



Appendix B

Leicestershire County Council
Communication Strategy
Local Transport Plan (LTP4)

Background

The LTP is a requirement of the Local Transport Act 2008, and the key mechanism for delivering integrated transport at a local level. It helps to promote transport as an enabler of existing and future challenges, explains how transport impacts local communities and puts in place plans for infrastructure, initiatives, and solutions to help people and goods travel around.

LTP3 is coming to an end in 2026, and no longer accords with national planning, transport, and environmental policies. It also has a limited focus on health and well-being and the potential benefits that active travel provides Leicestershire for local communities.

An updated LTP4 will enable Leicestershire County Council to deliver transport solutions to benefit local communities, visitors, and users throughout the county. These will aim to:

- **Meet the current and future needs of all users in a coordinated manner and enable travel choices**
- **Benefit all transport users including car drivers, freight, public transport, walking, wheeling, and cycling**
- **Provide wider public health, economic, and environmental benefits for local communities**
- **Provide the best value for money to taxpayers**

Development of LTP4

1. Development of the new LTP began in late 2021 when the DfT advised that it would be issuing guidance on the preparation of the next generation of LTPs. However, this long-awaited guidance has not been forthcoming.
2. Whilst there is no specific guidance for the development of the new LTP, the following national policies have been identified which have supported the direction for the development of the LTP:
 - a) Build Back Better: our plan for growth, HM Treasury (2021);
 - b) Transport Decarbonisation Plan, Department for Transport (2021);
 - c) Gear Change: A bold vision for cycling and walking, Department for Transport (2020);
 - d) Future mobility: Urban Strategy, Department for Transport (2019);
 - e) Bus Back Better: National Bus Strategy for England, Department for Transport (2021);
 - f) Great British Railways: The Williams-Shapps Plan for Rail, Department for Transport (2021);
 - g) Plan for Drivers, Department for Transport (2024);

- h) Government Environment Plan, Department for Environment, Food & Rural Affairs (2018);
 - i) Net Zero Strategy: Build Back Greener, Department for Energy Security and NetZero and Department for Business, Energy, and Industrial Strategy (2021); and
 - j) National Planning Policy Framework, Department for Levelling Up, Housing and Communities (2023).
3. To commence development of LTP4 a conference was held in November 2023. Stakeholders attending included representatives from local authorities, National Highways, and Network Rail. Main themes which emerged from the conference were to make future LTP engaging and to focus on 'communities'. Key areas of focus for LTP4 were identified as:
- a) Health,
 - b) Carbon reduction,
 - c) Enabling Growth,
 - d) Minimising future levels of damage to the Council's highway assets, and
 - e) Influencing behaviour change.
4. Since the conference, several internal and external workstreams (involving Council officers and specialist stakeholders such as Public Health, environment and external stakeholders including Midlands Connect, neighbouring transport authorities and National Highways, have been supporting the development of the LTP4. These workstreams are:
- a) Health and Carbon reduction,
 - b) Communities, Communication and Engagement,
 - c) Spatial Planning and Growth,
 - d) Data and Evidence,
 - e) Environment, Transport and Infrastructure,
 - f) Innovation, and
 - g) Regional Transport Policy.

Approach

5. LTP4 will be developed in three phases, to be undertaken concurrently:
- a) **Phase One (up to 2030); in development between December 2023 – September 2024** – comprises the LTP4 Core Document which will identify the key challenges faced across the County in terms of transport, the strategic vision, the core themes and policies and how these will be implemented. The LTP4 Core Document will provide the strategic case and narrative to aid the development and implementation of the

programme for the LTF and other funding streams, delivering transport solutions across the County.

