

University of Manchester
Department of
Planning and Landscape
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***Consultation:
The Art of Conversing
with the Public***

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Slide 1

Introduction

- ◆ **Why consult?**
- ◆ **Case study 1: *Connect2***
- ◆ **Who to consult?**
- ◆ **When to consult?**
- ◆ **How to consult?**
- ◆ **Case study 2:
*Frome Travel Project***

Why consult?

- ◆ **Local people are the experts: they have seen schemes, projects and ideas come and go over time**
- ◆ **They will have to live with the consequences of your design**
- ◆ **You will design a better product - one that works for the residents, employees or service users**
- ◆ **Statutory requirements**

Why consult?

◆ Residents can help you:

- ❖ Design links between new and existing areas
- ❖ Design safe links to existing services from new and existing residential areas
- ❖ Identify existing short cuts, desire lines
- ❖ Identify improvements in lighting, footpaths and crossing points
- ❖ Identify missing services in their area

Why consult?

◆ **Because we have to!**

- ❖ The Government has placed statutory obligations on local authorities, public agencies, local strategic partnerships, developers to engage with communities about issues that affect them

Planning Applications - statutory consultation

◆ From small developments...

- ❖ Local Planning Authority writes to the neighbours about minor changes to a domestic dwelling

◆ ... to major developments

- ❖ Heathrow T5 - public enquiry, complete with Queen's Counsel and Greenpeace

Consultation 'systems'

- ◆ **Most Councils have standard methods for consultation**
 - ❖ To avoid consultation fatigue
 - ❖ So results / findings can be compared
 - ❖ To comply with legislation
 - ❖ To improve accessibility to process

Case Study 1: ***Sustrans Connect2***

- ◆ **Sustrans: sustainable transport charity based in Bristol**
- ◆ **Connect2 bid £5m Big Lottery**
 - ❖ Revitalise walking and cycling in 79 communities across the UK by creating new routes for the local journeys we all make every day
- ◆ **Decision made by public vote**

Case Study 1:

Sustrans Connect2

- ◆ **Consulted in all 127 community areas considered for project**
- ◆ **79 areas chosen, 20 in reserve**
- ◆ **Harnessed support from local groups, local authorities, media, special interest groups and members of other associated groups and charities**

Case Study 1: *Sustrans Connect2*

◆ Local events:

- ❖ 300 on Hastings to Bexhill Cycle Ride
- ❖ Norwich City FC: half-time phone vote

◆ National networks:

- ❖ Sustrans, British Heart Foundation, Play England, Ramblers Association, Barnardos, Cancer Research UK

◆ Internet:

- ❖ Supporters, quality website, video information on local groups, demonstrating nationwide Connect2 projects

Case Study 1: *Sustrans Connect2*

- ◆ **4 projects in the Final**
- ◆ **Connect2 first: 120,000 votes**
 - ❖ Black Country Urban Park just over 80,000
- ◆ **Connect2 voter method:**
 - ❖ 50/50 telephone and internet
 - ❖ Black Country Urban Park 70/30

Who to consult?

- ◆ **Local residents**
 - ❖ All the age ranges - including children
- ◆ **Companies and organisations within and adjacent to the area**
- ◆ **Local service providers**
- ◆ **Local transport providers**

When to consult?

◆ Early stages:

- ❖ Before people think it is “cut & dried”
- ❖ Part of the Master Plan

◆ Remember

- ❖ Always give credit for solutions that result from community consultation
- ❖ Look after the existing residents
- ❖ Develop mechanisms for keeping people informed

When to consult?

◆ Middle and later stages:

- ❖ Make sure the finish is right:
 - Northmoor Home Zone: gravel problems
- ❖ Public artworks:
 - residents have to live with them
- ❖ Location of seating:
 - the next local youth club location?
- ❖ Dropped kerbs, links between the highway and the site
- ❖ Signage



How to consult?

