

NOTTINGHAM EXPRESS TRANSIT - PHASE TWO

DRAFT STATEMENT ON CONSULTATION

Statement on consultation

Summary

This statement provides an overview of public consultation and communications relating to NET Phase Two. The first part (sections 1-8) provides a history of the consultation process so far and the second part (sections 9&10) outlines plans for future communications strategies.

All consultation and communication is underpinned with the following values:

Openness: to make as much information available as possible, consistent with the constraints of long-term accuracy, time, budgets and commercial sensitivity

Honesty: to be as balanced as possible when presenting information

Fairness: to ensure all areas and groups are consistently treated on an equal basis

Every effort has been made to provide residents, businesses and other stakeholders with sufficient information to make an informed and reasoned judgement, to provide the opportunity to comment at each stage of development and to respond to queries raised throughout the consultation process.

1. Consultation history

1.1 The first part of this statement, sections 1-8 below, summarises the history of the consultation process which has sought to undertake comprehensive consultation at key stages in the development of the project both in volume and in detail.

2. 'A Tram Network For Nottingham' (Summer 2001)

2.1 The consultation process began in early 2001 with an initial leaflet 'A Tram Network for Nottingham' explaining that the City and County Councils, 'Promoters' of NET, were developing potential route options to extend NET Line One which was under construction - 17,000 were distributed. This 'high level' leaflet named various places that the routes could go to and feedback was sought on the options.

Following feedback from 'A Tram Network For Nottingham' consultation, another leaflet was distributed in early summer 2001 outlining seven possible route options including two each for Beeston, Clifton, and West Bridgford with an extension of the Beeston route to Chilwell. This was distributed to residents and businesses along each of the seven route corridors. An illustration of the routes was shown. The feedback form was post-paid and included a series of tick boxes, which were used to indicate preferences for routes. This generated around 2,000 replies which were, for the most part, positive and encouraging. Feedback on the issues raised during consultation was given in the form of 'Consultation News' leaflets issued during August and September 2001.

2.2 Results from this consultation were analysed and reported to the Promoting Councils who subsequently approved further consultation and development work on three route directions; West Bridgford, Clifton and Beeston / Chilwell.

2.3 A number of pressure groups were set up at this stage:

Pro tram:

BACIT (Beeston and Chilwell Integrated Transport);
CWYes (Say Yes to the Clifton and Wilford tram)

Anti tram:

ENT (Environment Not Trams) for the Compton Acres/Wilford area;
BCT (Better Community Transport) for the Lower Road/Fletcher Road and Beeston area;
BCBRA (Beeston and Chilwell Business and Residents Association) for the Beeston and Chilwell area.

3. 'Have Your Say' (Winter 2001 - Spring 2002)

- 3.1 The purpose of the consultation was to seek views at a more detailed level, for example, such as alternative route options to Beeston (via QMC or Boots) and sub options through Beeston, plus whether and how the Beeston route should continue into Chilwell. The Clifton route options were via Wilford or Queen's Drive and included sub-options through Wilford and Clifton. The West Bridgford route options were via Gamston or Sharphill.

This second stage of consultation took place between November 2001 and February 2002. Over 70,000 brochures were delivered to households in the southern part of Greater Nottingham; West Bridgford, Beeston and Chilwell, Clifton and the Meadows. Some sections of the Meadows area received more than one brochure as they fell into the distribution area of more than one route corridor; this was in addition to a Meadows specific leaflet which was also distributed.

- 3.2 The brochures included maps and aerial photographs and cross sections of the routes and all the different options were colour coded and the key issues such as journey times, predicted passenger numbers, environmental impact and land required were explained in order for recipients to make an informed decision before commenting. Pre-paid feedback cards were included seeking comments. Exhibitions were held along the proposed routes, where the public could ask questions and view more details about the routes. Information was also posted on a newly developed part of the NET website – www.nottinghamexpresstransit.com/network. Where necessary, translators were provided for a number of minority languages and large print versions were made available.
- 3.3 Positive responses to this consultation consisted mainly of the respondents' route choices and negative responses consisted of reasons why the project or certain routes should not go ahead. The responses were independently analysed and the analysis appended to reports to both Councils in April and May 2002. As a result of the consultation and other technical work, the Councils determined to pursue routes to Chilwell via Beeston and QMC and Clifton via Wilford.
- 3.4 Two 'your questions answered' booklets were produced and circulated in the Beeston/Chilwell and Clifton/Wilford areas, which answered the most frequently asked questions raised during consultation, and gave responses from the NET Development Team; these were also posted on the website. Various communication methods were also used to inform people that a route to West Bridgford was not to be pursued at this stage.
- 3.5 The alignment of the Chilwell route passes in close proximity to three elderly people's homes (Richmond, Greenwood and Sandby Courts), and requires demolition at a fourth (Neville Sadler Court). The Project has kept residents and wardens at all four complexes in touch with significant scheme developments. An open meeting for residents was held in Autumn 2003 at Richmond, Greenwood and Sandby Courts, and a further session has been offered to follow the submission of the TWAO application.

