

Report to: **Partnership Board – Transport for the South East**

Date of meeting: **13 June 2022**

By: **Lead Officer, Transport for the South East**

Title of report: **Strategic Investment Plan – Consultation**

Purpose of report: **To update the board on communications and stakeholder engagement activity in relation to the SIP and seek approval for the planned approach to the associated public consultation.**

RECOMMENDATIONS:

The members of the Partnership Board are recommended to:

- (1) Approve the approach outlined within this paper to the public consultation on the SIP, and;**
 - (2) note the engagement and communication activity that is planned to support the SIP consultation.**
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1. Introduction

1.1 This paper sets out the approach to the digital-led programme of public consultation on the draft Strategic Investment Plan (SIP) and accompanying draft Integrated Sustainability Appraisal (ISA). The draft SIP and ISA are being published for consultation by Transport for the South East (TfSE) to provide evidence of the level of support for a compelling thirty-year transport investment blueprint for the South East of England.

1.2 The overall approach to the SIP public consultation will be hybrid in nature, thereby composed of both physical and digital elements, to gather feedback on the plan from a wide range of partners, stakeholders and members of the public. Digital methods are increasingly regarded as an effective way of enabling the widest group of people to contribute their views and benefits include high representativeness, accessibility for those with internet access, statistically significant results and greater objectivity.

1.3 ECF, an independent specialist community engagement consultancy, has been instructed by TfSE to deliver the digital consultation and gather feedback on the draft SIP and ISA from stakeholders in the South East. The two pillars of the digital campaign will comprise:

- Digital engagement platform and survey
- Social media campaign

1.4 A Consultation Report and Summary Report on the digital element of the SIP and ISA consultation will also be produced by ECF. This will be used as part of a package of materials to facilitate decision-making at national Government level about investment in the region's transport network.

2. Consultation objectives

2.1 The overarching project objectives that have guided the development of the digital consultation programme and survey are as follows:

- Demonstrate that funding and strategy decisions about transport in the South East are informed by local knowledge and priorities.
- Support the decision-making process at Government level by demonstrating that the consultation programme has been designed to be fair, targeted, accessible, inclusive and relevant.
- Measure and evidence levels of support for the SIP while identifying and objectively reporting on any recurring issues.

2.2 Objectives of the digital consultation programme itself are to:

- Run a 'digital first' public consultation that is open to all; launch and promote the accessible digital engagement platform and online survey.
- Elicit responses from people who reflect the South East region's population, with demographic information being requested via the survey to provide evidence of engagement with those representing the nine protected characteristics.
- Identify issues or challenges throughout the digital campaign and advise on, or devise, solutions to inform the engagement approach, including the ongoing development of FAQs.
- Harness the social media channels of TfSE and its partners to generate awareness of, and encourage participation in, the digital consultation.
- Produce a Consultation Report on the findings of the digital consultation, including in-depth analysis of all feedback gathered via the online survey, alongside a summary version and a separate Report on the ISA.

3. Purpose of consultation

3.1 An open, accessible and transparent consultation accompanied by a straightforward survey will encourage respondents to use the agreed questionnaire and provide reassurance publicly and at Government level that every effort was made to reach as wide an audience as possible.

3.2 This approach to the consultation ensures we can incorporate and reflect the views of those who live and work in the South East alongside the technical or specialist audience. Public consultation allows the evidence base to be built for investment decisions and provides assurance to the democratic process.

3.3 An engaging, straightforward survey that is easy to navigate and hosted online directly appeals to a wider audience and maximises participation. Additionally, the

approach has taken into account statutory consultees and technical experts, many of whom have been involved in shaping the transport strategy and SIP.

4. Consultation approach

4.1 Planned communications and engagement activities will be delivered digitally for a period of 12 weeks commencing on 20 June. Feedback will be captured in the form of an online survey that is accessed via a dedicated online engagement platform with TfSE branding which has been created solely for the SIP consultation using the world-leading 'Engagement HQ' software.

4.2 To meet the project objective of demonstrating fairness and transparency in both the methodology applied to gathering feedback and reporting mechanisms, two audiences have been identified and categorised as 'public' and 'technical'. The purpose of this delineation is to extrapolate responses from members of the general public who will have limited knowledge of the SIP compared with respondents whose level of understanding will be more technically advanced. In essence, there is one survey with respondents who do not identify as a member of the public being guided to answer additional questions around funding and financing.

