
Engagement Strategy for the Cambridgeshire and Peterborough Local Transport Plan - summary

Introduction

1. This memo provides recommendations regarding the strategy for stakeholder engagement and consultation to be used to inform the Cambridgeshire and Peterborough Local Transport Plan (LTP), and sets out the context and background to these recommendations.
2. The engagement strategy needs to deliver three primary objectives:
 - To meet the statutory requirements for consultation for the development of a Local Transport Plan (public consultation);
 - To provide elected officials assurance that there has been sufficient opportunity for the public and business communities to input and influence the LTP (public consultation); and
 - To build understanding and consensus across a broad stakeholder group engendering ownership for the policies and interventions identified in the final implementation programme (stakeholder engagement).

Recommendations

3. The Transport Committee is invited to:
 - Note the structure and content of the consultation
 - Note the stakeholder categories and role of different engagement methods;
 - Adopt the Stakeholder Engagement Plan, acknowledging that for each phase, further operational detail including timescales will be provided.

Statutory Consultation

4. This section focuses on the role of public consultation to:
 - ensure the needs of all impacted groups are taken into consideration;
 - make best use of local knowledge and relevant technical expertise; and
 - raise awareness and understanding of the issues (and thereby the rationale behind proposed policies and interventions).
5. The statutory public consultation period will commence as soon as possible in 2019 and will last for 12 weeks. The consultation will be based upon a full draft of the 2050 Vision and 2036 Local Transport Plan (Long Term Transport Strategy) document, and will be supported by a series of structured questions seeking feedback on the draft material.
6. The following promotional and supporting materials will be produced to inform an online consultation (with more traditional document-based options being available to those without online access):
 - a consultation 'version' of the core LTP document described above;
 - a concise 'consultation brochure', suitable for inclusion as a high-level introduction to the draft document itself, or as introductory text online;
 - a series of consultation questions to help frame and channel public responses to any specific areas of focus - we anticipate that there would be no more than 15 questions in total; and
 - a one-page press release for local press, directing readers to the consultation portal or to locations where hard copies are held for the public.
7. In advance of the consultation launch, it will be important for all interested parties to understand the nature and timing of the consultation process and, as far as possible in advance, the range of topics likely to be consulted upon. In order to fulfil this requirement, we recommend that:
 - there should be a section dedicated to the Local Transport Plan on the Combined Authority website;
 - a dedicated Cambridgeshire and Peterborough Combined Authority inbox is set up for members of the public and stakeholders to contact the project team during the development of the Local Transport Plan;
 - a webpage providing links to documents, strategies and articles relevant to the Local Transport Plan should be provided; and
 - a Frequently Asked Questions (FAQ) and answers webpage is provided. These can be expanded upon if necessary, once we begin to receive emails from stakeholders and the public.
8. Further details and draft website material is provided in conjunction with CPCA comms
9. Notwithstanding the above, traditional opportunities for consultees to provide their opinions and feedback will be needed. We therefore propose to staff fourteen half-day public consultation events to support the interpretation of the draft document, providing further detail on the methods, data sources and expected impacts of the identified options.
10. Suitable venues for these events will need to be identified and secured as soon as possible following approval of the engagement strategy. We propose that events are held in Cambridge (x2), Peterborough (x2), Wisbech, St Neots, Huntingdon, March, Ely, St Ives, Cambourne, Histon, Whittlesey and Soham.

Key Stakeholder Engagement Activities

11.

