

Let's Talk Transport

Parish and Town Councils Communications Pack

Introduction

At the end of last year, the former North Yorkshire County Council launched 'Let's Talk' the biggest ever countywide conversation, to understand how the public are feeling, gather intelligence and use that to inform decision-making and policies for the new council.

We asked people for their views on their local area, the new council's budget and the proposed devolution deal for York and North Yorkshire between September and December 2022.

Let's Talk Transport is the next conversation we will be having with residents to capture information about how they travel in North Yorkshire (more detail on the next page)

Let's Talk Transport runs from Monday 22 May until Monday the 17 July 2023 at 23:59.

We are asking residents to fill in a short survey which can be done online at <https://letstalkny.commonplace.is/> or by completing a paper copy (also attached with the email or available on request) which can be returned in a pre-paid envelope. Responses will be used to help inform the new Local Transport Plan (LTP) for our county. This is a landmark document that will guide our future approach to all forms of transport.

We are asking for your help and support to engage with your audiences and invite them to take part in Let's Talk Transport.

As a key stakeholder, you will also have the opportunity to ask questions and give feedback on behalf of your town or parish council. The North Yorkshire Council Transport Planning team will be in touch with further details on how to do this in due course.

In this pack you will find an overview of the public campaign, and assets to help promote the campaign.



Let's Talk Transport - Overview

The Local Transport Plan is a set of documents that the Government requires all local transport authorities to produce.

It sets out the strategic transport aims for the region over the next few years. These are based on the Government's aims and objectives for transport, but it also needs to reflect local priorities. It will allow us to continue to bid for funding to deliver the infrastructure we need to better connect residents, unlock economic growth, and promote sustainability.

Our current plan needs updating because the way people travel has changed since the Covid 19 pandemic, government policy has shifted, and electric vehicles have become more popular.

The Let's Talk Transport survey will help us understand the issues in your local area - it is the starting point in our conversation with you and your residents about the future of transport in North Yorkshire. There also will be a formal consultation later, where we will be inviting comments on the draft plan.

Last year, during the first part of Let's Talk, we asked residents what they liked about their local area and how they think the council should spend its budget. They told us that the transport related issues facing communities across North Yorkshire include a lack of public transport, traffic, parking, and concerns about the environment. These are significant and very complex issues which will require collective action by many partners and agencies over a period, alongside realistic funding for a large rural county.

The feedback we received on transport last year during Let's Talk local, money and devolution, and anything further residents want to say in this survey will be considered during the formulation of the new Local Transport Plan.

The survey will be advertised across all North Yorkshire Council's social media channels, on the website, in libraries (where paper copies can also be collected) and some selected public buildings, and in local news pages and via the resident's newsletter. There will be a programme of face-to-face engagement during the 8-week period, and targeted work to reach out to young people and seldom heard groups.

Let's Talk Transport – how residents can take part

Thank you for helping us to create awareness of the Let's Talk conversations across North Yorkshire. We are grateful for your support in maximising the reach of these messages through your own channels and platforms.

There are several ways residents can take part in Let's Talk Transport

Online

The online survey is hosted on Commonplace, which is a safe and easy-to-use online tool used by over 250 organisations including neighbouring councils to engage with communities.

It can be accessed here <https://letstalkny.commonplace.is/>

Paper Copy

A paper copy can be collected from local libraries and returned in the envelope provided.

There is an electronic copy of the paper survey attached to the email with this document.

We can send a paper copy of the survey direct to residents. This can be requested by email to LetsTalk@northyorks.gov.uk or phone 01609 536400, or by writing to:

Let's Talk
North Yorkshire Council
County Hall
Northallerton
DL7 8AD

Accessible formats of the survey are available on request using the contact details above.

Face-to-face

Members of the team will be out and about in some locations across the county during the survey period. They will be able to help residents complete the online survey or provide a copy of the paper survey with return envelope to complete later.

A list of when and where you can meet us will be published on our Let's Talk website in due course.

[Let's Talk North Yorkshire | North Yorkshire Council](#)

We would be grateful if you could share this information with your communities and at any meetings you are attending during the engagement period (22 May to 17 July)

You can request hard copies of the survey to take along to community meetings and events in your locality by emailing LetsTalk@northyorks.gov.uk

Let's Talk Transport – How can your town or parish council help?

Learnings from previous Let's Talk campaigns show that by using community channels to communicate with residents, we get the best rates of response.

Therefore, we are asking you to help us by engaging with your residents and encouraging them to complete the survey.

Let's Talk Transport – Communications Pack

To help you we have developed a few resources for you to use if this is an option.

This pack contains information on:

- Key Messages
- Example words to use in a newsletter or on websites or in correspondence
- Example words to use in social media (What's App, Facebook, Twitter & Instagram) and images
- Poster to print out to display on notice boards (attached to the email)
- Paper copy of the survey (attached to the email)
- How to request marketing materials and paper surveys.

