

Let's Talk Transport

Informal public engagement 22.05.23 to 17.07.23

Partner information pack for targeting underserved and seldom heard groups

Introduction

At the end of last year, the former North Yorkshire County Council launched 'Let's Talk', the biggest ever countywide conversation, to understand how residents are feeling, gather intelligence and use that to inform decision-making and policies for the new council.

We asked people for their views on their local area, the new council's budget and the proposed devolution deal for York and North Yorkshire between September and December 2022.

Let's Talk Transport is the next conversation we will be having with residents to capture information about how they travel in North Yorkshire (more details on the next page)

This is the first stage of informal public engagement to capture current travel habits and thoughts on transport. A formal consultation on the draft Local Transport Plan will follow later this year.



What is the ask of you?

North Yorkshire Council wants to reach out to seldom heard or underserved groups in North Yorkshire and help them take part in Let's Talk Transport – and we need your help!

Why is it important to fill in the survey?

We want to ensure that as many people as possible can take part in Let's Talk Transport. Transport and having the ability to travel affects the lives of everyone in North Yorkshire, and can be particularly challenging for some, for a variety of reasons.

You are receiving this pack as the representative of an organisation who, we hope, could help us engage with groups or individuals who may not have the opportunity to take part and have their voice heard. In this pack you will find any overview of the public campaign, and assets to help promote the campaign.

Please help us by sharing the details of Let's Talk Transport with your networks, groups, and contacts. This pack is designed to help by providing content to share if possible – in it you will find wording to copy and paste, and images to use on social media.

We can also supply posters, bookmarks, and paper surveys (with return envelopes) to take along to meetings or events that are happening during the 8-week engagement period.

The survey is also available in accessible formats and other languages.

Paper copies, large print and easy read are attached with this pack for printing, and, if you don't have the means to print them, can also be requested by emailing

letstalk@northyorks.gov.uk

We will also strive to provide the survey in any format that is requested (i.e., braille, BSL, audio etc) to facilitate people to take part. We will also ensure that anyone with accessibility needs has enough time to respond.

Please email letstalk@northyorks.gov.uk to request accessible formats, translations, or marketing collateral.

NB Members of the public don't have to be North Yorkshire residents to fill in the survey. Appreciate that some of you reading this represent organisations with cross boundary areas.

What is the call to action for the public?

We are asking residents to fill in a short survey which can be done online at <https://letstalkny.commonplace.is/> or by completing a paper copy (also attached with the email or available on request) which can be returned in a pre-paid envelope. Responses will be used to help inform the new Local Transport Plan (LTP) for our county. This is a landmark document that will guide our future approach to all forms of transport.

Stakeholder engagement

A separate list of key stakeholders, stipulated by the DfT, will have the opportunity to ask questions and give feedback about transport and travel in North Yorkshire throughout the development of the new LTP this year. The North Yorkshire Council Transport Planning team in the Environment Directorate are managing the stakeholder engagement.



Let's Talk Transport - Overview

The Local Transport Plan is a set of documents that the Government requires all local transport authorities to produce.

It sets out the strategic transport aims for the region over the next few years. These are based on the Government's aims and objectives for transport, but it also needs to reflect local priorities. It will allow us to continue to bid for funding to deliver the infrastructure we need to better connect residents, unlock economic growth, and promote sustainability.

Our current plan needs updating because the way people travel has changed since the Covid 19 pandemic, government policy has shifted, and electric vehicles have become more popular.

The Let's Talk Transport survey will help us understand the issues in your local area - it is the starting point in our conversation with you and your residents about the future of transport in North Yorkshire. There also will be a formal consultation later, where we will be inviting comments on the draft plan.

Last year, during the first part of Let's Talk, we asked residents what they liked about their local area and how they think the council should spend its budget. They told us that the

transport related issues facing communities across North Yorkshire include a lack of public transport, traffic, parking, and concerns about the environment. These are significant and very complex issues which will require collective action by many partners and agencies over a period, alongside realistic funding for a large rural county.

The feedback we received on transport last year during Let's Talk local, money and devolution, and anything further residents want to say in this survey will be considered during the formulation of the new Local Transport Plan.

