

Consultation Plan

Directorate	GET
Division	Transportation
Team	Road Safety & Active Travel Group, Highway Improvements (East) (HIE)

E&C lead	Lisa Archer
Date of initial meeting	6 May 2022
Updated	16 June 2022

Consultation name: Northdown Road, Cliftonville, Margate – Casualty Reduction Measures

1) Purpose and scope of the consultation

KCC is planning to make some changes to Northdown Road to reduce the number of personal injuries occurring – particularly to pedestrians – through road traffic collisions.

During the past ten years, up until March 2021, there were 49 collisions reported to the police where a pedestrian was injured. We have already made improvements for pedestrian safety along Northdown Road during this time, but the collision rate remains high.

A recent study of the road and previous crashes along it have identified a number of issues and this scheme has been designed to address them. We are proposing various changes including the removal of dropped kerbs at bus stops, bollards in some locations, relocating one bus stop, improved bus stop infrastructure, removal of the centre islands at two Zebra crossings and narrowing the road to provide a shorter crossing distance for pedestrians, and changes to parking bays (no overall loss of spaces).

We will be carrying out a Traffic Regulation Order on the waiting restrictions and the parking bay elements of this scheme, but we are also seeking feedback on the wider scheme. The statutory consultation will be enhanced to facilitate this. The enhanced consultation gives KCC the opportunity to explain the rationale behind the whole scheme and for residents to provide their feedback.

The scheme was endorsed by the Thanet Joint Transportation Board (JTB) in June 2022.

2) Constraints (e.g. available resources/budget, costs associated with the consultation, decision dates, internal/external dependences) **Team advised to keep a record and breakdown of all consultation expenses**

Time: Part of the scheme requires a Traffic Regulation Order, which means if the decision post consultation is taken to proceed it will be subject to a public notice period before construction can start.

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Works start date to be confirmed. Works cannot to take place from the end of November to end of December 2022. When works do to take place these will be outside of peak hours where possible with any temporary signals manually controlled.

There is no budget for enhanced consultation but there is a budget for the promotion of the TRO. Printing for notices and leaflet drop to be covered in-house.

3) Decision making process

Is this a key decision?	No. Responses will be considered by KCC and the Thanet Joint Transportation Board (JTB). The decision will then be made by the Cabinet Member Highways and Transport on whether to proceed.
Date	Activity (i.e. CMT, DMT, Cabinet Committee, Member decision)
June 2022	Preliminary report for information to go to JTB on 9 June 2022
September 2022	Consultation report and finalised scheme to be presented to Thanet Joint Transportation Board for a recommendation subject to the number of objections received.

4) Approvers (who will sign off consultation process, material etc.)	Approval required?	Name
The Highways Improvements (East) team is responsible for acquiring approval from the following.		
Highway Improvements Programme Manager (East)	Yes	Wendy Boorman
Road Safety & Active Travel Group Manager	No	Nikola Floodgate
Head of Service	EqIA only	Tim Read
Interim Div Director	No	Phillip Lightowler
Corp Director	No	Simon Jones
Cabinet Member	No	David Brazier

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Leader	No	Roger Gough
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5) KCC service information available

Stakeholder Identification

[Stakeholder Identification and Analysis Guidance.](#)

Project manager to create a stakeholder contact list for the project. The key stakeholders include:

- Thanet District Council
- Local Councillors
- Road users
- Taxi companies
- Bus companies and other statutory highways consultees
- Residents in the immediate vicinity
- Residents Associations
- Wider Thanet residents
- Local businesses
- Local groups representing protected characteristics

Equality Impact Assessment

You need to provide the Engagement and Consultation team with a copy of the EqIA as soon as possible to help plan consultation and communication activity (this can be working draft).

Visit

<http://knet/ourcouncil/Pages/equality-impact-assesment-guide-and-forms.aspx> for guidance, template and contact details.

Signed version to be uploaded as one of the consultation documents.

The EqIA identifies potential negative impact for the following protected characteristic groups: Age / Disability / Pregnancy & Maternity and Carers. This includes the reduction in car parking spaces in Northdown Road which could mean that people visiting the shops by car may need to walk further as they may be unable to park on Northdown Road itself.

The EqIA also identifies potential positive impacts for the above protected characteristic groups including:

Raised bus 'boarder' kerbs which will make is easier for less mobile passengers to board and alight from the bus. Wider footways and reduced crossing distance will make it easier to cross the road at various points along the road. Inappropriate crossing points will be removed to encourage pedestrians to