Key messages

- We need you to help us shape the future of travel in North Yorkshire
- We want to learn about how you currently travel round North Yorkshire and how this had changed over the last few years
- We want to find out about your experiences of traveling around North Yorkshire
- We want to listen to your ideas about tackling transport issues
- Feedback will help inform and shape the Local Transport Plan for North Yorkshire.

[Example words for use in email /on website/community newsletter / to share with your networks and communities](#)

- For use from 22 May to 17 July 2023.

Please share your experiences with North Yorkshire Council to help shape the future of travel in North Yorkshire

North Yorkshire Council is continuing North Yorkshire's biggest countywide conversation, Let's Talk, to understand how you are feeling about a range of topics, and to gather intelligence to inform decision making and policies for the new North Yorkshire Council, which launched on 1 April 2023.

As part of that conversation, we want you to tell us about how you travel in North Yorkshire and the issues that you face, to help inform the new Local Transport Plan (LTP) for our county. This is a landmark document that will guide our future approach to all forms of transport.

The Local Transport Plan sets out the strategic transport aims for the region over the next few years. These are based on the Government's aims and objectives for transport, but it also needs to reflect local priorities. It will allow us to continue to bid for funding to deliver the infrastructure we need to better connect residents, unlock economic growth, and promote sustainability.

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The Let's Talk Transport survey will help us understand the issues in your area - it is the starting point in our conversation with you about the future of transport in North Yorkshire. There also will be a formal consultation later, where you can comment on the draft plan.

The feedback you gave the council on transport last year during Let's Talk local, money and devolution and anything further you want to say in this survey will be considered during the formulation of the new Local Transport Plan.

There are several ways you can take part in Let's Talk Transport:

You can fill in an online survey here [Have Your Say Today - Let's Talk North Yorkshire - Commonplace](#) – the survey is on Commonplace, which is a safe and easy-to-use online tool used to engage with communities, by over 250 organisations including neighbouring councils in Leeds and West Yorkshire.

If you would prefer, you can pick up a paper copy from your local library and return it in the envelope provided.

You can also email letstalk@northyorks.gov.uk or call 01609 536400 to request a survey.

You can write to:

Let's Talk
North Yorkshire Council
County Hall
Northallerton
DL7 8AD

Or come and see council officers face-to-face. Times and venues will be listed on the website <https://www.northyorks.gov.uk/LetsTalkNY> in due course.

Accessible formats of the survey are available on request.

Please share your experiences with us to help shape the future of travel in North Yorkshire, and tell your colleagues, friends, and family to do the same!

The survey closes on 17 July 2023.

Example words to help publicise the survey on your channels

WhatsApp messages

For use from 22 May to 17 July 2023.

If you have a community WhatsApp group, or want to encourage your family and friends to take part in Let's Talk Transport. Please see below suggested copy:


Help shape the future of how we travel in North Yorkshire. Fill in the survey at <https://letstalkny.commonplace.is/>

Social media assets

If you have social media accounts for your parish or town council, below you will find some ideas for messages you may wish to post to inform residents about Let's Talk Transport. We will be sharing information about Let's Talk Transport across NYC social media accounts which you may also wish to share.

- For use from 22 May to 17 July 2023
- We want to create awareness that the Local Transport Plan needs input from residents to inform the final strategy for the council.
- Please use the hashtag #LetsTalkTransport

Suggested social media messages for use on your own channels:

	<p>Facebook version</p> <p>Let's Talk Transport - @northyorksc is inviting everybody in North Yorkshire to get involved in shaping the future of travel in the county.</p> <p>Fill in the survey here: https://letstalkny.commonplace.is</p> <p>#LetsTalkTransport</p>
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Twitter version

@northyorksc is inviting everybody in North Yorkshire to get involved in shaping the future of travel in the county.

Fill in the survey at

<https://letstalkny.commonplace.is>

#LetsTalkTransport



Instagram version

@northyorksc has launched Let's Talk Transport and is inviting everybody in North Yorkshire help shape the future of travel in North Yorkshire.

Fill in the survey here:

<https://letstalkny.commonplace.is>

#LetsTalkTransport

Posters and bookmarks

Whilst we are taking a digital first approach (with accessible versions and paper surveys available to ensure inclusivity), we do have a small stock of posters and bookmarks available which we are using in limited numbers to minimise cost. If you feel these would be helpful for your community, we can supply a colour poster and a small batch of bookmarks by post. Please email LetsTalk@northyorks.gov.uk to request.

Poster – for reference

Posters will be displayed in some venues and community notice boards for the duration of the Let's Talk Transport Campaign. A copy of the poster is attached to the email, should you be able to display it and have access to a printer.



Bookmarks – for reference

Bookmarks will be available at libraries and face-to-face events for people to pick up if they don't have time to complete the survey in person, or to pass along to family/friends. A small quantity will be available in the Supermobile library.

