

# Consultation and Engagement Plan

## Transforming Dewsbury Bus Station (second stage engagement)

Consultation and Engagement team / November 2022

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# Contents

|                                             |           |
|---------------------------------------------|-----------|
| <b>1. Objectives.....</b>                   | <b>3</b>  |
| 1.1 Overview.....                           | 3         |
| <b>2. Audience.....</b>                     | <b>9</b>  |
| 2.1. Audience insight.....                  | 9         |
| 2.2. Stakeholder mapping .....              | 9         |
| 2.3. Stakeholder engagement.....            | 9         |
| 2.4. Equality Impact Assessment (EqIA)..... | 10        |
| <b>3. Strategy .....</b>                    | <b>18</b> |
| 3.1 Approach.....                           | 18        |
| 3.2. Engagement questions .....             | 19        |
| 3.3. Risks and issues .....                 | 20        |
| <b>4. Implementation.....</b>               | <b>21</b> |
| 4.1 Timescales .....                        | 21        |
| 4.2 Resources.....                          | 21        |
| 4.3 Governance .....                        | 21        |
| 4.4 Promotion methods.....                  | 21        |
| <b>5. Scoring and evaluation .....</b>      | <b>23</b> |

# 1. Objectives

## 1.1 Overview

All West Yorkshire Combined Authority consultation and engagement activity will meet the following aims:

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 consistently high in quality.
6. We will ensure consultation feedback is properly considered and outcomes are reported in a timely way.

The scheme will support the following Combined Authority's corporate priorities:

- Empowering our communities, towns and cities to thrive.
- Building a sustainable, nature rich and carbon neutral region.
- Creating an accessible, clean and customer focussed transport system.
- Supporting community safety and accountable, proactive policing.
- Championing culture, sport and creativity.
- Driving economic growth and innovation to enable good jobs.
- Enabling a diverse, skilled workforce and accessible learning for all.

In March 2020, it was announced that our region will benefit from £317 million of investment from the Transforming Cities Fund, known as TCF.

The Dewsbury Bus Station project was granted £13.9m and forms part of a wider package of transport projects to transform the way people travel in and around Dewsbury, including better access between the station and the town centre.

It will contribute to the overall TCF vision of 'connecting people to economic and education opportunities through affordable, sustainable transport boosting productivity and helping to create cleaner, healthier and happier communities'.

Dewsbury bus station is a key transport hub and enables both local travel in the town and long-distance travel from the wider region. This scheme aims to deliver a comprehensive transformation of the bus station building and its surroundings; including an improved interior, improved accessibility and better entrances and exits.

The scheme has been developed in response to the following challenges and issues:

- An unattractive, poor quality physical environment within and around the Bus Station.
- Personal safety concerns,
- Road safety concerns, due to conflicting bus/car/pedestrian movements
- A lack of good quality services and accessible facilities within the bus station
- Poor pedestrian access to the bus station

The proposals will be continually measured against the following aims throughout the Engagement and design process:

- Encourage more people to visit Dewsbury Bus Station.
- Transform passenger facilities.
- Improve access and safety for all bus station users.
- Attract new retail business and improve the customer experience.
- Help regenerate Dewsbury town centre in line with the Dewsbury blueprint.
- Make the bus station more energy efficient and reduce carbon emissions.

This second stage engagement is due to take place for a period of 6 weeks between 22 June and 2 August 2023.

## 1.2 Consultation and engagement objectives

The first stage consultation feedback gave majority support for the scheme and highlighted key issues the public would like the scheme to address.

During the first stage consultation in July to September 2021, respondents raised the following concerns and issues:

1. An unattractive and poor-quality space both inside and outside the station, with uncomfortable waiting facilities
2. Concerns about personal safety, anti-social behaviour and crime

3. A lack of good quality services, such as travel information and Real Time Information (RTI) screens, and accessible facilities within the station.
4. A lack of retail units and places to shop when visiting the station.

Following the first stage consultation, the scheme proposals have been reviewed. This second round engagement will collect views on the updated detailed designs and gain further understanding as to how the scheme will impact participants (or those they represent).

