

Active Travel Tranche 2

West Yorkshire Consultation Plan

8 December 2020

A decorative graphic consisting of two overlapping, curved teal bands that sweep across the bottom right corner of the page. The bands are in different shades of teal, with the outer one being a darker shade and the inner one being a lighter shade.

Consultation Plan

A partnership approach will be adopted, with West Yorkshire Combined Authority (Combined Authority) and the five West Yorkshire partner councils working together to deliver high quality consultation regarding the active travel proposals.

All partners have extensive experience of carrying out consultation on cycling and walking projects and lessons learnt from previous consultations will be shared. As the Active Travel tranche 2 consultation gets under way it is envisaged that the sharing of best practice will continue. The consultation will be carried out by the five West Yorkshire partner councils, with the Combined Authority having a coordination / quality assurance role.

All consultation activities will be proportional to the individual project, with larger and more complex projects having more promotion and feedback mechanisms.

Minimum standards

All partners have agreed to adhere to the following minimum standards when carrying out project specific consultation:

All projects will complete a consultation mandate – this provides a simple explanation of the purpose of the consultation

All projects will complete a consultation plan detailing roles and responsibilities, audience, methodology, equality considerations, risks etc. (some projects may be joined for the purpose of consultation). These plans will be shared and discussed with the Combined Authority and other partner councils (to ensure that ideas / best practice can be shared). The project consultation plans will be added to partner council websites in January 2021.

Consultation for a minimum of 4 weeks – to give people enough time to hear about the consultation and respond.

Detailed stakeholder mapping will be carried out by partner councils for each project in partnership with the Combined Authority. A standard template (impact vs. influence) will be used and will include but not be limited to:

- Accessibility groups
- Active travel groups
- Bus operators
- Community groups
- Directly impacted businesses
- Emergency services
- Equality / seldom heard groups
- Local educational establishments
- Local residents
- Politicians – MPs, portfolio holders, ward councillors, parish / town councils etc. Briefings will be held with the Chair of the West Yorkshire Combined Authority Transport Committee.
- Royal mail

- Women's groups

Equality – all projects will complete a scoping equality impact assessment and promotion of the consultation will target those groups identified as being impacted.

Analysis and report writing – enough time will be allowed for analysis of quantitative and qualitative feedback and report writing. The report will be used to inform decision making, and proposals may need to be adapted based on public feedback.

KPIs - will be set for each individual consultation e.g. number of responses expected, number of website views etc

Outcome reporting – key stakeholders and people that responded to the consultation will be informed about the outcome of the consultation, including any changes that have been made as a result of feedback (in a “you said, we listened” format).

Methodology

Feedback will be predominantly via a digital survey, mainly due to COVID-19 restrictions. Partner councils will utilise their own digital engagement platforms / website to host the surveys.

Survey questions will be devised by the partner councils, though the Combined Authority consultation and engagement team will help create a set of core questions to ensure quality and consistency. It is expected that most questions will be quantitative, using a likert scale to understand strength of feeling for /against a proposal. Safe storage of personal data is crucial and all surveys and collected data will be General Data Protection Regulation (GDPR) compliant, with appropriate privacy notices and data sharing agreements in place.

Appropriate “about you” demographic questions will be asked, with responses monitored to understand who is responding to the survey and where there are gaps. Where gaps are identified further targeted promotion will be carried out.

COVID-19 has greatly impacted how we consult with people, with face-to-face feedback methods not possible. Although more consultation is now being done online, we still need to think of methods of engaging with digitally disengaged residents and seldom heard groups. In addition, each project will need to provide feedback opportunities for digitally disengaged people via options such as:

- Telephone
- Paper surveys
- Freepost
- Email

Each consultation will be proportionate to the size and impact of the proposed project. For the larger, more complex projects then virtual webinars and other time-intensive feedback methods may also be used and there is likely to be more promotion. Partner councils may use external consultants where extra support is required.

Promotion

Promotion opportunities have also been impacted by COVID-19 as fewer people are travelling. It is anticipated that a mixture of the following methods will be used (will vary by project).

- Direct email to key stakeholders identified by the mapping exercise
- Briefing sessions with key stakeholders, particularly politicians
- Partner council websites (with information also on Combined Authority website)
- Use of partner council citizens panels (where they exist)
- Partner council social media channels (and shared by Combined Authority social media channels)
- Local newspapers (press release), led by partner council press office teams with input from the Combined Authority
- Posters in local communities
- Leaflet drops to affected communities if appropriate
- Promotion via community leaders and identified community groups
- Promotion via schools and colleges to parents / families
- Use of Metro assets such as [real time information displays](#) at bus shelters, [MetroMessenger](#) etc.
- Use of existing cycling and walking stakeholder groups / networks
- Display in community buildings (e.g. library if COVID-19 restrictions allow)
- Phone calls to key local businesses and organisations
- Use of VMS signs to target road users (especially car drivers)

Use of previous consultation / engagement evidence

Some of the projects have already carried out extensive consultation with key stakeholders and the public, as well as using the [Safe Streets for Cycling and Walking](#) interactive map, and partner equivalents. Where this applies the partner council will write a report to document what consultation activities have been carried out, when they happened and what was learnt and will include this information on their website. It is envisaged that for some projects this will be sufficient and avoid the need for full public consultation in early 2021.

Role of the West Yorkshire Combined Authority Consultation and Engagement Team

The West Yorkshire Combined Authority has a skilled, experienced, dedicated consultation and engagement team and is a corporate member of the Consultation Institute. The Combined Authority has adopted protocols to ensure consultation is carried out to a high standard and all partner councils will be asked to adhere to these standards.

1. We will ensure that stakeholders and members of the public are aware of our approach to consultation and activities
2. We will ensure that stakeholders and members of the public are able to have their say on proposals when they are still at a formative stage
3. We will ensure consultation is open, transparent and accessible
4. We will ensure the consultation process is well planned, managed and coordinated and achieves value for money
5. We will ensure consultation is effective, meaningful and of a consistently high quality
6. We will ensure consultation feedback is properly considered and outcomes are reported in a timely way

The Combined Authority consultation and engagement team will be able to offer advice to ensure quality and consistency as much as possible. The Combined Authority already has suite of documents that can be shared with partners including a consultation mandate, toolkit, COVID-19 consultation advice, “how to” guides etc.

Role of partner council communication teams

Partner councils will take the lead in promoting their consultation activities. Where consultation professionals are employed by a partner council their skills will be utilised in the consultation planning, delivery and analysis. The Combined Authority will have the opportunity to review communication materials (all materials will be sent to communications@westyorks-ca.gov.uk so the External Affairs team can input).

Timings

The aim is to undertake consultation by the end of March 2021; however, this will be impacted by the complexity of individual projects and the ability to meaningfully engage with all relevant stakeholders in the time available. We may need to suspend or delay some activities due to the local and Mayoral election in May 2021 and the requirement placed upon local Government to not launch or promote consultation activities in the pre-election period which is likely to be from 27 March until 6 May 2021. We will however ensure that appropriate consultation is completed, and the feedback has been considered before construction work commences on a scheme.

Ongoing engagement

The consultation is just the start of the process. Meaningful and ongoing engagement will be undertaken in order to achieve the overall aims and objectives of the investment, with the aim to have projects supported and championed by communities, as well as delivering schemes of a high standard that enable a real step change in how people travel.

Find out more

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