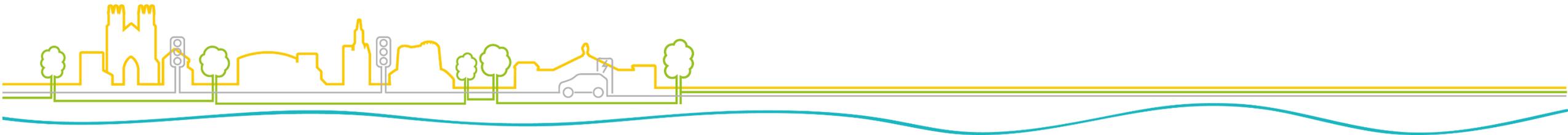




# Draft Local Transport Strategy Consultation and Engagement Plan

## Ensuring consultation is inclusive and accessible for all

Draft – September 2023



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# 1. Background and timeline

In 2021, City of York council launched a new way to deliver public engagement, called Our Big Conversation. Since then, Our Big Conversation has become the recognisable brand for residents and businesses to engage in and be involved with strategies for the city including climate change, health and wellbeing, economy and experiences of living and moving in the city.

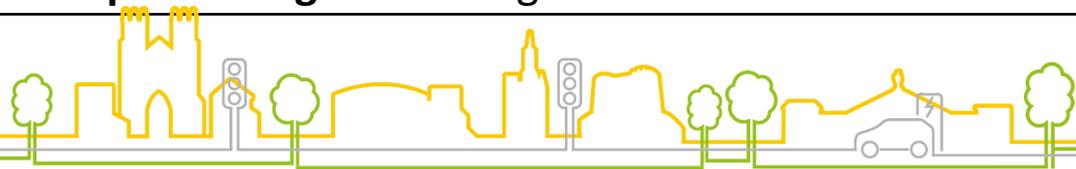
Our Big Conversation has already helped us explore different aspects of transport issues and opportunities in York as part of previous consultations, and will now be used in the latest strategy to be developed - transport.

This new public consultation will help us explore the overarching ambition for the future of transport in York, with themes reflecting the 2023 Council Plan and our four key priorities; Equality, Affordability, Climate and Health. The consultation will allow us to better understand how the transport networks in York work – and could work – as a whole, rather than addressing individual aspects of transport in York in isolation.

This Consultation & Engagement Plan will also be supported by a proactive and inclusive Communications Strategy and Stakeholder Mapping, to make sure the consultation reaches as wide an audience as possible, and that we gather the varied voices of York.



<b>Our Big Conversation consultations</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
Resident engagement strategy and transport consultation approved	April / May			
My City Centre	Mar - June			
Attitudinal survey (“Our Big Conversation”)	June - Aug			
Targeted focus groups		July		
10 Year strategies consultation (inc. survey, climate corner, etc)		June - Aug		
Budget 2023		Nov -	Jan	
<b>Transport – stage 1</b> build audience understanding, develop EIA			Feb +	
<b>Transport – stage 2</b> targeted engagement			March +	
<b>Transport – stage 3</b> full stakeholder mapping, explore strategy and policy themes, plus proposals for particular measures/projects			July/Aug/Sep	
<b>Transport – stage 4</b> Launch the consultation, setting out overarching goals and specific proposed projects, plus those already funded			15 November	Closing 31 January
<b>Analysis &amp; reporting</b>				February & March
<b>Transport – stage 5</b> drafting of the Plan itself				Spring 2024



# 2. Aims

- Ensure consultation materials are fully inclusive and accessible and adhere to the Gunning Principles of sharing proposals at a formative stage; offering sufficient information; allowing time for consideration & feedback by consultees and by CYC, and encouraging diverse voices to share their views and experiences
- Builds on feedback from previous consultation activity
- Actively encourage participation from the widest possible audience; individuals, groups and organisations who currently do not engage with conversations about transport, as well as those groups which already take an active interest
- Understand more about how people currently travel, and how we can offer alternatives to create a cleaner, greener York
- Offer a range of ways for people to tell us what they think; from in-person events to an online platform, with fully accessible maps, images, plans and text, to make sure no voice is missed out
- Identify and proactively engage with individuals and groups, including those who traditionally haven't taken part in consultations, and going out to them, rather than anticipating they will come to us
- Be responsive; demonstrate that we are listening, sharing feedback and answering queries
- Create a toolkit for groups to generate their own discussions and feed back to the Council
- Inform development of the LTP4 Strategy and pipeline of future major schemes