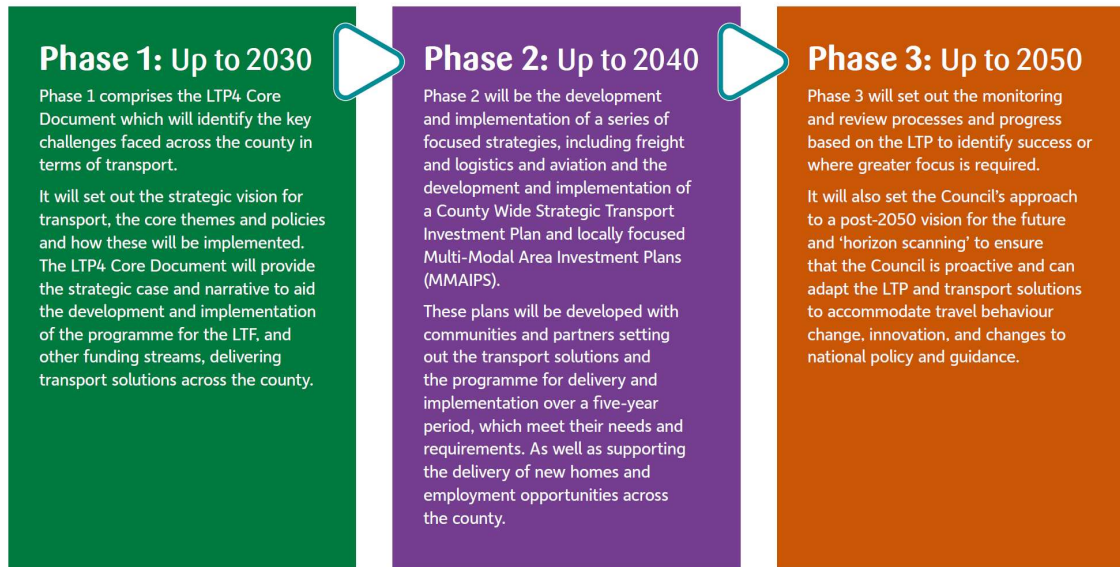
- b) **Phase Two (up to 2040); in development between summer 2024 – spring 2026** – will be the development of the full LTP4 which will be in the form of a series of focused strategies, including freight, logistics and aviation, a County Strategic Transport Investment Plan, locally focused Multi-Modal Area Investment Plans, and supporting documents which will set out the transport solutions that are proposed and the programme for delivery and implementation. The Multi-Modal Area Investment Plans will be developed together with communities and partners to identify the local transport solutions which meet their requirements and geographical needs as well as supporting the development of Local Plans to enable the delivery of new homes and employment opportunities across the County.
 - c) **Phase Three (up to 2050); in development between summer 2024 – winter 2026** – will set out the monitoring and review processes and progress based on the LTP to identify success or where greater focus is required. It will also set the Council's approach to a post-2050 vision for the future and 'horizon scanning' to ensure that the Council is proactive and can adapt the LTP and transport solutions to accommodate travel behaviour change, innovation, and changes to national policy and guidance.
6. The LTP4 will focus on Leicestershire. However, in both development and delivery, work will be undertaken with key partners, including Leicester City Council, Lincolnshire County Council, Nottinghamshire County Council, Derbyshire County Council, Rutland County Council, and Warwickshire County Council, and stakeholders including National Highways and Network Rail.

LTP4 Core Document

- 7. As stated above, Phase One (2030) comprises development of the Core Document. This sets out the vision, key themes, and core policies which will underpin LTP4 and its supporting strategies.
- 8. The Core Document will also set the strategic case and narrative for funding streams, including the LTF, and the associated delivery programmes. The document also sets the direction and agenda for Council expectations relating to transport infrastructure which is maintained and managed by other authorities and stakeholders and how collaboration should be undertaken.

The Development of the Local Transport Plan

The LTP will be developed in three phases and will cover the period between 2025 and 2040.