Proposals that were **supported during the first consultation**, and are progressing to the next design stage are:

- New and improved entrances.
- Improved Real Time Information at the bus bays.
- Improved internal features such as seating, flooring and signage.
- Improved accessibility features, including:
  - A Changing Places toilet which has extra features to meet the needs of people with a range of disabilities and their carers. The toilets provide enough space and the right equipment, including a hoist and height adjustable changing bench.
  - A new wayfinding line to assist people with visual impairments.
  - Improvements to crossings and kerbs.
- Refurbished and upgraded retail units.
- A new atrium roof between South Street and Aldams Road entrances to increase natural light.
- More planting and greenery.
- Installation of solar panels to the roof to make the bus station more energy efficient.

Proposals that are **no longer being progressed** include:

- The ceiling will no longer be upgraded with timber, due to an increase of cost. Alternatively, the proposal is now that the ceiling would be upgraded with steel.

Updates to the **proposals that will be engaged on** in this second-stage focus on the detailed design aspects. Through a public survey, we are looking for feedback on:

- Safety and security features, including additional CCTV cameras in an improved layout and help points.
- A new customer service desk on the concourse.

- Seating and waiting facilities.
- Additional accessibility improvements including:
  - A new wayfinding line to assist people with visual impairments
  - New smart timetable information at each bus stand, with braille text and audio information.
  - bus and rail real time information and bus stand design.
- A new quiet room.
- Levels of natural lighting from the new windows and new part-glass atrium roof.
- A 'living-roof' with bee-friendly plants.

More detailed feedback will be gained on the accessibility improvements of the bus station through further engagement with accessibility groups at a workshop with the project team.

**What are your expectations for a successful consultation? Are there any measurable targets which can be set? E.g. numbers engaged, representation from different localities or community groups in feedback**

In stage one, a total of 139 online surveys were completed. However, we were unable to hold public facing events due to Covid restrictions in place at the time. It is anticipated that the ability to meet with the public face to face in this second round of consultation will enable us to engage more people.

We will also aim to engage with a broad range of stakeholders, while revisiting those who showed interest in the first round of consultation. We hope that this will result in a higher response rate while still keeping a good quality of feedback.

We will proactively undertake further engagement with seldom-heard groups to enable their communities to input directly on specific scheme components, in line with the detailed level of designs. We will also undertake additional engagement with young people across the area, to ensure their views and feedback are listening to.

## 1.3 Key messages

A pre-agreed set of key messages for the scheme are vital to ensuring consistency of communications across everyone working on the scheme. These messages should be regularly reviewed and developed as the scheme progresses. The following bullets can be used as copy for leaflets, web, emails etc.

- The scheme forms part of the Combined Authority's (CA) ambition to improve sustainable travel options for people who live, work in and visit Dewsbury. Part

of this ambition is creating a world-class transport hub that allows for seamless travel across the area.

- The scheme aims to deliver a modern, fit for purpose facility that complements Dewsbury Town Centre and encourages more people to travel by public transport.
- The proposals complement the [Dewsbury Blueprint](#), a wider 10-year plan to honour the heritage of Dewsbury and help create a thriving, attractive and accessible town centre.
- The proposed Dewsbury Bus Station improvements align with the CA'S [Transport Strategy vision](#) of creating a 'people-first integrated transport network'. The vision aims to shift focus from reliance on private car ownership and encourages the use of public transport systems that are both accessible and affordable.
- By aiming to encourage more people to travel by bus, the scheme will reduce congestion and greenhouse gas emissions to support the CA's commitment to becoming carbon neutral by 2030.
- During the scheme's construction stage, there will inevitably be some disruption. We will communicate any temporary arrangements prior to construction and plan our works alongside others being undertaken in the city/town at the same time in order to minimise journey disruption and allow people to plan their routes accordingly.

These messages will be used in conjunction with the TCF key messages, which are set out below:

- **A connected city region** - creating a city region where communities are able to easily access a transport network which is hassle free, addressing the challenges of communities currently cut off from opportunity for employment and to travel sustainably for local journeys, as well as those across the region.
- **Choices** - we aim to provide a realistic alternative to the car, so people can make choices about how they travel with easy, stress-free connections to a transport network which is accessible, affordable and attractive.
- **Future** - delivering the future we want as city region, responding to a changing economy, and addressing the concerns and needs of our young people in the context of a climate emergency.
- **Opportunity** - a 21st century transport network is key to creating economic growth around the region, building resilience into communities and helping people to access employment and education opportunities.
- **Sustainable** - the improvements we deliver will mean the city region can promote sustainable, clean and inclusive growth, creating a greener environment and liveable places, with healthier people and happier communities.