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	used safer places to cross the road with good sightlines.
Consultee Accessibility Requirements	<ul style="list-style-type: none"> • The TRO email address and telephone number will be used for queries and requests for hard copies • All documents uploaded to the consultation webpage must be accessible for people using assisted technology. • All consultation material to include details of how people can request hard copies and alternative formats (see section 7 for standard text). • Ensure that the consultation material is accessible by being written in plain English, Arial 12 (including labels etc on scheme plans). • Hard copies to be made available upon request.
Analysis (requirements + resources available)	<p>Highway Improvement team to carryout data inputting of any emails, letters and hard copy questionnaires. They will also analysis and produce the consultation report / response paper.</p> <p>The Engagement and Consultation team will provide weekly response downloads, which include summary charts for the responses to the quantitative questions. They will also provide a template for coding open responses.</p> <p>The Engagement and Consultation team will review the consultation report before it is finalised and shared with the JTB.</p>
Monitoring (include milestones + reporting)	<p>Consultation responses must be monitored by the Highway Improvements team throughout the consultation so that timely action can be taken to respond to queries and requests for more information/clarification.</p> <p>It is also recommended that responses are monitored so that action can be taken to increase response levels overall and/or for specific stakeholder groups if needed.</p>

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6) Consultation activities discussed (and Communication requirements)

Pre-consultation engagement

The Engagement and Consultation team recommend that prior to the launch of the consultation that engagement is carried out with Margate District Council (officers and members) and the local KCC member.

It is recommended that the team complete a [Consultation Planning Grid](#), which will help identify how stakeholders will take part in the consultation, how they will communicate with them and any accessibility requirements.

Any person wishing to object or support the Order before it is made permanent must do so either by completing part one of the online form or in writing by completing part one of the Word questionnaire, by email or letter.

Consultation activities

- Letter drop to local residents and businesses with outline of proposal and directing them to website for full consultation documents.
- Consultation document explaining the proposed scheme and how people can provide feedback
- Traffic Regulation Order paperwork (Public Notice, including Statement of Reason and scheme plan) – 3-week consultation.
- Online questionnaire (part one statutory questions, part two supplementary questions). Accessible Word version available on the webpage and hard copies available on request.
- Email and letter responses submitted during the consultation period will be accepted as part of the consultation feedback and analysed alongside the responses to the questionnaire.
- Webpage on [Let's talk Kent Highway Hub](#)
- Hard copies and alternative formats available on request.

Proposals and plans should be easy for people to understand. An email address and telephone

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number will be provided for queries. Responses will be monitored to see if any further action is required. All consultation material will include email and phone number to request alternative formats.

Promotional activities:

- Public notices displayed along impacted route and in local newspaper - **HIE responsibility**
- Letter drop to households and business in the direct vicinity - **HIE responsibility**
- Email to stakeholder organisations - **HIE responsibility**
- Briefing to local Councillors (District and County) and ask them to promote the consultation to their constituents - **HIE responsibility**
- Media release to local media outlets via Ellis Stephenson – **E&C will liaise with Ellis**
- Invite to those registered with Let's talk Kent who have expressed an interest in Transport and roads in Thanet (approx. 1,000 users) - **E&C**
- A temporary yellow a-boards promoting the consultation - **SPD responsibility**
- Posts from Highways Twitter account - **SPD responsibility**
- Liaise with local businesses and Thanet District Council to see how they can support the promotion of the consultation (e.g sharing social media posts, adding information on their websites, displaying posters/public notices) - **SPD**

Other suggested activities not taken forward by team or are not relevant:

- Paid for targeted Facebook advertising – not taken forward

7) Contact details for the consultation (alternative formats and general enquires)

Alternative Formats: E-mail: alternativeformats@kent.gov.uk
Tel: 03000 421553 (text relay service number 18001 03000 421553).
This number goes to an answer machine, which is monitored during office hours.

General enquires: east.highwayimprovements@kent.gov.uk and
03000 41 81 81

Hard copy questionnaire returns:

Schemes, Planning and Delivery, Kent County Council, Ashford
Highways Depot, Javelin Way, Henwood Industrial Estate, Ashford
TN24 8AD.

The Contact Centre via Elizabeth Amartey will need to be briefed in plenty of time, so they are prepared for any queries to the main KCC

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phone number. E&C will do this.

8) Consultation team recommendations

- ✓ Completion of an EqIA (this will inform the methods/approaches for the consultation)
- ✓ All consultation documentation issued to consultees should include a description of the process and how views/opinions gathered will influence the final decision
- ✓ The consultation document should include information on all discounted options and identify if there is a preferred one
- ✓ Include details of how much the scheme would cost and how this would be funded
- ✓ Ensure sufficient information is provided to consultees to enable them to provide an informed response to the consultation (such information to be included on Let's talk Kent) *In addition to the statutory paperwork we will also be providing a consultation document to provide more information on the wider scheme.*
- ✓ Rationale for length of consultation (record + note proportionality): *The statutory length of a TRO consultation is 21 days. The Engagement and Consultation team suggested extending the period to allow additional time to provide feedback on the wider scheme. Decision has been taken to run with standard statutory period. Given the short consultation period it is essential that stakeholders including residents who could be most impacted by the scheme are notified directly of the consultation on its launch.*
- ✓ Information required for webpage on Let's talk Kent: *Accessible Word and PDF versions of the Public Notice and Consultation Document, separate Jpeg of plans incorporated in the Consultation Document, Word version of Questionnaire, Word and PDF versions of signed Equality Impact Assessment.*
- ✓ A link to the consultation results and final report should be made available on Let's talk Kent

9) Engagement and Consultation Team Offer

The E&C team will support this project in the following ways:

- Work with the Project Manager to prepare a consultation plan (this document)
- Advice and guidance on the consultation process including timeframe, consultation activities etc.

