

# Crowd Wise: testing a new approach to participatory transport planning

Tom Cohen, Joanna Elvy and Perry Walker  
2<sup>nd</sup> September 2015



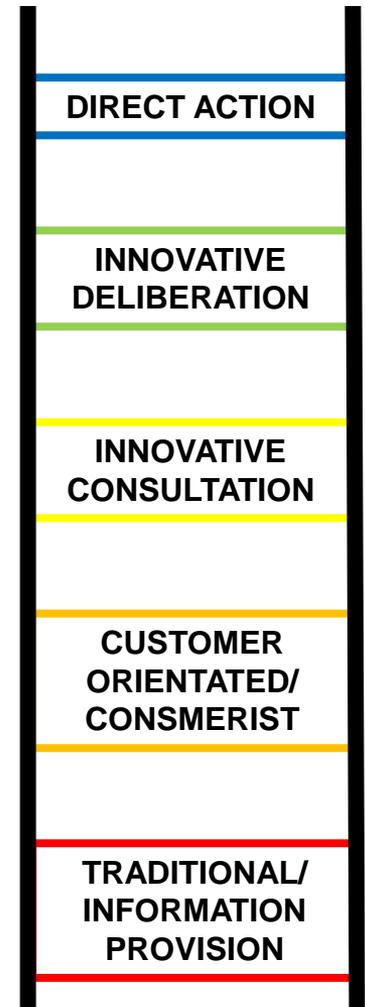
# Overview

- Context
- Crowd Wise
- Pilot Schemes
  - The Camden pilot
  - The Leeds pilot
- Challenges and conclusions



# Context

- Shift towards participatory democracy...
- Engaging with difficult decisions in era of austerity
- A worthwhile but ineffective exercise?
- Empowerment yes but also ‘social learning’
- How to make participatory practice more productive?



# Crowd Wise

## A SHARED OUTCOME

Initial options



Amended options after initial consultation plus position in second vote



Final outcome  
Merged 1st and 2nd choice



# Setting up the pilot scheme

- UCL Engagement Pathways grant (£2500) for 2 pilots (Camden and Leeds)
- Establishing networks between public, practitioners & academia (bridging social capital)
- How meaningful and/or stimulating would participants find it?
- Would local authority officers find it useful and would they use it again?
- What could participating academic researchers gain from taking part?

