

Comms190 – Local Transport Plan (LTP) – (last updated 11 December)

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Classification, resources and timescale

Service	Strategic Transport		Committee	Highways and Transport	
Corporate Plan Priority	Green – A great place for people to live, work and visit		Communications Strategy for Residents Priority	Promote corporate plan projects, programmes and priorities	
Subject	Planning transformation				
Comms lead	Chris Gibbs		Type	Strategic programme	
Budget	Tbc		Bloom	n/a	
Start	January 2025	Go-live	Mid-February 2025	End:	Late 2025

Background/narrative

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 for example the Levelling Up White Paper (2022) and Clear Air Strategy (2019). As a result, the current LTP is no longer fit-for-purpose as a framework for local transport within Cheshire East. Therefore, it is now time for a new LTP document to ensure that the council maintains a plan that is robust and relevant to 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 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, objectives and the role transport will play in achieving these, and the extent to which there is agreement with our transport priorities.

Key contacts

- Transport Policy and Accessibility Manager (Cheshire East)
- Head of service Strategic Transport and Parking (Cheshire East)
- Director of Transport and Infrastructure (Cheshire East)
- Stakeholder Engagement and Consultation Co-ordinator (Jacobs)
- Principal Transport Planner (Cheshire East)
- Project Manager (Jacobs)
- Research Officer (Cheshire East)
- Communications Officer (Cheshire East)

Communications objectives/outcomes

Communications activity tries to change what people:		
Know	➔	Provide or clarify information and/or correct misinformation, misconception – in ways that are accessible and easy to understand
Think	➔	Put information into context of other knowledge and values, helping people reflect on what information means to them
Feel	➔	Nudge emotional response and personal relationship to knowledge
Do	➔	Provoke or call to action

Communications-specific outcomes and objectives for this plan

- Clearly describe the draft vision and objectives for Cheshire East’s next LTP in such a way that it encourages residents to engage with it.
- Set the context for why a new LTP is being undertaken and how work has been progressed to date – doing this effectively will then lead to increased engagement with the proposed plan.
- Get people talking about the LTP at the earliest possible stage – getting members on board as ambassadors can help with this process.

Audiences and stakeholders

Communications activity can take people on an engagement journey:

Unaware >>>>	Aware >>>>>	Informed >>>	Interested >>>	Involved >>>	Leadership
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We must consider people's starting attitude and position in relation what we are doing:

Advocate	Agnostic	Sceptical	Critical	Cynical
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Edit/add new rows as the project requires

Audience / stakeholder	Notes
Residents and visitors	Everyone at some point is impacted by the transport network whether as a pedestrian, motorist, commuter, student, parent, pensioner, etc. The transport network interacts with all our lives so there is a captive audience to appeal to.
Customers	We have customers who are already using the transport network who will understand the importance of a well-planned transport network and want to share their everyday experiences.
Children and young people	This group are also important to engage with as they often rely on public transport, walking, wheeling and cycling. School transport links with bus service provision.
Parents and carers	Notify via schools' newsletter and contacting specialist groups.
CEC Staff	As per 'residents and visitors' above.
Bus user groups	We have a very active bus user group in Crewe and an opportunity to engage with its equivalent in Macclesfield. Sharing the consultation with these groups has a very real prospect of increasing engagement levels.
Mid Cheshire Rail Users Association	We will connect with this group by email at appropriate times through established Cheshire East contacts
Mid Cheshire Community Rail Partnership Community Interest Company (CIC)	We will connect with this group by email at appropriate times through established Cheshire East contacts
The Bus Enhanced Partnership Forum	The Forum itself only meets twice a year but we can share information with them by email - https://www.cheshireeast.gov.uk/public_transport/transport_strategies.aspx#enhancedPartnershipAgreement
Councillor Lata Anderson – public transport member champion	As Cheshire East Council's public transport member champion, Lata can be a fantastic ambassador for increased engagement of the consultation.
Councillor Chris Hilliard – walking and cycling member champion	As Cheshire East Council's walking and cycling member champion, Chris can be a fantastic ambassador for increased engagement of the consultation.

