

# Road safety plan Consultation strategy

The plan

March 2008

[www.southwark.gov.uk](http://www.southwark.gov.uk)

## Purpose

This document is a consultation strategy for the review of the road safety plan and defines whom will be consulted, the level of consultation, the proposed methods of involvement and the resource implications. The report seeks to provide guidance on the consultation processes and be utilised as a reference document to the report writers and reviewers.

It is important that the communities have a say in the development of council policies and most importantly the community needs to help indicate:

- Who should be involved;
- When they should be involved; and
- How they should be involved.

This document sets out existing and proposed methods of involvement, and seeks initial views from the community on how these methods or processes could be improved, or whether alternative methods of engagement could be used.



The reason this discussion document is being provided at this stage is to provide information and explain the development of the SCI to the wider public.

This strategy has been prepared in liaison with the Executive Member for Environment & Transport, the council's communications team, Community Involvement and Development Unit (CIDU), the Transport Consultative Forum (TCF) and the Equality and Diversity Panel (EDP).

## Why review of the road safety plan?

The current road safety plan was approved in (April 2005). The road safety plan has a strategic focus and is influential in provides actions to meet the council's statutory road safety targets as well as supporting the councils annual funding submission to Transport for London for transport funding through the Lip Annual Progress Report process.

The plan also set out its local objectives and priorities and how it intends to action those priorities and in practical terms the plan contains delivery programmes, implementation mechanisms, as well as the planning and co-ordination of activities.

Since the adoption of the plan, London wide road safety reduction targets have been stretched by the Mayor of London. Internally the structure of the transport planning team has changed and there are additional staff resources to deliver a broader road safety programme.

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### Why consult on the road safety plan review?

The plan contains initiatives and plans that will affect the community as a whole and it is imperative that the community is able to comment and provide input into the document. It is important that all sections of the community are provided with the capability to engage in the consultation process. To enable this, community involvement is to be clear, concise, fair, transparent and efficient.

Like many other consultations, the road safety plan consultation is limited by resources however, it is vital that overall, the communities of Southwark know that the community involvement process is genuine, timely, and reflects the wider public good.

### What is the road safety plan preparation timetable?

As indicated below, the final road safety plan shall be completed and approved by autumn 2008. Attached in appendix one is the project plan for the review of the road safety plan which provides a detailed plan of the programme of works.

**Table 1 – road safety plan preparation timetable**

Milestone	Time
Statistical review of road collisions within the borough	October/November 2007
Establishment of steering group	October 2007
Internal stakeholders workshop	December 2007
Preparation of draft document	February 2008
Approval of Executive Member for public consultation	February 2008
Public consultation	March/April/May 2008
Review of consultation responses	May/June 2008
Preparation of final document	June/July 2008
Approval of road safety plan	September 2008

### Assessment of road safety plan and its impact

#### Equality Impact Assessment

The purpose of the EQIA is to monitor and improve the work of council by making sure all areas of the community are considered in policy development and to promote equality and fulfil our duties under the Race Relations (Amendment) Act 2000 (RRAA). A report outlining how the EQIA has been carried out in the preparation of the road safety plan and components will be available for comment during the formal consultation period.

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### Delivering the consultation

The formal consultation on the draft road safety plan review is intended to run for approximately 8 weeks in Spring 2008.

In order to fulfil Southwark's vision for community involvement the following principles are to be followed;

- To provide the community with access to information. This includes using the right mediums and ensuring data is available in a range of ways to meet community needs;
- To provide the community with the opportunities to contribute ideas and to feel confident that those ideas will be duly considered;
- To provide the opportunity for the community to take an active part in developing proposals and options;
- To provide the community with the opportunity to comment on formal proposals beyond that ensured by statutory provisions; and
- To provide the community with feedback and progress on issues consulted upon.



To provide this the core consultation practices are:

- Consultation will be conducted in a relevant, friendly and meaningful way that encourages community involvement in consultation;
- Consultation will be an open and honest two way dialogue that seeks to inform consultees as well as obtain their views and opinions;
- Consultation will seek to accommodate the different needs of individuals and groups to ensure they are enabled to have an equal opportunity to contribute to consultation; and
- The beliefs, values, perceptions and experiences of all stakeholders will be equally respected.

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Southwark Council has recently undertaken a number of assessments to meet wider corporate responsibilities for equality and freedom of information. The consultation needs to be consistent with general good council practice detailed below.