- ◆ **Surveys**
- ◆ **Planning for real**
- ◆ **Public meetings**
- ◆ **Existing community meetings**
- ◆ **Stall on the market**
- ◆ **Hard-to-reach groups**

Surveys

◆ Advantages:

- ❖ Straight-forward to arrange
- ❖ Can be sent out to every household
- ❖ Suitable when the answers are intended to be factual

◆ Disadvantages:

- ❖ Return rates are usually low
- ❖ Inaccessible to part of population
- ❖ Adult/householder viewpoint only
- ❖ Not suitable for discursive work

The Golden Rules

- ◆ **Introduction: short and sweet**
- ◆ **Give everyone a chance to speak/contact you at the end**
- ◆ **Don't let anyone dominate or bully**
- ◆ **Beware of local hobby horses**
- ◆ **Listen carefully and have designated note-taker**
- ◆ **Small things make life bearable**

Planning for real

- ❖ Planning for Real is process in which participants make or use a three dimensional model of their local area as a visual prompt. This helps participants to develop suggestions about how they would like to see their area improved and their community developed. They then prioritise these ideas in groups and create an action plan for decision-makers to take away.

Planning for real

◆ Advantages:

- ❖ Can be a fun way to involve local people in decisions about their area
- ❖ Does not rely on the written word so can be more inclusive
- ❖ People can see plans & ideas for themselves
- ❖ Lots of information quickly (1 day)
- ❖ Non-confrontational expression of needs

Public Meetings

◆ Advantages

- ❖ Everyone who attends is ready to discuss the item
- ❖ Easy to get speakers to attend

◆ Disadvantages

- ❖ Tends not to attract ordinary residents
- ❖ Local people can feel too intimidated to speak

Attending existing community meetings

◆ Advantages

- ❖ Target hard-to-reach groups
- ❖ Easier for people to speak out on their own territory

