

DERBY JOINT LOCAL TRANSPORT PLAN MARKETING STRATEGY

Report of the Director of Development and Cultural Services

SUMMARY OF REPORT

1. This report outlines the development of a marketing strategy for the Derby Joint Local Transport Plan (LTP), copies of which have been placed on deposit in Members' Rooms prior to this Cabinet Meeting.

RECOMMENDATIONS

- 2.1 To note progress on the development of a marketing strategy for the LTP.
- 2.2 To adopt the LTP Marketing Strategy as a City Council Policy.
- 2.3 To approve the approach taken to marketing the LTP and the ongoing development of the strategy.

REASON FOR RECOMMENDATIONS

3. A considerable amount of consultation has, and still is, taking place on the development of the LTP. The marketing strategy will build on this work and ensure we give greater priority to informing the public about the schemes we are implementing. The LTP Marketing Strategy has been developed in line with the Development and Cultural Services Departmental Marketing Strategy and the Corporate City Wide Consultation Strategy.

MATTER FOR CONSIDERATION

- 4.1 In December 2000, the LTP settlement letter for Derby City Council identified our strong approach to consultation. However since this time ongoing consultation with stakeholders and the public has revealed that we do not do enough to promote and advertise decisions we have made and the schemes we plan to implement.
- 4.2 The main stakeholder consultation is carried out through the LTP Steering Group. This group is the Transport Sub Group of The Derby City Partnership. The LTP Steering Group has requested the development of a marketing strategy. This has been developed in partnership with them over the last twelve months.
- 4.3 A marketing group with City and County Council officers has been established to develop the strategy and marketing proposals for this financial year.

The aims and objectives of the strategy are:

- to ensure we better engage the public and stakeholders in the development of policies and strategies
 - to better inform the public and stakeholders of proposals and the reasons for any decisions
 - to increase general travel awareness.
- 4.4 The LTP Marketing Group has discussed the possible methods of marketing and consultation for each of the schemes planned for this financial year. A programme of marketing has been developed. This sets out key proposals for marketing our transport policies, capital funded schemes and revenue funded schemes. This is included in the Strategy as a marketing matrix.

FINANCIAL IMPLICATIONS

5. Any direct costs associated with specific schemes will be funded through the LTP capital allocation. All other marketing and consultation costs will be funded through existing revenue budgets.

LEGAL IMPLICATIONS

6. None directly arising from this report.

PERSONNEL IMPLICATIONS

7. None directly arising from this report.

ENVIRONMENTAL IMPLICATIONS

8. None directly arising from this report.

EQUALITIES IMPLICATIONS

9. The implementation of the marketing strategy will enable more people within Derby to be better informed of proposals for transport investment and to be involved in the consultation process.

Background Papers: None