4.3 Prior to the public consultation launch, a targeted email campaign to a limited number of key stakeholders comprising statutory consultees and technical experts will be undertaken to explain its purpose, promoting the digital engagement platform as the primary feedback channel.

4.4 It will be instrumental to highlight the distinction between public and technical respondents in the analysis of feedback to provide reassurance of a rigorous, targeted consultation programme as part of risk mitigation. This twin-track approach is designed to secure the highest level of engagement and representation of the widest range of viewpoints reflecting different levels of interest and influence whilst applying a consistent methodology in the sense that all respondents have the same access to the same information at the same time. This strategy is judged to be measured, proportionate and adheres to the government's own [consultation principles](#).

4.5 Risks and issues that emerge during the public consultation will be monitored and relayed to TfSE with agreed responses added to the live online FAQs.

4.6 Risk mitigation measures specifically to avoid alienation or apathy comprise:

- Providing physical engagement materials to support the digital-first approach and avoid digital exclusion. Making sure that materials and activities are in line with UK accessibility guidance. We have worked closely with communication and engagement leads at local councils to ensure that the consultation is promoted in libraries and other civic facilities.
- Creation of an inclusive, responsive rhetoric and key messages in promotional materials.
- Use of plain, everyday English in the survey with links to relevant SIP chapters to facilitate understanding and guide responses.
- Undertaking stakeholder gap assessments and targeting the promotion of the SIP consultation to ensure that information is shared with the 'seldom heard.'

4.7 The survey will elicit responses about demographics, type of stakeholder, geographical area, comments on the SIP chapters and ISA. It mirrors the structure of the SIP and will include a combination of single selection answers (or ‘tick all that apply’), response options as well as free-text responses. Demographic information has been included in the questionnaire to ensure that a representative range of views is captured in line with engagement and consultation best practice. Survey responses will be tracked for the duration of the consultation period to ensure that respondents are representative of the South East population. Respondents are encouraged to confirm that they have read the SIP and survey questions address the following:

- Type of respondent – member of the public or otherwise
- SIP mission; vision and objectives; global and transport priorities; place-based and global packages of interventions; benefits and costs; delivery
- Integrated Sustainability Appraisal

4.8 The presentation of the quantitative and qualitative analysis in the final Consultation Report will be subject to prior agreement with TfSE of the reporting framework and themes. This analysis will be conducted independently by ECF to ensure a fully transparent and objective end-to-end consultation process.

4.9 In addition to the thematic written Report on the SIP, a Plain English summary ‘overview’ document will be produced. There will be a separate Report on responses to the summary Integrated Sustainability Appraisal.

5. Consultation principles and style

5.1 ECF uses the International Association of Public Participation’s (IAP2) *Spectrum of Public Participation* as a guide when creating an engagement programme. The *Spectrum of Public Participation* suggests that the expectation and goals of an engagement programme should be clearly outlined in advance of commencing the process.

5.2 Given the scope of the engagement and its objectives, the programme fits into the “*Consult*” category of the spectrum in which the following goal and promise define the process:

- Goal: “To obtain feedback on analysis, issues, alternatives and decisions.”
- Promise: “We will listen to and acknowledge your concerns.”

5.3 The Consultation Report will outline how the goal and the promise have been delivered.

5.4 An informal, engaging tone will be applied to communications and the survey itself, including the engagement platform that it is hosted on, has been designed to be accessible and intuitive.

5.5 The digitally led consultation will be supported by a comprehensive communications plan that uses on and offline channels, and enlists the support of our partners and stakeholders to reach a wide audience. It will also be supported by a series of events:

- **Parliamentary reception** on 22nd June at Portcullis House. We have had a really good response to this event, which will provide MPs with an opportunity to fully explore the SIP and learn more about what it means for their constituency.
- **Connecting the South East: A bold and ambitious plan** (5th July): Hosted at G Live in Guildford this event will celebrate the launch of the consultation on the draft strategic investment plan. The event is aimed at around 200 senior stakeholders and will feature an array of speakers. Baroness Vere is the keynote speaker.
- **Two virtual drop-in sessions**, on 11th and 12th July, open to all. These events are intended to provide an overview of the SIP and the consultation, and will feature a Q&A session. It is hoped that anyone who was unable to attend the 5th July event, but has an active interest in our work, will be able to attend one of these sessions.

