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1 Introduction

How can public transport planners find out what passengers (and potential passengers) want? How can new services be provided that best match what local communities need? What kind of consultation exercises will really elicit views of the diversity of those affected? And how can those sceptical about the impact of new schemes be won over to the potential benefits?

There's no perfect 'one-size-fits-all' model of consultation that public transport bodies can use. But as the driving force behind the development of public transport in their areas PTEs and TfL have been developing a range of ways to better connect with both users, residents and stakeholders.

This is not a 'how-to-conduct-a-consultation' guide although several PTEs, and TfL, have produced their own such toolkits. Rather, this good practice guide takes a look at the many approaches that PTEs and TfL have taken to consultation, participation and public involvement on a range of schemes and issues – from large projects like new light rail systems, to on-going work with schools and young people.

The guide focuses in particular on some of the fresh and imaginative thinking that PTEs and TfL have been bringing to this aspect of their work – the case studies also explain what worked and what could have worked better. As consultation and public involvement do not lend themselves to a 'template' approach, a guide like this helps planners learn from, and adapt the experience of others. Contact details for some of the officers involved in these schemes are provided on page 41 if more information is needed.

pteg believes that good consultation - and effective policies on public involvement and participation – leads to better decision making. We hope that this guide will make a contribution to that.

2 Good consultation

The PTEs are the driving force behind the development of public transport networks in the regions they service. There are seven PTEs in England and Scotland – covering the metropolitan areas of: Greater Manchester; Merseyside; South Yorkshire; Strathclyde; Tyne & Wear; West Midlands and West Yorkshire. Between them, they serve more than 13 million people and have a combined budget of more than £1 billion a year. In addition, Transport for London (TfL) is the integrated body responsible for public transport in London – home to more than seven million people.

The PTEs are funded by a combination of local council tax and grants from national Government. They are responsible to Passenger Transport Authorities – which are made up of representatives from the local councils in the areas they cover.

The PTEs:

- produce strategies for the development of local public transport networks;
- manage and plan local rail services, in partnership with national Government;
- plan and fund socially necessary bus routes;
- work with private operators to improve bus services (for example, through bus priority schemes);
- run concessionary travel schemes, including those for the young, elderly and disabled;
- invest in local public transport networks, including new rail and bus stations;
- develop and promote new public transport schemes, such as light rail and guided bus networks;
- provide impartial and comprehensive public transport information services, including by phone and internet;
- manage and maintain bus and rail stations, bus stops and shelters.

In some cases, PTEs are the operators of public transport – such as the Tyne & Wear Metro, the Glasgow Subway and some ferry services. Private companies, however, operate the majority of public transport in PTE areas.

pteg brings together and promotes the interests of the seven PTEs in England and Scotland. TfL is an associate member. *pteg* promotes the exchange of knowledge and good practice within the PTE network. *pteg's* other key task is to raise national awareness about the key transport challenges facing the city regions, and the public transport solutions that PTEs are implementing.

Effective consultation:

- involves the community and answers questions from the public;
- gains acknowledgement from local communities of efforts being made to involve and inform them;
- generates widespread public awareness and understanding of the relevant scheme;
- builds consensus and balances the view of special interest groups with the wider public;
- develops understanding that the outcome of the project benefits the wider community;
- gets community acceptance of the principles of the scheme;
- increases recognition that public involvement is a way of offering local communities the opportunity to learn about the complexity of transport developments.

Different types of consultation and participation

Consultations are as different as the projects to which they relate. They have been classified into five groups for the purposes of this report:

1. The big projects – new transport infrastructure;
2. Smaller projects and information campaigns;
3. Education and young people;
4. Engaging with interest groups to improve public transport;
5. This is how you do it – making consultation easier for staff.

3 The big projects

From blueprint to ribbon cutting

Public consultations on large infrastructure projects are significant undertakings in their own right. They may take months of planning and execution and can make or break a project. PTEs have their own way of conducting consultations – these are a few of the best recent examples.

One of the common pitfalls in large scale consultations is a mistaken belief by the community that PTEs are simply telling them what is going to happen, rather than inviting debate. Several PTEs have found community opposition is based on the misconception that information leaflets are telling them about the final option, that they are presenting plans as a done deal.

This section includes some examples of the introduction of quality bus corridors (QBCs). In these cases, consultation has been used in the preparation and implementation of a project, and as a means to achieve modal shift from cars to buses. Getting the QBCs implemented, and then getting people to use the buses they were designed for are different – albeit interlinked – elements of the projects.

THE
BEST
PROJECTS

PROJECT

Glasgow Airport Rail Link – Strathclyde PTE (SPT)

The Glasgow Airport Rail Link (GARL) is a 15 year, £140 million project to upgrade nine kilometres (5.4 miles) of existing track between Shields Junction and Paisley Gilmour Street Station and to lay two kilometres (1.2 miles) of new track between Paisley St James Station and Glasgow Airport. The new track will cross St James Park and the M8. The extra capacity on the Shields Junction to Paisley Gilmour Street section will also enable more services to be developed for the Ayrshire and Inverclyde rail routes.

£140 million

While the actual consultation period ran for three months – from the beginning of November 2004 to the end of February 2005 – it was six months in the planning. As a result, SPT did not encounter a single unanticipated issue or problem during the consultation phase. Even the circulation of rumours that ground to be dug up during construction harboured anthrax and cholera was known to SPT because they stayed in touch with peoples' concerns. Early on, SPT undertook that no homes – only industrial buildings – would be acquired for demolition along the proposed route.

The roll out of information was similarly planned and a dedicated e-mail address and phone line was established within SPT, before material began to be circulated.

20,000 information leaflets were distributed to homes and businesses along the route of the proposed link. A further 15,000 leaflets were distributed on local train services. A series of public exhibitions and meetings were held and a dedicated sub-site was established within SPT's web site.

The next step was an information pack, supplied on request, and a range of focus groups – covering specific areas such as business, heritage and disability issues. The focus groups were conducted by SPT, involving invited community groups. Public meetings were held and exhibitions staged at central shopping centres, libraries and the airport itself. A range of briefing papers targeting specific groups – heritage, disability, community and political – were prepared.

The consultation received 1,638 formal responses. In addition, 284 people attended public meetings and focus groups and 917 people visited the exhibition stands at various locations in Glasgow and Renfrewshire. Nearly three thousand individuals and organisations were involved in the process – locally and nationally – and the project received the support of 82% of the people who returned questionnaires.

Presented with a range of options for the route of the link, 81% of respondents preferred the line to follow a viaduct over existing playing fields. This was the option chosen.

The most trenchant opposition came from residents in Paisley; based mostly on the loss of some community green space to allow an easement for the GARL route. SPT had given advance warning of the project to the Paisley community, and found this led many to believe the first draft depicted in consultation material was the final option.

In response to these concerns, SPT committed to making 22 football pitches available during and after construction of the rail link, two of which would be new and constructed at SPT's cost. SPT also decided to install a modern drainage system to improve these sport facilities.

From the beginning, SPT adopted an "open" approach – choosing to be completely upfront in the delivery of information to the public. Survey work on one of the potential routes, which was carried out during the consultation process, did cause communication problems with some residents.

