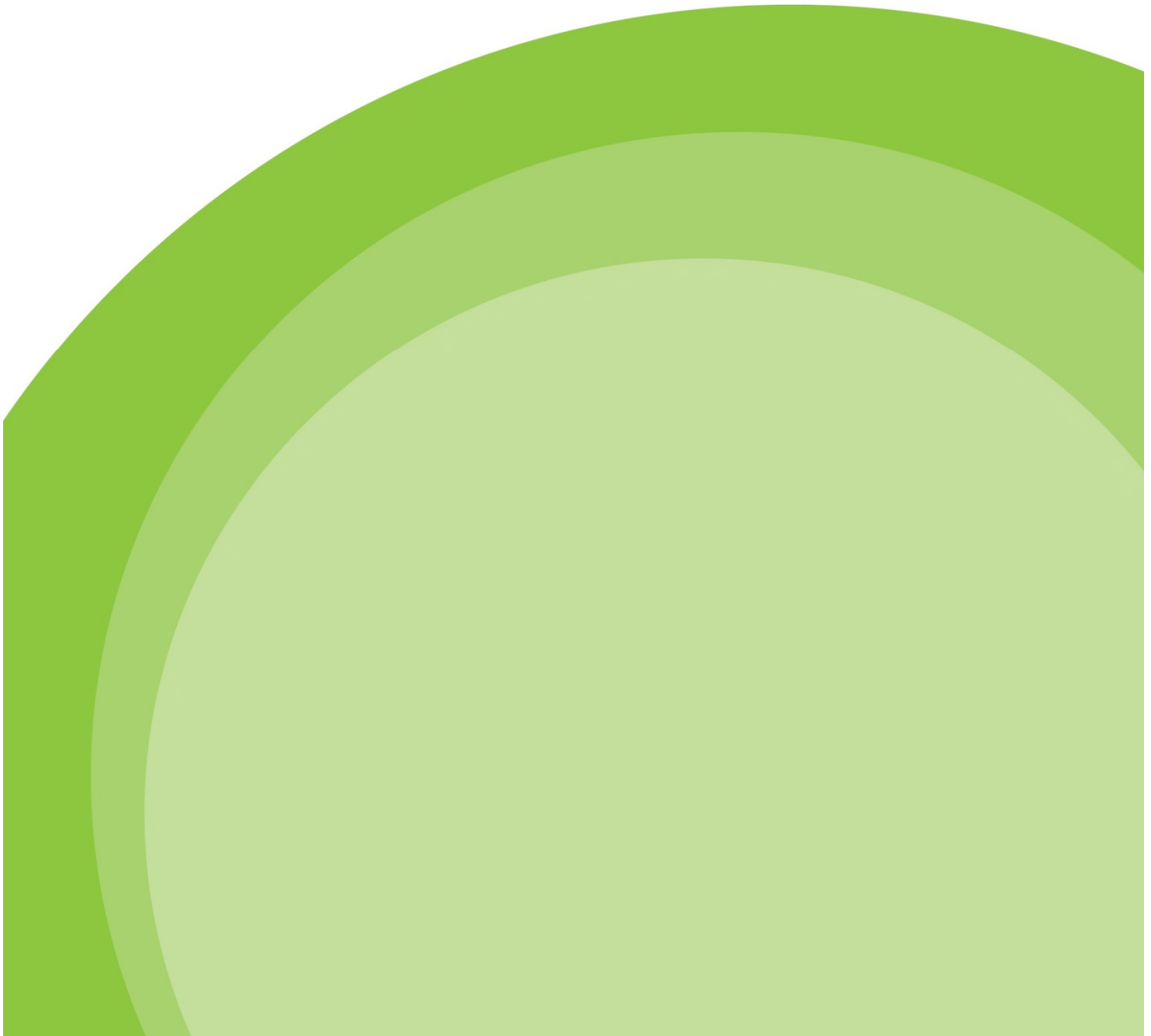




Parking Strategy

**Consultation & Communication Approach - Executive Report
Appendix 1**



Parking Strategy – Consultation & Communications Plan

1. Background

The council is developing a Parking Strategy which will form part of the Local Transport Plan 4 (LTP4) along with other transport related strategies.