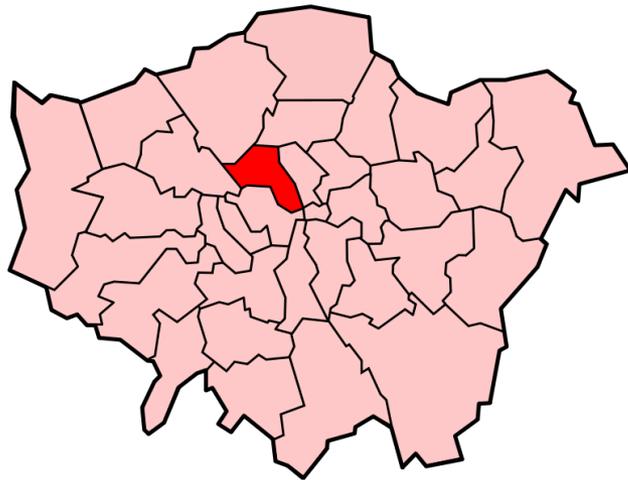


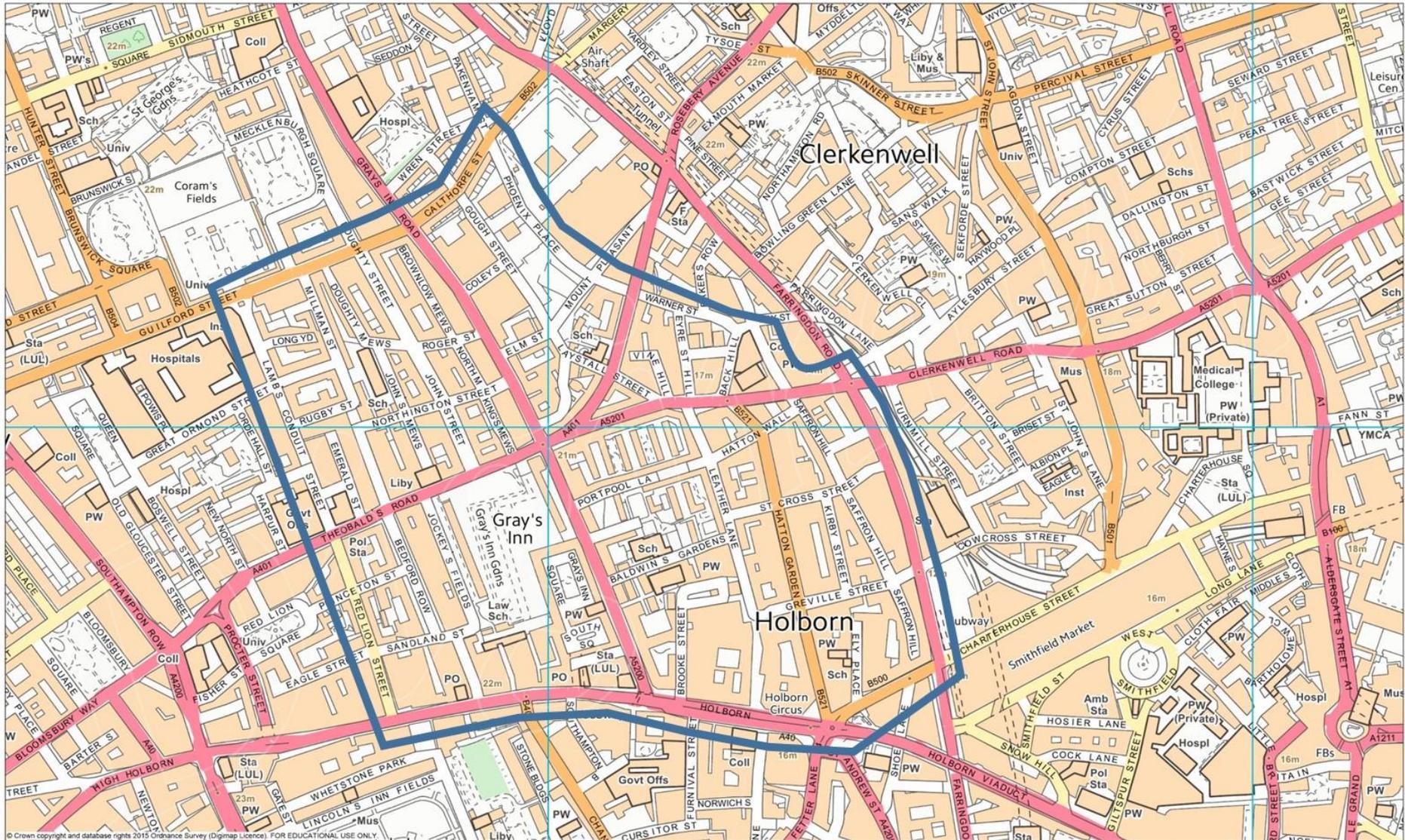
# Camden

(June 2015)



