

## **Appendix 1 - Consultation and engagement report**

Motorcycle parking permits review

January 2021

Summary and recommendations - Cabinet paper

### **1. Summary**

The following report presents the communication methods used during consultations on the proposal to introduce motorcycle parking permits. The report begins with an introduction, including the background to the proposals, the communication strategy, the impacts of the coronavirus pandemic on communications, how Parking and Markets/Street Trading Service adapted by moving a majority of communications online, and a list of all communications methods used during both stages of the campaign. After this, a chronology of events is presented along with a timeline.

The report then details each type of engagement used, presenting a summary of the type of engagement, target audiences, and key data such as the dates and statistics. The final section of the report presents a summary table of the stakeholder groups that were targeted with each type of communication. The report also includes a number of appendices which present a comprehensive list of all engagement activities as well as some of the communication materials used during the campaign.

### **2. Introduction**

#### **2.1 Background**

Poor air quality is a significant issue in London contributing to an estimated 10,000 premature deaths per year. Road transport is the primary source of poor air quality and thus improving air quality has become a key sustainability objective for the Council and Parking and Markets/Street Trading Service. As part of the commitment to this objective Parking and Markets/Street Trading Service has proposed introducing parking permits for motorcycles.

To date, motorcycles have not been included in the emissions based charging permit system introduced in 2015, despite being partially responsible for air pollutants caused by road transport. Their exclusion from parking permit and voucher charges has largely been due to the impracticality and insecurity of displaying a physical permit, or voucher on a motorcycle. However, developments in technology have offered a practical way to solve these problems through e-permits and e-vouchers.

Through the introduction of motorcycle parking permits the Parking and Markets/Street Trading Service aims to bring motorcycles in line with cars, and encourage motorcyclists to switch to less-polluting and zero-emission vehicles.

These proposals would also bring Hackney in line with 7 of the 11 other inner London boroughs that already charge for motorcycle parking. There was also a need to address security issues for motorcyclists. Motorcycle theft is a considerable problem for riders in the borough and across the capital. As part of the proposals improvements in motorcycle security such as lockable stands were also proposed.

## **2.2 Communication strategy**

The changes proposed to motorcycle parking permits would affect a wide range of stakeholders both inside and outside the borough, and also had the potential to be contentious to some groups. For this reason it was important to ensure that a comprehensive communications campaign was conducted with a solid strategy to involve as many interested parties as possible.

The communication strategy was diverse and comprehensive encompassing a variety of different advertising methods and engagement techniques. Key stakeholder groups were identified, including residents, commuters, businesses (including delivery companies), staff members, and other organisations such as the police and Transport for London (TfL). Communications were then designed to ensure that these stakeholder groups were aware of the consultation through advertising and also had opportunities to engage more deeply.

There were two main strands to the communication strategy, advertising and deeper engagement. Firstly, many different types of advertising were used to target key stakeholder groups. This meant using many forms of online and offline advertising methods, including but not limited to, newspapers, posters near motorcycle bays, targeted Facebook advertising, and adverts in local newspapers/magazines and on their websites.

The second strand of communication encompassed sessions that were designed 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. This included drop-in and call-in sessions with the public. A comprehensive list of all engagement activities is presented in section 1.4.

## **2.3 Coronavirus pandemic and extension**

The coronavirus pandemic had a significant impact on the consultation and the methods used to engage with the public. Following the government mandated “lockdown” on 23 March the original face-to-face engagement that was scheduled to take place needed to be changed to adapt to the new restrictions. Instead of running face-to-face sessions a decision was made to conduct deeper engagement online

through the use of online drop-in sessions and online questions and answer (Q&A) sessions with senior parking officers. It was also decided to introduce call-in sessions, where officers would be available for a set period of time to answer questions from the public about the consultation, or to help participants fill in the questionnaire.

The coronavirus pandemic also led to the decision to extend the consultation by an additional twelve weeks. This would ensure that participants had ample opportunity to participate in the consultation and adapt to the new online methods. This also meant another round of consultation advertising needed to take place, print advertising needed to be rescheduled, and both print and online advertising material needed to be updated.

Due to the uncertainty with the length of the lockdown and the time needed to set up the new online engagement activities were scheduled for the extension period.

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

The wide reaching nature of the proposal made it essential that a variety of types of communication and engagement be used to ensure that the consultation captured the diverse spectrum of views. A summary of the different types of communications and engagement used are listed below. The specifics of when, whom it targeted and results (where available) will be provided in the relevant sections of the report.

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

- JCDecaux
- Banners
- Posters (both internal and external)
- Digital notice boards (in Hackney housing estates)
- A7 advertising cards
- 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 24 February and respondents were able to submit responses to the questionnaire on this date. The first three weeks of the consultation ran as expected and included face-to-face drop-in sessions at Ridley Road Market, Shoreditch, and Homerton Library. After the first three weeks the consultation faced unprecedented challenges due to the coronavirus pandemic.

In response to the coronavirus pandemic the Parking and Markets/Street Trading Service extended the consultation by twelve weeks to ensure that the public and key stakeholders had adequate time to participate, whilst also allowing Parking and Markets/Street Trading Service time to design and host new forms of online communication that would replace face-to-face sessions. Strong communications were vital to advertise the extension and to ensure that the public were aware of the new online options available to them.

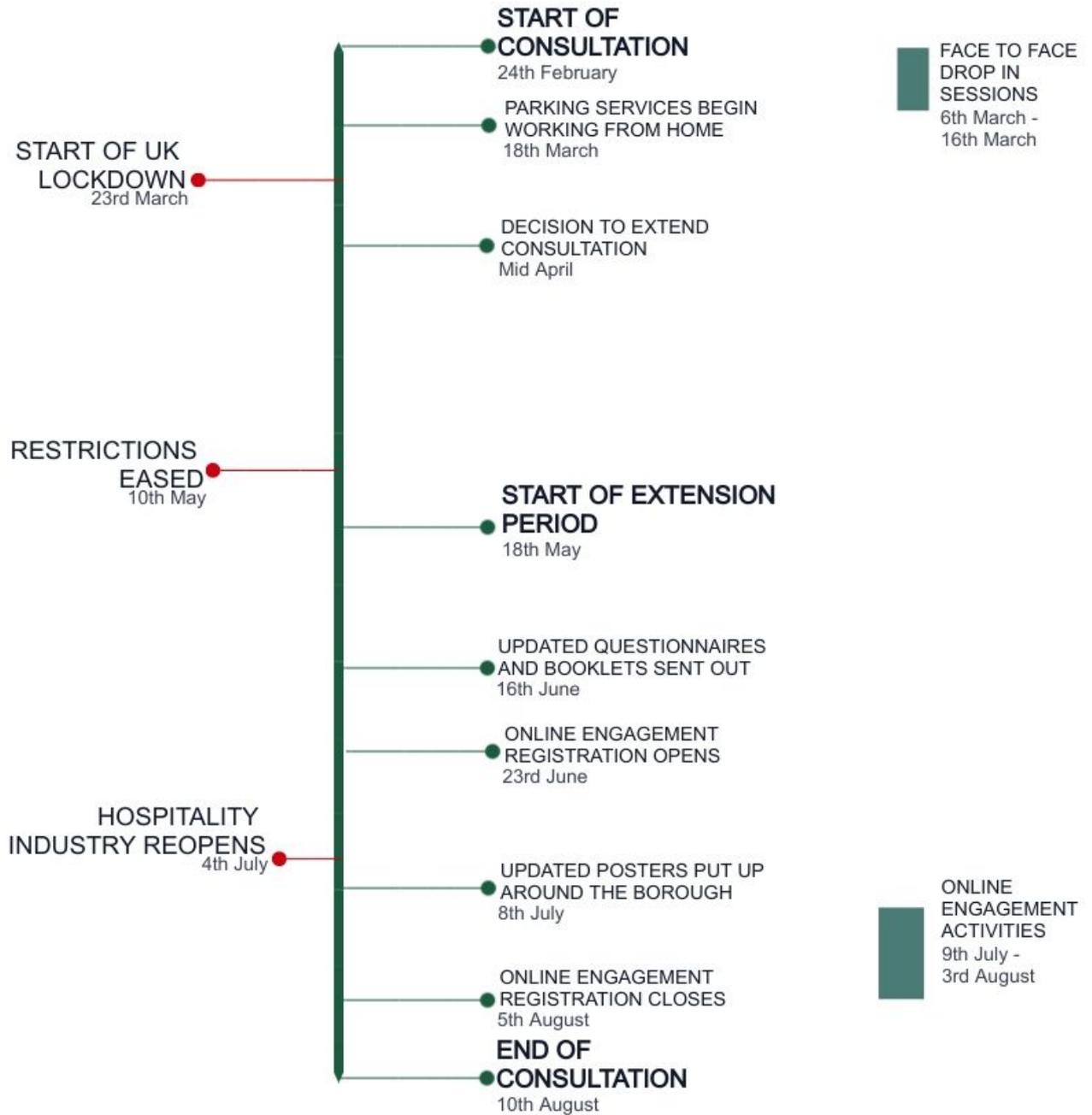
A short summary of the chronology of events and how Parking Services reacted to it is shown in the table below. For a full breakdown of key events and communications that were used throughout the campaign please see appendix I.

