Institute Trust Director, Royal Agricultural University Cultural Heritage Institute Strategic Programme manager Bristol Diocese/Pattern Church Stakeholder Engagement Advisor, Historic England Head of Engineering and Emergency Planning at Historic England Director, Business West Initiative Manager, Business West Chair of Swindon Civic Voice Chairman of Wilts & Berks Canals Trust
Scheme Implementation consultation	Technical Approval review Traffic Regulation Orders process Stopping up orders or planning requirements Adoption processes where appropriate Local Searches Services investigation	As above plus formal submissions to officers and further formal advertisement

Station Road scheme specific consultation events – Example of but not limited to.

Activities undertaken to date –formalising issues and options:

- Regular engagement with the stakeholders, primarily the bus operators and train operating company as part of the monitoring and evaluation covering the two month trial of the cycle lane arrangements introduced on Station Road, under Tranche 1 of the Emergency Active Travel Fund. This feedback was used to inform a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of the Station Road scheme proposal.
- Online survey seeking views from residents, businesses based along the Station Road corridor and broader town centre (Business Improvement District) as well as commuters and those making through journeys along this highway to understand current travel behaviour and issues. This survey including questions related to the access requirements for deliveries (loading and unloading). Email addresses were also requested from respondents who wished to be kept informed of future stages of this scheme proposal.
- Media release (local newspapers, social media platforms) and letter drop to immediate properties that would be affected by this scheme proposal raising awareness of the survey
- Briefing to elected representatives; Cabinet Member portfolio holders and relevant local ward and parish councillors
- Workshop sessions with internal and external stakeholders to understand issues and concerns and introduce the scheme concepts. Workshops were held covering internal Swindon Borough Council interests and external interests – primarily focused on operational interests:
- Internal stakeholders, geographic-focused project teams focused on the Swindon central area (covering the town centre and the Swindon Heritage Action Zone) and Strategic Growth, highway asset management and scheme delivery.
- External stakeholders, this covered the principal bus operators in Swindon, the local train company, the local taxi association and the principal cycling representative body in the borough

Next stage - consultation on the preliminary design:

- Briefing to senior officers and elected representatives; appropriate Cabinet Member portfolio holders, local MP and relevant local borough and parish ward councillors
- Letter drop to residential and commercial addresses which front or whose principle access falls within the boundaries of the scheme proposal setting out consultation arrangements for the preliminary design – using a publicity poster.
- Liaison with the SBC Communications team on the consultation dates through media releases and Council e-newsletters.
- Consultation to be held virtually using online platforms to reflect social distancing COVID-19/social distancing restrictions expected to be in place at the time. Plans and supporting text to be available on a dedicated webpage and an online survey will be included as part of the consultation materials. Hard copies would be available on request for any stakeholder who is unable to access consultation materials online.
- Virtual/telephone-based consultation sessions with contacts at the emergency blue light services, providers of the local public transport services (buses taxis and rail), local cycling and walking representative/user groups (Swindon Cycle Campaign, Sustrans) access and mobility users groups and the Equalities Coalition and Public Health. Royal Mail and local Business Improvement District to also be engaged on the preliminary design. A record of the minutes taken where workshop sessions are held.