

Consultation and Engagement Plan

Name of engagement / consultation activity:	Local Transport Plan Strategy and Investment Framework – 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	11/06/2025	Consultation, Engagement and Communications Plan for the Local Transport Plan.
V2	TB, LP	01/09/2025	Updates to Consultation, Engagement and Communications 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.

Following development of an evidence base that identified challenges and opportunities, a vision, aims and priorities were drafted and consulted upon in February – April 2025. Since, the feedback has been analysed the LTP Strategy and Investment Framework have been drafted.

It is expected that the primary purpose of the consultation is to seek the views of stakeholders and residents on the draft LTP Strategy and Investment Framework, and the extent to which the public agree with these.

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 the extent to which the public and stakeholders agree with the draft strategy and policies
- Understand the extent to which the public and stakeholders agree with the Investment Framework
- Whether the public and stakeholders have any other comments on the draft LTP Strategy and Investment Framework
- Understand whether the public and stakeholders think there is anything missing or have any other comments/suggestions on the documents

The desired outcomes of the consultation are to inform the public and stakeholders of the new LTP and to obtain a representative picture of local views these documents.

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
LTP Member Reference Group	Meeting	Pre-Consultation Stage Post-Consultation
Chair of H&T Committee Vice Chair of H&T Committee	Meeting	Pre-Consultation Stage
Various transport champions e.g. active travel champion, bus and rail champions	Email	Pre-Consultation Stage Consultation Stage Post-Consultation
All CEC Members	Email/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
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	Consultation stage

Stakeholder	Method	What 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	Consultation Stage
Train operating companies	Email	Consultation Stage
Manchester Airport Group	Email	Consultation Stage
Community and volunteer groups e.g. cycling groups	Email	Consultation Stage
Schools and educational establishments, young people	Email	Consultation Stage
Healthcare	Email	Consultation Stage
Businesses and chamber of commerce	Email	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 EqlA	Email	Consultation Stage
Partner organisations including Cheshire Police and emergency services	Email	Consultation Stage
Media	Email	Consultation Stage

A refresh of the previous stakeholder mapping 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	Summer 2025

<p>Progress work to progress consultation</p> <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"> ○ Promotional video ○ Questionnaire ○ Brochure ○ Banner(s) ○ Web page text ○ Emails ○ Poster ○ Press release • Organise paper copies to be at libraries and have additional copies available if requested. • Prepare for and undertake relevant briefings and pre-consultation engagement • Organise pop-up engagement events in Crewe and Macclesfield. 	Strategic Transport	Summer 2025 – October 2025
Conduct Public Consultation (8 weeks)	Strategic Transport	Mid-October – December 2025
Analysis and Feedback	Consultation Team	December 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 video to share on social media channels and CEC webpage
- Questionnaire
- Webpage information and link to an online questionnaire
- Pull up banners, 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
- 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 Enterprise Cheshire & Warrington, 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 and 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 October 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 will be available on request and at libraries.
Unpresented sample/results	Reach out to broadest possible range of age groups, demographics and partners. Development of a promotional video for the consultation.
Various transport themed consultations running concurrently	Ensure various consultations are linked together through coordinated communications and ensure 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.