### 3.2 Key events

<b>Event</b>	<b>Date</b>	<b>Response/ Notes</b>
Start of consultation	24/02/2020	N/A
Face-to-face engagement	06/03/2020 - 16/03/2020	The beginning of the consultation saw the only opportunity for face-to-face engagement. There were three sessions held between 6-16 March. During these three sessions over 100 questionnaires were filled in both online and on paper forms.
Start of UK lockdown (initially for three weeks)	23/03/2020	Suspension of face-to-face sessions. Continuation of other engagements.
Decision made to extend consultation by 12 weeks	Mid April 2020	Due to the change in circumstance, in order for consultation to have the widest reach and make most effective use of online communication the consultation was extended by 12 weeks. The decision made here enabled the preparation of new advertising material reflecting the changes.
Lockdown restrictions eased	10/05/2020	Parking and Markets/Street Trading Service used this opportunity to plan and execute the removal of communications that had the original information on them prior to the decision to extend.
Consultation extension begins	18/05/2020	Previous face-to-face engagement sessions (such as, drop-in sessions) were moved online and scheduled for July and August. Advertisements for these sessions were made in local news, online and on social media.
Paper questionnaires sent out	16/06/2020	Questionnaires and informational booklets were sent to those who requested them, and permit holders who apply through the post. Paper questionnaires were initially meant to

		be sent in the first 12 week period but it was delayed due to the coronavirus pandemic restrictions.
Updated posters put up around borough	08/07/2020	Posters that contained the old end date were taken down and posters with the new end date were placed in similar positions around the borough.
Online engagement	July - August 2020	Online engagement sessions that replace face-to-face engagement sessions began. These sessions include online drop-in sessions and question and answer sessions both with senior parking officers, as well as call-in sessions.
End of consultation	10/08/2020	Consultation closes.

### 3.3 Timeline - 24 February to 10 August 2020



## **4. Engagement method analysis**

The following section presents all the methods of engagement used during the consultation and their associated data. The section categorises the different engagement types into the categories shown in section 2.4 which were: print (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)**

A variety of print media sources were used to advertise the campaign, drop-in sessions, the extension and the online sessions that were conducted during the extension period. These sources of media targeted a wide demographic due to their positions in public places, however, were also placed strategically to promote the consultation to key stakeholder groups. For example, posters were placed in areas where there is a large number of motorcycle users such as the motorcycle bays around Clifton Street in Shoreditch and areas in Dalston where delivery drivers frequent such as outside the McDonalds.

After the consultation was extended it was decided that banners, and JCDecaux would not be used to advertise. This was due to the lack of exposure that JCDecaux and banners were receiving as much of the population were in lockdown. Furthermore, JCDecaux was being used by the government to advertise the coronavirus pandemic safety measures. The table below details the usage of print media.

<b>Media type</b>	<b>Target audience (location)</b>	<b>Date</b>	<b>Summary</b>	<b>Type and quantity</b>
Posters advertising consultation (buildings and lamp posts)	Residents, businesses and commuters (libraries, housing estates, town hall, community centres).	17/02/2020	Posters advertising the consultation details, including signposting to where the consultation is online. These were distributed around the borough in locations where motorcycle riders frequent.	<b>A3:</b> 100 <b>A4:</b> 1,621
Banners	Residents (Hackney Service Centre (HSC) and	24/02/2020	Banner placed in the HSC to advertise to customers who use the	<b>Banner:</b> 2

	drop-ins).		HSC. Banners were also used for drop-sessions.	
JCDecaux (first run)	Residents and businesses (various).	25/02/2020 - 20/04/2020	Signs located around the borough. JCDecaux allowed for wide exposure as it was seen by a wide range of stakeholders who travel in the borough, including those who own a motorcycle.	<b>Locations</b> : 6
Press release on news.hackney.gov.uk	Residents, business and visitors to the Hackney news website.	26/02/2020	The press release contained details of the consultation. This included the reasons for the proposals and a comment from Councillor Jon Burke the former portfolio holder for Energy, Waste, transport and Public Realm.	<b>Total: 1</b>
Internal staff headlines post (advertising start of consultation)	Staff members at Hackney Council.	26/02/2020	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>
Internal staff headlines post (advertising staff drop-in sessions)	Staff members at Hackney Council.	11/03/2020	The post in the staff headlines invited staff members to a drop-in session with members of Parking Services. The drop-in session was subsequently cancelled on 1 April 2020.	<b>Total: 1</b>
A7 cards distribution.	Motorcycle riders (various).	12/03/2020 - 23/03/2020	A7 cards containing information about the consultation were placed on motorcycles around the borough.	<b>A7: 2,500</b>

JCDecaux (second run)	Residents and businesses (various).	21/04/2020 - 04/05/2020	Signs located around the borough. Advertised to a wide range of stakeholders who travel in the borough, including those who own a motorcycle.	<b>Locations</b> : 6
Internal staff headlines (advertising extension)	Staff members at Hackney Council.	20/05/2020	The post notified staff members that the consultation had been extended.	<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.	16/06/2020	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: 861</b>
Digital notice boards.	Hackney estates residents (Hackney managed estates).	24/06/2020	Notice boards that are located in Hackney managed estates. Targeted the residents who live in these estates.	<b>Locations</b> : 5
Internal staff headlines post (advertising online engagement)	Staff members.	24/06/2020 - 15/07/2020	The post in the staff headlines invited staff members to an online drop-in session with members of parking services.	<b>Total: 2</b>
Updated posters with new end date placed around borough	Residents, businesses and commuters (various).	08/07/2020	Posters advertised the consultation extension details, including signposting to the online consultation. The existing posters were taken down from lamp posts and replaced with the new posters. Not all locations could be replaced so there was a	<b>A4:100</b>

			focus on high motorcycle density areas (e.g. Dalston and Shoreditch).  Posters in buildings were not replaced.	
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#### **4.2 Newspaper advertisements**

The campaign made use of newspaper advertisements to promote the consultation to various groups around the borough, particularly minority community groups. Using newspaper advertisements was important from an equality perspective to ensure that the consultation reached those residents who may not have been comfortable using the internet. Newspaper advertisements also meant that the campaign could reach minority community groups where English is not their first language.

