



# **A - Community Engagement Brief**

## **Local Transport Plan**

September 2024

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## **1. Project overview**

Liverpool City Region Combined Authority is looking to commission up to three organisations, or a consortium of organisations, to plan and deliver engagement with citizens from one or more of the following groups, between October and December 2024:

- People who are 55+
- People from a Black, Asian or other minority ethnic background
- People from a lower socio-economic background

The aim is to gather feedback and views on a draft Local Transport Plan for the region which will be finalised later in 2025.

Proposals do not need to cover all demographics within the list, organisations can choose to focus on one demographic in detail of the brief.

There is a total budget of £8,000 for this work. This may be allocated up to three organisations. We would also consider appointing the full budget to one organisation if they were able to effectively engage with all demographic groups outlined in the brief.

## **2. What is a Local Transport Plan?**

The draft Local Transport Plan outlines our plans for transport in Liverpool City Region up to 2040.



It sets out how we will invest in public transport and the road, walking and cycling networks in Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral to create a transport network that gives people more choices, is tough in the face of climate change, and helps us all to lead healthier and happier lives.

Our aim is for the Liverpool City Region to be the best place to grow up, grow a family, and grow a business – creating a place where no-one is left behind.

A good transport system is key to achieving this vision, unlocking new jobs, connecting people to more opportunities and helping create homes and places that are vibrant, safe and welcoming for everyone.

However, we know there are gaps in our current transport system. It's not always easy to get to where you need to go to by public transport, ticketing can be confusing and gaps in bus routes or train timetables mean it can be difficult to take that new job or get to college on time.

A lack of travel choices can also affect our health and wellbeing, and we urgently need to reduce our carbon emissions by 2035 to help tackle the climate emergency.

The Local Transport Plan sets out how we will take advantage of developments in technology and artificial intelligence to address these challenges and to improve transport for everyone.

It includes plans for cheaper tickets, more bus routes, better technology to monitor congestion and road safety and proposals to make it easier and more pleasant to walk, cycle and wheel.

### **3. Public consultation**

We will be running a public consultation 3<sup>rd</sup> October – 15<sup>th</sup> December 2024 via an online survey which will be open to all citizens and stakeholders, before finalising the plan in 2025. This consultation follows engagement which took place in 2022 on an initial vision and goals.

The Local Transport Plan contains five goals which are supported by 21 policies. (See document B – Discussion Guide for a full list of policies).

The survey will ask people if they support our proposals, what they think is good about them and what needs more thought or consideration.



## 4. The Brief | What we're commissioning

We are looking to appoint up to three community organisations to carry out engagement activity which provides feedback on a minimum of four policies in the plan.

Focus groups, workshops and one-to-one interviews are all legitimate methods of engagement; however, we are open to other suggestions and ideas and are keen to hear innovative ways of engagement communities.

Proposals must focus on engaging one or more of the following groups:

- People who are 55+
- People from a Black, Asian or other minority ethnic background
- People from a lower socio-economic background: This is defined as people living in Liverpool City Region's most deprived communities. We're particularly interested in hearing from communities in East Wirral, North Liverpool, South Sefton and Knowsley. This could be people who are unemployed, have a low income or work in a semi-skilled or unskilled job and/or claim benefits or use a food bank

## 5. Deliverables

Organisations are asked to choose four policies from the plan which are relevant to their chosen audience, and deliver engagement activity which seeks to understand:

- The level of support for the proposals
- What people think is good about the policy
- If they have any concerns about the policy, and what Liverpool City Region Combined Authority can do to reduce those concerns.

On completing the engagement activity, organisations will be required to submit a written report of findings, summarising the demographic data of participants and outlining the level of support for each policy as well as recommendations and next steps. A report template will be provided to help guide this work.

## 6. Budget



There is a total budget of £8,000 for this work. This may be allocated up to three organisations. We would also consider appointing the full budget to one organisation if they were able to demonstrate they could effectively engage with all demographic groups outlined in the brief.

## 7. Incentives

As we are looking to engage with people from a wide range of backgrounds, incentives to encourage participation can be offered, however they must be appropriate and proportionate.

When scoring proposals, we will consider the total cost of the incentive per person, to determine value for money.

If your proposal includes plans to complete the survey with participants, you must detail how you will ensure quality responses. For this reason, you cannot gamify the completion of the survey, i.e. enter people into a prize draw or offer cash prizes as this could encourage poor quality responses.

### Example A

You run 80, 5-minute interviews with participants, in return for a £100 high street voucher. This would not be considered good value as it would cost £8,000. As you are only spending 5 minutes with each person, the responses would also lack detail and understanding of the proposals and the high value of the voucher could influence how people feel, resulting in more positive feedback on proposals.

