

## **1. Summary**

This report sets out the methodology and approach used during consultations for the proposed Parking and Enforcement Plan (PEP) 2022-27 from 16 August to 15 November 2021 and the subsequent review of parking permit prices from 15 June to 6 July 2022. It begins with an introduction and background to the proposed PEP, the review of parking permit prices, the communications strategy, the remaining influence and effects of the coronavirus pandemic on communications and how these largely needed to be produced online, and an inventory of all communications methods used throughout each stage of each the campaign. This is then followed by a chronology of events and some visual representations in the form of two respective timelines.

The report also features an account of each type of engagement used, and includes a summary of the type of engagement, target audiences, and any other integral data such as the dates and statistics. It concludes with the presentation of a summary table of the stakeholder groups that were targeted with each type of communication. It is also supplemented with a number of appendices which provide a comprehensive list of all engagement activities as well as examples of the communication materials used during each campaign.

## **2. Introduction**

### **2.1 Background**

The consultation and engagement process was the result of the PEP's standard five-yearly policy review. It serves to guide the Council's parking related decisions and recommendations in relation to its policy and procedural base over the next five years. The public consultation took place over a 13 week period and allowed the public an opportunity to provide their feedback on the draft PEP. An additional three week period from 15 June to 6 July 2022 was also allocated where stakeholders were given the opportunity to share their views on some more recently proposed changes to parking permit prices and the emission based charging structure. This feedback will be put forward and considered for the PEP's final draft.

The proposed PEP also aims for a greater focus on air quality and sustainability; this is further highlighted here as part of the Council's parking services' vision:-

- To encourage **fewer, cleaner private** vehicles on our roads.
- To support the **creation of sustainable streets** for everyone, by reprioritising more of our kerb space to support greening the borough, and sustainable transport.
- Conducting a **fair, proportionate and transparent enforcement service** to deliver high levels of compliance, and robustly tackle fraud.
- Providing **high quality, customer focused services** that respond to the needs of our residents, businesses and visitors.

The proposed PEP 2022-27, aims to replace the current PEP 2015-20 and will be the fourth iteration.

## **2.2 Communications strategy**

The proposed PEP aims to further emphasise the need for a more holistic approach to parking policy, and to work towards air quality improvements along with other improvements to the public realm. It seeks to support less private vehicles and cleaner, active, and more sustainable travel alternatives for those who are able to choose them. It also plans to put people and the use of kerbside space at its centre by prioritising more kerbside space for greening, sustainable, and non-vehicular usage. It was therefore important to ensure that our communications campaign captured and encompassed as many disparate stakeholder groups as possible.

The communications strategy was mindful of this and brought together a selection of approaches to advertising and stakeholder engagement as part of its portfolio. The strategy sought to identify critical stakeholder groups, including but not limited to estate residents, disability groups, health and social care organisations, and council staff. Other groups such as the wider residential community, local businesses, motorcyclists, and visitors to the borough were also engaged as part of the consultation's wider advertising campaign. All communications worked to establish a link to these stakeholder groups and aimed to support them to fully engage with the PEP consultation process.

Mixed methods of advertising were used to engage all stakeholder groups. These included but were not limited to online and physical advertising such as newspapers, physical posters, targeted social media advertising, and adverts in local newspapers and magazines and on their websites.

On-line drop-in sessions were also facilitated using Zoom in order to allow the public to talk directly to members of Parking and Markets /Street Trading Service to ask questions and address any concerns they had about the proposals. Call in sessions were also provided to the public to account for members of the public without

computer or internet access. A full list of all engagement activities is presented in section 1.4.

### **2.3 Coronavirus pandemic**

As part of a retrospective of 'lessons learned' resulting from public consultations for the Council's Motorcycle Parking Review in 2020, online stakeholder engagement methods were found to have been extremely useful and effective in the face of government restrictions.

These enabled the Parking and Markets/Street Trading Service to discharge their stakeholder engagement remit online through the use of online drop-in sessions and online questions and answer (Q&A) sessions hosted with senior parking officers. The Parking and Markets/Street Trading Service was also able to introduce call-in sessions, where officers would be available to answer questions from the public about the consultation, or to help participants fill in a questionnaire.

It was therefore considered prudent not to forgo the use of online drop-in sessions given the genuine risk of sudden and further changes to government guidelines on social gatherings. It was also decided to maintain the use of online drop-in sessions for nearly all activities regardless of the legal limits on numbers applied to social gatherings having been lifted on 19 July 2021.

An online drop-in session was also conducted on 29 June 2022 as part of the additional three week period allocated to stakeholders to give their views on proposed changes to parking permit prices and the emission based charging structure.

The Parking and Markets/Street Trading Service did, however, conduct one COVID-safe and socially distanced face-to-face engagement session at the Assembly Rooms, Hackney Town Hall, Mare Street, London E8 1EA on 5 October 2021. This was attended by a total of 46 people who offered feedback on the Parking and Enforcement Plan (PEP) 2022-27.

### **2.4 Modes of communication and engagement**

It was necessary for the consultation for the proposed PEP to be inclusive and to capture a vast selection of viewpoints from a variety of representative stakeholders. Listed below are the types of engagement and communications mediums employed throughout its duration. Further details of these will be provided later in the report.

### **Print (including digital)**

- JCDecaux
- Banners
- Posters (both internal and external)
- Digital notice boards (in Hackney housing estates)
- Press release on Hackney website
- Questionnaires and booklet
- Flyers
- Staff headlines
- Press release

### **Newspaper advertisements**

- Hackney life
- Hackney today
- Hackney Gazette
- Londra Gazette
- Jewish Tribune

### **Social media and online advertising**

- Twitter
- Facebook
- Online advertisements on Hackney Gazette leaderboard
- Hackney matters newsletter

### **Email communication**

- Email stakeholders to invite to drop-in sessions
- Email responses to queries
- Mass emails to permit holders
- Staff headlines

### **Face-to-face engagement**

- Drop-in sessions

### **Online and phone call engagement**

- Online drop-in sessions
- Online question and answer sessions
- Internal staff online drop-in sessions
- Online stakeholder meetings
- Call-in sessions
- Calling local stakeholders - including businesses

### **3. Chronology of key events**

The consultation opened to the public on 16 August 2021 and respondents were able to complete questionnaires on this date. Legal limits on numbers applied to social gatherings in relation to the coronavirus pandemic had previously been lifted on 19 July 2021. It was however decided to keep online stakeholder engagement sessions during that 13 week consultation process, and to offer only one face-to-face drop-in session date to interested parties on 5 October 2021.

A further three weeks was also offered where respondents could share their views on the proposed changes to parking permit prices and the emission based charging structure. This opened to the public on 15 June and allowed them to complete questionnaires until 6 July 2022.

A summarised chronology of events with notes and responses from Parking Services is detailed in the table below. A comprehensive breakdown of key events and communications that were used throughout the communications campaign can also be found in appendix I.

#### **3.2 Key events**

<b><u>Parking and enforcement plan 2022-27 - 13 week consultation process</u></b>		
<b>Event</b>	<b>Date</b>	<b>Response/ Notes</b>
Posters put up around the borough.	15/08/2021	Posters to advertise the consultation were placed on-street. Other posters were provided for Hackney housing estates in late August 2021.
Start of consultation.	16/08/2021	Start of 13 week consultation process. Advertisements for the consultation launch were made in local news, online and on social media w/c 16/08/2021.
Registrations for online engagement sessions open.	16/08/2021	Registrations for online engagement sessions open on consultation launch date.
First batch of Paper questionnaires sent out.	14/09/2021	Questionnaires and informational booklets were sent to those who requested them, and to permit holders who applied through

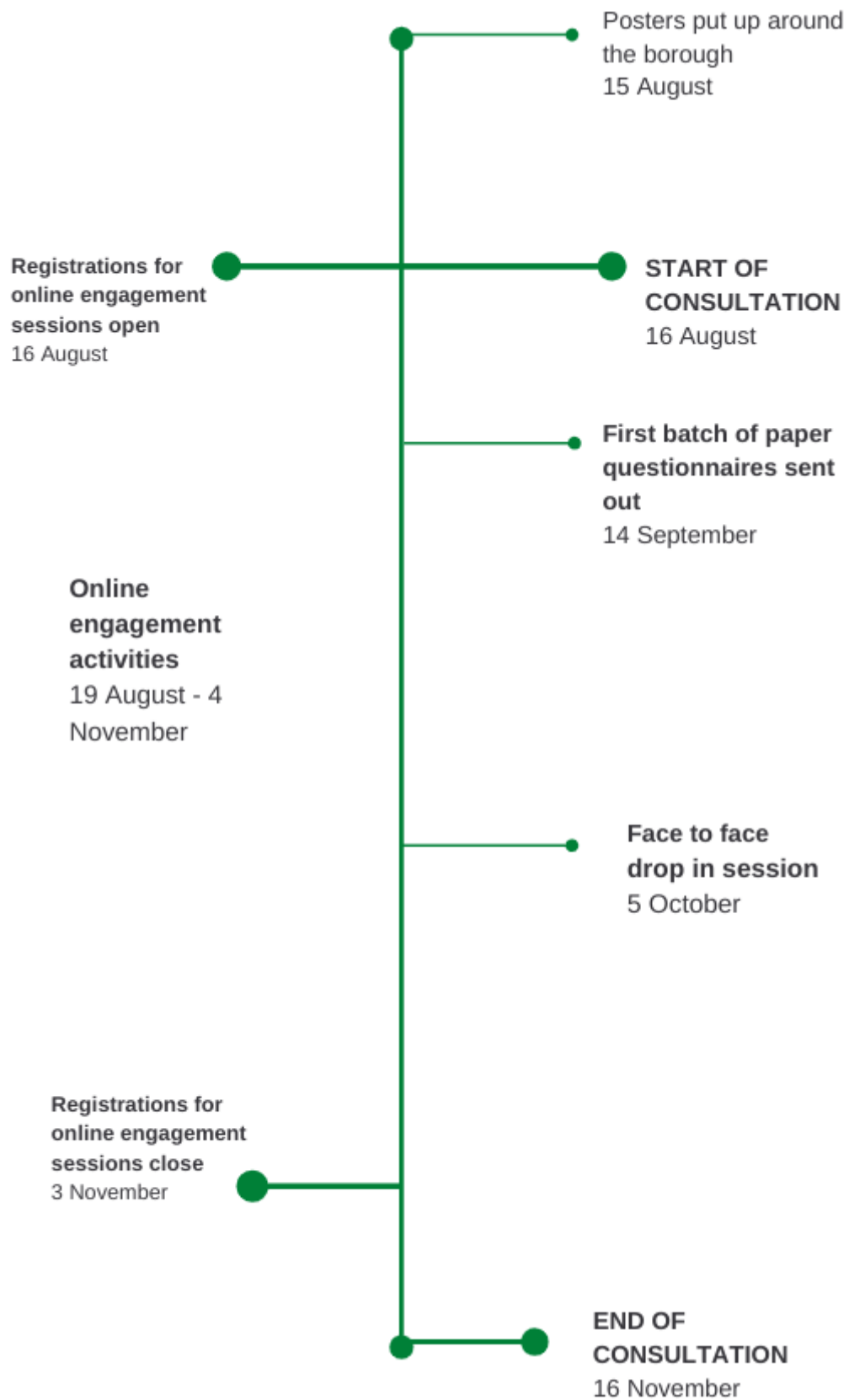
		the post. Batches were also sent out weekly from this date until the consultation closed.
Online engagement.	August - November 2021	Online engagement sessions largely replace face-to-face engagement sessions over this 3 month period. These sessions include online drop-in sessions and question and answer sessions both with senior parking officers, as well as call-in sessions.
Face-to-face drop-in session.	05/10/2021	A face-to-face drop-in session goes ahead at the Assembly Rooms, Hackney Town Hall, Mare Street, London E8 1EA. The session is conducted in the interest of inclusivity taking into account the access needs of some stakeholders.
Online registration for online engagement sessions close.	03/11/2021	Registration for online engagement sessions opens on consultation launch date.
End of consultation.	16/11/2021	Consultation closes.

**Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices**

<b>Event</b>	<b>Date</b>	<b>Response/ Notes</b>
Start of additional three week period.	15/06/2022	Start of additional three week period to obtain views on newly proposed parking permit prices. Advertisements for the launch were made in local news, online and on social media w/c 13/06/2022.
Registrations for the public online engagement session	15/06/2022	Registrations for the public online engagement session scheduled for 29 June 2022 open on consultation launch

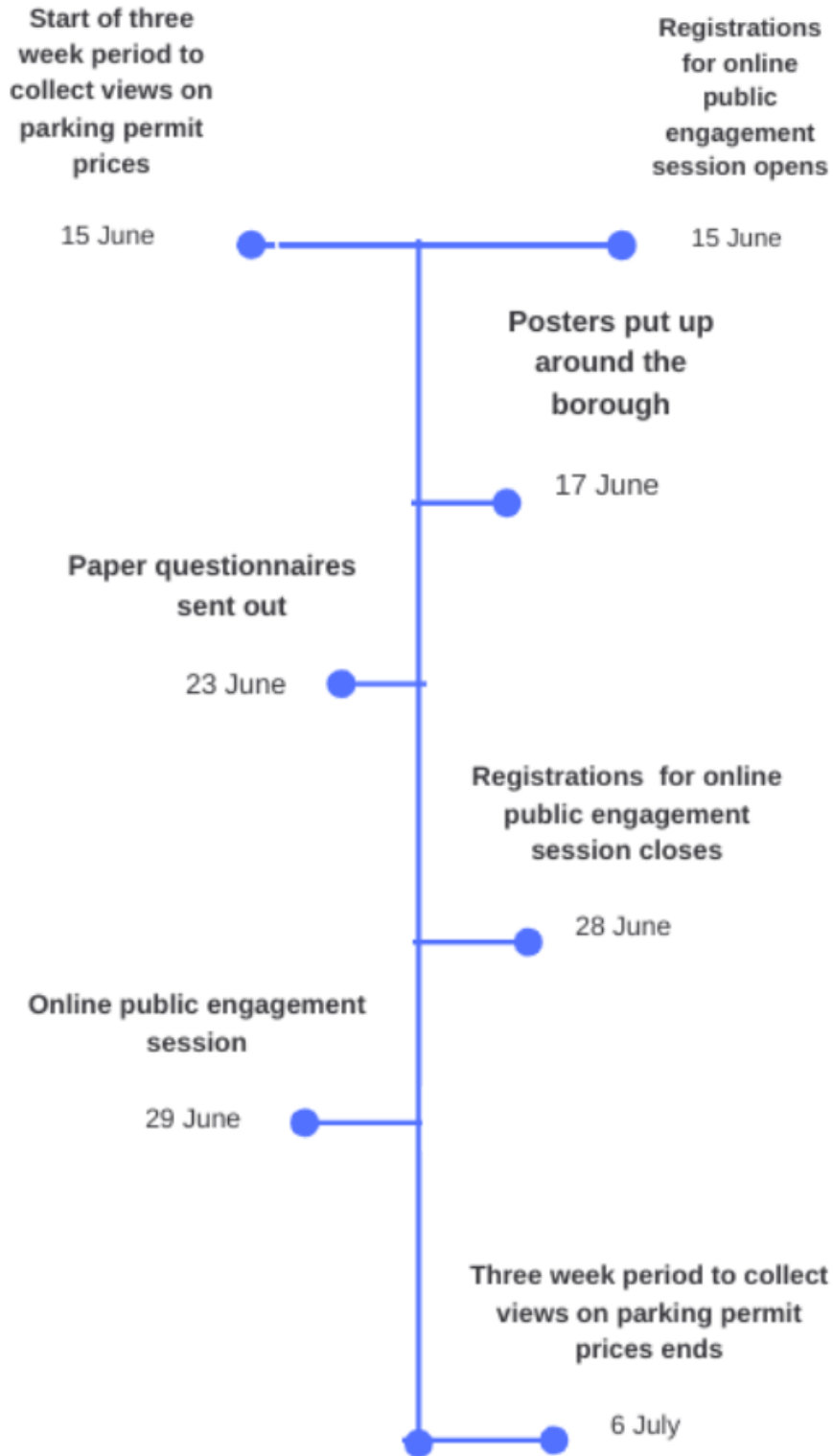
are open.		date.
Posters put up around the borough.	17/06/2022	Posters to advertise the consultation were placed on-street. Other posters were provided for Hackney Libraries 20/06/2022.
Paper questionnaires sent out	23/06/2022	Questionnaires and informational booklets were sent to those who requested them.
Registrations for only public online engagement session close	28/06/2022	Registrations close for the only public online engagement session scheduled for 29 June 2022.
Public online engagement session	29/06/2022	Public online drop-in session with senior parking officers, as well as call-in sessions.
End of additional three week period	06/07/2022	Additional three week period for collecting views on parking permit prices closes.

### 3.31 Timeline - 15 August to 16 November 2021





**3.32 Timeline - 15 June to 6 July 2022**



## **4. Engagement method analysis**

The subsequent information in section 4 represents all the engagement techniques used throughout the consultation and includes any related data. It divides each method into the categories shown in section 2.4. These include print advertising (including digital), newspaper advertisements, social media and online advertising, email communication, online and phone engagement activities, face-to-face engagement.

### **4.1 Print (including digital)**

The campaign used various types of print media to advertise the consultation and online drop-in sessions over the 13 week period. It was decided to utilise key locations within the borough as a strategy in order to target as many different stakeholder groups as possible. These covered posters in indoor areas such as public libraries, and council facilities including the Hackney Service Centre (HSC) the Technology and Learning Centre, and the Tomlinson Centre. Banners were also included in HSC outwardly facing the public from its front windows. Posters were also placed outdoors on-street and attached to lamp columns throughout the borough in Shoreditch and Hoxton, Stoke Newington and Stamford Hill, Mare Street and Victoria Park, and Homerton and Clapton.

During the three week period allocated to capture views on parking permit prices in June and July 2022 it was decided to limit print advertising to on-street posters and posters in public libraries. This included a number of posters which were situated on-street and attached to lamp columns across the borough in Shoreditch, Dalston, Hackney Central, Victoria Park, Homerton, Stamford Hill, Stoke Newington and Clapton. Posters were also placed on-street and fixed to lamp columns in Hackney's most popular markets including Ridley Road, Chatsworth Road, Broadway, and Hoxton Street Market. This also included posters which were placed in public libraries across the borough including CLR James Library in Dalson, and libraries across Clapton, Stoke Newington, Stamford Hill, Shoreditch, Homerton, and Hackney Central.

Posters were also placed across all housing estates and in areas with high footfall for maximum visibility. These included sites across Hackney's markets in Ridley Road, Hoxton Street, Broadway Market, Chatsworth Road, Kingsland Road, and Well Street. It was also decided to place posters adjacent to shops, bus stops, and transport hubs in order to capture a diverse mixture of stakeholder groups with different motivations and interests.

Due to limited availability of JCDecaux advertisements, which prioritised public health campaigns and summer events to mark the emergence from government imposed COVID-19 social restrictions, the campaign was only able to utilise a two week window with these across the borough from 5-19 October 2021. This further influenced decisions to strategically locate some on-street posters adjacent to JCDecaux billboards as an intended remedial concession . The following table below details the usage of print media.

<b>Parking and enforcement plan 2022-27 - 13 week consultation process</b>				
<b>Media type</b>	<b>Target audience (location)</b>	<b>Date</b>	<b>Summary</b>	<b>Type and quantity</b>
Posters advertising consultation (inside buildings and attached to lamp posts)	Residents, businesses and commuters (libraries, housing estates, town hall, community centres).	15/08/2021	Posters advertising the consultation details, including signposting to where the consultation is online. These were distributed around the borough in various locations	<b>A3:</b> 350 <b>A4:</b> 310
Internal staff headlines post (advertising start of consultation)	Staff members at Hackney Council.	18/08/2021	The staff headlines is a weekly email sent out to staff where staff can place messages. The post in the staff headlines notified staff members of the start of the consultation.	<b>Total:</b> 1
Banners	Residents (Hackney Service Centre and drop-ins).	20/08/2021	Banner placed in the HSC to advertise to customers who use the HSC. Banners were also used for drop-sessions.	<b>Banner:</b> 2

Press release on news.hackney.gov.uk	Residents, business and visitors to the Hackney news website.	26/07/2021	The press release contained details of the consultation. This included the reasons for the proposals and a comment from Councillor Mete Coban portfolio holder for Energy, Waste, Transport and Public Realm.	<b>Total: 1</b>
Booklet, letter and questionnaire sent to permit holders who applied by post	Residents and businesses who applied via post and requested a paper consultation.	14/09/2021	Letters contained information about the extension and a summary of the reasons for the proposals. It also contained a paper copy of the questionnaire along with a free post envelope.	<b>Booklet, letter and questionnaire : 639</b>
JCDecaux	Residents and businesses (various).	05/10/2021-19/10/2021	Signs located around the borough. Advertised to a wide range of stakeholders who travel in the borough,	<b>Locations: All advertising panels borough wide.</b>
Text message stakeholder list	Hackney estates residents (Hackney managed estates).	12/10/2021	Stakeholder list with facility to dispatch text messages to estate residents. The facility is owned by Hackney Council Housing Department.	<b>Total: Sent to approximately 30,000 contacts</b>
Digital notice boards.	Hackney estates residents (Hackney managed estates).	12/10/2021	Notice boards that are located in Hackney managed estates. Targeted the residents who live in these estates.	<b>Locations: 5</b>

Internal staff headlines post (advertising online engagement)	Staff members.	10/11/2021	The post in the staff headlines put out a final call to staff members for the last few days of the consultation.	<b>Total: 1</b>
<b>Parking and enforcement plan 2022-27 Additional three week period - views on parking permit prices</b>				
<b>Media type</b>	<b>Target audience (location)</b>	<b>Date</b>	<b>Summary</b>	<b>Type and quantity</b>
Posters advertising three week period to obtain views on newly proposed parking permit prices (inside buildings and attached to lamp posts)	Residents, businesses and commuters (libraries and town hall).	17/06/2022	Posters advertising the details of where stakeholders can have their say including signposting to where they can do this online. These were distributed around the borough in various locations	<b>A3: 20 A4: 50</b>
Internal staff headlines post (advertising start of consultation)	Staff members at Hackney Council.	17/06/2022	The staff headlines is a weekly email sent out to staff where staff can place messages. The post in the staff headlines notified staff members of the start of the three week period offered to obtain views on newly proposed parking permit prices.	<b>Total: 1</b>

Press release on news.hackney.gov.uk	Residents, business and visitors to the Hackney news website.	20/06/2022	The press release contained details of the three week period offered to obtain views on newly proposed parking permit prices. This included the reasons for the proposals and details of call-in and drop-in sessions.	<b>Total: 1</b>
Booklet, letter and questionnaire sent to permit holders who applied by post	Residents and businesses who applied via post and requested a paper consultation.	24/06/2022	Letters contained information about the extension and a summary of the reasons for the proposals. It also contained a paper copy of the questionnaire along with a free post envelope.	<b>Booklet, letter and questionnaire : 830</b>

#### **4.2 Newspaper advertisements**

Newspaper advertisements were used throughout the campaign as a means of raising the awareness of it to various groups across Hackney; these included minority groups and those which were deemed as hard to reach. It was also decided to include newspaper advertisements in order to ensure particular access needs were considered. This was particularly pertinent when capturing contributions from individuals who were not technologically literate or did not have access to the internet. They were also a means of disseminating information to groups where English was not their first language. A majority of newspapers also promoted the consultation with free editorial space as part of their agreed package.

