

West Midlands Enhanced Partnership Plan and Scheme

Engagement and Consultation Strategy

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West Midlands Combined Authority

Draft



West Midlands Enhanced Partnership Plan and Scheme

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1. Introduction

1.1 Project background

The West Midlands Combined Authority's (WMCA) vision is simple: *"Building a healthier, happier, better connected and more prosperous West Midlands."* TfWM's 'Strategic Vision for Bus' (Objective 2) supports 'Movement for Growth', highlighting the regional aspiration to deliver bus rapid transit as part of an integrated transport network and improve connectivity across the region. By providing exceptional service and reliability, along with comfort and accessibility for passengers, WMCA aims to encourage a modal shift towards more sustainable forms of transport and more people on to the bus.

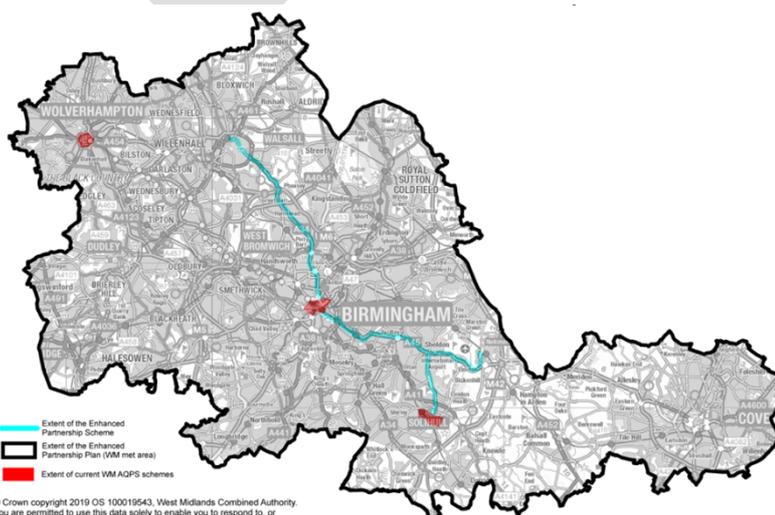
Whilst significant progress in improving bus services is being achieved through the West Midlands Bus Alliance and the Advanced Quality Partnership Schemes already in place in central Birmingham, Wolverhampton and Solihull, an Enhanced Partnership (EP) is considered the best way to facilitate the delivery of improved bus travel and support the delivery of improved bus travel along the A34 (north) and A45 Corridors, in readiness of the 2022 Commonwealth Games.

In June 2019 WMCA gave approval for TfWM to proceed with the development of Enhanced Partnership, on behalf of its seven constituent authorities and WMCA. An EP is a formal agreement between a local transport authority and local bus operators to work together to improve local bus services. The Enhanced Partnership will provide a binding commitment on all parties to support its delivery, offer protection for their investment and set bus service standards that will improve bus services across the West Midlands.

The project is to develop an EP Plan and associated Scheme that will help improve the quality of bus travel on the A34 (north) and A45 corridors across the West Midlands. The EP Plan will outline the strategic vision for improving bus travel of the partners, (including local authorities, bus operators and WMCA). The EP Scheme will provide the actions by which the authorities, including TfWM will deliver the EP Plan vision on certain corridors. In this instance the scheme will set minimum bus service standards and infrastructure for the delivery of the first two Sprint Corridors.

The scheme focuses on the A34 (north) and A45 Corridors as priorities to help facilitate the transport element of the 2022 Commonwealth Games and will rely on significant investment both in vehicle standards (by operators) and infrastructure (by authorities). More specifically the corridors cover:

- Birmingham Airport and Solihull to Birmingham City Centre (A45) passing the games venues at the NEC, and
- Walsall to Birmingham City Centre (A34) passing the Athletes' Village at Perry Barr and Alexander Stadium.



As part of this process Jacobs has been commissioned to support TfWM with the formal consultation on the EP Plan and Scheme. This consultation is separate to that being carried out on the physical infrastructure required to implement the Sprint Projects.