Audience / stakeholder	Notes
Councillor Mark Goldsmith and Councillor Laura Crane	As chair and vice chair of the highways and transport committee – they can be reasonably expected to champion the consultation to their committee and could also share details through their own channels.
Highways and transport committee	They are all invested in a positive and thriving transport network.
All CEC ward councillors/members	All CEC councillors can and should act as advocates for both the plan and the consultation.
Town and parish councillors	The consultation and the plan impacts on every town and village in Cheshire East – they can also be advocates.
Businesses (local, regional and national)	Businesses across the borough have an interest in attracting and retaining talent and the efficient movement of goods to support their business. Transport supports business growth.
Service delivery partners	Would envisage the bus operators being more proactive in sharing our plans as they will be motivated to encourage people to use the services. Engagement with rail operators important too.
Schools, colleges, early years providers	Providing a smooth and efficient transport network is of particular importance to schools given the costs associated with private hire. Being able to access transport links to education in a rural economy remains a very important aspect of daily life. Walking, wheeling and cycling opportunities to access schools etc. is important.
Town and parish councils	A key stakeholder. Each of the town councils may have their own transport development plans to promote as was the case when the LTP 2019-2024 was agreed, and this provides incentive to encourage discussion. Would be helpful to develop links in each of the town councils if they don't exist already.
MPs	All MPs operating in Cheshire East will be monitoring engagement with the consultation closely. We could ask them to promote the consultation through their social media channels and perhaps have paper copies in their constituency offices.
Neighbouring Authorities	Could also be advocates especially in towns and villages sharing a border with Cheshire East.
Those with protected characteristics / organisations for people with specialist transport needs (age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, sexual orientation)	Important to gain feedback and input from those with protected characteristics to understand their views and any mitigation required in forthcoming stages of LTP development.

Tactics/approach

How we are going to achieve the communications objectives/outcomes

- Issue press releases, promoted also via social media, to outline clearly why the LTP is being updated, why the public are being engaged, what the draft vision and objectives are and what the next steps will be.
- Press releases/social media must generate interest in the topic to encourage participation in the public consultation.
- Briefings to key stakeholders in advance of consultation going live and during the first week of consultation.
- Promotional animated video to share on social media channels.
- Questionnaire
- Webpage
- Pull up banners, leaflets, poster and a brochure, and potentially roundabout advertising (subject to additional costs)
- Information points at local markets
- Secondary school/college engagement exercises
- Community partnerships/groups engagement
- Engagement with umbrella organisations for people with specialist transport needs
- Engagement with transport interest groups
- Local Enterprise Partnership, Chamber of Commerce and large business/major employer engagement.

Products/types of activity

Examples of what we are going to do

- Press releases prior to and during public consultation to encourage uptake.
- Social media posts to encourage participation in the public consultation.
- Promotional animated video to share on social media channels.
- Questionnaire
- Webpage information and link to questionnaire.
- Pull up banners, leaflets, poster and a brochure, and potentially roundabout advertising subject to additional costs), all linking via QR code and short URL to webpage and questionnaire.
- Information points at indoor market halls in Crewe and Macclesfield.
- Two secondary school/college engagement exercises one in each of Crewe and Macclesfield – in school in an educational setting is the most effective way to engage with this demographic.
- 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. Examples of newsletters include the monthly residents' newsletter and the quarterly highways newsletter (next editions January and April).

Key messages

The key messages and lines to take

- We have had a global pandemic since the last Local Transport Plan was adopted five years ago and as well as the economy having to recover from that, there have been changes to national, regional and local policies. It is essential to produce a new LTP now.



- Opportunity for residents to input on the transport challenges and opportunities facing Cheshire East and shape the draft vision and objectives which set the scene for the forthcoming LTP strategy.
- This is the beginning of the process – there will be future rounds of consultation on the draft LTP document in due course – this isn't the only opportunity to contribute but early engagement can often lead to more meaningful discussion.