<b>Translation</b>	The consistent approach and availability for documents to be translated into other languages, large print, Braille or audiotape where necessary. This also involves the provision of interpretation services for meetings and phone conversations where necessary.
<b>Plain English</b>	To ensure that documents use plain English and avoid jargon to ensure they are easily understood.
<b>Format and Styling</b>	To ensure that all documents and consultation material is formatted and styled consistently within department and council guidelines to reduce confusion and establish branding for specific topic areas.
<b>Website</b>	Ensure that the website is easily accessible and user friendly. It is important that all consultation matter and other related material are accessible through the website.
<b>Accessibility</b>	It is vital that all those who wish to access information are able to do so easily by a number of options, including by phone, Internet, written request or by visiting council offices.
<b>Availability</b>	It is important that to ensure transparency and accountability that all documents within the public realm are available to a member of public when requested, if not already widely available on the website or within another source including libraries.

## Consultation methodology

### Who will be consulted?

The consultation process is open to any member or group of the general public. The council is committed to increasing all practicable engagement and opportunities for the wider community to become involved.

### Statutory Authorities

Under Section 145 of the GLA Act, there is a duty to consult various statutory bodies including the “relevant Commissioner(s), (Metropolitan Police Service and City Police), TfL, such organisations representative of disabled people as the council considers appropriate and each other London borough whose area is likely to be affected by the plan.”

### Internal Consultation

Plans and proposals included within the road safety plan have bearing on many sections of the council organisation and consultation with officers is imperative to ensure the plan is both practical and achievable in the short, medium and the long term.

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### Key interest groups

Within Southwark there are specific interest groups that maintain a particular concern in transport matters including, for example, disabled action groups, cyclists groups, criminal justice board, street leaders, community wardens etc. These interest groups will be specifically targeted through a variety of existing forums as outlined below:

**Transport Consultative Forum** - The Transport Consultative Forum (TCF) is a collective of representatives from community organisations and interest groups. This panel meets on a bimonthly basis to discuss strategic transport issues and is seen as a gateway to consultation to the wider community.

**Community councils** - Southwark has eight community councils and each has elected councillors as voting members. The community council's enable all local people, of any age, a say about what goes on in their area in respect of some key decisions, as delegated by the Council Assembly and the Executive. community council meetings are held regularly – usually every month.

**Area forums** - Similar to the community councils, these meetings are based on geographical boundaries and comprise members of the public. However these forums do not have elected members presiding and are not financially supported by council, these forums are community based and run.

As there is some overlap between the Area Forums and the Community Councils, members from Area Forums will be specifically contacted and invited to attend Community Councils to engage in consultation.

**Tenant's council** - The Tenants' council comprising of annually elected council tenants acts as a link between local area housing forums and the council executive, and advises them both on borough-wide matters that affect tenants. This panel meets on a 6-8 week cycle. Similarly to the Area Forums, members from the Tenants Council will be invited to attend Community Councils to engage in consultation.

**Equalities and Diversity Panel** - The Equalities and Diversity Panel (EDP) is comprised of a group of community members who meet monthly to discuss and review Council activities and policies. The Panel reviews the council's current and proposed activities in relation to their impact, or potential impact, on the diverse communities resident in the borough. The panel also has an ongoing role in advising council on the development of more inclusive practices in terms of equality and diversity.

**Various community and voluntary groups** – The community involvement and development unit hold a database of key community and voluntary groups within the borough. This database will be utilised to identify key groups who may be interested in transport related issues.

### How will consultees be engaged?

Community engagement and involvement methods should be designed to ensure that the desired persons and groups are reached. The plan will recommend a series of initiatives or programmes and therefore address a wide range of potential audiences. Its consultation will include a variety of methods tailored to meet the specific needs of each audience and to enable the document to reach a broader spectrum of the community.

The proposed consultation methods are discussed below showing what methods are directed at which consultees. However these methods are not exclusively linked to category of consultee and will have some bearing on all consultees.

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### Statutory Authorities

Consultation with the statutory authorities will encompass the following aspects.

**Letter (Hardcopy of all docs)** – A letter and a full copy of the document will be sent to each statutory stakeholder, meetings to discuss the document itself may also be held upon request.

**Transport Consultative Forum** – Each statutory authority will be invited to the Transport Consultative Forum (TCF) as discussed below.

### Key interest groups

The following methods will be utilised to make and maintain dialogue with known key stakeholders or interest groups.

**Letter (Hardcopy of all docs)** – A letter advising of the consultation process and an invitation for involvement will be sent to all key interest groups, with a full copy of the document available upon request.