The final public meeting was chaired by the political editor of the Evening Times – an independent arbiter respected by both SPR and the community.

This consultation methodology allowed SPT to have a close dialogue with a large range of individuals, special interest groups, community groups, businesses and industry partners. Discussions and liaison with all these parties will continue while this consultation is scrutinised, as part of the legislative process the project is subject to by the Scottish Executive. Liaison groups and forums will be set up to allow community groups and individuals to speak to SPT and the contractors.



discussion

dialogue

response



When Centro decided to expand the Midland Metro, the existing service was attracting more than five million passengers each year. The original Metro Line One – running from Wolverhampton to Birmingham city centre regularly achieves punctuality and reliability scores of 98%. Construction of extensions – through the city centre to Five Ways, and Wednesbury to Brierley Hill is planned.

In developing the next phase of the network Centro decided to canvass support from the wider public. In 2000, a seminar was held bringing together business leaders, retailers, politicians, local authorities and community groups.

A possible network – based on high volume traffic corridors thought suitable for light rail – was presented and discussed. Five potential routes were agreed. These formed the basis for the Phase II expansion.

The full public consultation was undertaken on a network of routes for which a positive business case could be demonstrated, and which met Government criteria. This proposed network was larger than that the Government advised should be developed – giving room for the planned network to shrink in light of community response to the consultation and any possible objection to particular routes.



Consultation began in November 2003, and was carried out in Birmingham, Sandwell, Solihull, Walsall and Wolverhampton.

50 exhibitions and presentations were held along the proposed routes – jointly staffed by local councils and Centro – using the Centro Exhibition Bus and local venues. These attracted more than 2,500 people.

90,000 brochures

90,000 brochures, with a reply paid postcard, were delivered to homes near the routes – with additional deliveries where gaps in the original run were identified.



Advertisements in local papers, plus a supplement in the Birmingham Voice – the local council's free community newspaper - were used to advertise the exhibition venues.

Posters and information brochures were placed in community centres, shops, libraries, travel shops, tourist information centres and post offices along the proposed routes. Some schools agreed to distribute leaflets to their pupils.



All information was available on a specific consultation web site – which received more than four thousand hits – as were the consultation questionnaires. At least one public meeting was held for each of the proposed routes, in response to requests from the community during the exhibition stage.

Centro did face some community criticism that "not enough detail" was provided about the proposed routes. This was a deliberate step, taken to avoid antagonising local people or give the false impression that planning was so far developed that the consultation was merely cosmetic.

As a result of the consultation one route was modified and another completely cut. The network expansion is now in the design phase and Centro will put a business case to the Government.

4,000
hits

"specific
consultation
web site"

The A638 QBC is an excellent example of a consultation that captured input from three different groups: the community, local government and interest groups.

Local Community

For this project, South Yorkshire PTE used 129 Community Access Points (CAPS) - temporary information points staffed and maintained by local people specially trained in consultation techniques.

The CAPS display different information materials depending on the location, and the stage the consultation has reached. Having the project explained by their neighbours helped local people get a good understanding of what the QBC was about. And the local people employed at the CAPS were given the chance to gain new skills and work experience.

129
Community
Access Points

Local Politicians

At the political level, an information pack was produced for local councillors and MPs including descriptions, maps and details of park and ride schemes designed to complement the QBC. South Yorkshire PTE produces a "politicians" pack for every consultation it undertakes which has proved effective in reaching and influencing this key target audience.

Planning Issues

Park and ride sites were chosen using best practice guidelines set by the English Historic Towns Forum. English Heritage, the Environment Agency, English Nature and the Countryside Agency were also consulted on the design of the car parks. Existing landscape features were retained and other soft landscaping ensured the developments blended with surroundings and did not detract from the local environment.

The next step was a mail out to more than a thousand local residents and businesses directly affected by the proposal. Five thousand leaflets were available on First buses and seven thousand leaflets were distributed at the CAPS.

Following this six thousand 'ballot' papers were distributed and an information line and website were set up to take comments about the scheme. 53% of respondents supported a QBC of some kind.



SYPTTE then distributed nine thousand feedback leaflets detailing the outcomes from the consultation, plus information on the next phase of the scheme's development. This phase included the chance for residents to rate five detailed options for the QBC from best through to worst, and to give their specific ideas on how bus services and bus stops could be improved.

The project was not without its opponents and a pressure group made up of local residents was backed by their local councillors. The careful planning of the consultation, however, and particularly the use of local people to explain the project resulted in a majority of support for the QBC.

Barnsley Transport Interchange is a major part of the regeneration plans for Barnsley town centre. The scheme was first mooted in the 1990s, when feasibility studies, market research and stakeholder consultation took place.

From 2002, South Yorkshire PTE began a series of meetings – with elected members, key stakeholders (such as local businesses and the "Remaking Barnsley Team") and area panels – while the interchange design and funding submission were being developed.

A structured consultation process began in autumn 2004 with bespoke briefing packs distributed to, and meetings held with, local residents affected by the proposals, land owners, all elected members, bus operators, rail operators and other key stakeholders.

Funding for the project was announced in June 2005, and South Yorkshire PTE began a full consultation campaign. 120 Community Access Points, bingo halls, libraries, post offices, buses and supermarkets were used to distribute 70,000 leaflets. Area panels and a stakeholder database were also used to provide information to as wide an audience as possible. The PTE plans to repeat this information dissemination exercise in 2006.

A four page insert about the project was included in Barnsley Matters – a free local newspaper published by the local Council - and an eight page magazine for local businesses was produced to describe not only the project, but the temporary bus arrangements to be in place until January 2006.

South Yorkshire PTE encountered several small problems which helped them to learn from the consultation process. These included the need to purchase space in the local press, after an article about the project was subsumed by a sensational local story; the need to ensure all partners are aware that timescales must allow for full consultation, and the planning and preparation of materials; and that the quality of the message to the community may be hampered if timescales are shortened.

70,000
leaflets

120
CAPS



330 bus stops were reconstructed, 150 bus shelters replaced, 2.1 kilometres of guideway built and 2.6 kilometres of new bus lanes created during the construction of the £16 million East Leeds guided bus initiative. elite was developed and delivered by a partnership of Metro, Leeds City Council, Arriva and First.

East Leeds residents were widely consulted from the beginning to the end of the project. The first step was to consult over the name and logo of the project – giving the community a sense of ownership.

A public consultation roadshow was used first to provide information about what the guided busway would do and to collect feedback from the community and local businesses. The roadshow held eight events at different times of the day, in order to get as many people as possible to attend. The long lead time between the consultation, in autumn 1998, and the start of construction, in winter 2000, gave the public plenty of opportunities to comment on the project.

Every four to six weeks, an elite column appeared in the East Leeds Weekly News (which is delivered to more than forty thousand homes) providing an update on the progress of the scheme, views about elite from members of the public and featuring competitions.

In addition, every two to three months, between fifty and seventy thousand elite newsletters were distributed on buses, house to house, at the local supermarket, in libraries and at other leisure services. This newsletter gave an update on construction works, provided facts and figures and included contact details. The newsletter was also made available in other formats and languages other than English, upon request.

