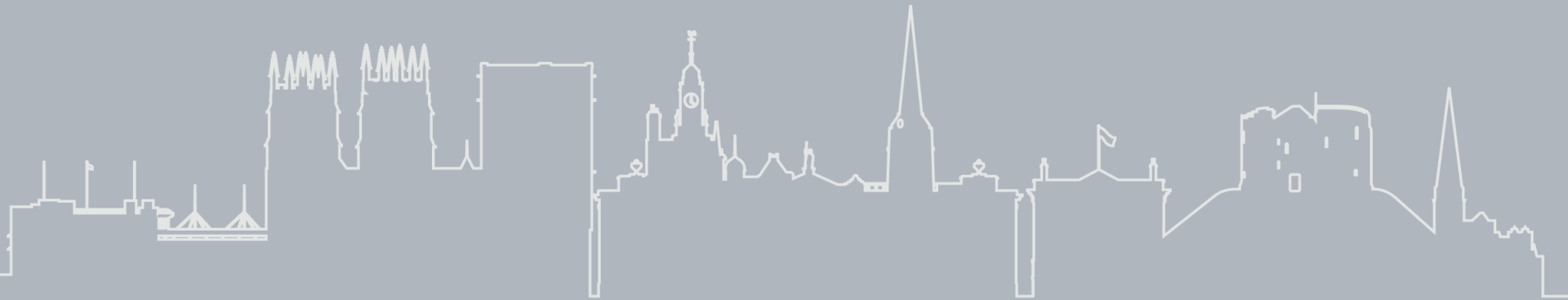


Engagement plan

Strategic review of city centre access
and parking



Engagement plan

- Scope
- Objectives
- Audiences – influence and impact
- Areas of influence
- Programme
- Resources inc. costs



Working together to improve and make a difference

Scope

The review covers eight different project areas addressing different aspects of access to the city centre. The engagement strategy identifies the audiences and insight required to develop the right approach to maximise access to the city centre. It will deepen insight into the needs and aspirations of key audiences, informing recommendations. While the project is also informed by ongoing counter-terror measures, this engagement does not cover the position or impact of infrastructure.

It follows the principles of the council's emerging approach to resident engagement. The approach make sure key audiences competing for a small amount of space can understand other perspectives and explore responses together.

The engagement plan is mindful of overlap with the wider engagement programme, including My City Centre, My Castle Gateway, the Economic Strategy, and Local Transport Plan, as well as an anticipated statutory consultation over a traffic Regulation Order making some changes to the footstreets permanent beyond the temporary emergency powers.

Engagement Principles

The methodology for this review will reflect the principles of the emerging resident engagement strategy and the LGA engagement framework.

The aim of the strategy is to:

- Collate resident feedback to contribute to the development of the 10 year plan through the development of the carbon reduction, transport and economic strategies, health and wellbeing strategy, and to inform the council's approach to built infrastructure.
- Identify gaps in our understanding of resident feedback, either by theme or by audience (such as younger people) to ensure engagement is inclusive and represents the views of as much of the city as possible.

Engagement Principles

The objectives for the **resident engagement strategy** are:

- Develop and deliver ONE programme of resident engagement (called *Our Big Conversation*), that informs multiple strategies, projects and schemes taking a pan-organisation approach to break down internal silos and adhering to the LGA engagement framework.
- Build resident confidence by being clear, visible and open:
 - clear about the purpose of engagement – using a common language and approach to describing engagement.
 - visible about decisions that have already steered the projects to avoid undermining decision making
 - open about how their feedback is shaping activities and moving policy forward.
- Identify target communities and join-up conversations to support more inclusive engagement through targeted engagement activities.
- Identify gaps in audience engagement, thematic understanding and inclusivity and find innovative ways to address these, including working closely with Community Voices programme and Human Rights Network where appropriate.
- Share insight and resolve tensions to inform multiple strategies, including the 10 year plan.