**Transport Consultative Forum** – The TCF was established in 2004 and as indicated, its members include representatives from various interest groups such as Southwark Cyclists, Southwark Pensioners, etc. The TCF holds meetings on a bimonthly basis and officers will attend these meetings to brief the group and discuss the key elements of the plan.

**Community Councils** – The community council meetings are open to the public and are the key opportunity for engagement with the community. They also provide the opportunity for other interest groups such as attendees of the Area Forums and Tenant's Council to have greater participation in the consultation.

Each community council operates independently and has various methods of engagement with its community. In recognising this, the consultation with these groups must be flexible. Preliminary consultation will be undertaken with the chairpersons and the community council clerks to determine what form of consultation is preferred and this will be further developed with each community council.

**Equality and Diversity Panel** – The Equalities and Diversity Panel (EDP) is comprised of a group of community members who meet monthly to discuss and review Council activities and policies. The Panel reviews the council's current and proposed activities in relation to their impact, or potential impact, on the diverse communities resident in the borough. The panel also has an ongoing role in advising council on the development of more inclusive practices in terms of equality and diversity.

**Street leaders** – The Street Leader scheme was set up in 2003 and currently has more than 500 local residents supporting the scheme as well as a team of Southwark Council support staff.

StreetLeaders volunteer to keep an eye on the streets they pass through whilst going about their day to day lives. Housing StreetLeaders also keep an eye on the estates or the street housing they live in. They make a commitment to report any envirocrimes and housing envirocrimes such as dog mess, graffiti, lifts and abandoned vehicles.



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### Supporting community involvement

Consultation with the wider community will also encompass the following aspects.

**Media** - Local media is a useful method for raising levels of awareness and interest towards decision-making processes as well as advertising further opportunities for involvement. The use of media supplements other consultation methods and can be used for both wider and targeted audiences.



**Internet** –The council website is of increasing importance for seeking detailed information and an area on the Southwark Council website will be allocated to the road safety plan and will contain information, including proposed initiatives and programmes. A facility to comment on the plans will be designed into the web page as a source of community feedback.

**Publications/brochures** - The use of media such as publications and brochures are useful in creating awareness and disseminating information about proposed options. These will be utilised in conjunction with other methods such as information for public meetings,

**Displaying documents** - Documents can be displayed at council offices, libraries and community centres. It should be clear with these documents how and when people should respond. Offices and documents should be accessible to those with disabilities, mobility impairment, or alternative language/translation needs.

**Community surveys / questionnaires** - The use of surveys can be useful in determining issues and priorities. A variety of surveys / questionnaires will be used to focus on key aspects of the proposals outlined in the road safety plan. These will be made widely available online, at the meetings discussed above, in public buildings and upon request.

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### Delivering the consultation

The following table details the proposed engagement tools and resources required to deliver the road safety plan review consultation. This is seen as a guide only and will be reviewed and adjusted throughout the development of both the plan and the consultation.

Audience	Action	Materials required	Outcome
Council officers	½ day interactive workshop for internal consultation with LBS Council departments.	Workshop location, presentation materials (flipchart, projector etc).	Understanding among officers of how their work involves or influences road safety.  Knowledge of how officers would like to be engaged in future.
Community Councils	Consultation meeting with interactive or visual presentation depending on preference of chairperson.  Provide feedback on decisions taken following consultation.	Practical location within community, presentation materials (flipchart, projector etc).  Information sheet explaining RSP for attendees to take away.	Increased community awareness about current road safety initiatives and how road safety affects the local area, and of the complexity of road safety issues.  Community opinions on RSP expressed.  Development of local ownership and responsibility for RSP.



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Audience	Action	Materials required	Outcome
Transport Consultative Forum	Regular updates and tailored interactive or visual presentation at meetings, depending on preference of chairperson.	Time slot at meetings, presentation materials (flipchart, projector etc).	<p>Increased awareness about current road safety initiatives and how road safety affects the members of the forum, and of the complexity of road safety issues.</p> <p>Forum opinions on RSP expressed.</p> <p>Obtain forum's input and build capacity for forum to steer RSP.</p>
Transport Consultative Forum Mobility Sub Group	Interactive or visual presentation, depending on preference of chairperson and needs of members.	Time slot at bimonthly meeting, presentation materials (flipchart, projector etc).	<p>Increased awareness about current road safety initiatives and how road safety affects the members of sub group.</p> <p>Forum opinions on RSP expressed.</p> <p>Obtain forum's input and build capacity for forum to steer RSP.</p>
Tenant's Council	Consultation meeting with interactive or visual presentation depending on preference of chairperson.	<p>Practical location within community, presentation materials (flipchart, projector etc).</p> <p>Information sheet explaining RSP for attendees to take away.</p>	<p>Tenants aware of road safety initiatives, details of RSP and complexity of road safety issues.</p> <p>Tenants' opinions on RSP expressed.</p>
Equalities & Diversity Panel (EDP)	Interactive presentation and discussion following submission of written Equality Impact Assessment (EqIA).	Presentation location, presentation materials (flipchart, projector etc).	Feedback received from EDP incorporated into RSP and EqIA.

