

REPORT TO: WEST OF ENGLAND JOINT COMMITTEE

DATE: 7th DECEMBER 2017

**REPORT TITLE: WEST OF ENGLAND JOINT LOCAL TRANSPORT PLAN
CONSULTATION PLAN**

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(WECA)**

1. Purpose

1.1 To outline consultation proposals for the new Joint Local Transport Plan.

2 Background

2.1 Work has started on drafting the new Joint Local Transport Plan (JLTP) for the four councils, setting the strategic vision and supporting the Joint Spatial Plan (JSP) for the period up to 2036. The new JLTP is a high level document which will outline strategic schemes and policies to promote cleaner and greener transport whilst supporting economic growth and improving accessibility. A new Core Project Team is in place with WECA providing project management and the four councils supplying supporting staff.

2.3 At the West of England Joint Committee meeting on 30 October 2017 it was reported that a consultation plan for the new Joint Local Transport Plan would be brought to and signed off by this Committee.

3 Consultation Plan

3.1 The aim of the consultation plan, which has been drawn up by officers from the local councils and WECA, is to engage as widely as possible and use people's views to help shape the final JLTP. Consultation on the current JLTP back in 2010/11 gathered over 4,500 responses, providing a good cross-section of the population, but with a noticeable under representation of under 18s. It is hoped to better the number of responses for the new JLTP and address the issue of attracting more interest from younger age groups.

3.2 To achieve this there will be three main strands to the consultation plan using:

- Existing mechanisms
- Stakeholder Groups
- Social Media

Existing Mechanisms

3.2 It is proposed to take advantage of existing engagement and consultation mechanisms available within the West of England, including (but not exhaustive):

- Communications resources within WECA and the four authorities
- Previous consultation/survey databases
- Citizens Panels
- AccessWest forum – communities, business and schools/colleges
- TravelWest forum – travel planning and roadshow
- BusinessWest forum – chamber of commerce
- Bristol City Council's Congestion Task Force

- Disability and equality user groups
 - Youth and education teams – Youth Council and Youth Mayors,
 - WECA Employability and Skills team
- 3.2 Previous surveys as part of West of England Travel Challenge have also provided a database of contacts (individuals and businesses), who signed up to be notified of future consultations. The database stands at approximately 4,000 contacts and will be used for the JLTP consultation. The recent Joint Spatial Plan consultation has a database of statutory and non-statutory organisations, with approx. 900 contact details from individual organisations and it is hoped to also use this.
- 3.3 Citizens Panels from those councils which have them provide access to residents of each authority area (1,100 in South Gloucestershire and 1,000 in Bristol). The Panels provide an established, cross-section of population for consultation feedback. Neither Bath & North East Somerset Council or North Somerset Council have Citizens Panels. Alternative ways to obtain a good cross-section of local residents will be explored including Bath & North East Somerset Council's Elderly Persons Forum and Connecting Community Forums and North Somerset Council's Disability Action Group and e-consult website.
- 3.4 The JLTP Core Project Team will build on existing links with AccessWest, to take advantage of their work with schools and colleges particularly focusing on engaging with under 18s. AccessWest and BusinessWest will be used to engage with communities and local businesses. The JLTP team will look to utilise the knowledge of TravelWest and their established links with businesses in the West of England region, including the roadshow team.
- 3.5 It is proposed to continue with standard procedures for active engagement with local press, including briefing sessions, embargoed information prior to launch, invites to events and interviews with TV crews for local news/radio, as necessary.

Stakeholder groups

- 3.6 An Advisory Group of key stakeholders (similar to the Transport Plan Commission used in the development of the current JLTP) will be formed in early 2018; comprising of approximately 20 organisations/groups, with one representative from each organisation. The Group will help to steer the direction of the Plan and provide valuable feedback on its emerging shape.
- 3.7 A stakeholder workshop session will also be undertaken in early 2018, likely to be a half-day event with presentations and interactive sessions as well as the traditional and popular "just a transport minute" slot.
- 3.8 The two Mayors, Leaders, Local Councillors and MPs will be briefed throughout the consultation process.
- 3.9 Public events or questionnaires at shopping centres/libraries will not be conducted as these are very resource intensive and the feedback often provided skewed responses and not necessarily representative of a cross-section of the population. It is also not proposed to utilise focus groups for this JLTP consultation. The availability of other existing mechanisms is felt to provide enough representation of the cross-section of the population, at a better value for money.