6 Conclusion and recommendations

6.1 Increasingly, people want to have a say in decisions that affect their lives and recognise their right to do so. This public consultation and the accompanying promotional activity will help to raise awareness of the TfSE aims and generate support for the investment needed in the transport network to improve lives, support and drive sustainable economic growth and achieve net-zero carbon emissions in the South East. It will embed the following key messages about the guiding principles that underpin TfSE's work:

- A joined-up regional approach is the best way of achieving our shared ambitions for ongoing and future prosperity of the South East.
- We're putting people and places at the heart of what we do by gathering feedback on our proposals.

6.2 The consultation is also an opportunity to acknowledge the role of the technical respondents in helping to shape the SIP and address any issues or areas of concern prior to the SIP's finalisation and its eventual formal ratification.

6.3 The Partnership Board are recommended to agree the approach to the SIP engagement and consultation activity that is detailed in this report, agreeing that the consultation will go live on 20th June 2022.

6.4 The Partnership Board are recommended to note the events that are planned to support the SIP consultation.

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Lead Officer

Transport for the South East

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Transport for the South East - Strategic Investment Plan Consultation

Welcome to the Transport for the South East (TfSE) Strategic Investment Plan (SIP) digital consultation hub!

We have launched the public consultation on our draft SIP to gather feedback, ideas and analysis from the community and key stakeholders. The SIP is an ambitious but achievable multi-modal investment plan that aims to boost the economy and make life better for people, for business and for the environment. If approved, the SIP will be the blueprint for future investment in strategic transport infrastructure in the south east for the next thirty years.

Developed in partnership with Steer, WSP and KPMG, our draft SIP builds on our [transport strategy](#), which was consulted on in XX, and brings together previously published work including area and thematic studies.

Content:

- Overview - what is a SIP?
- Engagement activities
- Key documents embedded and in widgets.

Who's Listening

Lucy Dixon-Thompson

Stakeholder & Engagement Manager
TfSE



Judith Hewitt

Community Engagement Specialist
ECF



Key Dates

Consultation Launch
20 June 2022

FAQs

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Content:

- Overview - what is a SIP?
- Engagement activities
- Key documents embedded and in widgets.

SURVEY

QUESTIONS

Survey

This survey is designed to measure the levels of support for the Transport for the South East's (TfSE) proposed Strategic Investment Plan (SIP). This survey has been drafted to follow the same structure as the SIP document and we would recommend that you follow this survey with the document to hand to aid you with your responses. Hyperlinks to the relevant sections of the SIP have been made throughout for your ease.

Take Survey

Key Dates

Consultation Launch
20 June 2022

FAQs

Documents

Important Links

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Survey

This survey is designed to measure the levels of support for the Transport for the South East's (TfSE) proposed Strategic Investment Plan (SIP). This survey has been drafted to follow the same structure as the SIP document and we would recommend that you follow this survey with the document to hand to aid you with your responses. Hyperlinks to the relevant sections of the SIP have been made throughout for your ease.

SECTION 1: Background information

In what capacity are you completing this survey?

(Choose any 1 options)

- Resident
- On behalf of a group, organisation or government body
- Business owner or operator
- Visitor to the region
- Member of Parliament
- Other (please specify)

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Transport for the South East

Answer this question only if you have chosen On behalf of a group, organisation or government body for In what capacity are you completing this survey?

