

Consultation and Engagement Plan

Name of engagement / consultation activity:	Local Transport Plan Vision and Objectives – Public Consultation
Senior Responsible Officer (SRO):	Richard Hibbert
Project Manager (PM) (if part of a project):	Jenny Marston
Other Project Team members and roles (if part of a project):	Laura Prendeville
Service / team:	Strategic Transport

The outcome of this Consultation and Engagement will report to:	
Name	Role
Jenny Marston	Transport Policy and Strategy Manager

Version control:			
Version	Author	Date	Description
v1	Laura Prendeville	13/08/2024	Consultation, Engagement and Communications Plan for the Local Transport Plan.
v2	Laura Prendeville	24/12/2024	Updates to the Consultation and Engagement Plan for the Local Transport Plan.

Consultation and Engagement purpose and background: An explanation of the issues and the purpose of the project, key information to set the scene.

As the statutory Local Transport Authority, the Council is required to maintain an up-to-date Local Transport Plan (LTP) that provides a strategic framework for planning and delivery of improvements in local transport provision. The previous LTP was adopted in 2019 for the period of 2019-2024.

The existing LTP 2019-2024 for Cheshire East was prepared pre-covid, and prior to many recent changes in transport policy including, but not limited to: Gear Change (2020), The Transport Decarbonisation Plan (2021), Electric Vehicle Infrastructure Strategy (2022) and Bus Back Better (2021).

Numerous non-transport policies have also come forward which impact transport including the Levelling Up White Paper (2022) and Clear Air Strategy (2019) for example. As a result, the current LTP is no longer fit-for-purpose as a framework for local transport within Cheshire East. Therefore, the time is right for a new LTP document to ensure that the Council maintains a document that is robust and relevant to both national, regional and local priorities.

As the first step of producing a new LTP, an evidence base has been drafted. A data gathering exercise has been undertaken to establish a list of data and evidence available that can be analysed. We are looking to strengthen this with additional data (household survey and mobile phone data) over the upcoming months.

Additionally, a vision and objectives document has also been developed which will also be consulted on. There will be numerous stages of work going forward and the scope for future consultations as well.

It is expected that the primary purpose of the consultation is to seek the views of stakeholders and residents on the transport challenges and opportunities facing Cheshire East, the extent to which the public agree with the draft vision, aims, objectives and the role transport will play in achieving these, and the extent to which there is agreement with our transport priorities.

Strategic Objectives: What the key strategic objectives of the project are, and how these relates to the corporate plan.

The objectives of the LTP consultation are to:

- Understand whether the public and stakeholders agree with the challenges and opportunities set out within the evidence base that transport needs to address
- Understand the extent to which the public and stakeholders agree with the vision and objectives
- Understand the extent to which the public and stakeholders agree with the role transport will play in achieving our vision and objectives
- Understand the extent to which the public and stakeholders agree with our transport priorities

It is acknowledged that the Local Transport Plan will need to align with current corporate priorities, and align with other transport strategy e.g. EV strategy, BSIP, and the needs of local communities.

The desired outcomes of the consultation are to inform the public and stakeholders of the plans for an updated LTP and to obtain a representative picture of local views on the vision and objectives and challenges and opportunities of the next LTP.

Stakeholders and methods: A summary of the people and groups you want to engage / consult with from your stakeholder analysis including impacted groups from your equality impact assessment. The methods you will use to gather information, based on the best ways to target your key audiences, or impacted groups.

Stakeholder	Method	What stage
Head of Highways Head of Strategic Transport & Parking	Briefings/meetings	Pre-Consultation Stage
LTP Steering Group (and reporting up to various boards as appropriate)	Meeting	Pre-Consultation Stage Post-Consultation
Chair of H&T Committee Vice Chair of H&T Committee	Briefing	Pre-Consultation Stage
Various transport champions e.g. walking and cycling champion, public transport champion	Email/briefing	Pre-Consultation Stage Consultation Stage Post-Consultation
All CEC Members	Members Briefing	Pre-Consultation Stage Consultation Stage Post-Consultation
MPs	Email	Consultation Stage
Neighbouring local authorities & Enterprise Cheshire and Warrington	Meetings/email	Pre-Consultation Stage Consultation Stage
Town & Parish Councils	Email	Consultation Stage