At Neville Sadler Court, considerable discussions have been held since 2002 with the owners of the site, Housing 21, who are naturally concerned about disruption to residents, but recognise the benefits of a possible redevelopment to enhancing facilities, and the potential for providing 'extra care' services as part of the redeveloped scheme. Extra care is a high priority for both Adult Social Care and Health and for Broxtowe Housing.

A multi-partner working group involving Nottinghamshire County Council (Communities, and Adult Social Care and Health), the Project, Housing 21, Broxtowe Borough Council (Housing, and Planning), and (on an ad-hoc basis) the Housing Corporation was formed in early 2003, with the aim of minimising disruption to the residents, forming a redevelopment proposal, and maintaining communication with residents.

Two presentations and 'question and answer' sessions, in 2003 and 2006, were held at Neville Sadler Court to answer their queries about the project and listen to their concerns. To engage the residents in shaping the proposals for redevelopment, a further session will take place with them in Spring 2007, preceded by a site visit for representatives to an existing Housing 21 extra care scheme.

All four complexes were provided with a large print reference copy of the detailed section consultation booklet in 2004 to supplement the standard versions which were issued to all residents.

4. NOP opinion poll (Summer 2002)

- 4.1 In the late summer of 2002, an independent market research report (NOP) was commissioned of a demographically balanced sample of 1,000 people along the route of each line. The headline results were as follows:

Clifton via Wilford

- Three quarters of people asked felt that public transport needs to be improved.
- 3 people to every 1 approved of the route.
- 4 people to every 1 approved of the re-opening of old railway routes for public transport.

Chilwell via Beeston and QMC

- Three quarters of people asked believed that public transport needs to be improved.
- Nearly 2 people to every 1 approved of the route.
- Three quarters of people asked supported the idea of a locally funded financial assistance package for Chilwell Road/High Road traders.

5. Two routes for further development and tram stop name consultation (Autumn 2002)

- 5.1 Leaflets introducing Lines 2 and 3 (as they were known at the time) were produced and distributed in September 2002. The leaflets highlighted the chosen route options for further development work and showed the routes over OS mapping, along with the proposed tram stop names and invited comments from members of the public regarding the tram stop names. All residents and businesses along the two chosen route options were consulted.

- 5.2 Results from this consultation were fed into development work and all queries raised were answered by the NET Development Team.

6. Network updates (January and February 2003)

- 6.1 Additional network update documents were distributed in January and February 2003 along both proposed route corridors giving residents an update of the work ongoing over the previous 6-8 months, what would happen next with the two routes being developed, and answering some of the more frequently asked questions. These documents also gave a short introduction into what the public could expect in terms of consultation in the months ahead and the overall process going forward from that stage. The updates were also used as a way to tackle some of the public misconceptions that were revealed in the NOP opinion poll undertaken in summer 2002.

7. Design consultation (Autumn 2003 – Spring 2004)

- 7.1 By this stage, a number of consultations had been carried out and route options developed further. As such, this consultation was primarily concerned with issues of outline design and mitigation rather than a general debate on the appropriateness or otherwise of trams, or the routes chosen. The vast majority of people who live or work near the proposed routes had already had the chance to put their views forward regarding the routes and trams generally via the previous consultations (see 2.1, 3.1, 4.1 & 5.1).

