

## **Report from Sub Group on Community Engagement**

### **Summary**

Group has met 3 times. Members are Tim Stonor, Amanda Russell, Caz Nicklin, Kris Barker and me. First meeting focused on developing a template for a several month campaign leading up to the KCC consultation which we expected in the Autumn.

Second and third meetings have started to focus on how to prepare for the experimental order and make sure it is successful.

### **Key messages from last working group meeting**

Town Council needs to take a clear lead on the project with the support of the Community campaign. Media messaging needs to be clear, consistent and accurate, directed through Committee Chair and Vice Chair. Sharing drafts of press releases and social media posts with community members will help ensure that messages are technically correct.

Need to be clear on how the scheme is being funded before we start explaining it – is it responding to Covid 19, demand for more cycling and walking, broader objectives?

Short term need is to explain how the scheme works and its benefits to residents.

We need to build on recent pandemic experience – more cycling/walking, more consideration of pedestrians by drivers, quieter roads - to sell the scheme.

Benefits of using a consultation platform, like Commonplace for example, which have been successful elsewhere in supporting the implementation of similar programmes.

Need for effective project management, technical input and an identified budget to make the campaign successful. Based on this TS agreed to liaise with Commonplace over what they could provide and JS undertook to liaise with Adrian Berendt over whether he might provide support for us and to liaise with the Town Clerk over involving the Economic Development Officer .

### **Key points from the Template work**

#### Key Messages

Multiple benefits

Safer – fewer accidents (safer for children, the less mobile)

Cleaner –less pollution, less congestion, less noise

Healthier - encourages more cycling and walking

Proven -Supported by evidence

Popular - Being brought forward due to community demand

Supported by government and KCC Shapps “creates more attractive and safer environment for walking and cycling”

Cost effective?

#### Key Supporters who will spread our message

Political parties

Other campaign and community groups – Swale FoE, Plastic Free Faversham, Faversham Society,

Town centre cafes and shops

Women’s Institute

Churches

Primary school staff and parents

### Opponents and messages

First Responders – risk that speed at which they can get to incidents will become slower  
Car driving lobbyists - various arguments around personal freedom, safety.

Some social media messaging about not being enforceable and therefore pointless

### Possible communication methods

Website. One place that all relevant information can be accessed - Allows supporters to brief themselves, provides point for public comment

Press releases and social media. Consistent messaging needed. Updated photos required - free/ keeps message in public eye, offers opportunity for discussion, good reach to some groups in community.

Mailings: to key supporters, those who we are trying to win over.

TC Newsletter: goes to all residents/free to the campaign – next issue September

Events. Allows public opportunity to find out more, get involved in debate, provide campaign materials to supporters,

## **Update on Funding for Town Wide 20 Mile an Hour Speed Limit**

### **Introduction**

The overall scheme was originally due to cost £180k including the formal consultation. We have now received costs for the first phase of a scheme delivered under an experimental order, which have come in at £143k, significantly higher than we had provisionally estimated because KCC are quoting for a marketing programme to support the experimental scheme. The costs of Phase 2 of the scheme would now depend on the outcomes from monitoring and evaluation from Phase 1. At the moment no allowance has been made for any marketing of the scheme we want to do,

### **Funding Secured**

KCC have promised £30k through their Highway Development Fund. We have a current budget of 28k from the Town Council and can plan on a further £28k during 2021/22 which could be applied to Phase 2. This gives us a provisional short fall for Phase 1 of £85k plus any marketing spend we require.

### **Possible sources of funding**

Swale BC: We submitted a bid to the Swale Special Projects Fund for £50k Phase 1 and £50k Phase 2 earlier in the week and are now submitting a revised proposal based on the fresh estimate. There may also be the possibility of funding being drawn from a pot for town centre improvements.

KCC: The scheme may attract funding through the special funding that is coming out government to encourage active travel and social distancing. It is included in the final list of proposals from Swale to KCC.

Members Grants and Reallocation of Town Council Funding: Our KCC councillor may want to consider supporting the scheme from his members grant as may Swale councillors. Firm commitments can be sought. There may be the opportunity to re-allocate some funding from other budget lines to the scheme, this would need to be signed by the P and F committee and Full Council.

Public Works Loan: Interest on a loan is only 2% currently which means that a £130k loan could be repaid within 5 years if an annual 20s plenty budget of 28k is retained. A limited consultation needs to take place before the grant is applied for.

### **Proposed next steps**

Revise Special Projects Fund bid to include marketing costs  
Confirm with KCC whether additional funding will be available  
Ask Councillors to confirm contributions they are going to make available  
Ask Town Clerk to identify any possible areas where budgets might be reallocated  
Set up an online consultation to gauge public support for taking out a loan if it looks as though this is required.