

Appendix A 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																		
		Ask schools to organise focus groups with children (Dunbar Grammar)	Interviewer administered surveys	Tuesday 19th and Wednesday 20th February - TBC																
		Undertake		Wednesday 20th and Thursday the 21st - TBC																