With this in mind, a series of very detailed local consultations took place between August 2003 and May 2004 with those people closest to (living or working alongside) both proposed routes (within 100/200 metres). These were carried out by the circulation of seven booklets covering various sections of the route. Information was also posted onto our website and plans made available for public inspection at appropriate local venues – this was to allow others with an

interest in the project, but who may not live next to the alignments, to inspect the plans. The plans were also included on the website. In the region of 15,000 booklets were distributed to residents, businesses and stakeholders.

- 7.2 The seven booklets were distributed over the two routes, directly through people's doors, and to public areas such as libraries and covered the following route sections:

Clifton via Wilford:

- Nottingham Station to Wilford Toll Bridge
- Wilford Toll Bridge to Farnborough Road, Clifton
- Clifton Centre to Clifton Park and Ride site

Chilwell via Beeston and QMC:

- Nottingham Station to Abbey Street
- Abbey Street to Lower Road Beeston
- Lower Road to Chilwell High Road, Beeston
- Chilwell Road/High Road to Chilwell to Park and Ride site

- 7.3 Base plans showing the position of the tram tracks and proposed adjacent highway and property layouts were overlaid with urban design proposals. The booklets included explanatory notes to help with understanding.

In some specific locations, artist impressions were provided to help the public to better visualise the changed environment. Also cross sections of a 'typical' environment showing the tramway were used to help the reader make an informed judgement.

Comments were sought, in particular with respect to the following –

- tram alignment
- tram stop location
- revised road layout
- proposed landscape

Meetings with community groups and materially affected parties were held.

- 7.4 Overall, the response rate was variable – low in some areas but high in 'hot spots'. A number of useful points were made and incorporated into further design development
- 7.5 Responses were logged internally (names and addresses for future correspondence) and forwarded to an independent consultant (Key Data) who analysed the responses, producing reports for each area/section covered in a particular booklet and a summary report for each route.

Themes for each area/section were hence recognised and helped formulate consultation responses for each area/section based on the main issues raised, plus individual letters were sent to those who raised more location specific of individual issues, offering meetings and further information where possible. The feedback responses relating to the main issues raised were posted on the NET website.

- 7.6 As the Design Consultation was asking for feedback on the specifics of 'how the route looks in my area', some key changes were proposed following this feedback:

Clifton route:

- Reintroduction of a footpath along the centre of Queens Walk following concerns about security of a side paths
- Revised access arrangements for Moderns Rugby Club in Wilford
- Relocation of Compton Acres tram stop to minimise impact on an adjacent property
- Changes to the Ruddington Lane crossing to minimise visual impact on adjacent properties
- Changes to the detailed layout of parking bays and tree provision in Clifton following comments from residents

Chilwell route:

- Provision of cycle facilities behind the Meadows Way tram stop
- A revised location for the ng2 stop which better serves the new development and minimises land impacts
- A right turn entry into the Highfields Sports Club, giving a high level of accessibility
- A revised alignment along University Boulevard moving the tracks further from the hockey pitches within Highfields Sports Club
- A rationalisation of the off-street car parking on Chilwell Road
- New proposed tram stop at Cator Lane

8. Stakeholders

- 8.1 In addition to the 'general' public (in this instance residents and businesses along the route) an extensive list of third party stakeholders were consulted; a copy of the relevant brochure was mailed to each of the stakeholders and the relevant section consultation brochures were also mailed to the major national third party and statutory consultees e.g. English Nature.
- 8.2 Materially affected parties (e.g. land owners) were identified early on and contacted prior to the consultation booklets being distributed. As a result a continued dialogue is in place answering the issues raised by those concerned. Some land owners were subsequently offered more information and advice where it was possible and were offered visits by an Officer who would explain face-to-face the impact on their land/property and the mitigation measures proposed. In particular this dialogue has taken place with residents and businesses of Chilwell Road/High Road Chilwell, Gwenbrook Avenue and Lime Grove Avenue, Chilwell where land is proposed to be taken and a Financial Assistance Package is proposed to aid businesses through the construction period.
- 8.3 During August – December 2004, businesses along Chilwell High Road/Chilwell Road and Beeston were contacted as part of a consultation to obtain feedback regarding a Financial Assistance Package (FAP) for businesses. The purpose being to obtain views on what form a potential FAP might take. Following this, responses were answered and meetings proposed to enable face-to-face discussions to take place regarding FAP. The consultation letter included some open ended questions and a sample of the FAP used for Hyson Green traders along Line One of NET. (The deadline date for responses was extended from the end of October 2004 to the middle of December 2004.)

