



**MANCHESTER
CITY COUNCIL**



Salford City Council

PROJECT

Introducing Cross City Bus Travel

CLIENT

Greater Manchester Passenger Transport Executive (GMPT), Manchester City Council, Salford City Council, Rochdale Metropolitan Borough Council.

BRIEF

GMPT commissioned Counter Context to design and delivered a comprehensive consultation on proposals to introduce cross city bus travel across Greater Manchester. This major bus priority scheme is to be funded from the £1.5bn Greater Manchester Transport Fund and is being managed as part of an accelerated delivery programme. The consultation had to simultaneously engage local residents along corridors, city-centre businesses and the travelling public. A key priority was to ensure the local district councils approved the consultation strategy and the resulting public engagement materials. The brief included designing, delivering and approving the consultation materials in only four weeks.

OUR RESPONSE

Counter Context designed and delivered a comprehensive consultation that included:

- The production of a high-quality DigiBrief™ presentation that introduced the proposals. The DigiBrief™ was distributed to 60 VIPs across Greater Manchester. The film was commended for presenting a complex set of proposals in a succinct, yet engaging, manner.
- The design and distribution of bespoke consultation booklets along and around four major arterial routes that would benefit from the cross city bus package. The booklets contained generic pages to ensure consistent messages were presented to each community but also included a specific centre page spread that showed location-specific proposals and improvements. The materials were well received by GMPT for adhering to their strict branding guidelines and for presenting the proposals in a modern and clear setting.
- Launching a comprehensive online portal (www.gmpte.com/haveyoursay) that contained all relevant information about the consultation; this included versions of the DigiBrief™ that could be watched as individual chapters. The website was also linked to popular social media sites and contained a response slip.
- The management of a high-profile awareness raising campaign across print and broadcast media, on-street advertising, bus advertising (coving cards and rears) and community outreach.
- The coordination of eight high profile one and a half day exhibitions across the city.
- The implementation of innovative techniques, including the launch of "Consultation Kiosks". These standalone units, created by Counter Context, allowed members of the public to watch DigiBrief™ presentations and complete response slips using touchscreen technology. Each "Consultation Kiosk" was also equipped with a webcam that could record video clips of people's views about the proposals.
- The production of weekly consultation snapshots, based on responses being analysed on a rolling basis and outline results being submitted to GMPT's project team.

SUCCESSSES

Major successes to date have included confirming all of the required materials, to schedule, with GMPT Senior Directors and lead members from the four local authorities involved in the scheme.

The consultation was launched on 2 October 2009. Initial responses from the media, business groups and communities were balanced and measured. Counter Context was commended by all partners for designing a well received consultation process and ensuring materials were delivered to extremely tight deadlines.

**Introducing
Cross City
Bus Travel**

between East Didsbury, Manchester, Middleton and Salford

Drop-in session

**Tuesday 1st December
1.30am - 2.30pm**

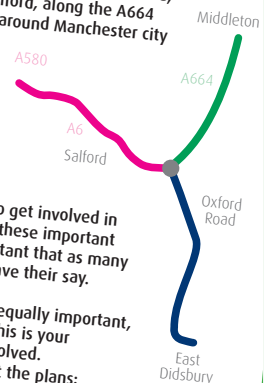
Maxwell Building Reception



**Cross City
Bus Travel**

It is not just about bus passengers.

Plans are being developed to improve transport connections along Oxford Road, on the A580 in Salford, along the A664 to Middleton and around Manchester city centre.



You still have time to get involved in the development of these important proposals. It is important that as many people as possible have their say.

Everyone's views are equally important, however you travel. This is your opportunity to get involved. To find out more about the plans:

visit www.gmpte.com/haveyoursay

or call the information line on 800 917 8808

