

A Modelling Methodology

A.1 Introduction

A.1.1 We recognise that in studies of this nature a high proportion of the study resources can be consumed in carrying out transport modelling. Whilst we consider modelling to be an essential element of the overall study process we believe that it should be considered as a means to an end, rather than an activity in its own right. Against this background, this appendix sets out the extent to which modelling will form part of our proposed methodology.

A.2 The Proposed Modelling Framework

A.2.1 Our modelling approach is based on a modelling framework that has three elements. These are shown in Figure A.1 and include:

- a strategic multi-modal accessibility model, covering southern and middle England, northern France and northern Belgium, this being capable of:
 - forecasting existing and future journey times by mode; and
 - relating these to travel time based isochrones and resultant catchment areas of populations and employment opportunities.
- a more detailed strategic corridor based multi-model model, capable of:
 - replicating current (and predicting future) levels of congestion and usage, on a route specific basis;
 - replicating current (and predicting future) travel times through the network by mode;
 - differentiating between different trip purposes;
 - producing trip-end forecasts for differing land use assumptions;
 - amending trip distribution patterns to reflect the accessibility impacts of specific infrastructure improvements;
 - generating or suppressing overall travel demand to reflect changes in the overall attractiveness of the transport network;
 - amending modal shares, to reflect relative changes in the attractiveness of differing modes in competing transport corridors;

and

- assigning trips to each of the modal travel networks.
- A small number of local models for use in assessing traffic management issues at local 'hot spots'.

A.2.2 The desired coverage of the strategic models is illustrated in Figure A.2. These areas reflect the core area and the area of influence outlined in Chapter 2. The network representation and zone system will be more detailed within the core area. It should be noted that the extent of the wider area network representation varies between road and rail. For the highway representation this need only extend as far north as the M25, M2 and M3 routes while for rail a skeletal network is needed within London. Both of these wider networks are included so as to allow longer distance travellers to make route choices.

A.2.3 The nature of the local models will be dependent on the issues being considered in the action plans.

A.3 The Strategic Accessibility Model

A.3.1 *The Model's Form and its Application* - This model will be simplistic in form and will comprise of a description of the strategic road and rail network within southern and middle England, northern France and northern Belgium. The model will also contain a database of current and future population and employment data for this area, set out within an appropriate zoning system.

A.3.2 The function of this model will be to assess the extent to which any particular location is accessible to the surrounding population and/or employment opportunities. It is not an assignment model and will not include travel matrices within its form.

A.3.3 In the base year the accessibility of each zone to the surrounding population / employment opportunities will be quantified in terms of the number of people or jobs that can be accessed within a given travel time. Through the development of an appropriate banding system the relative accessibility of one area, in comparison to another, can then be assessed for the base year situation.

A.3.4 The model will be developed using the EMME/2 software but will contain an interface to a GIS system for the presentation of results.

- A.3.5 *The Available Data Sources*- The base year and 2016 UK network descriptions for this accessibility model are readily available through networks developed for SERTM, SWARMMS and ORBIT. The highway network representation will include the motorway and trunk road network with representations of travel speeds and distances.
- A.3.6 Similarly, the public transport element is based on EMME/2 using data from SWARMMS and PLANET. The rail network will include a representation of travel times in the current base year and in the year 2016 and will again include a full representation of travel speeds, travel times (and train services), on the road and rail networks in the South East.
- A.3.7 Through combining this information into a single EMME/2 database, supplementing it with skeletal network representations within middle England, northern France and northern Belgium and identifying those parts of the networks that are used for freight movement travel this updated network representation can be used (and modified) to assess inter-zonal travel times for use in determining accessibility.
- A.3.8 A database of year 2000 and year 2016 population and employment forecasts has already been developed at district level as part of the SWARMMS / SERAS and ORBIT multi-modal studies. This information covers the whole of southern England and is compatible with the latest versions of Regional Planning Guidance. Similar information is also available as part of the three studies within the M27 / A27 corridor. Appropriate planning information for middle England can be obtained from other multi-modal studies or from TEMPRO and information for northern France and northern Belgium will be obtained from respective Government and EU sources.
- A.3.9 *Outputs from the Model*- Base year accessibility plots will be produced for each of the most significant travel modes (i.e. road, public transport and rail freight) and will relate, as appropriate to residential and / or employment catchment areas. The base year plots will be prepared for a range of differing access times, so as to determine the most appropriate method of application.
- A.3.10 The findings of this analysis will be presented as part of the base year problems and issues report and will be used to identify accessibility problems at the local, regional and national level.

A.3.11 Once these base year benchmarks have been established, the analysis will then be repeated for the Reference Case Scenario and for a range of differing time horizons, differing development assumptions and differing transport networks so as to quantify the accessibility impacts of differing strategies over time.

A.3.12 The principal benefits to be gained from this model will be a detailed understanding of:

- the role that the South Coast Corridor might play in improving accessibility between Europe and the South West of England;
- the extent to which differing transport strategies might help to increase accessibility to deprived areas; and
- the extent to which the accessibility of the south coast might be improved, in comparison to competing markets in other parts of the south east.

A.4 The Corridor Model- an overview

A.4.1 *The Requirements-* The key requirement of the strategic corridor model are:

- it needs to be multi-modal in form;
- it needs to be capable of replicating congestion and usage within the corridor;
- it needs to reflect the impacts of changes in land use and transport infrastructure provision. (In this regard it needs in particular to be responsive to the redistribution, modal transfer and trip suppression / trip generation effects of differing land-use and transport solutions);
- it needs to have a matrix that is sub-divided by travel purpose, so as to ensure that impacts on different user groups can be properly reflected; and
- the strategic modelling framework needs to be operational with three months of commencing the project.

A.4.2 In scoping for this study, we have concluded that the added benefits associated with developing a detailed peak hour highway model are outweighed by the difficulties and time implications associated with collecting new network data and deriving detailed peak hour purpose based highway travel matrices.

A.4.3 The corridor model will therefore be based primarily around data that is currently available within the strategic SERTM and ORBIT highway models and the CAPRI, SWARMMS and ORBIT databases. We will however improve both the network

descriptions and the fineness of the zoning system where this is appropriate, using information contained within the recently developed local study models. It is noted that these strategic models may be poorer in their representation of local movements along the south coast. It is proposed to enhance the matrices obtained from these models with information from local models such as the Access to Hastings Model and the M27 Model.

A.4.4 The approach is based around developing a four stage strategic multi-modal average hour model for the full corridor. This will be developed within an EMME/2 modelling environment.

A.4.5 In arriving at this decision we have considered the option of simply utilising the SERTM, ORBIT (NAOMI) and PLANET models in their current form. We are of the opinion that, based on our experiences in undertaking both SWARMMS and SERAS, that there is much to be gained from having an independent model, rather than relying on the use of third party models, as gaining regular access to such models can be problematic, given the high workloads being undertaken by the two managing consultants.

A.4.6 *The Model's Overall Form*-The corridor model will consist of the following primary components:

- a trip end forecasting model;
- a trip distribution model;
- a modal split and trip suppression / trip generation model; and
- assignment models for highway and public transport.

A.4.7 The Strategic Corridor Model, which will represent an average hour between 0700 and 1900, will be operated within the EMME/2 system. All trip forecasting, trip redistribution, modal split analysis and assignment modelling will be undertaken through use of the utilities contained within the EMME/2 modelling suite. Peak period congestion will be assessed using sensitivity tests. In addition, for local plan tests, a peak period public transport model will be developed.

A.4.8 In scoping for this study, the use of SATURN for highway assignment was considered. The advantages of using SATURN would have been:

- a more rigorous local treatment of congestion with queueing (EMME/2 uses time penalties and delay functions);
- most of the existing highway models are developed in SATURN although SERTM operates in Buffer; and
- cordoning the network for local models directly for SATURN would be straightforward.

