



Strategic Transport Forum

12th July 2019

Agenda Item 7: EEH Outline Transport Strategy

Recommendation:

It is recommended that the Forum:

- a) Considers the presentation on the developing engagement plan;**
- b) Provides steers to Transport Officer colleagues about specific engagement opportunities that they would like EEH Business Unit to pursue.**

1. Context

- 1.1. The purpose of the Outline Transport Strategy is to act as a vehicle for engagement with EEH partners and the wider stakeholder community across the region.
- 1.2. The Outline Strategy will be launched on 16th July 2019 and the period of engagement will run through to 31st October 2019. The perspective gathered through the engagement will be used to inform and shape the developed of the detailed policies and proposals that will form the basis of the draft Transport Strategy, consultation on which will take place in spring 2020.
- 1.3. The engagement plan has been developed with a view to securing:
 - Ownership: ensuring 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 draft 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. As agreed at the Forum's previous meeting, the EEH Business Unit is working with individual Forum members and wider partners to identify opportunities for a discussion on the Outline Transport Strategy to fit within their existing structure of meetings. Where necessary/appropriate bespoke events will be organised by the EEH Business Unit across the region.

- 2.3. EEH partners and the wider stakeholder community are encouraged to submit written responses based on the questions within the Outline Transport Strategy.

3. Engagement Events

- 3.1. As noted our approach to engagement looks to build on existing opportunities: bespoke events will be set up where these are required to supplement existing opportunities. The engaged programme is formed of a number of key component parts, each with key next steps to take forward.

- a) **Meetings of EEH Partners** – given the central role of the local transport authorities within the Sub-national Transport Body, we are working with officers in EEH partners to identify the most appropriate meeting or forum in which a debate with key Members can take place. Likewise we are working with the LEP Chief Executives and the Growth Boards to identify the most appropriate opportunities 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 are also looking 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 is convening a 'transport influencers group' with a view to providing a perspective that is both diverse and inclusive. Particular attention is being paid to ensuring that the views of women, BAME, disabled people, the LGBT community, those with mental health issues, older and younger people are captured. The implications of transport poverty on those with low incomes will also be captured.
- c) **Parliamentary engagement:** A Parliamentary reception on the Outline Transport Strategy will be held in the autumn.
- d) **Conferences:** throughout the period of engagement 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.
- f) **Business and University roadshows:** we are working with the business sector and with the Arc Universities Group to identify how best to engage with these sectors.
- 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 are working 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/early career 'competition':** students and those in the earlier stages of their professional careers are being 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

3.2. In developing the detailed programme of engagement opportunities the EEH Business Unit is ensuring that these align with and support wider activity associated with the Oxford – Cambridge Arc.

4. Next Steps

- 4.1. The EEH Business Unit is working with the Transport Officers Group to develop the detail of the engagement programme.
- 4.2. In addition the EEH Business Unit is mapping out national, regional and local external stakeholders and identifying the most appropriate ways to engage with each of them. We would welcome Members' suggestions for stakeholders - including statutory bodies, interest groups and charities – in your area, to add to the mapping exercise.
- 4.3. Forum Members (and officers) will also be provided with a short slide pack on the Outline Transport Strategy, which they may wish to use themselves in briefing colleagues on its contents.
- 4.4. The next Forum meeting on 27th September 2019 will receive an update on engagement to date, and emerging key issues.
- 4.5. A detailed analysis of the outcome of the engagement process will be presented to the Forum at its meeting on 22nd November.

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July 2019