

Appendix B: Draft Consultation and Engagement Plan - Parking Policy



Delivery Unit:
DRS/Streetscene

Consultation and Engagement Plan - Parking Policy Consultation



Introduction

Barnet Council is committed to involving local people in shaping their area and the services they receive. Consultation and engagement is one of the key ways the council interacts with and involves local communities and residents, providing them with opportunities to:

- gain greater awareness and understanding of what the council does
- to voice their views and know how they can get involved
- to have their views fed into the democratic decision making process

This plan aims to provide an effective consultation and engagement programme to help inform the council's Parking Policy for 2015-2020.

The plan aligns to the standards and key guiding principles set out in the council's Consultation and Engagement Strategy and supports the council's Corporate Plan priority 'to improve the satisfaction of residents and businesses with the London Borough of Barnet as a place to live, work and study; promote responsible growth, development and success across the borough'.

Consultation and engagement objectives

The key objectives of the parking policy consultation and engagement is to:

- At the formative stage, consult with stakeholders, in particular residents, users, and businesses to understand in depth what causes dissatisfaction with parking in the borough and to identify desired improvements to inform the draft parking policy.
- Based on this first phase of consultation develop a draft parking policy that is informed by Barnet citizens
- Roll out a far reaching comprehensive public consultation on the draft policy. In particular this phase of consultation and engagement will aim to:
 - Communicate and raise awareness of the consultation
 - Provide detailed information about the parking policy, how it has been developed, the constraints the council is working to, and what the parking policy aims to achieve.
 - Provide information on how stakeholders can take part and how their views will be used to inform the final policy
 - Understand stakeholders' views in depth on the draft parking policy to help inform the final policy.

Delivery of messages

When delivering an effective consultation and engagement programme we need to ensure messages reach all intended audiences, which is why we must adopt a more targeted approach to consultation and engagement.

- Identify the different audiences and prepare communication and engagement tools to meet their needs
- Plan and deliver the core messages and intended outcomes through identified communication channels
- Promote the process as being an open, honest and truly consultative
- Ensure that all communications and engagement is meaningful and includes all relevant parties
- Proactively convey the importance of producing an effective Parking Policy to all relevant audiences
- Provide answers to any queries
- Ensure that our approach to consultation and engagement is consistent

Stakeholders

Key target audiences and areas for engagement – Parking Policy	Methods of Communication to targeted audiences
Barnet residents/Council Tax Payers	<ul style="list-style-type: none">• Engage Barnet• Social media• Insert in Barnet First – four pages – Sept 2014.• Press release• Community Barnet newsletter• Delivery Unit Services user circulation lists/Partnership Boards• Partners newsletters and circulation lists• Poster on Bus shelters/six sheets/public buildings;• Word of mouth – front line staff
Businesses	
Service Users (Residents living in a CPZ area, and pay for parking in the borough). Inc Campaign Group	
Non users, particular those who walk to town centres and don't pay for parking	
Protected Characteristics, in particular those with a disability, older residents, Women who are pregnant or on maternity leave	
Local community groups and organisations	
Partners and public bodies	

Method

Phase 1: Consultation and research at the formative stage (completed)

- A series of focus groups with residents and businesses to understand what causes dissatisfaction with parking in the borough and to identify desired improvements to inform the draft parking policy.
- To ensure impartiality LBB appointed an external market research company to recruit, develop topic guide, facilitate and write report.
- Conduct desk research and insight gathering to inform the draft parking policy and EIA.

Phase 2: Consultation on draft Parking Policy Public Consultation

Open consultation

- Survey (online and paper copy) available to all residents and other stakeholders as outlined above.
- The open consultation will need to run for twelve week.
- Survey to be developed by LBB
- The survey details are set out below:
 - Online survey to be made available on <http://engage.barnet.gov.uk>
 - Downloadable survey to be available online
 - Hard copies of the survey will be made available in council public buildings.
 - Survey to be available on request in different formats: large print, easy read and audio (LBB).
- Presentations by LBB to promote consultation at various existing groups: Area forums, service partnership boards, user groups, youth board, Community Barnet groups and partners. These presentations should be used to target protected characteristics, in particular: BMEs, Older people, People with a disability, pregnant women or on maternity leave, and young people

Closed Consultation

In order to ensure that the consultation findings are representative of the borough as a whole, it is important to administer a similar survey through a statistically representative sample.