A.4.9

There are disadvantages of SATURN however, in the context of this strategic model, and complementary advantages of using EMME/2 include:

- The interface between SATURN and EMME/2. The two packages operate using different matrix structures and it is necessary to convert trip and cost matrices from SATURN into EMME/2 for the purposes of the mode split model. Output travel matrices for the highway assignment would have to also be converted back to SATURN. While the MX program in SATURN can deal with the conversion it is not always straightforward and we have experienced technical difficulties in operating the system.
- EMME/2 is designed to be a strategic model and has all the facilities that are required.
- Multi-class assignments can be easily run within EMME/2.
- Convergence procedures in EMME/2 are satisfactory and much faster than in SATURN.
- The bus route assignment with EMME/2 can relate directly to network speeds.

A.4.10

Experience on SWARMMS has shown that the EMME/2 strategic model can be developed in three months. The run time of that SWARMMS model is one hour, based on a 425 zone model and the completion of 4 iterative loops of the highway and public transport assignment. In addition to the above a number of the interface procedures with the economic, safety and environmental analyses have already been established with EMME/2 for SWARMMS. The adoption of an EMME/2 based model will therefore reduce risk within a fairly constrained timetable.

A.4.11

Data Inputs- Figure A.3 shows the processes in the development of the model. The main inputs needed to drive this model will be:

- a representation of the rail network (PLANET, SWARMMS)- bus network and highway network (ORBIT and SERTM);
- a base year trip matrix, sub-divided by trip purpose, vehicle type and travel mode (obtained from ORBIT and SERTM);
- base year and future year information regarding the levels of population, employment and income within each of the study zones;
- travel cost functions that relate the distribution of travel demand from any particular zone to relative changes in travel time;
- mode choice parameters that relate a traveller's choice of travel mode to relative differences in travel costs by different modes; and
- cost functions that relate the traveller's need to travel at all to prevailing travel times.

A.4.12

The Highway Network Representation- This will comprise of an EMME/2 based highway network representation providing details of all link lengths, speed characteristics (using COBA 10 speed flow curves) and link capacities. This will cover those parts of the M27, A27, A259, A2070, A28, M20/A20, A2, A256, A253, A258, A271 and A299 that fall within the core area, together with all other significant competing and complementary routes both within the core area and outside. The latter would include all significant routes connecting the core area with the M25, M3/A303 corridor, M2, M20 and the M25 and M3 itself. A possible network definition is shown on Figure A.4.

A.4.13

Where practical, all highway network information will initially be obtained from the existing strategic and local models and converted to EMME/2. This information will be checked on site for correctness and where necessary additional data will be added to improve both the accuracy and quality of the representation.

A.4.14

The development of the highway network will be as follows:

- A cordoned run of the ORBIT model will be used to provide network information for the study area. This will be supplemented by network information from SERTM, the M27 model and the Access to Hastings Model. The ORBIT model has been chosen as the starting point as this is the most up to date of the strategic models.
- In some parts of the corridor, where there are limited models at present, new network coding will be required. This will be developed from local maps.

- A hierarchical node numbering system will be developed such that link and node outputs can readily be identified for the environmental appraisal (such as for deriving emissions).

- A.4.15 *The Rail Network Representation-* This will comprise an EMME/2 based rail network representation, providing details of both the rail routes and train services on the South Coast, together with all other significant links between the coastal towns and London. Much of the information will be obtained from the SWARMMS and PLANET network representations. Figure A.5 shows a potential rail network description.
- A.4.16 The route information will be stored in the form of link lengths, link journey speeds and trainpath capacity information. The train services will be stored in the form of the number of services per hour, service stopping patterns, station dwell times and train capacity. Route and service information will initially be extracted from the PLANET, SWARMMS and Access to Hastings models and then checked against current timetables and mapping.
- A.4.17 *The Bus Network Representation-* The rail network will be enhanced by the inclusion of interurban bus information and express coach data. Service information will be obtained from local travel guides.
- A.4.18 *The Base Year Travel Demand Matrices-* The base year travel demand matrix will fully explain all strategic trip making within the core area, to and from the core area and through the core area. The matrix will be sub-divided into four private travel purposes (i.e. Home-work (HBW), Employers Business (EB), Home-other (HBO) and Non home based other (NHBO), two good vehicle categories (i.e. LGV, OGV) and a bus and coach category. It will be further sub-divided by mode (i.e. highway and public transport). The matrix will be developed at 12 hour average day level and assigned primarily as an average hour matrix. So as to understand relationships between peak and off-peak conditions a morning peak all-purpose matrix will also be developed for the purposes of sensitivity testing.
- A.4.19 It is anticipated that the zoning system for the corridor model will total around 200 to 300 zones. It should be noted that the SWARMMS strategic model covers some 425 zones and operates satisfactorily within the EMME/2 environment. Within the corridor itself the zoning system will be based primarily on the SERTM/ORBIT zoning system. However, it is recognised that along the south coast, there will be a need for zone sub-division in key areas such as Hastings, Brighton, Worthing and the Southampton to Portsmouth corridor. The extent of ORBIT zones along the south coast is shown on Figure A.6.

- A.4.20 In the external area ORBIT zones will be amalgamated as appropriate in a manner which ensures that highway and rail passengers use the most appropriate access routes into the core area. Where necessary both the corridor and the external zone boundaries will be modified to ensure that a unified zoning system is achieved for both the highway and public transport matrices.
- A.4.21 The highway trip movement information will initially be obtained from a cordoned run of the ORBIT models. These matrices will be obtained by peak period and combined to produce a 12-hour matrix. The purpose split information will come from the SERTM model. Where it is proposed to sub-divide ORBIT zones, (i.e. within major towns) this will be achieved through reference to the all- purpose trip making patterns in the more detailed models. In undertaking such divisions it will be assumed that purpose splits remain constant throughout the sub-divided area.
- A.4.22 The annual rail matrix, sub-divided by purpose, can easily be obtained from the CAPRI database, that is available for multi-modal studies to use. Such a matrix has already been obtained for the ORBIT model. If the data is not available directly from the ORBIT team, it can be obtained from Peter Davidson Consultancy for a small fee at an appropriate zone system. However, since the request has already been made by the ORBIT team it would seem to be cost effective to use these data. The use of these data would ensure consistency with ORBIT as the data is available at the SERTM zone system. The rail matrices are available by purpose and by car availability.
- A.4.23 Morning peak rail matrices can also be obtained from PLANET.
- A.4.24 Where necessary, both the rail and highway matrix data will be updated to match current day travel volumes at established screenlines and cordons. If necessary, some limited matrix infilling will also be undertaken where the original SERTM matrices have been sub-divided within towns.
- A.4.25 Information on local trips made by other modes can be obtained from the Census Journey to Work data. This is available at ward level for on daily basis, giving main mode of travel. Matrices can be obtained for trips by car, bus, rail, walk and cycle.
- A.4.26 In terms of mode choice parameter information for the corridor:

- this is available in the vicinity of Southampton; it having been derived from Stated Preference Surveys undertaken as part of the South Hampshire Rapid Transit study;
- no other local information exists elsewhere within the corridor; and
- data are also available from SWARMMS, ORBIT and LTS (London).

A.4.27 It will be difficult to draw reliable conclusions on the modal transfer and trip suppression / trip generation impacts of differing land uses and transport infrastructure schemes using currently available mode choice parameter information. It would therefore be advisable to undertake new stated preference surveys at selected locations within the corridor.

A.4.28 *Freight Movement*- The corridor model described above is primarily focused on person, rather than freight travel. It is nonetheless intended to model LGV and OGV highway movements as separate user classes. It is additionally intended to specifically model freight accessibility within the wider accessibility model.