Transforming Cities Fund (TCF) supporting messages and proof points:

- The scheme is being delivered with money from the Transforming Cities Fund (TCF), which is helping to transform gateways to towns and cities across the region by making it easier to walk, cycle and use public transport.
- Providing an accessible, attractive and cleaner alternative to car journeys is at the heart of TCF - a major new programme of transport infrastructure investment secured as part of the West Yorkshire devolution deal.
- The programme, which is being delivered by the Combined Authority in partnership with local authorities, will be funded through £317 million from the Department for Transport (DfT) plus local match funding up to £140 million.
- Communities across Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield and York are set to benefit from the schemes, which include new or improved bus and rail stations, cycling and walking infrastructure, and new Park and Rides.
- The programme is focused on connecting people in the communities of greatest economic need with job and training opportunities.
- This will, in turn, help boost productivity, living standards and air quality, helping to create happier healthier communities for the future.
- It is estimated TCF schemes will improve journeys by bus, rail, bike and on foot for up to 1.5 million people, take up to 12 million car trips per year off our roads and reduce CO2 emissions from car travel by up to 15,000 tonnes by 2036.
- Find out more information about at [www.westyorks-ca.gov.uk/TCF](http://www.westyorks-ca.gov.uk/TCF)

## 2. Audience

### 2.1. Audience insight

Understanding our audience is critical to an effective consultation and engagement programme. It is important that we use insight to create a full picture of who they are so we can reach them and obtain their feedback.

This consultation is aimed at members of the public who live, work, commute or spend time in this area. We are particularly keen to reach and hear from key stakeholders and seldom heard groups (see EqIA below).

### 2.2. Stakeholder mapping

|                            |      |                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Level of Power / Influence | High | <b>2. Manage with care - Useful for influencing</b><br>Other Councillors (from unaffected wards)<br>Other neighbouring MPs (Colne Valley and Batley & Spen)<br>Local and regional media (Dewsbury Reporter)<br>Environmental stakeholders (Natural England / Environmental Agency / Canal and Rivers trust)<br>Highways England<br>CA Transport Committee<br>Kirklees Council Economy and Neighbourhood Scrutiny Committee | <b>1. Top Priority - Manage Closely</b><br>Councillors in Dewsbury East Ward<br>Kirklees Council + Cabinet Members<br>MP for Dewsbury<br>Relevant Kirklees Council Executives / Portfolio holders<br>CA - Mayor<br>Businesses directly affected by scheme works (retail tenants, neighbouring businesses)<br>Dewsbury Town Board<br>Third party land owners (NE car park owners, Kirklees development partners for old police station site - leisure centre?)<br>Bus operators (Prioritise Arriva - also First, Team Pennine, TLC)<br>Bus station staff / station manager, and bus drivers<br>Respondents from Round 1 - including accessibility and disability focus group<br>Historic England (solar panels)<br>West Yorkshire Police (Anti-social behaviour/crime) |
|                            | Low  | <b>3. Monitor / Low priority - Keep under review</b><br>General public (provide information)<br>Car users (monitor if a lobby emerges)<br>Taxi providers<br>WY LEP<br>Dewsbury Learning Quarter<br>Dewsbury Business Centre<br>Other town businesses<br>Network Rail / TransPennine Express<br>Environmental groups                                                                                                        | <b>4. Keep Informed and give help - Important stakeholders</b><br>Bus Station users<br>Other public transport user groups<br>Local residents<br>Local cycling and walking groups e.g. Kirklees Cycling Campaign<br>Access and disability groups<br>Seldom heard groups<br>Older people's groups<br>Younger people's groups -<br>Education institutions e.g. Kirklees College<br>Education providers in Dewsbury centre<br>Car users - if lobby emerges<br>Dewsbury bus station taxis<br>Close proximity businesses<br>Bus station tenants / possible tenants                                                                                                                                                                                                          |
|                            |      | Low                                                                                                                                                                                                                                                                                                                                                                                                                        | High                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                            |      | Level of Interest                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

### 2.3. Stakeholder engagement

The wider public are not included in the stakeholder log. Information about how they will be engaged as part of this consultation are given in Section 3 of this document.