The newspaper advertisements were initially taken out to advertise the consultation. Following the decision to extend the consultation it was decided that the newspapers that had the widest readership, Hackney life, Hackney today and the Hackney Gazette would advertise the consultation extension. The table below shows the newspapers that the consultation was advertised in, the target audience, the dates and a summary of the message.

<b>Publication</b>	<b>Target audience</b>	<b>Publication date</b>	<b>Message summary</b>
Hackney life	Residents and businesses (delivered to homes and businesses across the borough).	24/02/2020	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Hackney today	Residents and businesses (delivered to homes and businesses across the borough).	15/03/2020	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Londra	Turkish speaking	16/04/2020	Details of the

Gazette	community in London.		consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.
Jewish Tribune	Jewish community in Hackney.	22/04/2020	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 (two adverts)	Residents and businesses.	09/04/2020 30/04/2020	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	Residents and businesses (delivered to homes and businesses across the borough).	25/05/2020	Details of the consultation extension, including the new closing date and where to fill in the survey and contact details of the Parking Policy Team.
Hackney today	Residents and businesses (delivered to homes and businesses across the borough).	29/06/2020	Details of the consultation extension, including the new closing date and where to fill in the survey and contact details of the Parking Policy Team.
Hackney Gazette (two adverts)	Residents and businesses.	21/05/2020 25/06/2020	Details of the consultation extension, including the new closing date and where to fill in the survey and

			contact details of the Parking Policy Team.
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### **4.3 Social media and online advertising**

The campaign made use of a variety of online spaces to increase exposure to the consultation. Online advertisements provided an effective means to reach a broad scope of target audiences. The campaign used both social media platforms (Twitter and Facebook) and advertisements on the Hackney Gazette website leaderboard to increase reach. A schedule was created for social media posts to plan the most appropriate times to post, however, this was not kept as social media platforms were prioritised for public safety announcements. The dates of the posts are shown in the table below and the posts themselves are in the appendix II.

Advertisements on the Hackney Gazette leaderboard were cycled every two weeks for six rotations. The Hackney Gazette website has many unique visitors each month who generally have a stake in the local area. The 36,788 impressions that were recorded in the month of March show that the adverts were effective in increasing the general exposure to the campaign. Although demographic data is unavailable for the impressions it can be assumed that this hit all the target groups due to the internet's ubiquitous use.

Social media platforms were used in two ways. Firstly, the Hackney Council Twitter and Facebook accounts posted about the campaign along with a link to the consultation and the campaign logo. These posts took the form of generic posts pointing readers to the consultation, one post specifically regarding the face-to face drop-in session at Clifton Street, and one post alerting readers that the end of the consultation was close. Posts on social media accounts would have been visible to the followers of Hackney Council on the two platforms which included key demographic groups, particularly residents, businesses and motorcycle owners in Hackney. A tweet and a retweet were also made on the Hackney Council markets page.

The second use of social media platforms was through targeted advertising. Targeted advertising allows advertisements to be shown only to specific users selected by the advertiser based on their behaviour on the platform. The benefit of this for the campaign was to expose the campaign to groups that had an interest. The users that were targeted for the campaign were users that have recently been to Hackney and; work in the transportation industry, have an interest in motorcycles, or have an interest in motorcycle helmets.

Media type	Target audience	Date	Summary	Delivery report/ quantity
Facebook posts (Hackney Council account)	Followers of the Hackney social media pages (including: Residents, businesses, commuters, motorcycle riders).	29/02/2020 09/03/2020 11/03/2020 26/06/2020 15/07/2020 23/07/2020 08/08/2020	All posts contained a photo of the consultation logo and a link to the consultation. Posts were either generic, promoted the face-to-face drop-in sessions, promoted the online engagement sessions or prompted readers that the consultation was ending.	<b>Posts: 7</b>
Twitter posts (Hackney Council account)	Followers of the Hackney social media pages (including: Residents, businesses, commuters, motorcycle riders).	29/02/2020 09/03/2020 11/03/2020 25/06/2020 02/07/2020 04/07/2020 07/07/2020 15/07/2020 23/07/2020 08/08/2020	All posts contained a photo of the consultation logo and a link to the consultation. Posts were either generic, promoted the face-to-face drop-in sessions, promoted the online engagement sessions or prompted readers that the consultation was ending.	<b>Posts: 10</b>
Twitter posts (Hackney Markets account)	Followers of the Hackney social media pages (including: Residents, businesses, commuters, motorcycle riders).	02/07/2020	Post stated: Have your say on proposed changes to motorcycle parking in Hackney. Join our online discussion on 9, 17 or 23 July or submit a question to be answered by Council officers Sign-up or have your say: <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles-events">consultation.hackney.gov.uk/parking-services/motorcycles-events</a>	<b>Posts: 1</b>
Facebook targeted adverts	People who were recently in Hackney. Work in the transport industry or have	Various	Adverts contained a picture of one of the consultation graphics and a link to the online consultation. They	<b>Reach (users who see the content):</b> 5,700 <b>Impressions:</b>

	an interest in motorcycles or motorcycle helmets.		targeted groups that would have a vested interest in the proposals. A small amount of the budget was spent on “boosting” these adverts.	15,849
Hackney Gazette web advertisement	Residents and businesses, visitors to the Hackney Gazette website.	March - August	Advertisement on the "leaderboard" on the Hackney Gazette website, advertised every two weeks for six rotations. The Leaderboard is located on the website home page.	<b>Impressions per month:</b> 36,788

#### **4.4 Email communications**

Email communication was used to target particular groups to advertise the consultation, and to respond to queries. Mass emails were sent out on five occasions to Hackney permit holders (see table below), to briefly explain the reasons for the proposals, how it may affect you if it were to pass in its current form and a link to the consultation.

Targeting permit holders allowed the Council to capture those residents who may currently own a motorcycle and a permit for a car or van. Email communication was also used to solve queries and questions relating to the consultation, and to direct people to the online questionnaire. Internal records show a total of 124 email queries were answered during the consultation. The final use of email communication was to notify stakeholders of online drop-in sessions. In particular, this was used to engage some businesses who would be directly affected by the proposals. The table below details the email communications. The mass emails sent to Hackney permit holders can be found appendix III.