Action plan and timeline

#	Date	Time	Activity/Event	Comms lead	Audience(s)	Channel	Service	Ctte	Subject	Notes
1.	2-6 December 2024		Agreeing content to go on Local Transport Plan web page as holding text before project goes live	CG	General public	Website	Transport	H+T	Consultation preparation	CG to seek approval at next weekly meeting, LP to share with web team
2.	9-13 December 2024		Scripting of animated film	JD/CG	Project team	Video	Transport	H+T	Video promoting consultation	This is to be very broad brush approach – must appeal to a wide audience so no jargon or technical language
3.	9-13 December 2024		Agree script for film	JD/CG	Project team	Video	Transport	H+T	Video promoting consultation	Script needs to be agreed before animation work can be started
4.	10-16 December 2024		Storyboard to be agreed for animation script	JD/CG/JM	Project team	Video	Transport	H+T	Video promoting consultation	Supporting images for film that will be animated
5.	Mid-December 2024	n/a	Pre go live preparation of assets	TB	General public	Website	Transport	H+T	Pre go live preparation	TB to lead from R&I
6.	w/c 16 December 2024		Provide first draft of printed materials	JD/CG	Project team	Physical materials	Transport	H+T	Developing the campaign	Roll banners, brochure, double sided leaflet, posters
7.	w/c 16 December 2024		Video team to start producing animation	JD	Project team	Video	Transport	H+T	Setting the tone for the campaign	Video length not to exceed 80 seconds
8.	18 December 2024		Project meeting	All	Project team	Video	Transport	H+T	Update on storyboard	Draft already provided
9.	By 8 January 2025		Comments back on first draft of printed materials	JD/CG	Project team	Physical materials	Transport	H+T	Developing the campaign	May need to organise a meeting around this time to feedback any comments in a timely manner
	6-10 January 2025		Director/exec director to brief leader/deputy leader on plans	JM	Political leadership	Face-to-face/email	Transport	H+T	Awareness of campaign	Project team to establish who will do this briefing
	6-10 January 2025		Director/exec director to brief committee chair and vice chair	JM	Key committee members	Face-to-face/email	Transport	H+T	Awareness of campaign	Project team to establish who will do this briefing
10.	Monday 13 January 2025		Preparation of second draft of printed materials implement all requested changes	JD/CG	Project team	Physical materials	Transport	H+T	Developing the campaign	No director sign off at this stage
11.	w/c 13 January 2025		Initial cut of video to be shared with project team (date achievable if script is fully signed-off early December)	JD	Project team	Video	Transport	H+T	Setting the tone for the campaign	Broad agreement needs to be reached at this point for direction of the video
12.	Wednesday 15 January 2025		Present second draft of physical assets to project team	JD/CG	Project team	Physical materials	Transport	H+T	Fine tuning the campaign	
13.	w/c 13 January 2025		Production of overview of consultation for sharing at highways and transport committee	JD/CG	TM	PowerPoint presentation	Transport	H+T	Introducing the plans to members	JM and RH to approve this content by end of this week – to be top level key facts only
14.	Tuesday 21 January 2025		All comments on physical assets to be fed back to JD for final tweaks to be made	JD/CG	Project team	Physical materials	Transport	H+T	Fine tuning the campaign	