A.4.29 These two models will therefore be able to play a significant role in assessing the likely impact that particular measures and options might have on goods transport. It is nonetheless recognised that there are many aspects of freight handling that cannot be modelled and it is therefore intended to supplement the quantitative analysis through detailed discussions with freight operators.

A.4.30 This consultation programme will concentrate on major freight generators and hauliers, together with local distributors within the core area. Interviewees will include the port Authorities at Ramsgate, Dover, Folkestone, New Haven, Shoreham, Portsmouth and Southampton together with Eurotunnel, shipping companies, local and national road hauliers, distribution companies, courier companies and major employers. Key issues to be addressed will be the factors that currently affect mode choice. Their perceptions of the deficiencies in alternative modes and the criteria that would need to be met prior to them giving serious consideration to use of other modes.

A.4.31 In forecasting future freight demand, it is intended to develop a range of port and employment development scenarios, that can be used as a basis for determining future freight activity on a zonal basis.

- A.4.32 In developing base year freight matrices another data source is the DETR, Continuing Survey of Goods Vehicles. These data are typically available as a county to county matrix based on tonnes lifted by category.
- A.4.33 *The Future Year Travel Demands-* Future year travel demand matrices will be developed for each of these different land use assumptions and each will be tested against a variety of different transport proposals. The development of these future year travel demand matrices will be undertaken in two stages, using a trip end growth forecasting model and a trip redistribution model.
- A.4.34 Within the first stage the trip end growth forecasting model will be used to develop zonal trip end growth factors through consideration of the changes between the base year and future year levels of population, employment and income within each zone. If trip end growth is available from the revised TEMPRO sources then it would be appropriate to use these. However, if these data are not available, relationships between trip growth and land use data have been derived for SWARMMS. Forecasts of rail trip growth will be undertaken in line with Passenger Demand Forecasting Handbook (PDFH) methods.
- A.4.35 The model will be used in the first instance to synthesise origin and destination trip ends in both the base and future years. From these a first estimate of zonal growth factors will be produced. These will subsequently be constrained, through an iterative process to obtain overall levels of growth that are compatible with the area wide forecasts contained within the TEMPRO database.
- A.4.36 Initially, future year matrices will be produced through applying 'Furness based techniques' to expand the base year trip matrices to match those predicted in the future year. The shape of this 'first guess' future year matrix will subsequently be modified for each model test, so as to reflect any relative changes in the accessibility of particular origin and destination pairs.
- A.4.37 This modification will be undertaken using a trip redistribution model, to be developed through consideration of base year zonal travel times and travel demand.
- A.4.38 *The Use of the Model-* The Corridor Model will be used initially in its base year 'assignment' format to assist in the assessment of current problems and issues within the study area. Its role being to identify locations within the transport network that currently suffer for efficiency and overcrowding problems and to provide basic flow, travel speed and vehicle composition data that can be used to assess the

environmental impacts that the transport system currently imposes on the wider community.

- A.4.39 It will next be used to forecast future travel demands, trip distributions and modal shares under the Reference Case Scenario (base development assumptions and committed highway infrastructure improvements) and to produce future year Reference Case assignments using these new matrices. These assignments will be assessed in a similar manner to the base year assignments, in order to assist in the assessment of future problems and issues under the Reference Case Scenario. Figure A.7 shows the proposed forecasting process using land use inputs (such as from TEMPRO, if the new dataset is available) to produce trip end growth to the forecast year. Initial future year matrices will be developed and assigned to the highway and public transport networks. The resulting travel times will be passed to the mode choice model to produce revised matrices for assignment. A series of iterations will be undertaken between the assignment and the mode choice model.
- A.4.40 The above will then be repeated for each of the alternative land use scenarios so as to determine how differing land use policies can be used to address the identified future year problems and issues.
- A.4.41 Subsequently, the Corridor Model will be used to assist in the assessment of differing transport strategies utilising an iterative procedure, based on assignment, trip redistribution, reassessment of modal share and re-assignment.
- A.4.42 The outputs from each strategy test, in terms of levels of network efficiency, network overcrowding, link usage, travel speeds and vehicle composition will be used to determine which transport strategies are best able to address the problems and issues identified under the Reference Case Scenario.
- A.4.43 So as to fully understand the relationships between land use distribution and transport provision it is likely that some, if not all, of the identified transport strategies will be tested in combination with more than one land use scenario.
- A.4.44 Outputs from the Strategic Model will be used to measure performance indicators in relation to the five overarching objectives (Economy, accessibility, integration, environment and safety). Outputs from the model will be passed back to the Strategic Accessibility Model to demonstrate how strategies improve/worsen the accessibility of the corridor. Outputs from the model can be used to derive environmental indicators such as noise and air quality as well as the implications for

safety. The Corridor Model will be able to provide input data to the TUBA program (a multi-modal economic appraisal package) used to assess the overall monetary benefits that might be derived from adopting a particular transport strategy and/or development scenario.

A.4.45 *The Segmented Mode Choice Model-* A key element of this study will be the need to explore the role that public transport can play in reducing the demand for road based travel. There will therefore be a need to develop a mechanism for forecasting the extent to which any changes in generalised travel costs affect mode choice.

A.4.46 We therefore intend to create a segmented modal split model which can be applied separately to each of the four private travel purpose matrix and is based on locally derived information.

A.4.47 The reasoning behind this approach is that travellers view their values of time, comfort and convenience differently, depending on who is paying the travel costs and the purpose of trip. Similarly, people within differing income groups will have different attitudes to changes in travel costs and therefore the propensity to change mode may differ between different locations.

A.4.48 Our proposed mode choice sub-model will be of a hierarchical/nested structure, where the first level modal transfer choice might be for car vs. train, with second level choice being for car vs. bus/coach. The model will need to be capable of dealing with composite mode trips, such as those made using Park and Ride facilities and Parkway stations.

A.4.49 The mode-choice relationships will be derived from three main sources:

- revealed choice information obtained from an analysis of the existing travel patterns by mode within the core area;
- behavioural research undertaken in this study; and
- previous stated preference surveys, undertaken in connection with the South Hampshire Rapid Transit System.

A.5 Behavioural Research – Stated Preference Surveys

A.5.1 New Stated Preference surveys will be undertaken in at least two locations, one in the central part of the corridor and one in the east. These will be combined with the information already available within the Southampton area. The surveys will be used

to elicit the views of the travelling public on the different mode choice options and the way in which they would respond to changes in 'supply'.

A.5.2 These surveys will collect a substantial amount of mode usage detail and attitudes towards current transportation in the area. They will also provide attitudinal reactions to a variety of potential transportation options. These will be likely to include improvements to public transport as well as potential further constraints to car use (e.g. increases in fuel tax, parking charges and the possible introduction of road user charges). The stated preference exercises will look at the potential behavioural response to the changes, exploring in particular the time/cost parameters that will feed directly into the modelling structure.

A.5.3 *Interview Methodology* - Respondents will be interviewed by telephone using computer – Computer Aided Telephone Interviews (CATI). The interviews will be conducted by Accent's dedicated telephone unit based in Bristol. The unit has 34 stations and a highly skilled team of interviewers. All interviewers and supervisors are trained to MRQSA/IQCS standards and are monitored at all times by their supervisor.

A.5.4 The CATI approach is being adopted for the following reasons:

- telephone research combines some of the price advantage of postal research with the personal contact of face-to-face interviewing;
- geographically dispersed interviews can be conducted rather than having to cluster interviews as with face-to-face interviewing;
- telephone interviewing can include open-ended questions and allows for probing and exploration of issues; and
- it is the most cost effective methodology.

A.5.5 The stated preference exercise is designed to be relatively straight-forward. If the stated preference options are too long or complex to be understood readily by respondents over the phone it may be necessary to use show material to describe options. An option of using a phone-post/fax/email-phone methodology is also presented to respondents.