Newspaper advertisements were also similarly utilised throughout the three week period allocated to capture views on parking permit prices from 15 June to 6 July 2022.

The table details each newspaper used for advertisements during the consultation, the target audience, the dates, and a summary of the message.

**Parking and enforcement plan 2022-27 - 13 week consultation process**

<b>Publication</b>	<b>Target audience</b>	<b>Publication date</b>	<b>Message summary</b>
Londra Gazette (two adverts and 1 editorial)	Turkish speaking community in London.	<u>Adverts</u> 19/08/2021 09/09/2021  <u>Editorial</u> 07/10/2021	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Hackney Gazette (three adverts)	Residents and businesses.	19/08/2021 16/09/2021 04/11/2021	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Hackney Life/Today (two editorials as part of the 'Have your say' section)	Residents and businesses (delivered to homes and businesses across the borough).	13/09/2021 15/10/2021	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Jewish Tribune (two adverts and one editorial)	Jewish community in Hackney.	<u>Adverts</u> 01/09/2021 15/09/2021  <u>Editorial</u> 25/10/2021	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Hackney Gazette website	Residents and businesses.	02/09/2021 30/09/2021 14/10/2021 28/10/2021	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.

**Parking and enforcement plan 2022-27 Additional three week period - views on parking permit prices**

<b>Publication</b>	<b>Target audience</b>	<b>Publication date</b>	<b>Message summary</b>
Jewish Tribune	Jewish community in Hackney.	<u>Advert</u> 15/06/2021	Details of the three week period allocated to capture views on parking permit prices, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Hackney Gazette	Residents and businesses.	<u>Advert</u> 16/06/2022	Details of the three week period allocated to capture views on parking permit prices, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Londra Gazette	Turkish speaking community in London.	<u>Advert</u> 16/06/2022	Details of the three week period allocated to capture views on parking permit prices, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Hackney Gazette website	Residents and businesses.	24/06/2022	Details of the three week period allocated to capture views on parking permit prices, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.



### **4.3 Social media and online advertising**

Online advertisements were utilised as an efficient and affordable way to engage with a variety of audiences. Social media platforms (Twitter and Facebook) were used and a formalised schedule of social media posts was created. Dates of these posts are detailed in the table below and the posts themselves are detailed in appendix II.

Hackney Council's Twitter and Facebook accounts posted to advertise the consultation with links to an online questionnaire and to each campaign logo. These served as generic posts to signpost stakeholders to the consultation, the three week review period, and any related online engagement activities. They also served as more targeted posts for a disability group session and one for housing estate residents as well as a post to alert readers that the consultation was soon due to close. A retweet was also made on the Hackney Council markets page.

The consultation saw that advertisements on the Hackney Gazette leaderboard were cycled over two months with four rotations and recorded 129,718 impressions from 02/09/2021 to 28/10/2021. This demonstrated that the adverts worked successfully to raise awareness of the campaign however could not be supported with any demographic data due to its lack of availability.

Similarly, the three week review on parking permit prices recorded 23,243 impressions over the course of one week from 24/06/2022 to 01/07/2022. This evidenced a healthy response rate from stakeholders over a much shorter period of time.

<b><u>Parking and enforcement plan 2022-27 - 13 week consultation process</u></b>				
<b>Media type</b>	<b>Target audience</b>	<b>Date</b>	<b>Summary</b>	<b>Delivery report/ quantity</b>
Facebook posts (Hackney Council account)	Resident	16/08/2021,	Posts to announce the opening of the consultation and engagement sessions. Was also used to announce engagement session reminders and consultation is closing.	<b>Posts: 22</b>
	Estate	17/08/2021,		
	Business	20/08/2021,		
	Visitors	27/08/2021,		
	Blue badge holder	03/09/2021,		
	Hospitals	10/09/2021,		
Hackney staff	13/09/2021,	16/09/2021,		

		27/09/2021, 28/09/2021, 29/09/2021, 01/10/2021, 08/10/2021, 11/10/2021, 15/10/2021, 18/10/2021, 22/10/2021, 29/10/2021, 02/11/2021, 10/11/2021, 12/11/2021, 15/11/2021.		
Twitter posts (Hackney Council account)	Resident Estate Business Visitors Blue badge holder Hospitals Hackney staff	16/08/2021, 17/08/2021, 20/08/2021, 23/08/2021, 27/08/2021, 02/09/2021, 03/09/2021, 10/09/2021, 16/09/2021, 17/09/2021, 20/09/2021, 21/09/2021, 24/09/2021, 27/09/2021, 08/10/2021, 11/10/2021, 15/10/2021, 18/10/2021, 22/10/2021, 29/10/2021, 02/11/2021, 08/11/2021, 12/11/2021, 15/11/2021.	Posts to announce the opening of the consultation and engagement sessions. Was also used to announce engagement session reminders and consultation is closing.	<b>Posts: 24</b>
Twitter posts (Hackney Markets)	Resident Estate Business Visitors	02/09/2021	Post to announce engagement session.	<b>Posts: 1</b>

account)	Blue badge holder Hospitals Hackney staff			
Hackney Gazette web advertisement	Residents and businesses, visitors to the Hackney Gazette website.	02/09/2021 30/09/2021 11/10/2021 25/10/2021	Advertisement for consultation on the "leaderboard" on the Hackney Gazette website, advertised every two weeks for four rotations. The Leaderboard is located on the website home page.	<b>02/09/2021:</b> 28,300 impressions <b>30/09/2021</b> 28,828 impressions <b>11/10/2021</b> 34,770 impressions <b>25/10/2021</b> 37,820 impressions

**Parking and enforcement plan 2022-27 Additional three week period - views on parking permit prices**

Media type	Target audience	Date	Summary	Delivery report/ quantity
Facebook posts (Hackney Council account)	Resident Estate Business Visitors Blue badge holder Hospitals Hackney staff	16/06/2022 24/06/2022 27/06/2022 04/07/2022	Posts to announce the opening of the three week review of parking permit prices consultation and engagement sessions. Was also used to announce engagement session reminders and when the review was closing.	<b>Posts: 4</b>
Twitter posts (Hackney Council account)	Resident Estate Business Visitors Blue badge holder Hospitals Hackney staff	16/06/2022 24/06/2022 27/06/2022 04/07/2022	Posts to announce the opening of the three week review of parking permit prices consultation and engagement sessions. Was also used to announce engagement session reminders and when the review was closing.	<b>Posts: 4</b>

Hackney Gazette web advertisement	Residents and businesses, visitors to the Hackney Gazette website.	24/06/2022	Advertisement for three week review on the "leaderboard" on the Hackney Gazette website, advertised from 24/06/2022 to 01/07/2022. The Leaderboard is located on the website home page.	<b>Number of impressions:</b> 23,243
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#### **4.4 Email communications**

Email communications were implemented for the purpose of promoting the consultation, engaging with specific groups, and answering particular questions. Bulk emails were dispatched from six and seven separate batches to Hackney permit holders, (see table below), and illustrated why it was important for permit holders to help shape the proposed PEP 2022-27. This method was also used during the additional three week period allocated to gather feedback on parking permit prices.

Targeting permit holders allowed the Council to capture all residents who currently own a Hackney permitted car or van. Email communication was also responsive to any questions or queries in relation to the consultation, and was there to guide people to the online questionnaire.

Records indicate that a total 112 email queries were answered during the consultation. They also indicated that a total of 114 email queries were answered during the additional three week period allocated to gather feedback on parking permit prices. The final use of email communication in both cases was to advise stakeholders of online drop-in sessions. The table below details the email communications. The bulk emails sent to Hackney permit holders can be found appendix III.

<b>Parking and enforcement plan 2022-27 - 13 week consultation process</b>				
<b>Media type</b>	<b>Target audience</b>	<b>Date</b>	<b>Summary</b>	<b>Delivery report/ quantity</b>
Email responses	Various.	16/08/2021 to 15/11/2021 Various	Email responses to queries about the consultation.	<b>Total: 112</b>

<p><b>Permit Holder - Group 1 - Email 1</b></p> <p>First email to 4,999 Hackney permit holders</p>	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<p><b>Sending: 0</b></p> <p><b>Delivered: 4,967</b></p> <p><b>Failed: 32</b></p>
<p><b>Permit Holder - Group 2 - Email 1</b></p> <p>Second email to 4,998 Hackney permit holders</p>	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<p><b>Sending: 0</b></p> <p><b>Delivered: 4,962</b></p> <p><b>Failed: 36</b></p>
<p><b>Permit Holder - Group 3 - Email 1</b></p> <p>Third email to 4,996 Hackney permit holders</p>	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<p><b>Sending: 0</b></p> <p><b>Delivered: 4,967</b></p> <p><b>Failed: 29</b></p>
<p><b>Permit Holder Group 4 - Email 1</b></p> <p>Fourth email to 5,000 Hackney permit holders</p>	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<p><b>Sending: 0</b></p> <p><b>Delivered: 4,968</b></p> <p><b>Failed: 32</b></p>
<p><b>Permit Holder - Group 5 - Email 1</b></p> <p>Fifth email to 5,000 Hackney permit holders</p>	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<p><b>Sending: 0</b></p> <p><b>Delivered: 4,968</b></p> <p><b>Failed: 32</b></p>
<p><b>Permit Holder - Group 6 - Email 1</b></p> <p>Sixth email to 5,000 Hackney permit holders</p>	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and	<p><b>Sending: 4</b></p> <p><b>Delivered: 4,957</b></p> <p><b>Failed: 39</b></p>

			questionnaire.	
<b>Permit Holder - Group 7 - Email 1</b> Seventh email to 639 Hackney permit holders	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending:</b> 0 <b>Delivered:</b> 638 <b>Failed:</b> 1
<b>Permit Holder - Group 1 - Email 2</b> First email to Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total:</b> 4,998 <b>Successful:</b> 4,959 <b>No email:</b> 29 <b>Mailbox not accepting responses:</b> 10
<b>Permit Holder - Group 2 - Email 2</b> Second email sent to 5,000 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total:</b> 5,000 <b>Successful:</b> 4,939 <b>No email:</b> 41 <b>Mailbox not accepting responses:</b> 20
<b>Permit Holder - Group 3 - Email 2</b> Third email sent to 5000 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total:</b> 5,000 <b>Successful:</b> 4,964 <b>No email:</b> 24 <b>Mailbox not accepting responses:</b> 12
<b>Permit Holder - Group 4 - Email 2</b> Fourth email sent to 5,000 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total:</b> 5,000 <b>Successful:</b> 4,971 <b>No email:</b> 21 <b>Mailbox not accepting responses:</b> 8
<b>Permit Holder - Group 5 - Email 2</b> Fifth email sent to 4,999	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email	<b>Total:</b> 4,999 <b>Successful:</b> 4,974 <b>No email:</b> 21 <b>Mailbox not</b>