2. Communication objectives

This communication plan is designed to ensure:

- All stakeholders are informed about the rationale for the strategy and the changes/impact of the draft strategy.
- There are opportunities for key stakeholders to influence the development of the draft strategy.
- All stakeholders have an opportunity to give feedback on the draft strategy before it is finalised.
- All stakeholders are kept informed about the development of the strategy as it moves through the democratic process.

3. Proposed approach

The council has a statutory duty to consult on changes to policy/strategy or services. Therefore the council must consult the public and interested stakeholders on the draft proposals.

The consultation must¹:

1. Take place at a time when proposals are still at a formative stage
2. Give sufficient reasons for any proposal to permit of intelligent consideration and response
3. Give adequate time for consideration and response
4. Be conscientiously taken into account in finalising any statutory proposals.

In order to comply with the principles above the council will consult for a minimum of 12 weeks².

A questionnaire (online and paper) will accompany each element of the draft strategy to capture feedback in a structured way. The questionnaire will capture level of agreement and comments on each section.

4. Indicative timeline

The timescales shown below are indicative. When the timeline for the project is known we can map these timescales against it and confirm if the Communications Team can meet the timescales as well as meeting our other deadlines.

There may need to be an extension to the consultation time to cover the Christmas period.

Duration	Activity	Lead
Done	Identify stakeholders Communications Team to meet with each chapter lead to identify stakeholders for each chapter, aims	Comms & Service

¹ These are known as the Gunning Principles.

² The council has an agreement with the voluntary sector and Town and Parish Councils to consult for a minimum of 12 weeks. This is also considered best practice.

	of the chapter and key messages.	
	Finalise draft strategy and put into the CBC template.	Service
5 weeks	<p>Prepare communications</p> <ul style="list-style-type: none"> • Prepare chapter summaries. • Draft public consultation questionnaires. • Prepare communications to launch the consultation. 	Comms & Service Comms & Service Comms & Service
12 weeks	<p>Launch public consultation and representative survey.</p> <p>The draft strategy and questionnaire will be on the council's website.</p> <p>The consultation should also be made available in all CBC libraries in paper form.</p> <p>The consultation will be promoted through the following:</p> <ol style="list-style-type: none"> 1. News Central (depending on timing) 2. Press release 3. Social media and email marketing <p>The consultation should also be promoted to specific stakeholders (different stakeholders will be relevant for different elements). This could be by email, letter or attending meetings.</p> <p>Attend stakeholder meetings on request.</p>	Comms Service Comms Service Service
6 weeks	<p>Analyse public consultation feedback</p> <p>The feedback from the public consultation will be collated and analysed for each chapter. A summary of the results will be provided in a report as well as the verbatim comments and tables (as an appendix).</p> <p>Headline results provided in a presentation.</p>	Comms Comms
1 day	<p>Present results to the Parking Strategy Board</p> <p>The headline results from the public consultation will be presented to the PTS Board to consider and amend the strategy if necessary.</p>	Service & Comms
	Update strategy based on consultation feedback and go through democratic process to approve new strategy.	Service

1 week	Prepare communications to stakeholders <ol style="list-style-type: none"> 1. News Central (depending on timing) 2. Press release 3. Social media and email marketing 4. Emails/ letters to specific stakeholders 	Comms Comms Comms Comms & Service
1 day	Communicate new strategy to stakeholders Issue the following communications once the strategy is approved: <ol style="list-style-type: none"> 1. News Central (depending on timing) 2. Press release 3. Social media and email marketing 4. Emails/ letters to specific stakeholders 	Comms Comms Comms Service

The following section looks in more detail at the stakeholder groups and required communication channels.