◆ Disadvantages

- ❖ Need to attend a range of meetings

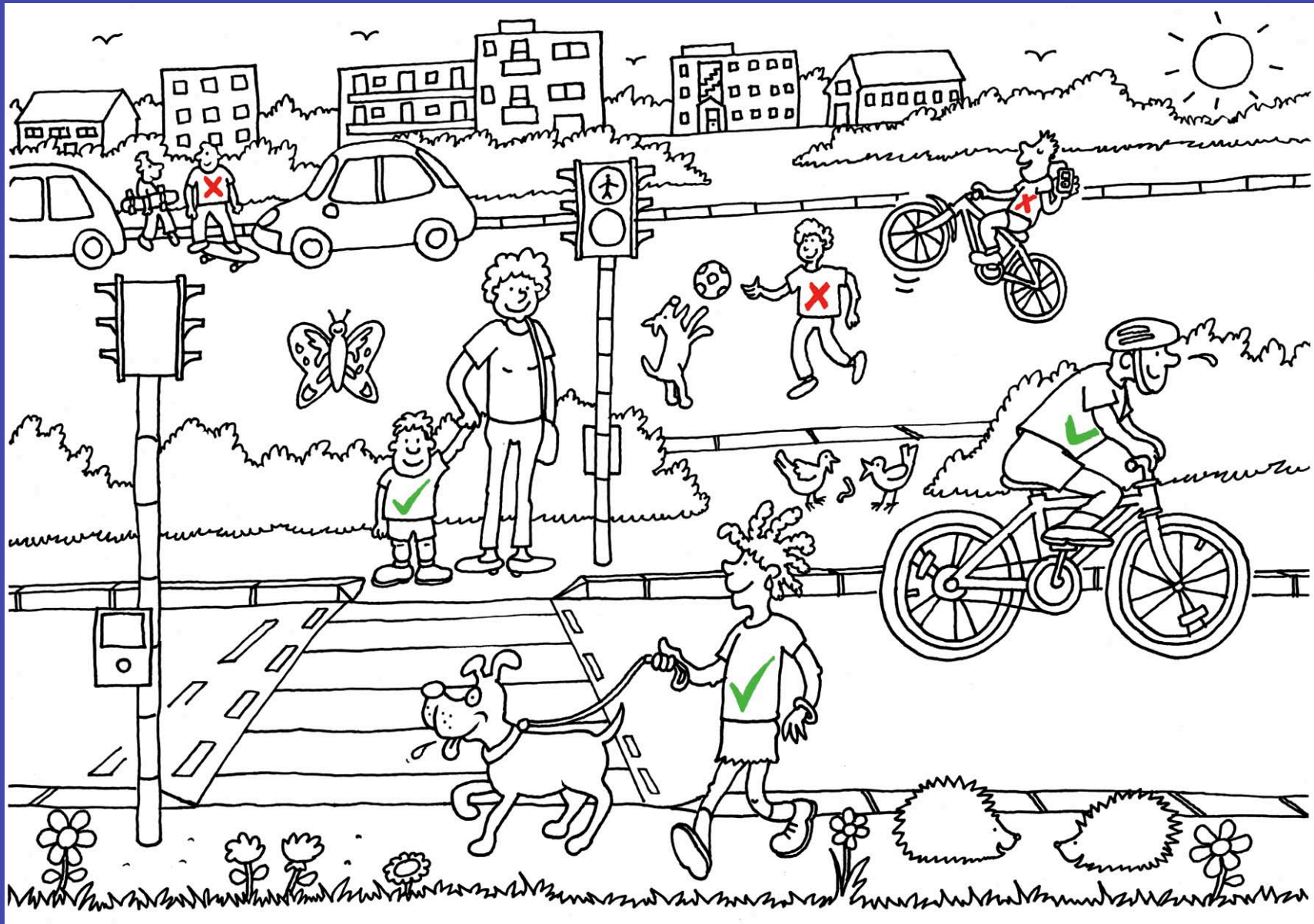
Market stalls or community events

◆ Advantages

- ❖ Attract people who would never attend a public meeting
- ❖ One-to-one conversations, informal

◆ Disadvantages

- ❖ Weather dependent
- ❖ Need to offer something attractive - competitions, freebies, information



Consulting with hard-to-reach groups

◆ Through existing networks

- ❖ Youth workers, community leaders, mosques, specialist centres
- ❖ CRB checks for staff
- ❖ Interpreters
- ❖ Women's groups may prefer a female consultation lead
- ❖ Accessible venues, hearing induction loops, available accessible toilets

Case Study 2: Frome Travel Project

- ◆ **Consultation undertaken by RATC and Envolve (local VCO)**
- ◆ **Consultees:**
 - ❖ Residents - all age ranges
 - ❖ Employers
 - ❖ Councillors
 - ❖ Voluntary organisations

Proposals

- ◆ Car Club
- ◆ Car Sharing
- ◆ Community minibus network
- ◆ Cycle centre
- ◆ Home delivery
- ◆ Journey planning
- ◆ Home delivery
- ◆ One stop travel shop
- ◆ Real time bus and train information
- ◆ Telecentre
- ◆ Smart Cards
- ◆ Shared taxis or taxibuses
- ◆ Safer walking and cycling routes

Mechanisms used

- ◆ Questionnaires
- ◆ Local meetings
- ◆ Meetings with councillors
- ◆ Market day consultation
- ◆ Press releases
- ◆ Employers' seminar
- ◆ Employee drop-in sessions
- ◆ Specialist youth consultation

Frome



Talking to the media

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PRESS NOTICE (For immediate release) Wednesday, June 20, 2001

Getting around in Frome: how is it for you? (and can we do it better by using the car less?)

Tomorrow (Thursday 21 June 2001) sees the start of a major consultation exercise in Frome and the surrounding villages about how we travel today, and how we might do it differently in the future. Starting at the Village Hall in Wanstrow (12.30 – 8 p.m.), there is a series of informal events, meetings and workshops open to all, ending with a big event on Saturday 21st July 2001 at the Cheese and Grain in Frome.

The Frome Travel Project is proposing new ways to make it easier to get around Frome and the area's villages without having to always rely on the car for every journey, often one person travelling alone.

Options being put forward for discussion and comment include:

- ◆ Computer assisted matching service to help you share car trips
- ◆ Cycle centre, offering secure cycle parking, changing facilities and lockers
- ◆ One-stop travel shop in Frome, providing information about all your travel and transport needs.
- ◆ Shared taxis and taxibus schemes.
- ◆ Home delivery service, coordinating deliveries to your door.
- ◆ Travel by smartcard: one electronic purse that lets you on buses, trains, and allows access to cycle lockers and other transport services.

The Project's backers are:

- ◆ Somerset Rural Transport Partnership
- ◆ Sustrans, the national charity that pioneers new cycling and walking routes
- ◆ The Countryside Agency
- ◆ Mendip District Council and Somerset County Council.

Frome Travel Project consultation team will be out and about in some villages and in Frome, Richard Armitage, organiser of the consultation, said: "We are ready to discuss people's travel needs, now and in the future. We look forward to meeting everyone."