# London Borough of Camden



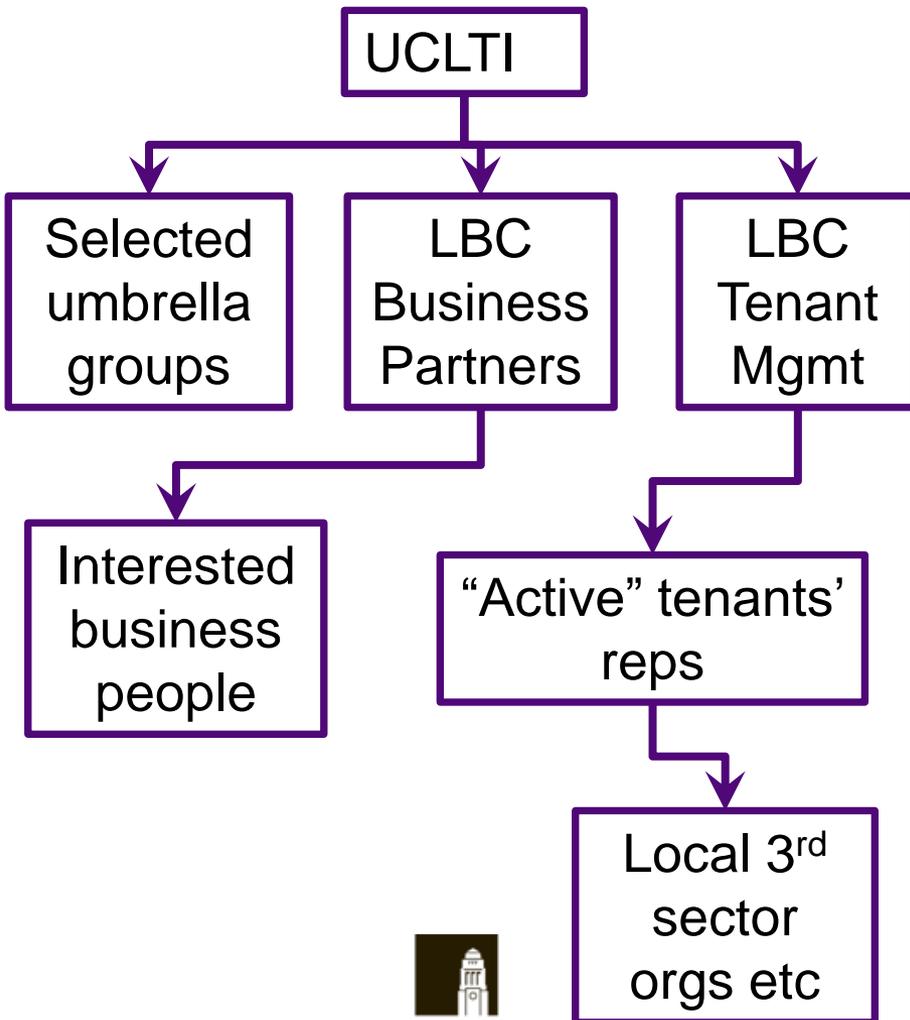


East Holborn & Farringdon

**Task: develop “visions”**  
- how people want the  
borough to look and feel  
in future



# Promotion



# What future do we want?

Join us for a session on the future of  
**East Holborn & Farringdon**

- What will homes look like?
- What jobs will there be?
- What will the streets look like?
- How will we travel?