A number of key stakeholders will need to be engaged with and consulted during the programme of works leading up to and including the submission of the planning application and the submission of the Full Business Case will be identified. These stakeholders represent the individuals and groups who have specialist expertise that could help to shape the proposals, and all those who could be affected by the scheme. Suggested stakeholders have been separated into a number of categories, which are listed below. Engagement with these stakeholders will be logged by the scheme promoter, alongside any key issues raised and any steps proposed to resolve any issues.

- Accessibility groups
- Active travel groups (e.g. Cycling UK, Sustrans, Living Streets, local campaign groups)
- Bus operators
- Business stakeholders (local businesses/business representative groups and including Civic Societies, Chambers of Commerce and Business Improvement Districts)
- Developers
- Education stakeholders (universities/colleges/schools)
- Emergency services
- Environmental stakeholders (Canal and River Trust, Environment Agency, local air quality groups and local authority air quality teams)
- Interest groups (local, community, active travel, air quality and heritage groups)
- Internal stakeholders (including Bus Services team at the Combined Authority)
- Key attractors
- Landowners and tenants
- Local Enterprise Partnerships (LEP) – Leeds City Region LEP
- Major employers
- Political stakeholders (including ward members, Kirklees Council portfolio holder and any local Parish Council)
- Public Health stakeholders
- Statutory / key stakeholders (including Department for Transport)
- Tourism stakeholders (English Heritage)
- Transport stakeholders (Network Rail, Highways England, bus operators and other - taxis, bus user groups)
- Utilities providers

## 2.4. Equality Impact Assessment (EqIA)

This section demonstrates how people who share a protected characteristic may be affected by changes proposed within the scheme and shows how we will reach these people to ensure they can participate in the consultation and provide feedback.

| Group      | Source of evidence – project EqlA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Impact                                                                             | How will any groups be engaged?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Age</b> | <p>Transport Strategy Evidence Base states that a larger percentage of older people (65+) use buses than the percentage of the general population across other age categories. 18.5% of respondents to the first stage of public consultation were aged 65 years or older.</p> <p>Two comments in the consultation raised the issue of poor security for elderly people, while other comments raised the lack of seating, the lack of free toilets and the lack of staff to provide assistance as all issues that could affect elderly people.</p> <p>Older bus station users may benefit from bus station management's work with West Yorkshire Police and other local partners to reduce crime and antisocial behaviour, improving the safety of the bus station. Safety and security features, including improving CCTV provision and lighting, are in scope for the project. Older bus station users may also benefit from the increased number of seats included in the design.</p> <p>Current concept proposals suggest a concourse based customer service facility could be provided, providing a staffed point of contact to provide assistance to older passengers.</p> | Positive – through design changes adapted to first stage feedback                  | <p>In person engagement events, including at the bus station, to engage with older consultees who are more likely to get involved through non-digital means. They will be given the opportunity to speak to the project team, view the updated designs and give further feedback on the detailed changes.</p> <p>We will also aim to increase engagement from young people in this round of consultation, as response rates were low in the first stage. We are hosting an engagement day with local schools in Dewsbury, offering them the opportunity to visit the bus station, offer feedback on the proposals and learn more about transport careers.</p> |
| <b>Sex</b> | <p>48.1% of respondents to the first consultation identified as male, 43.6% as female, 2.3% as other and 6% preferred not to say.</p> <p>The issue of crime and anti-social behaviour has been raised on more than one occasion. This issue can be a cause of</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Safety and security features, including improving CCTV provision and lighting, are | Evidence suggests that women are more likely to have caring responsibilities, therefore attending face to face meetings, events or focus groups could be harder for them. There will be                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