1.2 EP Plan and Scheme objectives

The EP Plan and scheme will help meet the 9 objectives set out in the 'Strategic Vision for Bus', those being to provide:

- A UK leading low emission bus fleet with zero emission corridors serving the most affected areas of air quality.
- A fully integrated bus network, including local demand responsive and rapid transit services (i.e. Sprint Corridors) supporting rail, coach and Metro interchange as one network.
- Simple, convenient and easy to use payment options, including full capping, providing a network which is value for money and affordable for customers.
- Bus as the mode of choice, reducing the number of private car journeys and creating better access to jobs and facilitating long-term change.
- A safe, secure and accessible mode for all, tackling long-held barriers and perceptions.
- Accountable network performance management, tackling issues causing congestion and reliability problems.
- World-leading customer information, utilising 5G and all available technologies and platforms.
- All young people under 25 supported by discounted travel, as well as addressing barriers for excluded groups.
- Evolve a network to support the 24/7 thriving economy, connecting people to new and developing destinations and attractions.

More specifically the EP Scheme aims to transform travel by offering a safe and enjoyable travel experience at a similar level of service and comfort to a tram. It will offer a limited stop service along dedicated bus lanes, greater accessibility, quicker more reliable journey times, audio visual next stop announcements and CCTV.

1.3 Strategy purpose

The aim of this strategy is to clearly define the scope, methods and objectives of all stakeholder engagement and communication during the informal engagement and formal consultation stages of the project. It also defines the principles of engagement, communication and evaluation criteria to ensure that our engagement and consultation processes have been effective.

1.4 Project timeline and key milestones

Stakeholder engagement and consultation forms a critical component of decision making in the development of an EP Plan and Scheme. An indicative timeline for development of the EP is shown below:



The formal discussion period has commenced during which the details of the EP are developed and supported. This is expected to conclude at the end of October 2019. TfWM anticipates publishing a draft EP Plan and Scheme to local bus operators in November 2019 with a statutory 28-day operator objection period beginning. Formal consultation would then follow, likely during December 2019 and January 2020 (with a pause during the Christmas period) for 6 weeks, with the Plan and Scheme to be made in the 1st quarter of 2020, subject to the successful outcome of the above phases.

Key submission dates for approval are currently as follows:

- Consultation Strategy reported on the 4 November 2019 Transport Delivery Committee (Draft Reports required by 14 October / Final Reports 24 October)
- Consultation Summary and Outcomes sent to 10 Feb 2020 Transport Delivery Committee (Draft Report required by 22 January / Final Reports 30 January)
- If delayed Consultation Summary and Outcomes sent to 16 March 2020 (Draft Reports required by 26 February / Final Reports 4 March).

The above dates are subject to change, if the formal discussions period is not complete by the end of October 2019.

2. Engagement to date

In July 2019 WMCA wrote to 24 Bus Operators, to inform them of their intent to prepare the EP Plan and Scheme, as required under Section 138F of the Bus Services Act 2017. As part of this process relevant Bus Operator companies were invited to participate by:

- joining one or both Reference Groups established by TfWM and chaired by Bus Users UK to oversee the development of the Plan and Scheme
- attending individual meeting(s) with TfWM to discuss the EP and the measures and facilities that might be included in Scheme
- making written submissions to TfWM with ideas and suggestions regarding the EP
- attending existing partnership meetings of the West Midlands Bus Alliance (i.e. Bus Operators Panel, Area Partnership meetings).

The Stakeholder Reference Groups have also been attended by Bus Users UK, Transport Focus, Confederation of Passenger Transport, Birmingham Airport, relevant Local Authorities and Local Enterprise Partnerships. A representative from the Department for Transport, and neighbouring and non-constituent authorities attend as observers. For a full list of organisations in the different Groups please see Appendix A

Initial discussions show that those engaged to date are in support of the EP. Questions raised, to be addressed through the development of the EP Plan and Scheme, relate to concerns around common liveries, retrofit requirements, the ability for operators to continue their own ticketing products, bus priority measures and bus stop infrastructure.

To inform development of the EP Plan and Scheme, WMCA are working closely with the Department for Transport, the Competition and Markets Authority and the constituent authorities (to take approvals through their own governance structures).

3. Stakeholder mapping

Stakeholder mapping is carried out at the outset of a project, to identify who needs to be involved in the project, any key stakeholders, existing relationships or information that the project team are aware of.

An initial stakeholder mapping workshop was held with members of the project team in September 2019. The team began with an initial list from TfWM and identified any new stakeholders. The list was then categorised into four groups based on how each stakeholder could potentially influence project decision making, their perceived level of interest, values and desires. The results of this initial stakeholder mapping is shown in the following table. The initial categorisations have been recorded in the EP Stakeholder Tracker.