**You tell us what you'd like.  
 Then we'll tell the council.**

**When:** Monday 15<sup>th</sup> June  
 5pm to 7.30pm

**Where:** Gamages Tenants Hall  
 12B Leather Lane  
 London EC1N 7SS

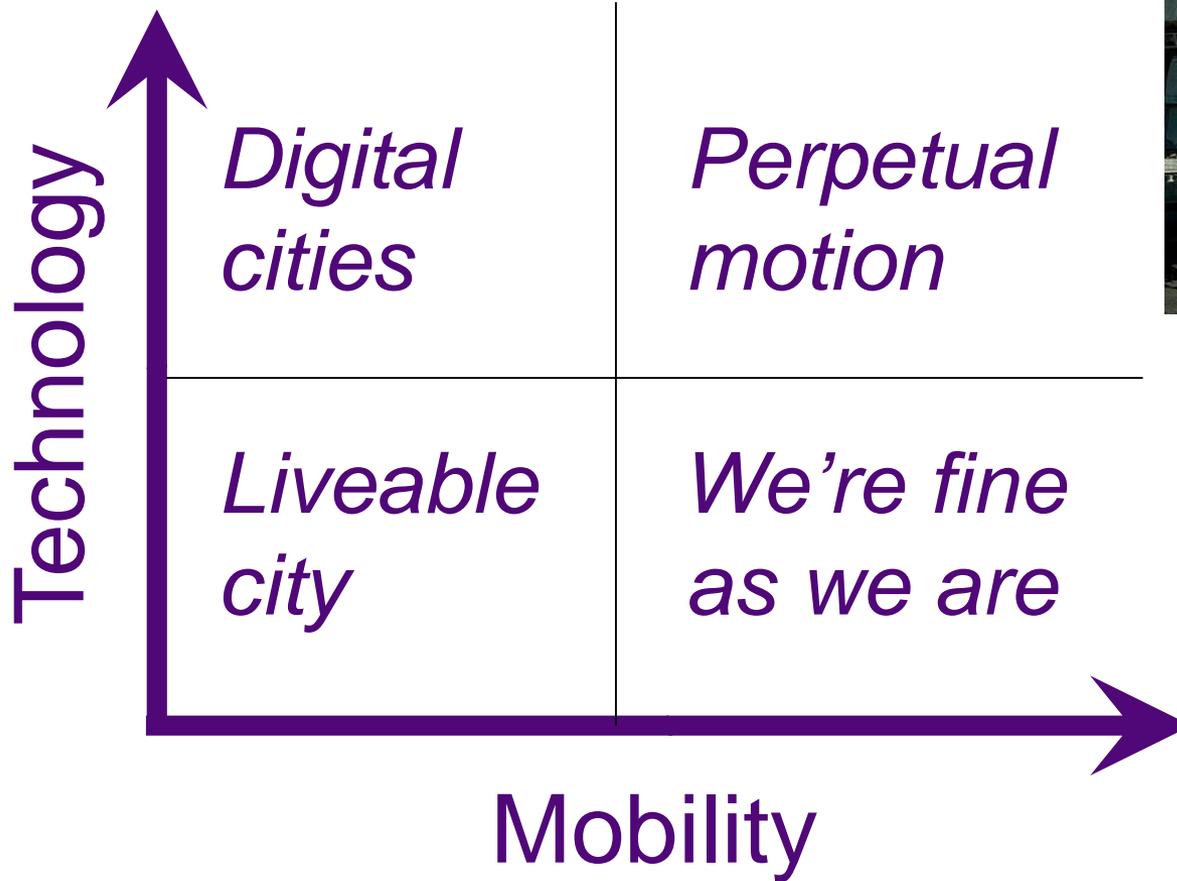
**Free refreshments!**

**Web:** <http://holborn.eventbrite.co.uk>

**Phone:** 07504 402113



# Starting scenarios

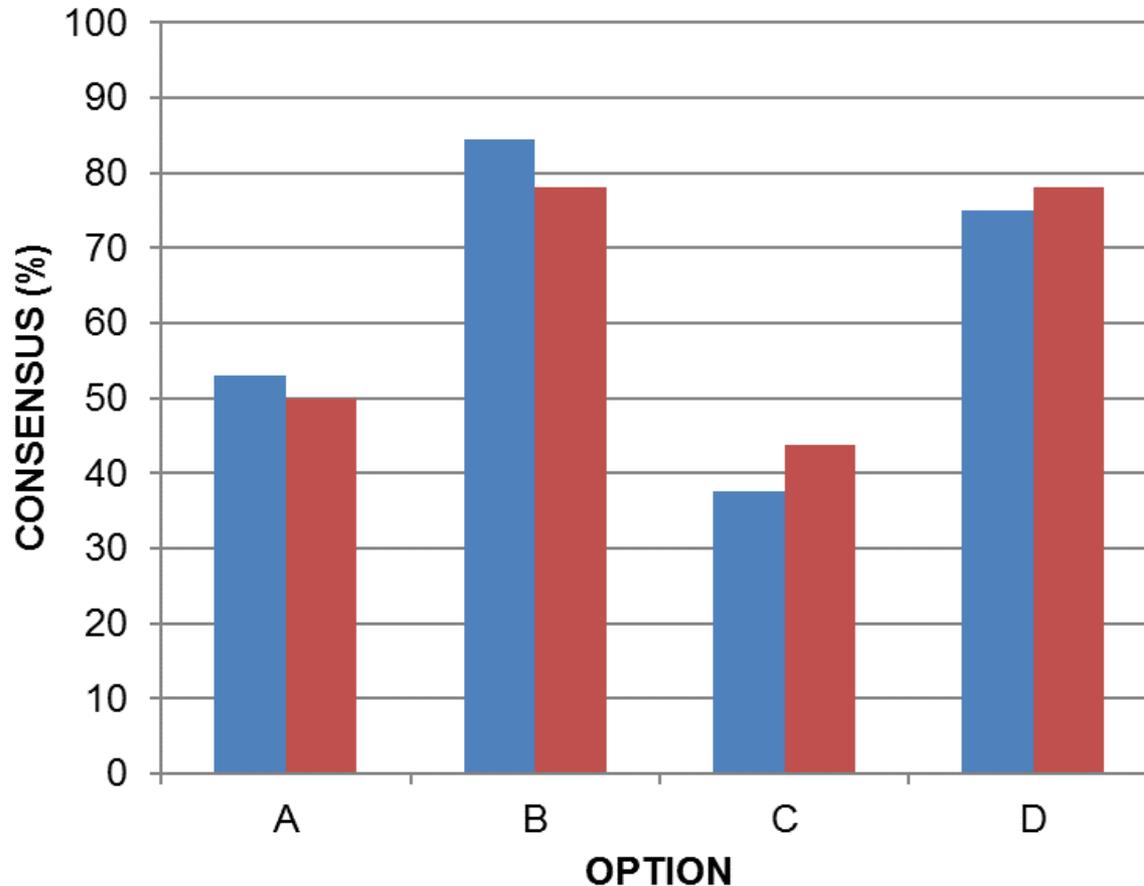


# (Abridged) process

- First consensus vote
- Brief discussion of scenarios in groups
- Plenary review of scenarios
- Second consensus vote
- Facilitated review of issues



