

# Britainthinks

— Insight & Strategy —

## Warwickshire County Council | Citizen Engagement on LTP4

---

Stage 2 report | July 2022

# Contents

---

1. Introduction
2. Overarching response
3. Response to updated papers and Freight paper
4. Response to Action Plan
5. Holding the Council accountable



# 1. Introduction

# Methodology

## Stage 1

Residents were introduced to the strategy papers and asked to provide their initial feedback via focus groups, digital learning platform and deliberative discussion session.

## Stage 2

### 1. Launch event and induction groups

#### 30-minute plenary launch event with all residents

- Updated residents on activity and explained how their previous feedback had been used.

3x 20-minute interviews with 'hard-to-reach' residents, who find it difficult to take part in research online or need accommodations to take part

### 2. Digital learning platform

#### 1-week digital learning platform involving all residents

- Shared updated strategy papers and new action plan with residents to gather their views

'Hard-to-reach' residents sent information packs reflecting content of the digital learning platform

# Key findings

---

**Residents support the updated papers, with the majority feeling they have improved.** Papers are rated better when positive impacts on residents' day-to-day lives are easy to identify, which leads to more excitement about their implementation (e.g. Active Travel).

**Changes have improved comprehension and helped clarify the benefits residents will feel when the LTP is implemented.** However, some concerns remain about the impact of the LTP on car drivers and how feasible some of the plans feel (e.g., public transport improvements, uptake of active travel).

**The look and feel of the core strategy design is well-liked, and residents want to see it carried across to the other strategy papers.** Diagrams, images and quotes are particularly supported, helping communicate complex ideas through simple, easily understood visuals.

**Much of the remaining scepticism and concerns can be addressed simply through clear signposting to policies in the different strategy papers and action plan** to highlight the integrated nature of the LTP and show evidence of the emerging plans.

**Residents find the action plan reassuring, adding weight to the vision for transport in Warwickshire shared across the strategy papers.** Residents are particularly keen to see planned improvements for their local area and for forms of transport they use/ want to use in future (e.g., specific roads, active travel infrastructure).

**To enable accountability, residents expect to see the Council publish plans, share timescales for improvements, and outline how the success of implementation will be measured.**

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a light-colored, long-sleeved shirt. The background is softly blurred, showing what appears to be a window with light coming through. A semi-transparent teal horizontal bar is overlaid across the middle of the image, containing the text '2. Overarching response' in white, sans-serif font.

## 2. Overarching response

# Residents feel the strategy papers have improved, and continue to express high levels of support

- They feel the vision presented to them in the strategy papers is ambitious and will have positive impacts on Warwickshire and their own lives if implemented.
  - This is both in terms of their own transport access, local environment, safety, and health.
- There continues to be some scepticism as to whether the plan will be effectively and equally implemented across the county over the next 5-10 years, with some concern North Warwickshire and rural areas will benefit less.
  - The action plan goes some way in overcoming these concerns but needs to be fully comprehensive in order to overcome residents' concerns that not all areas will benefit.
- Despite these concerns, residents do not want to see the ambition diluted. They support the overarching aims and want to be kept updated on actions, even when there are delays.

*“Our county is famous for one England's greatest social observers and writers, and perhaps that too can be inspiration for this transport plan? How would they wish to be presented in a Shakespeare play of our time? Bold, bright, brilliant...or painted as no more than caricatures. I have belief that it would be the former.”*

## Residents support the papers, and hope that they will see the plans brought to life in the county

*“I think the Council has gone away and really thought about the feedback and priorities given by the focus group. The papers are all clear and readable to all.”*

*“I definitely support the ambition that Warwickshire Council has in this regard. I don't know if you are pioneers or whether other local authorities are pushing ahead at the same pace. The real proof will be how this plan translates into tangible action and how that is communicated throughout society.”*

*“I feel that this plan has been well thought through and there has been a lot of consideration given to the general public, who will ultimately be the ones who benefit. Providing all promises are kept within this plan, then it will change lives for the better. I fully support the plan for the safety aspects especially.”*



# Papers perform best when they are seen to have tangible benefits for residents' and their families' day-to-day lives

Paper	Mean score (out of 5)
Active Travel	4.2
Freight	4
Core Strategy	3.9
Safer Travel (previously Road Safety)	3.8
Public Transport	3.6
Managing Space	3.2
Motor Vehicles	3.2

These papers have visions and policies that are easily applied by residents to their lives and local areas. As such, they express more excitement at the prospect of the implementation of the Council's vision, resulting in a higher score.

The visions of these papers are supported, but residents express more neutrality about their implementation. Benefits help the county (e.g., cleaner air, better transport options), but feel less direct to their own day-to-day lives.

# 3. Response to updated papers and Freight paper



A woman wearing a black cycling jersey, black leggings, white socks, and a black helmet is riding a road bike on a paved path through a wooded area. She is looking back over her shoulder. The path is surrounded by bare trees and bushes, suggesting a late autumn or winter setting. The text "Core Strategy" is overlaid in the center of the image.

# Core Strategy

# There is still strong support for the strategy, particularly the centrality of environmental protection and improved wellbeing

Key take-outs from updated paper

## Overall views

- ✓ The strategy highlights how the different strategy papers interlink and compliment each other, providing a coherent overview of the Council’s vision for transport. This is particularly felt to have improved in the new version.
- ✓ It recognises the complexity of the issues at hand and acknowledges the importance of delivering on improvements for the strategy to be a success (e.g., the delivery of good public transport).
- ✓ Complex information is presented in plain English and is easy to understand.
- ✓ The Council’s priorities are felt to be clear, with an obvious rationale behind them (e.g., the importance of active travel and public transport).
- ✓ The new version incorporates residents’ feedback.
- ✓ References to timelines and the action plan make the strategy feel more concrete and likely to be implemented.