Bus operators put the new, accessible and low floor elite buses into service prior to any work commencing and a series of themed events for children were held inside the new buses at the ASDA supermarket in Killingbeck. This included a Santa's grotto which entertained children and demonstrated the easy boarding onto the new buses – particularly for parents with prams and pushchairs.

These events gave passengers a chance to give their verdict on the buses, as well as reinforcing the idea that the scheme would lead to a dramatic improvement in the quality of service. Comments collected from passengers were ultimately used to create advertisements inside the new buses themselves.



The first phase of construction – the remodelling and signalling of a roundabout – won a bronze "Considerate Constructors" award for taking into account the needs of residents during construction.

£16
million

150
bus shelters
replaced



TfL is proposing to build a tramway between Shepherd's Bush and Uxbridge Town Centre: at 20 kilometres this would be the longest street-running tram in Europe. The nature of the road and the way it is currently used presents some unique challenges for the project's design team.

TfL conducted an early consultation in 2001 to gauge the level of support for the project. A full public consultation was then carried out during summer 2004 in the face of a highly organised, well-informed and well-connected campaign against the proposed Tramway.

In May 2002, the Mayor had issued a press release announcing the decision to go ahead with a number of transit schemes, including the West London Tram. It was not until May 2003, however, that the newly established project team issued its first newsletter.

In the interim, and in the absence of any further information, a minority group of residents – concerned that the tramway would increase local traffic – organised a petition against the scheme to be sent to the Mayor. And, in July 2002 the Local Government Ombudsman received two complaints that not all those affected by the proposals received the 2001 consultation document; and that the information provided was misleading and inaccurate. The Ombudsman cleared TfL of the charge.

Prior to the 2004 consultation, project managers and consultants met regularly with local residents, businesses and users over an 18 month period during the scheme development. They engaged in detailed discussion with small groups of residents, businesses and users on the best location for stops, working together on tables with large scale maps and different coloured post-it notes, each supported by a technical expert. Feedback from participants was very positive.



*longest street
running tram in
Europe*

*20km
tramway*

Two months before the start of the full public consultation, the consultation team organised a public meeting to discuss their approach. A lively two hour session was attended by over 40 local people, and resulted in a number of specific amendments to the consultation strategy.

The consultation was widely publicised on billboards, through adverts in local papers, on posters on bus shelters, in tube stations and on the backs of buses. It was also promoted via leaflet dispensers in over a hundred shops, restaurants, dentists, pharmacies, job centres, bars and other local outlets. Some of the key elements of the consultation are listed below:

- over 400,000 copies of a 20 page A4 consultation brochure and questionnaire were distributed door-to-door, at stations and bus stops, and handed through car windows;
- 29 all-day roadshows, staffed by consultation and technical staff, were held at ten different venues on high streets and in supermarket car parks;
- letters were written to 2,000 stakeholders;
- a dedicated web site was set up to support the consultation, containing 40 information sheets, 60 detailed maps of the proposed design, two dozen roadshow panels and a specially produced consultation video, along with an online questionnaire;
- a freephone helpline was staffed seven days a week throughout the consultation.

This approach was complemented by market research, amongst a sample designed to replicate the population as a whole, to provide comparison with the consultation respondents who are always, by definition, self-selecting.

*29
roadshows*

*400,000
brochures*

In Southall – an area of high deprivation where English is not the first language of the majority of residents – consultation was taken right into the heart of the community. TfL had posters translated into local community languages and a young, multi-lingual member of the project team (who lives and shops in the area) spent weeks in Southall, explaining the proposal one-on-one and encouraging participation.

The consultation leaflet and video were translated into community languages and local people helped choose the best site for the roadshow - and advised on the best time to have it. Members of the Indian and Somali communities were employed to staff the roadshows and hand out copies of the translated leaflet and questionnaire. Being able to talk to people from their own neighbourhood, and who spoke their language made a huge difference: the roadshow at Southall was the best attended along the proposed route. On one day alone, TfL was able to speak to more than 800 people.

By the end of the consultation in October 2004, 8,900 people had taken part in the roadshows and over 17,000 had responded to the consultation. Respondents to the consultation opposed the scheme by two to one, although market research interviewees supported it by three to one. TfL found that much of the value of the consultation was in the detailed comments at the roadshows and received in response to the questionnaire.

The project team was sent an early summary of issues raised in stakeholder letters and comments made at roadshows, followed later by a detailed report on the 17,000 consultation responses and market research results. The project team is now studying these responses in detail and using them to influence the development of the detailed design of the scheme.

Market research feedback showed very high levels of awareness of the project and the consultation, and high levels of satisfaction with the consultation brochure, questionnaire, website and roadshows.

A majority of the public felt the brochure contained the right amount of information and was easy to understand, and that the accompanying questionnaire was easy to fill in. Levels of satisfaction with the web site, and with the layout and information available at the roadshows were also well over 50%. In spite of the contentious nature of the scheme, the brochure was rated as fair by twice as many people who felt it was biased.

satisfaction

*17,000
replies*



**Transport
for London**

The JETTS quality bus corridor (QBC) was developed using a three stage consultation approach. The first is overall route consultation – taking the views of pedestrians and road users into account. The second is specific neighbourhood consultation – inviting comment from the people who live along the route. The third is the feedback stage – keeping people informed about construction work programmes.

Four groups of people were targeted during the consultation process: local residents in the QBC areas; other members of the public who may be affected by the proposals (such as non-resident bus users and car users who travel into the area); businesses and other key stakeholders like elected members and GMPTE staff.



Individual corridor meetings were held, attended by engineers representing the District Council, local bus operators and PTE staff with public exhibitions being held if required. Through this strategy, the majority of people could see that QBCs lead to better bus services, as well as being informed about the project.

Consultation was tailored to each group being targeted. Residents living within 400 metres of each section of the QBC had a consultation leaflet delivered to their home. It included a map showing the whole QBC route, and a detailed depiction of the section affecting the local area. A questionnaire, for residents to return to a freepost address, was included along with details of the public exhibitions; the website - with an online version of the questionnaire; and a dedicated telephone number. In addition, detailed on-street surveys were conducted to provide face to face contact and vary the type of feedback.

Posters were displayed in various locations inside the consultation areas, to catch residents in the wider area, displaying information on exhibitions and the website. Questionnaires were left in public places like supermarkets, service stations, libraries and council offices, and provided to the bus companies operating along the route (for bus drivers).

*telephone
survey*

Businesses situated within 400 metres of the QBC received the same questionnaire as local residents. A telephone survey of businesses was undertaken, participants being selected from those who did not respond to the leaflet survey. Quotas were set for selection by size (that is, the number of employees) to provide a representative sample. Once the quotas had been set, participants were selected randomly.

A database of other key stakeholders was prepared before the consultation began, and included elected members, GMPTe staff, major employers, statutory consultees and groups such as those representing transport users with disabilities.

Briefing packs, more detailed than the leaflets, were distributed with a covering letter and verbal briefings conducted with elected members, staff and group representatives.

Opportunities for all groups to comment by telephone, post, internet or via exhibitions – in addition to the questionnaire form. Response forms were used to record each telephone call, letter or email received, as well as responses received at exhibitions by staff, who were also given a list of FAQs.

Dedicated consultation staff were used to ensure all information received was consistently and centrally recorded. Survey data was inputted using a special purpose data entry program to report on consultation findings and response rates.