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- Review of your stakeholder identification and guidance on engagement/communication methods to use
- Advice and guidance on the consultation materials (including reviewing the consultation document, support with creating a questionnaire etc.)
- Signposting to other services as required (e.g. the Design and Brand team, Press Office etc.)
- Creating a webpage for this consultation on Let's talk Kent. This will include creating an online version of the questionnaire
- Undertake social media activity (posts on KCC's Twitter and Facebook pages) – if required
- Advice on approaches to analysis of the consultation outputs
- Provide access to interim headline results of the responses (charts for quant questions and lists of open questions) as required.
- Advice on reporting of the consultation outputs (we will also review your report)
- Amend the Let's talk Kent webpage post-consultation to include reports and update consultees.

10) Agreed consultation plan

Consultation period	Friday 1 July to Monday 25 July 2022
Consultation activities	See section 6

11) Consultation risk level

Low

Considerations when allocating risk level:

The strength of public appetite to legally challenge the decision	Low – based on similar schemes. No history of legal challenge for this type of consultation activity in Kent. Scope of consultation has been extended with the TRO statutory process being complied with and enhanced.
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The risk to KCC's reputation	Medium – Local council has been contacted and they have stated they cannot find any issues identified with the scheme. There has been no engagement or media coverage yet so unclear how it will be received. There has been some 'noise' about wanting a 20mph speed limit across Cliftonville, but this does not form part of the proposed scheme. KCC is seeking to consult all impacted parties.
The scale of the change being proposed	Low – Proposals are very locally focused with KCC proposing improvements for pedestrians at 9 locations on Northdown Road. This will consist of a widening of some of the footway, removal of central islands at two zebra crossings, improvements in bus stop infrastructure, relocating one bus stop, removal of some dropped kerbs at various locations, amending double yellow lines and bollards.
If residents will be negatively impacted and, if so, to what extent	Low – the scheme would deliver positive impacts by providing improving road safety for all road users and improving facilities for bus users. The EqIA has identified Age / Disability / Pregnancy & Maternity / Carers as potentially being negatively impacted by this. Reduction in car parking spaces on Northdown Road could mean that people visiting the shops by car may need to walk further as they may be unable to park on Northdown Road itself. This could mean that people visiting the shops by car may need to walk further as they may be unable to park on Northdown Road itself.

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	During the works, alternative routes would be provided for pedestrians with barriers and ramps for those with visual and mobility impairments, as required and in accordance with industry standards.
How controversial the proposal is likely to be	<p>Low - although the actual effect of the scheme would be beneficial, the scheme could generate some correspondence, in particular regarding the loss of parking spaces in Northdown Road. There will also be an impact on access along Northdown Road whilst the works are taking place which could cause complaints following the three-month closure for Southern Gas works earlier this year. Some residents may feel that the improvements do not go far enough.</p> <p>The scheme was endorsed by the Thanet Joint Transportation Board (JTB) in June 2022.</p>
The quality of the consultation process (e.g. appropriateness of timeframe, resources, activities)	<p>The County Member has stated that she feels the proposals could help. The District Council has not raised any concerns regarding the proposed changes.</p> <p>Report will be taken to JTB prior to the consultation, and e-mails will also be sent to County Members.</p> <p>There may be difficulties informing road users travelling through and who do not live in the local area that the consultation is taking place.</p>
Lessons learnt from previous consultations (both internal and external to KCC)	<p>Make sure you allow enough resource/time for analysis, particularly of open questions, if you get a large number of responses.</p> <p>Make sure you monitor responses throughout the</p>

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consultation so that any issues are identified quickly and that you respond to requests for more information, hard copies and alternative formats as soon as possible. Ensure that sufficient audits have been carried out to make sure that the proposals are robust prior to public consultation.

Paid for Facebook adverts will help extend the reach of your consultation in the targeted area.

Make sure that you have undertaken robust stakeholder analysis to identify all local stakeholders and any accessibility requirements.

12) Potential risks / issues

Risk / issue	Countermeasure
Low awareness from road users	<p>Invite from Let's talk Kent to those who have registered an interest in being kept informed of consultations on transport and roads in Thanet.</p> <p>Work with Ellis Stephenson to provide local media outlets with a press release.</p> <p>A recommendation has been made to carryout paid for targeted Facebook adverts/posts targeting those who live in Thanet. Also, to have yellow 'A' Boards along the length of the road to publicise the consultation.</p>

13) Contacts

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Team lead	Richard Heaps, Road Safety Engineering Project Manager, Road Safety and Active Travel Team (East). Phone: 03000 413657
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Sign Off

I have noted the content and recommendations of the Consultation Plan and confirm that I am happy to proceed to public consultation.

Senior Officer

Signed: 

Name: Richard Heaps

Job Title: Road Safety Engineering Project Manager

Date: 21/06/22

Please forward a signed electronic copy to the relevant Engagement and Consultation Officer.

For Consultation team use only:

Date	Reviewed by