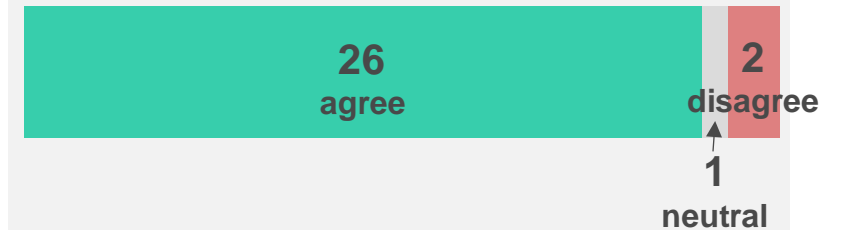
Overall score

3.9 out of 5



23/29 say the strategy has improved  
6/29 say it stayed the same

Are the Council’s aims clear from the strategy paper?



*“[What stands out is] The way the different strands of the strategy have been intertwined. In the original paper they did not appear sympathetic toward one another and seemed to be pulling in different directions, it is definitely better now!”*

# Residents can identify tangible positive impacts they would see in their daily life if the core strategy were implemented

## Impact of paper

- ✓ It will enable residents to make travel choices that are healthier, greener and cheaper in the long term, thus improving their quality of life.
- ✓ The strategy will improve residents' health and protect the local environment by reducing pollution through the reduction of private cars.
- ✓ It will boost the economies of towns by making them more attractive to both residents and visitors due to traffic reduction and the ability to access them through active travel and public transport provision.
- ✓ Use of electric cars will increase, again reducing emissions in Warwickshire to improve the environment.
- ✓ The strategy will put Warwickshire on the map and lead to surrounding counties improving their own transport systems.
- ✓ Roads will be safer to travel on.
- ✓ Communities will be better connected, with the option to travel between them in a range of safe ways.

*"I would like to think that Warwickshire would be cleaner, safer, greener and prosper via improved travel links. If we can be a trailblazer with this paper, how exciting would that be!"*

*"I have an image of a quieter Warwickshire with people out and about publicly in different guises, happily using their bikes, scooters, electric vehicles, nice buses and trains, able to get to their health appointments or work/training as well as socialise"*

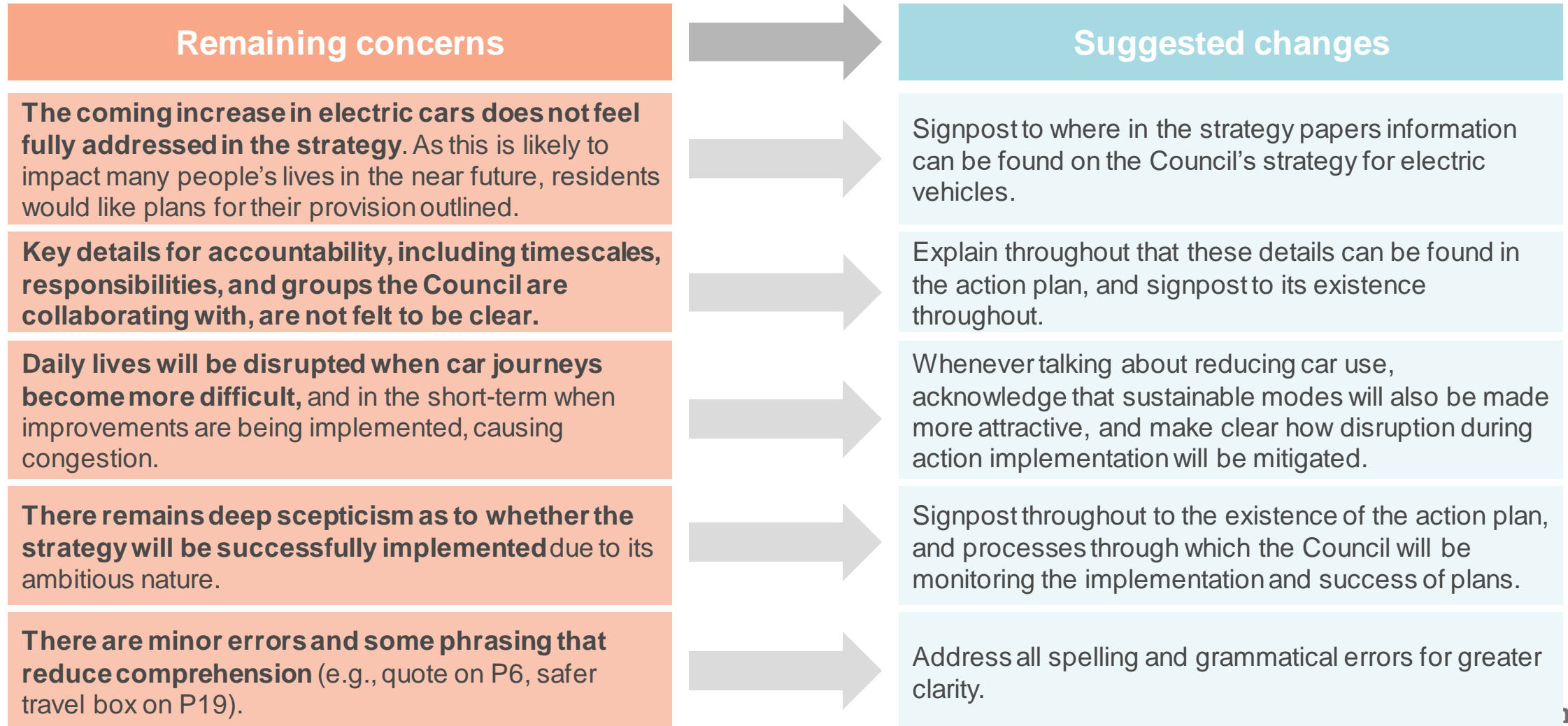
*"I think this plan will have a very positive impact on the county and surrounding areas, the economy will be boosted by a more pleasant and accessible place overall."*

*"This will make Warwickshire an even better place to live and travel around in. We will have a system that works and saves people time and money. This will improve people's wellbeing."*

*"I think that the plan will lead to a less congested Warwickshire, and a Warwickshire in which public transport starts to be used more widely. I feel that this would be a good change, as it will help in the fight against climate change."*