Clearly branded materials were used for all aspects of consultation including the questionnaire leaflet; on street and business surveys; the briefing pack for stakeholders; the web site; the Power Point presentation; exhibition boards; route maps; FAQs; flyers and posters; advertising; and the pro forma for recording responses.

All media liaison was centralised and conducted by the GMPTe press office. Media monitoring covered television and radio news as well as newspaper articles and letters pages.

As a post-project measure, GMPTe and bus operators teamed up to offer free tickets to people living along completed routes. Thousands of people have taken advantage of the offer with many choosing to switch to the bus, for commuting, as a result.



project

Greenwich Waterfront Transit – TfL

This project is a key part of the regeneration of south east London.

Between February and May 2004, TfL carried out an initial consultation on the first phase of the project. While supporting the concept in principle, local residents and businesses identified significant issues with sections of the proposed route and suggested 16 other routes they felt should be considered. TfL subsequently developed a wider range of options.

In early 2005, around a thousand households were door-knocked in conjunction with a leaflet drop. Market research using focus groups was carried out and found that 75% of respondents objected to the proposed route – on the grounds it may endanger a water vole habitat. TfL changed the plans accordingly.

TfL – supported by an ODPM e-government grant – used the opportunity to pilot using CD/DVDs as a better way to get consultation messages to individuals. The trial focused on whether using this type of technology would improve the way materials were delivered in an accessible form, and to potentially excluded groups.

In Spring 2005, the multilingual CD-Rom – which delivered information on the Greenwich Waterfront Transit project in English and ten community languages – was produced. It allowed users to examine the 12 different sections of the proposed route in great detail, and pointed users back to the consultation web site survey form. For the relatively minor cost of £15,000, the development of the accessible CD-Rom removed the need for post-publication translation of leaflets and other explanatory material. The CD-Rom is presented in five easily navigated areas – all text pages may be translated by clicking on the relevant language at the bottom of the page.

TfL found the CD-Rom to be an excellent way to consult. Materials were distributed in a range of languages and formats on a single communication that allowed recipients to read, hear or see it in the format they preferred most. It cost little more than making a video and is accessible to 93.8% of 18-60 year olds. Although TfL believe they could have begun the consultation period earlier, the level of response was ultimately four times the average rate.

ten languages



4 The small projects

'Tell us what you think' – smaller projects and information campaigns

Small scale consultations – where to put a bus shelter, whether to alter a timetable or bus route – are the bread and butter of PTE consultation work. PTEs use a range of innovative ways to carry out these types of consultations.

PROJECT

project

Taking the message to the streets... and the bingo hall - Nexus

Nexus conducts a regular "UCall Tour", providing information sessions about the UCall demand responsive bus service at doctors' surgeries, hospitals, schools, crèches, community centres, shopping centres and even bingo halls. The "UCall" branded pens have proved to be particular popular with bingo enthusiasts, ensuring the target audience are kept aware of the service's existence.

UCall provides a flexible and responsive service for the community where traditional public transport options are not suitable. Passengers phone the UCall line to book trips within the local area.



information

Travelling Times – South Yorkshire PTE

Travelling Times is a regular newspaper style publication distributed to residents telling them about upcoming works that are part of South Yorkshire PTE's transport improvement plan.

Simple maps are used with text in breakout boxes describing the proposed changes in plain English.

forum

Hands on consultation – GMPTE

When GMPTE planned to purchase four hundred new bus shelters, the seven different options were erected in one street and their presence advertised widely in the local media.

The "bus shelter beauty parade" was open for a month and attracted a range of passengers – from regular commuters to groups of adults with disabilities who were able to test the shelters for accessibility and comfort. By allowing the community to comment on the design, shape and access of all the options, GMPTE were able to make a well informed purchasing decision.

information

Online consultation resources – all PTEs and TfL

In addition to the partial substitution of CD-Roms for leaflets and brochures, a number of PTEs are increasingly using their web sites to inform the community about projects, and to allow people to respond to proposals online. While small scale consultations may be contained in the general section of a web site, specific mini-sites pertaining to large projects have also been used effectively, and quite cheaply, to communicate a lot of relevant information.

For example, Centro and GMPTE have permanent consultation areas on their web sites to provide information and invite feedback on a number of projects at any one time:

<http://www.centro.org.uk/source/Consultation/usrCnsltHomePageb.asp>

http://www.gmppte.com/content.cfm?category_id=105017

SPT has found success using a dedicated sub-site, within its own web site specifically concerned with the Glasgow Airport Rail Link:

<http://www.spt.co.uk/garl/index.html>

In South Yorkshire, <http://www.citymatters.co.uk> is dedicated to South Yorkshire's transport strategy and is referred to in all relevant information publications.

And Transport for London had tremendous success using online targeting in their London Underground One Hour Later consultation (see page 22).

CD-rom

information

ExhiBus – GMPTE

Like many PTEs, GMPTE has a vehicle fitted out for mobile consultation and public relations work. The 18 seat exhibition bus is fitted with a plasma screen, connections for laptops and leaflet dispensers. The bus may be used to visit a particular street to provide information on anything from the location of a forthcoming bus shelter to a proposed new Metrolink station.

The ExhiBus is also successfully used for specific events. When Manchester City football club moved to its new ground, the ExhiBus attended the last two matches at the old stadium and the first two at the new stadium – promoting public transport and providing information on how easy it is to get to the game without needing a car.

forum

Conflict resolution – GMPTE

GMPTE uses conflict resolution techniques where conflicting or competing community demands exist; such as the issue of bicycles on trams – which is supported by cyclists but of great concern to wheelchair users.

GMPTE convened a joint session for the groups involving separate workshops; presentations from each group to the other; then a mixed workshop after a lunch break. This approach led to each group gaining a better understanding of the other's perspective, resulted in some resolution and produced a number of recommendations for the Metrolink Phase 3 project.

This approach has also been used for Park and Ride schemes – where the users are in conflict with the people who live close to the proposed car parks.



project

Woodchurch Estate – Merseytravel

Acting on concerns expressed by residents – that their one-way circular bus service could make it very time consuming to get from one part of the estate to other places nearby – Merseytravel proposed that the service be run in both directions around the estate.

In order to survey everyone on the estate, leaflets were delivered to every home and staff visited all the community groups. Material featured a simple graphic of an aerial view of the estate – with local landmarks like community centres clearly visible. The leaflet also had a series of questions to gauge what local people wanted. The proposal was popular and the consultation attracted a 40% response rate, with overwhelming support for the two directions strategy. A leaflet setting out the results was then sent to every house, library and community group and posters were displayed around the estate.

18 months after two way running started, the operator made a commercial decision to revert to one way running. The two way service was more convenient for residents, but the route was no better patronised than it had been previously. Despite this setback, the consultation's use of simple and punchy graphics, and its focus on finding out what the community wanted, set a new benchmark for Merseytravel's consultation style.

information

Adopt a Station toolkit – GMPTE

Published in June 2005, in conjunction with the Association of Community Rail Partnerships (ACORP), *Station Adoption: a guide for the local community*, is a step by step guide to forming a volunteer group to care for a local railway station. It is a practical example of how to engage with the local community (in both urban and rural areas) and open lines of communication, which can be useful during future projects. The guide also contains examples of successful station adoptions – not just in Greater Manchester, but throughout Britain.