<b>Media type</b>	<b>Target audience</b>	<b>Date</b>	<b>Summary</b>	<b>Delivery quantity</b>	<b>report/</b>
Email responses	Various.	Various	Email responses to queries about the consultation.	<b>Total:</b> 124	

Email stakeholders	Businesses and interest groups.	Various	Emails were sent to a variety of stakeholders (including takeaway businesses, motorcycle businesses NHS, and internal stakeholders) to ask if they would like to be involved in the consultation.	<b>Total: ~20</b>
First email to Hackney permit holders	Hackney permit holders.	13/03/2020	Email to notify Hackney permit holders of the consultation and provide a link.	<b>Total: 1000</b> <b>Successful: 989</b> <b>No email: 8</b> <b>Mailbox not accepting responses: 3</b>
Second email sent to 5000 Hackney permit holders	Hackney permit holders.	16/03/2020	Email to notify Hackney permit holders of the consultation and provide a link.	<b>Total: 5000</b> <b>Successful: 4960</b> <b>No email: 27</b> <b>Mailbox not accepting responses: 13</b>
Third email sent to 5000 Hackney permit holders	Hackney permit holders.	18/03/2020	Email to notify Hackney permit holders of the consultation and provide a link.	<b>Total: 5000</b> <b>Successful: 4961</b> <b>No email: 31</b> <b>Mailbox not accepting responses: 8</b>
Fourth email sent to 4456 Hackney permit holders (including those undelivered on previous dates)	Hackney permit holders.	23/04/2020	Email to notify Hackney permit holders of the consultation and provide a link.	<b>Total: 4456</b> <b>Successful: 4400</b> <b>No email: 30</b> <b>Mailbox not accepting responses: 26</b>
Email to 28,195 permit holders	Hackney permit holders.	23/06/2020	Email to notify Hackney permit holders of the consultation extension, online engagement events	<b>Total: 28,195</b> <b>Successful: 27,981</b> <b>Failed: 214</b>

			and provide a link to the online consultation.	
Email to stakeholders about online engagement sessions	Businesses and stakeholder groups.	30/06/2020	Direct email communication to key stakeholder businesses to share dates of engagement sessions.	<b>Total: 20</b>

#### **4.5 Face-to-face engagement (include internal drop-in sessions)**

Initially there were 12 public drop-in sessions scheduled. These sessions were a cornerstone of engaging with the public. They would allow anyone who wanted to attend the session to ask questions about the consultation to parking services officers, whilst also being able to fill in the consultation questionnaire and register their interest for further engagement sessions.

Three sessions took place prior to the UK wide lockdown due to the coronavirus pandemic. In these sessions 59 paper questionnaires were filled out, with many more being recorded using the online questionnaire. The locations of the drop-in sessions were selected for their proximity to stakeholder groups. For example, a drop-in session was held on Clifton street as the surrounding area has the majority of solo motorcycle bay in the borough and many commuters park their vehicle there. The drop-in sessions that were held are listed below.

<b>Session</b>	<b>Place</b>	<b>Time</b>	<b>Summary</b>	<b>Date</b>
Ridley Road Market	Ridley Road	10:00-14:00	~60 people responded to the questionnaire and spoke to officers.	06/03/2020
Shoreditch	Clifton Street (near to Dysart Street)	11:00-15:00	~30 people responded to the questionnaire and spoke to officers.	11/03/2020

Homerton library	Homerton	17:00-19:30	~14 people responded to the questionnaire and spoke to officers.	16/03/2020
Internal drop-in session	Lower Clapton Road	12:30-14:00	Attended by APCOA and Parking Services staff.	05/03/2020

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

Online and phone engagement activity sessions were introduced to replace the face-to-face engagement sessions that were scheduled to happen before the coronavirus pandemic lockdown. There were three types of sessions for those who wanted to participate: online drop-in sessions, online questions and answers sessions, call-in sessions. A wider variety of sessions allowed participants to select how they wished to interact with the Council, which under the circumstances was vital to ensure respondents had access.

Calls were made throughout the consultation to engage with key stakeholders including takeaway restaurants, the Metropolitan Police, Transport for London, Deliveroo, motorcycle shops, Uber Eats, and Just Eat. These calls were made for a variety of purposes including advertising the consultation, talking through the proposals and inviting stakeholders to meetings and drop-in sessions with Parking Services officers.

Online drop-in sessions allowed the participants to ask questions to senior parking services staff regarding the proposals and the consultation. Every session was attended by the Policy and Programme Manager and other sessions were attended by 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 on a rotation basis. The sessions took place on Zoom and required participants to register their interest through our consultation website <sup>1</sup> prior to the session to take part. This was to ensure that there were not people “piling” onto the call and making it unmanageable for Parking and Markets/Street Trading Service staff. Multiple staff drop-in sessions were also advertised, with one taking place due to lack of uptake from staff members.

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

Online questions and answer sessions allowed participants to submit questions on the online platform Slido using codes that corresponded to each of the dates located on Hackney’s consultation website<sup>2</sup> . The 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 allowed anyone to call in to discuss the consultation proposals and were particularly targeted at those who were not able to take part in the online sessions or did not have access to a computer. They enabled participants to have their questions answered by a parking service officer.

Media type	Target audience	Date	Summary	Number of participants
First call in session	Hackney residents (especially those who do not have access to the internet).	06/07/2020	A four hour time period where officers were available to answer questions about the consultation and help any one with filling out the consultation.	<b>Participants: 1</b>
Second call in session	Hackney residents (especially those who do not have access to the internet).	22/07/2020	A four hour time period where officers were available to answer questions about the consultation and help any one with filling out the consultation.	<b>Participants: 1</b>
Calling stakeholders	Businesses, the police, Transport for London (TfL) and Homerton University Hospital and Foundation Trust.	15/01/2020 - 20/04/2020	Called various local stakeholders, particularly businesses thought to use scooters such as food delivery businesses. This was a vital part of the campaign to ensure that key stakeholders were engaged with in a meaningful way and	<b>Total: 41</b> <b>Takeaway restaurants: 26</b> <b>Delivery companies: 3</b> <b>Police officers: 5</b> <b>Hospital: 1</b> <b>TfL: 1</b> <b>Business</b>

<sup>2</sup> Ibid

			given the opportunity to have their say.	<b>forum: 1</b> <b>London Councils: 1</b> <b>MAG</b> <b>(standing up for bikers rights): 1</b> <b>Bike shops (Motoden and M&amp;G garage): 2</b>
Virtual and phone call stakeholder meetings	Businesses and transport organisations.	17/03/2020 31/03/2020	A discussion took place about the details of the proposals. Questions were also answered.	<b>Total: 2</b> TfL Uber Eats
Internal stakeholder meetings	Hackney Council stakeholders.	01/04/2020 17/04/2020	Internal meeting to discuss the proposals details and answer any questions.	<b>Total: 2</b> Streetscene Housing
First online drop in sessions	Residents, businesses and commuters.	09/07/2020	An online session where Hackney parking staff would be on hand to answer questions about the consultation. The session allowed registered participants to ask questions through the zoom platform.	<b>Registered: 15</b> <b>Attended: 6</b>
Second online drop in sessions	Residents, businesses and commuters.	17/07/2020	An online session where Hackney parking staff would be on hand to answer questions about the consultation. The session allowed registered participants to ask questions through the zoom platform.	<b>Registered: 7</b> <b>Attended: 3</b>
Third online drop in sessions	Residents, businesses and commuters.	23/07/2020	An online session where Hackney parking staff would be on hand to answer questions about the consultation. The	<b>Registered: 8</b> <b>Attended: 1</b>

