Participation and Consultation in Transport Planning

Overview
Increasing importance is now being placed on the role of consultation and public participation as part of the policy and infrastructure scheme development process. Policy and best practice guidance encourages those involved, national and local government agencies, other public sector bodies, developers, and other agencies, to consider using both established innovative tools to engage with communities.

Not only is it important to ensure that public sector bodies ‘tick the boxes’ for public participation, but it is also important to ensure that projects achieve buy-in from the communities that they affect and reach people traditionally excluded from the conversation on built environment issues.

This course sets out what responsible organisations must do to enable inclusive development. In addition, and possibly even more important, it demonstrates, through practical case studies, the difference between running public participation well and running it badly.

Learning outcomes
On completion of the course, participants will have an understanding of:
- The legislation and policy requirements for different types of projects
- The benefits beyond ticking boxes set out by legislation and local and national government policy
- How and when to invite public participation
- How to identify, understand and communicate with stakeholders
- How to effectively communicate and manage relationships with politicians, media, interest groups and communities
- How to communicate technical information in plain English, in a way that achieves buy-in to your projects
- What tools are available: the benefits and limitations
- How to record, manage, analyse and present outcomes

Topics covered
- Fundamental concepts and principles of participation
- Relevant participation policies and legislations
- Stakeholder identification and management
- Best practice in copywriting for a lay audience
- Managing relationships with the media
- Traditional engagement tools
- Social media and digital tools
- Feedback analysis and reporting

Who should attend
This course is aimed at junior and senior transport planners, transport managers and those working in associated professions who want to improve their skills in developing, managing and executing public participation exercises.

Programme
Arrival and Registration
Introduction and course objectives
- Why do we ask people to participate?
- What are the different types of policy and legislative requirements?
- What steps to design engagement strategy?
- When should the public be asked to participate?
- How to identify people that have a stake in the project?

Exercise
- Identify stakeholders for an example project

Break

Design your engagement strategy
- Understand your audience
- Plan and sequence your publicity
- Plan and agree your messages
- Build a relationship with the local and national press
- Publicise the engagement exercise
- Design your information

Exercise
- Critique of consultation material example

Lunch

Traditional engagement tools
- What are the pros and cons of traditional engagement tools?
- Common pitfalls with traditional tools and how to avoid them

Social media and digital tools
- Why engage online?
- When and when not to use social media platforms
- Analysing the success of online tools and social media

Collecting, recording, analysing and presenting feedback
- Design your feedback mechanism
- Determine how you will record feedback
- Analyse and present your feedback

Break

Exercise
- Analyse and present example feedback

Examples of participation policy for transportation projects
- Nationally Significant Infrastructure Projects (NSIPs)
- Pre-planning application consultation in Wales
- Statements of Community Involvement in local government

Best practice and things to remember

Questions and Answers

Close
Registration Form

Title
Position
Organisation
Email
Telephone
Address

Dietary or access requirements

Attendance Fees (Please write amount)

| Standard Rate _________ + VAT | CILT/Local Authority/Chairty Rate _________ + VAT |

Method of Payment

Card Number
CSV Code
Expiry Date

Card Holder’s name and address (if different from above)

Post Code
Purchase Order Number

Invoice

Invoice name and address (if different from above)

Please attach a copy of your purchase order made payable to PTRC

Cheque
Enclosed for £ _______, made payable to PTRC

Signature

Please return form to
PTRC Education & Research Services Ltd
22 Greencoat Place, London SW1P 1PR
T: 020 7348 1970 E: info@ptrc-training.co.uk

Terms & Conditions

1 Registration Form Applications should be made on the official registration form. Photocopies are accepted. One form should be completed for each delegate attending the event. It is important that all sections are completed legibly. Delegates are advised to retain a copy of the registration form for reference before sending.

2 Fee Fees include attendance at lectures, lecture notes, lunch and all refreshments unless otherwise indicated. Fees do not include overnight accommodation, breakfast and evening meals unless stated.

3 Acknowledgement Receipt of a registration form will be acknowledged by email, delegates will be sent an invoice and an email of acknowledgement. Joining instructions, including a map, will be sent to each delegate by email approximately one week before the start of the event.

4 Payment Unless otherwise stated payment in full must be made at the time of booking. All prices are exclusive of VAT, unless stated otherwise.

5 Cancellation All cancellations, or alterations to a booking, must be received in writing. To avoid cancellation penalties, substitutions will be accepted at any time, if notified in writing and in advance of the event. Adjustments in fees will be made if there is any change in fee category. Cancellations received in writing up to 7 days before an event will be subject to an administration fee of £75 + VAT or the event delegate fee whichever is the lower. Cancellations received in writing up to 7 days before an event will be subject to an administration fee of £75 + VAT or the event delegate fee whichever is the lower. Cancellations received in writing up to 7 days before an event will be subject to an administration fee of £75 + VAT or the event delegate fee whichever is the lower. Cancellations received in writing up to 7 days before an event will be subject to an administration fee of £75 + VAT or the event delegate fee whichever is the lower.

6 Disclaimer PTRC reserves the right to vary the programme and to cancel an event if it is under subscribed or for any other reason. In the event of cancellation, where reasonably possible, PTRC aims to give delegates at least one weeks’ notice and the fee will be refunded in full. PTRC will not be held liable for any pre-booked travel, accommodation or similar costs incurred under any circumstances whatsoever.

7 Data Protection Details will be held on a database in accordance with the 1998 Data Protection Act. Information will be used for internal marketing purposes only and will not be shared with any external organisations.