Category 1 – Strategic Stakeholders and project drivers	Category 2 – technical experts & statutory Stakeholders
Secretary of State for Transport Bus Operators Local Authorities Local Enterprise Partnerships (LEP) Key businesses Bus Users UK Transport Focus Confederation of Passenger Transport Birmingham Airport	Department for Transport Traffic Commissioner for West Midlands Competition and Markets Authority Other organisations that represent local passengers, e.g. Transport Focus Neighbouring and non-constituent authority representatives Blue Light Services (police, ambulance, fire)
Category 3 - Impacted by the Plan and Scheme	Category 4 – not currently engaged
Local MPs / Ward Cllrs Parish and Town Councils Business Improvement Districts (BIDS) Hospital Trusts Freight Hauliers Association Freight Transport Association Campaign for Better Transport Greener Journeys Highways England Network Rail Virgin/First Trenitalia HS2 Age UK Residents along the route (<i>within the catchment area 100 metres</i>) Community Groups (<i>within the catchment area 100 metres</i>) PSED/EQIA groups? WCHAR	Neighbouring MPs and Ward Councillors Local Businesses e.g. Jaguar Land Rover Other residents outside the route (<i>outside 100 metre catchment area</i>) Landowners Community Group(s)

High interest

Low interest

High influence

Low influence

Each stakeholder has been allocated to a relationship manager at WMCA/TfWM/Jacobs – see Appendix B for more detail. The stakeholder categories will be reviewed at regular intervals in the project in collaboration with the project team and amended where necessary.

3.1 Equalities Impact Assessment

An Equality Impact Assessment (EqIA) has been undertaken by TfWM to ensure that the informal engagement and formal consultation meet statutory requirements under the Public Sector Equality Duty (PSED), part of the Equality Act 2010. The Equality Act 2010 protects people who share a 'protected characteristic', along with other groups in society that may have differential needs. This document will be updated as part of the EP drafting process.

The main recommendation of relevance to the engagement and consultation strategy is to consult with key equality groups during the public consultation.

The EqIA is a key part of stakeholder analysis as it ensures that methods can be put in place to ensure all stakeholders are treated fairly and feel their diverse views and needs are considered not only during engagement and formal consultation on the EP Plan and Scheme, but also throughout project design. It should be noted that consultation on the project design and infrastructure will run separately to the consultation on the EP Plan and Scheme.

4. Engagement principles and objectives

This section sets the principles and objectives required to carry out meaningful engagement and our objectives for stakeholder engagement.

In this instance meaningful engagement refers to engagement that enables us to:

- learn more about stakeholders' interests and values in relation to the EP and the provision of high-quality bus services across the West Midlands network
- understand how these can be addressed
- gather useful information to help with developing the EP Plan and Scheme, and
- keep stakeholders appropriately informed on project developments.

4.1 Engagement principles

In line with TfWM's engagement and consultation guidelines, the following principles define our approach:

1	Develop trust and confidence among stakeholders and partners through joint working to promote advocacy.
2	Communicate effectively. Tell the story, make it clear, relevant, appropriate, consistent, simple and timely. Explain the decision process early.
3	Build awareness - not just with public transport users but also among users of the local roads and Key Route Network (KRN) - drivers, motorcyclists, cyclists, professional drivers – including freight and taxi/minicab drivers
4	Encourage behaviour change to increase uptake of sustainable journeys, free up the network and reduce congestion – making sure the message is consistent while reflecting the individual programme initiative
5	Promote TfWM's products and services intelligently and in line with key TfWM objectives
6	Communicate successes – with partners and our stakeholders <i>'you said, we did'</i> . Demonstrate how feedback has influenced the EP Plan and Scheme.