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Audience	Action	Materials required	Outcome
Residents	<p>RSP document made available in local libraries, community centres, one stop shops etc.</p> <p>Electronic version made available on council website.</p> <p>Use of local media including 'Southwark Life' magazine.</p> <p>Awareness and promotion of RSP at council and community events.</p>	<p>Notices, flyers, information and summary sheets, hard copies of document, electronic copies of document.</p>	<p>Residents aware of main points in RSP, where they can find out more and how to voice opinions.</p> <p>Development of local ownership and responsibility for RSP.</p>
Statutory Consultees (Metropolitan Police, LBS Accessibility Officer etc.)	<p>Electronic version of RSP and letter outlining proposals in RSP sent to all statutory consultees.</p> <p>Invitation to meet and discuss road safety plan in greater depth and detail.</p> <p>Provide copy of final road safety plan.</p>	<p>Freepost envelopes, letters, electronic version of document.</p>	<p>Statutory consultees gain knowledge of RSP.</p> <p>Concerns of statutory consultees known.</p>

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Audience	Action	Materials required	Outcome
Transport for London (TfL)	<p>Electronic version of RSP and letter outlining proposals in RSP sent to all statutory consultees.</p> <p>Invitation to meet and discuss RSP in greater depth and detail.</p> <p>Provide copy of finalised version of RSP.</p>	<p>Freepost envelopes, letters, electronic version of document.</p>	<p>TfL endorses road safety plan.</p>
Adjacent boroughs	<p>Electronic version of RSP and letter outlining proposals in RSP sent to all statutory consultees.</p> <p>Invitation to meet and discuss RSP in greater depth and detail.</p> <p>Provide copy of finalised version of road safety plan.</p>	<p>Freepost envelopes, letters, electronic version of document.</p>	<p>Adjacent boroughs gain knowledge of road safety plan.</p> <p>Concerns of adjacent boroughs known.</p>
Living Streets	<p>Consultation meeting with interactive or visual presentation depending on preference of chairperson.</p>	<p>Presentation materials (flipchart, projector etc).</p> <p>Tailored information sheet to take away explaining RSP in context.</p>	<p>Living Streets aware of road safety initiatives, details of RSP and complexity of road safety issues.</p> <p>Living Streets opinion expressed.</p>
Community justice board	<p>Consultation meeting with interactive or visual presentation depending on preference of chairperson.</p>	<p>Presentation materials (flipchart, projector etc).</p> <p>Tailored information sheet to take away explaining RSP in context.</p>	<p>Community justice board aware of road safety initiatives, details of RSP and complexity of road safety issues. Feedback obtained from Community Justice Board</p>

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Audience	Action	Materials required	Outcome
Southwark Cyclists	Consultation meeting with interactive or visual presentation depending on preference of chairperson.	Practical location within community, presentation materials (flipchart, projector etc). Tailored information sheet to take away explaining RSP in context.	Southwark Cyclists aware of road safety initiatives, details of RSP and complexity of road safety issues. Southwark Cyclists' opinions expressed.
Street Leaders	Consultation meeting with interactive or visual presentation depending on preference of chairperson.	Practical location within community, presentation materials (flipchart, projector etc). Tailored information sheet to take away explaining RSP in context.	Street leaders aware of road safety initiatives, details of RSP and complexity of road safety issues. Feedback obtained from Street Leaders

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Audience	Action	Materials required	Outcome
<p>Local businesses including local travel planning groups.</p>	<p>Information dissemination through flyers or similar methods.</p> <p>Invitation to attend Community Council or to hold separate meeting to discuss RSP in greater depth and detail</p> <p>Consultation meeting and interactive or visual presentation held with interested parties (if attendance at Community Council is not possible).</p> <p>Letters and electronic copies of documents sent to town centre managers and local business alliances.</p>	<p>Flyers, information sheets, electronic copies of document.</p> <p>Practical location within community, presentation materials (flipchart, projector etc).</p>	<p>Businesses aware of details of RSP and where consultation/ presentation will be held.</p> <p>Businesses aware of road safety initiatives, details of RSP and complexity of road safety issues.</p> <p>Businesses' opinions on RSP expressed.</p> <p>Development of local ownership and responsibility for RSP.</p>

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### Resource implications

Informative methods require fewer resources and can be widely applied. Participatory methods are more intensive and focus on specific issues or groups.