Survey sent out to the Citizens panel¹:

- Sample representative of Barnet's population in terms of age, gender, ethnicity, disability and housing tenure (preferable set to quota). Data to be weighted to correct any discrepancies in quota shortfalls.
- Survey length approximately six pages, with open ended questions. (Ideally as part of Sept omnibus survey)

Levels of Engagement

This plan refers to the different levels of engagement as outlined in LBB Consultation and Engagement Strategy to help identify and clearly define the variations of engagement.

Insight	Understand better the needs, views, and concerns of our residents using existing data
Inform	As an open council provide balanced information to assist understanding about something that is going to happen or has happened.
Consult	Capture residents' views on issues of relevance to them. Give an extensive range of opportunities for residents to have their say
Involve	Involve residents in testing, designing, and evaluating what we do to ensure that concerns and aspirations are understood and considered prior to decision making.
Empower	Empower public/service users to co-design, develop, manage and evaluate services. Working together to develop understanding of all issues and interests to work out alternatives and identify preferred solutions.

¹ The Citizens' Panel is made up of 1750 Barnet residents, selected to be representative of the adult population of the borough in terms of gender, ethnicity, housing tenure, faith and disability. Panel normally get around 40%, 700 completed questionnaire which is then weighted to correct any shortfalls in the achieved sample and ensure it is still representative of the population, allowing a confidence interval of +/-4%.

Consultation and Engagement Plan: Parking Policy

Phase 1: Informal consultation/research at the formative stage of developing the parking policy (Nov 2013- Feb 2014). Already completed

Level of Engagement	Stakeholders	Specific Group	Method	Objectives/ Key line of questioning	Events dates	Officer Lead
Inform/ Consult/ Involve	Resident/ Council tax payers: Groups included a cross section of the population, in terms of age, gender, ethnicity, faith and disability	Residents that live in a CPZ	Focus group x 2	To consult with residents to understand what causes dissatisfaction with parking in the borough and to identify desired improvements. Specifically to: <ul style="list-style-type: none"> determine what is liked and disliked about current parking facilities elicit opinion of all the main current options for ways to pay and park seek views of how LB Barnet runs the parking service explore roots of dissatisfaction in some detail give residents the opportunity to offer solutions to existing problems, or other desired improvements to identify any additional unmet needs for people with disability or mobility difficulties 	Dec 13 - Jan 14	PM/RE
		Residents who pay for parking or walk into a town centre	Focus group x 2		Dec 13 - Jan 14	PM/RE
		Actively Involved in Legal Challenge representatives	Focus group x1		Dec 13 - Jan 14	PM/RE
Inform/ Consult/ Involve	Businesses	High Street traders	Focus group x 2		Dec 13 - Jan 14	PM/RE
		Non High street	Focus group x1		Dec 13 - Jan 14	PM/RE
Insight	Gathering of secondary data and desk research to inform policy	Residents Perception Survey	Desk research	To be updated	Dec 13 - Mar 14	PM/DH

Draft parking policy sign off by committee					
Level of Engage-ment	Stakeholders	Specific Group	Objectives	Date	Officer Lead
Inform/ Consult/ Involve	Members	Environment Committee	Approve the draft parking policy and phase three of public consultation	24/07/2014	CS/PM

Phase 2: Twelve week formal public consultation and engagement (28/07/2014 -20/10/2014)						
Level of Engage-ment	Stakeholders	Specific Group	Objectives/ Key line of questioning	Method	Deadline/ events dates	Officer Lead
Inform	Communications to all stakeholders	All stakeholders	Roll out a comprehensive communications programme to: <ul style="list-style-type: none"> Raise awareness of the consultation Provide detailed information about the parking policy Information on how stakeholders can take part 	Press Release	28/07/2014	Comms (CP/MO/PM)
				Barnet First Insert (four page insert in Barnet First	01/09/2014	Comms (CP/MO/PM)
				Bus Shelter notices	01/08/2014	Comms (MO)
				Six Sheets	01/08/2014	Comms (MO)

