

Vision Zero Road Safety Strategy Engagement Plan November 2023

Our commitment to engagement

We are committed to making a shift in how we work with our communities and recognise the importance of involving and listening to our residents. For our Vision Zero Road Safety Strategy we will strive to ensure the consultation and engagement that we carry out is high quality. We will provide people with opportunities to have their say with the feedback from the engagement directly feeding into decisions.

Approach

We will engage with communities to gather insight and feedback on our Vision Zero Road Safety Strategy. Public consultation on the draft strategy will run from January to March 2024, although initial engagement with partner organisations has already started. Subsequent engagement on local schemes will take place individually at the appropriate time with impacted residents and stakeholder groups.

We will publish the consultation in a variety of formats and intend to provide:

- A long version and detailed questionnaire
- A bitesize/easy read version and five key questions
- A filmed version and accompanying questions

Working with our partners including Surrey Fire and Rescue, Surrey Police and Surrey Road Safety & School Sustainable Travel Team, our Community Link Officers and other key stakeholders we will promote the consultation widely to maximise reach and response levels.

Using findings to inform decisions

Findings from the engagement will help shape the new strategy with insight from all the activities identifying the key topics and 'big issues'.

The findings and outcomes will be fed back in a timely manner to individuals and the wider community who took part in the engagement.

How we assess and demonstrate 'community support' for individual scheme implementation (following the engagement on the strategy) will be shaped in the coming months. There are many factors to consider when understanding 'community support', the development of clear guidelines around this will enable consistency and transparency.

Activities

We are keen to engage widely and have explored a variety of options. The table below provides details of the core part of our Engagement Plan. These are the activities that we consider will support us to reach a wide range of stakeholder groups throughout the Vision Zero Road Safety Strategy consultation period. We will be looking for additional opportunities leading up to and throughout the consultation period to promote and maximise engagement.

Key Engagement Activity

Target group	Activity
All Members	Briefing session(s)
Surrey residents/road users	Online consultation through our 'Commonplace' platform which will be shared via a wide range of channels including social media. An option for residents to engage and feedback who are not online will be provided.
Surrey residents/road users (online)	Social media polls with key questions (increasing the reach of the engagement).
District & Boroughs	Consultation and engagement opportunities to be shared via district and borough comms teams and channels.
Towns & Parish Councillors	Circulate information to Town and Parish Councils via Surrey Association of Local Councils (SALC).
Children and Young People	There will be a focus of activity for children and young people which will include: <ul style="list-style-type: none"> - Engaging with schools and colleges providing opportunities for feedback including provision of information, displays and QR codes to provide feedback. - Competition - "Create a piece of artwork to show us what Safer Roads mean to you" (QR Code will divert parents to the consultation and simple consultation questions will be on the back of the entry form). - Engaging with young people through Surrey County Council's User Voice and Participation Teams. - Activities with families of children under 5 to include use of libraries and events.
Key Stakeholder Groups	Engagement with key stakeholders including groups that represent communities such as the disabled community, business groups, bus operators, cyclist groups, pedestrian groups and key campaign groups. This will include discussions with the stakeholder groups and requests

Target group	Activity
	to promote our engagement channels with their communities and members where applicable.
Surrey County Council Teams	Internal communications using a range of channels to engage including possible lunch and learn events and articles. A briefing session and pack will be shared with specific teams such as Customer Services and the Community Link Officers which will help inform and enable details of the engagement to be shared further.
Surrey residents	Possible online/ drop-in Q&A if demand.

The Communications Campaign

A concurrent communications campaign will both support the engagement and provide standalone opportunities to spread the consultation further. Materials will be used in the activity above but will also include:

- Issuing a media release and organising any interviews, briefings and events
- Sharing consultation materials and polls via targeted social media advertising
- Adding information to newsletters and contacting mailing lists where applicable, such as schools and disability groups.
- Promotion via Surrey Matters and other editorial opportunities.
- Managing press enquiries where they arise.
- Toolkit for Councillors and District and Borough Councils to promote and share the campaign via their own channels.
- Collating information from mentions via the press or social media for the final report.

Next Steps for the Engagement Plan

- Meet with partners to work together to deliver engagement.
- Develop materials and resources to be used as part of the engagement.
- Develop detailed plan for all engagement activity and set up key sessions.

This page is intentionally left blank