| Group                                                                              | Source of evidence – project EqlA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Impact                                                                                                        | How will any groups be engaged?                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                    | <p>fear for some bus station users, in particular women.</p> <p>Transport Strategy Evidence Base (July 2020) reported a higher use of buses by women than men, but did not mention other gender categories.</p> <p>83% of respondents identified security (e.g. CCTV, lighting, staff present) as very important, but this rose to 90% among female respondents.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p>in scope for the project.</p> <p>Bus station and security staff training to deal with specific issues.</p> | <p>opportunities to engage with the consultation online, through online webinars and the Your Voice page and associated tools (Q&amp;A/survey). Questions can also be submitted through the Your Voice email address.</p> <p>For public events, we will consider venue location, which should be easily reached by public transport. The timings of events will also differentiate across the consultation schedule to increase the opportunity of attendance.</p>                     |
| <p><b>Disability</b><br/>(including sensory, mental health, long term illness)</p> | <p>14.6% of respondents to the first stage consultation are personally affected by a long term health problem or disability, while another 12.2% said another member of their household is affected this way. While 27% of consultation respondents agreed that there is not enough disabled access at the bus station, this rose to 41% amongst respondents who identified their day to day activities limited by a long term health problem or disability.</p> <p>Six comments submitted to the public consultation criticised the poor accessibility of the bus station for blind people and those with visual impairments, while two comments called for more measures to be included in the proposals to improve the accessibility of the bus station for blind people. 109 of 138 respondents thought the inclusion of a</p> | <p>Positive – new design impacts</p> <p>Negative – concern of lighting glare of atrium</p>                    | <p>The scheme design considers the accessibility requirements of all passengers with disabilities, identified through engagement with accessibility groups. An accessibility workshop was conducted in the first stage of consultation.</p> <p>Engagement will be continued with accessibility and advocacy groups, including through another accessibility workshop to review design changes.</p> <p>The engagement will offer the ability to request alternative formats - these</p> |

| Group                      | Source of evidence – project EqIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Impact                                      | How will any groups be engaged?                                                                                                                                                                                                                                                                                                                     |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            | <p>Changing Places toilet was important or very important.</p> <p>Concern has been raised at the disability workshop about glazing and light levels and how this could affect people with disabilities. Participants in the accessibility workshop emphasised the importance of consistent and accessible design across all bus stations especially at the stand and head of queue.</p> <p>The dementia friendly design guidance has been obtained from Kirklees Council, which includes guidance on issues such as lighting levels, wayfinding, colour schemes, and flooring patterns.</p> <p>Improved wayfinding in the bus station will benefit people with visual impairments, but as there was also a comment about the lack of accessibility on streets surrounding the bus station, the usefulness of such improvements may be limited if not complemented by other projects in Dewsbury Town Centre.</p> |                                             | <p>will be agreed by the project team, within their budget (e.g. large print, easy read, tactile maps).</p> <p>We will offer various ways for people to share their views (including online, face to face, telephone conversations), and ensure that any face to face events are accessible and at reasonable times.</p>                            |
| <b>Gender reassignment</b> | <p>The 2018 Equalities Office report on experiences of LGBT people found public transport was the most-named space avoided due to safety fears. 66% of trans and non-binary people also said they avoided being open about their gender identity on public transport.</p> <p>The rate of transgender respondents was not monitored in the first consultation but will be asked in our set of optional EDI 'About you' questions in the second stage.</p> <p>While we do not know the numbers of people travelling through the Bus Station who are trans, non-binary, or have other</p>                                                                                                                                                                                                                                                                                                                           | Potential positive – improvements to safety | <p>We will ensure that all consultation and engagement activities and materials are inclusive, accessible and informed by an EQIA.</p> <p>We will offer various ways for people to share their views (including online, face to face, telephone conversations), and ensure that any face to face events are accessible and at reasonable times.</p> |