			session allowed registered participants to ask questions through the zoom platform.	
Fourth online drop in sessions	Residents, businesses and commuters.	05/08/2020	An online session where Hackney parking staff would be on hand to answer questions about the consultation. The session allowed registered participants to ask questions through the zoom platform.	<b>Registered: 7</b> <b>Attended: 4</b>
First question and answer session	Residents, businesses and commuters.	13/07/2020	This was a recorded session where senior members of the parking service answered frequently asked questions (FAQ's) and questions from the public regarding the consultation.	<b>Questions submitted: 5</b>
Second question and answer session	Residents, businesses and commuters.	27/07/2020	This was a recorded session where senior members of the parking service answered FAQ's and questions from the public regarding the consultation.	<b>Questions submitted: 0</b>
Third question and answer session	Residents, businesses and commuters.	03/08/2020	This was a recorded session where senior members of the parking service answered FAQ's and questions from the public regarding the consultation.	<b>Questions submitted: 17</b>
Online staff drop-in session	Staff members.	16/02/2020, 21/07/2020 and 29/07/2020	An online session open to staff who wanted to ask questions about the motorcycle consultation.	<b>Attended: 1</b> on 29/07/2020.

## 5. Targets of advertising table

	Residents	Businesses	All other permit holders	Commuters	Visitors to the borough	Motorcyclists in the borough	Hackney Council staff
Email to permit holders	✓	✓	✓	x	x	x	x
Banner stands	✓	x	x	x	✓	x	✓
Hackney website banner	✓	✓	✓	✓	✓	✓	✓
Intranet-internal comms	x	x	x	x	x	x	✓
Social media	✓	✓	✓	✓	✓	✓	✓
JC Decaux	✓	✓	✓	✓	✓	✓	✓
Newspaper/online adverts	✓	✓	✓	✓	✓	✓	✓
Posters on the Street	✓	✓	✓	✓	✓	✓	✓
Posters on A3	✓	✓	✓	✓	✓	✓	✓
A7 cards	✓	✓	✓	✓	✓	✓	✓
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	x

## Appendices

### Appendix I - Summary of all engagement

Media type	Target audience (location)	Date released/published	Summary	Participants/reach/number of items
Posters advertising consultation (buildings and lamp posts)	Residents, businesses and commuters (libraries, housing estates, town hall, community centres)	17/02/2020	Posters advertising the consultation details, including signposting to where the consultation is online. These were distributed around the borough in locations where motorcycle riders frequent.	<b>A3:</b> 100 <b>A4:</b> 1,621
Banners	Residents (Hackney Service Centre (HSC) and drop-ins)	24/02/2020	Banner placed in the HSC to advertise to customers who use the HSC. Banners were also used for drop-in sessions.	<b>Banner:</b> 2
Hackney life	Residents and businesses (delivered to homes and businesses across the borough)	24/02/2020	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Advert:</b> 1
<b>Consultation goes live on citizen space</b>		24/02/2020		

Press release on news.hackn.gov.uk	Residents, business and visitors to the Hackney news website	26/02/2020	The press release contained details of the consultation. This included the reasons for the proposals and a comment from Councillor Burke the former portfolio holder for Energy, Waste, transport and Public Realm.	<b>Total: 1</b>
Internal staff headlines post (advertising start of consultation)	Staff members at Hackney Council	26/02/2020	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>
Internal drop-in session	Lower Clapton Road	05/03/2020	Attended by APCOA and Parking Services staff.	N/A
Ridley Road Market	Ridley Road	06/03/2020	~60 people responded to the questionnaire and spoke to officers.	N/A
Internal staff headlines post (advertising staff drop-ins)	Staff members at Hackney Council	11/03/2020	The post in the staff headlines invited staff members to a drop-in session with members of Parking Services. The drop-in session was subsequently cancelled on 01/04/2020.	<b>Total: 1</b>
Shoreditch	Clifton Street (near to Dysart Street)	11/03/2020	~30 people responded to the questionnaire and spoke to officers.	N/A

First email to Hackney permit holders	Hackney permit holders.	13/03/2020	Email to notify Hackney permit holders of the consultation and provide a link.	<b>Total:</b> 1000 <b>Successful:</b> 989 <b>No email:</b> 8 <b>Mailbox not accepting responses:</b> 3
Hackney today	Residents and businesses (delivered to homes and businesses across the borough).	15/03/2020	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Advert:</b> 1
Second email sent to 5000 Hackney permit holders	Hackney permit holders.	16/03/2020	Email to notify Hackney permit holders of the consultation and provide a link.	<b>Total:</b> 5000 <b>Successful:</b> 4960 <b>No email:</b> 27 <b>Mailbox not accepting responses:</b> 13
Homerton library	Homerton.	16/03/2020	~14 people responded to the questionnaire and spoke to officers.	N/A
Third email sent to 5000 Hackney permit holders.	Hackney permit holders.	18/03/2020	Email to notify Hackney permit holders of the consultation and provide a link.	<b>Total:</b> 5000 <b>Successful:</b> 4961 <b>No email:</b> 31 <b>Mailbox not accepting responses:</b> 8
<b>Start of UK lockdown</b>		23/03/2020	UK lockdown begins due to the coronavirus pandemic.	

<b>Decision to extend consultation</b>		15/04/2020	Decision is made that the consultation must be extended to provide adequate opportunity for engagement from those affected. Consultation length is extended by 12 weeks. 10/08/2020 is to be the new end date.	
Londra Gazette	Turkish speaking community in London.	16/04/2020	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	Jewish community.	22/04/2020	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	
Fourth mail sent to 4456 Hackney permit holders (including those undelivered on previous dates).	Hackney permit holders.	23/04/2020	Email to notify Hackney permit holders of the consultation and provide a link.	<b>Total: 4456</b> <b>Successful: 4400</b> <b>No email: 30</b> <b>Mailbox not accepting responses: 26</b>
<b>Coronavirus pandemic restrictions eased</b>		10/05/2020		

<b>Consultation 12 week extension begins</b>		18/05/2020		
Internal staff headlines (advertising extension)	Staff members at Hackney Council.	20/05/2020	The post notified staff members that the consultation had been extended.	<b>Total: 1</b>
Hackney life	Residents and businesses (delivered to homes and businesses across the borough).	25/05/2020	Details of the consultation extension, including the new closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Advert: 1</b>
Booklet, letter and questionnaire sent to permit holders who apply by post	Residents and businesses who applied via post and requested a paper consultation.	16/06/2020	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: 861</b>
Email to 28,195 permit holders	Hackney permit holders.	23/06/2020	Email to notify Hackney permit holders of the consultation extension, online engagement events and provide a link to the online consultation.	<b>Total: 28,195 Successful: 27,981 Failed: 214</b>
Digital notice boards	Hackney estates residents (Hackney managed estates).	24/06/2020	Notice boards that are located in Hackney managed estates. Targeted the residents who live in these estates.	<b>Locations: 5</b>