### Example B

You hold a focus group with 50 people who give up an hour of their time to give their views and you offer them a £30 high street voucher. This would be considered good value for money as it would cost a total of £1,500 to gather 50 views and the length of the focus group would allow you to gain more in-depth insight.

If you choose to offer an incentive, please make sure it is clearly explained and costed in your proposals.

If you are unsure what would be appropriate or need any further clarification, please get in touch and we will be happy to assist.

## 8. How to apply

Applications can be submitted [via this online form](#).

The application process has been designed to be quick and easy. It asks: how many people you will engage with, which policies you are consulting on, how you will recruit participants and provide an outline of your approach. You'll also be asked how you will plan and deliver your proposals, analyse the results and how you will adapt the Discussion Guide (See document B – Discussion Guide).

We will also ask you for a breakdown of costs.

Scoring will be weighted as 90% quality of response, 10% cost.



## Eligibility

This opportunity is open to any Community Organisation who is signed up to our Community Suppliers network and based in the Liverpool City Region.

For the purposes of this commission, a Community Organisation is defined as a Charitable Company, Community Interest Company (CIC), Charitable Incorporated Organisation (CIO), Social Housing Provider, Community Benefit Society, Trust, Other Registered Charity and Unincorporated Association.

**Signing up to the network is free and easy to do:** [Community Orgs Membership Form \(snapsurveys.com\)](https://snapsurveys.com)

## 9. Key dates

Tuesday 24 <sup>th</sup> September 2024	Applications open
5pm Tuesday 8 <sup>th</sup> October 2024	Applications close
Week commencing 14 <sup>th</sup> October 2024	Appointed organisations notified
20 <sup>th</sup> October – 15 <sup>th</sup> December 2024	Community engagement delivery
Friday 20 <sup>th</sup> December 2024	Final report due

## 10. Questions

For anything not covered here, please email [LCRListens@liverpoolcityregion-ca.gov.uk](mailto:LCRListens@liverpoolcityregion-ca.gov.uk)

### Can we consult on more than four policies?

Yes, however you will not score any higher for choosing more than four policies, so please consider your own costs and time when deciding what would be achievable.

### Can our proposal be to get people to fill in the online survey or paper surveys?

Supporting people to complete the citizens survey – either as a paper response or online - is an acceptable proposal, however you must detail how you will ensure quality responses.

You cannot 'gamify' the completion of the survey i.e enter people into a prize draw or offer cash prizes as this could encourage poor quality responses.

You will also need consider how you will record and evidence how many people completed the survey during your session.



If participants are completing a paper survey you will be required to enter the data online and support evidence as part of the final report.

### **What needs to be included in the final report?**

The report should include a summary of responses to each policy consulted on and a set of recommendations.

Demographic data should also be collected. As a minimum this will be number of people engaged, age groups, ethnicity and where they live. A full list of demographic questions can be found in document B –Discussion Guide.

A report template will be provided to successful applicants.

### **Can we offer incentives?**

As we are looking to engage with a wide range of people, appropriate incentives can be offered. Please detail the costs in your proposals, ensuring any incentives are appropriate and proportionate to the task. For more information, please refer to the incentives section in this brief. If you are unsure what would be appropriate, please get in touch and one of our team can assist.

### **Can we offer refreshments?**

Yes, please detail the costs in your application ensuring that they are appropriate and proportionate to the overall cost of your engagement activity.

### **When will invoices be paid?**

Invoices will be paid when a final report has been submitted and approved.

We will work with you to make sure you are paid as quickly as possible.

As the report deadline is 20<sup>th</sup> December, please note payment might be in January.

### **I have up-front costs; can I be paid sooner?**

We can look at part payments to support you to deliver the work and will discuss this with you if you are successful.

### **How much money can I apply for?**

There is a total budget of £8,000 for this work. This may be allocated up to three organisations. We would also consider appointing the full budget to one organisation if they were able to demonstrate they could effectively engage with all demographic groups outlined in the brief.

### **What support is available?**



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METRO MAYOR**  
LIVERPOOL CITY REGION

During the application process our team are on hand to answer any questions you may have, you can email us at: [LCRListens@liverpoolcityregion-ca.gov.uk](mailto:LCRListens@liverpoolcityregion-ca.gov.uk)

If your application is successful, we'll make sure you have all the support you need to deliver your plans, and we'd also welcome the opportunity to attend one of your engagement activities.

We'll start by arranging a meeting to discuss your engagement plans and get you set up on our finance systems and then we'll agree how often we will check-in, plan visits and discuss any other what support you might need.