| Group                                                                                          | Source of evidence – project EqlA                                                                                                                                                                                                                                                                                            | Impact | How will any groups be engaged?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                | <p>minority gender identities, it is clear people in this category, or perceived to be in this category, are disproportionately affected by negative reactions from others, including violence, associated with public transport. Any improvements to safety or a sense of safety would benefit people in this category.</p> |        | <p>We will work with local and regional partners to reach and engage all communities, including those seldom heard.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <p><b>Marriage and civil partnership</b></p>                                                   | <p>No data, or feedback related to this protected characteristic has been gathered yet.</p> <p>No indication of greater impact on this group of people.</p>                                                                                                                                                                  |        | <p>We will offer various ways for people to share their views (including online, face to face, telephone conversations), and ensure that any face to face events are accessible and at reasonable times.</p>                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>Pregnancy and maternity</b><br/>(breastfeeding, adoption, single or teenage parents)</p> | <p>No data, or feedback related to this protected characteristic has been gathered yet.</p>                                                                                                                                                                                                                                  |        | <p>Travelling to face to face meetings could be more difficult for pregnant women in the late stages of pregnancy or for those caring for young children. Where possible, events will be organised in a way that is accessible to those who are caring for children, for example by providing facilities for children and for women who are breastfeeding.</p> <p>We will offer various ways for people to share their views (including online, face to face, telephone conversations), and ensure that any face to face events are accessible and at reasonable times.</p> |

| Group       | Source of evidence – project EqlA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Impact | How will any groups be engaged?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |        | We will work with local and regional partners to reach and engage all communities, including those seldom heard.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Race</b> | <p>In the first stage of consultation, the ethnicity of respondents was: 75.8% identified as White British, 11.7% as Asian/Asian British, 5.5% as White Other, 1.6% as Mixed/Multiple Ethnic Groups and 0.8% as Other. There were no respondents identifying as Black/Black British and 4.7% preferred not to say. In the second stage there is an opportunity to ensure respondent data is more representative of the diverse community of Dewsbury.</p> <p>Some Black, Asian and Minority Ethnic (BAME) groups have poor experiences of services resulting in lack of trust of public authorities. This may make them reluctant to take part in mainstream engagement such as public meetings or complete surveys which ask for personal details.</p> <p>For some minority ethnic communities, levels of literacy may be lower, and English will not be spoken or read by all.</p> <p>Some of the platforms or channels used to promote engagement might not be used by some BAME groups.</p> <p>BAME people might experience multiple barriers to employment including discrimination and the cost of attending participation events may exclude some of them.</p> <p>Often, consultation and engagement are planned by staff who lack knowledge of</p> |        | <p>We will offer materials in alternative formats such as translations in other languages.</p> <p>There will be a workshop with EDI groups, including those relating to ethnicity and race in the community of Dewsbury.</p> <p>Identify and work with community leaders to connect with diverse networks and invite to respond to the consultation.</p> <p>Consideration should be given to building trusting relationships with those who may wish to participate, taking into account how poor experiences may have contributed to a lack of trust.</p> <p>Special efforts are needed to support participation by groups within BAME communities who may experience multiple discriminations, for example people with learning disabilities, lesbian, gay, bisexual, trans and non binary people.</p> |

| Group                     | Source of evidence – project EqlA                                                                                                                                                                                                                                    | Impact                                                                                        | How will any groups be engaged?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | BAME communities culture and preferences for engagement.                                                                                                                                                                                                             |                                                                                               | Promoting the engagement on platforms used more by BAME people such as ethnic radio, community newsletters, word of mouth and via VCSE platforms                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Religion or belief</b> | No data was gathered on the religion or belief of respondents in the first stage consultation. This will be gathered in the second stage consultation and compared with the local census data.                                                                       | A new quiet room is included in the scheme proposals which may be utilised to practise faith. | <p>Consider religious diversity when planning for engagement activities, including ensuring that events are accessible and inclusive, consulting a multi faith calendar when planning events, consider faith specific needs such as dietary requirements.</p> <p>Where possible we will work with local faith groups to reach often excluded groups (identify community and religious leaders during stakeholder mapping).</p> <p>We will offer various ways for people to share their views (including online, face to face, telephone conversations), and ensure that any face to face events are accessible and at reasonable times.</p> |
| <b>Sexual orientation</b> | The 2018 Equalities Office report on experiences of LGBT people found that 65% of respondents said they hid their sexual orientation on public transport. It was the most-named place. For all respondents, public transport was sometimes avoided because of safety | Safety and security features, including improving CCTV provision and                          | Build trusting relationships with those who may wish to participate, taking into account how poor experiences may have contributed to a lack of trust.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

