

Agenda Item 8

Sefton Public Engagement and Consultation Panel

Date: 19th May 2017

Title: Proposal to undertake Public Engagement and Consultation Activity – Thornton Corridor Study – Short Term Action Plan – Consultation on Options

Report of: Lee-Victoria Davies

1. **Purpose of the Report**

- 1.1 To receive information with regard to the consultation plans being developed with regard to the Thornton Corridor Study

2. **Background**

- 2.1 The main purpose of the Public Engagement and Consultation Panel is to coordinate and ensure the quality of public engagement and consultation, in accordance with the standards for engagement and consultation.

3. **Thornton Corridor Study - Consultation on Options**

- 3.1 The opening of Broom's Cross Road in August 2015, brought changes to traffic and travel patterns in the Thornton area. Since the opening of the road, the Council has received a high level of complaints relating to a wide range of traffic related issues. Some of the issues raised are related to long standing concerns whilst others appear to have been caused by recent changes in travel patterns. In response to this the Council has undertaken an extensive assessment of the traffic conditions in the Thornton Corridor in order to address the issues raised.
- 3.2 The Thornton Corridor Study identified a series of traffic management and safety issues in each of the areas, based on both observed issues and the issues reported by the public. Each of the issues has been assessed using existing evidence and new information collected for the study.
- 3.3 A Red, Amber and Green assessment has been undertaken on each of the options recommended by the Thornton Corridor Study. Green Options would have a positive effect and can be implemented straight away. Amber options would have a positive effect but require additional work, consultation and funding to be allocated. Red options are either not deliverable due to significant practical difficulties or would not have a positive effect. The short term action plan is made up of Green and Amber options, three of which require us to understand the views of local residents.

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4. The Consultation

- 4.1 The consultation activity for the Thornton Corridor Study Short Term Action Plan includes three consultation packages relating to options for solving the reported traffic related issues. The 3 packages of consultation are about different options for the following roads:
1. Edgemoor Drive, Thornfield Road and Ronaldsway
 2. Southport Road
 3. Ince Road

5. Legal Department Comments

- 5.1 Sefton's Legal Department has considered the consultation plans contained in this report and has no comments to make

6. Recommendations

- 5.1 The Public Engagement and Consultation Panel is recommended to:
- a) Appraise the public engagement and consultation plan for the Thornton Corridor Study
 - b) Request that the officers return to the Panel to provide details of their feedback and evaluation resulting from the above consultation.

INSTRUCTIONS FOR USE

Each box contains a form field for you to type in text or select an option by clicking it with your mouse. Some of the boxes show information to help you complete the field when you place the cursor on the “click here ...” field.

When you have completed the form, save it as a Word document.

Project Title:	Thornton Corridor Study – Public Engagement and Consultation		
Is your project linked to: (please choose from the drop-down below)			
A new service - please attach a new Equalitiess Impact Assessment			
Lead officer:	Lee Davies	Contact no	0151 934 4668
Designation	Principal Transport Policy Officer	E-mail	Lee.davies@sefton.gov.uk
How does your consultation relate to the Council’s Core Purpose (please tick)			
	Protect the most vulnerable		
✓	Facilitate confident and resilient communities		
	Commission, broker and provide core services		
✓	Place – Leadership and Influencer		
	Drivers of change and reform		
✓	Facilitate sustainable economic prosperity		
	Greater income for social investment		
	Cleaner, Greener		
Which of the Health and Wellbeing Board’s Priorities does your Consultation relate to (please tick)			
	Ensure all children have a positive start in life		
	Support people early to prevent and treat avoidable illnesses and reduce inequalities in health		
	Support older people and those with long term conditions and disabilities to remain independent and in their own homes		
	Promote positive mental health and wellbeing		