Hackney today	Residents and businesses (delivered to homes and businesses across the borough).	29/06/2020	Details of the consultation extension, including the new closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Advert: 1</b>
Email to stakeholders about online engagement sessions	Businesses and stakeholder groups.	30/06/2020	Direct email communication to key stakeholder businesses to share dates of engagement sessions.	<b>Total: 20</b>
Twitter posts (Hackney Markets account)	Followers of the Hackney social media pages (including: Residents, businesses, commuters, motorcycle riders).	02/07/2020	Post stated: Have your say on proposed changes to motorcycle parking in Hackney. Join our online discussion on 9, 17 or 23 July or submit a question to be answered by Council officers Sign-up or have your say: <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles-event/s/...">https://consultation.hackney.gov.uk/parking-services/motorcycles-event/s/...</a>	<b>Posts: 1</b>
<b>Hospitality industry reopened</b>		04/07/2020		
First call in session	Hackney residents (especially those who do not have access to the internet).	06/07/2020	A four hour time period where officers were available to answer questions about the consultation and help any one with filling out the consultation.	<b>Participants: 1</b>

Updated posters with new end date placed around borough	Residents, businesses and commuters (various).	08/07/2020	Posters advertised the consultation extension details, including signposting to the online consultation. The existing posters were taken down from lamp posts and replaced with the new posters. Not all locations could be replaced so there was a focus on high motorcycle density areas (e.g. Dalston and Shoreditch)  Posters in buildings were not replaced.	<b>A4:100</b>
First online drop-in sessions	Residents, businesses and commuters.	09/07/2020	An online session where Hackney parking staff would be on hand to answer questions about the consultation. The session allowed registered participants to ask questions through the zoom platform.	<b>Registered: 15 Attended: 6</b>
First question and answer session	Residents, businesses and commuters.	13/07/2020	This was a recorded session where senior members of the parking service answered FAQ's and questions from the public regarding the consultation.	<b>Questions submitted: 5</b>
Second online drop in sessions	Residents, businesses and commuters.	17/07/2020	An online session where Hackney parking staff would be on hand to answer questions about the consultation. The session allowed	<b>Registered: 7 Attended: 3</b>

			registered participants to ask questions through the zoom platform.	
Second all in session	Hackney residents (especially those who do not have access to the internet).	22/07/2020	A four hour time period where officers were available to answer questions about the consultation and help any one with filling out the consultation.	<b>Participants: 1</b>
Third online drop-in sessions	Residents, businesses and commuters	23/07/2020	An online session where Hackney parking staff would be on hand to answer questions about the consultation. The session allowed registered participants to ask questions through the zoom platform.	<b>Registered: 8 Attended: 1</b>
Second question and answer session	Residents, businesses and commuters.	27/07/2020	This was a recorded session where senior members of the parking service answered FAQ's and questions from the public regarding the consultation.	<b>Questions submitted: 0</b>
Online staff drop-in session	Staff members.	16/072020 21/07/2020 29/07/2020	An online session open to staff who wanted to ask questions about the motorcycle consultation.	<b>Attended: 1</b> person attended on 29/07/2020

Fourth online drop-in sessions.	Residents, businesses and commuters.	05/08/2020	An online session where Hackney parking staff would be on hand to answer questions about the consultation. The session allowed registered participants to ask questions through the zoom platform.	<b>Registered: 7</b> <b>Attended: 4</b>
Third question and answer session	Residents, businesses and commuters.	03/08/2020	This was a recorded session where senior members of the parking service answered FAQ's and questions from the public regarding the consultation.	<b>Questions submitted: 17</b>
<b>End of Consultation</b>		10/08/2020		
Internal stakeholder meetings	Hackney Council stakeholders.	01/04/2020 17/04/2020	Internal meeting to discuss the proposals details and answer any questions.	<b>Total: 2</b> Streetscene Housing
Hackney Gazette (two adverts)	Residents and businesses.	09/04/2020 30/04/2020	Details of the consultation, including the closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Advert: 2</b>
A7 cards distribution	Motorcycle riders (various).	12/03/2020 - 23/03/2020	A7 cards containing information about the consultation were placed on motorcycles around the borough.	<b>A7: 2,500</b>

Calling stakeholders	Businesses, police, Transport for London, Homerton University Hospital and University Trust.	15/01/2020 - 20/04/2020	Called various local stakeholders, particularly businesses thought to use scooters such as food delivery businesses. This was a vital part of the campaign to ensure that key stakeholders were engaged with in a meaningful way and given the opportunity to have their say.	<b>Total: 41</b> <b>Takeaway restaurants: 26</b> <b>Delivery companies: 3</b> <b>Police officers: 5</b> <b>Hospital: 1</b> <b>TfL: 1</b> <b>Business forum: 1</b> <b>London Councils: 1</b> <b>MAG (standing up for bikers rights): 1</b> <b>Bike shops (Motoden and M&amp;G garage): 2</b>
Virtual and phone call stakeholder meetings	Businesses and transport organisations.	17/03/2020 - 31/03/2020	A discussion took place about the details of the proposals. Questions were also answered.	<b>Total: 2</b> TfL Uber Eats
JCDecaux (second run)	Residents and businesses (various).	21/04/2020 - 04/05/2020	Signs located around the borough. Advertised to a wide range of stakeholders who travel in the borough, including those who own a motorcycle.	<b>Locations: 6</b>
Hackney Gazette (two adverts)	Residents and businesses.	21/05/2020 - 25/06/2020	Details of the consultation extension, including the new closing date and where to fill in the survey and contact details of the Parking Policy Team.	<b>Advert: 1</b>
Internal staff headlines post (advertising online engagement)	Staff members.	24/06/2020 - 15/07/2020	The post in the staff headlines invited staff members to an online drop-in session with members of Parking Services.	<b>Total: 2</b>

JCDecaux (first run)	Residents and businesses (various).	25/02/2020 - 20/04/2020	Signs located around the borough. JCDecaux allowed for wide exposure as it was seen by a wide range of stakeholders who travel in the borough, including those who own a motorcycle.	<b>Locations: 6</b>
Twitter posts (Hackney Council account)	Followers of the Hackney social media pages (including: Residents, businesses, commuters, motorcycle riders).	29/02/2020 09/03/2020 11/03/2020 25/06/2020 02/07/2020 04/07/2020 07/07/2020 15/07/2020 23/07/2020 08/08/2020	All posts contained a photo of the consultation logo and a link to the consultation. Posts were either generic, promoted the face-to-face drop-in session, promoted the online engagement sessions or prompted readers that the consultation was ending.	<b>Posts: 10</b>
Facebook posts (Hackney Council account)	Followers of the Hackney social media pages (including: Residents, businesses, commuters, motorcycle riders).	29/02/2020 09/03/2020 11/03/2020 26/06/2020 15/07/2020 23/07/2020 08/08/2020	All posts contained a photo of the consultation logo and a link to the consultation. Posts were either generic, promoted the face-to-face drop-in session, promoted the online engagement sessions or prompted readers that the consultation was ending.	<b>Posts: 7</b>

Hackney Gazette web advertisement	Residents and businesses, visitors to the Hackney Gazette website.	March - August 2020	Advertisement on the "leaderboard" on the Hackney Gazette website, advertised every two weeks for 6 rotations. The Leadboard is located on the website home page.	<b>Impressions per month:</b> 36,788
Facebook targeted adverts.	People who were recently in Hackney. Work in the transport industry or have an interest in motorcycles or motorcycle helmets.	Various	Adverts contained a picture of one of the consultation graphics and a link to the online consultation. They targeted groups that would have a vested interest in the proposals. A small amount of the budget was spent on "boosting" these adverts.	<b>Reach (users who see the content):</b> 5,700 <b>Impressions:</b> 15,849
Email responses	Various.	Various	Email responses to queries about the consultation.	<b>Total:</b> 124
Email stakeholders	Businesses and interest groups.	Various	Emails were sent to a variety of stakeholders (including takeaway businesses, motorcycle businesses NHS, and internal stakeholders) to ask if they would like to be involved in the consultation.	<b>Total:</b> ~20