We will ensure that the key elements of each phase are completed and signed-off, before moving on to the next phase. Each phase will be dependent on progress with, and approval of, the preceding phase:

Communication, engagement, and consultation

9. Engagement with stakeholders is an important part of the process for developing new plans, strategies, and schemes. It helps to ensure that the Authority takes account of customer expectations and helps deliver the most appropriate service levels, consistent with the budget available.
10. Good communication is essential for successful delivery - we cannot tackle the transport challenges that Leicestershire faces alone. We require the support of Members, partners, stakeholders, residents, and businesses to help achieve this and involvement in the development and delivery of policies, strategies, plans and schemes is vital to their success. Their views form part of our evidence, helping to build a picture of the overall transport issues, how the transport system is functioning and how it is impacting on the environment, economy, and well-being etc.
11. We will build on previous work and engagement/consultations undertaken during the development of various policies, plans and schemes, including the Council's Strategic Plan, the Passenger Transport Policy and Strategy, the Leicester, and Leicestershire Strategic Transport Priorities (consultation 2020) and the Cycling and Walking Strategy (consultation 2021). The feedback from

these consultations, along with existing and new evidence, strategies, legislation, guidance, and best practice, has helped steer the early development of LTP4.

12. We will seek the views of all residents, businesses, organisations, and key stakeholders on the proposed programme for the development of LTP4 in three phases and the draft LTP4 Core Document which will contribute to how we shape the final document. More in depth engagement with local communities will emerge in Phase 2 of LTP4 development through the development of Multi-Modal Area Investment Plans. These plans will be developed with communities and partners setting out the transport solutions and the programme for delivery and implementation over a five-year period, which meet their needs and requirements. As well as supporting the delivery of new homes and employment opportunities across the county.

Engagement Principles

13. In September 2021 the Cabinet considered a report on Public Engagement Principles, which updated the Council's approach to involving members of the public in decision making, reflecting key lessons from the pandemic and broader changes in the way that local authorities nationally are involving residents. Future engagement and consultation will be mindful of these principles - the key principles that should underpin all our engagement activity are: Inclusive, Transparent and Meaningful.
14. The Public Engagement Principles also notes that 'Members may wish to play a more active role in the Council's consultation and engagement activity. This will often involve promoting consultation and engagement to the communities they represent. The new Elected Member Portal has a link to all current consultations and, where consultations are considered to have a significant impact on residents across Leicestershire, Members will receive notification that a consultation is due to start and will also be involved in responding to consultations through the Scrutiny process. Where a consultation has a significant impact on a particular electoral division, the local Member will be notified by the service area in the usual way'.
15. Key issues to consider when developing the consultation will include when the engagement is happening (e.g., dates, length), what we will ask, format for consultation (e.g., online survey, focus groups, Social Pinpoint), which officers need to be involved/briefed and what are the officers' roles. Early/regular officer briefings will help to answer these questions.

What do we mean by engagement?

Engagement Type	Information	Consultation	Participation
Nature of Relationship and engagement	<p>Council › Resident</p> <p>When we need to let you know about decisions, events including any changes but are not always asking for feedback.</p>	<p>Council ‹ Resident</p> <p>When we ask you for your feedback on particular decisions or services.</p> <p>The methods used can be informal conversations or formal surveys and activities.</p>	<p>Council ‹ › Resident</p> <p>You can play in active role in the delivery of projects associated with LTP4, this involves on-going dialogue with the relevant teams within the Council</p>
Example Activities	Website, social media and local newspapers	Surveys, formal consultations, and focus groups	Forums, focus groups, resident groups, scrutiny, and environmental groups

Objectives

16. The aim of this Communication Strategy is to ensure that clear and concise messages about the project are provided at the right time and in the right way. This will enable recipients to input to the process and/or make more informed decisions.
17. A communication plan will be developed for phase of LTP4 Development:
 - Phase One (up to 2030) - Setting the strategic vision, the core themes, and the core policies and how these will be implemented.
 - Phase Two (up to 2040) focus on the development of a series of strategies, development of Multi Modal Area Investment Plans and develop other transport solution focused documents including the programme for delivery and Implementation.
 - Phase Three (up to 2050)- Proactively adapt the Local Transport Plan and transport solutions to accommodate travel behaviour change,

innovation and changes to national policy and guidance. As well as set the approach post 2050 vision for the future and 'horizon scanning'.