# Signpost to the different strategy papers and action plan to allay scepticism and concerns about missing content

Further improvements needed

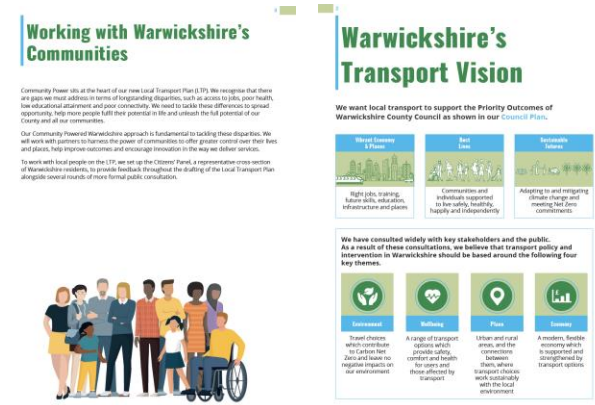


# The designed-up core strategy is overall felt to be visually appealing and clearer to read than the previous version

Positives on look and feel

- ✓ The images, diagrams, colours, quotes, spacing, and use of headings break up the text and make the document very easy to navigate.
- ✓ The colour scheme is praised as ‘bold’ and ‘bright’ but without being ‘garish’, which was a criticism some had levelled at the previous PPT version. Some residents call out the blue and green on the title page as being particularly visually pleasing.
- ✓ The use of images, diagrams and graphs are help bring the content of the plan to life and demonstrate the key themes in the text.

Many comment that they would like the design of the core strategy to be carried across to the other strategy papers, to help with comprehension.

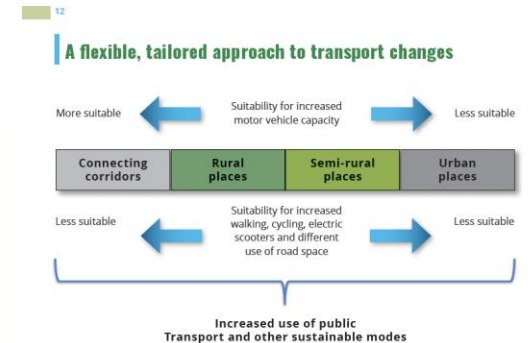
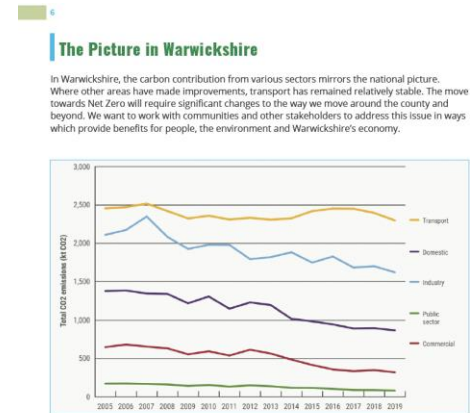


*“A key positive, for myself, is the clear way in which the paper is set out. I think that it has a simple layout, is clear and uses spacing well and a good colour scheme, so that it is not just a block of text. In addition, the use of images breaks the pages which allows for an easier flow.”*

*“These ‘sub strategy’ papers would benefit from being in a similar visual style to the core strategy paper. I think that would make the position, plan, how to implement and timescales much more easily digestible.”*

# Some tweaks could be made to improve the clarity and comprehension of the graphs and diagrams

- A few comment that there are too many graphs in quick succession and it may help to spread these out and / or only pull out key stats.
- Several other minor graph tweaks are suggested by residents to improve clarity:
  - Ensure the order of the legend matches the order lines appear (from top to bottom) in the chart (e.g., on pages 6 and 8).
  - Ensure colours on graphs are distinct from each other.
- The diagram on page 12 also causes confusion for a handful of residents, who did not understand what it was trying to convey.
  - Walking, cycling, etc is described as 'less suitable' in urban areas. This is assumed to be a typo and should change to 'more suitable'.
  - Ensure language is concise.
  - Use colour and icons to visually communicate key information (e.g., the more/less suitable arrows).



*“There is an over reliance on graphs. Convert them to hard numbers that have more impact on affecting change.”*

*“The diagram has 'less suitable' at both ends of the line. Active travel should be more suitable in urban settings.”*



A low-angle, close-up shot of a person's legs and feet while running. The person is wearing light blue leggings with a colorful floral pattern in shades of pink, orange, and purple. They are also wearing white athletic sneakers with black soles. The background is a blurred outdoor setting with trees and a paved path, suggesting a park or a scenic route. The overall tone is bright and active.

# Active Travel

# The overall aim of the paper is still strongly supported, and it is felt to be clearly explained

Key take-outs from updated paper

## Overall views

- ✓ The premise of the paper is well-supported, and residents feel the policies could have significant positive impacts on their health and wellbeing if implemented successfully.
- ✓ The aims of the paper feel clear, and the plans well-explained.
- ✓ For some, extra detail about additional active travel infrastructure would increase credibility.
- ✓ No one flags concerns specific concerns about those with restricted mobility, such as disabled people, being forgotten in the plans.

*“I think that this is well set out, and a good explanation of the things they intend to implement and how they intend to monitor them. Making that shift over from using cars to walking, cycling etc. is so exciting and I really hope it works.”*

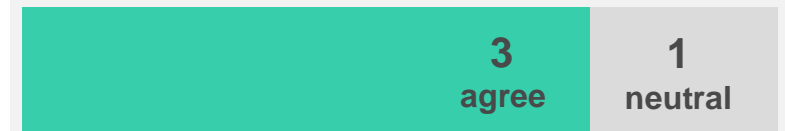
**Overall score**

**4.2**  
out of 5



**4/4 say the strategy has improved**

**Are the Council’s aims clear from the strategy paper?**



# The potential impact of the plans feels exciting to residents, who anticipate benefits to their health and wellbeing

## Impact of paper

- Overall, if the plan is implemented successfully, residents feel it will lead to a better quality of life for Warwickshire's residents.
- With an increase in active travel, residents expect positive impacts on their own and others' health and wellbeing.
- Some also expect positive impacts on air quality and the environment, due to a decrease in pollution from motor vehicles.
- With improvements to infrastructure, they also anticipate improvements in safety, especially for children and older people.
- Some feel this would also help them save money by reducing fuel bills.