Stakeholder	Method	What stage
CE residents / Users of the various modes of travel in Cheshire East (bus services, flexible transport, rail, active travel, vehicle driver, freight etc.)	Online survey and paper copies at Libraries, Customer Contact Centres and potentially Leisure Centres	Consultation stage
Statutory transport bodies (Active Travel England, Highways England, Network Rail)	Email	Consultation Stage
Specialists e.g. Confederation of Passenger Transport UK (CPT), Sustrans, Canal and River Trust, Rail Users Association	Email	Consultation Stage
Bus Operators	Email	Consultation Stage
Bus User Groups	Email / targeted engagement (e.g. focus groups)	Consultation Stage
Train operating companies	Email	Consultation Stage
Manchester Airport Group	Email	Consultation Stage
Community and volunteer groups e.g. cycling groups	Email / targeted engagement (e.g. focus groups)	Consultation Stage
Schools and educational establishments, young people	Email / targeted engagement (e.g. focus groups)	Consultation Stage
Healthcare	Email	Consultation Stage
Businesses and chamber of commerce	Email / targeted engagement (e.g. focus groups)	Consultation Stage
Environmental groups e.g. Natural England	Email	Consultation Stage
Equality Groups / vulnerable groups – e.g. older people, those with a disability, deprived areas, younger people as identified in the EqIA	Email / targeted engagement (e.g. focus groups)	Consultation Stage
Partner organisations including Cheshire Police and emergency services	Email	Consultation Stage
Media	Email	Consultation Stage

A full stakeholder mapping exercise will be conducted ahead of consultation to identify the stakeholders to engage and appropriate communication methods. This will be done through engaging a range of relevant Council service teams within the Council to collate best practice and details of known stakeholders.

Activity plan: The time to take for each stage including preparation, live engagement / consultation, analysis phase and feedback phase.

Activity	Who / team responsible	Estimated date / timescales
Commission work to progress materials for consultation	Strategic Transport	November 2024
Progress work to progress consultation <ul style="list-style-type: none"> • Liaise with comms to promote consultation • Full stakeholder list and contact details • Prepare consultation plan • Draft and finalise consultation materials <ul style="list-style-type: none"> ○ Marketing video ○ Questionnaire ○ Brochure ○ Banner(s) ○ Web page text ○ Email/letters ○ Leaflet ○ Poster ○ Press release ○ Talking newspaper • Organise paper copies to print / distribute if requested. • Prepare for and undertake relevant briefings and pre-consultation engagement • Organise focus groups / targeted engagement events at local market halls in Crewe and Macclesfield 	Strategic Transport	December 2024 – February 2025
Conduct Public Consultation (8 weeks)	Strategic Transport	Mid-February – Mid-April 2025
Analysis and Feedback	Consultation Team	April - May 2025

The engagement activities that will take place in the Pre-Consultation Stage and the Consultation Stage:

- Press releases prior to and during public consultation
- Social media posts to encourage participation in the public consultation
- Promotional animated video to share on social media channels and CEC webpage

- Questionnaire
- Webpage information and link to an online questionnaire
- Pull up banners, leaflets, poster and a brochure, all linking via QR code and short URL to webpage and questionnaire.
- Information points at indoor market halls e.g. Crewe and Macclesfield
- College engagement exercises
- Conduct Community Partnerships/Groups engagement
- Conduct engagement with umbrella organisations for people with specialist transport needs.
- Conduct engagement with transport interest groups (such as Crewe & District Bus Users Group, Transition Wilmslow, Active Travel Congleton, Travel Cheshire, Mid Cheshire Rail Users Association, Mid Cheshire Community Rail Partnership) – to be conducted by specialist transport officers at Cheshire East
- Conduct Local Enterprise Partnership, Chamber of Commerce and large business/major employer engagement (in combination with CEC’s Business Growth and Investment Team) Briefings with other key stakeholders enabling them through various different channels such as newsletters and member briefings

Analysis, Reporting and feedback: How will analysis be carried out / how will the draft feedback be reported and shared with participants.

Analysis tools and expertise required:	Strategic Transport Team, E&C Team to lead analysis of text and questionnaire via online tools or alternative means such as paper surveys, emails, letters and or comments left through the customer contact centre.
Reporting required:	A report detailing the outcomes of consultation and community feedback.
Public feedback methods:	Full reporting of consultation findings will be published.

Risk Assessment: What are the anticipated risks and mitigations?

Risk	Mitigation
Public not understanding the purpose of the consultation / inability to interpret	Use of plain English
Wording/jargon is too technical	Use of plain English
Consultation material too lengthy	Keep consultation questions short and concise and in plain English.
Not getting consultation started in early 2025.	Weekly project plan, key milestones identified with sufficient lead in time built in, working collaboratively to hit each tasks deadline.
Limited responses to the consultation	Communications and promotions to encourage responses. Ensure consultation material is engaging. Regular stakeholder engagement to keep interested parties engaged. The questionnaire will be available online and a paper version on request.
Unpresented sample/results	Reach out to broadest possible range of age groups, demographics and partners. Development of a marketing video for the consultation.
Various transport themed consultations running concurrently in early 2025	Ensure various consultations are linked together through coordinated communications and ensure

Risk	Mitigation
	staff can answer questions regarding other consultations. Ensure that those who manage the Cheshire East helpline number and email address have approved lines to take on this consultation and others in the area.