| Group | Source of evidence – project EqlA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Impact                                         | How will any groups be engaged?                                                                                                                                                                                                                               |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|       | <p>fears and concern about negative reactions from others.</p> <p>Some lesbian, gay, bisexual and trans (LGBT) people report feeling unsafe in certain areas or on certain transport routes because of discrimination and hate crime they have experienced or feel in danger of experiencing. Holding participation events in locations that are not considered to be LGBT friendly may act as a significant barrier.</p> <p>However, some LGBT people who do not wish to be 'outed' may consider entering an LGBT specific building a barrier to participation. For example, this may apply to some trans people or LGBT people of faith.</p> <p>Data will be gathered on respondent sexuality through optional EDI about you questions in this second stage consultation.</p> | <p>lighting, are in scope for the project.</p> | <p>We will offer various ways for people to share their views (including online, face to face, telephone conversations), and ensure that any face to face events are accessible and at reasonable times, and can allow people to participate anonymously.</p> |

## 3. Strategy

### 3.1 Approach

| Stakeholder group                 | Activity | Method                                                                         | Communication                                                                                                                 |
|-----------------------------------|----------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Mayor of West Yorkshire           | Inform   | Briefing note, can feedback via email or request briefing                      | Email                                                                                                                         |
| Portfolio Holders                 | Engage   | Specific briefings for endorsement                                             | Online meeting                                                                                                                |
| Ward members                      | Engage   | Specific briefings for information                                             | Online meeting                                                                                                                |
| Transport Committee members       | Engage   | Specific briefings for information                                             | Online meeting                                                                                                                |
| Bus operators and CA Bus Services | Consult  | Kirklees Bus Partnership Group                                                 | Online meeting                                                                                                                |
| Hackney carriage representatives  | Consult  | Taxi liaison forum                                                             | Face to face meeting                                                                                                          |
| Key and statutory stakeholders    | Consult  | Stakeholder meetings                                                           | Online meeting                                                                                                                |
| Businesses                        | Consult  | Public meetings & webinars.<br><br>Your Voice – survey, email and Q&A          | Face to face / online meeting, or survey                                                                                      |
| Residents                         | Consult  | Public engagement events & webinars.<br><br>Your Voice – survey, email and Q&A | Postcards<br>Leaflets<br>Posters<br>Real Time Information signs<br>Press release<br>Social media<br>Metro e-newsletter<br>etc |
| Internal colleagues               | Engage   | Internal communications                                                        | Communications toolkit<br>Share in internal meetings<br>Intranet page                                                         |

Engagement and promotion methods will include:

- Press release
- Public engagement drop-in events
  - 2X at Dewsbury Bus Station
  - 1X Dewsbury Market
- Online webinars for public and stakeholder engagement
- Dedicated stakeholder events
  - Accessibility workshop
  - EDI group workshops
  - Schools engagement day with anticipated 4 Dewsbury-based schools, including a SEND school
- Your Voice platform with online surveys, Q&As, emails and plans
- Social media campaigns – paid, targeting individuals by geography
- Postcard mailouts
- Use of signage – e.g. digital screens in the bus station
- Availability to request materials through Metroline
- Real-time information at bus shelters
- Variable Messaging Services (VMS signs)
- Posters across key areas in the town centre
- Communications toolkit shared with partners, e.g. Kirklees Council

## 3.2. Engagement questions

Survey questions will be focused on gaining feedback on the detailed design changes, for example:

- Safety and security features, including additional CCTV cameras in an improved layout and help points
- A new customer service desk on the concourse
- Seating and waiting facilities
- Bus and rail real time information and bus stand design
- Additional accessibility improvements including:
  - A new wayfinding line to assist people with visual impairments
  - New smart timetable information at each bus stand, with braille text and audio
- A new quiet room
- Increase levels of natural lighting from the new windows and new part-glass atrium roof
- A 'living-roof' with bee-friendly plants

## How will we demonstrate we have consulted with a representative sample, particularly Seldom Heard groups/Accessibility groups?

The survey will also include an additional optional section of questions that aims to understand equality, diversity and inclusion statistics of respondents. This section, 'About You', will help us to understand which groups of people we are engaging with and which groups we could engage with better. The questions include asking about respondent's location, sex, gender, age, ethnicity or ethnic background, disability, sexual orientation and religion or belief.

The information gained will help inform the consultation outcome report, whereby we can understand who has engaged with the project. It will help ensure that the feedback we received reflects the community we are working with. The data will be compared with local census data (ONS 2021 where possible) to show the percentage target reach of various groups.

