

Engagement Strategy

The engagement strategy build upon the marketing and communication plan that was developed in partnership with Centro as part of the City Centre Scheme; but was also designed to cover the various stages of development and implementation of Bus Lane Enforcement (BLE) in Birmingham.

The key objectives of the Engagement Strategy are to;

- show how the scheme will work and how to ensure compliance; and
- ensure that the wider public understand the motivation for BLE.
- inform frontagers and stakeholders of the scheme;
- inform motorists of the scheme;
- ensure that frontagers understand the restrictions and how access can still legally be gained to off-street premises.

In order to make the campaign as successful as possible, a brand and slogan for the campaign had been developed and it is intended to retain this theme of Cross the Line – Pay the Fine. All promotional materials will have a similar style which to help people identify and recall the campaign.

The key methods to be employed in the consultation plan include:

- Letters to frontagers, stakeholders and elected Members;
- Leaflets outlining motivations and proposals;
- Roadside signs at BLE sites;
- City-wide outdoor advertising on roadside poster sites (see Figure 1 below for example);
- Radio campaign on local station;
- Use of email bulletins (e.g. Birmingham Bulletin);
- Use of City Council social media;
- Website with more detailed information: www.birmingham.gov.uk/buslanes;
- Local Press – press release and article/s in Forward; and
- Bus Rear Advertising;

It is proposed to install signs displaying the legend BUS LANE ENFORCEMENT COMING SOON on the stretch of road affect at least six weeks in advance of the enforcement scheme going live. This would be supported by a Press Release identifying those areas that could be subject to enforcement. These extra signs will be included as part of the actual scheme.



At least three to four weeks prior to going live the formal Camera Enforcement signs will be erected. Although there is no guidance on the location of bus lane enforcement camera signs it is suggested that:



Diag 878 is used at the beginning of the bus lane which is subject to enforcement.

and



Diag 879 is used at the camera location. It would also be used where the bus lane to be enforced is long and or downstream of a major junction as a repeater that some form of camera enforcement is in operation.

On the day the cameras are finally commissioned a press release will be issued. At this stage the scheme will be compliant and enforceable. Although we may wish to have a 'period of grace' this will not be reflected in the press release. The 'period of grace' will be at the discretion of the enforcement team.

On the day the scheme goes 'live' a further press release will be issued highlighting that fact and a statement about the lengths that could be subject to enforcement.

In addition to this information the Bus Lane Enforcement webpage on the Council website will reflect the above and would also include a list and plan of those areas that could be subject to enforcement. It could also contain the location of the camera.

The Cross the Line – Pay the Fine Poster will be displayed in appropriate display boards and where possible bus shelters.