## **Appendix II Social media posts**

<b>Account</b>	<b>Platform</b>	<b>Date</b>	<b>Content</b>
Hackney Council	Twitter	29/02/2020	Have your say on proposals to introduce motorcycle parking permits in the borough, aimed at tackling London's poor air quality by encouraging riders to switch to less polluting models. (link to consultation embedded into photo).
Hackney Council	Twitter	09/03/2020	We're consulting on proposals to introduce motorcycle parking permits in the borough, aimed at tackling London's poor air quality by encouraging riders to switch to less polluting models.  Have your say online or come to a drop-in session: <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles">https://consultation.hackney.gov.uk/parking-services/motorcycles</a>
Hackney Council	Twitter	11/03/2020	We're consulting on proposals to introduce motorcycle parking permits, aimed at tackling London's poor air quality by encouraging riders to switch to less polluting models.  Have your say online or come to our drop-in today at 11am-3pm in Clifton Street: <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles">https://consultation.hackney.gov.uk/parking-services/motorcycles</a>
Hackney Council	Twitter	25/06/2020	Have your say on proposed changes to motorcycle parking in Hackney.  Join our online discussions in July and August or submit a question to be answered by Council officers.

			<p>Sign-up or have your say:  <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles-events/">https://consultation.hackney.gov.uk/parking-services/motorcycles-events/</a></p>
Hackney Council	Twitter	02/07/2020	<p>Have your say on proposed changes to motorcycle parking in Hackney.</p> <p>Join our online discussions in July and August or submit a question to be answered by Council officers.</p> <p>Sign-up or have your say:  <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles-events/">https://consultation.hackney.gov.uk/parking-services/motorcycles-events/</a></p>
Hackney Markets	Twitter	02/07/2020	<p>Have your say on proposed changes to motorcycle parking in Hackney. Join our online discussion on 9, 17 or 23 July or submit a question to be answered by Council officers Sign-up or have your say:  <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles-events/">https://consultation.hackney.gov.uk/parking-services/motorcycles-events/...</a></p>
Hackney Council	Twitter	04/07/2020	<p>Have your say on proposed changes to motorcycle parking in Hackney.</p> <p>Join our online discussions in July and August or submit a question to be answered by Council officers.</p> <p>Sign-up or have your say:  <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles-events/">https://consultation.hackney.gov.uk/parking-services/motorcycles-events/</a></p>

Hackney Council	Twitter	07/07/2020	<p>Have your say on proposed changes to motorcycle parking in Hackney.</p> <p>Join our online discussions in July and August or submit a question to be answered by Council officers.</p> <p>Sign-up or have your say: <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles-events/">https://consultation.hackney.gov.uk/parking-services/motorcycles-events/</a></p>
Hackney Council	Twitter	15/07/2020	<p>Have your say on proposed changes to motorcycle parking in Hackney.</p> <p>Join our online discussions in July and August or submit a question to be answered by Council officers.</p>
Hackney Council	Twitter	23/07/2020	<p>Have your say on proposed changes to motorcycle parking in Hackney Join our online discussion this evening or submit a question to be answered by Council officers Sign-up or have your say: <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles-events/">https://consultation.hackney.gov.uk/parking-services/motorcycles-events/</a></p>
Hackney Council	Twitter	08/08/2020	<p>Have your say by Monday on proposals to introduce motorcycle parking permits in the borough, aimed at tackling London's poor air quality by encouraging riders to switch to less polluting models. <a href="https://consultation.hackney.gov.uk/parking-services/motorcycles/...">https://consultation.hackney.gov.uk/parking-services/motorcycles/...</a></p>

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

### **Email 1 sent**

From	Parking and Markets/Street Trading
To	email address
Subject	Have your say on changes to motorcycle parking in Hackney

Dear Sir/Madam,

As a permit holder, you may be interested to know that we are consulting on changes to motorcycle parking in Hackney.

The Council is committed to improving local air quality and reducing CO<sub>2</sub> emissions in the borough, we are therefore proposing to introduce parking permits for motorcycles. This is aimed at tackling air pollution from motorcycles by encouraging people to switch to less polluting models or more sustainable forms of transport. It will also bring all motorcycle parking charges in line with other vehicles, which have had emissions-based permits since 2015. We are also proposing the introduction of lockable stands in motorcycle bays to improve security for those that do choose to ride.

The proposals may have an impact on you if you own both a motorcycle and a vehicle.

If you are a resident:

- You will need a permit to park a motorcycle in Hackney.
- You will be entitled to one permit per person – this limit applies to both vehicles and motorcycles.

If you are an estate resident:

- You will need a permit to park a motorcycle on your estate.
- You will be entitled to one permit per household – this limit applies to both vehicles and motorcycles.

If you are a business:

- You will need a business permit to park your work motorcycle(s) in Hackney.
- You will be allowed to have up to five permits per premise – this limit applies to both vehicles and motorcycles.
- Each business permit can have up to three vehicles assigned to it, but only one vehicle can use the permit at any time.

If you are a Blue Badge holder:

- You will need to apply for a companion badge, to allow you to park for free within your home parking zone.

Our records show that you are a parking permit holder and we are keen to hear your views on these proposals. Have your say by completing the consultation questionnaire online at <https://consultation.hackney.gov.uk/parking-services/motorcycles> before Monday 18 May 2020.

Yours sincerely

Kevin Keady

Head of Service

Parking and Markets/Street Trading

## **Email 2 sent**

From	Parking and Markets/Street Trading
To	email address
Subject	Have your say on changes to motorcycle parking in Hackney

Dear Sir/Madam,

As a permit holder, you may be interested to know that we are consulting on changes to motorcycle parking in Hackney.

The Council is committed to improving local air quality and reducing CO<sub>2</sub> emissions in the borough, we are therefore proposing to introduce parking permits for motorcycles. This is aimed at tackling air pollution from motorcycles by encouraging people to switch to less polluting models or more sustainable forms of transport. It will also bring all motorcycle parking charges in line with other vehicles, which have had emissions-based permits since 2015. We are also proposing the introduction of lockable stands in motorcycle bays to improve security for those that do choose to ride.

The proposals may have an impact on you if you own both a motorcycle and a vehicle.

If you are a resident:

- You will need a permit to park a motorcycle in Hackney.
- You will be entitled to one permit per person – this limit applies to both vehicles and motorcycles.

If you are an estate resident:

- You will need a permit to park a motorcycle on your estate.
- You will be entitled to one permit per household – this limit applies to both vehicles and motorcycles.

If you are a business:

- You will need a business permit to park your work motorcycle(s) in Hackney.
- You will be allowed to have up to five permits per premise – this limit applies to both vehicles and motorcycles.
- Each business permit can have up to three vehicles assigned to it, but only one vehicle can use the permit at any time.