A.5.6 In a phone-post/fax/email-phone methodology respondents are first invited to take part in the research over the phone; once agreement had been obtained, they are posted, faxed or emailed a copy of the stated preference exercises and show material for their reference during a subsequent telephone interview. Unique sets of stated

preference options, generated by the CATI software (WinMint), will be sent to respondents, in order to retain the randomisation in the computer generated choice pairs. Any stimulus material or definitions which would facilitate understanding are also posted, faxed or emailed to them for reference. This ensures that respondents are clear about the options being presented to them. We anticipate that the interview would be approximately 20 minutes in duration.

A.5.7 A pilot of 50 interviews will be undertaken to ensure that the questionnaire routing and questioning works well and that the stated preference designs are appropriate.

A.5.8 *Sample* - It is important to distinguish between east-west movements along the corridor and those movements to/from London. The surveys will be split into these two distinct journey categories as well. At this time it is envisaged that the surveys will be concentrated on the Brighton and the Hastings/Dover areas. This yields sixteen discrete cells. Based on a minimum of 75 interviews for each cell of interest in stated preference research this results in 1,200 interviews, as set out in Table A.1.

Table A.1 : SP Surveys & Market Sectors

	Brighton Area	Hastings / Dover Area	Total
Car Drivers – East- west corridor movements			
Commuters	75	75	150
Employers business	75	75	150
Home based other	75	75	150
Non home based	75	75	150
Total	300	300	600
Car Drivers –Movements to/from London			
Commuters	75	75	150
Employers business	75	75	150
Home based other	75	75	150
Non home based	75	75	150
Total	300	300	600

A.5.9 The questionnaire will be based on a specific in scope car trip. We envisage the questionnaire will comprise:

- Details of trip
 - Day
 - When journey made, whether typical or not
 - Journey purpose
 - Origin address
 - Journey start time
 - Length of journey
 - Destination address
 - Trip cost
 - Trip frequency
 - Group size
- Decision making process, e.g.:
 - Why car used
 - Could you reduce the frequency of this trip if you had to?
 - Could you have changed the day you made this trip if you had to?
 - If your car had not been available what would you have done?
- Attitudes towards road congestion
- Suggested solutions to road congestion
- Strengths and weaknesses of car and competing modes
- Details of how they would make journey by nearest alternative
 - Journey start time
 - Length of journey
 - Trip cost
 - Group size
- Stated preference exercise
- Public transport use
- Respondent characteristics
 - Age
 - Gender
 - Vehicles in household
 - Employment status

- Household income and size

A.5.10 *Stated Preference*-The stated preference approach involves presenting respondents with choices between different specifications of a product, price package, service or concept. Respondents' choices between these packages provide the data to make the analyses of relative importance, monetary value and predicted market share, as applicable.

A.5.11 The technique works by creating an experiment. In this experiment respondents are presented with a series of pair-wise choices; each of these describes a package of features with an associated price, some of which may be better and some worse than or the same as the current position. The packages are described in terms of the attributes of interest, in different combinations according to a statistical design. Normally, respondents are asked to say which package they would prefer. Sometimes they are asked to make a choice between the purchase of their existing product/service and that of a competitor.

A.5.12 It is the statistical analysis of their choices (using specialist techniques known as logit) that provides the data to make the analyses of behaviour under different road pricing scenarios.

A.5.13 For this study the stated preference exercise will present the existing car trip against the nearest alternative – rail or coach. The proposed variables might include, with rail as an example:

Car:	Rail
Road User Charging (tolls) <ul style="list-style-type: none"> • Trunk roads only • All roads charged • No charging 	Fare <ul style="list-style-type: none"> • Current • Reduced by 10%
Car Journey Time <ul style="list-style-type: none"> • Current • Increased by 20% (because of congestion) • Reduced by 10% 	Journey Times <ul style="list-style-type: none"> • Current • Reduced by 20%
	Railway Station Parking Charges <ul style="list-style-type: none"> • £5 • £2.50

A.5.14 Eight or nine pairs of options will be presented to respondents and for each they would be asked what they would do. An option will be included of 'not making the trip' so as to be able to give an indication of trip suppression.

A.6 *Local Action Plan Models*

A.6.1 *The Role of Such Models*- The primary purpose of any local action plan models will be to:

- assess the overall practicality of any particular action plan in operational terms;
- to quantify the journey time saving benefits that might be associated with such a proposal and to allocate these benefits between user groups;
- to assess the extent to which such a proposal may result in changes in demand, travel speeds and congestion / overcrowding in any particular location and the impact that these changes may have on the local environment; and
- to feed into the scheme assessment phase in local action plan development.

A.6.2 It is difficult at this time to set out a detailed approach to the development of local action plan models as their locations are unknown. It is reasonable to speculate however that a least some of the action plans will be located in areas that have already been studied, others might be aimed at overcoming localised problems along the A27 / A259 corridor and yet others might be primarily public transport based.

A.6.3 In terms of the latter, it is our view that the EMME/2 based public transport assignment component of the Corridor Model will be robust enough for use in assessing public transport orientated local action plans, albeit that some minor improvements in overall definition may need to be added. A peak period version of the corridor public transport model will be developed. This will take into account factors such as crowding.

A.6.4 In terms of highway based action plans we envisage that these will be developed and assessed using a combination of the corridor model, one of the existing local area traffic models or through the development of a simplistic small area model, utilising a micro-simulation package such as PARAMICS, VISSIM or AIMSUM2, small scale conventional models such as SATURN, TRANSYT or local junction analysis programmes such as ARCADY, PICADY and OSCADY.

A.6.5 In the event that any of individual action plans are such that they are likely to lead to significant changes in either modal split or accessibility such changes will be assessed at a corridor level, using the Corridor Model and the Accessibility Model. Necessary adjustments will then be made within the local action plan models.

A.7 *Model Validation*

A.7.1 The Accessibility Model, the Corridor Model and any Local Action Plan Models will each need to be validated against independent data to ensure that each are capable of replicating existing conditions and providing sensible forecasts into the future.

A.7.2 Validation will be undertaken at a number of levels including validation of:

- the network descriptions;
- the predicted travel paths;
- the predicted journey times;
- the predicted levels of congestion / overcrowding within the network; and
- the predicted flows across specified screen lines and cordons within the models.

The main sources of validation data will be:

- existing count and journey time information collated from previous studies, particularly the Access to Hastings Study, the Worthing Lancing ITS, the M27 ITS and the SERTM, 1995 Model Update;
- other surveys undertaken by local authorities, the Highways Agency, DETR, and SRA, particularly county based highway cordons and screen lines, HA's Motorway and Trunk Road Traffic Data Reports and the SRA's LATS 2001 Station Usage Surveys; and
- selective screenline counts and journey time surveys undertaken specifically for this study. In selecting validation data it will be important to ensure that such information is independent from any other data that may have been used to update the matrix during the model development activity.

A.7.3 From our initial review of available data it would appear that comprehensive traffic count information is available for most parts of the highway network, albeit that some of the data is up to five years old.

A.7.4 On the rail side we understand that LATS 2001 related station usage surveys are currently be undertaken at most of the stations within the core area for at least the period 07.00 to 10.00. and this information will be available to the study team.

A.7.5 In terms of travel times, the rail network travel times will be compared with published timetables to ensure that the models are correctly replicating journey times. On the highway network some journey time survey data is currently available through other studies. This is likely to need supplementing however, as part of this study.

A.7.6 It has been assumed that it will be necessary to undertake additional journey time surveys and volumetric counts so as to fully validate the Corridor Model. An allowance has been made for this within our financial budget.