Which category of organisation or group are you representing? (Please tick all of the boxes that apply)

(Choose all that apply)

- Academic (includes universities and other academic institutions)
- Business
- Business representative group (includes CBI, Chambers of Commerce, LEPs)
- Campaign group
- Central Government
- Charity/voluntary sector group
- Elected representative - town or parish council
- Elected representative - district or borough council
- Elected representative - county or unitary authority
- Environment, heritage amenity or community group (includes environmental groups, schools, church groups, residents' associations, recreation groups and other community interest organisations)
- Local Government officer
- Professional body/representative group
- Statutory body (e.g., NH, NR, Historic England, Environment Agency)
- Transport, infrastructure or utility organisation (includes transport bodies, transport providers, infrastructure providers and utility companies)
- Think Tank
- Transport Operator
- Member of a TfSE stakeholder group
- Transport user group
- I prefer not to say / not listed
- Other (please specify)

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Transport for the South East

Answer this question only if you have chosen Member of a TfSE stakeholder group for Which category of organisation or group are you representing? (Please tick all of the boxes that apply)

Please specify which member organisation of a TfSE stakeholder group you represent:

Answer this question only if you have chosen On behalf of a group, organisation or government body for In what capacity are you completing this survey?

Please specify which organisation you represent:

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How much do you know about TfSE:

Questions	Active Involvement	Good knowledge	Some knowledge	Limited knowledge	No knowledge
My knowledge of Transport for the South East is:					

Have you reviewed the relevant SIP documentation?

(Choose any 1 options)

- Yes - I've read the SIP
 Yes - I've read the SIP summary
 No
 I'm not sure

Answer this question only if you have chosen No for Have you reviewed the relevant SIP documentation?

Before proceeding, please ensure you have read the SIP documentation in full.

[INSERT LINK TO THE SIP PDF]

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SECTION 2: Investment Priorities

This section of the survey relates to the Investment Priorities of the SIP (p4-5).

Investment Priorities

The Packages detailed in this Plan address eight investment priorities aligned with the vision and strategic goals of the TISE Transport Strategy and the wider regional, national, and international policy context with which both are aligned.

Decarbonisation & Environment - Accelerate decarbonisation of the South East, enabling the UK to achieve net zero by 2050 or sooner, and delivering a transport network better able to protect and enhance our natural, built, and historic environments.

Adapting to a New Normal - Enable the South East's economy and transport systems to adapt sustainably to changing travel patterns and new ways of working and living in a post pandemic and Brexit world.

Levelling up Left Behind Communities - Deliver a more affordable and accessible transport network for the South East that promotes social inclusion, improves health and wellbeing, and reduces barriers to employment, learning, social, leisure, physical and cultural activity for all communities.

Regeneration and Growth - Attract investment to grow our economy, better compete in the global marketplace, and unlock regeneration and growth opportunities where this has been held back by inadequate infrastructure or poor integration between land use and transport planning.

World Class Urban Transport Systems - Deliver world class and seamlessly integrated, sustainable urban transport systems (rail, bus, tram, ferry, cycling, and walking) for the South East's largest conurbations, to enable residents, businesses, and visitors to travel easily and sustainably within and between built up areas.

East - West Connectivity - Enhance our east - west corridors to same level as radial links to and from London to boost connectivity between our major economic hubs, international gateways (ports, airports, and rail terminals) and their markets.

Resilient Radial Corridors - Deliver an increasingly reliable transport network that is smarter at managing transport demand, and more resilient to incidents, extreme weather, and the impacts of a changing climate.

Global Gateways and Freight - Enhance the capacity and contribution of the freight and logistics sector to the South East's economy through improved connectivity to Global Gateways and adapt to changing patterns of freight demand and trade.

Which of the above investment priorities do you feel are important for the SIP to deliver? (Tick all that apply)

(Choose all that apply)

- Decarbonisation & Environment
- Adapting to a New Normal
- Levelling Up Left Behind Communities
- Regeneration and Growth
- World Class Urban Transport Systems
- East - West Connectivity
- Resilient Radial Corridors
- Global Gateways and Freight

Do you have any further comments on the SIP's investment priorities?

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SECTION 3: Packages of Interventions

Place Based Packages of Interventions

This section of the survey relates to the Packages of Interventions section of the SIP

Strategic Programme Outline Case (SPOC) Areas

For the purposes of data gathering and analysis, the TISE region has been split into four geographies. Which of the following geographic areas are you most interested in? Please be aware that some local authority areas appear in more than one of the geographies and you may need to select more than one of the geographies if this is the case for your specific area of interest. Use the map above to guide you and select all that apply.

