

PUBLIC ENGAGEMENT ANALYSIS – A629 CALDER AND HEBBLE JUNCTION

As the A629 Calder and Hebble Junction project progressed from the Outline Business Case stage to the planning application stage, a programme of public engagement was delivered.

The aim of the engagement was two-fold:

1. To brief residents, road users and businesses about the plans, highlighting how the project will have positive benefits for the area
2. To encourage public feedback and heat map attitudes toward the project

ENGAGEMENT APPROACH

Ward Councillors and Council leaders were engaged prior to the public campaign. Members were invited to a briefing in August where plans were shared for the project and the engagement approach was agreed.

In order to capture a broad audience, engagement was carried out both online and face to face. The most up to date plans, including visuals and a full project drawing, were displayed at the Halifax Central Library and Archives from 24th August to 6th September. The exhibition also featured the Elland Station Gateway project to show how the two projects, delivered in close proximity, will together, provide benefits for travel.

The team hosted a drop in session at Clay House, West Vale on 6th September. This session included the exhibition materials as well as a new CGI video of the proposed new highway layout. In attendance at the drop in session were the WY+TF Programme Manager, the Project Manager, Assistant Project Manager, Programme Communications Coordinator and members of the consultancy team. All were on hand to engage members of the public, record feedback and answer queries. The drop in session, which ran from 4.30pm to 7pm attracted over 30 visitors, which included local residents, local businesses and one local councillor (Cllr Paul Bellenger, Greetland and Stainland). The majority of attendees were supportive of the project, with visitors coming to ask questions about the detail of the plans.

Promotion for the library exhibition, drop-in session and the online survey was carried out through several communications channels:

- **Bus stop and shop noticeboard posters along the route** - including West Vale, Copley and around the Calder and Hebble Junction.
- **Press release** – an article ran both online and in the Halifax Courier printed edition. The articles promoting the engagement on both the Council news site and the Next Chapter website reached over 500 users.
- **Social media campaign** – messages across Linked In, Facebook, Twitter with over 29k digital impressions.



- **Next Chapter newsletter** – the campaign was the feature article of the newsletter, which was opened by 1,089 readers.
- **Business leaflet drop** - 67 businesses in West Vale and Copley were visited by the team to drop leaflets and share information.
- **Internal communications** – promotion featured in the Member newsletter, the staff newsletter and an advert was included on staff screensavers.
- **Tailored emails** – invitation emails were also sent to stakeholders, including West Vale School, Copley School, the Canal and Rivers Trust, eight cycling and walking interest groups, Lloyds Data Centre.

SURVEY FEEDBACK

As well as the positive feedback that was received by officers at the drop-in session, further feedback was received from the 78 online and paper survey responses. For the purpose of the engagement exercise a website was created and populated with the scheme plans and information necessary for public participation. A survey was linked to the website that asked questions about the plans, and invited comments. The website was designed, built and hosted by the West Yorkshire Combined Authority on their 'Your Voice' engagement website (www.yourvoice.westyorks-ca.gov.uk). This website was linked to and from the Next Chapter website.

Overall, respondents found that travelling through the area currently is difficult (61% of respondents found travelling to be difficult of very difficult and only 9% found it easy). This difficulty is compounded for these respondents, as 71% travel through the Calder and Hebble Junction 3 or more days a week and 88% of all respondents were car drivers or passengers.

When respondents were asked whether they support the project proposals, 80% said they either support or strongly support the proposals and 67% of respondents think that the proposals will achieve the project aims of improved employment opportunities, reduced congestion, improved journey times, improved walking, cycling and public transport access, improved air quality and safer journeys).

OTHER FEEDBACK

There were 34 written feedback responses to the survey, and one written response sent to the Next Chapter email. Feedback was also recorded from the drop-in session.

ENGAGEMENT NEXT STEPS

Overall the public engagement was a success, thousands of people were reached with the message that we had up to date plans that we wanted to share and that we were encouraging public feedback.



Although the number of survey responses was low there are still clear trends from the data that support the business case for this project. Travelling through the area is difficult and the majority of respondents agree that the plans will improve congestion and achieve our aims for growth.

This report has been summarised and published on the Next Chapter website and promoted through social media channels. There are a handful of actions from the feedback that will be considered and incorporated into the project proposals and the Communications and stakeholder engagement plan. Once reviewed, these proposed actions will be published along with the Council's response.

We will continuously promote the project proposals throughout the planning stage, updating people on any progress made. When the Full Business Case is being developed a programme of stakeholder and public engagement will be delivered – again the aim of this engagement will be to receive feedback and work out any issues, and to promote the project and its benefits.



APPENDIX 1 – SURVEY RESPONSES

How often do you travel through the area around the Calder and Hebble Junction?	
At least once a month	2
At least once a fortnight	10
1 day a week	2
2 days a week	8
3 or 4 days a week	19
5 or more days a week	36

When you travel in this area, what is your usual mode of transport?	
Bicycle	1
Something else	1
Taxi	1
Walking	1
Car passenger	3
Bus	5
Car driver	66

How would you rate your experience of travelling in this area?	
Easy	7
Difficult	34
Very difficult	14
Neutral	23

How strongly do you agree or disagree that our proposed plans will improve the experience of travelling through the area for each of the following modes:

Car journeys	
Don't know / don't use	1
Neutral	6
Disagree	7
Strongly disagree	9
Agree	19
Strongly agree	36

Bus	
Disagree	4
Neutral	7
Strongly disagree	7
Don't know / don't use	9
Agree	18
Strongly agree	27



Motorbike	
Disagree	2
Strongly disagree	2
Agree	9
Strongly agree	16
Neutral	17
Don't know / don't use	25

Walking	
Disagree	2
Strongly disagree	5
Don't know / don't use	12
Strongly agree	14
Neutral	19
Agree	20

Cycling	
Disagree	3
Strongly disagree	4
Neutral	15
Agree	16
Strongly agree	17
Don't know / don't use	18

How strongly do you agree or disagree that our proposed plan will achieve our aims?	
Agree	34
Strongly agree	18
Strongly disagree	10
Neutral	9
Disagree	7

How strongly do you support or oppose our plans to improve the highway around the Calder and Hebble Junction?	
Don't know	1
Against	4
Neutral	5
Strongly against	6
Support	18
Strongly support	42

