

Appendix A - Consultation approach to parking policy review

The official consultation element of the parking policy review ran from early August until early November 2012. It included both a survey and two stakeholder events.

In addition to the above, the Council received feedback on parking issues through a variety of other channels. This feedback from ward councillors, community groups and Lewisham residents has also been incorporated into the appendices within this report.

Parking survey

In total there were 3,113 responses to the parking survey (both paper and online).

The survey was constructed in sections around key parking policy issues. Each section was introduced with an explanatory paragraph(s) to communicate current parking policy in this area. This was intended to inform the respondent before they answered the corresponding questions.

The length of the consultation survey reflects the complexity of the parking policy under review, and the range of issues raised for inclusion in the review by councillors, community groups and residents. It is also a result of the length of time that has passed since a comprehensive review of parking policy was last undertaken in 2004.

Throughout the survey, respondents were provided with the opportunity to feedback their own comments on parking policy, to ensure that all current issues could be captured as part of the consultation process.

The online version of the survey, which was intended as the primary response method went live on the Council's website on Friday 3 August and remained open for an eight week period until Friday 28 August.

Paper copies of the survey were also produced for those without online access, and for use in high-traffic sites across the borough or for distribution in local assemblies that met during the consultation period. The paper copy of the survey was professionally designed, proofed and printed, and this process took an additional week.

Copies of the paper survey were dispatched via our mail system to AccessPoint and the Parking Shop on Monday 13 August. The Library Service also distributed paper copies of the survey to all libraries in the borough on Monday 13 August. Lewisham Homes collected their copies of the paper survey on Tuesday 14 August for distribution to all their housing offices. All these locations were provided with a poster advertising the survey, for display in public areas.

Throughout the consultation process, additional copies of the paper survey were sent out as required. Paper copies of the survey were also sent to

community organisations or individual residents upon request. In total over 1,000 copies of the paper survey were distributed. Pre-paid freepost envelopes were also produced for respondents to return their surveys free of charge.

Although the survey officially closed on 28 September, completed paper surveys that were received for up to a week after this date were accepted as a show of good faith for possible delays in the postal system.

To help promote the consultation, a variety of methods were used. On the Council's website, the online survey had a dedicated page which was promoted across all parking service pages, local assembly home pages, and other service pages such as housing and libraries. The online survey was also promoted to Council staff using the intranet.

The Communications Team promoted the survey in the September 2012 edition of '*Lewisham Life*', and a press release announcing the start of the consultation period was sent to their standard contact list, which contained the range of organisations listed below:

<ul style="list-style-type: none"> • Mercury & South London Press • News Shopper • Met Police • Fire Brigade • Lewisham College • Goldsmiths • Lewisham HealthCare • SLAM NHS Trusts • Clinical Commissioning Group • Phoenix Community Housing • Voluntary Action Lewisham • Lewisham Disability Coalition • Carers Lewisham • Age UK • Deptford Action Group for the Elderly (DAGE) 	<ul style="list-style-type: none"> • Lewisham Pensioners' Forum • SE23 magazine (Honor Oak/Crofton Park) • Grapevine • Masthead • South London Business • Meridian magazine • The Guide (SE London monthly) • Living South (Brockley, Forest Hill, New Cross, Sydenham) • Brockley Central • Crofton Park Community Link • Deptford High Street.co.uk (online, run by residents, community, business) 	<ul style="list-style-type: none"> • Forest Hill Society • Sydenham Town • SE23.com • Brockley Cross Action Group • Brockley Society • The Deptford Dame • Friends of Brockley and Ladywell Cemeteries • Hither Green Forum • Ladywell Village Improvement Group • Algernon Road Residents' Association • Ladywell Society • Sydenham Society • Forest Hill • Blackheath Village Residents Group • Grove Park Community Group • Lee Manor Society
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To further increase awareness of the consultation, a direct mail out was sent to all 8,396 existing parking permit holders on 7 September 2012, with a link

to the online survey and instructions on how to obtain a paper copy if required.

Throughout the consultation period, officers monitored response rates to the survey from across the borough. Two temporary staff were recruited for a more targeted approach to promoting the survey, in areas where either response rates were low, or the Council was already aware that parking issues existed. Venues visited in these areas included train stations, local businesses, health centres, leisure centres and places of worship. The areas visited between 19 and 21 September 2012 included: New Cross; Evelyn; Lee Green; Grove Park; Bellingham; Whitefoot; Sydenham; Perry Vale; Forest Hill; and Crofton Park.

An update on the initial results of the parking survey have been included as part of this report (see Appendix B).

Non-survey responses

Local community organisations were provided with the offer of additional support and assistance to participate in the consultation process (e.g. face-to-face meetings), and organisational responses on behalf of their membership or service users were accepted instead of completed surveys (see Appendix C).

In addition, feedback from respondents on parking policy issues that were submitted alongside the survey process, using other channels (e.g. email, petitions etc.) have also been captured and recorded for consideration in the review (see Appendix C).

Councillors for the Ladywell ward also produced their own parking survey to seek views specifically from Ladywell residents over a nine-day period in October 2012. This survey was in addition to, and independent from, the official parking survey undertaken by the Council as part of its policy review (see Appendix C).

Stakeholder events

Two stakeholder events were held on 5 November and 9 November 2012. Invites were targeted towards representatives of local assemblies, community groups that had submitted a collective response to the parking survey, or individuals that indicated they were representatives of local charities or community groups in their completed survey responses. Invites to the event were sent out on 17 October 2012.

The objective was to present a headline update of the survey analysis, and to facilitate discussions on some of the key themes emerging from the survey results.

Feedback from these event two events is included within this report (see Appendix D).