

# CONSULTATION AND STAKEHOLDER ENGAGEMENT FOR INFRASTRUCTURE 2023

19 OCTOBER | LONDON

Ahead of the [Consultation and Stakeholder Engagement for Infrastructure 2023](#) **Lewis Brencher, Director of Communications and Engagement at Transport for Wales**, shares some advice for those developing consultation and engagement strategies.



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## WHAT ADVICE WOULD YOU GIVE TO THOSE OUTLINING THEIR CONSULTATION AND ENGAGEMENT STRATEGY? ENSURE THAT YOUR ENGAGEMENT WILL BE:

**Meaningful** – that stakeholders and communities are informed and involved in a genuine and timely way.

**Inclusive** – create a range of opportunities to listen to and engage your communities that are accessible, inclusive and easy to understand. Think 'long term' and for the future of all so aim for a diverse set of input.

**Caring** – aim to build effective, trusted and collaborative relationships with communities and be willing to demonstrate that you have acted on their input.

**Collaborative** – seek to build strong partnerships with a diverse set of stakeholders and proactively source feedback.

## WHAT ARE THE EMERGING CHALLENGES FACING CONSULTATION AND ENGAGEMENT?

At Transport for Wales, we have a big challenge and that is to have people choosing public transport and walking and cycling over using their car (the Welsh Government aim is for 40% of journeys by public transport by 2040). This shift in transport behaviour is imperative to respond to the climate emergency.

To have more people choosing sustainable modes of transport, we need to improve it and design it with their input. It is through the valuable and diverse contributions of our communities that we will build a transport network that people want to, can and do use. It's not going to be easy and won't happen overnight, so we need to consider how we will ultimately deliver the behaviour change result we need to see as the main output across all our strategies, engagement plans and decision making. We need to adapt our way of thinking toward long term and high volume use of public transport, working hard with our communities to understand any barriers to transport and then remove them or design them out of future enhancements.

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## WHAT NEW APPROACHES ARE HELPING TO ENGAGE WIDER COMMUNITIES AND SHOWCASING THE LOCAL BENEFITS?

Digital inclusion is so important and having an accessible, engaging and easy to use digital platform is essential in consultation. We recently procured a new consultation platform which has been given the public domain of 'TfW; have your say'. It was procured in collaboration with our accessibility panel, with deaf, disabled and older people as members.

It's a virtual consultation hub where you can easily view designs, documents, take part in survey, competitions and polls etc, but also has some very unique tools like the ability to easily pin markers on maps and schedule live discussions. It is also fully accessible on both desktop and mobile devices and – having been procured with our accessibility panel demo testing the site along the way –has the ability to support requests for additional formats, such as larger font for those with visual impairment.

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