5. Stakeholders

The following stakeholders have been identified and are likely to have an interest in parking. They may be directly or indirectly affected by a parking strategy.

The stakeholders are grouped into four groups.

Group 1: Key players (high interest and high influence) – Manage closely, involve in decisions, engage and consult closely

Stakeholder	What they need to know	Communication channels	Consultee?
Leader of the council: Cllr James Jamieson	Detailed briefing of project - rationale, proposals and timescales. Updates at key stages. Any issues or changes.	Briefing from project lead. Members Reference Group meetings. Email updates, F2F updates if necessary.	N Involved in project via MRG
Executive Members: Cllr Spurr Cllr Wenham Cllr Young Cllr Hegley Cllr Versallion Cllr Turner	Detailed briefing of project - rationale, proposals and timescales. Updates at key stages. Any issues or changes.	Briefing from project lead. Members Reference Group meetings. Email updates, F2F updates if necessary.	N Involved in project via MRG
Parking Enforcement Officers	Detailed briefing of project - rationale, proposals and timescales. What the proposals mean for enforcement. Updates at key stages.	Briefing from project lead. Invite to meetings/workshops. Email updates, F2F updates if necessary.	N Involved in project.
Highways and Transport teams	Detailed briefing of project - rationale, proposals and timescales. What the proposals mean for Highways and Transport.	Briefing from project lead. Invite to meetings/workshops. Email updates, F2F updates if necessary.	N Involved in project.

	Updates at key stages.		
Planning team	Detailed briefing of project - rationale, proposals and timescales. What the proposals mean for planning. Updates at key stages.	Briefing from project lead. Invite to meetings/workshops. Email updates, F2F updates if necessary.	N Involved in project.
CBC Assets	Detailed briefing of project – rationale, proposals and timescales. What the proposals mean for Assets. Updates at key stages	Briefing from project lead. Invite to meetings/workshops. Email updates, F2F updates if necessary	N Involved in project.
Highways Contractor Amey & Ringway Jacobs (from April 2016)	Detailed briefing of project - rationale, proposals and timescales. Expert input. Updates at key stages.	Briefing from project lead. Invite to meetings/workshops. Email updates, F2F updates if necessary.	N Involved in project
Opposition Leaders Cllr Tony Swain Cllr Adam Zerny	Overview of project - rationale, proposals and timescales. Updates at key stages.	Briefing from project lead. Updates through MIB.	N Involved through O&S
Town Councils with car parks - Biggleswade	Overview of project - rationale, proposals and timescales. What the proposals mean for Town Council car park, visitors, shoppers and business.	Meetings with project lead. Invite to meetings/workshops. Email updates.	Y
Emergency services - Police - Fire - Ambulance	Awareness of proposals and timescales. What the proposals mean for them.	Email briefing. Invite to meetings/workshops. Updates by email.	Y

Residents General	Overview of project - rationale, proposals and timescales. What the proposals mean for them. How to get involved. Final decision and impact.	Local media (press and radio). Social Media and CBC updates. News Central. Website.	Y
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Group 2: Keep informed (high interest and low influence) – Consider and consult, make use of interest through involvement in low risk areas, potential supporter/ambassador.

Stakeholder	What they need to know	Communication channels	Consultee?
Town Councils	Overview of project - rationale, proposals and timescales. What the proposals mean for them. How to get involved. Final decision and impact.	Email. Town and Parish Council Conference. (depends on timing) Attendance at Town Council meetings.	Y
Parish Councils	Overview of project - rationale, proposals and timescales. What the proposals mean for them. How to get involved. Final decision and impact.	Email. Town and Parish Council Conference. (depends on timing) Attendance at Town Council meetings.	Y
Businesses - Local - Large - Chamber of commerce - Chamber of trade	Overview of project - rationale, proposals and timescales. How it will affect their businesses How to get involved. Final decision and impact.	Business email database. Business networks/breakfasts. Email.	Y
Blue Badge Team	Awareness of project - rationale, proposals and timescales. What the proposals mean for Blue badges.	Team meeting. Email updates.	N Involved in project