### 3.3. Risks and issues

| Risk / Issue                                                                                                                      | Mitigations                                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Criticism from people that don't have access to digital means of responding                                                       | Create alternative methods of involvement, including public-facing engagement events with paper surveys and access to consultation materials in the post                                                  |
| Scrutiny panel concerns: A low response rate to the survey                                                                        | Detailed promotion plan to reach various demographics and encourage a response to the consultation, non-bus users – though can never be guaranteed                                                        |
| Stakeholder conflict, e.g. between stakeholders who wish for more natural light vs accessibility concerns about extensive glazing | Project team to analyse and take on board consultation feedback. For any decision-making to be transparent, with justification and that feeds back into a You Said, We Did report.                        |
| Materials approval / sign off delays                                                                                              | Where possible to plan in sufficient time for approvals and amends of materials. To start early on written materials (e.g. FAQs and Your Voice page) to support tight turnaround for public facing design |

## 4. Implementation

### 4.1 Timescales

**Planning period:** from May 1<sup>st</sup>. Final engineering design aren't available until May 26

**Final approval:** 15 – 19 June

**Consultation period:** 6 weeks: 22 June – 2 August

**Outcome reporting:** Summer / August 2023

### 4.2 Resources

Additional support or resources needed to deliver consultation and engagement activities include:

- CA Design team to develop artwork and materials for key messages (leaflets, social media graphics, posters, design plans)
- Printing services: external printing company (Platinum) to provide printing services (postcards, leaflets, posters)
- CA Comms to provide social media promotion plan
- Jacobs (development partner) to provide some engagement support as detailed in engagement plan

### 4.3 Governance

- The Combined Authority – Head of Service final approval (Comms and TCF Programme), Dewsbury Bus Station Project Board
- Information governance: DPIA, IAR and privacy notice to be completed and approved by IG team approx. 2 weeks before launch

### 4.4 Promotion methods

| Communication method                      | How will it be used?                                    |
|-------------------------------------------|---------------------------------------------------------|
| Media release focussing on visualisations | Sent to local press outlets to inform local communities |

| Communication method                                                                                                                                            | How will it be used?                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Social media – Combined Authority and Kirklees Council channels, organic and paid. Mayor's social media channels - pre-record video promoting the consultation. | Signposting people to the YV page.                                                                                                                                                                      |
| Kirklees Council comms. channels                                                                                                                                | Signposting people to the YV page.                                                                                                                                                                      |
| Email updates to key stakeholders                                                                                                                               | Emails sent out to invite stakeholders to meetings, and any project updates                                                                                                                             |
| Promotion via Combined Authority, LEP and Metro channels and newsletters                                                                                        | Launch and reminder emails from YV address                                                                                                                                                              |
| Postal surveys and communications (for example: 'letter drop' leaflets)                                                                                         | 2000 postcards to be sent out on launch to addresses within 500m radius from Dewsbury Bus Station                                                                                                       |
| Offline advertising - such as in local newspapers, supermarkets and on community group noticeboards                                                             | Leaflet distribution across Dewsbury – 300 delivered direct to the bus station for use at engagement events<br><br>Posters – A4, plus 3x3P for bus station. Digital advertising screens at bus station. |
| Drop in public events and online webinars                                                                                                                       | Gathering feedback and signposting people to the survey and Your Voice for further information                                                                                                          |
| Use of networks – such as community and interest groups, charity sector and partner councils                                                                    | Stakeholder workshops and encouraging those to utilise their networks                                                                                                                                   |
| Use of public transport assets (e.g. bus stop advertising and real time)                                                                                        | Posters on bus shelters<br><br>Real time information messaging                                                                                                                                          |

## 5. Scoring and evaluation

The consultation approach will monitor and record outputs and outcomes throughout delivery by:

1. CA C&E to release quantitative responses
2. CA C&E to code qualitative responses
3. Feedback evaluated by project team
4. Initial feedback provided to Portfolio Holders with recommendations on each option
5. Portfolio Holder steer fed back to KC TCF Board
6. OBC options for scenarios selected
7. Full outcome report formed and released to public
8. Consultation approach reviewed and lessons learned compiled with recommendations