

**Leeds Safer Roads  
Vision Zero 2040  
Consultation Plan**

# Contents

- 1. Introduction ..... 1**
- 1.1 Consultation aim..... 1
- 1.2 Consultation activities ..... 1
- 1.3 Timeline..... 2
- 2. Web/Commonplace/print content..... 3**

# 1. Introduction

The Leeds Safer Roads Partnership knows that achieving Vision Zero will be a challenge. We also know that success depends on support and action from many different quarters, including professionals, partners, politicians and the public. We need to earn that support by making sure that as many people as possible know about Vision Zero and feel confident that the actions we decide to take are the right ones.

## 1.1 Consultation aim

The purpose of the consultation and engagement activities is to:

- make sure as many residents, businesses and organisations in Leeds as possible know about Vision Zero and understand what it means for them;
- share our suggested actions;
- listen carefully to what you've got to say;
- consider your feedback.

In this way, we will ensure that we've got strong support from the people of Leeds to do what it takes to achieve Vision Zero.

## 1.2 Consultation activities

The planned consultation activities include:

- Leeds City Council website campaign page – see suggested content in section 2;
- Online survey Commonplace;
- Paper format survey form;
- Consultation drop-in event at Kirkgate Market;
- Webinar with Q&A;
- Community Committee sessions;
- Meeting with key stakeholders – campaign groups, forums and so on;
- Internal training / learning sessions for Highways & Transportation and other relevant internal teams.

All activities will be supported with communications including:

- press release promoting the launch of consultation;
- event marketing materials
- digital posters to be displayed at libraries and community hubs;
- organic social media (Connecting Leeds Twitter and Facebook);
- paid social media (Facebook ads);
- website campaign page;
- print newspaper ads.

### 1.3 Timeline

<b>Date</b>	<b>Activity</b>	<b>Venue</b>
Wednesday 9 February	Executive Board	-
Monday 28 February	Consultation launches	-
TBC	Drop-in session	Kirkgate Market
TBC	Webinar session	Online
TBC	Community Committees	Various
Monday 28 March	Consultation closes	-

## 2. Web/Commonplace/print content

### About this version of Leeds Safer Roads Vision Zero 2040

This version of the Leeds Safer Roads Vision Zero 2040 Strategy was approved for consultation at Council's Executive Board on 9 February 2022. We will collect public feedback from 28 February to 28 March 2022 and incorporate revisions into a final version to be published in summer 2022.

### Having your say on Leeds Safer Roads Vision Zero 2040

The Leeds Safer Roads Partnership knows that achieving Vision Zero will be a challenge. We also know that success depends on support and action from many different quarters, including professionals, partners, politicians and the public. We need to earn that support by making sure that as many people as possible know about Vision Zero and feel confident that the actions we decide to take are the right ones.

This draft document was developed in collaboration and sets out our initial proposals, based on our collective experience and understanding.

Now we want to know what you think.

We will open this draft of Vision Zero for consultation to residents, businesses and other organisations. The purpose of the consultation and engagement is to:

- make sure as many residents, businesses and organisations in Leeds as possible know about Vision Zero and understand what it means for them;
- share our suggested actions;
- listen carefully to what you've got to say;
- consider your feedback.

In this way, we will ensure we've got strong support from the people of Leeds to do what it takes to achieve Vision Zero.

### How to respond

There are a number of ways for you to take part in this consultation.

**Online** [leedstransport.commonplace.is](http://leedstransport.commonplace.is)

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**Email**  
Email your feedback form to: [visionzero@leeds.gov.uk](mailto:visionzero@leeds.gov.uk)

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**Post**  
Send your feedback form to:  
Influencing Travel Behaviour  
Highways and Transportation  
8th Floor East  
Merrion House  
Merrion Way  
Leeds  
LS2 8BB

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**Drop in session**

Talk to one of our project team

You may prefer to provide feedback in person. If so, please join our event [TBC]

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**Webinar**

Date to be confirmed

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**Other formats**

If you would like the feedback form or any of the consultation materials in a different format (e.g. large print, braille, audio or in another language), please contact us at [visionzero@leeds.gov.uk](mailto:visionzero@leeds.gov.uk) or by telephoning 0113 378 7306.

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## Closing date for submissions

The consultation will be published on [add reference date] and closes at midnight on [add reference date].

## Next steps

After the consultation has closed, we will analyse the responses and use your feedback to help develop the Leeds Safer Roads Vision Zero 2040 Strategy. Where permission has been given, we will make responses available to the public.