



# South Essex Rapid Transit Major Scheme Business Case

## Appendix 5E Communications Strategy

April 2010



A partnership project between Essex County Council, Southend-on-Sea Borough Council and Thurrock Council



# **SOUTH ESSEX RAPID TRANSIT** **(*sert*)**

**Communications Strategy**

**Updated Version for Major Scheme  
Business Case**

**February 2010**

**Prepared for:**

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## EXECUTIVE SUMMARY

### *Objectives*

1. The objectives for communication regarding *sert* are to:
  - Captures expressions of support, and establishes the basis for partnership and funding to implement *sert*
  - Communicate and reinforce the *sert* brand
  - Improve awareness and understanding of *sert* proposals
  - Allow the Project Team to obtain timely feedback on proposals, so that the proposals may be refined or clear rebuttals developed
  - Help gauge the level and nature of any opposition that may arise to the *sert* proposals and address these appropriately
  - Enable the Project Team to explore the opportunities to establish a consensus, as the basis for successful implementation of *sert*.

### *Key Messages*

2. The most important messages that need to be conveyed to stakeholders through all communications are:
  - The challenge of providing transport that meets the needs of Thames Gateway South Essex, given the large numbers of new homes and jobs to be provided in a relatively short timescale
  - *sert* objectives and how they support DaSTS goals
  - What the *sert* proposals will deliver
  - How the project will be funded.

### *Public Consultation*

3. An extensive public consultation exercise has been completed for this stage of the *sert* project. This is detailed in the Public Consultation Report and is not repeated in this document to avoid duplication.

### *Stakeholders*

4. The Project Team has been in contact with a wide variety of organisations encompassing national government, government agencies, the East of England region, district & town councils, local public transport operators, development bodies, business, hospitals, retail and local interest groups.
5. The Project Team has held at least one meeting with the vast majority of stakeholders. Letters of support have been obtained from a number of organisations.



## 1. INTRODUCTION

1.1 The South Essex Rapid Transit (*sert*) network is estimated to carry over 10 million passengers per annum<sup>1</sup>. It is designed to compliment existing rail and bus-based services, providing connectivity between new developments, major urban centres, employment, health, education, retail and leisure facilities.

1.2 Effective communications and engagement are critical to the successful development and implementation of South Essex Rapid Transit (*sert*). This document provides the draft communications strategy for *sert*. The strategy:

- Sets out the specific objectives for stakeholder engagement, and the key messages communicated, reflecting the objectives of the overall project;
- Identifies the key stakeholders and decision-makers to which these key messages are communicated;
- Proposes effective ways of engaging with stakeholders; and
- Sets out a programme of consultation, engagement, lobbying and publicity activities.

### Objectives for Engagement

1.3 The objectives for communications regarding *sert* should include that it:

- Captures expressions of support, and establishes the basis for partnership and funding to implement *sert*
- Communicates and reinforces the *sert* brand
- Improves awareness and understanding of *sert* proposals
- Allows the Project Team to obtain timely feedback on proposals, so that the proposals may be refined or clear rebuttals developed
- Helps gauge the level and nature of any opposition that may arise to the *sert* proposals and address these appropriately
- Enables the Project Team to explore the opportunities to establish a consensus, as the basis for successful implementation of *sert*.

### Key Messages

1.4 For each meeting with stakeholders, a presentation was delivered providing an update on progress on the project, a map showing potential *sert* routes, a list of key stakeholders and next steps.

1.5 In addition, other key messages about *sert* were communicated, as outlined below. All stakeholders are encouraged to visit the *sert* website or contact the Project Team for further information.

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<sup>1</sup> Thames Gateway South Essex Business Plan for Transport, November 2005

**1.6 Key Message 1 - the Regeneration Challenge**

- Government plans for Thames Gateway South Essex include 43,800 new homes and 55,000 extra jobs by 2021
- Modelling predicts increasing traffic congestion and longer journey times - 20-25% slower traffic speeds on major roads and 10-15% on local roads by 2016
- The result - reduced accessibility, stunted longer-term economic growth and difficulty delivering target number of new jobs
- A very high-quality public transport network such as *sert* is required reduce the number of trips by car.

**1.7 Key Message 2 - *sert* objectives and how they support DaSTS goals**

**TABLE 1.1 SERT OBJECTIVES MAPPED TO DASTS GOALS**

<b>DaSTS Goal</b>	<b><i>sert</i> Objective</b>
Competitiveness and Growth	Help deliver regeneration and economic development Improve connections between homes, jobs and other destinations
Climate Change	Contribute to meeting targets for reduced CO <sub>2</sub> emissions from transport
Safety, Security and Health	Integrate communities with new development sites and key public transport interchanges
Equality of Opportunity	Be reliable, and designed to beat congestion
Quality of Life & the Natural Environment	Minimise the impact of travel on the environment Improve the image of Thames Gateway South Essex

**1.8 Key Message 3 - What the *sert* proposals will deliver**

- Innovative bus-based form of public transport
- Most features of tram at much lower cost
- Fast, frequent, reliable and easy-to-use
- Modern, high-quality, environmentally-friendly vehicles
- Congestion-beating measures where needed - e.g. dedicated lanes and traffic signal priority at junctions
- High quality stops with real-time information displays.