Table 1: Types of consultee

Group	Membership
Public sector	
Partner bodies	Authorities responsible for developing and delivering the LTP including all those organisations involved in the Project Team, Working Group and Steering Group
Local Highway Authorities	As per local geography – members only
Local Planning Authorities	As per local geography – officers and members
Parish / town councils	As per local geography – officers and members
Neighbouring councils	County and districts / boroughs potentially affected by the LTP
National / regional bodies	e.g. Highways England, Network Rail, Sub-national Transport Bodies, Homes England, Environment Agency, English Heritage
Educational establishments	Higher Education Institutions, Further Education colleges, schools
Emergency services / health sector	e.g. police, fire, ambulance, hospitals, GPs, public health
Private sector	
Industry representative groups	e.g. Chambers of Commerce, Federations of Small Businesses, CBI, town centre managers, visitor information centres
Employers	Individual businesses
Developers and land owners	Individual land owners and property developers
Transport operators	e.g. Bus operators, rail operators, taxi and private hire companies
Third sector	
Disadvantaged groups	Organisations representing disadvantaged groups e.g. Disability Cambridge, Mencap, RNIB
Community organisations	Local not for profit organisations e.g. residents' associations, Community Rail Partnerships
Transport interest groups	e.g. Freight Transport Association, RAC, Sustrans, Transport Focus, National Private Hire & Taxi Association, Campaign for Better Transport
Other charities	e.g. RSBP, Historic England, Wildlife Trust
Local residents	People living within the Cambridgeshire and Peterborough LTP area

The proposed methods through which engagement with these different types of organisation are set out in Table 2. This illustrates the point that all consultees will be encouraged to visit the Combined Authority LTP website, with emails sent to them providing background information and a link to the relevant pages within the CPCA website, where possible.

Table 2: Methods of engagement by type of consultee

Stakeholder groups	Category	Project governance	Website / email / social media	Press Release	Workshops / meetings	Exhibition	Brochure
PUBLIC SECTOR							
Partner bodies	PARTNER	✓					
Local Highway Authorities	INVOLVE		✓		✓		
Local Planning Authorities	INVOLVE	tbc	✓	✓	✓		
Parish / town councils	CONSULT		✓	✓			
Neighbouring authorities	CONSULT		✓	✓			
National / regional bodies	INVOLVE	✓	✓		✓		
Educational establishments	CONSULT		✓	✓			
Emergency services / health sector	CONSULT		✓	✓			
PRIVATE SECTOR							
Industry representative groups	INVOLVE		✓	✓	✓		
Employers	CONSULT		✓	✓			✓
Developers and land owners	INVOLVE		✓		✓		✓
Transport operators	INVOLVE		✓		✓		
THIRD SECTOR							
Disadvantaged groups	INVOLVE		✓	✓	✓		
Community organisations	INVOLVE		✓	✓	✓	✓	✓
Transport interest groups	INVOLVE		✓	✓	✓		
Other charities	CONSULT		✓	✓			✓
Local residents	INFORM		✓			✓	✓

Table 3: Proposed engagement activities

Engagement Phase	Relevant project tasks	Activities	Purpose	Participants	Timing
1. Vision, goals and objectives	Task 1: Establish Long-Term Vision and Objectives Task 2: Compile the evidence base	Internal workshops/ governance	To invite feedback upon the evidence base (which highlights the challenges and opportunities), along with the draft vision, goals, and objectives	Consult and Inform stakeholders (Partners will be involved in developing the content)	Sep- Oct 18
2. Scope	Task 3: Identify Potential Options Task 4: Develop Candidate Packages	Workshops / meetings	To determine the scope of the LTP, and the projects, policies and programmes to be taken forward	Involve stakeholders (national/regional bodies, industry representative groups, developers and landowners, transport operators, special interest groups)	Oct 18- Nov 18
3. Option selection	Task 5: Assess Strategic Options	Workshops / meetings	To confirm the selection of projects, policies, and programmes prior to the production of the draft LTP	Involve stakeholders (Local Highway Authorities, Local Planning Authorities, national/regional bodies)	Nov 18
4. Draft LTP	Task 7a: Prepare consultation materials Task 7b: Consultation delivery	Workshops / meetings, exhibitions, brochure, meetings, press release, website	To raise awareness of the draft LTP consultation and to provide additional feedback on its content	All (via different methods)	Jan 19 – May 19
5. Pre-launch	Task 6: Develop funding scenarios Task 8: Prepare delivery programme	Workshops / meetings	To consult on proposed funding options, delivery plan and key findings from consultation period	Involve stakeholders (Local Highway Authorities, Local Planning Authorities, national/regional bodies)	Feb 19 – May 19
6. Launch	Task 9: Finalise LTP documentation	Website	To explain how views and opinions raised through the consultation process have been considered/accommodated within the LTP	All	spring/summer19