*"This is a wonderful plan and the way forward for the new generation – a better standard of life."*

*"I am a daily walker that suffers from asthma brought on by traffic fumes, so if these are reduced my health will improve and I will be less restricted as to where I can walk without being suffocated!"*

*"With the cost of petrol and diesel going up, I think this will be a cost-saving exercise for me. This will also be a change of life for myself to actually be more healthy. I do cycle and encourage my daughter to cycle too. After reading the plan I believe it will encourage other people to do this and feel safe."*

# The paper needs to reassure residents that infrastructure will be high quality, well funded and accessible

Further improvements needed

## Remaining concerns

Some are **concerned that the standard of current walking and cycling infrastructure is poor**. To reassure them on the impact of the plans, they **seek confirmation that new, high-standard active travel infrastructure will be put in place**, as opposed to simply creating new signposted routes on existing infrastructure.

**Concerns about the impact of the plans on those with additional mobility needs**, such as disabled people, have not been entirely allayed in the updated paper.

**Little detail on funding undermines the credibility of the plans**, especially as some consider active travel to currently be underfunded.

## Suggested changes

Indicate clearly if new active travel infrastructure will be built and give details about the standards these routes will adhere to. Alternatively, signpost to where this information will be available.

Acknowledge that people with restricted mobility will likely have different needs, and include information on how they will be supported if possible.

Include extra details and reassurance about funding, or signpost where this information will be available.



**Slower travel**

# Residents still strongly support the aims of the revised paper, especially the focus on collaboration with other organisations

Key take-outs from updated paper

## Overall views

- ✓ The aim and proposed methods are well supported.
- ✓ The plans are communicated clearly and in detail, and are easily understood by residents
- ✓ Residents particularly welcome the focus on collaboration between WCC and other organisations.
- ✓ However, the paper would benefit from clarification about what initiatives are new and how the plans would be resourced.

*“I am not sure what is new, or just a continuation of business as usual activity, is it the formation of the WRSP? I think this could be made clearer - the the document is not just detailing what happens now. What happened before and what lessons have been learned?”*

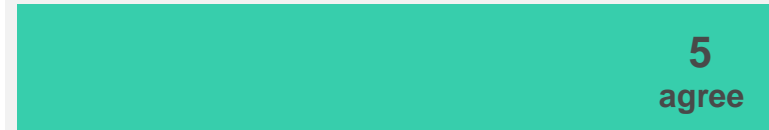
**Overall score**

**3.8**  
out of 5



**2/5 say the strategy has improved**  
3/5 say it stayed the same

**Are the Council's aims clear from the strategy paper?**



# Residents are confident that successfully implementing the plans would increase safety when travelling

## Impact of paper

- ✓ If the plans go ahead, residents are confident that serious incidents will decrease.
- ✓ Residents would feel safer travelling themselves, and the plans would also 'put their minds at rest' about their children or families travelling in Warwickshire.
- ✓ Some say this would encourage them to use public transport.
- ✓ Successful implementation would restore some residents' faith in WCC, and make them feel proud of their local area.

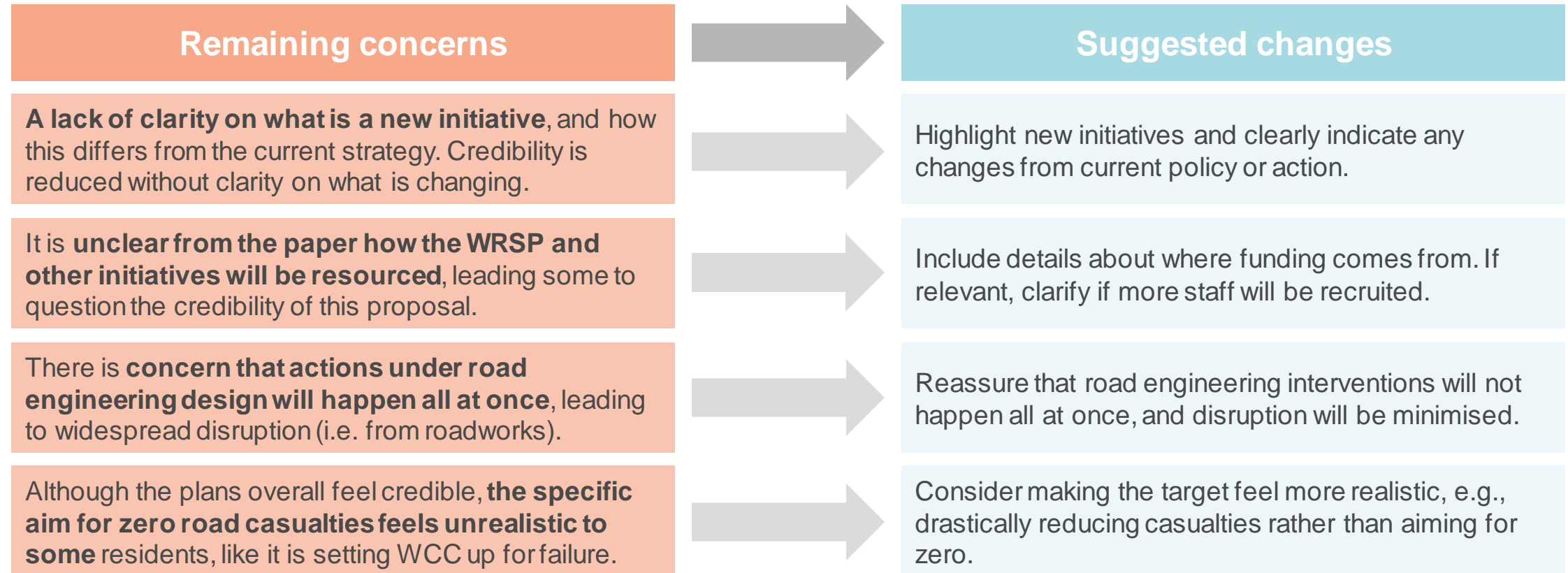
*“Hopefully it will improve on previous success and make Warwickshire an even safer place to be. I would be proud to live in an area that had gone beyond the norm when reducing accidents and death.”*

*“This will ultimately put my mind at rest for my children’s safety in the future. I will feel safer and so will my family.”*

*“I think it will assure people that public transport is not so much of a pain and is the better choice. Less cars on the road is definitely a good thing and it will restore faith in our Council.”*

# Highlight how initiatives will be funded and implemented and how plans differ from previous strategy

Further improvements needed





The image shows the interior of a public transport vehicle, likely a bus or tram. The seats are a vibrant purple color, and the vertical poles are a bright red. The background is blurred, showing other passengers and the interior structure of the vehicle. A semi-transparent white box is overlaid in the center, containing the text "Public Transport" in a bold, dark font.