# 3. Stakeholder mapping

A full refresh of stakeholder mapping is underway and will be provided as a separate document. As well as the refreshed research, the stakeholder mapping document will make use of the workshops and engagement which took place in early 2023, which has helped inform the ways we work with community groups and individuals.

During the live consultation period, demographic data will be collected and if gaps are identified in respondents during the consultation process, we will go back and further promote the consultation to those specific audiences.

As a broad summary, we will map and reach:

- Residents – across all characteristics, including age, disability, gender, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation
- Businesses
- Visitors
- Commuters
- Business representatives & internal comms teams
- Community & interest groups
- Partners
- Major employers; Hospital, University
- Statutory consultees; police, fire etc



# 4. Engagement Objectives

- 1. To create a transport strategy for York which is fit for the future, absorbing views from a wide and diverse population, we will:**
  - Use the engagement process as a learning *and* a teaching tool; ensure CYC understands issues faced by residents and business, as well as explaining to residents how funding, policy and national guidance work
  - Demonstrate to all that different people have different experiences on our transport network and that use of the networks is likely to change over time
- 2. To ensure the consultation is inclusive and accessible, we will:**
  - Actively promote and offer interesting, engaging information to every resident, business and interest group, making transport relevant to all
  - Ensure that no matter how a comment is collected – in person, by email, via an online platform – that every comment is read and documented
  - Ensure that the villages and rural areas surrounding the city centre are proactively engaged with to better understand the public transport issues faced by people living there



# Engagement Objectives - 2

## **3. Develop and deliver an engagement programme of on and offline activities, so that we can:**

- Offer a wide range of mechanisms for people to take part, ensuring that online tools and in-person events are accessible and engaging, as well as in accessible formats including Braille & Easy Read, for example.
- Facilitate 'deep dives' within each theme, for those particularly interested in a topic to share their detailed thoughts

## **4. Raise awareness of the different stages and opportunities, by promoting:**

- Through council and partner channels and networks, as well as a proactive media campaign at launch and during the consultation period, clearly setting out the timeframes of the consultation and what happens next



# Engagement Objectives - 3

## 5. Facilitate targeted opportunities, so that we can:

- Promote co-creation to develop targeted measures in specific areas
- Tailor our outreach work to ensure that individuals and groups who traditionally do not take part in consultations know that their views are valid. This will include library drop-in sessions; visiting schools and care homes
- Utilise a range of engagement tools, adapting to each audience (for example in-person workshops at schools or for older residents; drop-in sessions for commuters; info screens at GP surgeries; focussed sessions for interest groups)

## 6. Create universal opportunities, to ensure that we:

- Provide feedback and structure to the on- and offline engagement activities. We will do this by monitoring responses to check inclusivity during the consultation period and target additional marketing work accordingly



# Engagement Objectives - 4

## 7. Publish the decision-making schedule:

- Relating to the Local Transport Strategy development allowing participants to influence through open democracy, sharing feedback at key moments

## 8. Deliver all engagement through Our Big Conversation:

- We will utilise 'Our Big Conversation' building on the brand's recognition, as residents and businesses associate it with engagement and consultation. This will also assist in future consultations on all council matters and creates an identity for engagement

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## 10. To ensure that all delivery partners and enforcement agencies take part in the conversation

