

Item 7: Appendix 4: Engagement Strategy

The development of this Transport Committee report and its appendices has reflected the significant feedback and input from district partners over the last six months. It builds on the feedback received through the HS2 Connectivity Strategy engagement which took place in spring 2018.

The report and its contents follows feedback from the recent Transport Committee member workshop as well as individual West Yorkshire Leader / Portfolio Holder meetings.

The purpose of this appendix is to summarise the engagement which would commence as early as possible in early 2019 around the proposals outlined in this Transport Committee report.

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)
 - 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 connected 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.
- A4.5 The results of the first phase of stakeholder engagement will be reported back to Transport Committee for their consideration.

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Public Engagement

- A4.6 The aim is to raise public awareness of the proposals and present positive messages about transport opportunities 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.