# Public Transport

# Residents feel the new paper has improved, but there's still a bit more to do to boost credibility of the plans

Key take-outs from updated paper

## Overall views

- ✓ Residents feel their feedback has been implemented and their priorities reflected in the plans.
- ✓ They see a clear commitment by the Council to make travel by public transport easier.
- ✓ Outlining funding and monitoring processes goes some way to reassure residents that private companies will be held accountable.
- Despite this, there remains scepticism as to how successful the implementation of this strategy will be.

*"I know not all of this is set in stone but even to improve the existing services is just as reassuring."*

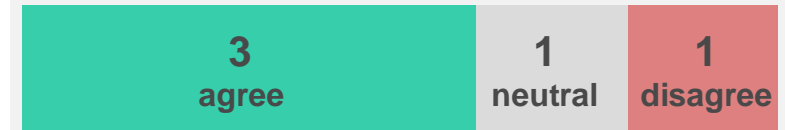
## Overall score

**3.6**  
out of 5



**3/5 say the strategy has improved**  
2/5 say it stayed the same

### Are the Council's aims clear from the strategy paper?



*The 1 disagree was based on the visual layout of the slides, rather than the content.*

# The plans feel like they will improve the environment and residents' wellbeing, though may leave rural areas behind

## Impact of paper

- If implemented, it will improve public transport services, making travel safer and accessible to more people (assuming it is kept affordable).
- It will reduce residents' reliance on private vehicles, reducing congestion and emissions to improve the environment.
- It will attract visitors to Warwickshire, who contribute to the local economy.
- However, some feel those living in urban areas will benefit more from this increased connectivity by public transport compared to rural areas, which will be left behind.

*"It could be a refreshing change for communities to utilise public transport which meets their needs."*

*"Tourists visiting to Warwickshire more and using the great connection links we have to offer."*

*"Time will tell if rural communities become an inclusive part of the plan but historically they are the 2st to feel cuts in budgets which result in a reduction in provision."*

# Residents continue to be sceptical about how improvements will be monitored and distributed fairly across the county

Further improvements needed

## Remaining concerns

**Continued scepticism for some on funding and monitoring processes.** Generic statements on this do not completely overcome sentiment that private companies will be held accountable effectively.

**Certain areas in the county will be overlooked,** particularly rural communities and those in north Warwickshire.

**Public transport use will not increase as ticket costs** will mean private vehicles remain the more attractive option.

## Suggested changes

State how the Council will be held accountable for monitoring processes, and signpost to further information on the Council's expectations and measures when working with third parties.

Explicitly outline an approach for rural areas, and signpost to the action plan to evidence public transport improvements across the county.

If possible, provide reassurances that tickets will be affordable for residents.



# Managing Space

# The new paper is easier to understand, and feels clear on the Council's intentions, but concerns over feasibility remain

Key take-outs from updated paper

## Overall views

- ✓ Content is easier to understand, concise, and feels more relatable to residents' lives.
- ✓ It gives residents confidence that the Council are looking to make the transport system both fit for purpose and sustainable.
- ✓ It makes the most out of Warwickshire's existing transport system to provide value for money.

*"I think it's more concise and less corporate. The first paper was boring and I felt no connection to it, I couldn't align it with any personal impact. This felt a bit more relatable."*

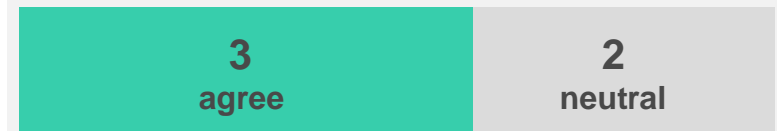
## Overall score

**3.2\***  
out of 5



**3/5 say the strategy has improved**  
2/5 say it stayed the same

**Are the Council's aims clear from the strategy paper?**



\*neutrality towards this paper appears to be driven by a lack of perceived tangible benefits to their day-to-day lives and travel routes when compared to the other strategy papers.

# Residents expect the strategy will make the local area more attractive and easier to access if successfully implemented

## Impact of paper

- It will improve public space in towns, making it more appealing to visitors.
- Rural areas will have better travel options.
- Strategy will reduce pollution and traffic, therefore improving the environment and people's health.
- It will influence developers and construction in the years to come, but little is likely to be seen in the short-term.

