

Parking strategy consultation summary plan

Before the consultation begins:

Advertising/promoting the consultation before it begins would prompt “responses” before it begins without sight of its content, in all likelihood about specific issues/locations rather than the strategy itself. It is preferable to run the consultation for longer, allowing informed responses, rather than encouraging the public to soak up limited resources to little purpose before it begins.

During the consultation:

Timing TBC – would not be appropriate to launch during lockdown or Purdah. As these are likely to overlap, a May start date may be the earliest achievable date. If they don’t (i.e. local elections are cancelled) then starting earlier and retaining same end date would enable longer consultation period. Timing needs coordinating with TRO project work so that only one consultation is live at a time.

Consultation May to end July/early August would allow report preparation in August/September to take to December Exec for consideration.

Face-to-face approaches can’t be seen as responsible at present, but we can engage with representative groups through remote meetings. Also promote consultation through print and broadcast media as well as online.

Medium	Item	Needs	Actions	Timing
Consultation document	Questionnaire/summary doc.	Summary of key points Key questions & comment options	Draft Commission print & design to style up	ASAP
Councillor briefing	Information for all Cllrs prior to public launch	Summary of key points Key questions & comment options Offer of 1-1 briefings Following with link to web info when it becomes available	Draft	Prepare February Send one month before to allow for queries n.b. if May timing then complexity if new Cllrs
Meetings	Cooperative neighbourhoods	Briefing information to use	Arrange with CN team	Request as soon as

				timing of consultation certain
	Disability forum	Briefing information to use	Arrange with Guru	Request as soon as timing of consultation certain
	Other interest groups	Briefing information to use	Identify groups and arrange with organisers. <ul style="list-style-type: none"> • RAs? • CTC? • Others? 	Identify ASAP Request as soon as timing of consultation certain
Press	News story	Explanation Link to web info Contact details to get hard copy of consultation	Comms to write	Seek to arrange for just after launch
Radio	Interview with Cllr Briscoe?	Agreeing with Cllr Briscoe Briefing information to use	Get agreement Commission comms to arrange Draft	Seek to arrange for just after launch
SBC website	Have your say page	Explanation. Link to online questionnaire. Copy of full document.	Comms to write.	Publish at launch
	News story	Explanation. Link to online questionnaire. Copy of full document.	Comms to write.	Publish at launch
	Online version of questionnaire	Summary of key points Key questions & comment options	Commission based on paper consultation documents	ASAP
Social media	Facebook	Rolling promotions	Draft & schedule together with comms	At launch, then ongoing – frequency to be agreed with comms
	Twitter	Rolling promotions	Draft & schedule together with comms	At launch, then ongoing – frequency to be agreed with comms

Traffic & transport stakeholder comms	Notification & information	Explanation Link to web info Contact details to get hard copy of consultation	Draft	At launch
Stevenage Chronicle	Promotional story	Explanation. Link to web info. Contact details to get hard copy of consultation.	Comms to write.	Edition issued during consultation

All responses to be acknowledged & collated as they are received.

After the consultation ends:

Schedule report process.

Update respondents on timelines.

Prepare report & recommended alterations.

Exec process for adoption/approval of amendments/instruction to amend further/other outcome.

Update respondents on outcome.

Publish adopted version on website unless not adopted.

News story & social media to promote outcome. Further Comet story if amenable.