



**PROJECT**

Ecclesall Road Smart Route

**CLIENT**

South Yorkshire Passenger Transport Executive in partnership with Sheffield City Council.

**BRIEF**

To design and deliver the first phase of stakeholder and public consultation during the development of the Ecclesall Road Smart Route - a major LTP2 scheme on one of Sheffield's most congested corridors. This set Smart Route aims to tackle congestion, provide better public transport and improve facilities for pedestrians and cyclists.

**OUR RESPONSE**

A detailed consultation strategy was designed to engage with elected members, key stakeholders and densely populated communities situated along the corridor. The consultation plan used a variety of techniques to ensure that everyone was aware of the proposed improvements. These included:

- Bespoke elected member briefings that aimed to gain political support for the scheme early in the consultation process. These were of particular importance as the current leader of Sheffield City Council represents a ward through which a key section of the corridor runs. The leader has taken a strong interest in the scheme and its development. He has been regularly briefed about the ongoing consultation.
- Newspaper wraparounds were distributed with the Sheffield Gazette to over 50,000 properties. The wraparounds were also made available in 100 Community Access Points and a number of exhibition sites surrounding the corridor to further raise awareness. These also helped to target the large number of commuters who travel through the area but may not have received the wraparound.
- An interesting and innovative scheme website ([www.smartroutes.co.uk/ecclesallroad](http://www.smartroutes.co.uk/ecclesallroad)) made use of several techniques to provide further feedback opportunities for all members of the public. The site incorporated podcasts, an email update facility, an interactive map highlighting key problem areas along the route, a local community page with Vox Pops and a SmartBot that was able to hold real-time conversations with members of the public.
- A 'TxtYourViews' service was advertised on public information and consultation materials, as well as onboard public transport, to encourage the public to have their say on the proposals via SMS text message.
- A comprehensive public relations plan played a key role in raising awareness of the Smart Route. This plan involved regular press releases in addition to a media launch event and photo call.
- A dedicated Smart Routes telephone information line was available to respond to enquiries.

**SUCCESSES**

The initial phase of consultation successfully raised awareness about plans to develop the Ecclesall Road Smart Route. The feedback received during the consultation was relayed by Counter Context on an ongoing basis to highway engineers and transport planners responsible for developing schemes designed to contribute to the Smart Route. This initial phase of consultation has provided a strong platform from which a number of localised consultations are being launched to ask local residents and businesses for their feedback about more specific proposals.



**We want you to have your say on proposed improvements for Bents Green and the junction where Bents Road meets Ecclesall Road South.**

A few months ago a project we asked for your views on current travel problems along Ecclesall Road.

Based on your feedback, the proposed improvements are designed to improve travel for all road users, as well as benefit local residents.

The main issues and locations you identified during the first stage of consultation were:

- The junction where Bents Road meets Ecclesall Road South.
- The need to improve traffic flow through Bents Green.
- Congestion caused by buses waiting at Bents Green.
- The need for improved pedestrian crossing facilities on Ringinglow Road near to Bents Green shops and High Storrs School.
- Parking along Ringinglow Road causing further congestion.

**Have Your Say**

introducing the ecclesall road smart route

- Improve road safety
- Improve traffic flow
- Reduce congestion and delays
- Improve public transport
- Provide better facilities for pedestrians and cyclists.

Sheffield City Council and South Yorkshire Passenger Transport Executive are working together to improve travel and tackle the problems you experience when travelling along Ecclesall Road.

**Find out more**

- [www.smartroutes.co.uk/ecclesallroad](http://www.smartroutes.co.uk/ecclesallroad)
- [ecclesallroad@smartroutes.co.uk](mailto:ecclesallroad@smartroutes.co.uk)
- 0845 303 0343