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✓	Seek to address the wider social, environmental and economic issues that contribute to poor health and wellbeing	
	Build capacity and resilience to empower and strengthen communities	
Does this consultation relate to an item on the Forward Plan? If so which one?		
No		
Other partners involved (please state if internal or external to the Council)		
Council led programme.		
(Planned) start date	(Planned) end date:	What is the allocated budget?
01/04/17	31/03/18	£700,000 identified in the Transport Capital Programme for capital works associated with the Thornton Corridor Study.
Background/Rationale		
<p>The opening of Broom's Cross Road in August 2015, brought changes to traffic and travel patterns in the Thornton area. Since the opening of the road, the Council has received a high level of complaints relating to a wide range of traffic related issues. Some of the issues raised are related to long standing concerns whilst others appear to have been caused by recent changes in travel patterns. In response to this the Council has undertaken an extensive assessment of the traffic conditions in the Thornton Corridor in order to address the issues raised.</p> <p>The Thornton Corridor Study has now been completed. This document provides a brief summary of each of the issues raised and the corresponding measures proposed for inclusion in the short term action plan.</p> <p>For the purpose of the study the Thornton Corridor was split into 4 areas as follows:</p> <ul style="list-style-type: none"> • Moor Lane Area – including Chesterfield Road junction • Quarry Road / Park View Area – including Edge Lane, Edgemoor Drive, Virgins Lane, Ince Road and Southport Road • Park View and Broom's Cross Road roundabout • Buckley Hill Lane / Edge Lane <p>The Thornton Corridor Study identified a series of traffic management and safety issues in each of the areas, based on both observed issues and the issues reported by the public. Each of the issues has been assessed using existing evidence and new information collected for the study. Options for addressing each issue and improving traffic management and safety were reviewed and allocated a red, amber or green (RAG status). Green options would have a positive effect and can be implemented straight away. Amber options should have a positive effect but require additional work, consultation and funding to be allocated. Red options are either not deliverable due to significant practical difficulties or would not have a positive effect.</p>		

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Aims & Objectives			
<p>To consult local residents in 3 different areas on various traffic management options which have been identified as part of the Thornton Corridor Study as follows:</p> <ul style="list-style-type: none"> • Edgemoor Drive, Ronaldsway and Thornfield Road • Southport Road • Ince Road <p>The options that will be consulted upon are based on the outcome of the Thornton Corridor Study. The proposed format of the consultation material for Edgemoor Drive, Ronaldsway and Thornfield Road is included.</p>			
Target Audience			
Local residents in the affected roads.			
Methodology (Please also include any details of any accessible methods)			
<p>Printed material to be distributed house to house including:</p> <ul style="list-style-type: none"> • Introduction • Options table providing a general description, advantages and disadvantages • Plans showing the detail of the options • Questionnaire <p>Online material including:</p> <ul style="list-style-type: none"> • Introduction • Options table providing a general description, advantages and disadvantages • Plans showing the detail of the options • Questionnaire/ eform <p>Other versions to be made available on request including:</p> <ul style="list-style-type: none"> • Easy read • Large print • Alternative languages 			
Communications Plan (If Council, please also contact Corporate Communications)			
Key Message	Audience	Method	Date
Update on the Thornton Corridor Study and details of the Short Term Action Plan	Cabinet Member Briefing	Briefing Note at Cabinet Member Meeting	May
Update on the Thornton Corridor	Ward Members	Via email	May

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Study and details of the Short Term Action Plan			
Update on the Thornton Corridor Study and details of the Short Term Action Plan	Parish Council	Via email	May
Update on the Thornton Corridor Study and details of the Short Term Action Plan	Members of the public who have contacted the Council regarding issues in the Thornton Corridor and have requested to be kept up to date. Local residents in Thornton.	Update to be circulated via email and letter Publish on Sefton council website	May
Start public consultation on Edgemoor Drive, Ronaldsway and Thornfield Road actions.	Residents in the affected roads	12 week consultation period Hand delivered to households in the area and online survey Online survey	June
Feedback and outcome of the consultation of Edgemoor Drive, Ronaldsway and Thornfield Road	Ward Members	Area Committee Report	Next available South Sefton Area Committee meeting after closing date of Consultation. October / November
Feedback and outcome of the consultation of Edgemoor Drive, Ronaldsway and Thornfield Road	Residents in the affected roads	Distribution to email list – questionnaire will provide this option Publish results on the Sefton Council website	Shortly after area committee meeting - October / November
Start consultation on Ince Road, Virgins Lane and Southport	Residents in the affected roads	12 week consultation period	September

