

Item 8: Appendix 1: Engagement Strategy

The purpose of this appendix is to summarise the engagement approach around the proposals outlined in the emerging Connectivity Strategy, as considered by Transport Committee at the 9 November 2018 meeting.

Context

Our Ambition is to deliver 21st Century transport infrastructure which supports the City Region to grow and compete globally and enable Inclusive Growth.

We are already investing in bus, road and rail networks for example through the West Yorkshire Transport Fund and also Connecting Leeds Programmes. Building on our existing plans, we are planning for future growth through the development of a new Connectivity Strategy for the region, to complement and maximise the positive impact of HS2 opening in Leeds in 2033 and the planned Northern Powerhouse Rail route.

We have started by identifying those communities in greatest economic need – those areas that most require transformed transport connections to access future development opportunities and to enable inclusive growth.

With the first tranche of routes now published, we want your views on:

- Your current journey to work
- The places you think are most in need of transformed public transport
- How you think transport infrastructure should be improved – particularly on the routes identified on the map
- Whether you think a Mass Transit / Light Rail / Tram system should be part of the transport offer in West Yorkshire?

Stakeholder Engagement

- A4.1 Whilst engagement with a number of stakeholders has already informed the proposals set out in this report, it is proposed to commence a formal stakeholder focused engagement on the conclusions of the work to date as early as possible in 2019.
- A4.2 Extensive stakeholder mapping will be undertaken to identify key groups that may be interested or influential and need to be kept involved as the plans develop.
- A4.3 The aim of the engagement will be to build on evidence obtained through the West Yorkshire Transport Strategy, Leeds Transport Conversation and HS2 Growth Strategy Engagements to:
- Illustrate the need for transformational intra-city connectivity alongside the need for pan northern schemes including HS2 / Northern Powerhouse Rail (NPR)

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- Raise the profile of the scale of the transport capacity challenge facing the City Region up to 2030/40s
- Consider whether the right places to be connect have been identified so far based on the corridors considered to date across the City Region
- Raise the potential need for mass transit size vehicles (carrying 200-300 people) as being the most appropriate solution to addressing the intra-city connectivity needs.

- A4.4 A stakeholder engagement plan will be produced and is likely to include a number of phases over the next few years. The LEP Board meeting in January 2019 highlighted the opportunity for business to be champions of the work and agreed strongly about the need for wider business engagement on the connectivity strategy. This will be developed in partnership with the Business Communications Group (BCG).
- A4.5 The results of the first phase of stakeholder engagement will be reported back to Transport Committee for their consideration.

Public Engagement

- A4.6 The aim is to raise public awareness of the proposals and present positive messages about transport opportunities, inclusive growth and investment.
- A4.7 Given the history of previous plans it is important to quickly provide simple answers to questions around transport modes, cost, technology, ability to deliver and how the first tranche of corridors have been identified.
- A4.8 A public engagement plan will be produced but is likely to include the following broad phases:
- Public awareness exercise regarding the principles of future mass transit which simply explains the identified need and capacity challenges. It is also important to highlight all the transport investment work which is already planned for the short to medium term.
 - More detailed public engagement focussed on the proposed first tranche of corridors, with the aim to enthuse local residents and businesses and keep them involved as plans develop.
 - Public consultation phases will be required in the future when there are decisions to make.
- A4.9 The Combined Authority Consultation and Engagement team will work in partnership with district based communication, engagement and consultation officers to develop the approach.
- A4.10 The public engagement plan will be developed and reported to the Transport Committee and Member Working Group for their consideration at each stage in the process.