A.8 Reporting

A.8.1 A model validation report will be produced setting out an overview of each model, describing:

- the model and its development;
- the data used in model calibration;
- the adopted zone system;
- the transport networks;
- the travel matrices; and
- the data used in model validation
- together with a demonstration of the model's suitability for its proposed purpose, including validation details for the:
 - transport network descriptions;
 - the travel matrices;
 - the modelled travel times; and
 - the modelled travel demands, on a link by link basis.

A.8.2 In addition the validation report will also demonstrate the appropriateness of the modal split sub-model.

A.8.3

Details of the forecasting methodology, the redistribution sub-model and the trip generation / trip suppression sub-model will also be included within the final version of the Model Validation Report.

B Consultation and Participation

B.1 Introduction

B.1.1 A fundamental requirement of the methodology is that the study is fully inclusive. To achieve this, while still providing a programme that is achievable and cost effective, we have developed a consultation and participation strategy that aims to ensure that :

- Local lay knowledge, expertise and professional experience can be harnessed for the benefit of the study.
- A wide cross- section of participants are involved, including those with key information and skills, those who have influence to get things done and those who will be affected by the outcomes.
- Those who do participant are able to have some influence over decisions that affect them and can therefore take ownership of both the problems and solutions.

B.1.2 In addition, we have developed a communication strategy that will form the framework within which information can be channelled between the study team, GOSE, the Steering Group, a Wider Reference Group, Stakeholders, the public and the media.

B.1.3 At the stakeholder level it is proposed that the participation and consultation strategy will be channelled through:

- presentations and discussion between the Consultant, GOSE and interested parties such as individual local authorities, SEEDA, MPs ad MEPs;
- discussions with port operators, freight hauliers and representatives of the local rail and bus industry
- regional workshops designed to discuss the corridor wide needs of particular groups within the corridor, including the business community, the transport operators, local authorities and regionally based NGOs;
- sub-regional workshops designed to discuss the transport issues at an intermediate level, looking at issues within the Southampton / Portsmouth, the Brighton, the Bexhill / Hastings and the Ashford / Canterbury catchment

areas, again involving the business community, the transport operators, local authorities and sub-regionally based NGOs;

- locally based workshops designed to discuss specific transport related issues and proposals within the more local areas along the corridor; involving local chambers of commerce, parish and District Councils, local transport operators and locally based NGOs.
- topic based workshops designed to explore corridor wide issues relating to, for example, the environment, regeneration, freight movement, rail, coach, waterway and road based issues.

B.1.4 More general opportunities for public involvement will be provided through the regular distribution of newsletters, through access to a project dedicated web-site and through public exhibitions

B.2 The Choice of Stakeholders (The Wider Reference Group)

B.2.1 The stakeholder based participatory strategy has been designed to combine regional and local lay knowledge with regional and local expert and professional knowledge so as to confirm, augment and add to the data yielded by other data collection and modelling activities.

B.2.2 It aims to engage a diverse range of stakeholders, including not only those who can contribute key information and skills, but also those who have influence to get things done and those who will be affected by the outcomes of the study. By engaging stakeholders at the start of the study individuals will feel that they are able to have some influence over decisions that affect them and will therefore develop a degree of ownership of both problems and solutions. A wide participation and consultation strategy also builds awareness of the range of problems and the possible solutions available.

B.2.3 Any participation approach must be capable of addressing national, regional and local issues. Stakeholders will therefore be drawn from the main government bodies, transport operators and a wide range of interest groups.

B.2.4 Initial proposals for membership of the Wider Reference Group are set out in Table B.1 following discussions with members of the Steering Group.

Table B.1: The Wider Reference Group

<u>Local authorities</u>	All local transport authorities (counties and unitaries) in the Study area.
<u>User Groups</u>	Freight Transport Association Motorcycle Industry Association Road Haulage Association Rail Freight Group AA, RAC Rail Users Consultative Committee Cyclist Touring Club, SUSTRANS National Bus Users Group Pedestrian Association
<u>Environmental organisations</u>	Environment Agency CPRE, Civic Trust RSPB, County Wildlife Trusts Countryside Agency Transport 2000 English Nature Friends of the Earth English Heritage National Trust (Coastal areas) The South Downs Consortium SE Forum for Sustainability
<u>Public transport infrastructure providers and operators</u>	Railtrack, Strategic Rail Authority Port and airport operators in/adjacent to Study area Train Operating Companies (passenger) English Welsh and Scottish Railways Bus operators National Express
<u>Business groups</u>	CBI, Chambers of Commerce Federation of Small Businesses Institute of Directors Regeneration Partnerships Sub-regional partnerships
<u>Health Social Exclusion Accessibility groups</u>	Department of Health Disabled passenger groups Health Promotion Units NHS Trusts Voluntary sector
<u>Tourism</u>	English Tourist Board

B.3 The Participation Workshops

B.3.1 It is proposed that the participation process will be centred around:

- corridor-based Stakeholder participation workshops;
- sub-regional Stakeholder participation workshops;
- local-based Stakeholder participation workshops; and
- topic meetings.

Corridor-Based Stakeholder Participation Workshops

B.3.2 Although there is currently little interaction between towns at each end of the corridor there are many issues that are common to all. These include:

- the general need to regenerate the towns along the South Coast Corridor;
- the need to improve elements of the transport system to assist business and freight hauliers;
- concern regarding the impact that future housing policy might have on traffic growth within corridor;
- implications of transport solutions for rural areas and particularly those areas that are environmentally sensitive, such as the South Downs, Romney Marsh and Walland Marsh;
- issues surrounding the function of the South Coast railway system and road network; and
- issues relating to the impact that any enhancements in the transport system might have on the built and natural environment;

B.3.3 To ensure that all these issues, and others, are viewed from a corridor perspective, as well as at a local level, we intend to organise a corridor wide participation workshop to which we will invite stakeholder who represent organisations that have a regional remit, rather than a local one.

Sub-regional participation Workshops

B.3.4 Sub-regional workshops are designed to consider issues beyond a local level, but not as wide as the corridor-wide workshops.

B.3.5 The workshops will bring together stakeholders with a wider view of the strategic issues within a geographical area, drawing together issues from a number of linked towns or areas. This enables particular local transport issues to be viewed in a wider context and would be designed to encompass the knock-on effects, for example, of single issue transport solutions. The sub-regional workshops will also include large rural areas, where transport issues may focus on tourism, particularly in relation to the South Downs National Park area.

B.3.6 Four sub-regional workshops should be held in the study area reflecting the groupings of towns along the coast. These would centre around the following areas:

- Southampton/Portsmouth/Havant and as far as Chichester;
- Chichester to Eastbourne centred on Brighton;
- Brighton to Rye centred on Eastbourne / Hastings; and
- Rye to Margate including Folkestone and Dover and centred on Ashford/Canterbury.

B.3.7 Stakeholders from some towns that look both East and West will be invited to attend both workshops.

Local-based Stakeholder Participation Workshops

B.3.8 Many of the transport related problems and issues are likely to be viewed from a more local perspective. We therefore also propose a further 'family' of local workshops aimed at addressing Local Action Plan issues.

B.3.9 With reference to some of the arguments put forward above, Local Authorities thought that in some areas, sufficient local consultation had taken place over the last few years and that further consultation would be counter productive. In these areas a sub-regional workshop might be more appropriate as they would bring together a number of the local issues. Given the relative lack of interaction between individual groups of towns along the South Coast it is our view it would still be necessary to hold five local workshops in the corridor in the first phase of the study. During later participation phases the number of workshops will increased to eight. In other areas sub-regional workshops would be more appropriate. These will be based around the following geographical areas:

- Southampton/ Winchester (not phase 1);

- Fareham / Portsmouth / Havant (not phase 1);
- Chichester/Arundel/Littlehampton;
- Worthing/Hove / Brighton;
- Lewes / Eastbourne;
- Bexhill / Hastings / Rye (not phase 1);
- Folkestone / Dover/ Ashford; and
- Ramsgate / Margate

B.3.10 The above local workshops are based around the larger economic centres as these are the most likely to have significant transport issues in terms of numbers.