As well as advice on how to start a group, manage a bank account, make contact with the local train operator and so on, the guide provides sample forms to streamline all these processes – including a template constitution and press release.

A supplementary guide to conducting passenger surveys has been developed by GMPTE to show local groups how to consult with rail users and local stakeholders.

The toolkit is available for download at <http://www.gmpite.com/pdf/lzas.pdf>

project

London Underground One Hour Later – TfL

Over two months from the end of February 2005, TfL ran a consultation to determine whether the Tube should run one hour later in the evening (and therefore one hour later in the mornings) on weekends.

The consultation attracted more than 54,000 responses.

Market research was conducted, making a direct comparison of opinion polls and the consultation responses possible. The market research, which was carefully planned to ensure a representative sample (for example women, people living in outer London, part time workers and so on, in proportion with national statistics) were interviewed about the proposal. The consultation results mirrored the findings of the market research results.

In the actual consultation, a questionnaire formed the key method for people to give TfL their feedback. It asked for information about:

- peoples' weekend travel patterns both early in the morning and late at night;
- the frequency and purpose of their journeys at these times;
- whether they would actually use the Tube if it ran one hour later at night on weekends;
- whether they supported or opposed the proposal; and
- the reasons why they supported or opposed the proposal.

In addition to the high levels of support for the project, TfL found that 74% of those responding would definitely use the Tube if it ran one hour later.

TfL also liaised with stakeholders such as Members of Parliament and London Assembly members, transport user groups, organisations representing airports/airlines & business, the NHS, trade unions, local government, the police and community groups.

As a result, 54,892 responses were received, of which 47,023 (or 86%) came via the dedicated consultation mini-web site.

In order to reach those most likely to be affected by the proposed changes, TfL e-mailed or posted material to Oystercard users who could be identified as early or late users of the Tube. This was crucial to ensuring that early morning users, who would lose services on weekends, were given the best possible chance to be consulted.

The e-mail from TfL provided a direct link to the web site, which was a major factor in attracting such a high online response rate. Oystercard users with postal details were given the option of completing a paper or online questionnaire.

TfL staff also took the consultation to the coal face – handing out information and questionnaires at the three major Night Bus stops late in the weekend evenings, and at the 14 busiest Tube stations early on weekend mornings.

Response to the online questionnaire was so great that a quarter of TfL's web site traffic was taken up with responses in the first two days of the survey – <http://www.tfl.gov.uk> got more than 20,000 hits in those 48 hours.

TfL also used computer auditing to determine that about 17% of the Oystercard users who were e-mailed a link to the site, clicked through to the consultation form and returned it electronically.

The London Underground One Hour Later campaign shows that the nature of consultation is slowly changing. The use of a web site, and strategic targeting of specific passengers, will not work for every kind of consultation. In this case, however, it led to one of the most successful consultation projects in TfL's history.



information

Public meetings - Nexus

Public meetings, used and attended by all PTEs, are a valuable way to gauge the opinions of a range of people in a short, sharp burst. Public meetings may be used for specific consultation projects, or may be seen as a way to continually engage with the public and reinforce the PTE's role in the community. Nexus policy, for example, is to attend all public meetings they are invited to.

5 Education and young people

Setting the agenda – using education to reach the public transport users of the future

Young People aged up to 15 years make up around 20% of the population of Great Britain, and children aged between 11 and 16 years make 16% of bus trips. Regular bus use begins to occur when a passenger starts secondary school, increases as the child grows older and then decreases from the age of about 17 years.

All PTEs run programmes in schools, and for young people. Engaging with young people not only tackles behavioural problems on public transport, it helps the PTEs to win over a current and future market.

EDUCATION

information

"Here to There" – Merseytravel

Merseytravel has developed a range of education packs fully consistent with the National Curriculum, including the "Here to There" pack which is specifically for children with special needs. A variety of education packs are produced to cater for children in infants school learning about what public transport is, right through to secondary school students studying geography and the environment.

The packs are developed by an educational consultant and draft kits are then taken by Merseytravel to clusters of 20 to 30 teachers for analysis and evaluation. The packs are then trialled by two schools per district for one year before they are distributed free of charge throughout the county.

project

Crucial Crew conferences – GMPTE and Merseytravel

"Crucial Crews" are made up of representatives from each of the crucial emergency services, the British Transport Police and the relevant PTE or local authority. Their task is to communicate with schoolchildren, aged nine to thirteen years, about travelling safely and responsibly on public transport in a fun and non-threatening way. Crucial Crews are used throughout Britain.

In Greater Manchester and Merseyside, one day Crucial Crew events are held for participating schools each year. While these are often held in schools, GMPTE has converted the top floor of the bus station at Bury into a specific Crucial Crew education venue. Sessions include a short film, featuring local children in the dramatic roles, and show the consequences of vandalism and the importance of safety. The film uses situations that directly appeal to teenagers. For example, a teenage girl on her way to see her new boyfriend, leans on a recently tagged bus shelter and gets spray paint on her lovely new top; a person on their way to a job interview loses their chance at that job when a brick is thrown at the bus and it crashes.



project

Safe-aways - Merseytravel

All schools in Merseyside are eligible for Safe-aways, which aims to educate Year Six children to travel safely on public transport. The package includes free day passes for all Merseytravel modes (train, bus and ferry) for a school excursion focusing on public transport.

project

Metro: part of everyday life – Nexus



Recognising that children make more than two million passenger journeys on the Tyne & Wear Metro each year – 5.5% of all trips - Nexus has designed and implemented a safety training programme for the more than four hundred schools in the region. In 2004/05 alone, 12,329 children received a visit from the Nexus team.

Hot spot schools are identified, along with issues that might be peculiar to that area. Nexus then targets the schools with Crucial Crew visits, one off special events, a teaching zone web site and an interactive DVD about safety on the Metro.

visits

events

project

Live music shows - Merseytravel

Merseytravel retains a DJ from local radio station, Juice FM, to take a live show into schools where he explains the need for, and benefits of, public transport. Topics are picked which help children make the link between public transport and their lives. For example - vandalism leads to increases in council tax which might mean there is no money for new trainers this year.

The show gets the children's attention by using music and live dancing and features a random firework exploding to demonstrate the shock felt by a passenger on a bus that has a brick thrown at it.

exploding

project

How do you get around? – Metro

As part of a wider community consultation on West Yorkshire's second Local Transport Plan, Metro ran a small project to find out how children were using public transport and what they thought of it.

Groups of around ten children at selected schools were given disposable cameras for a week to take photographs of their travel experiences. Pupils were given a short brief which explained they could take pictures of their journeys to and from school, their shopping expeditions, while they were out with their parents and so on.

The brief also explained that walking and cycling could be included and asked the participants to use their photographs to show what was good, bad and important about their travelling experiences and what they felt could be improved.

The children were also asked to think about how transport affected their lives – such as making it difficult to cross the street or to play outside.

Once the photographs were developed, Metro sat down with the students for a 40 minute feedback session at their school. This gave the children a chance to explain their photographs and to have a wider discussion with the other participants about what they felt were the key transport issues in the local area.