The survey will be advertised across all North Yorkshire Council's social media channels, on the website, in libraries (where paper copies can also be collected) and some selected public buildings, and in local news pages and via the resident's newsletter. There will be a programme of face-to-face engagement during the 8-week period, and targeted work to reach out to young people. The other area of targeted work is with seldom heard groups, which is where we hope you can help!

Let's Talk Transport – how residents can take part

There are several ways residents can take part in Let's Talk Transport

Online

The online survey is hosted on Commonplace, which is a safe and easy-to-use online tool used by over 250 organisations including neighbouring councils to engage with communities.

It can be accessed here <https://letstalkny.commonplace.is/>

Paper Copy

A paper copy can be collected from local libraries and returned in the envelope provided.

There is an electronic copy of the paper survey attached to the email with this document.

We can send a paper copy of the survey direct to residents. This can be requested by email to LetsTalk@northyorks.gov.uk or phone 01609 536400, or by writing to:

Let's Talk
North Yorkshire Council
County Hall
Northallerton
DL7 8AD

Accessible formats of the survey are available on request using the contact details above.

Face-to-face

Members of the Transport Planning team will be out and about in some locations across the county during the survey period. They will be helping residents complete the online survey or provide a copy of the paper survey with return envelope to complete later.

A list of when and where residents can meet us will be published on our Let's Talk website in due course.

Details will be on the website soon.

[Let's Talk North Yorkshire | North Yorkshire Council](#)

We would be grateful if you could share this information with your communities and at any meetings you are attending during the engagement period (22 May to 17 July)

You can request hard copies of the survey to take along to meetings and events by emailing LetsTalk@northyorks.gov.uk

Let's Talk Transport – How can you help?

Learnings from previous Let's Talk campaigns show that by using trusted channels and voices to communicate with residents, we get the best rates of response.

Therefore, we are asking you to help us by engaging with your networks and the audiences that you serve and encouraging them to complete the survey.

Let's Talk Transport – Communications Pack

To help with this, we have developed a few resources for you to use if possible.

This pack contains information on:

- Key Messages
- Example words to use in a newsletter or on websites or in correspondence
- Example words to use in social media (What's App, Facebook, Twitter & Instagram) and images
- Poster to print out to display on notice boards (attached to the email)
- Paper copy of the survey (attached to the email)
- How to request marketing materials and paper surveys.

Key messages

- We need you to help us shape the future of travel in North Yorkshire
- We want to learn about how you currently travel round North Yorkshire and how this had changed over the last few years
- We want to find out about your experiences of traveling around North Yorkshire
- We want to listen to your ideas about tackling transport issues
- Feedback will help inform and shape the Local Transport Plan for North Yorkshire.

Example words for use in email /newsletter / to share with your networks and communities

- For use from 22 May to 17 July 2023.

Please share your experiences with North Yorkshire Council to help shape the future of travel in North Yorkshire

North Yorkshire Council is continuing North Yorkshire's biggest countywide conversation, Let's Talk, to understand how you are feeling about a range of topics, and to gather intelligence to inform decision making and policies for the new North Yorkshire Council, which launched on 1 April 2023.

As part of that conversation, the council want you to tell them about how you travel in North Yorkshire and the issues that you face, to help inform the new Local Transport Plan (LTP) for our county. This is a landmark document that will guide our future approach to all forms of transport.

The Local Transport Plan sets out the strategic transport aims for the region over the next few years. These are based on the Government's aims and objectives for transport, but it also needs to reflect local priorities. It will allow the council to continue to bid for funding to deliver the infrastructure we need to better connect residents, unlock economic growth, and promote sustainability.

The current plan needs updating because the way people travel has changed since the Covid 19 pandemic, government policy has shifted, and electric vehicles have become more popular.

The Let's Talk Transport survey will help the council understand the issues in your area - it is the starting point in a conversation with you about the future of transport in North Yorkshire. There also will be a formal consultation later, where you can comment on the draft plan.

The feedback you gave the council on transport last year during Let's Talk local, money and devolution and anything further you want to say in this survey will be considered during the formulation of the new Local Transport Plan.

There are several ways you can take part in Let's Talk Transport:

You can fill in an online survey here [Have Your Say Today - Let's Talk North Yorkshire - Commonplace](#) – the survey is on Commonplace, which is a safe and easy-to-use online

tool used to engage with communities, by over 250 organisations including neighbouring councils in Leeds and West Yorkshire.