B.4 The Proposed Workshop Programme

B.4.1 Sub-regional, regional and local workshops will be convened several times during the overall study period, but not necessarily all at each stage. The timings and purpose of each workshop will be as follows:

Workshop 1

B.4.2 ***Identification of Problems and Issues*** - This workshop will be held within the first three to four months of the study and will concentrate on identifying and agreeing the main problems and issues that relate to the corridor as a whole (1/2 day)

Workshop 2

B.4.3 ***Identification of possible solutions*** – This second workshop will be held at the start of the sixth or seventh month and will serve two purposes. Firstly, it will provide feedback to participants on the studies overall findings regarding the problems and issues within the corridor and secondly it will be used to obtain inputs regarding the types of solutions that participants would like the study to consider.

Workshop 3

B.4.4 ***Consideration of the emerging strategy*** – The third workshop will fit within the overall main consultation phase of the study and are scheduled to take place during early spring 2002. These workshops will primarily provide an opportunity for

participants to gain an understanding of the solutions that have been tested and the appraised benefits and to provide feedback on their views. The responses from this workshop will be considered, along with all other responses received during the consultation period.

B.4.5 The first two workshops will provide two main pieces of information. Firstly, they will provide a clear understanding of the problems, at the corridor level, as experienced by those 'on the ground'. Secondly they will create opportunities to generate solutions aimed at addressing these problems. Through involving stakeholders in this process it will be possible to gain a much greater depth of overall understanding. It is also likely that the process may lead to innovative solutions that would perhaps not be identified through normal modelling and forecasting work, but which can be 'tested' in the strategic model.

B.4.6 In terms of the workshops themselves, there is clearly a need to determine the right 'stakeholder mix' for each workshop, and subsequently to design the operation of the workshops in more detail. However, in addition to the stakeholder groups, we must also ensure that there is sufficient representation from the general public. This includes 'hard to reach' groups such as young people, disabled people, older people and those experiencing poverty.

B.5 Topic Meetings

B.5.1 In addition to the above, it is proposed to hold a limited number of one-off 'Topic Meetings' to cover specific issues such as modelling, planning, tourism, freight, environment and public transport. These will be attended primarily by those stakeholders who have specialist knowledge within the field of interest. Attendees will be asked to contribute knowledge and data to the study. Importantly, they will also be asked to agree any key methodologies that we propose to adopt.

B.6 Summary

B.6.1 There will be some 28 or 41 workshops during the period of the study. These will be made up of the following and detailed in Table B.2. overleaf.

Table B.2: Number of Workshops

	Corridor	Sub-regional	Local	Topic	Total
Stage 1	1	4	5	6	16
Stage 2	1	4	8	-	13
Stage 3	1	4	8	-	13
Total	3	12	21	5	42

B.7

Discussion Meetings

B.7.1

In addition to the above, there will be a need to arrange one to one meetings with groups of stakeholders at the problems and issues stage, solution identification stage and during the consultations on the emerging strategy. Based on the experience gained through SWARMMS it is our intention that the offer of such meetings should be made to each of the following groups:

- Senior officers and members of County Councils, Unitary Authorities and District Councils;
- Local MPs and MEPs; and
- Senior Officers from within SEEDA and Members of the SEERA.

B.7.2

It has currently been assumed that during the course of the study there will be some 20 meetings of this type. Each will be attended by the project manager or his deputy and each will be fully minuted.

B.7.3

Other meetings with third parties are also likely to be needed within the overall context of the study. These might include:

- co-ordination meetings with consultants working on parallel studies (i.e. ORBIT, SERAS, SEAPLAG, Worthing – Lancing Study and others).

- Data gathering meetings with freight hauliers, port operators, transport operators, etc

B.8 Interviews of Port Operators and Hauliers

B.8.1 These interviews will be used to understand the current problems, issues, and needs, as experienced by the shipping, cargo handling and haulage industries. To obtain such information it is proposed to carry out targeted surveys of shippers, port operators, hauliers and local transport operators in the area. The aim will be to assess:

- specific problem areas for freight along the corridor;
- the benefits, in the form of better services, that could be obtained from an improved corridor;
- the benefits to importing and exporting business in the area as a result of such better services;
- the extent to which local transport operators could potentially extend the scope of their activities and extend their markets; and
- on a wider scale, the extent to which an improved corridor would improve West Country access to cross-Channel services.

B.8.2 Port authorities, haulage operators, local distributors, courier companies and major local employers will be included within this survey to identify the extent to which their development of local freight traffic activity is being limited by the quality of access along the corridor. The smaller ports in particular are relatively more affected by this quality.

B.8.3 At a strategic level, an important function of these ports is the maintenance of alternative ferry services that provide some additional competition for the concentration of cross-Channel capacity across the Dover Straits. It is these services that are struggling to remain viable, and improvements to the overall through transport routes using these ports will improve their relative position.

B.9 Involvement of the General Public

B.9.1 Experience gained from SWARMMS and a wide variety of other such studies suggests that it is very difficult to motivate participation amongst the vast majority of the general public, prior to the development of proposals. It is nonetheless

possible, at this stage, to raise public awareness of the study's existence through the use of newsletters, targeted advertising publicity and media exposure. By contrast, once definitive proposals have been identified and developed it then becomes much easier to obtain public comment.

B.9.2 ***Identification of Problems, Issues and Solutions***- It is our view that in the early stages it is better to focus on obtaining problems and issues inputs through the wider reference group process outlined above, rather than trying to target the public at large. However, we recognise that there will be a wide variety of individuals who will be able to make valuable contributions during these early stages.

B.9.3 To address this in a cost effective manner we propose, at both the problems and issues stage and at the solutions identification stage, to motivate such involvement through use of targeted publicity and through development of a communications strategy. The first, which will include use of newsletters and a web-site is discussed below. The second, the communications strategy, is discussed in Appendix C. Both will be designed to ensure that information provided to the wider public is up to date and correct. In so doing it is intended to increase overall public awareness and thereby solicit written comments, by post and e-mail, from those members of the public who do feel able to contribute.

B.10 Feedback on the Emerging Strategy

B.10.1 In the latter part of the study, once an emerging strategy has been determined, the emphasis between stakeholder contributions and those of the general public will change. Whilst stakeholders will still play a key role in commenting on the appropriateness of any proposals, we will also seek to gain much wider feedback from the public as a whole, so as to ensure that any proposals that are finally adopted have a general mandate of approval. This will be done through a public exhibition, newsletters, questionnaires and quantified acceptability surveys.

B.11 Newsletters

B.11.1 ***Timing and Content of Newsletters***- It is proposed that newsletters will be produced and circulated bi-monthly. Four key newsletters will coincide with specific participation / consultation activities as follows:

- Initial identification of problems and issues (June 2001)

- Subsequent confirmation of problems and issues and the identification of potential solutions (mid September 2001)
- Consultation of the preliminary strategy (Spring 2002)
- The reporting of findings (Summer 2002)

B.11.2 *Form and Distribution of Key Newsletters*-It is proposed that some 15,000 copies of the four key newsletters will be available within each of the local workshop areas. The first, second and last of these key newsletters will be common in format throughout the study area, but will seek to obtain comments at both the corridor and local level. The key third newsletter, which will set out the strategy.

B.11.3 The newsletters will be produced in full colour in an appropriate format on quality gloss finish paper. They will be made available at a number of locations within the corridor, including :

Transport

- Railway stations;
- Motorway service areas;
- Bus/coach interchanges;

Community

- Hospitals/health centres;
- Libraries;
- Town halls;
- Universities;

Leisure

- Supermarkets – many have community information notice boards;

B.11.4 Copies of these key newsletters will additionally be posted to all members of the reference group, parish councils and those who specifically request copies. An electronic mailing list will also be established through the web-site.