# Results of voting



Preferred 'hybrid' option of 'digital cities' and 'liveable cities' emerged

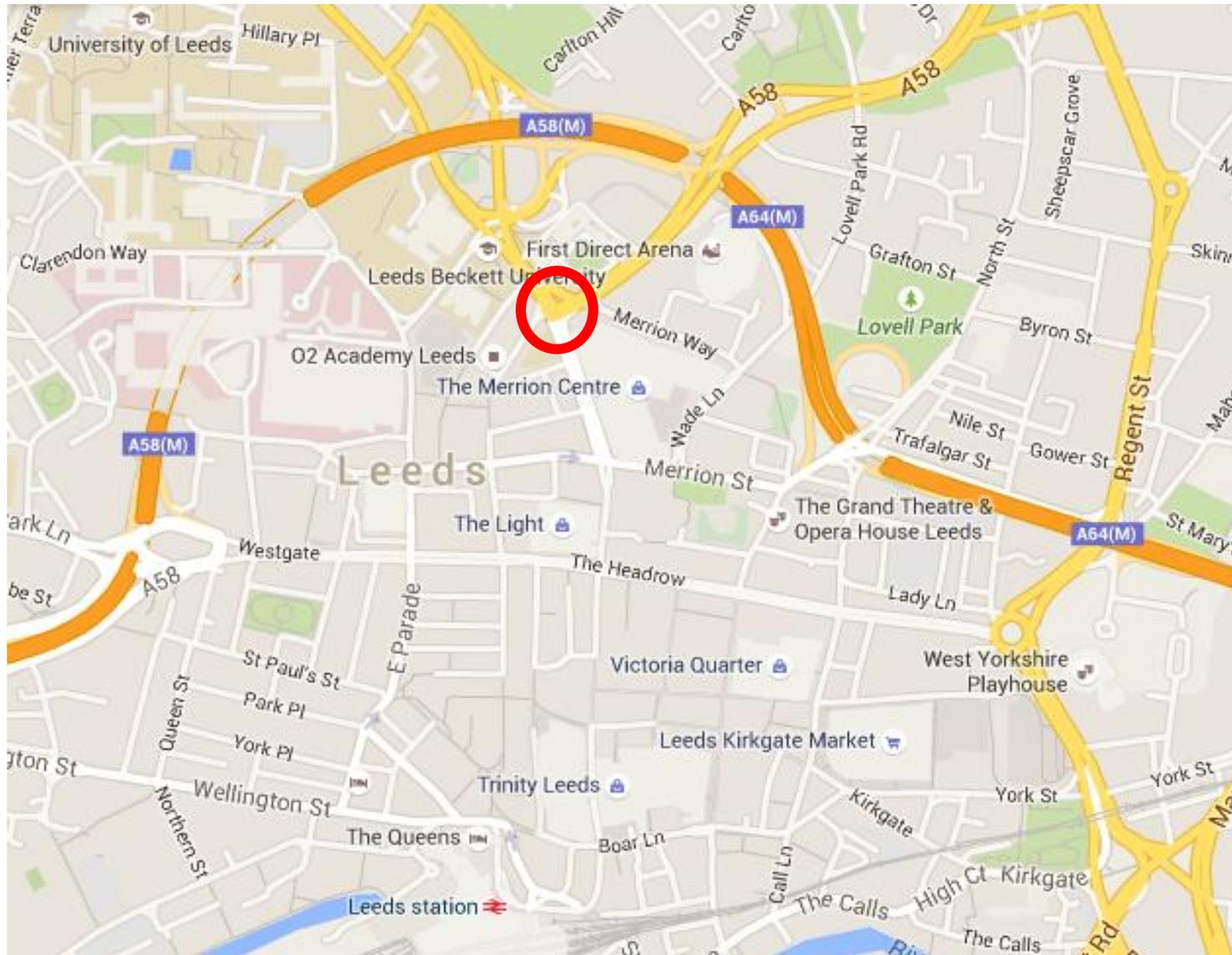
■ 1st Vote  
■ 2nd Vote



# Leeds

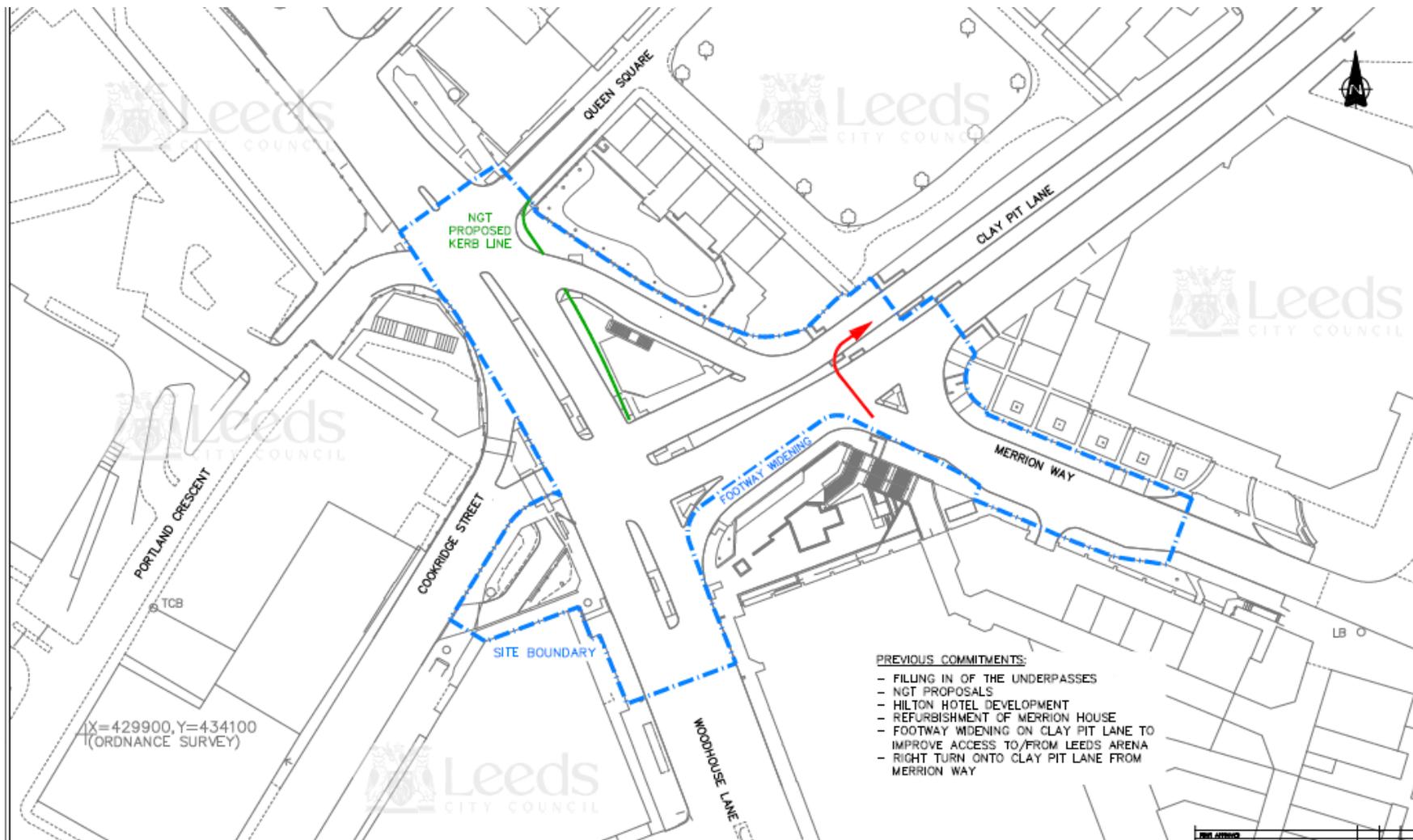
(July 2015)





