

Appendix B Communication / Engagement Strategy

Combined Locations Study for Safer Active Travel
Communication Strategy

★ Key dates
School Holiday
Complete
Outstanding
Dropped

| Element | Stakeholders | Method | Location | Dec | | | | | Jan | | | | Feb | | | | March | | | |
|--|--|---|--|--------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | | | | 03/12/2018 | 10/12/2018 | 17/12/2018 | 24/12/2018 | 31/12/2018 | 07/01/2019 | 14/01/2019 | 21/01/2019 | 28/01/2019 | 04/02/2019 | 11/02/2019 | 18/02/2019 | 25/02/2019 | 04/03/2019 | 11/03/2019 | 18/03/2019 | 25/03/2019 |
| Project Award | | | | | | | | | | | | | | | | | | | | |
| Project Inception and Meetings | | | John Muir House, Haddington | | | | | | | | | | | | | | | | | |
| Initial Engagement | School Head Teachers or delegated representative | Email | | | | | | | | | | | | | | | | | | |
| | | Face-to-face discussions | At schools | | | | | | | | | | | | | | | | | |
| Online Feedback Form | Parents / guardians of children Local community | Online feedback form draft | | | | | | | | | | | | | | | | | | |
| | | Online feedback form approved | | | | | | | | | | | | | | | | | | |
| | | Send links to schools for online Survey | | | | | | | | | | | | | | | | | | |
| | | Send links to stakeholders list | | | | | | | | | | | | | | | | | | |
| Online feedback form live and publicised | Disseminated through schools, Area Partnership, Community Councils and Council stakeholder | | | | | | | | | | | | | | | | | | | |
| Pupils Online Survey | High school pupils only | Draft | | | | | | | | | | | | | | | | | | |
| | | Council Approval | Disseminated through schools | Dunbar and North Berwick | | | | | | | | | | | | | | | | |
| | | Send link to schools | | | | | | | | | | | | | | | | | | |
| | | Live survey | | | | | | | | | | | | | | | | | | |
| Stakeholder Workshops | Schools Sustrans Parent Council representatives | Email | | | | | | | | | | | | | | | | | | |
| | School Crossing Guide Supervisor (Nicola Marr) East Lothian Council | Meeting / workshop | At schools | | | | | | | | | | | | | | | | | |
| Public Event | Parents / guardians of children Local community Interest groups | Agree dates and venues | | | | | | | | | | | | | | | | | | |
| | | Send invite text to schools | | | | | | | | | | | | | | | | | | |
| | | Send invites to stakeholder list | | | | | | | | | | | | | | | | | | |
| | | Dunbar SRTS | Bleachingfield (27th February 15:00 to 19:00) | | | | | | | | | | | | | | | | | |
| | | North Berwick SRTS | Law Primary (28th February 15:00 to 19:00) | | | | | | | | | | | | | | | | | |
| Dunbar Back Road | Bleachingfield (4th March 17:00 to 19:00) | | | | | | | | | | | | | | | | | | | |
| Hands Up Survey | School pupils | Prepare material | Administered by teachers | | | | | | | | | | | | | | | | | |
| | | Send material to schools | | | | | | | | | | | | | | | | | | |
| | | Send reminder | | | | | | | | | | | | | | | | | | |
| Interview Administered Surveys | Parents / guardians | Confirm the dates | Tuesday 19th and Wednesday 20th February - TBC | | | | | | | | | | | | | | | | | |
| | | Ask schools to organise focus groups with children (Dunbar Grammar) | Interviewer administered surveys | | | | | | | | | | | | | | | | | |
| | | Undertake | Wednesday 20th and Thursday the 21st - TBC | | | | | | | | | | | | | | | | | |