B.12 *The Project Specific Web-site*

B.12.1 A website will be developed that will contain information on the study . This will be regularly updated by press releases, copies of reports and newsletters, together with

minutes of key meetings. This will be similar in format for that developed for SWARMMS (www.swarmms.org.uk), with potential components including:

- Steering Group – lists the members of the Steering Group for the study, as well as the Terms of Reference, notes of meetings;
- The Study – describes the main aims of the study, and how it will be carried out, as well as including a map of the study area;
- Events – will provide links to newsletters, press releases and notes from Steering Group meetings as the study progresses;
- Reports – will provide links to reports produced as part of the study;
- Have Your Say – it is recognised that the website will not necessarily attract an overall cross-section of the community, but the unparalleled opportunity for people to access information cannot be ignored. As such, this section will provide the continuous opportunity for those who access the site to pass on their thoughts to the study team. Responses will be invited that relate to the five government criteria for transport assessment, as well as on the study as a whole and on the website itself. Respondents will be invited to give their location and approximate age, but do not need to leave a name;
- Questionnaires - the website will allow people to respond to questionnaires that will form part of the newsletters. Each version of the questionnaire will be placed on the website as a structured form, allowing responses to be collated with 'paper-based' responses from the newsletter itself. It is anticipated, however, that analysis of e-responses will have to be carefully considered, as access to the internet is not universal.
- The Consultants – describes the consultant team, and provides links to the home websites of each consultancy; and
- Links – collates all the links provided elsewhere, including Steering Group and consultants. In addition, links are provided to other multi-modal studies currently underway.

B.13

Exhibitions and Questionnaire

B.13.1

In addition to providing information through the newsletter and web-site, a touring public exhibition will be used to take the proposals to the community. This will visit each of the significant communities within the corridor over a period of some 15 days and will explain the

- aims of the study;
- the overall study process;
- the problems and issues that need to be addressed, both today and in the future;
- the range of possible solutions that have been considered;
- the findings of the appraisal process;
- the emerging strategy and the reasons for it being recommended as the way forward;
- the mechanism for providing comment and feedback; and
- the next steps.

B.13.2 The exhibition will be well advertised in advance, through circulation of the relevant study newsletter, through use of posters, adverts in the local news media and targeted press releases.

B.13.3 The exhibition material will be in full colour and will be mounted on A1 sized laminated boards. It is anticipated that each exhibition will consist of some 25 exhibition boards.

B.13.4 Feedback will be achieved through a questionnaire:

- attached to the newsletter;
- available at the exhibition; and
- available through the web site.

B.13.5 In the case of the last, the exhibition will be reproduced in full on the web site, key issues will be set out within the newsletter.

B.13.6 Unlike the newsletter and web-site, the exhibition will be staffed with individuals who are closely involved in the study and able to answer questions. Where possible, frequently occurring questions, together with answers, will be added to the web-site to aid understanding.

B.14 Quantified Acceptability Surveys

B.14.1 In all consultation activities which are dependent on replies through selection there tends to a bias in the sample towards the articulate, middle class sector of the population. In recognition of this we propose to complement the exhibitions with Quantified Acceptability Surveys. These will be used to ensure that any bias in the level of involvement of participants from different socio-economic and ethnic backgrounds is identified and addressed.

B.14.2 A sample of 1,500 people will be drawn from the study area. Respondents will be quota sampled to represent respondents by age and gender by location based on the Census. We propose that to be in scope for the survey, respondents would have made a trip along the corridor in the preceding three months. Attitudes will be collected through 20-minute computer assisted telephone interviews (CATI). A pilot of 50 persons will be undertaken to test the survey design and questionnaire content. Such quantified acceptability data has proven extremely useful in previous studies undertaken by the consultants in yielding a more representative public view.

B.15 Reporting

B.15.1 Fig B.1 indicates how the participation / consultation activities relate to other parts of the study. This figure is based on the use of separate workshops to identify the problems and issues and the potential solutions and the inclusion of a final workshop.

B.15.2 In terms of reporting , the following reports will be issued:

- Consultation Report - Problems and Issues
- Consultation Report - Possible Solutions
- Consultation Report – The Emerging Strategy

B.15.3 Each will provide a detailed record of the all workshops, meetings, presentations, newsletters and exhibitions that have formed part of the participation / consultation activity. This will include details regarding advance publicity, presentation material, attendance's and a full account of all issues raised.

C The Communications Strategy

C.1 The Communications Strategy – An Overview

C.1.1 Camargue, our media consultants will be responsible for developing and managing our communications strategy. This being developed under the supervision of our project manager and in liaison with COI.

C.1.2 The communications strategy is being designed to encompass a number of diverse functions; all of which combine together into ensuring that the study team, the client, the steering group, the wider reference group and the public are all fully informed regarding not only the purpose and conclusions of the study, but also the problems, issues and solutions that need to be considered and/or addressed.

C.1.3 The strategy will provide a framework within which information can be collated, disseminated, monitored and checked.

C.1.4 The communications programme is also being designed to dovetail closely with the public consultation programme. Providing information to the general public as to where and how they can participate (particularly in pre-publicity for exhibitions) and reporting back on the potential solutions to any issues or concerns raised as part of the process.

C.1.5 Throughout the study, therefore, we are seeking to provide up-to-date and relevant information for dissemination to the general public through two main communications target groups, the media and key opinion formers.

C.2 Communications themes

C.2.1 Throughout the study, we aim to deliver a number of core messages surrounding the study. These will be defined in the early stages of the work, but are likely to focus on:

- The potential positive impact of the study
- The benefits it will bring to the South Coast and the wider South East economy

- The focus on the environment and sustainability, including the full involvement of environmental groups such as CPRE, Friends of the Earth and Greenpeace
- Improvements to transport can act as a major catalyst for regeneration for the South Coast towns
- The improved transport will have a positive impact on businesses in the area
- The study will look at all transport modes – rail, air and sea, as well as road.
- The need to be realistic. The study is for the long term and must be deliverable
- The importance of consultation and the involvement of everyone concerned
- Positive outcomes of the study and effective problem resolution

C.3

Communications targets

The main targets of the communications strategy will include

General –

- The general public
- Those people who travel through the region regularly by whatever means
- The business community (based in the area or with a regional presence)

C.3.1

This group will be targeted via the media which serve them and those organisations and individuals who influence their opinions – these being two groups below.

Opinion formers

- MPs/MEPs
- Key business influencers – Chambers of Commerce, CBI, IoD, Federation of Small Businesses
- SEEDA – including its communications function
- The local authorities – member and officer level – includes the press office
- Transport groups – including Railtrack, port operators, bus operators and train operators
- Community groups
- Special interest groups

- Environmental and transport user groups

C.3.2 Although many of the above have been identified as stakeholders and will play a central role in the consultation process, they also have a role to play in communications.

C.3.3 It will be important that senior figures within the above are provided with succinct relevant information on the progress of the study throughout its duration so that they can express support for the study and offer informed comment when approached by the media or the general targets listed above.

C.3.4 **Building consensus** - Experience with Railtrack on Thameslink 2000 has shown that, in the case of key stakeholders, consultation often involves technical experts rather than key politicians or chief executives. It is important that these latter individuals are kept informed of the progress of the study and issues raised at a local and regional level.

C.3.5 We will aim to turn key figureheads within the organisations above into ambassadors for the study, obtain their 'in principle' support and acknowledgement of the potential benefits for the region as a whole. By keeping them informed and maintaining dialogue, we will be in a stronger position to manage effectively any potential negative feeling towards the study – particularly at a local level. In this regard, we will establish close liaison with the communications teams and press offices of these organisations so as to ensure a wider understanding and reduce the number of misconceptions.