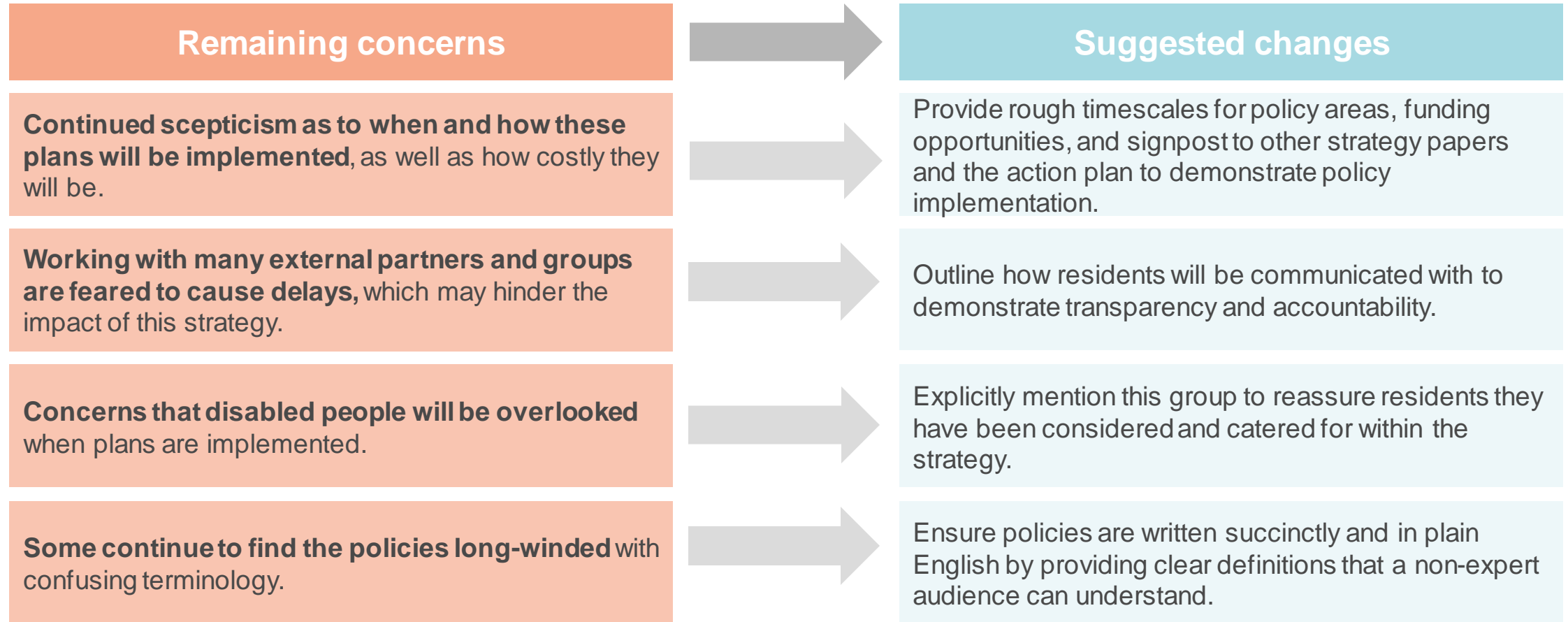
*"I feel like the biggest impact may be slightly invisible and come without huge amounts of fanfare."*

*"If done properly it should hopefully make our town Centre's nicer places to be and our rural areas easy to access."*

*"It should have an impact but perhaps in 10 years, not 5. These are big changes and working with external partners always leads to delays. It would be great to commit to a timeliness that is measured and share with the wider community to celebrate success or advise of delays."*

# However, they remain sceptical about its implementation, particularly due to the need to work with external partners

Further improvements needed





A rear view of a classic blue Mini Cooper parked on a city street. The car has a yellow license plate with the text 'W659 UEN'. The background shows a row of multi-story buildings with windows. A semi-transparent white box is overlaid on the image, containing the text 'Motor Vehicles'.

# Motor Vehicles

W659 UEN

COOPER

# Residents understand the paper and like commitments to environmentally friendly travel options

Key take-outs from updated paper

## Overall views

- ✓ There is a more neutral response, though nothing stands out as missing or concerning for the majority of residents.
- ✓ Residents feel the strategy is easy to understand.
- ✓ It evidences the reasons behind the need to reduce car use, which resonates with residents.
- ✓ Residents like commitments to more environmentally friendly travel options.

*“It really stands out to me how much the use of cars has increased so quickly.”*

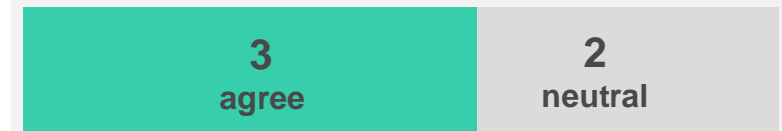
**Overall score**

**3.2\***  
out of 5



**3/5 say the strategy has improved**  
2/5 say it stayed the same

**Are the Council's aims clear from the strategy paper?**



\*neutrality towards this paper appears to be driven by a lack of perceived tangible benefits to their day-to-day lives and travel routes when compared to the other strategy papers.

# The Motor Vehicle strategy is felt to improve the environment, but few residents identify positive impacts on their own lives

## Impact of paper

- It will improve air quality, the environment and people's health through an increase in ZEV use and an overall decrease in private vehicles to reduce traffic and pollution.
- It will make Warwickshire attractive to visitors by improving transport links within and across the county.
- However, those who do not drive struggle to identify how their own lives would be impacted.

*“Warwickshire will be a county that other places will aspire to be like. Clean, popular, and with good transport links and environmentally friendly travel options.”*

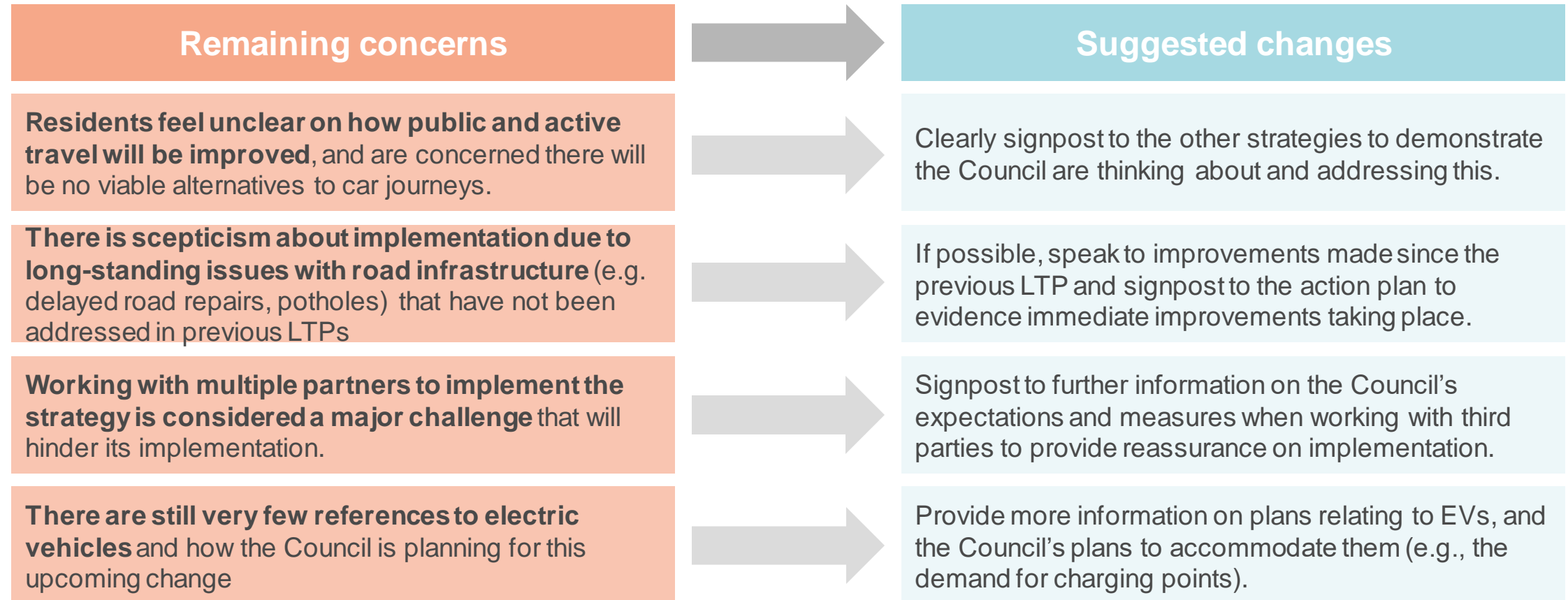
*“I think it will improve the relationship with other areas.”*