(Choose all that apply)

- Solent and Sussex Coast (Southampton, Portsmouth, Littlehampton, Worthing, Brighton, Isle of Wight)
- London - Sussex Coast (Chichester to Eastbourne, Surrey, West Sussex, East Sussex (excluding the Hastings Area)
- Wessex Thames (Berkshire, Hampshire and Surrey)
- Kent, Medway and East Sussex (Kent, Medway, Hastings and Rother areas of East Sussex)

Answer this question only if you have chosen Solent and Sussex Coast (Southampton, Portsmouth, Littlehampton, Worthing, Brighton, Isle of Wight) for the purposes of data gathering and analysis, the TISE region has been split into four geographies. Which of the following geographic areas are you most interested in? Please be aware that some local authority areas appear in more than one of the geographies and you may need to select more than one of the geographies if this is the case for your specific area of interest. Use the map above to guide you and select all that apply.

To what extent do you agree that the packages of interventions for the Solent and Sussex Coast area will deliver on the priorities of the SIP?

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree	I'm not sure
To what extent do you agree that the packages of interventions for the Solent and Sussex Coast area will deliver on the priorities of the SIP?						

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Please select all of the packages for the **Solent & Sussex Coast** area that you feel are important in achieving the priorities of the SIP. Tick all that apply.

(Choose all that apply)

- South Hampshire Rail (Core)
- South Hampshire Rail (Enhanced)
- South Hampshire Mass Transit
- Isle of Wight (two Packages)
- Sussex Coast Rail
- Sussex Coast Mass Transit
- Sussex Coast Active Travel
- Solent and Sussex Coast Highways

Do you have any further comments on the Packages of Interventions for the **Solent and Sussex Coast** area? (Please limit your response to 250 words)

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Global Policy Packages of Interventions

The Global Policy Interventions are designed to address the challenges and opportunities that affect the whole of the South East. These include challenges beyond the TISE boundaries such as climate change and opportunities such as new mobility technologies.

The key Global Policy Interventions would help deliver the investment priorities of the South East are:

Decarbonisation - We aspire to deliver a faster trajectory towards net-zero than current trends are expected to yield or from investment in sustainable transport alone.

Public Transport Fares - We wish to reverse the real terms increase in the cost of public transport compared to motoring.

New Mobility - We see great potential for new mobility (e.g. electric bikes and scooters) to boost active travel in the South East.

Road User Charging - We encourage the UK government to develop a national road user charging system to provide an alternative source of funding to fuel duty and to help manage demand in parallel to integrated local measures.

Virtual Access - The past two decade, amplified by the global Covid pandemic has shown how virtual working can help reduce demand for transport services.

Integration - We wish to see improvements in integration across and between all modes of transport in terms of infrastructure, services, ticketing, and accessibility.

Which of the above Global Policy Interventions do you feel are important for the SIP to support? (Tick all that apply)

(Choose all that apply)

- Decarbonisation
- Public Transport Fares
- New Mobility
- Road User Charging
- Virtual Access
- Integration

Do you have any further comments on the SIP's Global Policy Interventions?

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SECTION 4: Benefits and Costs

This section of the survey relates to the Benefits and Costs and the Funding and Financing sections of the SIP (p26-28).

Do you think that the SIP captures the benefits and the costs of the proposed packages of interventions adequately?

(Choose any one option)

Yes
 No
 I'm not sure

Please explain your answer to the above question here. (Please limit your response to 250 words)

Do you have any further comments on the funding and finance approach of the SIP? (Please limit your response to 250 words)

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SECTION 5: Delivery of the SIP

This section of the survey relates to the Delivery section of the SIP (p29-39).

To what extent do you agree that the approach towards delivering the SIP will achieve collective benefit for the South East?

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree	I'm not sure
To what extent do you agree that the approach towards delivering the SIP will achieve collective benefit for the South East?						

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SECTION 6: Integrated Sustainability Appraisal and Conclusion

This section of the survey relates to the Integrated Sustainability Appraisal [INSERT HYPERLINK] accompanying document to the SIP.

Do you have any comments on the Integrated Sustainability Appraisal?

Overall, to what extent do you agree that the SIP makes the best case possible for investing in transport infrastructure in the South East?

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree	I'm not sure
Overall, to what extent do you agree that the SIP makes the best case possible for investing in transport infrastructure in the South East?						