C.4 Media targets

- Regional media – print and broadcast
- Local media – print and broadcast
- National press – in particular regional and transport correspondents both print and broadcast
- Trade media – planning, transport, regeneration, tourism
- Government media – local and central
- Regional business media
- Regional lifestyle media
- E-media

C.4.1 In parallel, we will build strong relationships with each of the above media groups, particularly the local media. The aim will be to establish our media consultant, Camargue, as a first point of call for any enquiries relating to the study. In this way, the study team, in collaboration with COI and GOSE can feed positive material to the media at appropriate times and receive an early warning for potentially negative situations.

C.5 *Communications with opinion formers*

C.5.1 **A list of key stakeholders** – at a senior and politician level, not necessarily those involved in the consultation directly, is being drawn up and individuals are being prioritised. Those with most influence or located in particular ‘pinch point’ areas will be identified at the top of the list.

C.5.2 **One-to-one meetings** – it is our intention to try, where possible to ensure that key targets are briefed individually (either face-to-face or by telephone), being provided with succinct information to enable them to understand the study and become ambassadors for it by placing emphasis on the potential and overall benefits of the study.

C.5.3 It will be our aim to secure a short endorsement from senior figures for use in media work, on the web site or in a supporters’ leaflet for use with other groups – both businesses and general public (we have found this has worked particularly well with Thameslink 2000). The supporters’ leaflet containing endorsements could be assembled and distributed to key targets within the community.

C.5.4 Regular contact will be maintained with these key individuals using a range of techniques and tools including:

C.6 **Newsletters** – as has already been described within Appendix B these will be circulated at two monthly intervals and will provide a key source of information for members of the Wider Reference Group, other key stakeholders and the general public

C.6.1 **Personalised letters** from the project manager - following the initial launch, it will be necessary to keep key stakeholders and the media informed of issues, problems, solutions and general progress. This will be achieved by issuing personalised letters from the project manager. Although it is anticipated that the bulk of these will be required surrounding the two / three main periods of consultation, it may be

appropriate to communicate with individuals at other times in response to local issues or to link in with other activity/events across the study region

- C.6.2 **Updates on the web site** - to keep interest in the web site (and the project) alive, these will take place at least once a month. During the major consultation periods, there will be more activity with more regular updates required – particularly as the exhibition is toured around the study region.
- C.6.3 The updates will take the form of news items – if e-mail addresses of key participants and interested parties are captured, they can be informed via e-mail that there is a new development and provided with a link in the e-mail direct to the relevant section of the site.
- C.6.4 The web site will become operational to coincide with the official launch of the study in June 2001. The URL will be prominent in all the newsletters and press materials. It will also feature heavily in any other literature and advertising produced to support communications e.g. the advertising in the local media prior to the public exhibitions in Spring 2002.
- C.6.5 **Development of an ambassadors’ programme** – senior level personnel from key stakeholders willing to actively and vocally promote the study. This work will begin immediately prior to the initial meetings with MPs, SEEDA and other major stakeholders.
- C.6.6 **Publication of succinct literature** which explains in simple terms what the study is about, its potential benefits, timescales, consultation process and frequently asked questions
- C.7 Media**
- C.7.1 **Launch** – the study will be officially launched in mid-June 2001. The launch will involve a series of press briefings – all the relevant media will be offered a briefing on the project – and a photo opportunity on the appointed launch day. The photo opportunity would provide an extra news hook for the story and a backdrop for any television coverage which we were able to secure.
- C.7.2 We are not recommending a single press conference for the launch. In our experience, these are often poorly attended. The direct approach will, we believe, be more effective.

- C.7.3 **A rolling programme of media briefings** will begin following the Commissioning Steering Group meeting. From the outset, all of the target media will be briefed – in the case of the local and regional media, this will be on a one-to-one basis, particularly in areas identified as pressure points.
- C.7.4 **Regular dialogue** – once contact has been made, each media target will be updated regularly on progress particularly in hot spot areas and high consultation activity
- C.7.5 **First point of call – Camargue will act as first** point of call for all media enquiries and channel these to the study team, through the project manager and to GOSE, through COI. We will ensure that this is made known to the relevant media.
- C.7.6 **Press releases** will be drafted and issued to tie in with the beginning of the consultation programme. These will cover the scope of the study, the timetable, the potential benefits – locally and for the SE as a whole – and key local consultation issues.
- C.7.7 Camargue will talk to their journalist contacts to negotiate the best possible coverage. Informing the relevant section of the population when consultation relevant to them was to take place and how they could become involved. It is intended that key spokespeople will be nominated within the study team, these being the Project Director, Project Manager and Deputy Project Manager. Each will be media trained and available, as appropriate, to give interviews to both print and broadcast media. All such interviews and contact will however firstly be agreed through COI.
- C.7.8 **Shortly after each element of the consultation is complete or reaches a milestone** – if possible – **relevant journalist contacts will be briefed** on the recommendations of the study stressing the positives and the overall benefits. Press releases will also be issued at this point. Once again Camargue will contact journalists proactively to negotiate prominence for a positive story or a share of voice to counter any criticism.

The Key programme of releases will run as follows:

June 2001 - Study launch release – tailored releases plus photo call

September 2001 - Press releases on problems consultation (issued prior to workshop sessions) – tailored regionally and providing information on the key areas identified

Spring 2002 - Press releases on emerging strategy to coincide with consultation and exhibitions. These will be tailored to an area and staggered to reflect the location of the exhibition

Summer 2002 - Press release on the findings of the study tailored to specific areas – plus generic release for the national media

Other press releases will be issued to coincide with the production of update newsletter, (to be issued every two months) and as otherwise appropriate

C.7.9 **Features articles** will, where appropriate, be placed in the trade, government, regional business, regional and lifestyle media. Where difficult to reach groups are the target, careful consideration will be given as to how to reach them through the press. Consultation with the editors on key titles will be important in ensuring this.

C.7.10 **Close liaison** - will be developed with the communications functions of the key stakeholders to ensure maximum positive publicity for the study process by creating a network. We will supply the relevant materials but get the help of key stakeholders to disseminate information.

C.7.11 **Crisis management** - it will also be a function of the media campaign to head off potential negative coverage and, where it does appear ensure that the study team is well and fairly represented. The process of handling crisis situations will be developed with the COI during May 2001.

C.7.12 **Web site** - As detailed in Appendix B, the web site will play an important role in consultation and communicating with the general public. Web sites are also increasingly an important source of information for journalists researching or writing a story. There will be a dedicated section within the web site for the press containing press releases, background information, information on the study team, a timetable for the study and visual material for use in articles. Press office contacts will also be given by telephone and e-mail. This section will be updated regularly to ensure that the information contained in it is up to date at all times.

C.8 *Approvals*

C.8.1 The study team will draft each press release, feature article or media information, issue it and negotiate coverage on behalf of the study. However, no materials will be issued or contact made with journalists or other opinion formers without the direct prior agreement of the GOSE's project manager

C.9 Media monitoring

- C.9.1 On behalf of the study, Camargue will co-ordinate a media monitoring service which reads for cuttings and broadcasts referring to the scheme in all publications – trade, national and relevant local/regional media.
- C.9.2 Cuttings will be circulated within the study team, to GOSE's project manager and to COI on an immediate basis and a monthly summary of coverage produced.
- C.9.3 Appropriate action on specific issues will be suggested. This is often time critical and it will be ensured that rapid action is taken to avert negative situations and limit any potential damage.
- C.9.4 Camargue will attend all internal project management and Steering meetings and report on aspects of communications activity.

C.10 General advice on external communications

- C.10.1 Throughout the study, Camargue will be available to advise on all aspects of external communications and link the work into the broader regional and national agenda – including events, etc.