*“Cleaner air and environment and less traffic will make places more pleasant for me to be with my grandson.”*

*“I think it'd encourage less motor vehicles. I don't drive so won't affect me.”*

# Car reliance in Warwickshire remains a barrier to residents believing the goals of this strategy could be achieved

Further improvements needed



A photograph of a freight yard at sunset. In the foreground, a red forklift is positioned next to a yellow semi-trailer. In the background, a white truck is parked. To the right, there is a large stack of colorful shipping containers in shades of yellow, red, and blue. The sky is filled with soft, colorful clouds in shades of orange, pink, and blue.

# Freight

# Residents support the creation of a separate freight strategy, which broadly feels clear, impactful, and credible



## Reassurance on impact

Clear upfront information makes it easy to understand the importance of a freight plan, especially for reducing congestion. However, residents are still seeking some extra detail on the policies to reassure them that these are evidence-based and have been thought through.



## Clarity

The paper broadly feels clear. Where questions remain, residents are generally seeking extra detail rather than questioning the clarity of the current text. The maps are clear and support comprehension well, though residents would like care to be taken that they are accessible to all.

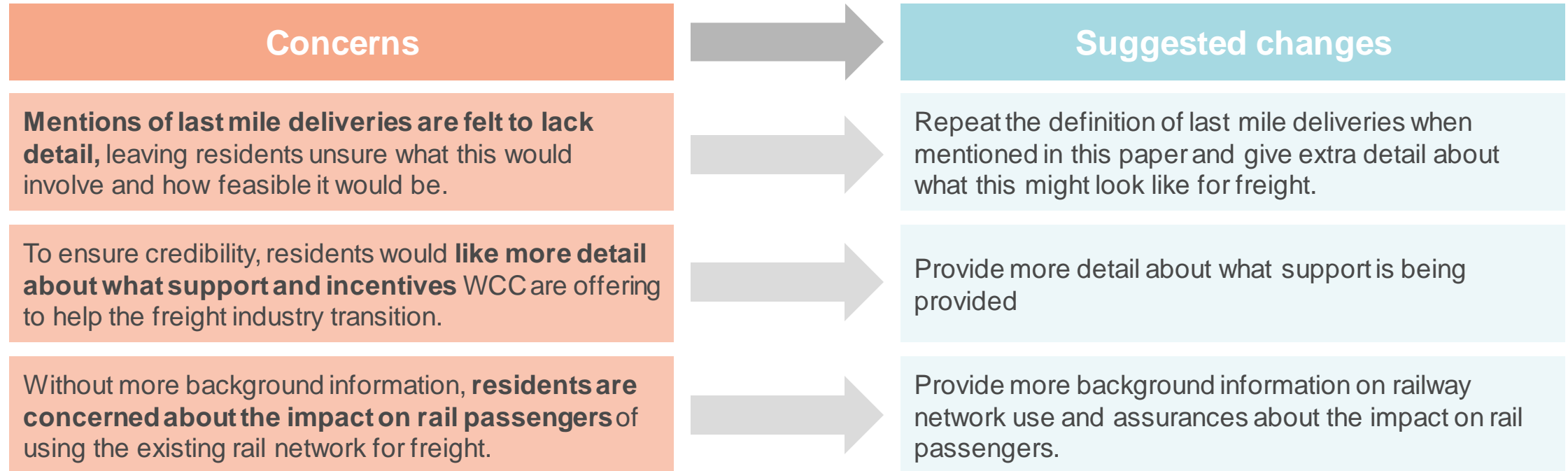


## Credibility

Multiple references to co-operating with other local and national organisations, such as the Department for Transport, show a proactive approach that residents feel is important for success. However, a minority are sceptical that plans will go ahead, as they feel little has changed in the past.

# Residents are seeking more detail on new modes for transporting freight, to give reassurance

Further improvements needed





# 4. Response to Action Plan



# Residents respond positively to the action plan overall, and would use it to search for improvements in their local area

- Residents feel the strategies are brought to life through the action plan, which shares improvements that will tangibly achieve the Council's vision for transport, and, in some cases, have a direct impact on their own lives.
- Residents are most interested in using the action plan to look for:



## Improvements in their local area

Such as searching for villages/towns and regions within the county.



## Improvements to key transport links they currently or want to use

Such as searching for 'cycle path', 'bus improvements', or specific roads they often use.



## How actions that correspond to Key Themes

Such as searching for 'Environment' or 'Wellbeing' to see how the Council plans to achieve this (e.g., 'Wellbeing' could include education around road safety).



## Dates for when plans will be achieved

In order to see when they can expect improvements to start being implemented and completed.