9. Continued communications (Summer 2004 – onwards)

- 9.1 A newsletter entitled 'Express Magazine' has been created to continue to inform the general public about developments surrounding NET Phase Two. The newsletter contains updates on the progress of NET Line One, the development of NET Phase Two as well as news and views from various stakeholders on tram related issues. There have been three editions of Express, the first in 2004, the second in 2005 and the third in 2006, with over 250,000 copies being circulated across the conurbation through distribution with the local newspaper, mail outs to registered stakeholders, and also copies being hand delivered to businesses and residents along the routes. The next edition of Express will be timed to co-incide with the Transport Works Act Order application.

10. Future communications strategies

- 10.1 The second part of this statement outlines plans for future communications strategies. Our aim is to deliver a consistently high quality of communication to; ensure that the implementation of NET Phase Two is welcomed by residents and visitors and, the disruption of its construction is tolerated for the benefits that its operation will bring.
- 10.2 Throughout the period of the Transport Act Works Order (TAWO) application, extensive communication will be undertaken to keep all stakeholders, businesses and residents aware of developments. The objective of this communications activity will be to provide an update

concerning the TWAO process, explain what the public can expect in the months ahead and how they can participate in the overall process going forward from this stage.

As part of the formal TWAO notification procedures, stakeholders, businesses and residents along the route will be written to in order to ensure they are personally notified of developments. Work will be undertaken to keep the media up to date with progress and promotional literature, such as the Express newsletter, will be distributed to inform the wider conurbation.

Great emphasis will be given to explaining how stakeholders can participate in the Public Inquiry process. The TWAO application documents, including the Non-Technical Summary, Environmental Statement and Statement of Consultation, will be accessible to the public through printed versions being made available for inspection at libraries and public offices along the routes. Electronic versions will also be produced and distributed to stakeholders as well as being available for download from the NET Phase Two website.

Brochures including maps, aerial photographs and cross sections of the routes will be distributed to stakeholders to answer some of the more frequently asked questions. The same literature will discuss issues surrounding the development including the environmental impact and land required. Where necessary, translations will be provided for a number of minority languages and large print versions made available on request.

10.3 Construction work can commence post receipt of TWAO approval from the Secretary of State for Transport and following the scheme procurement.

Communications work will aim to ensure that the disruption caused by NET Phase Two construction is tolerated for the future benefits that its operation will bring. The objective of this communications activity will be to create an understanding of the construction process, to give fair notice of the disruption and to provide a clear channel of communication with those causing the disruption.

Great care will be taken to minimise disturbance when works are taking place. Every effort will be made to ensure that the impact on people living/working in the area will be mitigated by sensitive working methods, close public liaison, and intensive communication of information. These guiding principles will be respected in the Code of Construction Practice.

- Meetings with community groups and materially affected parties will be proactively arranged and also conducted on request.
- There will be a dedicated point of contact responsible for liaising with local businesses and residents on a day to day basis.
- Local Liaison Groups will be set up where appropriate to provide a regular liaison forum with both the contractors and City/County Council Officers to discuss and review how work is going.
- There will also be a hotline number, which will enable immediate contact with the Project Team.
- Leaflets and flyers containing construction news updates will be tailored for and distributed to all individuals affected by the works.

The wider Nottingham conurbation will be kept up to date with development progress through further editions of Express Magazine, website updates and ongoing media relations across both local and trade publications.

10.4 The team of communications professionals responsible for activity undertaken on NET Line One have been retained to work on NET Phase Two. The scheme will therefore benefit from the considerable experience and understanding which will be brought to the strategy by these accomplished communications experts.

Nottingham has a further advantage because residents and businesses are already familiar with NET Line One. While remembering the construction process residents and businesses have understood and felt the benefits which the system's operation has brought.

In a recent poll 80% of tram users said they want to see NET Phase Two happen and support for the scheme is also strong because of the popular health, education and community services which will benefit from the network extensions. Further to this, Nottingham's business community is robustly backing NET Phase Two because it is seen as a catalyst to which will enable the city to continue to grow successfully and support their business needs.

All of these elements combine to create an environment within which a compelling communications strategy can ensure that the implementation of NET Phase Two is not only tolerated but welcomed.