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Road actions.		Hand delivered to households in the area Online survey	
Progress briefing on the Thornton Corridor Short Term Action Plan	Cabinet Member and Ward Members	Briefing report	September
Progress briefing on the Thornton Corridor Short Term Action Plan	Parish Council and general public	Briefing report Fact sheet or similar for the general public Published on the Sefton Council website	October
Feedback and outcome of the consultation on Virgins Lane and Southport Road actions.	Ward Members	Area Committee Report	Next available South Sefton Area Committee meeting after closing date of Consultation. Jan / Feb
Feedback and outcome of the consultation on Virgins Lane and Southport road actions.	Residents in the affected roads	Distribution to email list – questionnaire will provide this option Publish results on the Sefton Council website	Shortly after area committee meeting – January / Feb 2018

Potential barriers to involvement and action to overcome barriers

There are a number of possible barrier to resident not being able to participate in the consultation processes. Please find below outlined list:

Barrier - Not opening the consultation material. **What we will do** - Ensure the envelope clearly states consultation material is inside

Barrier - Not understanding the content – **What we will do** - Easy read format to be made available on request

Barrier - Not able to read English – **What we will do** - Alternative languages will be made available on request.

How will you protect the confidentiality of participants?

The Sefton Council privacy statement will be included on all questionnaires as part of the

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Thornton Corridor Study Consultation.

Paper questionnaire:

- All paper returns will be securely locked in a cupboard or cabinet.
- Once returns have been transferred onto a data base paper copies will be shredded in line with Council procedure.

Electronic records and database:

- Information will be located on a password protected file
- All analysis will be from the database will be anonymised and saved as a standard document with no protection.

How and when do you intend to report or publish the findings?

The results will be reported to Cabinet Member, the local Councillors and Area Committee to be ratified. The questionnaire will ask respondents if they wish to receive a copy of the results directly via email and a Consultation distribution list will be established in Outlook. The results will also be published on the Sefton council website www.sefton.gov.uk/thorntoncorridor (quick link and webpage is currently in development)

Level and type of patient/public engagement (place a tick in all that apply)

Tick	Level	Description
x	Informing	Giving people information about something (a limited opportunity for them to be involved)
x	Consulting	Getting people's views to help you develop/change your services/plans
x	Deciding together	Making decisions using patients' and public's views
x	Acting together	Local people will be involved in making decisions and reviewing your plans/services
	Supporting local initiatives	Local people will have the opportunity to lead, develop and deliver activities independently

Does your project include:

	Yes/No	If No please explain
Questionnaire (Please attach . The Panel will not be able to consider your proposal if it is not available in advance for them to consider)	Yes	
Other materials (i.e. promotional materials)	No	Details of proposals not to be released until start of the consultation.

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A stakeholder map (a tool to help you identify your target audience – included in toolkit)	No	The Consultation will focus on the residents of the affected roads.
Reference to existing data or information that has already been completed (i.e. recent consultation/ research where results can be used to inform your consultation)	yes	This process is 'You said, we did'. We have compiled the issues identified by the residents of Thornton and reflected those in the Thornton Corridor Study.
Any other information you would like to provide?		
Click here to enter text.		
If you require further information please contact either Jayne Vincent on 0151 934 3733		

Signature of Project Lead: Lee Davies

Date: 05/05/17

Manager Approval:



Date: 05/05/2017

Please return this form electronically to:-

Jayne.vincent@sefton.gov.uk