Working together to improve and make a difference

Engagement objectives

The objectives of the City Centre Access engagement are to:

1. Secure engagement with all audiences with city centre access requirements, increasing diversity of voices in the conversation.
2. Deepen understanding of different access needs to inform policy decisions and recommendations for Executive Member for Transport.
3. Surface competing access needs and facilitate conversations to explore potential solutions
4. Provide insight to inform the council's other key strategies to be developed in 2021, including Local Transport Plan.
5. Draw on the expertise of city partners and networks representing disability advocacy, city centre business, taxi drivers, couriers and key stakeholders like the police. Incorporate their advice into the recommendations that are tested through further engagement.
6. Secure ongoing engagement to support implementation

Audiences

- City wide to all households, in public spaces and via social and digital communications
- Demographic data will be collected where possible
- Targeted engagement:
 - Disabled residents and advocacy groups representing all disabilities
 - Blue badge holders
 - Disabled cyclists
 - Other residents with limited mobility
 - Taxi drivers
 - City centre businesses
 - Delivery and courier services
 - City centre residents

Audience influence and impact



| | Access routes | Shop mobility | Cycle access | Loading / deliveries | Taxis | Shuttle service |
|---|---------------|---------------|--------------|----------------------|-------|-----------------|
| Blue Badge Holders (BBH) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Disabled residents and carers | ✓ | ✓ | ✓ | | | ✓ |
| Residents with reduced mobility | ✓ | ✓ | ✓ | | | ✓ |
| Disabled cyclists | ✓ | ✓ | ✓ | | | ✓ |
| Taxi drivers | | ✓ | | ✓ | ✓ | |
| City centre businesses | | | ✓ | ✓ | ✓ | ✓ |
| Couriers / delivery drivers | | | ✓ | ✓ | ✓ | |
| Cycling residents (and would-be cyclists) | | | ✓ | | | |
| City centre residents | | ✓ | ✓ | ✓ | | |

Engagement will be inclusive to address:



Lack of internet access

Users who struggle with literacy are unlikely to use the internet alone and would not use the internet as their main source of coronavirus information



Reliance on family and friends

Users who tend to rely on family and friends to support them with tasks that require reading, but not all users have access to that support



Trusted & respected local figures

Respected figures and organisations that people listen to can help build trust in the service and dispel existing myths and alternative narratives



Information is confusing and does not land with the community

Official information is confusing and inconsistent and does not resonate with the user group. Thus, people get alternative narratives from social media and WhatsApp



Visual methods of passing information are beneficial

Pictures, videos, icons and physical signage are beneficial to users as they are visual and easier to quickly understand and engage with



Familiar settings and staff

Engagement activities in familiar places could reduce feelings of fear or exclusion and may increase uptake

What we already know

This engagement will build on existing insight:

- Disabled access community brief (2020) including concerns over cycling in footstreets, holistic picture of accessible parking
- Age friendly York action plan
- Proposals for cycling access from disabled cyclists, couriers and campaign groups
- Stakeholder conversations (York Civic trust, Shopmobility, York Wheels, Taxi associations, Police, York BID)

A black silhouette of the York skyline, showing various buildings, spires, and a clock tower.

Working together to improve and make a difference



| Inform | Consult | Inform & involve | Consult (sense-check) | Involve / monitor |
|---|---|--|---|--|
| Provide balanced and objective info; Existing insight, Constraints Points of influence | Gain feedback and analysis on alternatives, deepen understanding of need from some groups | Sharing perspectives and understanding competing demands for ltd space | Gain feedback and analysis on emerging proposals | Measure impact and support implementation of recommendations |
| Engagement activities | | | | |
| Social media key Qs CYC landing page Maps and factsheets on current provision, areas of influence and future constraints Web pages including Video content of the Shopmobility offer Member briefings | Surveys – online and print (Our City, potential library and pop-up events) Audience interviews/zoom workshops (taxis, couriers. city centre businesses, disabled residents and groups, shopmobility) Partner meetings Social media - key Qs, curated conversations Stakeholder interviews (Police, York BID, healthwatch) | Updated web pages Multi-stakeholder zoom workshops: - Cycling access - Delivery/taxis - Access routes Partner meetings Lived experience engagement over access routes and disabled cycling Social media: key Qs and curated conversations | Updated web pages Social media - present feedback and emerging ideas, curate conversations Partner interviews | Attend established fora of partner groups for feedback |
| Broadcast | | | | Executive decision |
| Signpost to web landing pages and mailing lists/resident eng lists Our City Partner/rep orgs cascade Media activity Potential letter to BBHs Letter to CC residents | PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity | PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity | PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity Community impact assessment | |

Key decision points

- 13 April 2021 - Decision session
 - confirms engagement timetable
- 19 April – Start public engagement
- End of July – Close engagement
- September – Executive decision

Resources and costs

Resources

- Project team time
- Access routes commission
- Social media ads
- Workshop technical support
- BSL translator (if required)
- Blue badge holder mailout

Costs

- TBC
- TBC
- Max £500
- 5 x £85 tech support
- £130 per session
- TBC