One particular set of photographs detailed a child's walking route to his local mosque. This child documented where it was unsafe to walk along a too narrow footpath, rubbish in the street and bad lighting. Metro found that the photographs gave the PTE a chance to see transport from a completely different perspective, and were able to use this input in their local transport planning.

unsafe

project

Your Choice – Merseytravel

The Your Choice conferences are a joint project between Merseytravel, the Police, the Fire Brigade and Ambulance Service for Year 7 students. Building on the Crucial Crew events, Your Choice is aimed at more problematic schools. Your Choice focuses more on the consequences of violence and vandalism on public transport. Older students perform a rap they have written themselves – with themes such as why going to prison for vandalising a bus is not actually very cool. A play revolves around a boy who throws a brick at a bus which crashes, only to discover his mother was on it. A computer workshop and a mock 'Who Wants to be a Millionaire' style quiz are also used.

Your Choice goes further than Crucial Crew in seeking to transform behaviour at schools where problems have been identified. Students are given a much starker picture of the consequences of vandalism and violence on public transport.

project

Partnership Working – Centro

Centro works in partnership with West Midlands Police and currently has a team of Police Community Support Officers (PCSOs) who focus on key public transport routes where anti-social behaviour is frequent, including those routes that serve schools.

The PCSOs go into schools and discuss the dangers of anti-social behaviour on public transport. They also regularly travel on problem routes.



information

Industry days - Merseytravel

Merseytravel attends industry days at schools to promote public transport as a means for commuting to work; and to recruit children who are not planning to take A levels. For example, the PTE offers five clerical apprenticeships each year that run for two years, involving three months in up to eight departments. After one year, the apprentice may apply for permanency. Merseytravel also attend maths and science events with a focus on timetabling, fare calculation, hybrid vehicles and so on.

project

SAFE and SAFEMark – South Yorkshire PTE, Metro, GMPTE, Merseytravel and Centro

Supporting a Friendly Environment, or SAFE, has been used successfully in a number of PTEs after being developed by South Yorkshire PTE. SAFE promotes and maintains personal safety on all forms of public transport with home to school transport a particular emphasis. SAFE operates as a partnership between the local PTE and British Transport Police and the local bus operators.

The SAFEMark and Junior SAFEMark Awards were developed out of the SAFE partnership and are granted to schools that commit to improving student home to school transport. To receive the SAFEMark Award, a school must draw up and implement appropriate policies and activities, with an agreed timetable of actions – monitored by SAFE co-ordinators. Details are worked out with the help of Education Service Curriculum advisors and HM Inspectors after consultation with health teachers, local education authorities, the Police and the relevant PTE.

Through SAFEMark, PTEs consult with individual schools and their pupils to identify transport problems. A plan can then be drawn up which addresses specific issues, and helps the school meet the criteria for a SAFEMark Award. In turn, the school may capitalise on its Award – using it in publicity to attract students to their school.

In South Yorkshire, SAFEMark Award winning Handsworth Grange School does not have a school transport problem for the simple reason that common sense has been codified in a simple document issued to and agreed by all students.

A comprehensive Student Planner is signed annually by all pupils and a parent and sets out the expected behaviour of pupils when travelling to and from school.



For example, the planner states that at the end of the day pupils are expected to:

- leave the school in a quiet and orderly manner, keeping to pathways;
- cross all roads at safe points;
- go home – not to hang about shops or similar gathering points;
- if going into shops, to behave in a sensible and polite way and to be courteous to shopkeepers;
- at the bus stops – to form an orderly queue; stand back for passengers getting on or off the bus; keep to the footpath; get on the bus in an orderly way and not to push;
- on the buses - to sit in their seat; behave sensibly; be polite and helpful to the public and to the bus driver; and respect the bus company's property.

Junior SAFEMark prepares younger schoolchildren for travelling on public transport and helps with the transition from primary to secondary school. To qualify for a Junior SAFEMark award, schools in South Yorkshire must:

- provide access for all year six pupils to bus safety awareness sessions;
- organise a MegaTravelPass issuing session during the summer term;
- provide a School Journey Planner;
- raise awareness of information sources and how to read 24 hour timetables;
- participation in promotional/one off events as organised by the SAFE team.



Metro holds annual Junior SAFEMark training workshops for Year Six pupils from primary schools across West Yorkshire and provides pupils with the skills and knowledge they will need to use public transport safely and confidently. During the 90 minute workshops the children take part in hands-on, interactive activities in small groups led by Metro, bus and rail companies



and Council Road Safety departments. The sessions show them how to find public transport in their area using simple maps, how to use timetables, how to use Metro's online journey planner and practical training in how to board and disembark safely from buses. The workshops also provide children with the opportunity to get their Young Person's Photo Card, which those aged more than 11 years need to travel on buses at half fare.

school

As part of the SAFEMark and Junior SAFEMark campaign, South Yorkshire PTE held a competition for school children to design a marketing campaign to encourage other young people to use public transport, and think about the environment. The winning designs will all be featured on First South Yorkshire's buses.

safety

The overall winner was a student from Anston Greenlands Junior School, whose poster demonstrated how people can help save the environment by using public transport instead of polluting the atmosphere with their cars.

information

DingDing! - GMPTE

GMPTE's innovative education web site - <http://www.dingding.org.uk/> - is a free, non-commercial education tool for children from key stages one to three, and teachers. The web site uses the concepts of public transport, and social interaction, to explore a diverse range of subject areas including geography, citizenship and art & design.

Students and teachers log in and see different versions of the site – which has different modules and progressive levels. For children, the site is games based and the emphasis is on having fun. Each module contains progressively harder games. For example, the module on journey planning helps children learn about bus stops and route numbers thanks to a game with the aim of getting an animated penguin to school. As children gain confidence with the game, they progress to planning complex multi-modal journeys by using timetables.



DingDing! is interactive and may be used as a class time teaching tool, teachers are also able to download and copy class worksheets ahead of a lesson. The site features a gallery for students to upload their own photographs taken on field trips; and has a travel training module for students with special needs.

The site was funded by the Arts Council, local transport operators, the Department for Transport and Neighbourhood Renewal.

DingDing! went on to win the Chartered Institute for Logistics & Transport award for innovation; the Integrate award for innovation; the Big Chip award for best e-learning site; and was highly commended in the Big Chip award for best public sector web site.

information

TravelWise in schools – Centro

Centro employs a TravelWise Officer to work with schools and help them develop school travel plans. In addition, Centro provides bespoke information packs for schools focusing on individual students, and the school as a whole.

A guide to public transport for pupils explains to students how to travel safely, and describes what kind of behaviour is acceptable. And a schools guide to public transport covers what needs to be done to develop schools travel plans and manage behaviour. This guide also gives teachers the details of the sustainable travel curriculum resources Centro can provide them with.

These materials are available in the TravelWise section of Centro's web site. The PTE's "Train Gang" web site is also being redeveloped, and will make the process of learning about public transport fun and interesting for children.

resources

project

Mobile Travel Shop – GMPTE

Consultation with young people aged under 16 years found that proving they were entitled to a concessionary fare was causing friction with bus drivers. At the same time, GMPTE found that young people felt the process of actually getting a concessionary pass was difficult and time consuming.

