

Camden Council – Citizen’s Panel on Climate – March 2022 Meeting

Location:

Council Chambers, 1st Floor. Crowndale Centre. 218 Eversholt Street, London NW1 1BD.

The Camden Climate Citizen Panel met in-person on the 23rd of March 2022 at 18.00-21.00 to discuss two topics, as previously identified by the panel, Climate Communications and Safe & Healthy Streets.

This document captures the Citizen Panel feedback.

Climate Communications

1 – How much climate comms information have you seen?	2 – Where do you think you are most likely to see this type of information in the public realm/space?
<ul style="list-style-type: none"> • Noticed skips & planting • Noticed the growing areas • Noticed T&D Café etc. • Very little • I haven't noticed any! • Too little, not enough both online and offline • Have never heard of Camden Climate Investment • Have seen Climate Ambassadors for Streets • Seen a focus on Twitter, but where else could it be? • Some Instagram posts 	<ul style="list-style-type: none"> • Buses/tube trains & Train stations • Bus stops, billboards in public spaces, e.g., supermarkets • Social media • CNJ (e.g., covid page) • Cultural venues (e.g., The Roundhouse) • Posters in the public realm • Community buildings (TRA, Schools, Dr's etc.) • Council correspondence • Council vehicles • Council website • Local newspapers
3 – What do you think are the best routes & ways to receive climate comms information?	4 – Is there any climate comms from Camden you would like to see more of & why?
<ul style="list-style-type: none"> • Proactive – leaflets, public ads etc. • Billboards (e.g., led by donkeys) • Greenwashing: Implying individuals can make a significant difference & positivity over truth • Camden vehicles • Social media • Posters on public transport, public buildings & religious places • Escalators at tube stations • Notice boards in community spaces; Dr's, libraries, community centres, hospitals etc. • Mutual aid groups & hyperlocal organisations 	<ul style="list-style-type: none"> • Mostly seen on social media • More comms on Camden's goals; comms, impact & benefits so far • How is Camden helping us take action? • Facts over hyperbole • Less on individual change, more on structural • Unifying graphics • Clear big 'umbrella' messages • More urgency • Council leaseholder's letters • Tenant's newsletters • Stories of meaningful action, including why & how, more exciting

<ul style="list-style-type: none"> • Climate ambassadors on each street 	<ul style="list-style-type: none"> • Learn lessons from what has happened during COVID pandemic & lessons learned here • Eat less meat – part of bigger family of comms
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Safe & Healthy Streets

<p>1 – What words, phrases &/or images stood out for you & why?</p> <ul style="list-style-type: none"> • Safe & healthy streets is a great rebrand of LTNs! • -19% cars & +26% cycles • Segregate bike lanes = great • 15-minute neighbourhoods • Locations where the safe & healthy streets exist are great • Consultation • Planters • Empty streets • Safe & healthy! 	<p>2 – What clarification questions do you have?</p> <ul style="list-style-type: none"> • Hackney – leading light, what was the driver? • Is there any evidence that LTNs lead to decreased, rather than just redirected traffic? • Are you measuring all roads, traffic pushed onto other roads? • How does it link to adjacent councils? • What is the end goal? • Through traffic & location in competition with other boroughs • Council email/newsletter, news about the borough – opportunities, campaigns, local stories & impacts
<p>3 – In respect of LTN's (but also more widely) how can we work better in our approach to engagement, consultation & involving communities?</p> <ul style="list-style-type: none"> • Get kids to take to the streets, playing, chalking & scootering etc. • School consultations have been great • Work with activists & students • Vouchers (or snacks)! • Consultation is pretty good • Show what a healthy street looks like = short & long term, commission stories with diverse residents 	<p>4 – How can we increase participation & consult with groups that are often under-represented? E.g., non-car owners, disabled people, black & minority groups & young people?</p> <ul style="list-style-type: none"> • QR codes – buses for non-car users • Bus – concentration of these marginalised groups use buses? • Ask people on the street to answer a survey then & there • Could you make it a requirement that consultations have to be representative of car users/non-car users etc., i.e., a quota for responses • Local business consultation, cascades down to employees • Street party as consultation • Creation of persona with minority groups • Engage with community organisations • All school children contribute to consultation through the curriculum

	<ul style="list-style-type: none"> • How to tell stories? • Events at school gates (under 40's under-represented) • Story telling video(s) – get KB & SM to share with the panel
<p>5 – What might these suggestions mean for residents of Camden, what impact would/could they have?</p>	<p>6 – What could the council do to sweeten the pill of traffic restrictions, what ‘carrot’ could best off-set the LTN stick?</p>
<ul style="list-style-type: none"> • Greater/fairer representation • Ownership, involvement & empowered • Involved & interested in the council strategy • Part of the community 	<ul style="list-style-type: none"> • Insurance discount for ‘good’ car use i.e., using telematics • Communicate the school children support – through posters, leaflets etc., also stop using LTN altogether & use safe & healthy streets on every consultation • Get school children to write thank you cards to car drivers and what it means • Better bike parking • More visible information about the air quality improvement • Help promote car share schemes as a money saver • Massively upscale planters – everyone wants growing space • Reduce parking permit costs <ul style="list-style-type: none"> ◦ Should we be prioritising cars here? • Child play areas instead of planters? • Seating, vegetable growing or compost instead of planters • Free membership – car sharing • Cheaper parking, cheaper transport, car share vouchers?

Further Thinking, Ideas & Questions

- It was a meeting of two parts
- LTN session effective as we felt we made an impact
- Expected independent facilitator would address overly prescriptive agenda
- Is our feedback actually used for anything or is it a box ticking exercise (sorry that's pessimistic)?