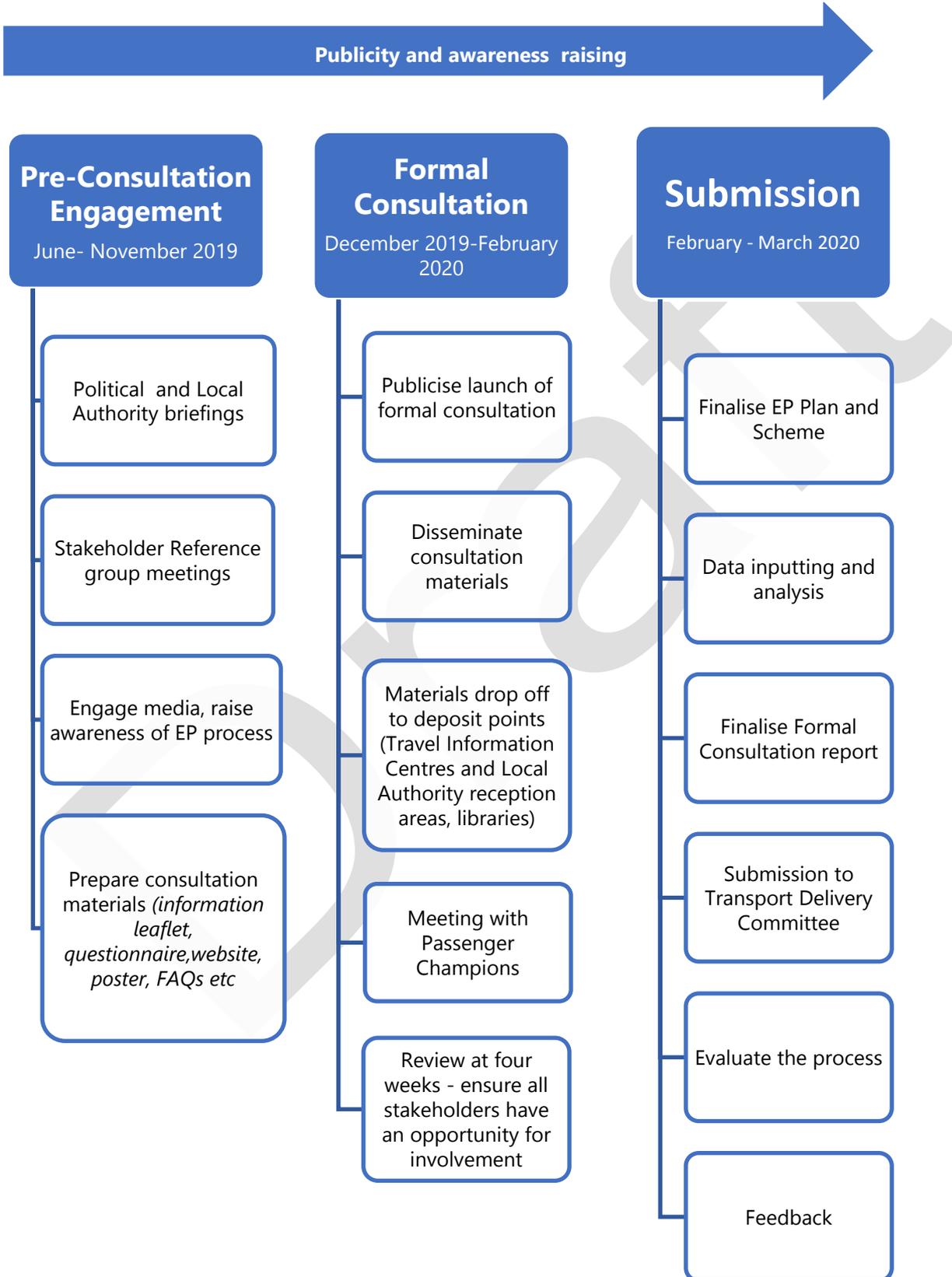
4.2 Engagement objectives

The engagement objectives for development of the EP Plan and Scheme are outlined below and have been developed with the project team:

Stakeholder Category	Participation Level	Objective
1, 2, 3, 4	General Applicable across all levels of participation.	To identify project advocates and obtain stakeholder buy-in for the EP Plan and Scheme
		To maintain existing and build new stakeholder relationships and have a two-way relationship with key stakeholders
1, 2, 3	Inform Provide stakeholders with information to assist in understanding the problems, timescales, and proposed options.	To build understanding of the context to the project, the issues that we aim to solve and the benefits the EP Plan and Scheme will provide, bringing stakeholders along on the journey to obtain the right solution
		To increase understanding of the EP Plan and Scheme process
		To use engagement and consultation to dispel misinformation and avoid undue concern
1, 2	Consult, Involve, collaborate Obtain high quality feedback from key stakeholders on proposals related to policy or decisions. A time limited process. Work directly with stakeholders to ensure that their concerns are consistently understood and considered. Partner with stakeholders in aspects of the decision, identifying proposed solutions/options. For example, through the Stakeholder Reference Groups.	To gather useful information to develop the EP Plan and Scheme, constraints, and ideas
		To develop appropriate mechanisms to collate the right information and feedback required to prepare an EP Plan and Scheme that will gain agreement from the Transport Delivery Committee and statutory stakeholders (as noted in Section 138F of the Bus Services Act 2017.)