GMPTE proposed a scheme where the PTE would go into schools and issue the passes during assemblies or break-times. This enabled the PTE to issue a pass wallet which included a leaflet that encouraged young people to use public transport, as well as explaining their rights and responsibilities.

A mini consultation was held for children, parents and the operators who all expressed support for the idea which was duly implemented. Travel Shop staff are no longer dealing with a series of frustrated parents and children, they are able to fix a programme for pass issuing and manage time far more efficiently.

By September 2005, 41 secondary schools had been visited under the scheme, which will continue to issue passes in this way.

project

My bus - Metro

My bus began life in 2002 as a pilot in Hebden Bridge and Ilkley in West Yorkshire, to determine whether a branded, dedicated home to school transport system would significantly reduce the numbers of pupils arriving at school in cars. The scheme initially involved 11 schools and a number of bright yellow buses operating under the **My bus** brand.

Metro held discussions with Local Education Authorities and head teachers to agree which schools the first Yellow Buses should serve. Between 60% and 90% of children at the first group of schools were travelling to school by car every day.

My bus has a number of features that make it attractive to parents. Buses have the same driver every day, and mobile phones keep the driver in constant contact with the Yellow Bus hotline. The driver also has a register to check that all children are collected and taken to school. Parents can also phone in when their child is ill and will not be using the bus.



In order to maximise the participation of the pupils, Metro's Yellow Bus team visit schools during the summer term with the bus to enable children to learn how to travel safely. They practice boarding and alighting, learn how to buy their ticket and how to keep safe during the journey. This is all encompassed in the 'Yellow Bus Code' which is displayed inside the buses.





In assessing the scheme, Metro held a Yellow Bus driver convention to provide feedback to the drivers and award golden "Buscars". Categories included: Driver of the Year, the Most Patient Driver, the Busiest Driver and the Celebrity Driver with the winners being voted for by the staff in Metro's Yellow Bus call centre.

Pupils contributed comments which were presented to the convention in the form of a Family Fortunes style quiz show, which found that given the choice of any mode of transport (including personal jet packs) 58% of pupils still chose the Yellow Bus. Over 50% of children said the thing they liked most about the scheme was their friendly driver. Children also mentioned that having the same driver everyday and an on-board radio they could listen to were positive elements of the scheme.

Metro have found that 91% of the children now travelling on Yellow Buses were previously being taken to school by car. In December 2003, Metro was awarded a £18.7 million grant from the Department for Transport to roll out **My bus** across West Yorkshire.

information

Pupils and Parents Guide to School Travel – GMPTE

The Guide – "Using buses, trains, and trams to get to school" - is distributed to 26,000 Year Six students in June each year, to help them in their transition from primary to secondary school. It is the first guide of its kind to encourage children to use buses, trains and trams to reach school.

Starting secondary school can be very stressful for some children, and the Guide aims to build confidence for those who will be catching public transport alone for the first time.

The Guide teaches children how to read a timetable, how to plan their journey to and from school and which stop or station to get off at. It also gives safety and ticket advice and details on what to do if the child loses something on public transport, sees vandalism occurring or has a problem using the service.

The section of the Guide aimed at parents encourages them to take their child on a trial run to school on public transport before term starts, and to talk about the safest way to get to the bus, train or tram stop from their home.

The Guide has proved so popular that some schools have asked GMPTE for copies to provide at open evenings for parents considering where to send their children. GMPTE has also had requests from other transport authorities – from as far away as Portugal.



6 Engaging with the community

Tapping into the community – consulting with interest groups to improve public transport

A key component of consultation for all PTEs is engaging with the community they serve. This often takes the form of liaison with specific interest groups – such as disability access forums or youth groups. Some PTEs have found that hosting their own forums allows them to troubleshoot potential future problems, as well as providing a ready made consultation group.

project

Ethnic Communities Liaison Officer – Centro

Research into concessionary travel and demand response transport in the West Midlands unearthed a lack of awareness about travel benefits, among the region's ethnic communities.

Consequently, in August 2004 Centro appointed an Ethnic Communities Liaison Officer to promote the use of public transport in ethnic groups – particularly among those aged over 60 years.

The officer builds relationships between Centro and faith organisations, community groups and voluntary organisations. In addition, a community liaison programme has been established in three of Birmingham's most culturally diverse wards, to promote concessionary travel and Centro's Ring and Ride service.

A recent advertising campaign aimed at senior citizens included spots broadcast on Radio XL, a local Asian radio station. Posters and leaflets were translated into a number of community languages and distributed to doctors' surgeries, libraries and other venues. Centro also installed translated bus shelter advertisements at key locations.

In order to encourage older people to actually apply for travel concessions, applications forms were printed in a variety of languages and a telephone interpretation service was provided. In addition, Centro stages a weekly "travel surgery" at a community advice centre. This allows older people to apply for their free travel pass in person, in a community setting.

cultural diversity



forum

Rural Transport Forum – South Yorkshire PTE

Approximately 70% of the South Yorkshire metropolitan county area is classified as rural. Accordingly, the districts of Sheffield, Barnsley, Doncaster and Rotherham each have a Rural Transport Forum to influence and advise the direction of transport policy and funding in the local area. Each forum usually meets every six to eight weeks.

The forums are made up of representatives of the local communities, local authorities, councillors, parish councils, local interest groups, commercial operators, community transport operators, Yorkshire Forward and South Yorkshire PTE.

They meet regularly to monitor the development of projects and initiatives throughout South Yorkshire, and to make recommendations which are then considered by the PTE. Examples of projects developed through this process include:

- Rural Ride community transport schemes;
- taxibus services;
- quality rural bus networks;
- rail and employment links;
- transport grants to various parish councils;
- bus stop, shelter and information improvements across rural South Yorkshire;
- better public transport information.



Many of the Rural Links buses have been named to commemorate South Yorkshire's local history. Buses were specially commissioned and are low-floor easy access vehicles, built locally in South Yorkshire. Each vehicle is easily recognisable in their unique Rural Links blue, yellow and white livery.

project

Peer 2 Peer – GMPTE

In 2003, a Pathfinder survey of 4,500 young people in colleges and sixth forms found that many had travel horizons of a four mile radius from their home. This limits the choices young people make about education, employment and training.

In 2004, GMPTE established Peer 2 Peer in conjunction with Greater Manchester Connexions, a Government backed advice and support service for 13 to 19 year olds. The aim was to give one hundred young people - ten in each of Greater Manchester's ten Districts - the skills to devise and conduct their own surveys about public transport and to present their findings to other young people, and to decision makers. In return, each of the young people involved was asked to survey ten of their peers on their views on how public transport could be improved.

The project targeted young people aged between 16 and 19 years, not in education, employment or training. The participants were taught survey skills by GMPTE's Consultation Team and vox-popping skills by a BBC journalist. A rapper and a DJ showed them how to reach out to other young people and the North West Regional Assembly's Participation Officer taught them how to present their findings to decision makers.

GMPTE found that success rested on making participation fun - as little like a "project" as possible. A day for the different groups participating in the project to meet and compare notes was held at Urbis, Manchester's new museum of urban culture, with a creche for participants with children. Regular bulletins were posted on both the Connexions electronic personal advice link (E-PAL) and GMPTE's web site. A "play in a day" drama workshop was run to engage with young people, and to get their feedback on public transport. A final, social get together, to celebrate the completion of the project, was held at Trafford Park Water Sports Centre.