He continued: "When all the information has been gathered together, the Frome Travel Project will receive a detailed report from us on how to make progress. What people have to tell us will make a real difference. Funds have already been identified for options that are judged to have a realistic chance of success."

Further information from:

Richard Armitage (transport consultant) 0161 368 6603 (or 07973 538556)

Steve Bendle (Director, Enolve) on 01225 787 919 (or 07790 698859).

We are on the web. Look us up on the Internet: www.frome.towntalk.co.uk

Questionnaires and leaflets available in Frome:

The Library, Town Council, Cheese & Grain (Foyer), and 3B Cork Street.

FROME TRAVEL PROJECT

Getting around in Frome

The Frome Travel Project is proposing new ways to make it easier to get around the Frome area without having to rely on the car for every journey.

OPTIONS

There are many different options for getting around Frome and the area's villages. In the list below, some, such as car sharing, are available now; others, like a car club, need new arrangements in place first. Tell us what you think, and if you have any of your own suggestions, we want to hear about them.

Car Club

Access to the car without the hassle of owning one

- ▶ Pay-as-you-drive short-term hire with range of cars (eg estate, supermini, people carrier) available locally at short notice
- ▶ Different charging regimes with joining and monthly fees, hourly and mileage rates
- ▶ Centralised telephone/internet booking with contactless electronic keys enabling driver to access car at neighbourhood base



Car sharing

Computer assisted matching of people, cars and journeys

- ▶ Organised system for car drivers to give lifts to others making similar journeys (eg for commuter, shopping, school journeys)
- ▶ Co-ordinator with database matches sharers according to travel needs & personal preferences
- ▶ Passenger(s) share the costs with the driver, perfectly legal if no profit is made



Consulting with groups

What can be done to make your journeys easier?

Travel Consultation at Coleford
Monday 25th June 2001

12.30pm —8pm at the Royal British Legion, Coleford
Workshop Sessions 1pm and 6pm



Let us know your views and tell us about any travel problems you are experiencing.

Tell us your ideas for improvements that will make your everyday travel better.

You can find out about Frome Travel Project and the kind of services it could offer you:

- > Up-to-date public transport information
- > Lift-sharing
- > Car clubs
- > Minibus hire
- > Taxi sharing



The Frome Travel Project Consultation is funded by Somerset Rural Transport Partnership, with Sustrans, Mendip District Council and the Countryside Agency.

What can be done to make your journeys easier?

Consultation about better ways to travel to work
Friday 29th June 2001

8 a.m. - 6 p.m.

at Wessex Fields Conference Centre (near Sainsbury's)



Come in for 5 minutes or for an hour, before or after work, in your lunch-hour or in your break...

Let us know your views and tell us about any travel problems you are experiencing. Tell us your ideas for improvements that will make your everyday travel better.

You can find out about Frome Travel Project and the kind of services it could offer you:

- > Up-to-date public transport information
- > Lift-sharing
- > Car clubs
- > Minibus hire
- > Taxi sharing



The Frome Travel Project Consultation is funded by Somerset Rural Transport Partnership, with Sustrans, Mendip District Council and the Countryside Agency.

FROME TRAVEL PROJECT GETTING AROUND IN FROME

The Frome Travel Project is proposing new ways to make it easier to get around the Frome area without having to rely on the car for every journey. These ideas are listed in our Frome Travel Project leaflet.

CONSULTATION CALENDAR

During June and July 2001, there will be many opportunities to meet members of the Frome Travel Project consultation team to discuss the options, and come up with new ones of your own.

WHERE	WHEN	DETAILS
Wanstrow (Village Hall)	Thursday 21st June 12.30 – 8 p.m.	Displays, information, & try the priority wheel! Just call in Workshop sessions at 1 p.m. and 6 p.m.
Coleford (Royal British Legion)	Monday 25th June 12.30 – 7 p.m.	Displays, information, & try the priority wheel! Just call in Workshop sessions at 1 p.m. and 6 p.m.
The Mount, Frome Christ Church First School	Thursday 28th June 4 – 8 p.m.	Displays, information, & try the priority wheel! Just call in
Wessex Fields Conference Centre, Marston Road (nr. Sainsbury's)	Thursday 28th June 10 a.m. – 12.30 p.m.	Travel to work Travel Plans for employers To book, tel. 0161 368 6603
Wessex Fields Conference Centre, Marston Road (nr. Sainsbury's)	Friday 29th June 8 a.m. – 6 p.m.	Travel to work - displays, information & journey planning advice Just call in
Cheese & Grain, & The Library, Frome	Saturday 21st July 10 a.m. – 4.30 p.m.	Final event – for details see the local press and posters, or tel. 0161 368 6603

If you are under 25...