5.2 A three-stage approach

The flow chart below outlines the three-stage engagement and consultation process:



5.3 Key spokespeople

Spokespeople to be involved in media opportunities include:

- Andy Street, Mayor
- Cllr Ian Ward, Birmingham City Council (Transport Portfolio Lead)
- Linda McCord, Chair, Bus Alliance.

5.4 Check, review, approve

In the design of consultation materials and associated publicity TfWM will employ a three-step 'check, review, approve' process to ensure quality control of all public facing documents. Each step will be allocated to a different person, one of which will have no knowledge of the project.

5.5 Measure effectiveness

TfWM will measure effectiveness of the engagement and consultation process against our objectives and engagement activities in the Consultation and Engagement process considering:

- What worked well?
- Whether the process met the expected legal requirements
- Number and quality of responses from stakeholders in categories 1,2, and 3
- Sentiment in press releases and number of social media posts
- If participants generally represent those interested in and affected by the EP plan and Scheme
- Key challenges and lessons learned

Feedback will be used to help shape future engagement and consultation.

5.6 Data information and management

TfWM have fully committed to adhere to the General Data Protection Regulations (GDPR) following implementation on the 25 May 2018. Appendix D contains a summary of WMCA's GDPR statement.

All external engagement and correspondence for the project will be saved securely.

Where stakeholder information is stored elsewhere, for example on internal Jacobs' systems, access is restricted to the stakeholder engagement team. This includes sensitive meeting minutes and the stakeholder database, containing contact details.

6. Key messages

Our key messages carry our tone of voice and are essential to the delivery of a consistent message that is understood by each of our audiences, opening the door to meaningful conversations. They form the core of all communications activities and should be used to develop all consultation materials and the basis of the frequently asked questions.

6.1 The EP Partnership

- An Enhanced Partnership (EP) is a formal agreement between a local transport authority (LTA) and local bus operators to work together to improve local bus travel. There are two parts to an EP, the EP Plan (or vision for improvement) and the EP Scheme (the actions required to deliver the Plan), of which over time there can be more than one. A Plan cannot exist without a Scheme, nor a Scheme without a Plan. A LTA can only proceed if the EP Plan and Scheme has support from the majority of local bus operators.
- Taking advantage of the new powers and opportunities provided by the Bus Services Act 2017, Transport for the West Midlands (TfWM) have brought together local authorities and bus operators in an EP to develop a coordinated approach to improving bus travel in the region.
- Building on the objectives set out in TfWM's Strategic Vision for Bus, the EP provides a formal agreement (with participating parties TfWM, Local Authorities and bus operators) that will ensure delivery of the high-level vision for better bus travel across the West Midlands.

6.2 What area does the Plan cover?

- The EP Plan sets the overall vision, it tells the story about bus services in the local area and provides a strategic context for the scheme, setting objectives to improve bus travel.
- The EP Plan covers the area of the WMCA, excluding the areas already covered by similar coordinated initiatives (known as Advanced Quality Partnership Schemes) that already exist in Birmingham City Centre, Solihull Town Centre and Wolverhampton City Centre.

6.3 How was the EP was developed / who was involved?

- The EP Plan has been developed with input from, and the support of participating parties (TfWM, local authorities and bus operators) and other key stakeholders e.g. Birmingham Airport, Transport Focus, Bus Users UK, the Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP), DfT, Confederation of Passenger Transport.
- The process of preparing the EP Plan was overseen by a Reference Group involving these key stakeholders.

6.4 EP Scheme

- The EP Scheme provides us with a framework to improve, develop and deliver better bus travel in defined areas through targeted schemes. As part of our long-term vision for more reliable public transport, the first scheme proposed as part of our EP will involve delivery of the necessary facilities and improved bus standards for the A34 (north) and the A45 Corridors and will form part of our integrated transport network.