### 1.9 **Key Message 4 - How the project will be funded**

- Development work funded by Essex County Council, Southend-on-Sea Borough Council and Thurrock Council
- The capital cost of *sert* will be funded largely by national government, but with contributions from developers, Local Transport Plan funds and other potential sources e.g. EU
- In Summer 2009, DfT reconfirmed £53 million for *sert* in the Regional Funding Allocation for the East of England.

#### **Public Consultation**

- 1.10 An extensive public consultation exercise has been completed for this stage of the *sert* project. This is detailed in the Public Consultation Report and is not repeated in this document to avoid duplication.



## 2. STAKEHOLDERS

- 2.1 The Project Team has been in contact with a wide variety of organisations encompassing national government, government agencies, the East of England region, district & town councils, local public transport operators, development bodies, business, retail, hospitals and local interest groups.
- 2.2 Table 2.1 below lists the principal *sert* stakeholders. The Project Team has been in contact with each organisation listed and held at least one meeting with the vast majority of stakeholders. Letters of support have been received from a number of organisations.

**TABLE 2.1 PRINCIPAL *sert* STAKEHOLDERS**

Category	Stakeholder	Meeting Date(s)	Letter of Support?
<b>Internal Stakeholders</b>	Essex County Council - members & officers Southend-on-Sea Borough Council - members & officers Thurrock Council - members & officers	Frequent meetings Frequent meetings Frequent meetings	
<b>National Government</b>	DfT Regional & Local Major Projects DfT Programme & Project Management DfT Procurement DfT Bus Policy DfT Modelling DfT Economists Government Office East of England South Essex MPs	Regular meetings 5, 11 Sep 2009 6, 7, 11 Sep 2009 7, 11 Sep 2009 6, 10, 12 Sep 2009 2 Oct 2010 4, 9 Sep 2009 3 Sep 2009 <sup>2</sup>	Yes <sup>3</sup>
<b>Government Agencies</b>	English Heritage <sup>4</sup> Environment Agency <sup>4</sup> Homes & Communities Agency (HCA) Natural England <sup>4</sup>	Letter Jan 2010 Letter Jan 2010 Jul 2009 Letter Jan 2010	
<b>Regional Stakeholders</b>	East of England Development Agency (EEDA) East of England Regional Assembly (EERA)	7 Aug 2008, Feb 2010 Sep 2009, Feb 2010	
<b>District &amp; Town Councils</b>	Basildon District Council - members & officers Basildon Association of Town & Parish Councils (BATPC)	Oct 2008, Jul 2009, Jan 2010 Sep 2009	
<b>Local Bus Operators</b>	Arriva Ensignbus First Group Confederation of Passenger	Dec 2008, Feb 2009, Feb 2010 Feb 2009, Feb 2010 Oct 2008, Mar 2009,	Yes Yes Yes

<sup>2</sup> With David Amess, MP for Southend West

<sup>3</sup> Received from David Amess, Angela Smith

<sup>4</sup> Statutory consultee

Category	Stakeholder	Meeting Date(s)	Letter of Support?
	Transport for Essex (represents all bus operators in Essex)	Feb 2010 Feb 2010 May 2009	
Local Train Operators	National Express East Anglia c2c	Feb 2009, Jan 2010 Feb 2009, Jan 2010	
Development/Regeneration	Basildon Renaissance Partnership DP World London Gateway INVEST Essex <sup>5</sup> Renaissance Southend Thurrock Thames Gateway Development Corporation	Oct 2008, Jul 2009, Jan 2010 Feb 2009, March 2009 Nov 2009 Regular meetings Mar, June 2009	Yes Yes Yes
Business	Federation of Small Businesses South Essex Chambers of Commerce	Feb 2010 Feb, Dec 2010	Yes Yes
Retail	Capital Shopping Centres (Lakeside Shopping Centre) The Junction (Thurrock Shopping Park) Land Securities (Lakeside Retail Park)	Sep 2009, Jan 2010 Sep 2009 Sep 2009	Yes Yes
Local Hospitals	Basildon & Thurrock University Hospitals NHS Foundation Trust Southend University Hospital NHS Foundation Trust	Email Dec 2010 Email Dec 2010	Yes Yes
Local Interest Groups	Basildon Bus Forum Basildon & District Forum for the Elderly Older Peoples Assembly (Southend) Residents Association of Westborough (Southend)	Sep 2009, Jan 2010 Letter Oct 2009 May 2009 May 2009	
Other	Kent County Council London Southend Airport Thames Gateway South Essex Partnership	Oct 2009 Regular meetings May, Oct Dec 2009	Yes

<sup>5</sup> Formerly the Essex Development & Regeneration Agency (ExDRA)



### 3. ENGAGEMENT POST PROGRAMME ENTRY

- 3.1 Formal public consultation, liaison meetings and workshops will continue after Programme Entry to provide the general public and stakeholders the opportunity to input to the detail design for the initial *sert* routes.
- 3.2 Specifically, meetings with local transport operators will focus on the impact of *sert* on conventional bus services and strategies to achieve seamless integration with rail services.
- 3.3 In addition, negotiations will continue with development entities and developers with the aim of securing financial contributions to *sert*.



**CONTROL SHEET**

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**DISTRIBUTION**

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