GMPTE has compiled a report, based on the findings of the surveys, that will be given to bus operators and regional bodies. A lasting legacy is that GMPTE now has a pool of articulate young people from whom to draw for any future consultations. Participants form the basis of the GMPTE youth forum now being established and some have become journalists for the GMPTE youth website – <http://www.Goto.org.uk>

Other participants produced a video/CD-Rom training pack "Urban Orienteering" for use by youth groups to extend the travel horizons of young people - showing them how to travel safely, how to access information, and the places they might like to visit.



horizons

decision makers

strategy

Tackling Social Exclusion through Transport (TSETT) – Nexus

TSETT is a £500,000 pilot project that aims to develop a strategy for the planning of public transport from the perspective of those who do not have access to a car, while improving access to services and reducing levels of social exclusion. By using the TSETT methodology, local authorities can establish what the transport problems are, and then set about addressing them.

Accessibility mapping techniques are used to identify geographical areas with particular issues of access to employment and healthcare facilities.

Other issues addressed are: the exploration of specific transport issues on a geographic and community interest basis; the identification of possible remedial action and the way to deliver it; testing the impact and success of action via structured evaluation; and expanding service delivery as appropriate, on a citywide basis, through mainstream policy, practice and more co-ordination.

Local councils have been invited to identify proposals for action under the TSETT pilot initiative. Immediate priorities are to achieve a more effective use of community transport resources and to use the strategy to plan for the future throughout the Tyne and Wear region.

Area specific TSETT strategies will be developed in partnership with passengers, transport operators and community stakeholders such as healthcare and education services, with the goal being to reach decisions by consensus.

social exclusion

project

Lea Hall railway station – Centro

Lea Hall railway station had become a target for graffiti and vandalism, and an unofficial meeting point for young people. Before the station could be refurbished, the building was burned down by an arsonist.

Centro decided to combine the rebuilding of the station with a community art project for young people. Consultation was held with the local residents, youth club and the station users. While the focus of the consultation was on the art project for young people, suggestions were also made about the waiting area, extra security and ideas about the lighting and CCTV.

Young people involved in the project reported they felt a genuine sense of ownership. Much of the graffiti on the neighbouring estate referred to "shoot the moon" – a reference to shooting out lights. The artists engaged by Centro decided to make the moon a theme for the station refurbishment.

Since the station was re-opened in 1998, there has been very little vandalism. Passengers feel safer and Centro has been confirmed as a champion of public art in public transport.



involved

forum

Futures workshops - GMPTE

GMPTE successfully used Futures workshops to build consensus among stakeholders whose involvement was crucial to the development of a transport integration strategy.

The workshops begin with a visioning exercise to establish what the ideal, completed project or service would look like. Everyone involved in the workshop contributes ideas and selects and agrees to various options.

In the second part of the workshop, participants establish a timeline and agree what decisions must be taken, when they should be taken and by whom. This leaves all participants with a clear idea of their own roles and responsibilities in making the project happen. Obstacles are also identified and solutions are then discussed and decided jointly.

information

Ethnic communities - Nexus

Nexus has placed particular emphasis on consulting with women who may be hesitant to use public transport for a variety of reasons. Individual travel plans are drawn up and "coaching" provided. The PTE has developed a range of small "cue cards" on topics such as the pronunciation of destination names and which fare to ask for.

cue cards

individual travel plans

project

Routes - Merseytravel

Routes was an experimental consultation project involving people from a wide range of age and social groups. The group were guided through the myriad of Merseyside's transport options by staff, and were filmed by several young people interested in careers in film and television.

The resulting short film - also called "Routes" - shows innovative ways in which a PTE can engage with the community; the value of public transport "buddying" in opening up opportunities for the elderly, those with physical or learning difficulties, the young and the potentially socially excluded.

A spin off art project has been established with Merseytravel identifying potential sites for the resulting artwork to be placed - such as railway stations and bus shelters, new building developments and the John Lennon Airport.

consultation

project

Disabled access to bus stops - South Yorkshire PTE

South Yorkshire PTE have developed a new bus stop design in consultation with members of the Sheffield Access Liaison Group.

This group, who advise and campaign on access issues, helped officers develop the design by highlighting the problems people with disabilities have when using public transport. The new stops have shelters and better lighting, as well as tactile paving to assist the visually impaired and higher kerbs to align the low-floor buses with the pavement. A bus stop clearway ensures that buses are not prevented from getting to the stop due to parked vehicles.

The new-style bus stops - which have so far have been installed on Manchester Road between Broomhill and Crosspool, and on Fulwood Road near Notre Dame school - will become the standard along main bus routes.

higher kerbs



7 This is how you do it

This is how you do it - making consultation easier for staff

PTE staff are an invaluable resource in the consultation process - they live and work in the local area and are transport users as well. Like any employer, PTEs are keen to ensure staff are consulted on what is happening within the organisation, and that they have a chance to provide feedback.

Another element is the development of programmes to make the consultation process easier for staff. This is particularly relevant where staff may have no or limited experience in dealing with members of the public.

EASIER

information

In house surveys – Merseytravel

Merseytravel attaches staff surveys to payslips to catch the opinions of frontline staff. The Director General also holds quarterly "surgeries" and speaks on a relevant topic such as developments in bus, rail or smart cards. These meetings are well attended, attracting an average of 700 staff to each.

information

Toolkits – Centro, TfL and South Yorkshire PTE

Centro's "Consultation Handbook" was written in response to a Best Value review. The handbook explains what consultation is – a two way conversation, and what it isn't – simply giving information.

The handbook takes staff through the steps needed to organise a consultation event and takes into account different types of consultation: policy, scheme and implementation. The handbook also stresses that one of the most important things in consultation is to be clear about what can be changed and what can not.

South Yorkshire PTE's "Consultation Guide and Toolkit" defines consultation and why it is important to the business of the PTE. It discusses the strengths and weaknesses of different forms of consultation, provides advice on common mistakes and includes a toolkit – a step by step guide that may be adapted to different types of schemes.

The TfL "Consultation Toolkit" was developed as a one stop shop for staff when planning a consultation process. A CD-Rom designed to complement the support offered by TfL's Consultation Unit, the toolkit was based on an extensive study of best practice. Monitoring has indicated it is being widely used throughout the organisation.

40 detailed best practice case studies from TfL and other organisations were chosen after extensive research. TfL sought out information from the London boroughs, the PTEs, the Greater London Authority, academics and interest groups.



information

Consultation monitoring – Metro

Metro's Consultation Monitoring System is a central information store for staff with the summarised results of public surveys and other studies carried out by the PTE. The system runs on Metro's intranet without the need for any additional software.

Search and filtering mechanisms provide an easy way to input, and look up, the results of Metro's consultation studies. This enables all staff to share findings and good practice on how to carry out local consultations.

contacts

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strategy

Consultation training – Merseytravel

Merseytravel budgets £10,000 annually to provide in-house consultation training to engineers and other staff who may have no experience in explaining a major project to the public.