If you are a Blue Badge holder:

- You will need to apply for a companion badge, to allow you to park for free within your home parking zone.

Our records show that you are a parking permit holder and we are keen to hear your views on these proposals. The consultation was initially due to finish on Monday 18 May 2020. However, due to the coronavirus pandemic, the consultation has been extended for a further 12 weeks. This is to ensure that you have more time to give your feedback on the proposals. You may have your say by completing the consultation questionnaire online at <https://consultation.hackney.gov.uk/parking-services/motorcycles> before Monday 10 August 2020. If you have already responded to this consultation, you do not need to do so again.

As part of this consultation, we are hosting several public engagement events. These events will be hosted remotely during July and August and will be held online and via phone where you could discuss the proposals with Parking Policy officers. For more information and to register for our online engagement sessions, please visit <https://consultation.hackney.gov.uk/parking-services/motorcycles-events>

We look forward to hearing your views on changes to motorcycle parking in Hackney.

Yours sincerely

Kevin Keady

Head of Service

Parking and Markets/Street Trading

## Appendix IV - Communications materials

A3 Poster first run and JCDecaux - pre extension



# Have your say on changes to motorcycle parking in Hackney

We are proposing to introduce motorcycle parking permits in Hackney, aimed at tackling air pollution from motorcycles by encouraging people to switch to less polluting models. This will also bring motorcycle parking policies in line with cars, which have had emissions-based permits since 2015.

Have your say by **Monday 18 May 2020**.



Visit: [consultation.hackney.gov.uk/parking/motorcycles](https://consultation.hackney.gov.uk/parking/motorcycles)

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

Call : 020 8356 4008

have  say

 **Hackney**

# Have your say on changes to motorcycle parking in Hackney



Do you commute to work on a motorcycle or park one at home in Hackney?  
If yes, then we would like to hear your views on proposed changes to  
motorcycle parking.

As part of the Council's commitment to improving air quality in Hackney,  
we are proposing to introduce parking permits and visitor parking charging  
for motorcycles. We are also proposing to improve security by introducing  
lockable motorcycle bays.

Have your say from Monday 24 February until Monday 18 May 2020.



Visit: [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for motorcycles

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

Call : 020 8356 4008

Social media photo 1

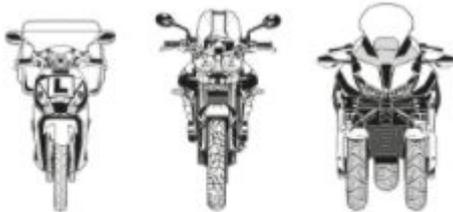
# Have your say on changes to motorcycle parking



 Hackney

Social media photo 2

# Have your say on changes to motorcycle parking



Online  
Q&A

 Hackney

A7 card (both sides)

**Have your say**  
on changes to motorcycle  
parking in Hackney  
by Monday 10 August:



Visit: [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for motorcycles  
Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call: 020 8356 4008

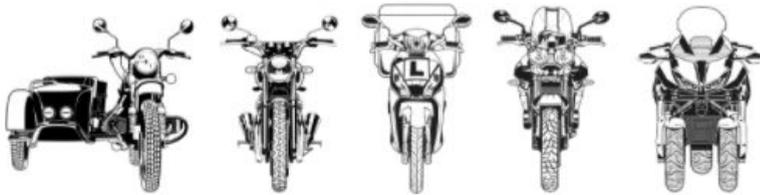
HDS12143



have  say

 Hackney

Newspaper adverts pre extension



## Have your say on changes to motorcycle parking in Hackney

We are proposing to introduce motorcycle parking permits in Hackney, aimed at tackling air pollution from motorcycles by encouraging people to switch to less polluting models. This will also bring motorcycle parking policies in line with cars, which have had emissions-based permits since 2015.

Have your say by **Monday 18 May 2020**.

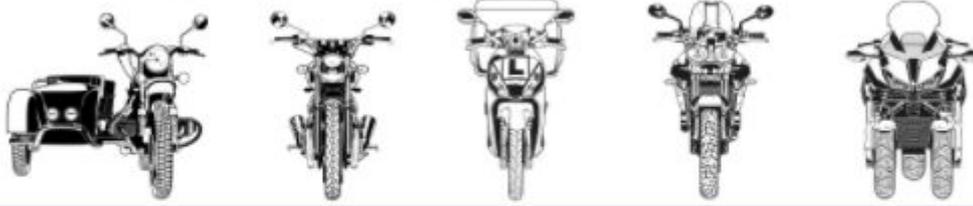


Visit: [consultation.hackney.gov.uk/parking/motorcycles](https://consultation.hackney.gov.uk/parking/motorcycles)  
Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call : 020 8356 4008

have  say

 Hackney

## Have your say on changes to motorcycle parking in Hackney



We are proposing to introduce motorcycle parking permits in Hackney, aimed at tackling air pollution from motorcycles by encouraging people to switch to less polluting models. This will also bring motorcycle parking policies in line with cars, which have had emissions-based permits since 2015. Have your say by Monday 18 May 2020.



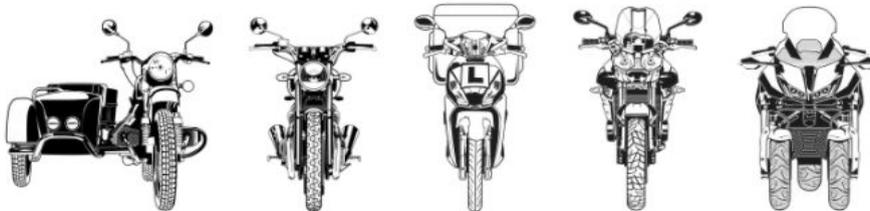
Visit: [consultation.hackney.gov.uk](https://consultation.hackney.gov.uk) and search for motorcycles  
Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)  
Call: 020 8356 4008

have  say 

Newspaper adverts post extension

## Have your say on changes to motorcycle parking in Hackney

Extended  
by 12 more  
weeks



Do you commute to work on a motorcycle or park one at home in Hackney? We'd like to hear your views on proposed changes to motorcycle parking.

As part of the Council's commitment to improving air quality in Hackney, we are proposing to introduce parking permits and visitor parking charging for motorcycles. We are also proposing to improve security by introducing lockable motorcycle bays.

Have your say by **Monday 10 August 2020**.



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Call: 020 8356 4008

have  say



# Have your say on changes to motorcycle parking in Hackney

Online  
Q&A



## Do you commute to work on a motorcycle or park one at home in Hackney?

We are proposing to introduce parking permits and visitor parking charging for motorcycles to encourage riders to switch to less polluting models. We are also proposing to improve security by introducing lockable motorcycle bays.

Have your say on the proposals and speak to Council staff at online engagement events in July and August.

For more information and to register for our online engagement sessions, please visit [consultation.hackney.gov.uk](http://consultation.hackney.gov.uk) and search for motorcycles or call **020 8356 4008** on the following dates and times to have your questions answered:

Call-in session 1: **Monday, 6 July 14:00-18:00**

Call-in session 2: **Wednesday, 22 July 16:00-20:00**

Visit: [consultation.hackney.gov.uk](http://consultation.hackney.gov.uk) and search for motorcycles  
Email: [parking.policy@hackney.gov.uk](mailto:parking.policy@hackney.gov.uk)

have  say

 Hackney

The end.