Social Media

- 3.11 Social media will be a key part of the consultation plan with the potential to engage with a considerably wider and younger audience. Methods under consideration include:
- Promoted adverts on Facebook

- Twitter toolkit for stakeholders to promote engagement in the JLTP
- Links to school and college pages/feeds
- Links to existing transport pages/feeds
- Links to council, WECA, Mayoral and MP social media pages/feeds
- Links with local businesses, entertainment venues and, sporting clubs venues
- On line transport budget simulator – you make the budget and transport choices and this is the impact
- Video – on line colourful and dynamic short video promoting the JLTP and transport in West of England region

3.12 Essential to using social media is that all the materials and methods have to be engaging and resonate with people's daily lives. Careful thought will go into the messages to put across on how the JLTP is setting out massive changes that will affect the daily lives of our citizens and visitors. Consistent marketing is equally important so that people are aware of the 'brand' of the JLTP.

4 Budget and resource requirements

4.1 The current budget has been identified as £30,000 excluding officer time from WECA and the four councils. It should be recognised that not all of the consultation elements identified above may be affordable within this budget. In the event of this the range of elements will be scaled back accordingly to remain within the budget.

4.2 It is proposed for the majority of JLTP communications to be primarily electronic, through websites and social media, unless printed reports are specifically warranted or requested. As such, it is not proposed to print large numbers of copies of the JLTP and deposit in local community facilities. Any specific requirement for documentation, for example languages or ability, will be undertaken on request. A leaflet/booklet will, however, be developed and printed to provide a summary of the draft JLTP and consultation process

5 Shaping the final JLTP

5.1 Consultation results and feedback will be fed into the revised JLTP. By adopting a wide range of consultation techniques it is hoped that a true cross-section of views will emerge. The final JLTP will contain a chapter of how consultation has shaped the Plan. A full consultation report will be produced with the more detailed results from the consultation.

6 Timescales

6.1 Expected timescales are:

- Draft JLTP October 2017 to April 2018
- Consultation plan December 2017
- Consultation (6 weeks) late spring 2018 to early summer 2018
- Revised plan Summer to autumn 2018
- Endorsed plan late 2018

7 Consultation:

7.1 This report sets out the consultation plan for the JLTP.

8 Other Options Considered:

8.1 The Joint Local Transport Plan is a statutory requirement of the West of England Combined Authority and as such public consultation of at least six weeks duration is required.

9 Risk Management/Assessment:

9.1 There are no direct financial implications arising from this report.

10 Public Sector Equality Duties:

10.1 Feedback will be sought from affected communities and statutory consultees to meet the authorities' duties under the Equality Act 2010 for consulting on and producing the Joint Local Transport Plan.

11 Economic Impact Assessment:

11.1 The Joint Transport Study forecasts substantial costs of congestion (in terms of the value of time of vehicle delay) if no action is taken. This will act as a significant constraint on the productivity of the local economy and constrain future growth and underlines the importance of having a new JLTP in place to tackle these issues.

12 Finance Implications:

12.1 A £30,000 consultation budget has been agreed by the councils over 2017/18 and 2018/19. Additional staff resource for consultation will be identified as required, and this funding will be held by the WECA as the accountable body.

13 Legal Implications:

13.1 None arising from this report.

14 Land/Property Implications:

14.1 None arising from this report.

15 Human Resource Implications:

15.1 Each council has allocated 1 Full Time Equivalent (FTE) to work on the JLTP with WECA providing 1.5 FTE.

16 Recommendation:

In line with the constitution this recommendation requires a unanimous decision by the four local authorities.

16.2 **The Committee is asked to endorse the Joint Local Transport Plan consultation plan.**

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Background Papers

None