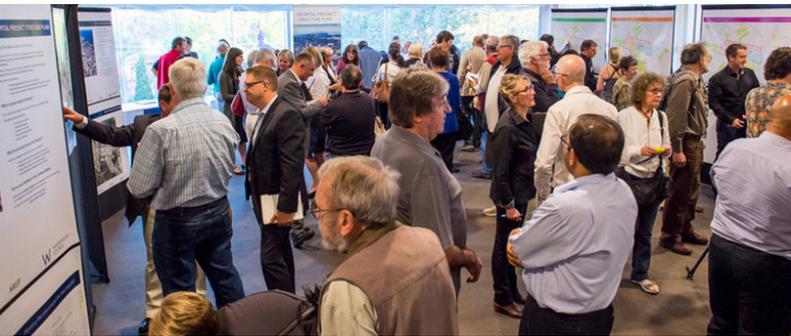# Participation and Consultation in Transport Planning

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? What? How? When? Who?
· 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

Participation and Consultation in Transport Planning

Registration Form

Title	First Name	Surname

Position

Organisation	Department

Email

Telephone

Address

Post Code

Dietary or access requirements

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