Hackney permit holders			invitation - 05/10/2021	<b>accepting responses: 4</b>
<b>Permit Holder - Group 6 - Email 2</b> Sixth email sent to 1,960 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total: 1,960 Successful: 1,954 No email: 4 Mailbox not accepting responses: 2</b>

**Parking and enforcement plan 2022-27 Additional three week period - views on parking permit prices**

<b>Media type</b>	<b>Target audience</b>	<b>Date</b>	<b>Summary</b>	<b>Delivery report/ quantity</b>
Email responses	Various.	15/06/2022 to 06/07/2022 Various	Email responses to queries about the parking permit prices review..	<b>Total: 114</b>
<b>Permit Holder - Group 1 - Email 1</b> First email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 0 Delivered: 4,971 Failed: 29</b>
<b>Permit Holder - Group 2 - Email 1</b> Second email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 0 Delivered: 4,975 Failed: 25</b>
<b>Permit Holder - Group 3 - Email 1</b> Third email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard	<b>Sending: 0 Delivered: 4,978 Failed: 22</b>

			copy booklet and questionnaire.	
<b>Permit Holder - Group 4 - Email 1</b> Fourth email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending:</b> 0 <b>Delivered:</b> 4,975 <b>Failed:</b> 25
<b>Permit Holder - Group 5 - Email 1</b> Fifth email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending:</b> 0 <b>Delivered:</b> 4,975 <b>Failed:</b> 25
<b>Permit Holder - Group 6 - Email 1</b> Sixth email to 3,891 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending:</b> 0 <b>Delivered:</b> 3,873 <b>Failed:</b> 18
<b>Permit Holder - Group 1 - Email 2</b> First email to 4,998 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending:</b> 0 <b>Delivered:</b> 4,968 <b>Failed:</b> 30
<b>Permit Holder - Group 2 - Email 2</b> Second email to 4,996 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending:</b> 0 <b>Delivered:</b> 4,975 <b>Failed:</b> 21



<b>Permit Holder - Group 3 - Email 2</b> Third email to 4,997 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending:</b> 0 <b>Delivered:</b> 4,975 <b>Failed:</b> 22
<b>Permit Holder - Group 4 - Email 2</b> Fourth email to 4,999 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending:</b> 0 <b>Delivered:</b> 4,972 <b>Failed:</b> 27
<b>Permit Holder - Group 5 - Email 2</b> Fifth email to 4,998 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending:</b> 0 <b>Delivered:</b> 4,976 <b>Failed:</b> 22
<b>Permit Holder - Group 6 - Email 2</b> Sixth email to 3,890 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending:</b> 0 <b>Delivered:</b> 3,872 <b>Failed:</b> 18

#### **4.5 Face-to-face engagement**

In the interest of equality and to provide a further opportunity for members of the public to engage with the consultation it was decided to hold one face-to-face drop-in session at the Assembly Rooms, Hackney Town Hall, Mare Street, London E8 1EA on 5 October 2021.

The session was attended by a total of 46 people where a link to the online questionnaire was also provided. This resulted in increased numbers of the questionnaires being completed online.

Tenant and Resident Associations were also engaged by the Policy and Programme Manager who presented at two such meetings; one to the Rhodes Estate Community Centre on 6 October 2021 attended by 15 people, and the other to the Stamford Hill Panel on 19 October 2021 attended by 14 people. Attendees to both meetings were signposted to the online consultation and encouraged to submit their views.

It was also decided not to hold a face-to-face drop-in session during the review of parking permit prices from 15 June to 6 July 2022. This was seen as a practical decision in order to make the very best use of resources within the review's limited timeframe.

#### **4.6 Online and phone engagement activities**

As a result of the successful implementation of the consultation for the Motorcycle Parking Review in 2020 it was decided to conduct nearly all engagement activity sessions either online or by phone. The process of limiting the amount of live face-to-face engagement sessions to a minimum helped to negate some definite risks posed by the coronavirus pandemic; both to the public health of individuals considering the risks presented to attendees of live events, and to the project as a whole regarding the risk of any reactive changes to statutory regulations on social gatherings.

The sessions encouraged participation in three ways: online drop-in sessions, online questions and answers sessions, call-in sessions. The various sessions permitted participants to choose how they wished to interact with the Council. This was essential to ensure that respondents were able to access them flexibly and according to their individual needs.

Online drop-in sessions gave attendees the opportunity to put questions to senior parking services staff with reference to the consultation and its recommendations. All sessions were attended by the Policy and Programme Manager while other sessions were rotated between the Head of the Parking and Markets/Street Trading Service, the Deputy Head of Parking and Markets/Street Trading Service and the Service Area Manager for Parking Operations. Each session was facilitated on Zoom where attendees were required to register in advance through our consultation website <sup>1</sup>.

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<sup>1</sup> <https://consultation.hackney.gov.uk/parking-services/pepengagement/>

This was to ensure that calls remained manageable for Parking and Markets/Street Trading Service staff, and that they were not oversubscribed by unauthorised attendees. Several staff drop-in sessions were also advertised as detailed in the table below.

Online questions and answer sessions allowed participants to submit questions on the online platform Slido. This was enabled using codes that corresponded to each of the dates located on Hackney’s consultation website<sup>2</sup>. Sessions were recorded with a senior member of Parking Services staff answering the questions submitted on Slido. The recordings of these sessions were later posted online and emailed to the participants.

Call-in sessions were open to anyone to call in and discuss the consultation proposals and enabled participants to have their questions answered by a parking service officer. These were particularly targeted at contributors without computer access or those who were in any way unable to participate in online sessions.

The review of parking permit prices from 15 June to 6 July 2022 also employed one telephone call-in session and one online drop-in session during this time and chose not to conduct any face-to-face engagement sessions.

<b>Parking and enforcement plan 2022-27 - 13 week consultation process</b>				
<b>Media type</b>	<b>Target audience</b>	<b>Date</b>	<b>Summary</b>	<b>Number of participants</b>
Online	Internal staff	19/08/2021	Corporate Show and Tell	97
Telephone	All	24/08/2021	Call in session 1	1
Online	Disability Groups	27/08/2021	Disability Group Show and Tell 1	4
Online	Estate residents and groups	01/09/2021	Estates Show and Tell	4

<sup>2</sup> Ibid

Online	All	07/09/2021	Drop in session 1	3
Telephone	All	20/09/2021	Call in session 2	0
Online	All	30/09/2021	Drop in session 2	8
Face-to-face	All	05/10/2021	Public drop in session at the Town Hall	46
Face-to-face	Tenant and resident associations	06/10/2021	Presentation given to TRA - Rhodes Estate Community Centre	15
Online	Parking staff	07/10/2021	Staff Show and Tell	10
Telephone	All	08/10/2021	Call in session 3	0
Online	Health and Social care representatives	12/10/2021	Health and Social Care organisations Show and Tell	2
Online	Parking staff	13/10/2021	Staff Show and Tell	6
Online	Parking staff	14/10/2021	Staff Show and Tell	18
Online	All	18/10/2021	Drop in session 3	7
Face-to-face	Tenant and resident associations	19/10/2021	Presentation given to TRA - Stamford Hill Panel	14

Online	Estate residents	04/11/2021	Estate drop in session 1	2
Online	Estate residents	04/11/2021	Estate drop in session 2	0
Online	Parking staff	17/11/2021	Staff Show and Tell	9
Online	Disability Groups and Councillors	24/11/2021	Disability Group Show and Tell 2	6

**Parking and enforcement plan 2022-27 Additional three week period - views on parking permit prices**

<b>Media type</b>	<b>Target audience</b>	<b>Date</b>	<b>Summary</b>	<b>Delivery report/ quantity</b>
Online	Hackney Council	27/06/2022	Drop-in session for council colleagues	2
Telephone	All	29/06/2022	Call-in session for public	0
Online	All	29/06/2021	Drop-in session for public	9

## 5. Targets of advertising table

	Residents	Businesses	All other permit holders	Commuters	Visitors to the borough	Hackney Council staff
Email to permit holders	✓	✓	✓	x	x	x
Banner stands	✓	x	x	x	✓	✓
Hackney website banner	✓	✓	✓	✓	✓	✓
Intranet-internal comms	x	x	x	x	x	✓
Social media	✓	✓	✓	✓	✓	✓
JC Decaux	✓	✓	✓	✓	✓	✓
Newspaper/online adverts	✓	✓	✓	✓	✓	✓
Posters on the Street	✓	✓	✓	✓	✓	✓
Posters on A3	✓	✓	✓	✓	✓	✓
Online drop-in sessions	✓	✓	✓	x	x	✓
Online focus Groups	✓	✓	x	✓	x	✓
Call in sessions	✓	✓	✓	x	x	✓
Digital notice boards	✓	x	x	x	✓	✓
Postal communications	✓	✓	✓	x	x	x

## Appendices

### Appendix I - Summary of all engagement

Media type	Target audience (location)	Date released/ published	Summary	Participants /reach/ number of items
Press release on news.hackney.gov.uk	Residents, business and visitors to the Hackney news website.	26/07/2021	The press release contained details of the consultation. This included the reasons for the proposals and a comment from Councillor Mete Coban portfolio holder for Energy, Waste, Transport and Public Realm.	<b>Total: 1</b>
Posters advertising consultation (buildings and lamp posts)	Residents, businesses and commuters (libraries, housing estates, town hall, community centres).	15/08/2021	Posters advertising the consultation details, including signposting to where the consultation is online. These were distributed around the borough in various locations	<b>A3: 350</b> <b>A4: 310</b>
Email responses	Various.	16/08/2021 to 15/11/2021 Various	Email responses to queries about the consultation.	<b>Total: 164</b>
<b>Permit Holder - Group 1 - Email 1</b> First email to 4,999 Hackney permit holders	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 0</b> <b>Delivered: 4,967</b> <b>Failed: 32</b>