- To ensure that proposals are developed in collaboration



# 5. Delivery & methods of engagement

- Early in 2023 a series of workshops were held between CYC and groups representing York's older population, disability, historic and diversity groups, as well as the Youth Council
- These sessions were highly productive and helped to inform the nature of engagement and the delivery programme for the consultation. The recommendations from the discussions were clear;
  - Make the content interesting, engaging, informative and jargon-free
  - Go out and visit communities, host workshops and informal discussions; don't assume everyone will see online materials
  - Make the materials fully accessible, including maps, and offer alternative ways for people to view materials (eg different languages, large font, Easy Read)
  - Tailor materials to each demographic and geographical audience: we heard "make it relevant to me" but also help each group understand that different people have different experiences on our transport network



# Methods of engagement

We will use a wide range of engagement tools, both online and offline, to reach the widest possible number of residents, stakeholders, businesses and groups. All methods of engagement, including focus groups and drop-in sessions, will be fully accessible and inclusive, designed to reach a wide audience and providing toolkits for particular interest groups.

As a summary:

## City wide

- To all households & across public spaces
- Via a mobile/online engagement platform
- Via social media and digital communications
- Via proactive media engagement
- Workshops and focus groups with a variety of groups to help others understand each other
- Drop-in information events at York Explore
- Visual surveys in public spaces e.g. supermarkets, GP surgeries, bus stops, etc

## Reaching, for example:

- Residents – including seldom heard voices
- York Access Forum
- York Civic Trust Transport Forum
- Age Friendly York
- York Youth Council
- City partners – e.g. York Economic Partnership etc.
- Dementia Cafes
- Ward meetings
- Schools and colleges



# Online engagement platform

## Your suggestions for changes to the proposals

This is an example of using the Draw an Area map interaction.

4. Use the drawing tool to highlight the area you would change on the map. You will be able to give details about your suggested changes on the next page. [Go to the Text Version](#)



Key

- Speed hump and signage
- Pavement widened
- Parking spaces to be removed
- Whitefield Primary School site
- School buildings

Shape complete. Click your shape to edit.

< First Save and come back later... Continue >

## Your cycle routes

We are looking to create improvements to cycling infrastructure in Arlen Hill. We'd like to understand more about the routes you take and what you use them for so we can make determine which routes could be changed to a healthy route in the future.

Please draw your most common cycle route on the map below. [Go to the Text Version](#)