18. A Communication Plan aims to ensure that Members, the public, stakeholders, partners, and colleagues etc are informed and engaged at appropriate times during LTP4's development and delivery. This includes by:
- Early, informal, discussions with colleagues e.g., E&T, Chief Executives, Public Health
 - managing and meeting expectations
 - seeking views on the draft Plan
 - reporting progress
 - maximising coordination
 - avoiding duplication and improving efficiency
 - maintaining good working relationship with the local Councils and Regional Partners and any other relevant partners/key stakeholders

Messages

- What we hope to achieve
- What are the challenges
- What we'll do and when
- How people can give us their views
- feeding back what we've heard from people
- thanking people who have participated so far
- linking/sign-posting people to related projects

Dependencies and interfaces

19. There are a range of dependencies and interfaces to LTP4 that have been identified and considered including new and emerging corporate and departmental plans e.g., Strategic Plan, Environment Strategy and Electric Vehicle Charging Strategy, Highways Design guide and more.

Key communication

- LCC officers - ensure early engagement to plan/agree engagement e.g., who'll be involved from LCC, who is the audience, when, key message, how will it be managed (comms message, engagement, consultation via media release, email, web page)
- Members – as well as following the approved LCC Member approvals process, consider the new Public Engagement Principles

- Media - the lead in time for media releases is generally 2 – 3 weeks. Any media releases should be flagged asap, but at a minimum at least 3 weeks before they need to be sent, to provide enough time for input/approval.
- Public and stakeholders – via communication, engagement, and consultation at appropriate points in the development of LTP4
- District/Borough/Parish Council's - agree appropriate time to inform District officers and Councillors etc – note that LCC Members should generally be notified first.

Consultees

20. Although details haven't been agreed yet, it is likely that public engagement / consultations will involve:
- Members, including local patch members.
 - Colleagues e.g., E&T, other departments, Growth Unit, Public Health
 - Residents
 - Businesses
 - Neighbouring Local Authorities District/Borough Councils (LHA's and LPA's)
 - Parish Councils
 - Midlands Connect, National Highways, Environment Agency etc.
 - Rail and passenger transport providers
 - Freight organisations
 - Emergency services
 - Cycling and walking groups
 - Equality groups (including LCC's workers groups)
 - Other groups e.g., Chamber of Commerce
21. A key priority for this Communications Strategy, is to establish effective communication mechanisms that are accessible to all and enable all residents, businesses and partners to participate and have their view represented.
- This plan aims to:
- Take advantage of the internet and social media to improve how we communicate, particularly during Phase two in the development of Multi Modal Area Investment Plans
 - Provide a portal via a website for residents, community groups, Parish Councils, partners and businesses - to signpost them to any relevant LTP4 information.
 - Work collaboratively with partners to enable more effective working and a co-ordinated approach to delivering services and monitoring of LTP4.

Timeframe

22. Public Consultation and Engagement for the LTP4 core document (Phase1) will be done between August and September 2024. This will also signpost previous engagements activities, as well as opportunities to comment during the development of future schemes.
23. A key priority for this Communications Strategy, is to establish effective communication mechanisms that are accessible to all and enable all residents, businesses, and partners to participate and have their view represented.
24. This plan aims to:
 - Take advantage of the internet and social media to improve how we communicate, particularly during Phase two in the development of Multi Modal Area Investment Plans
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 - Work collaboratively with partners to enable more effective working and a co-ordinated approach to delivering services and monitoring of LTP4.

Data protection (GDPR)

25. The following data protection/retention processes will be followed:
 - The 3-year period of retention of contact information will be calculated from the last communication with the public on LTP4.
 - The information will be kept in the TSaP/LTP4 folder – the document does not need to be password protected, but only those officers working on the project should access the information.
 - Where repeated contact is required, the information will only be used for LTP4 related communication, as this is what the user has agreed to be contacted about.
 - If someone has expressed an interest in being kept informed, it is best practice to include an option for users to withdraw their interest if they decide to do this at any point e.g., email annually to ask if they still want to be kept advised or whether they want to come off the list.
 - Use blind copies (BCC) for emails, if sending group correspondence, so others can't see individuals' details - if users can see others personal data this will be classified as an information breach and need to be reported to LCC information Governance (IG) for investigation.
 - A fair processing notice (FPN) and a data protection impact assessment (DPIA) may be required for this project. Liaison with LCC's Information Governance (IG) team is currently taking place to establish whether one or both are required.