



## Telford & Wrekin Council Active Travel Fund Consultation Plan

Telford & Wrekin Council will be consulting all key stakeholders on our proposals for the Active Travel Fund, looking for broad support, and making changes to take account of local feedback.

The aim will be to:

- successfully engage with stakeholders affected by or interested in the schemes
- encourage involvement from stakeholders and build strong open relationships
- understand and consider stakeholder concerns, issues and suggestions

We will achieve that by:

- identifying stakeholders that may be affected by or interested in the scheme
- communicating the consultation through a variety of channels to reach as many stakeholders as possible
- being open about the next steps of scheme development
- considering honestly and fairly the suggestions received from stakeholders

Stakeholders will include, but not be limited to, local residents, local businesses (where they are directly impacted by the scheme) emergency services, bus operators, local MPs, ward councillors and town and parish councils.

Due to COVID-19 restrictions, we are unable to hold any face-to-face consultation events, so the online consultation will be promoted through the following channels:

- Telford & Wrekin website – [www.telford.gov.uk](http://www.telford.gov.uk) – via the Travel Telford webpage [www.telford.gov.uk/traveltelford](http://www.telford.gov.uk/traveltelford)
- In the local broadcast and media, via a press release issued by Telford & Wrekin Council
- On the council's social media channels @TelfordWrekin, using specific hashtag e.g. #activetelford #TelfordActiveTravelFund
- The council's email subscription service
- Email updates to all Telford & Wrekin Council councillors, and town and parish councils

We will:

- Assess the level of support for the scheme
- Use the comments and concerns raised during the consultation to help modify plans where necessary

### A518 Connectivity Package Consultation Timeline

Activity	Date
Active Travel Fund Webpage with project details	07/12/20
A518 Connectivity Package online survey	14/12/20 – 31/01/21
Media & social media promotion	14/12/20 onwards
Email to borough councillors, Town and Parish Councils,	14/12/20
Email to other identified stakeholders and inclusion on T&W residents email	14/12/20
Reminder emails and social media posts to complete the survey	January 2021
Analysis of online survey and feedback received	February 2021

Please note that this is an indicative timeline and some dates may be subject to change.



Once the analysis of the online survey and any feedback has been completed, we will progress to the next stage of the scheme and provide a more detailed project plan. We will share the outcome of the survey and update the Active Travel Fund webpage accordingly.