# Task: develop options for a remodelled junction environment





**PREVIOUS COMMITMENTS:**

- FILLING IN OF THE UNDERPASSES
- NGT PROPOSALS
- HILTON HOTEL DEVELOPMENT
- REFURBISHMENT OF MERRION HOUSE
- FOOTWAY WIDENING ON CLAY PIT LANE TO IMPROVE ACCESS TO/FROM LEEDS ARENA
- RIGHT TURN ONTO CLAY PIT LANE FROM MERRION WAY

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**CLAYPIT LANE/WOODHOUSE LANE JUNCTION IMPROVEMENTS**  
**CROWDWISE CONSULTATION**

NO.	DATE	BY
101	01/10	...

NO.	DATE	BY
101	01/10	...

SCALE

NTS

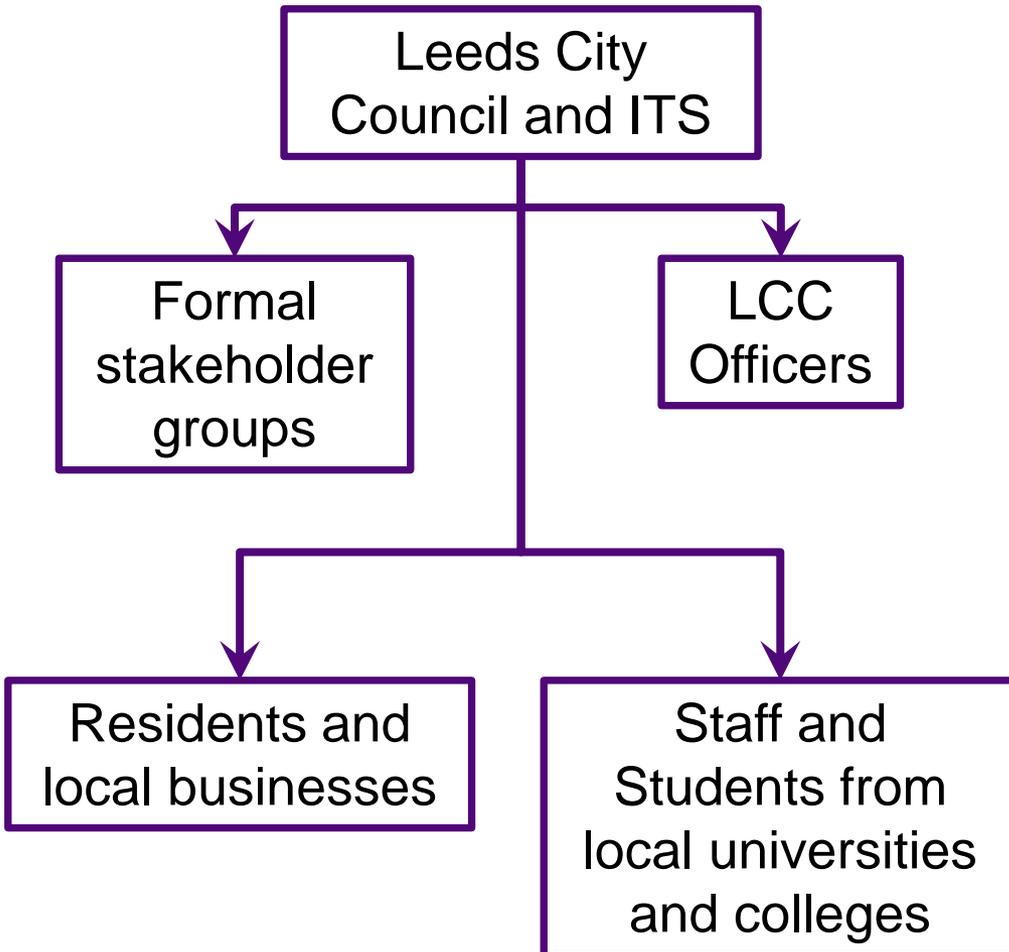
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**Leeds**  
 CITY COUNCIL  
 HIGHWAYS AND TRANSPORTATION