<b>Permit Holder - Group 2 - Email 1</b>  Second email to 4,998 Hackney permit holders	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 0</b> <b>Delivered: 4,962</b> <b>Failed: 36</b>
<b>Permit Holder - Group 3 - Email 1</b>  Third email to 4,996 Hackney permit holders	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 0</b> <b>Delivered: 4,967</b> <b>Failed: 29</b>
<b>Permit Holder Group 4 - Email 1</b>  Fourth email to 5,000 Hackney permit holders	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 0</b> <b>Delivered: 4,968</b> <b>Failed: 32</b>
<b>Permit Holder - Group 5 - Email 1</b>  Fifth email to 5,000 Hackney permit holders	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 0</b> <b>Delivered: 4,968</b> <b>Failed: 32</b>
<b>Permit Holder - Group 6 - Email 1</b>  Sixth email to 5,000 Hackney permit holders	Hackney permit holders.	16/08/2021	Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 4</b> <b>Delivered: 4,957</b> <b>Failed: 39</b>



<p><b>Permit Holder - Group 7 - Email 1</b></p> <p>Seventh email to 639 Hackney permit holders</p>	<p>Hackney permit holders.</p>	<p>16/08/2021</p>	<p>Email to notify Hackney permit holders of the consultation launch and provide a link. Also contact details for hard copy booklet and questionnaire.</p>	<p><b>Sending: 0</b> <b>Delivered: 638</b> <b>Failed: 1</b></p>
<p>Twitter posts (Hackney Council account)</p>	<p>Resident Estate Business Visitors Blue badge holder Hospitals Hackney staff</p>	<p>16/08/2021, 17/08/2021, 20/08/2021, 23/08/2021, 27/08/2021, 02/09/2021, 03/09/2021, 10/09/2021, 16/09/2021, 17/09/2021, 20/09/2021, 21/09/2021, 24/09/2021, 27/09/2021, 08/10/2021, 11/10/2021, 15/10/2021, 18/10/2021, 22/10/2021, 29/10/2021, 02/11/2021, 08/11/2021, 12/11/2021, 15/11/2021</p>	<p>Posts to announce the opening of the consultation and engagement sessions. Was also used to announce engagement session reminders and consultation is closing.</p>	<p><b>Posts: 24</b></p>
<p>Twitter posts (Hackney Council account)</p>	<p>Resident Estate Business Visitors Blue badge holder Hospitals Hackney staff</p>	<p>16/08/2021, 17/08/2021, 20/08/2021, 23/08/2021, 27/08/2021, 02/09/2021, 03/09/2021, 10/09/2021, 16/09/2021,</p>	<p>Posts to announce the opening of the consultation and engagement sessions. Was also used to announce engagement session reminders and consultation is closing.</p>	<p><b>Posts: 24</b></p>

		17/09/2021, 20/09/2021, 21/09/2021, 24/09/2021, 27/09/2021, 08/10/2021, 11/10/2021, 15/10/2021, 18/10/2021, 22/10/2021, 29/10/2021, 02/11/2021, 08/11/2021, 12/11/2021, 15/11/2021		
Internal staff headlines post (advertising start of consultation)	Staff members at Hackney Council.	18/08/2021	The staff headlines is a weekly email sent out to staff where staff can place messages. The post in the staff headlines notified staff members of the start of the consultation.	<b>Total: 1</b>
Online engagement	Internal staff	19/08/2021	Corporate Show and Tell	<b>Number of participants : 97</b>
Londra Gazette (two adverts and 1 editorial)	Turkish speaking community in London.	<u>Adverts</u> 19/08/2021, 09/09/2021. <u>Editorial</u> 07/10/2021	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team	<b>Adverts: 2</b> <b>Editorial: 1</b>
Hackney Gazette (three adverts)	Residents and businesses.	19/08/2021, 16/09/2021, 04/11/2021.	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Adverts: 3</b>

Banners	Residents (Hackney Service Centre and drop-ins).	20/08/2021	Banner placed in the HSC to advertise to customers who use the HSC. Banners were also used for drop-sessions.	<b>Banner: 2</b>
Telephone engagement	All	24/08/2021	Call in session 1	<b>Number of participants : 1</b>
Online engagement	Disability Groups	27/08/2021	Disability Group Show and Tell 1	<b>Number of participants :4</b>
Online engagement	Estate residents and groups	01/09/2021	Estates Show and Tell	<b>Number of participants :4</b>
Jewish Tribune (two adverts and one editorial)	Jewish community in Hackney.	<u>Adverts</u> 01/09/2021, 15/09/2021. <u>Editorial</u> 25/10/2021	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Adverts: 2</b>
Twitter posts (Hackney Markets account)	Resident Estate Business Visitors Blue badge holder Hospitals Hackney staff	02/09/2022	Post to announce engagement session.	<b>Posts: 1</b>

Hackney Gazette website	Residents and businesses.	02/09/2021, 30/09/2021, 14/10/2021, 28/10/2021.	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Adverts: 4</b>
Online engagement	All	07/09/2021	drop-in session 1	<b>Number of participants</b> :3
Hackney Life/Today (two editorials as part of the 'Have your say' section)	Residents and businesses (delivered to homes and businesses across the borough).	13/09/2021, 15/10/2021.	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Editorials: 2</b>

Booklet, letter and questionnaire sent to permit holders who applied by post	Residents and businesses who applied via post and requested a paper consultation.	14/09/2021	Letters contained information about the extension and a summary of the reasons for the proposals. It also contained a paper copy of the questionnaire along with a free post envelope.	<b>Booklet, letter and questionnaire: 639</b>
Telephone engagement	All	20/09/2021	Call in session 2	<b>Number of participants: 0</b>
<b>Permit Holder - Group 1 - Email 2</b> First email to Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total: 4,998 Successful: 4,959 No email: 29 Mailbox not accepting responses: 10</b>
<b>Permit Holder - Group 2 - Email 2</b> Second email sent to 5,000 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total: 5,000 Successful: 4,939 No email: 41 Mailbox not accepting responses: 20</b>
<b>Permit Holder - Group 3 - Email 2</b> Third email sent to 5000 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total: 5,000 Successful: 4,964 No email: 24 Mailbox not accepting responses: 12</b>

<b>Permit Holder - Group 4 - Email 2</b> Fourth email sent to 5,000 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total:</b> 5,000 <b>Successful:</b> 4,971 <b>No email:</b> 21 <b>Mailbox not accepting responses:</b> 8
<b>Permit Holder - Group 5 - Email 2</b> Fifth email sent to 4,999 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total:</b> 4,999 <b>Successful:</b> 4,974 <b>No email:</b> 21 <b>Mailbox not accepting responses:</b> 4
<b>Permit Holder - Group 6 - Email 2</b> Sixth email sent to 1,960 Hackney permit holders	Hackney permit holders.	27/09/2021	Email to notify Hackney permit holders of the consultation and provide a link. Also drop-in session email invitation - 05/10/2021	<b>Total:</b> 1,960 <b>Successful:</b> 1,954 <b>No email:</b> 4 <b>Mailbox not accepting responses:</b> 2
Online engagement	All	30/09/2021	drop-in session 2	<b>Number of participants:</b> 8
Face-to-face engagement	All	05/10/2021	Public drop-in session at the Town Hall	<b>Number of participants:</b> 46
JCDecaux	Residents and businesses (various).	05/10/2021-19/10/2021	Signs located around the borough. Advertised to a wide range of stakeholders who travel in the borough,	<b>Locations:</b> All advertising panels borough wide.
Face-to-face engagement	Tenant and resident associations	06/10/2021	Presentation given to TRA - Rhodes Estate Community Centre	<b>Number of participants:</b> 15

Online engagement	Parking staff	07/10/2021	Staff Show and Tell	<b>Number of participants</b> :10
Telephone engagement	All	08/10/2021	Call in session 3	<b>Number of participants</b> :0
Online engagement	Health and Social care representatives	12/10/2021	Health and Social Care organisations Show and Tell	<b>Number of participants</b> :2
Text message stakeholder list	Hackney estates residents (Hackney managed estates).	12/10/2021	Stakeholder list with facility to dispatch text messages to estate residents. The facility is owned by Hackney Council Housing Department.	<b>Total:</b> Sent to approximately 30,000 contacts
Digital notice boards.	Hackney estates residents (Hackney managed estates).	12/10/2021	Notice boards that are located in Hackney managed estates. Targeted the residents who live in these estates.	<b>Locations:</b> 5
Online engagement	Parking staff	13/10/2021	Staff Show and Tell	<b>Number of participants</b> :6
Online engagement	Parking staff	14/10/2021	Staff Show and Tell	<b>Number of participants</b> :18
Online engagement	All	18/10/2021	drop-in session 3	<b>Number of participants</b> :7
Face-to-face engagement	Tenant and resident associations	19/10/2021	Presentation given to TRA - Stamford Hill Panel	<b>Number of participants</b> :14
Online engagement	Estate residents	04/11/2021	Estate drop-in session 1	<b>Number of participants</b> :2
Online engagement	Estate residents	04/11/2021	Estate drop-in session 2	<b>Number of participants</b> :0

Online engagement	Disability Groups and Councillors	24/11/2021	Disability Group Show and Tell 2	<b>Number of participants</b> :6
Internal staff headlines post (advertising online engagement)	Staff members.	10/11/2021	The post in the staff headlines put out a final call to staff members for the last few days of the consultation.	<b>Total: 1</b>
Online engagement	Parking staff	17/11/2021	Staff Show and Tell	<b>Number of participants</b> :9
Jewish Tribune	Jewish community in Hackney.	15/06/2022	Details of the three week period allocated to capture views on parking permit prices, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Advert: 1</b>
Email responses	Various.	15/06/2022 to 06/07/2022 Various	Email responses to queries about the parking permit prices review.	<b>Total: 114</b>
Hackney Gazette	Residents and businesses.	16/06/2022	Details of the three week period allocated to capture views on parking permit prices, including the closing date and where to fill in the survey and contact details of the Parking Policy Team	<b>Advert: 1</b>
Londra Gazette	Turkish speaking community in London.	16/06/2022	Details of the three week period allocated to capture views on parking permit prices, including the closing date and where to fill in the survey and	<b>Advert: 1</b>



			contact details of the Parking Policy Team.	
Facebook posts (Hackney Council account)	Resident Estate Business Visitors Blue badge holder Hospitals Hackney staff	16/06/2022 24/06/2022 27/06/2022 04/07/2022	Posts to announce the opening of the three week review of parking permit prices consultation and engagement sessions. Was also used to announce engagement session reminders and when the review was closing.	<b>Posts: 4</b>
Twitter posts (Hackney Council account)	Resident Estate Business Visitors Blue badge holder Hospitals Hackney staff	16/06/2022 24/06/2022 27/06/2022 04/07/2022	Posts to announce the opening of the three week review of parking permit prices consultation and engagement sessions. Was also used to announce engagement session reminders and when the review was closing.	<b>Posts: 4</b>
<b>Permit Holder - Group 1 - Email 1</b>  First email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending: 0 Delivered: 4,971 Failed: 29</b>
<b>Permit Holder - Group 2 - Email 1</b>  Second email to 5,000 Hackney	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard	<b>Sending: 0 Delivered: 4,975 Failed: 25</b>

permit holders			copy booklet and questionnaire.	
<b>Permit Holder - Group 3 - Email 1</b> Third email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending:</b> 0 <b>Delivered:</b> 4,978 <b>Failed:</b> 22
<b>Permit Holder - Group 4 - Email 1</b> Fourth email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending:</b> 0 <b>Delivered:</b> 4,975 <b>Failed:</b> 25
<b>Permit Holder - Group 5 - Email 1</b> Fifth email to 5,000 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending:</b> 0 <b>Delivered:</b> 4,975 <b>Failed:</b> 25
<b>Permit Holder - Group 6 - Email 1</b> Sixth email to 3,891 Hackney permit holders	Hackney permit holders.	16/06/2022	Email to notify Hackney permit holders of the three week review of permit prices launch and provide a link. Also contact details for hard copy booklet and questionnaire.	<b>Sending:</b> 0 <b>Delivered:</b> 3,873 <b>Failed:</b> 18
Posters advertising three week	Residents, businesses and commuters	17/06/2022	Posters advertising the details of where stakeholders can have	<b>A3:</b> 20 <b>A4:</b> 50

period to obtain views on newly proposed parking permit prices (inside buildings and attached to lamp posts)	(libraries and town hall).		their say including signposting to where they can do this online. These were distributed around the borough in various locations	
Internal staff headlines post (advertising start of consultation)	Staff members at Hackney Council.	17/06/2022	The staff headlines is a weekly email sent out to staff where staff can place messages. The post in the staff headlines notified staff members of the start of the three week period offered to obtain views on newly proposed parking permit prices.	<b>Total: 1</b>
Press release on news.hackney.gov.uk	Residents, business and visitors to the Hackney news website.	20/06/2022	The press release contained details of the three week period offered to obtain views on newly proposed parking permit prices. This included the reasons for the proposals and details of call-in and drop-in sessions.	<b>Total: 1</b>
Hackney Gazette website	Residents and businesses.	24/06/2022	Details of the three week period allocated to capture views on parking permit prices, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Advert: 1</b>

