



Strategic Transport Forum

17th May 2019

Agenda Item 5(b): Engagement Plan

Recommendation:

It is recommended that the Forum:

- a) **Reviews and comments on the proposed engagement plan;**
- b) **That the Forum members consider the role they might wish to play during the Outline Transport Strategy engagement within their local areas**

1. Context

- 1.1. As discussed in Paper 5(a), the Outline Transport Strategy will act as a vehicle for engagement with EEH partners and the wider stakeholder community
- 1.2. The engagement will last from July 16th 2019 (when the Outline Transport Strategy is launched) to the end of October 2019. This will provide time for the Forum to engage with the region and other key stakeholders as part of the a dialogue that will shape the development of the detailed draft Transport Strategy to be held in spring 2020.
- 1.3. The engagement plan has been developed with a view to securing:
 - **Ownership:** ensuring core EEH members (local transport authorities and local enterprise partnerships), together with local planning authorities, and Growth Boards have the chance to shape the development of the Outline Transport Strategy
 - **Insight:** by engaging with communities, wider stakeholders and independent experts securing insights in response to the challenges set out in the Outline Transport Strategy that can in turn be used to inform the detail of the Draft Transport Strategy
 - **Advocacy:** through engagement with EEH partners and the wider stakeholder community seek to ensure the needs of the region are reflected the decision making of other parties – both nationally and regionally

2. Principles of engagement

- 2.1. The engagement will be largely conversational in style, with an emphasis on a dialogue with key organisations and representative groups.
- 2.2. The EEH Business Unit will look to support Forum members and wider partners where they look to consider the Outline Transport Strategy within their own structure of meetings. It is proposed that these will be supplemented with bespoke events organised by the EEH Business Unit across the region.

- 2.3. Wherever possible we will work through our partners in arranging engagement events with councillors, businesses, organisations and stakeholders.
- 2.4. Stakeholders will be encouraged to submit written responses based on the questions within the Outline Transport Strategy.
- 2.5. Responses will be collated and an initial analysis of feedback presented to the Strategic Transport Forum before Christmas 2019.

3. Stakeholders

- 3.1. In terms of the approach to engagement with partners and wider stakeholders it is proposed that we develop detailed proposals based on five broad groupings:

Partners – remembering that within the legislative framework for Sub-national Transport Bodies it is the local transport authorities who have the responsibility for convening and promoting the Sub-national Transport Body, but also reflecting that membership of the Strategic Transport Forum embraces the Local Enterprise Partnerships, Local Planning Authorities, Growth Boards and key partners including the Department for Transport and infrastructure owners (such as Highways England and Network Rail).

Strategic champions – including local MPs, the Arc Business Champion (once appointed), business leaders within the region, including major employers, business parks and potential investors, the region's Universities, representative national bodies

Wider strategic interests - including government department such as MCHLG, DEFRA, BEIS and Treasury, the EEH 'delivery partners', the EEH Bus Operators Association, the Transport Systems Catapult, neighbouring Sub-national Transport Bodies and TfL

Expert insight - organisations and individuals who will be able to provide expert insight on the issues identified within the Outline Transport Strategy, including the EEH transport influencers group (see paragraph 4.2) , Campaign for Better Transport, environmental organisations such as Nature England, professional bodies (such as CIHT), and academic centres specialising in transport policy. A particular emphasis will be given on hearing the views of younger professionals within the industry – the generation who will end up shaping transport policy to 2050 and beyond.

Local residents and businesses – through our partners we will engage with those representing local communities and business groupings. A particular emphasis will be given on encouraging the views of groups with protected characteristics, as well as young people living in the Heartland area.

- 3.2. A detailed programme of engagement will be prepared for each group: the Forum is encouraged to comment on particular priorities within these groups.

4. Engagement Events

- 4.1. Wherever possible our approach to engagement will look to build on existing opportunities: bespoke events will be set up where these are required to supplement existing opportunities.



4.2. Components of the programme of activity include:

- a) Meetings of EEH Partners** – given the central role of the local transport authorities within the Sub-national Transport Body we will work through the EEH partners to identify the most appropriate meeting or forum in which a debate with key Members and officers can be held. Likewise we will work with the LEP Chief Executives and, where they exist, the Growth Boards, to identify the most appropriate meeting for them to consider the Outline Transport Strategy. We will work with local planning authorities to identify opportunities to engage them – ideally in collective meetings. We will also look to utilise the networks our partners may have, for example their Youth Parliaments and business organisations.
- b) EEH Transport Influencers Group:** the EEH Business Unit will convene a ‘transport influencers group’ that can provide a perspective that is both diverse and inclusive. The aim here is to ensure the development of the Transport Strategy is informed by an understanding of the needs of users. Particular attention will be paid to ensure the user views of women, BAME, disabled people, the LGBT community, those with mental health issues, older and younger people. The implications of transport poverty on those with low incomes will also need to be captured.
- c) Parliamentary engagement:** A Parliamentary reception on the Outline Transport Strategy will be held in the autumn. In addition, a session on connectivity is proposed for the Oxford to Cambridge APPG (for which EEH Business Unit is secretariat).
- d) Conferences:** throughout the second half of the year EEH will be hosting and attending a number of industry conferences where the Outline Transport Strategy will be showcased
- e) Walking conference:** taking place in the autumn, this will be an innovative part of the engagement programme. It will cover six locations in the Heartland (provisionally Cambridge, Bedford, Milton Keynes, Aylesbury, Northampton and Oxford) and explore (on foot/ bike) the issues of connectivity in the context of what this means for place. A range of local interest groups, charities, Forum members, councillors and officers will be invited to take part on the walks.
- f) Business and University roadshows:** we will work with the business sector and with the Arc Universities Group to hold a number of events.
- g) Informal briefings:** where possible the EEH Business Unit will support opportunities for informal face-to-face meetings to discuss the Outline Transport Strategy with national and regional organisations including in the transport and environmental sectors.
- h) Peer Review:** we will with professional bodies (for example, CIHT) to seek opportunities for capturing expert insight on the challenges identified in the Outline Transport Strategy and how these might be addressed.
- i) Student/Young Professionals ‘competition’:** Students and young professionals in the Heartland will be encouraged to submit short essays on what they want the transport system to look like in 2050. These will be published in a special document to accompany the Draft Transport Strategy, with the most interesting idea/s being imagined in a series of ‘future visions’.
- j) Written responses:** individuals and organisations will be encouraged to submit written responses to the Outline Transport Strategy



4.3. In developing the detailed programme of activity opportunities will be sought to align the work underway in support of the Outline Transport Strategy with the wider engagement work associated with the Oxford – Cambridge Arc.

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