If you would prefer, you can pick up a paper copy from your local library and return it in the envelope provided.

You can also email letstalk@northyorks.gov.uk or call **01609 536400** to request a survey.

You can write to:

Let's Talk
North Yorkshire Council
County Hall
Northallerton
DL7 8AD

Or come and see council officers face-to-face. Times and venues will be listed on the website <https://www.northyorks.gov.uk/LetsTalkNY> in due course.

Accessible formats of the survey are available on request.

Please share your experiences with the council to help shape the future of travel in North Yorkshire, and ask your colleagues, friends, and family to do the same!

The survey closes on 17 July 2023.

Example words to help publicise the survey on your channels

WhatsApp messages

For use from 22 May to 17 July 2023.

If you are a member of a community WhatsApp group or want to encourage your family and friends to take part in Let's Talk Transport. Please see below suggested copy:


Help shape the future of how we travel in North Yorkshire. Fill in the survey at <https://letstalkny.commonplace.is/>


Social media assets

Below you will find some ideas for messages and image assets - please use these where possible to inform your audiences about Let's Talk Transport.

We will be posting/tweeting about Let's Talk Transport across NYC social media accounts, which you could also share if appropriate. Please check **@northyorksc** for the latest content.

Suggested social media messages for use on your channels: For use from 22 May to 17 July 2023

 <p>The image asset for the Facebook version features the North Yorkshire Council logo in the top left corner. Below it is a green speech bubble with the text 'Let's Talk... Transport'. The main part of the image shows a woman in a blue jacket pushing a stroller with a child inside, and a man in a grey jacket and white helmet riding a bicycle. They are on a paved path next to a grassy area with yellow flowers. In the background, there are trees and a white bus. At the bottom, there is a blue banner with the text 'northyorks.gov.uk/LetsTalkNY'.</p> <p>northyorks.gov.uk/LetsTalkNY (image attached to email)</p>	<p>Facebook version</p> <p>Let's Talk Transport - @northyorksc is inviting everybody in North Yorkshire to get involved in shaping the future of travel in the county.</p> <p>Fill in the survey here: https://letstalkny.commonplace.is</p> <p>#LetsTalkTransport</p>
<p>(Image attached to email)</p>  <p>The image asset for the Twitter version is identical to the Facebook version, featuring the North Yorkshire Council logo, the 'Let's Talk... Transport' speech bubble, the photo of the woman with the stroller and the man on the bicycle, and the URL 'northyorks.gov.uk/LetsTalkNY' at the bottom.</p>	<p>Twitter version</p> <p>@northyorksc is inviting everybody in North Yorkshire to get involved in shaping the future of travel in the county.</p> <p>Fill in the survey at https://letstalkny.commonplace.is</p> <p>#LetsTalkTransport</p>

 <p>(Image attached to email)</p>	<p>Instagram version</p> <p>@northyorksc has launched Let's Talk Transport and is inviting everybody in North Yorkshire help shape the future of travel in North Yorkshire.</p> <p>Fill in the survey here: https://letstalkny.commonplace.is</p> <p>#LetsTalkTransport</p>
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Posters and bookmarks

Whilst we are taking a digital first approach (with accessible versions and paper surveys available to ensure inclusivity), we do have a small stock of posters and bookmarks available which we are using in limited numbers to minimise cost. If you feel these would be helpful, we can supply a colour poster and a small batch of bookmarks by post. Please email LetsTalk@northyorks.gov.uk to request.

Poster – for reference

Posters will be displayed in some venues and community notice boards for the duration of the Let's Talk Transport Campaign. A copy of the poster is attached to the email, should you have any contacts who may be able display it and have access to a printer. We can also provide translated versions of this.



Bookmarks – for reference

Bookmarks will be available at libraries in North Yorkshire and face-to-face events for people to pick up if they don't have time to complete the survey in person, or to pass along to family/friends. A small quantity will be available in the Supermobile library.



Thank you for your help with promoting this campaign among your networks and helping us to engage with underserved groups.

Please contact letstalk@northyorks.gov.uk if you have any questions or requests for content or materials.