EP/299337/MISC/14a  
 DATE: June 2015

# Promotion



# What future do we want?

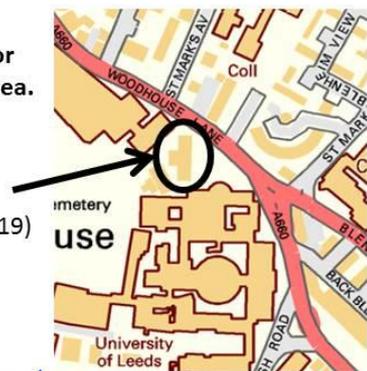


Join us for a session to discuss the future of the junction of **Clay Pit Lane and Woodhouse Lane** in Leeds

- What sort of place do we want it to be?
- How will we move around the area?
- What provision should be included for pedestrians and cyclists?
- What will the streets look like?

Work with us to develop options for the redevelopment of your local area.

**When:** Tuesday 21<sup>st</sup> July  
1pm to 4pm  
**Where:** University of Leeds (Old Mining Building, Room G.19)  
Woodhouse Lane  
Leeds, LS2 9JT



**Free refreshments!**  
<http://crowdwiseleeds.eventbrite.co.uk>

# Starting scenarios

Cafe Culture

<p><b>A</b> <b>Cafe Culture – a place to meet</b></p> <p>Any redevelopment should contain seating where people can relax and socialise. The area could become a civic focal point for this part of the city centre.</p> 	<p><b>C</b> <b>Better cycling provisions – a place to ride</b></p> <p>Any redevelopment should contain enhanced provisions for people to cycle through the area. This could include some segregated provisions.</p> 
<p><b>B</b> <b>Sensory/community green space – a place to enjoy</b></p> <p>Any redevelopment should contain high quality green spaces for people to enjoy. This could include some form of sensory or community garden.</p> 	<p><b>D</b> <b>Better pedestrian provisions – a place to walk</b></p> <p>Any redevelopment should contain enhanced provisions for people to walk through the area. This could include tactile paving and wider footways.</p> 

Sensory/  
Community  
Green Space

Better  
Cycling  
Provisions

Better  
Pedestrian  
Provisions





# Reflections



# Challenges and Conclusions

- Pilot events promoted co-production and respect
- Brought different stakeholders around a table
- Recruitment and scheduling issues
- Issues of representation and motivation
- The role of 'professionalised participants'
- Tentativeness of councils (a first step)
- Did starting scenarios (particularly in Leeds) lack mutual exclusivity or tension?



## Questions for the audience

- Thoughts on impact for future policy and practice?
- Recommendations on what direction to take this paper in?

## Questions for ourselves

- Where do we go from here?
- What did we learn from this?
- Were we effective in using ‘bridging capital’ to bring together new/different participants?



# Thank you

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