- > Fill in the special travel questionnaire for young people
- > Are you interested in helping to look into different travel options, anything from website journey planners to scooters?
- > Contact Terry Black on 01225 787917 (or terryb@envolve.co.uk) and present your ideas at our final event on Saturday 21st July.

Frome Travel Project's consultation has been commissioned by Somerset Rural Transport Partnership, with Sustrans and the Countryside Agency.

FURTHER INFORMATION

Kath Tierney, Richard Armitage Transport Consultancy, Oxford House, Smithy Fold Road, HYDE, SK14 5QY. Tel: 0161 368 6603; Fax: 0161 367 9242. e-mail: info@ratransport.co.uk

Surveys

FROME TRAVEL PROJECT GETTING AROUND IN FROME

The Frome Travel Project is proposing new ways to make it easier to get around the Frome area without having to rely on the car for every journey. These ideas are listed in our Frome Travel Project leaflet.

QUESTIONNAIRE

Now we need to know how relevant these ideas are to you. If you already use some of the options in the list, how useful is it? For those options you don't use, or which aren't available yet, how useful would they be to you?

Here's how to tell us your score: 1 = No, would never be useful to me; 2 = Not sure if useful; 3 = Useful sometimes; 4 = Useful; 5 = Very Useful.

FROME TRAVEL PROJECT OPTIONS	How useful? Just circle one number	Use now (✓)	More info (✓)
Car Club – pay-as-you drive short-term car hire	1 2 3 4 5		
Car sharing – computer assisted matching of people, cars and journeys	1 2 3 4 5		
Community minibus network – better use of existing minibuses	1 2 3 4 5		
Cycle centre – one-stop shop for secure cycle parking, changing facilities, lockers	1 2 3 4 5		
Home delivery – coordinated shopping delivery service	1 2 3 4 5		
Journey planning – detailed assistance with your particular journey needs	1 2 3 4 5		
One-stop travel shop in Frome – information & coordination, with village links	1 2 3 4 5		
Real-time bus & train information – up-to-the-minute and accurate	1 2 3 4 5		
Safer walking and cycling routes – better local network linking key places in the area	1 2 3 4 5		
Shared taxis or taxibus – allowing two or more people to share trips and fares	1 2 3 4 5		
Smartcards – allows you on buses, trains, to use cycle lockers & other transport services	1 2 3 4 5		
Telecentre – resource centre, fast internet links and access to computers for work	1 2 3 4 5		

About yourself (to help us plan where each option might work best):

Post Code: _____ Male/Female: M • F
Age Group: • Under 16 • 16 – 25 • 26 – 40 • 41 – 60 • 61 – 75 • Over 75

• YOUR SUGGESTIONS? Please turn over and use the other side of this sheet.

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FROME TRAVEL PROJECT GETTING AROUND IN FROME QUESTIONNAIRE (continued)

Now, we need to know something about how and why you travel.

1. How do you travel at the moment? Please tick the ones you use.

Own car Car share, with friend Hitchhike Family give lifts

Bicycle Bus (Private/College) Train Moped

Skateboard, rollerblade, scooter Other

Other (please tell us):

2. What do you use transport for?

School Meeting friends/family Cinema Sports

College Nights out Work Clubs Shopping

Other (please tell us):

3. Getting around: how do you find it? (Please circle your answer)

Weekdays	Morning	Good	OK	Bad
	Afternoon	Good	OK	Bad
	Evening	Good	OK	Bad
Weekends	Morning	Good	OK	Bad
	Afternoon	Good	OK	Bad
	Evening	Good	OK	Bad

4. Are transport and travel a big issue for youth in the Frome area? Yes • No
Why?

5. Can you tell us a good or bad travel experience that has happened to you?

6. Any other comments or concerns?

Community Consultation



- ◆ 200 people took part in the consultation at Cheese & Grain
- ◆ Individual contact with 500 out of 8,000 residents



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