#	Date	Time	Activity/Event	Comms lead	Audience(s)	Channel	Service	Ctte	Subject	Notes
15.	Thursday 23 January 2025		Highways and transport committee	JD/CG	TM	Highways and Transport committee	Transport	H+T	Top lines overview of consultation	
16.	Late January 2025	tbc	Councillor briefings	JM	Committee members	Highways and transport committee	Transport	H+T	Approval to consult and information on consultation material	
17.	w/c 27 January 2025		Proposed final cut of animated film presented to project team	JD/CG	Project team	Video	Transport	H+T	Setting the tone for the campaign	
18.	Late January 2025	tbc	Review of relevant pages on the website to ensure that information is ready to go live	CG	General public	Website	Transport	H+T	Connection of website to consultation	Will need to establish a named person in the web team to be ready to make page live when consultation is cleared for publication. Also need to know where on the website the consultation will be published.
19.	Monday 3 February 2025		Physical assets and animation to be approved at director level	JD/CG	RH/TM	Project team decision makers	Transport	H+T	Finalising the campaign	JM to confirm who needs to sign off on assets
20.	Early February 2025	tbc	Press release to promote consultation start date	CG	General public	Press	Transport	H+T	What the consultation is about and how to participate	
21.	Mid-February 2025	tbc	Social media post regarding LTP and public consultation start date	CG	General public	Social Media platforms	Transport	H+T	What the consultation is about and how to participate	Naturally we will put out a social media post when the consultation goes live but we also need reminder posts once this has happened. Highways can also share posts from their X account
22.	Mid-February 2025	tbc	Online publication regarding LTP and public consultation start date	CG	General public	Online (council webpage)	Transport	H+T	What the consultation is about and how to participate	Council website to be the primary source for providing this information.
23.		tbc	Update via Members bulletin (opportunity every two weeks)	CG	Members	Members bulletin	Transport	H+T	What the consultation is about and how to participate	
24.	Mid-late February 2025	tbc	Town and Parish Council newsletter (opportunity every month)	CG	Town and Parish Councils	Town and Parish Council newsletter	Transport	H+T	What the consultation is about and how to participate	
25.	10-11 February 2025		Final opportunity to make any last changes to physical assets before committing to print	CG/JD	Internal process	Roll banners, brochure, double sided leaflet, posters	Transport	H+T	Preparation for campaign launch	
26.	12-14 February 2025		Commit all assets to print	JD/CG	General public	All physical assets	Transport	H+T	Preparation for campaign launch	
27.	Wednesday 19 February 2025		Receipt of all physical assets for campaign	CG	General public	Physical assets	Transport	H+T	Campaign launch	Assets to be delivered to Delamere House, Crewe unless otherwise stated
28.	Monday 24 February 2025		Launch of LTP Public Consultation	CG	General public	Physical assets	Transport	H+T	Campaign launch	Assets to be distributed from Crewe to locations across Cheshire East prior to 24 February

#	Date	Time	Activity/Event	Comms lead	Audience(s)	Channel	Service	Ctte	Subject	Notes
29.	24 February-21 April 2025		Social media posts to announce launch of consultation	CG	General public	Social media platforms	Transport	H+T	Reminder that the consultation is open	This is complementing the messages that already exist with all the physical assets
30.	Late Feb/early March 2025		Public consultation has launched	CG/AG	Subscribers	Residents' newsletter	Transport	H+T		
31.	Tuesday 22 April 2025		Consultation has closed	CG	General public	Online	Transport	H+T	Outline next steps	All responses will now be reviewed is the type of language that will be used
32.	Mid-March 2025	tbc	Press Release at halfway stage to further encourage participation in public consultation	CG	General public	Press	Transport	H+T	How to participate and consultation end date	
33.	Mid-March 2025	tbc	Social media post at halfway stage to further encourage participation in public consultation	CG	General public	Social Media platforms	Transport	H+T	How to participate and consultation end date	
34.	Mid-March 2025	tbc	Online publication at halfway stage to further encourage participation in public consultation	CG	General public	Online (council webpage)	Transport	H+T	How to participate and consultation end date	
35.	17 April 2025		Last chance to engage with consultation – closes on Easter Monday (21 April)	CG	General public	Social media	Transport	H+T	How to participate and end consultation date	
36.	April – May 2025		CEC-led analysis of questionnaire responses	LP/TB	LP	Internal	Transport	H+T	Outcomes and next steps	
37.	May-June 2025		CEC-prepared report summarising consultation feedback and analysis	LP/JB	General public and stakeholders	Internal	Transport.	H+T	Outcomes and next steps	
38.	Tbc	tbc	Media release/social media to promote outcome of the consultation	tbc	General public and stakeholders	Website, media release & social media	Transport	H+T	Outcomes and next steps	

Evaluation, performance, reporting

How are we going to demonstrate how well we have delivered the communications objectives and outcomes?

- Number of detailed email responses received (where respondents have added information that they felt they were unable to include within the survey).
- Report on media pickup indicating what audiences are being reached (this will be measured through media monitoring within the communications team).
- Number of visits to the scheme web page and the number of people linking through to the Smart Survey following on from that initial visit - any opening of the survey will contribute towards engagement figures (partial completion of the surveys is an example of this).

Appendix 1: Communications products

Record/link to final versions of media releases, statements and other products.

TBC

Appendix 2: Notable coverage

List press, online, broadcast and social coverage

TBC