- More specifically the corridor run from:
 - Birmingham Airport and Solihull to Birmingham City Centre (passing the Games venues at the NEC)
 - Walsall to Birmingham City Centre (passing the Athletes Village at Perry Barr and Alexander Stadium)
- The EP Scheme will involve improvements to 63 services, affecting almost 600 miles of route in total – this equates to 6.24% of routes across the West Midlands.
- Improvements will begin in March 2020 with the collaboration of 8 bus operators.
- 122km of new rapid bus transit network are planned by 2026, with the first, the A34 (north) and A45 corridors being operational in 2022

6.5 Benefits of the EP Scheme

- By improving the A34 (north) and A45 corridors we will ensure quicker and more reliable journey times for bus users through the introduction of new facilities. As well as investment in bus priority measures, many bus stops will be upgraded, offering pleasant waiting environments, along with real-time information that will provide reassurance to passengers.
- In order to provide a safer and more enjoyable travel experience for bus users, the EP Scheme will set minimum standards¹ for high-quality buses including Wi-Fi, audio visual next stop announcements, CCTV and integrated travel information, enabling bus users to link journeys with rail, tram and airport travel. This, together with the setting of vehicles specifications for emission standards we will help to improve air quality in the region.
- In addition to the benefits to users of public transport, improved and better integrated bus services will also help to support the shift towards more sustainable forms of transport in the area, reducing the need for private car trips.
- The proposed EP Scheme runs through some of the most deprived areas of the West Midlands and so will help to tackle transport inequalities in the region.
- The EP Scheme aims to improve customer satisfaction, journey times and reliability on local services, bringing these above the national average. (According to Bus Passenger Survey data from 2017 the West Midlands currently scores slightly lower than the national average on these areas):
 - Overall journey satisfaction scores 84% in the West Midlands, compared to 88% nationally. Whilst we are performing well, we want to be the best.
 - Interior cleanliness and condition of vehicles scores 74% compared to 80% nationally.
 - Journey time satisfaction is at 80% compared to 84% nationally, with punctuality of services rated at 69% compared to 73%. Average bus speed in West Midlands is currently below 13km/h – another indication that improvements to journey times are needed.

¹ To include more information once defined through the EP Scheme development

6.6 Why bus improvements? Who will benefit?

- Public transport improvements are essential to tackle transport inequalities, the unemployed and those on low incomes are much more reliant on bus transport.
- Bus transport improvements will help support inclusive growth in the region.
- The bus is central to the public transport offering with 4 out of 5 public transport journeys taken by bus.
- Data from April 2017 to end of March 2018 (financial year) shows that bus services were used by 261 million people across the region. The region has the largest commercially operated bus network in the UK, with 75 million vehicle miles (DfT).

6.7 Scope of the consultation

- We want to hear your views on the proposal for closer partnership working to improve bus travel set out in the EP Plan, as well as our proposals to improve standards along the A34 (north) and the A45 Corridor, as laid out in the EP Scheme. We want to hear your feedback on the quality standards proposed, and if you agree these standards will improve bus travel across the West Midlands network and importantly, the experience of the passenger.
- This consultation is not about the detailed design of infrastructure associated with the scheme. That detail of essentially 'what will go where' is part of a separate and ongoing consultation. For more information on this please go to *insertwebpage*.
- The consultation will run over a 6-week period from 9 December 2019 to 3 February 2020 (including a pause for the Christmas period).

6.8 How to respond

- You can download a copy of the EP Plan and Scheme by visiting XXX.
- You can respond to the consultation:
 - Online by visiting XXXX
 - By Email: XXXX
 - By post: XXXX
 -
- Further copies of the consultation leaflet and questionnaire can be collected from the following venues:
 - *List Transport Information Centres.*
 - *List libraries*
 - *List LA receptions...*
- Information is available in other formats on request.
- Freephone XXXX

Appendix A Enhanced Partnership Reference Group Participants

EP Plan Reference Group:

- Local Bus operators (maximum of 1 representative per operator)
- Jon Hayes, Head of Network Delivery (TfWM)
- Linda McCord, Senior Stakeholder Manager, Transport Focus (from the Bus Alliance Board)
- David Warrilow, Confederation of Passenger Transport (from the Bus Alliance Board)
- Dawn Badminton-Capp, Director of Bus Users England, Bus Users UK
- Constituent authorities (1 officer representing each) (7)
- Greater Birmingham & Solihull Local Enterprise Partnership
- Birmingham Airport
- Steve Blackmore, Department for Transport (Observer)
- Warwickshire, LA (Observers)
- Secretariat, TfWM

EP Scheme Reference Group:

- Bus operators running services in the Scheme area (maximum of 1 representative per operator)
- Jon Hayes, Head of Network Delivery TfWM
- Linda McCord, Transport Focus
- Dawn Badminton-Capp, Bus Users UK
- David Warrilow, Confederation of Passenger Transport
- Constituent authorities on the corridors - Birmingham, Sandwell, Walsall and Solihull (1 officer representing each)
- GBSLEP)
- Steve Blackmore, Department for Transport (Observer)
- Secretariat, TfWM

Appendix B Stakeholder Category by Relationship Manager

Category 1 – Strategic Stakeholders and project drivers	Relationship Manager
<ol style="list-style-type: none"> 1. Secretary of State for Transport 2. Bus Operators 3. Local Authorities 4. Local Enterprise Partnerships (LEP) Key businesses 5. Bus Users UK 6. Transport Focus 7. Confederation of Passenger Transport 8. Birmingham Airport 	<ol style="list-style-type: none"> 1. TfWM (Andrew Roberts) 2. TfWM (Andrew Roberts) 3. TfWM (Andrew Roberts) 4. TfWM (Andrew Roberts) 5. TfWM (Andrew Roberts) 6. TfWM (Andrew Roberts/Stephen Holloway) 7. TfWM (Andrew Roberts) 8. TfWM (Andrew Roberts)
Category 2 – technical experts & statutory Stakeholders	Relationship Manager
<ol style="list-style-type: none"> 9. Department for Transport 10. Traffic Commissioner for West Midlands 11. Competition and Markets Authority 12. Other local bus operators outside the scheme area but within the plan area 13. Other organisations that represent local passengers (Passenger champions) 14. Neighbouring and non-constituent authority representatives 15. Blue Light Services (police, ambulance, fire) 	<ol style="list-style-type: none"> 9. TfWM (Andrew Roberts) 10. TfWM (Andrew Roberts) 11. TfWM (Andrew Roberts) 12. TfWM (Andrew Roberts) 13. Jacobs/Stephen Holloway (TfWM) 14. Jacobs 15. Jacobs
Category 3 - Impacted by the Plan and Scheme	Relationship Manager
<ol style="list-style-type: none"> 16. Local MPs / Ward Cllrs 17. Parish and Town Councils 18. Business Improvement Districts (BIDS) 19. Hospital Trusts 20. Freight Hauliers Association 21. Freight Transport Association 22. Campaign for ... Transport 23. Greener Journeys 24. Highways England 25. Network Rail 26. Virgin/First Trenitalia 27. HS2 28. Age UK 29. Residents along the route (<i>within the catchment area 100 metres</i>) 30. Community Groups (<i>within the catchment area 100 metres</i>) 31. PSED/EQIA groups 32. WCHAR 	<ol style="list-style-type: none"> 16. TfWM (Andrew Roberts) 17. Jacobs 18. Jacobs 19. Jacobs 20. Jacobs 21. Jacobs 22. Jacobs 23. Jacobs 24. Jacobs 25. Jacobs 26. TfWM/Jacobs? TBC 27. TfWM/Jacobs? TBC 28. TfWM/Jacobs? TBC 29. Jacobs 30. Jacobs 31. WMCA (Anna Sirmoglou) 32. WMCA (Anna Sirmoglou)

Category 4 – not currently engaged	
33. Neighbouring MPs and Ward Councillors	33. Jacobs
34. Local Businesses e.g. Jaguar Land Rover	34. Jacobs
35. Other residents outside the route (<i>outside 100 metre catchment area</i>)	35. Jacobs
36. Landowners	36. Jacobs
37. Community Group(s)	37. Jacobs

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Appendix C Engagement and Consultation Activity Action Plan