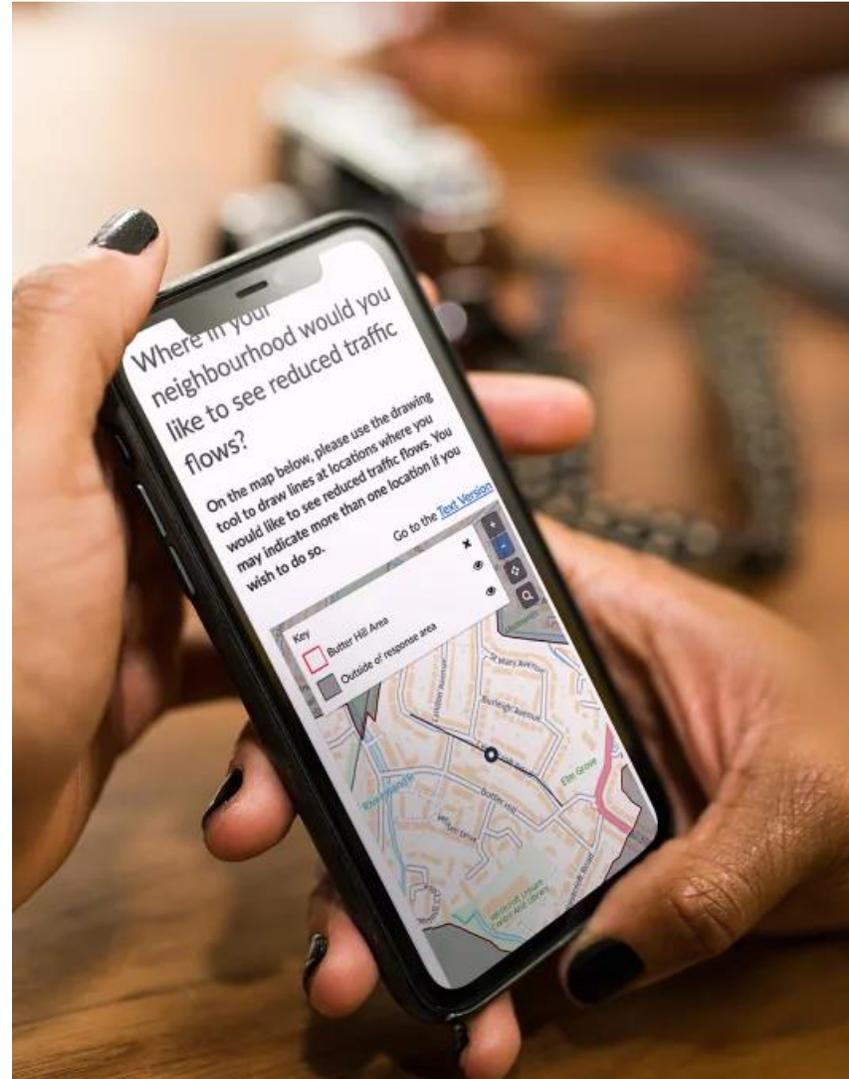


Key

- Places of worship
- Schools in Arlen Hill
- TfL Transport Super Highways
- TfL Quiet Cycleways
- Hospitals/doctors
- Arlen Hill parks and green spaces
- Borough of Arlen Hill

Line complete. Click your line to edit.

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- Accessibility – built to Web Content Accessibility Guidelines (WCAG) V2.1 AA standards & designed in collaboration with CYC Access team
- Will include contact information
- All materials will be visible; technical plans as well as more accessible versions
- No jargon – written in an accessible and engaging way
- Use of maps and being able to drop pins on areas of particular concern to individuals
- Fully GDPR compliant
- Analogue replies can be inputted
- Data can be exported for analysis and reporting

# 6. Promotion

- Running alongside this stakeholder engagement plan will be a communications strategy, setting out how we will reach each of the audiences identified through stakeholder mapping.
- This is not limited to but will include:
  - Media – press releases and engagement with ‘traditional’ media to reach a wide audience; print, tv, radio
  - Social media – through CYC channels and partnerships with other channels to increase reach (eg visitor attractions; schools; family guides to York)
  - Bus stop advertising campaign – explore the possibility of using digital options across the city
  - Advertising campaign in local media & sharing with networks to spread the word further
  - Internal comms – as one of the city’s largest employers, it is important to also engage with CYC employees direct but also engage with the other major employers in the city
  - Council networks – as transport is a part of every day lives, each team / department will be given info to share with residents they work with – for example families, schools, older people, disability groups
  - Utilising existing, trusted networks to reach those who do not traditionally take part in consultations (eg for older people and young people)

# 7. Draft LTS timeframe

**Stage 1** – February 2023: Build audience understanding: Engage community groups to test the consultation approach described here, and develop the Equality Impact Assessment. Build understanding and interest in joining the Talkabout Panel to improve representation. Arrange additional webinars based on the audience response - evaluate responses to introduce new themes

**Stage 2** – March 2023: Targeted engagement activities (online and off-line): Share expertise in thematic webinars with BSL interpreters. Analyse participation and themes putting in place activities that collate feedback from the seldom heard. Commission and provide opportunities for a deeper thematic conversation

**Stage 3** – July/Aug/Sept 2023: Explore the strategy, policy themes traffic issues. Full stakeholder mapping. Develop on- and off-line engagement activities to ensure inclusivity, and providing different ways to encourage participation

**Stage 4** – November 2023: Launch a 10-week public consultation into the overarching proposals; funded schemes; and potential new schemes. Invitations will be sent to all groups and toolkits & school packs made available; officers will attend specialist interest groups' own meetings; proactive media & social media work; fully accessible materials available online & offline; drop-in sessions and information points; email helpline available. After 10 weeks, data will be analysed and a report produced.