Hackney Gazette web advertisement	Residents and businesses, visitors to the Hackney Gazette website.	24/06/2022	Advertisement for three week review on the "leaderboard" on the Hackney Gazette website, advertised from 24/06/2022 to 01/07/2022. The Leaderboard is located on the website home page.	<b>Number of impressions</b> : 23,243
Booklet, letter and questionnaire sent to permit holders who applied by post	Residents and businesses who applied via post and requested a paper consultation.	24/06/2022	Letters contained information about the extension and a summary of the reasons for the proposals. It also contained a paper copy of the questionnaire along with a free post envelope.	<b>Booklet, letter and questionnaire:</b> 830
<b>Permit Holder - Group 1 - Email 2</b>  First email to 4,998 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending:</b> 0 <b>Delivered:</b> 4,968 <b>Failed:</b> 30
<b>Permit Holder - Group 2 - Email 2</b>  Second email to 4,996 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending:</b> 0 <b>Delivered:</b> 4,975 <b>Failed:</b> 21
<b>Permit Holder - Group 3 - Email 2</b>	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three	<b>Sending:</b> 0 <b>Delivered:</b> 4,975

Third email to 4,997 Hackney permit holders			week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Failed: 22</b>
<b>Permit Holder - Group 4 - Email 2</b> Fourth email to 4,999 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending: 0 Delivered: 4,972 Failed: 27</b>
<b>Permit Holder - Group 5 - Email 2</b> Fifth email to 4,998 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending: 0 Delivered: 4,976 Failed: 22</b>
<b>Permit Holder - Group 6 - Email 2</b> Sixth email to 3,890 Hackney permit holders	Hackney permit holders.	27/06/2022	Email to notify Hackney permit holders of the three week review of permit prices and to provide a link. Also drop-in session email invitation - 29/06/2022	<b>Sending: 0 Delivered: 3,872 Failed: 18</b>
Online	Hackney Council	27/06/2022	Drop-in session for council colleagues	2
Telephone	All	29/06/2022	Call-in session for public	0
Online	All	29/06/2022	Drop-in session for public	9

## Appendix II Social media posts

### Facebook- Date of posts and engagement totals

<b>Parking and enforcement plan 2022-27 - 13 week consultation process</b>				
<b>Date</b>	<b>Impressions</b>	<b>People Reached</b>	<b>Engagements</b>	<b>Number of comments</b>
Tuesday 16 August 2021	3544	3423	547	16
Wednesday 17 August 2021	414	395	9	3
Saturday 20 August 2021	560	535	16	1
Saturday 27 August 2021	2289	2231	208	2
Saturday 3 September 2021	301	285	2	0
Saturday 10 September 2021	647	623	10	0
Tuesday 13 September 2021	3702	3555	342	5
Friday 16 September 2021	292	281	1	0
Tuesday 27 September 2021	926	907	95	4
Wednesday 28 September 2021	619	595	16	2
Thursday 29 September 2021	345	331	5	2
Saturday 1 October 2021	314	295	1	0
Saturday 8 October 2021	714	672	32	3
Tuesday 11 October 2021	690	661	18	3
Saturday 15 October 2021	492	450	6	0
Tuesday 18 October 2021	618	583	5	0
Saturday 22 October 2021	753	711	3	0
Saturday 29 October 2021	604	589	4	0
Wednesday 2 November 2021	357	348	1	0
Thursday 10 November 2021	1719	1686	81	2
Saturday 12 November 2021	792	773	25	1
Tuesday 15 November 2021	311	301	3	0

Parking and enforcement plan 2022-27 Additional three week period - views on parking permit prices					
Date	Message	Impressions	People Reached	Engagements	Number of Comments
Thursday 16th June 2022	<a href="#">Feedback open</a>	3014	2811	435	28
Friday 24th June 2022	<a href="#">Drop-in Call-in session</a>	1839	1820	163	17
Monday 27th June 2022	<a href="#">Drop-in Call-in session</a>	623	617	4	0
Monday 4th July 2022	<a href="#">Last chance</a>	1865	1787	10	5

#### Twitter- Date of posts and engagement totals

Parking and enforcement plan 2022-27 - 13 week consultation process				
Date	Message	Retweets	Likes	Comments
Tuesday 16 August 2021	<a href="#">Consultation open</a>	5	6	5
Wednesday 17 August 2021	<a href="#">Call-in session</a>	1	4	0
Saturday 20 August 2021	<a href="#">Call-in session</a>	1	3	0
Tuesday 23 August 2021	<a href="#">Call-in session</a>	2	1	3
Saturday 27 August 2021	<a href="#">Online drop-in session</a>	5	4	0
Friday 2 September 2021	<a href="#">Market's retweet</a>	5	4	0
Saturday 3 September 2021	<a href="#">Online drop-in session</a>	4	6	0
Saturday 10	<a href="#">Q&amp;A</a>	1	1	0

September 2021				
Friday 16 September 2021	<a href="#">Call-in session</a>	0	0	0
Saturday 17 September 2021	<a href="#">Call-in session</a>	3	1	0
Tuesday 20 September 2021	<a href="#">Call-in session</a>	1	2	0
Wednesday 21 September 2021	<a href="#">Online drop-in session</a>	0	2	0
Saturday 24 September 2021	<a href="#">Q&amp;A</a>	0	1	2
Tuesday 27 September 2021	<a href="#">Q&amp;A</a>	1	2	0
Saturday 8 October 2021	<a href="#">Call-in session</a>	0	5	2
Tuesday 11 October 2021	<a href="#">Online drop-in session</a>	6	2	3
Friday 15 October 2021	<a href="#">Online drop-in session</a>	0	0	0
Tuesday 18 October 2021	<a href="#">Online- drop-in session</a>	0	2	0
Saturday 22 October 2021	<a href="#">Q&amp;A</a>	1	1	4
Saturday 29 October 2021	<a href="#">Q&amp;A response</a>	1	3	0
Wednesday 2 November 2021	<a href="#">Online drop-in session</a>	7	2	2
Tuesday 8 November 2021	<a href="#">Last chance</a>	0	0	0
Saturday 12 November 2021	<a href="#">Last chance</a>	5	4	2
Tuesday 15 November 2021	<a href="#">Last chance</a>	1	1	2



Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices				
Date	Message	Retweets	Likes	Comments
Thursday 16th June 2022	<a href="#">Feedback open</a>	4	2	3
Friday 24th June 2022	<a href="#">Drop-in Call-in session</a>	0	0	0
Monday 27th June 2022	<a href="#">Drop-in Call-in session</a>	1	0	2
Monday 4th July 2022	<a href="#">Last chance</a>	3	4	4

#### Instagram Date of posts and engagement totals

Parking and enforcement plan 2022-27 - 13 week consultation process		
Date	Posts	Likes
Monday 16 August 2021	Instagram- publish consultation open post	15

#### Currents Date of posts and engagement totals

Parking and enforcement plan 2022-27 - 13 week consultation process					
Date	Post	Views	Comments	Likes	Reshares
Wednesday 18 August 2021	Consultation launch	71	0	0	0
Wednesday 18 August 2021	Hackney show and tell	Not known	0	2	0
Wednesday 10 November 2021	Consultation closing	83	0	0	0

## **Appendix III - Email sent to permit holders**

### **Email 1 sent - Parking and enforcement plan 2022-27 - 13 week consultation process**

From	Policy Team - Hackney Council
To	email address
Subject	Have your say on the future of parking in Hackney

Dear Sir/ Madam,

As you have a parking permit for Hackney Council, I am writing to let you know that we have just launched a public consultation about the Council's new Parking and Enforcement Plan 2022-27 (PEP).

The proposed PEP sets out the Council's parking policy and plans for how kerbside space will be managed in the borough over the next five years. The consultation has opened today and, as you are a parking permit holder, I would like to invite you to take some time to see these plans for yourself and most importantly, have your say by giving us your feedback. The feedback we receive is important to help us understand your views before the PEP is formalised.

#### **How to have your say**

The consultation starts on Monday 16 August and will run for 13 weeks until Monday 15 November 2021.

You can fill out the consultation online by visiting:  
<https://consultation.hackney.gov.uk/parking-services/pep2022-27>

You can also request a copy of the consultation questionnaire and information booklet in the post or ask us a question by contacting us using the details below.

Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)

Telephone: 020 8356 4008

We will be holding a number of engagement sessions throughout the consultation period to inform the public and gather feedback.

Please visit: <https://consultation.hackney.gov.uk/parking-services/pepengagement> for more details and to register.

We look forward to hearing your views about the future of parking in Hackney.

Yours sincerely,

Kevin Keady

Head of Service

Parking and Markets/Street Trading

**Email 2 sent - Parking and enforcement plan 2022-27 - 13 week consultation process**

From Policy Team - Hackney Council

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To email address

---

Subject An invitation to the face-to-face drop-in session to discuss the proposed Parking and Enforcement Plan 2022-27.

---

**Have your say on the future of parking in Hackney**

**Register to join our drop-in session on Tuesday 5 October at Hackney Town Hall**

We are consulting on the Parking and Enforcement Plan (PEP) 2022-27 and we would like to invite you to join our face-to-face drop-in session.

This session will be an opportunity to meet with the Council's Parking Services Team, ask them questions about the proposals set out in the draft PEP and make suggestions to help shape the future of parking in Hackney.

Places are limited due to current social distancing advice so please register below to secure your place at this session. Please note that participants that do not register will only be admitted if there is space available and priority will be given to those that have registered.