# Residents feel the action plan is clear and are excited by the actions outlined

- ✓ Residents are excited by several specific actions in the action plan (e.g., cycle paths, road safety and education) which align with commitments they read in the strategy papers.
- ✓ A range of plans happening across the county.
- ✓ Actions that are already being (or soon to be) implemented.
- ✓ Signposts to how the actions relate to the key themes to evidence how the Council are working towards these.
- ✓ It's felt to enable citizens to hold the Council accountable for the delivery of these plans, particularly with the inclusion of timescales.
- ✓ Funding is acknowledged, which:
  - Highlights the variety of opportunities the Council can draw on.
  - Explains why action timescales may vary due to the need to secure funding from different pots.
  - Makes implementation of actions feel more concrete.

*“It makes the strategy become real and visible on the ground. It helps to see and understand what the strategy is proposing.”*

*“Having it there makes it easy to see progress (or lack of) next steps etc.”*

*“I think the amount of actions that are already live is very encouraging, and good to see that some of them are happening imminently is also great to see.”*

# However, they felt the action plan was currently distinct from the strategy papers

- The action plan feels very separate to the strategy papers. Without a clear connection to the relevant strategy, residents feel existing plans have been shoehorned to fit the LTP, rather than the LTP informing new, more ambitious, plans.
- Citizens read the strategy papers from a highly localised lens, so become more sceptical of the Council's commitments if they do not see improvements in their local area outlined in the action plan, and are concerned they have been overlooked.
- Areas they deem particularly important are limited in the current action plan (e.g. walking routes, cycling routes).
- A small minority feel the plans are too basic, and need more detail on:
  - Who the Council will collaborate with
  - When this aims to be achieved
  - How success will be measured
- Acronyms and some terms are not understood (e.g., Capital Casualty Reduction, Capital Investment Fund)

*“The 2 documents seem somewhat separate at present - almost as though someone has tried to link existing planned actions to the new strategy by trying to fit them under the strategy headings.”*

*“[It needs] more detailed plans as to when projects are to start and time scale as to when they are to be finished, and are there to be any penalties if they are not met.”*

# The action plan needs to be comprehensive, navigable, well signposted and detailed to fulfil residents' expectations



## Comprehensive

The final version will need to cover all current planned action to evidence that the Council are acting according to the commitments made in the strategy papers, and applying this vision across the entire county. Some want the action plan regularly updated with status updates.

*“I would like to see an action plan for all towns in the county on the back of the strategy with rural areas being connected.”*



## Navigable

A public-facing action plan needs to be accessible and easily understood. Residents suggest adding filters by strategy paper, key theme or location, or overlaying actions onto a colour-coded map to show where and what actions are planned.

*“Maybe in places using words or diagrams to make it more understandable.”*



## Clear signposting

Both the strategy papers and the action plan need to clearly and consistently reference each other to demonstrate how actions have been informed by the updated LTP.

*“I would filter under the strategy that was important to me and then search under it to find the action points and progress.”*



## Detailed

Any columns with missing information need to be completed before the action plan is published, and acronyms spelled out in full. Links to additional information (e.g., consultations, funding streams) should also be made available.

*“Possible a little more information on some as they just say things like ‘roundabout’.”*

# 5. Holding the Council accountable



# Residents would like the plans to be monitored, though feel the best measure of success is seeing change for themselves

*Communications from WCC could help to draw attention to progress and successes along the way:*

## Measuring success

**Personally seeing positive changes in their local environment is residents' key measure of success.**

- This could include seeing better or more affordable public transport services, or new infrastructure built in their area.
- Other more specific targets could be measured, such as the percentage of objectives or plans completed, or an increased share of journeys made by public transport.

*“Seeing some visible achievements in their overall goal– if there is a detailed plan of their proposals, you should be able to see it happening.”*

## Monitoring success

**It is important to residents that an independent body monitors success to ensure the Council follows through with their actions.** However, this does not necessarily need to be done by residents themselves. Suggestions for this included:

- Consider a governing body to oversee the plans.
- Independent monitors, to hold the Council to account.
- Additional public consultations if plans change.

*“The same type of consultation process could be used in monitoring the plan as it is enacted, with a random choice of residents.”*

# In order to meaningfully monitor success, residents expect clear targets and simple updates against these

<p><b>Target-oriented</b></p>	<p>Objectives should be set. These should be:</p> <ul style="list-style-type: none"> <li>• Unambiguous.</li> <li>• Measurable.</li> <li>• Realistic.</li> </ul>
<p><b>Time-sensitive</b></p>	<p>Timescales should be provided alongside the plans, which should be:</p> <ul style="list-style-type: none"> <li>• Realistic.</li> <li>• Not too far ahead in the future.</li> <li>• Updated honestly if delays or problems occur.</li> </ul>
<p><b>Accessible to the public</b></p>	<ul style="list-style-type: none"> <li>• Plans should be clearly publicised, and be available in a variety of digital, paper-based, and in-person formats.</li> <li>• Publish planned actions in an upfront and timely manner, and regularly update them.</li> <li>• Share successes regularly to evidence the Council’s commitment to implementation.</li> </ul>

*“The citizens of Warwickshire will need to be kept informed of changes or delays, and have the option to express opinions if things are not going as planned.”*

*“I’d like to see some accountability. There should be a detailed timescale on when they plan to do it, to make them accountable rather than seeing nothing happen in 5 or 6 years time.”*

# Residents say they have enjoyed the consultation process, feeling that they have been listened to and their views valued

*“I have really enjoyed being involved, I feel all residents have had chance to have their say and be listened to and there was a great mix of people and areas.”*

*“I think the process of involving citizens was a success, it felt great to be involved and the process was well planned. We felt listened to and the process was not dumbed down. Doing it via Zoom is fantastic as means it isn't an overly time consuming process.”*

*“I think it has been fantastic to be involved. The process has been really well thought out and I feel we have been listened to.”*





**For more information:**

Lucy Bush | [lbush@britainthinks.com](mailto:lbush@britainthinks.com)

Katharine Allen | [kallen@britainthinks.com](mailto:kallen@britainthinks.com)

Tori Foreman | [vforeman@britainthinks.com](mailto:vforeman@britainthinks.com)

Katie Phillips | [kphillips@britainthinks.com](mailto:kphillips@britainthinks.com)

West Wing  
Somerset House  
London  
WC2R 1LA  
United Kingdom

**Thank you**

---