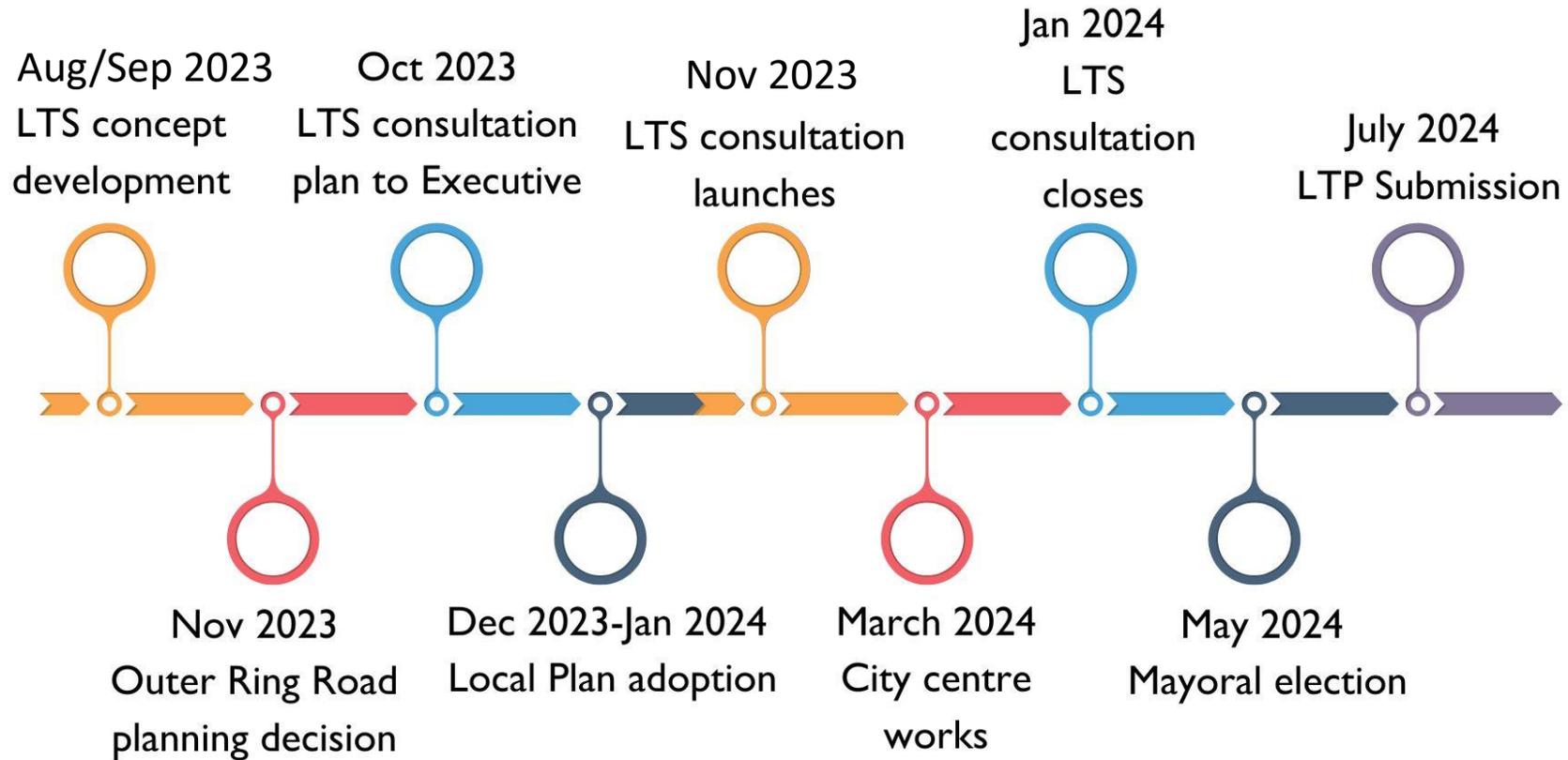
**Stage 5** – Spring 2024: Reporting. A summary & full verbatim comments received will be published and made available to the public.

**Stage 6** – Taking into consideration all comments received, drafting of the Local Transport Plan ahead of submission to the DfT



# 8. Roadmap

## LTS specific



## Other York issues



**Thank you**