Permit holders	Overview of project - rationale, proposals and timescales. What it means for permit holders. How to get involved. Final decision and impact.	Letters.	Y
Resident Permit Holders	Overview of project - rationale, proposals and timescales. What it means for resident permit holders. How to get involved. Final decision and impact.	Letters.	Y
Commuters	Awareness of the project. What it means for commuters. How to get involved. Final decision and impact.	Signs at station car parks. Media.	Y
Shoppers	Awareness of the project. What it means for resident shoppers. How to get involved. Final decision and impact.	Signs at public car parks. Media.	Y
School places team	Awareness of project - rationale, proposals and timescales. What the proposals mean for school planning.	Team meeting. Email updates.	N Involved in project
Schools and Colleges	Awareness of project - rationale, proposals and timescales. What the proposals mean for schools.	Central essentials Letters. Emails.	Y
Taxis	Awareness of project - rationale, proposals and timescales. What the proposals mean for taxis.	Letters.	Y

Bus operators	Awareness of project - rationale, proposals and timescales. What the proposals mean for buses.	Letters.	Y
Disability groups Disability Resource Centre	Awareness of project - rationale, proposals and timescales. What the proposals mean for disabled people. How to get involved. Final decision and impact.	Email/ letters.	Y
Friends of the Earth	Awareness of project - rationale, proposals and timescales. Environmental impact. How to get involved. Final decision and impact.	Email/ letters.	Y
Flitwick @ the crossroads residents action group	Awareness of project - rationale, proposals and timescales. What the proposals mean for Flitwick residents. How to get involved. Final decision and impact.	Email/ letters.	Y
Andrew Long	????	Email/ letters.	Y
SG19	Awareness of project - rationale, proposals and timescales. What the proposals mean for SG19 residents. How to get involved. Final decision and impact.	Email/ letters.	Y
Parking operators -NCP? -Govia	Awareness of project - rationale, proposals and timescales. What the proposals mean for their car parks/customers. How to get involved. Final decision and impact.	Email/ letters.	Y

Rail providers - London Midland - Network Rail	Awareness of project - rationale, proposals and timescales. What the proposals mean for their car parks/customers. How to get involved. Final decision and impact.	Email/ letters.	Y
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Group 3: Keep satisfied (low interest and high influence) – Meet their needs, engage and consult, increase level of interest

Stakeholder	What they need to know	Communication channels	Consultee?
MPs	Awareness of project - rationale, proposals and timescales. Where to signpost residents concerns. Final decision and impact.	Email from Leader/Executive Member	N Awareness only.
Media	Awareness of project - rationale, proposals and timescales. Key messages. Consultation stage. Final decision and impact.	Press release / briefings/ interviews (via Jack Bowers). Reactive statements to enquiries if needed (via Jack Bowers).	N Media are a channel

Group 4: Monitor (low interest and low influence) – General interest, inform via general communications.

Stakeholder	What they need to know	Communication channels	Consultee?
Bedford area Bus User Group	Awareness of project - rationale, proposals and timescales. What the proposals mean for bus users.	Letter / email.	Y

	How to get involved. Final decision and impact.		
Visitor Centres (e.g. Dunstable Downs)	Awareness of project - rationale, proposals and timescales. What the proposals mean for their car parks/customers. How to get involved. Final decision and impact.	Letter / email.	Y
Neighbouring Authorities - Bedford - Luton	Awareness of project - rationale, proposals and timescales. How to get involved. Final decision and impact.	Letter / email to CEO.	Y
Leisure Centres	Awareness of project - rationale, proposals and timescales. What the proposals mean for their car parks/customers. How to get involved. Final decision and impact.	Letter / email.	Y