Phase 2: Twelve week formal public consultation and engagement (28/07/2014 -20/10/2014)						
Level of Engagement	Stakeholders	Specific Group	Objectives/ Key line of questioning	Method	Deadline/ events dates	Officer Lead
			<ul style="list-style-type: none"> Where stakeholders can find obtain more information: website, and dates of planned road 	Community Barnet	TBC	RE
				Services user circulation lists	TBC	PM/RE
				Partners: Brent Cross, Middlesex University NHS health sector including CCGs, public health Police North London Chamber of Commerce	01/08/2014 (Email distribution to partners)	PM
Inform Consult	General population of Barnet	Council Tax payers and anyone from any background Businesses	<p>Enable residents, businesses, community groups, public bodies and partners to comment on the design of the parking policy.</p> <p>Key lines of questioning TBC DH/CP</p>	<p>Open Consultation:</p> <p>Online: Engage Space</p> <p>Online questionnaire</p> <p>Online consultation document in PDF</p>	<p>01/08/2012</p> <p>01/08/2012</p> <p>28/08/2012</p>	<p>RE/PM</p> <p>RE/PM</p> <p>RE/PM/Comms</p>

Phase 2: Twelve week formal public consultation and engagement (28/07/2014 -20/10/2014)						
Level of Engagement	Stakeholders	Specific Group	Objectives/ Key line of questioning	Method	Deadline/ events dates	Officer Lead
		Community groups and voluntary organisations Public bodies Partners		Paper questionnaire to be available on request and distributed to public council building and Libraries	24/08/2012	RE/PM
Inform and Consult	Representative sample of residents	Citizens' Panel members (1750 residents representative of boroughs population)	Enable residents to comment on the design of the parking policy.	Closed Consultation, Representative sample of residents. Survey and consultation document to be sent out to Citizen Panel members (1 750 residents representative of boroughs population) 1 st reminder letter sent to Panel members 2 nd reminder letter sent to Panel members	01 /09/2014 11/09/2014 18/09/2014	RE/PM RE RE

Phase 2: Twelve week formal public consultation and engagement (28/07/2014 -20/10/2014)						
Level of Engagement	Stakeholders	Specific Group	Objectives/ Key line of questioning	Method	Deadline/ events dates	Officer Lead
Inform Consult	Protected Characteristics	Black and Minority Ethnic Groups	Enable residents to comment on the design of the parking policy, and pay particular due regard to any concerns from this PC may have	Presentation to Multicultural Group (CB)	Dates tbc with ACH	PM
		People with Disabilities: People with mental health issues People with learning disabilities	Enable residents to comment on the design of the parking policy, and pay particular due regard to any concerns this PC may have	Presentation to Mental Health Network Presentation to Mental Health Partnership Board Presentation to Barnet Centre for Independent Living Board meeting Presentation to Learning Disability Group CTS support session for carers/support workers and service users Presentation to Experts by Experience	Dates tbc with ACH	PM
		Older residents	Enable residents to comment on the design of the parking policy, and pay particular due regard to any concerns this PC may have	Presentation to Older Adults Board (LBB) Presentation to Older Adults (CB)	Dates tbc with ACH	PM

Phase 2: Twelve week formal public consultation and engagement (28/07/2014 -20/10/2014)						
Level of Engagement	Stakeholders	Specific Group	Objectives/ Key line of questioning	Method	Deadline/ events dates	Officer Lead
		Young people	Enable residents to comment on the design of the parking policy, and pay particular due regard to any concern this PC may have	Youth Board	Dates tbc with CS	PM
		Women who are pregnant on maternity leave	Enable residents to comment on the design of the parking policy, and pay particular due regard to any concern this PC may have	Promote at Children's Centres Health clinics	Dates tbc with CS	PM

Lead Officer Key:

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2. Chris Palmer, Head of Communications (CP)
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4. Marley Obi, Communications (MO)