

Local Transport Plan Consultation Plan – DRAFT

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Produced by:
John Davies

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Consultation Overview

Background/situation

The current Local Transport Plan (LTP), as published in 2011, was intended to be a framework for strategic transport planning in Cheshire East. The plan was prepared at a time when Government foresaw limited investment in local transport infrastructure, leading to the Cheshire East LTP being outdated. There is a need to update our LTP to reflect the Council's accelerated investment in the transport infrastructure across Cheshire East, in the context of a new Local Plan spatial strategy. The project entails numerous stages of work:

- Stage 1: Producing a robust evidence base to identify key strategic challenges in respect of transport connectivity
- Stage 2: A vision document has been prepared which outlines how transport will contribute to the achievement of the Council's corporate outcomes and 'Quality of Place' principles
- Stage 3: Producing a place based Local Transport Plan strategy which details Boroughwide investment priorities and 11 sub area profiles
- Stage 4: Public consultation on the draft strategy

Aims and Objectives

- Understand strategic and local transport challenges in the Borough which the LTP will need to address;
- Understand any measures or proposals made by residents or other stakeholders for addressing transport challenges in the Borough.

Desired outcomes

Gain a clear idea on what the LTP will need to include to meet the strategic and local transport needs of the Borough.

Consultation Plan

Target audience

- Users of the various modes of travel in Cheshire East (bus services, flexible transport, rail, active travel, vehicle driver, freight etc.)
 - Inc. vulnerable groups (older people, IMD, disability)
 - Young people (Youth Service Participation Forum)
- Community & volunteer groups
- Council Members/ Councillors
- Employer organisations
- Schools and educational establishments
- Bus operators
- Town and Parish Councils
- Partner organisations and volunteers
- Neighbouring local authorities
- Statutory transport bodies (Highways England, Network Rail)

Consultation Methods

- Hard copy survey
 - Organising drop in sessions across the Borough at which residents can gain information on the consultation process and support to complete the questionnaire
 - Libraries and key contact centres information point containing poster and questionnaires (with pre freepost address)
 - Posters on buses
- Online survey
 - Cheshire East website – link
 - Posters on buses/ bus stops – QR code and weblink
 - Local press – weblink/ QR code
 - Social media pages – Twitter #CECLTP & Facebook page link
 - Send to members of the Digital Influence Panel members via an e-mail campaign – est. 2,000 members.
- Drop in sessions – run one session in each principal town / key service centre as defined in Local Plan: Crewe, Macclesfield, Alsager, Congleton, Handforth, Knutsford, Middlewich, Nantwich, Poynton, Sandbach and Wilmslow. Also run a drop in session in Disley due to geographical nature of settlement. Strategic Infrastructure service to make appropriate arrangements for these events in consultation with relevant town/parish councils.
- Engagement with hard to reach groups and people with complex needs through partner agencies, including.
 - Youth Service Participation Forum
 - Local Plan Consultees List
 - Other groups as advised by the Equality and Inclusion Officer.

Equality Impact Assessment

Strategic Infrastructure is undertaking and will own the Equality Impact Assessment which will be published alongside this consultation.

Timescales

Date – Week beginning																
Activity																
	1 st Jan	8 th Jan	15 th Jan	22 nd Jan	29 th Jan	5 th Feb	12 th Feb	19 th Feb	26 th Feb	5 th Mar	12 th Mar	19 th Mar				
Draft questionnaire / materials																
Finalise questionnaire																
	26 th Mar	2 nd Apr	9 th Apr	16 th Apr	23 rd Apr	30 th Apr	7 th May	14 th May	21 st May	28 th May	4 th June	11 th Jun	18 th Jun	25 th Jun	2 nd July	
Finalise questionnaire																
Print paper questionnaire																
Distribute questionnaire																
Consultation period																
Input paper questionnaire																
Q/A checks																
Analyse data																
Draft summary report																

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Resources

Staffing

The consultation will be resourced by a team comprising specialist engagement, analytical and transport planning staff.

The Councils Corporate Research and Intelligence Team will be engaged throughout the programme to assure consultation methods and analysis are rigorous, and comply with any relevant corporate or statutory standards.

Communication and publicity will be overseen by the Councils Media Team, to ensure that clear and public-facing messages are made available to the public and local media to encourage awareness and participation in the consultation.

Risk Assessment

- RISK: Unrepresented sample/results
 - Due to low response from more deprived populations, young people and people living in rural areas
 - Due to campaign groups who may skew results

MITIGATION:

- Reach out to broadest possible range of age groups, demographics and partners – see project communications plan

RISK: Legal challenge

MITIGATION:

- Follow Gunning Principles regarding consultation that have been challenged in many judicial reviews as detailed below
- **Formative Stage** - Consultation must take place when the proposal is still at an influential stage. You cannot consult on a decision that has already been made otherwise consultation is not only unfair but also pointless and a waste of time/resources. A council does not have to consult on all the options they have considered and can consult on one preferred option, however, have to inform respondents as such and inform of the reasoning's behind the decision.
- **Sufficient reasons** – Those being consulted should be made aware of the basis on which a proposal for consultation has been considered. It is important that you provide all relevant information that could influence the nature of the responses to allow for intelligent consideration. Areas where participants' views cannot influence the situation should be disclosed at the outset.
- **Timing** - Adequate time must be given for consideration and response. Formal consultation should be open for a minimum of 12 weeks and ideally should not be undertaken over holiday periods e.g. Christmas - you should not consult during election periods. Other survey work which is not statutory in nature (such as this consultation on supported bus services) should be open for between 4-12 weeks dependent on the topic and target audience.
- **The findings of the consultation must be thoroughly taken into account** - The decision maker must thoroughly consider the findings of the consultation otherwise they can be accused of already having made up their mind or failing to take into

account a relevant consideration of the results. An officer can summarise consultee responses as long as it is a fair representation and they note all relevant points of importance.

RISK: Various transport themed consultations running concurrently in early 2018

MITIGATION: Ensure various consultation are linked together through coordinated communications and ensuring staff attending LTP consultation drop-in events are able to answer questions regarding other consultations including: Transport for the North; SEMMMS; Crewe Masterplan etc.

Reporting, feedback and evaluation

Analysis Tools

- SPSS – quantitative analysis
- Excel – qualitative and quantitative analysis
- Interpris – qualitative analysis

Report

- Full length report required

Public communication

- Full length report promoted on CE Consultation web page
- Media release of key points and promoting link to the full results