Activity	Description	Timeframe	Responsibility	Cost
Engagement & Consultation Strategy	Draft Engagement and Consultation Strategy on agreement of approach to formal engagement	Draft by 10 October Finalise by 23 October	Jacobs (Helen Bidwell) to draft with input from Andrew Purchase (TfWM), Edmund Salt (WMCA) and Peter Hardt (TfWM)	<i>Excludes people time</i>
Key messages and lines to take /FAQs	Draft key messages and public facing FAQs in conjunction with TfWM Corporate Communications Team Lines to take used by Project Team FAQs on website	Draft key messages by 23 October 2019 Draft Lines to take/FAQs by 21 November 2019	Jacobs (Helen Bidwell) to draft with technical input from WMCA/ TfWM Edmund Salt (WMCA) to approve	<i>Excludes people time</i>
Consultation leaflet	4-page leaflet with 2-page reply paid feedback form Outlines key project information, drivers and benefits	Draft text by 7 November 2019 Print by 21 November 2019 (<i>4 week lead in time</i>) Distribute by 2 December 2019 (<i>1 week lead in time</i>)	Jacobs to draft content from EP Plan and Scheme, manage design, print and distribution TfWM to design inhouse WMCA/TfWM to help provide content Edmund Salt (WMCA) to approve	<i>Excludes people time</i> Design - £ Print - £ Distribution - £
Website text	Draft website text in line with key messages and consultation leaflet	Draft text by 21 November 2019 Upload by 1 December 2019	Jacobs to draft content from EP Plan and Scheme, manage upload to TfWM website Edmund Salt (WMCA) to approve	<i>Excludes people time</i> Design - £
Consultation questionnaire	Draft consultation feedback form with 2-page reply paid	Draft text by 12 November 2019 Print by 21 November 2019 (<i>4 week lead in time</i>) Distribute by 2 December 2019 (<i>1 week lead in time</i>)	Jacobs to draft, manage design, print and distribution WMCA/TfWM to help provide content Edmund Salt (WMCA) to approve	<i>Excludes people time</i> Design - £ Print - £
Poster	Draft poster to be put up in local venues, on buses etc Use on buses, bus stops, and show in deposit points (Travel Information Centres, LA reception area and libraries)	Draft text by 7 November 2019 Print by 21 November 2019 (<i>4 week lead in time</i>) Distribute by 2 December 2019 (<i>1 week lead in time</i>)	Jacobs to draft, manage design, print and distribution WMCA/TfWM to help provide content Edmund Salt (WMCA) to approve	<i>Excludes people time</i> Design - £ Print - £

Press release	Draft press release – local and trade - raising awareness of consultation events and opportunity to get involved	Draft text by 20 November 2019 Plan dates to send out by 5 December 2019	TfWM to draft WMCA/TfWM to help provide content Edmund Salt (WMCA) to approve	<i>Excludes people time</i>
Social Media	Draft and plan social media raising awareness of consultation events and opportunity to get involved	Draft text by 20 November 2019 Plan dates to send out by 5 December 2019	TfWM to draft Project Design Team to help provide content Edmund Salt (WMCA) to approve	<i>Excludes people time</i>
Launch formal Consultation Period	Formal consultation goes 'live' for 8 weeks (excludes 'pause' for Christmas period)	9 December 2019 to 3 February 2020	WMCA spokesperson (TBC) to launch formal consultation, Jacobs to monitor progress and support with enquiries working with WMCA/TfWM Check deposit points half way to check if require more materials	<i>Excludes people time</i>
Data inputting and coding	Input paper questionnaires	Start inputting January 2020 – ongoing Code on receipt of 10 email/letter submissions	Jacobs to input and develop coding frame Jacobs CRAV to approve WMCA final sign off	<i>Excludes people time</i>
Data Analysis	Analysis of consultation responses and additional email/letter submissions	Start inputting January 2020 – ongoing Code on receipt of 10 letters	Jacobs to input and develop coding frame Jacobs CRAV to approve	<i>Excludes people time</i>
Reporting	Draft of consultation report	February/March 2020	Jacobs to draft Consultation report Jacobs CRAV to approve and include WMCA/TfWM	<i>Excludes people time</i>

Appendix D Summary GDPR Statement

The West Midlands Combined Authority (WMCA) is a data controller in terms of the Data Protection Act. We have a legal duty to protect any information we collect from you. When you submit information to us, it is treated in confidence and in accordance with data protection principles.

We will use your personal information for a number of purposes including the following:

- To record accurately and analyse any questions you raise during consultation or feedback you have provided in response to this consultation;
- To report on our consultations, setting out what issues have been raised and how we have responded to that feedback (individuals will not be identified in any such reports).

Information from which you can be identified will only be used by us, our agents and service providers, and will not be disclosed or shared unless we are obliged or permitted by law to do so. The lawful justifications for collecting and using your personal information are that it is necessary in the public interest and also for our legitimate interests, to ensure the consultation process, analysis and reporting are accurate, informative, and carried out fairly and lawfully.

For more information about what we do with personal information [please see our privacy notice.](#)