### Monitoring the consultation process

During the course of a consultation period, particular issues and challenges are likely to arise and the people carrying out the consultation have to take on board the changing circumstances and accommodate them in the consultation exercise.

Opportunities to reflect on whether the consultation is engaging all the target groups should be scheduled into the consultation timetable. Key milestones should be built into the consultation programme. This will enable those consulting to:

- Assess progress
- Assess whether the aims and objectives of the exercises have altered
- Identify gaps in terms of groups not being engaged in the consultation process and allow for any necessary readjustments to the consultation process to make it more effective in reaching diverse and excluded communities

### Consultation checklist

1.	Identify the clear purpose of this consultation	
2.	Identify specific objectives	
3.	Set out a timetable of actions and events with key milestones	
4.	Check whether a similar consultation exercises been conducted recently or been planned by partner organisations	
5.	Identify specific barriers to engaging diverse and excluded communities	
6.	Identify how to address those barriers	
7.	Identify key contacts and support organisations	
8.	Identify appropriate venues for consultation events	
9.	Produce all documents in plain English and where appropriate with summaries in key community languages and large print	
10.	Provide contact names and details for information and advice	
11.	Publicise in consultation events in advance	
12.	Compile findings from the consultation exercise	
13.	Identify mechanisms for feedback on outcome of consultation	
14.	Complete a post-consultation review to identify the lessons learnt & examples of good practice	

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### APPENDIX ONE – DESCRIPTION OF STAKEHOLDERS

As well as addressing individuals, consultation structures for planning documents address a number of stakeholder groups reflecting the diversity of Southwark's population. Each group will be briefly outlined, including the relevant skills or information they might hold.

**Councillors:** Councillors are the democratically elected representatives of their communities and managers of the council. They are able to use their networks to distribute information and proposals to the community and provide feedback to the Council and to constituents.

**Voluntary organisations and community groups:** The voluntary sector in Southwark is well established and made up of around 18,000 individuals delivering services through 1,200 community groups and voluntary organisations.

**Businesses:** There are a large number of businesses within Southwark. These range from large international, national and regional companies and establishments to small local and family owned businesses. Business groups and forums established within Southwark cover a range of geographic areas and issue areas. Targeted consultation is required to ensure effective consultation with small business black and ethnic minority groups.

**Black and minority ethnic groups:** Southwark is an ethnically diverse borough. As a result there are many established groups and organisations that address issues relevant to their communities. It is important that these networks are identified and managed to engage minority or hard to reach groups.

**Religious groups:** Faith organisations are a valuable consultation link due to their very strong links to local communities either through the practice of that particular faith or through the use of their premises. Faith groups have a contribution to make to social inclusion that is distinct from promoting religion; they are also involved in running community services, community development and representing community interests.

**Residents:** There are a large number of residents associations established within Southwark. Most are part of the established structure as a forum to consult on documents and undertake ongoing actions to improve the environments that they live in.

**Neighbourhood and tenants groups:** A large proportion of Southwark housing is owned by the Council. These homes usually have local neighbourhood housing groups and similar organisations that regularly meet to discuss ongoing matters affecting the local area including estate improvements.

**Education/young people:** Schools, colleges, learning institutions and youth agencies are important aspects of the community, particularly as finding ways of involving young people has been identified as a priority.

**Health groups:** Health institutes are another core service provider within the community. As such it is important that their structure within the community and formal structures are used to consult and gain feedback from local health organisations on how healthy living issues/requirements might influence or affect future plans.

**Transport groups:** There are a few smaller localised groups that are interested in the improvement and interconnection with transportation links, due to the importance and effects of transport infrastructure, or particular aspects of transport such as cycling.

**Pensioners/older people:** Pensioner forums help represent older people's views and are able to represent many local people over particular issues that are affected by planning (e.g. community housing services, local shops, and safety)

**Disability forums:** This forum helps to identify and get feedback on particular planning issues including safety, access and housing appropriate for the needs of the range of disabled people.