Reserve your place and register here – <https://www.eventbrite.co.uk/e/have-your-say-on-the-future-of-parking-in-hackney-tickets-177028576237>

Tuesday 5 October 2021 between 6:30pm – 8:30pm at:

Assembly Hall,

Hackney Town Hall,

Mare Street,

London

E8 1EA

COVID-19 ADVICE

It is advised you take a Covid-19 lateral flow test before attending. Please do not attend if you test positive or are feeling unwell. For the safety of others and yourself please wear a mask, bring hand sanitiser and maintain social distancing.

We will be following our own Covid-19 measures during the event, including restricting the guestlist, ensuring good ventilation and providing masks and sanitiser.

In addition to this session, we are also holding other virtual engagement sessions:

Online drop-in session – All  
Thursday 30 September 2021  
2pm-3pm

Online drop-in session – All  
Monday 18 October 2021  
12pm-1pm

Online drop-in session – Estates  
Thursday 4 November 2021  
5pm-6pm

Online drop-in session – Estates  
Thursday 4 November 2021  
6:30pm-8:30pm

For more information and to register please click on the following link:

<https://consultation.hackney.gov.uk/parking-services/peengagement/>

We look forward to meeting you.

Kevin Keady

Head of Service

Parking, Markets and Street Trading

**Email 3 sent - Parking and enforcement plan 2022-27 - 13 week consultation process**

From	Policy Team - Hackney Council
To	email address
Subject	Final reminder – Parking and Enforcement Plan consultation

Dear permit holder,

We are emailing to remind you that the Parking and Enforcement Plan 2022-27 consultation will be ending soon but there is still time to have your say.

The consultation closes next Monday 15 November 2021. Please follow the link below for more information and to give us your feedback on the proposals.

[https://consultation.hackney.gov.uk/parking-services/pep2022-27/consult\\_view/](https://consultation.hackney.gov.uk/parking-services/pep2022-27/consult_view/)

If you have any questions please do not hesitate to contact us using the details below.

Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)

Telephone: 020 8356 4008

We look forward to hearing your views on the future of parking in Hackney.

Yours sincerely,

Parking Policy Team

Parking and Markets/Street Trading Service

**Email 1 sent - Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices**

From Policy Team - Hackney Council

---

To email address

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Subject Have your say on the future of parking permit prices

---

Dear permit holder,

Last year, as a parking permit holder, we invited you to take part in a consultation on proposals setting out the future of parking in Hackney, in our new Parking and Enforcement Plan 2022-27.

Following this consultation, and having reviewed the feedback provided, we are inviting you to have your say over a period of two weeks on revised proposals for parking permit prices only.

How to have your say

The opportunity to have your say on permit prices opens on Thursday 16 June and will run for three weeks until Wednesday 6 July 2022.

You can give us your views online by visiting:  
<https://consultation.hackney.gov.uk/parking-services/permits>

You can also request a copy of our questionnaire and information booklet in the post, or ask us a question by contacting us using the details below.

Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)

Telephone: 020 8356 4008

We will also be holding a call-in session between 9-5pm and an online drop-in session between 6:30-8pm on Wednesday 29 June 2022. Please visit <https://consultation.hackney.gov.uk/parking-services/permitsengagement> for more details and to register.

We look forward to hearing your views on the future of parking permit prices.

Yours sincerely,

Kevin Keady

Head of Service

Parking, Markets and Street Trading

If you would like to unsubscribe from emails relating to parking consultation updates please email back the word “unsubscribe” in the subject line.



**Email 2 sent - Reminder - Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices**

From Policy Team - Hackney Council

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To email address

---

Subject There is still time for you to have your say on the revised proposals for parking permit prices.

---

How to have your say

The opportunity to have your say on permit prices will continue for another week and a half until Wednesday 6 July 2022.

You can give us your views online by visiting:  
<https://consultation.hackney.gov.uk/parking-services/permits>

You can also request a copy of our questionnaire and information booklet in the post, or ask us a question by contacting us using the details below.

Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)

Telephone: 020 8356 4008

You can also still attend our call-in session between 9-5pm and visit our online drop-in session between 6:30-8pm on Wednesday 29 June 2022. Please visit <https://consultation.hackney.gov.uk/parking-services/permitsengagement> for more details and to register.

We look forward to hearing your views on the future of parking permit prices.

Yours sincerely,

Kevin Keady  
Head of Service  
Parking, Markets and Street Trading

If you would like to unsubscribe from emails relating to parking consultation updates please email back the word “unsubscribe” in the subject line.

**Appendix IV - Communications materials**

**Parking and enforcement plan 2022-27 - 13 week consultation process**



# Have your say on the future of estate parking in Hackney

**We are now consulting on the Parking and Enforcement Plan 2021-26.**

This five-year plan is aimed at reducing CO<sub>2</sub> emissions and improving air quality by creating sustainable streets for everyone, and helping drivers switch to cleaner vehicles.

**Have your say by Monday 15 November 2021**

**Take part** - Go to [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'PEP 2021-26' or scan the QR code.

**Join the conversation**  
Join us at one of our online engagement sessions - to take part, or to submit a question, please visit [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'PEP engagement' for a full list of engagement activities.

- Live online drop-in session: Tuesday, 7 September 2021 from 11am–12pm.
- Live online drop-in session: Thursday, 30 September 2021 from 2pm–3pm.
- Live online drop-in session: Monday, 18 October 2021 from 12pm–1pm.

 Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call: 020 8356 4008



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have  say 

**Parking and enforcement plan 2022-27 - 13 week consultation process**

A4 poster & JCDecaux billboards



# Have your say on the future of parking in Hackney

## We are now consulting on the Parking and Enforcement Plan 2021-26.

This five year plan is aimed at improving air quality by reducing CO<sub>2</sub> emissions, helping drivers switch to cleaner vehicles and creating sustainable streets for everyone.

### Have your say by Monday 15 November 2021

Go to: [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search 'PEP 2021-26' or scan QR code.

 Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call: **020 8356 4008**



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have  say

 **Hackney**

Social media photo 1

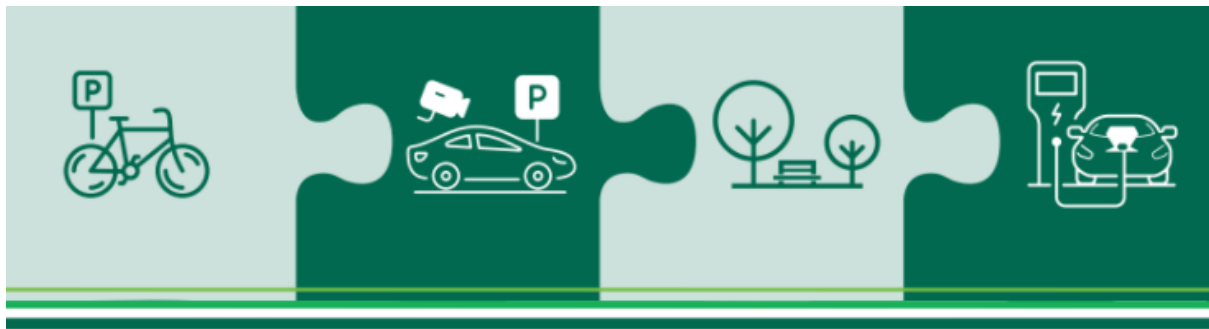


Social media photo 2



## Parking and enforcement plan 2022-27 - 13 week consultation process

Newspaper adverts



# Have your say on the future of parking in Hackney

## We are now consulting on the Parking and Enforcement Plan 2021-26.

This five-year plan is aimed at reducing CO<sub>2</sub> emissions and improving air quality by creating sustainable streets for everyone, and helping drivers switch to cleaner vehicles.

### Have your say by Monday 15 November 2021

**Take part** - Go to [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'PEP 2021-26' or scan the QR code.

### Join the conversation

Join us at one of our online engagement sessions - to take part, or to submit a question, please visit [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'PEP engagement' for a full list of engagement activities.

- Live online drop-in session: Tuesday, 7 September 2021 from 11am–12pm.
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- Live online drop-in session: Monday, 18 October 2021 from 12pm–1pm.

 Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call: 020 8356 4008



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have  say



**Parking and enforcement plan 2022-27 - 13 week consultation process**

Newspaper adverts



# Have your say on the future of parking in Hackney

We are now consulting on the Parking and Enforcement Plan 2021-26, our five-year parking plan is aimed at reducing CO<sub>2</sub> emissions and improving air quality by creating sustainable streets for everyone, and helping drivers switch to cleaner vehicles.

**Have your say by Monday 15 November 2021**

Visit [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'PEP 2021-26'  
Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call: **020 8356 4008**

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# Have your say on the future of parking in Hackney

We are now consulting on the Parking and Enforcement Plan 2021-26, our five-year parking plan is aimed at reducing CO<sub>2</sub> emissions and improving air quality by creating sustainable streets for everyone, and helping drivers switch to cleaner vehicles.

**Have your say by Monday 15 November 2021**

Visit [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'PEP 2021-26'  
Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call: **020 8356 4008**

have  say



**LAST CHANCE TO TAKE PART**

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## Parking and enforcement plan 2022-27 - 13 week consultation process

Newspaper adverts



# Gelecek'de Hackney'deki park yeri hakkında söz sahibi ol

## Şu anda 2021-26 Otopark ve İcra Planına danışıyoruz.

Bu beş yıllık plan CO2'yi azaltmayı amaçlıyor ayrıca emisyonlar yaratarak ve hava kalitesini artırarak herkes için sürdürülebilir sokaklar ve sürücülerin daha temiz araçlara geçişine yardımcı olacak.

## 15 Kasım 2021 Pazartesi gününe kadar söz sahibi olun

Yer almak için: [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) adresini ziyaret edin ve 'PEP 2021-26' arayın veya QR kodu taratın.

## Görüşmeye katıl

Çevrimiçi katılım oturumlarımızdan birinde bize katılın. Katılmak veya bir soru göndermek için, lütfen ziyaret edin [consulta.hackney.gov.uk](https://consulta.hackney.gov.uk) ve tam bir liste için 'PEP katılımı' için arama yapın katılım faaliyetleri.

- Canlı çevrimiçi giriş oturumu: 7 Eylül 2021 Salı 11am - 12pm arası.
- Canlı çevrimiçi giriş oturumu: 30 Eylül 2021 Perşembe 2pm - 3pm arası.
- Canlı çevrimiçi giriş oturumu: 18 Ekim 2021 Pazartesi 12:00 - 13:00 arası.

E-posta: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Arama: 020 8356 4008

have  say



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 Hackney

# Have your say on Hackney parking

## *Hackney residents are being invited to submit their views on the future of parking in the London borough*

Hackney Council is consulting on its draft Parking and Enforcement Plan 2021-26 (PEP) which is aimed at reducing emissions locally and improving air quality for residents by creating more sustainable streets, and helping drivers switch to cleaner vehicles. The plan, which sets out the Council's parking objectives over the next five years, is subject to a 13-week public consultation which ends on Monday 15 November.

Sustainable travel, cleaner air and prioritising Blue Badge holders are very much at the heart of the Council's proposed five-year parking blueprint. Proposed policies introduced in the plan include major incentives to encourage more drivers to go electric, including free parking permits and free e-roamer permits between 10am and 3pm each day for residents with electric vehicles. In addition, the Council plans to introduce emissions-based charging for short stay parking, and increase the diesel surcharge each year, making it progressively more expensive to purchase a permit for high polluting vehicles, encouraging residents to switch to cleaner vehicles sooner rather than later.

Hackney Council wants to hear from local residents, businesses and visitors about the plan's proposals. A number of online and live events have been organised over the next few weeks to give residents an opportunity to provide their feedback, thoughts and ideas.

Clr Mete Coban, Cabinet Member for Energy,



Waste, Transport & Public realm at Hackney Council, says: "With the PEP we are very much thinking about how to create a better future for our residents. The Council is working to support this change by rebuilding a greener Hackney, to avoid a car-led recovery that would impact the lives and health of Hackney people in a negative way.

"The vision of the plan is to support the creation of greener streets for everyone by prioritising sustainable transport and encouraging motorists to switch to cleaner vehicles.

The intention for this PEP is to help make the goal of cleaner air achievable through the use of controlled parking zones and other policies to

manage car use. By taking this approach Hackney can make a contribution to reducing the impact on climate change and improving local air quality.

"Some journeys may always need to be made by car and prioritising road users according to need, with Blue Badge holders at the top of that hierarchy, followed by ultra-low emission vehicles and car club schemes, will help support a shift towards more sustainable forms of transport. Through this consultation we want to hear what residents think about these ideas."

The PEP is broken down into a number of sections that relate to the Council's key policy areas. In every section the Council's proposed approach

to each policy area is outlined in detail along with some of the key procedures and processes that influenced the drafting of the proposals. The sections are:

- Sustainable transport
- Customer service
- Parking zones
- Permit and vouchers
- Parking provision and services
- Compliance and enforcement
- Crime, fraud and misuse
- Consultations
- Equality and diversity

Those who would like to take part in the consultation have until Monday 15 November to have their say on the future of parking in Hackney.

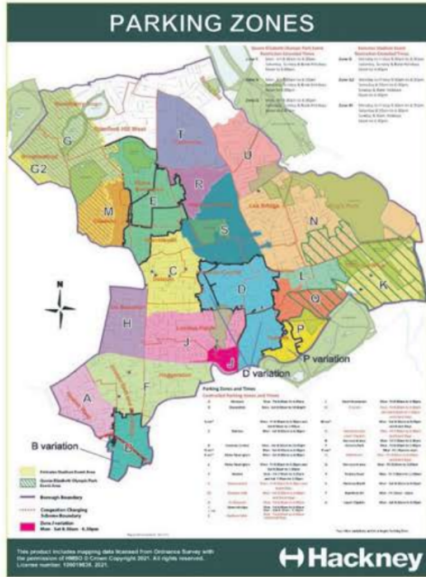
Hackney residents, businesses and visitors to the borough can complete the online questionnaire. It is also possible to request a paper copy of the consultation and questionnaire by emailing [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk) or calling 020 8356 4008.

Residents with questions or who would like to discuss the proposals further can register for online drop-in sessions at [consultation.hackney.gov.uk/parking-services/pepengagement](https://consultation.hackney.gov.uk/parking-services/pepengagement).

There is an estate residents only online question and answer session arranged for Friday 29 October and two live online drop-in sessions on Thursday 4 November from 5pm - 6pm and 6:30-8pm.



## Hackney Belediyesi'nin önerdiği 'Otopark ve İcra Planı'nda söz sahibi olun



**HACKNEY** Belediyesi, önerilen Otopark ve Uygulama Planı (PEP) hakkındaki görüşleri duymak istiyor. PEP, KONSEY'in park etmeyle ilgili kararları yöneten birincil park etme politikası ve strateji belgesidir.

Belediye, 2021-26 dönemini kapsayan yeni bir taslak geliştirdi ve yerel sakinlerden, işletmelerden ve ziyaretçilerden teklifler hakkında bilgi almak istiyor. Teklif hakkında söz sahibi olabilirsiniz ve ilçenin geleceği için hedef ve planlar hakkında daha fazla bilgi edinebilirsiniz. Bu planlardan bazılarını, daha sürdürülebilir caddeler, sakinlerimizin, işletmelerimizin ve ziyaretçilerimizin ihtiyaçlarına cevap veren yüksek kaliteli müşteri odaklı hizmetler oluşturmayı ve sürücülerini aktif seyahat ve sürdürülebilir seyahat seçeneklerini seçmeye teşvik etmeyi içeriyor.

Öneri ayrıca, iklim acil durumu

ve kötü hava kalitesi de dahil olmak üzere çevreyi etkileyen sorunlarla mücadelede belediyenin tutarlı yaklaşımını yansıtır ve Hackney'deki araçlardan kaynaklanan CO2 emisyonlarını ve partikül maddeyi önemli ölçüde azaltmak için adım atacak. Otopark politikası, sadece park izni sahiplerini değil, ilçedeki herkesi etkiler. Bu nedenle Hackney Belediyesi, ilçe sakinlerinin, işyerlerinin ve işçilerin yanı sıra ziyaretçilerin katılımını istiyor. COVID-19 ile ilgili devam eden sağlık ve güvenlik endişeleri nedeniyle, önlem olarak, katılım oturumları ve Soru-Cevap etkinlikleri çoğunlukla çevrimiçi olarak devam etmektedir.

Sorusu olanların, planın ne anlama geleceği hakkında daha fazla bilgi edinmesine yardımcı olmak için bir dizi çevrimiçi etkinlik düzenlendi.

Zoom üzerinden gerçekleştirilen

bir sonraki çevrimiçi katılım oturumları, şu şekilde ayarlanmıştır: 18 Ekim 2021 Pazartesi 12:00-13:00, 2 Ekim 2021 Pazartesi 17:00-18:00, giriş oturumu 2: Perşembe, 4 Kasım 2021 18:30 - 20:00 arası. Ayrıca daha önce soru-cevapları izleyebilirsiniz veya nasıl kaydolacağınızı şu adresten öğrenebilirsiniz: <https://consultation.hackney.gov.uk/parking-services/pepengagement/>

15 Kasım 2021 Pazartesi gününe kadar <https://consultation.hackney.gov.uk/parking-services/pep2021-26/> adresindeki çevrimiçi anketi doldurarak söz sahibi olun.

Aksi takdirde, [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk) adresine e-posta göndererek veya 020 8356 4008 numaralı telefonu arayarak danışma kitapçığının ve anketin basılı bir kopyasını da talep edebilirsiniz.

13 September 2021

31



### Have your say on the future of parking in the borough

THE Council is now consulting on its draft Parking and Enforcement Plan (PEP) 2021-26, which is aimed at reducing emissions and improving air quality by creating more sustainable streets.

The PEP is the Council's primary parking policy and strategy document, governing parking-related decisions. It is broken down into a number of sections that relate to the Council's key policy areas. These are:

- Sustainable transport;
- Customer service;

- Parking zones;
- Permit and vouchers;
- Parking provision;
- Enforcement;
- Crime, fraud & misuse;
- Consultations;
- Equality and diversity.

There is a strong focus on issues relating to sustainability in the PEP.

Parking policy affects everyone in the borough, not just parking permit holders. Residents, businesses, workers and visitors should participate.

Have your say by 15 November. Visit:

[consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'PEP 2021-26'.

To join an online engagement session, or to submit a question, visit: [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'PEP engagement'.

- Live online drop-in session: 30 Sept, 2-3pm;
- Live online drop-in session: 18 Oct 12-1pm;
- Estate residents only: Q&A session: 29 Oct;
- Estate residents only: Live online drop-in session: 4 Nov, 5-6pm.





**There's still time to have your say on parking in Hackney**

**THERE is still time to have your say on the future of parking in the borough.**

The Council is consulting on its draft Parking and Enforcement Plan (PEP) 2021-26, which is aimed at reducing emissions and improving air quality by creating more sustainable streets, and helping drivers switch to cleaner vehicles.

Parking policy affects everyone in the borough, not just parking permit holders. Residents, businesses, workers

and visitors are encouraged to participate.

There are two online drop-in sessions on Hackney's draft PEP for estate residents on 29 October and 4 November.

For more information on the drop-in sessions, or to have your say on the draft PEP, visit: **consultation.hackney.gov.uk** and search for 'PEP engagement'; email: **parking.policy@hackney.gov.uk**; or call: **020 8356 4008**.

The consultation closes on 15 November.

**Hackney's key policy areas for the PEP**

- Sustainable transport;
- Customer service;
- Parking zones;
- Permit and vouchers;
- Parking provision;
- Enforcement;
- Crime, fraud & misuse;
- Consultations;
- Equality and diversity.



**Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices**

A3 posters - libraries and town hall



# Have your say

## on the future of parking permit prices

**After consulting last year on proposals for our new Parking and Enforcement Plan (PEP) 2021-26, and considering your feedback, we are inviting you to have your say over a period of three weeks on revised proposals for parking permit prices only.**

**Have your say by Wednesday 6 July 2022.**

**Take part** - Go to [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'Permits' or scan the QR code.

**Join the conversation** - Join us for one of our engagement sessions - to register please visit [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'Permits engagement'

- Call-in session: Wednesday, 29 June 2022 between 9-5pm
- Drop-in session: Wednesday, 29 June 2022 between 6:30-8pm

 Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call: 020 8356 4008



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have  say

 Hackney

**Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices**

A4 poster - on-street



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have  say



Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices

Social media photo 1



Social media photo 2



Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices

Newspaper adverts



# Have your say on the future of parking permit prices

After consulting last year on proposals for our new Parking and Enforcement Plan (PEP) 2021-26, and considering your feedback, we are inviting you to have your say over a period of three weeks on revised proposals for parking permit prices only.

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PHOTO: SHUTTER

have  say



**Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices**

Newspaper adverts



## Have your say on the future of parking permit prices

After consulting last year on proposals for our new Parking and Enforcement Plan (PEP) 2021-26, and considering your feedback, we are inviting you to have your say over a period of three weeks on revised proposals to parking permit prices only.

**Have your say by Wednesday 6 July.**

**Take part** - Go to [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search 'Permits' or scan the QR code.

**Join the conversation** - Join us for one of our engagement sessions - to register please visit [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for 'Permits engagement'

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Call: 020 8356 4008



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have  say



Parking and enforcement plan 2022-27 - Additional three week period - views on parking permit prices

Newspaper adverts



## Park izin belgesi fiyatları hakkında söz sahibi olun

Geçen yıl yeni Otopark ve İcra Planı (PEP) 2021-26 için teklifler üzerine danıştıktan sonra ve geri bildiriminizi dikkate alarak, sizi üç haftalık bir süre boyunca park izni belgesi (parking permit) fiyatları için revize edilmiş teklifler hakkında söz sahibi olmaya davet ediyoruz.

**6 Temmuz 2022 Çarşamba gününe kadar görüşünüzü bildirin.**

**Katılmak için** - [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) ziyaret edin ve 'Permits' için arama yapın veya QR kodunu tarayın.

**Görüşmeye Katıl** - Katılım oturumlarımızdan biri için bize katılın kayıt olmak için lütfen [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) ziyaret edin ve 'Permits engagement' ifadesini arayın.

- **Call -in Oturumu:**  
29 Haziran 2022 Çarşamba 09:00-17:00 arası
- **Drop-in Oturumu:**  
29 Haziran 2022 Çarşamba 18:00-20:00 arası

• **E-posta:** [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
• **Telefon:** 020 8356 4008



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The end