Stakeholder Engagement and Communications Plan -
Wales National Travel Survey
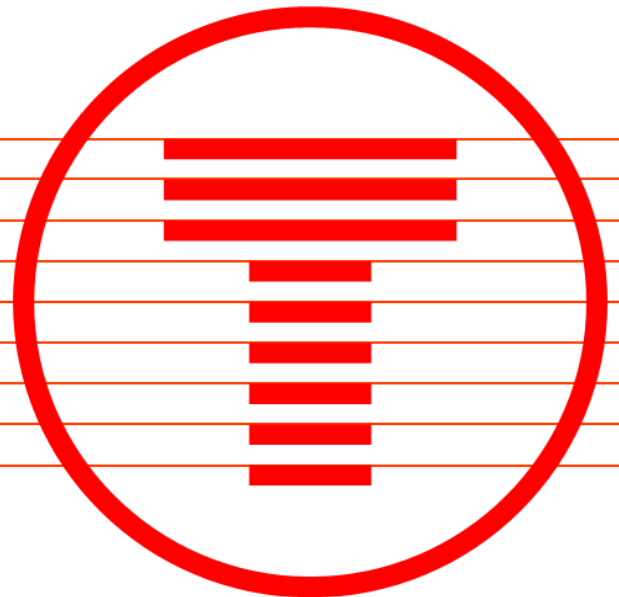
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Contents

1 Introduction

1.1 Project Overview

Transport for Wales is working with Welsh Government to develop a National Travel Survey for Wales.

The survey will collect data on travel attitudes and behaviour from people living in Wales. It will comprise a survey questionnaire and a travel diary. The National Travel Survey will be representative of and accessible to the people of Wales and be delivered bilingually in Welsh and English.

The data collected will allow progress towards targets set out in Llwybr Newdd: The Wales Transport Strategy and Net Zero Wales to be tracked. It will inform decision making and improve the transport evidence base in Wales, enabling us to have a better understanding of how people travel in Wales.

Transport for Wales has engaged the National Centre for Social Research (NatCen) to provide support with survey design and development. Testing started in Autumn 2023, with full data collection commencing due to commence in late 2024.

2 Stakeholder Engagement

Stakeholder engagement is a vital element of the successful delivery of any project.

This stakeholder engagement plan has been development to support and inform the structured Governance systems that are already in place for the project. The project is a key part of delivering an important component of the Wales Transport Strategy. The strategy was developed in line with the five ways of working laid out in the Wellbeing of Future generations Act 2015. Engagement and involvement are key components of this. This is also supported by our existing commitments such as those on the Welsh language, Equalities Act and the United Nations Convention on the Rights of the Child. The governance structure has alternative communication channels and processes in place with key stakeholders who will support the development and delivery of the WNTS project.

This Stakeholder engagement plan has also been designed to support the identification, engagement and communication with wider interested stakeholder groups and has been reviewed and approved by the WNTS Project Board.

In addition, delivering robust, high-quality, and valuable statistics has been a key motivation throughout the survey development process. A key pillar of the Code of Practise for Statistics is "Value", providing a framework for developing new statistics that meet users' needs. The Code outlines the importance of collaborating and engaging with a range of stakeholders. As well as adhering to the five ways of working, we have used the principles within the Code of Practise for Statistics to inform our stakeholder engagement plan.

The Code of Practise for Statistics has been used throughout the development of the WNTS to ensure we are producing statistics for the public good.

3 Key Aims of Stakeholder Engagement

Good stakeholder engagement principles and activities will ensure that we meet our commitment to effectively communicate the key aims and objectives of the survey and how we are designing and delivering all aspects of the survey and eventual data collected. This engagement will enable stakeholders to provide us with invaluable feedback on key aspects of the survey right through development, to publication of data and ongoing enhancements for future survey waves. We can also identify the best ways in which to communicate with stakeholders and offer simple ways in which they can be involved.

Involving stakeholders in key aspects of the survey development and delivery will ensure that the data published both meets needs and is used by as wide a range of stakeholders as possible.

Informed by the principles in the Code of Practise for Statistics, we have identified a set of key aims for the stakeholder engagement activities to maximise value for users.

1. Identify, engage with, and understand the needs of interested stakeholders.
2. Increase awareness and understanding of the survey with as wide an audience as possible.
3. Enhance the data collected in consultation with stakeholders to ensure it meets their wider needs.
4. Work collaboratively with stakeholders to deliver against their needs and communicate where their needs both can and cannot be met.
5. Engage with users to understand reporting priorities and how best to present data and analysis; and
6. Effectively manage and target timely stakeholder communications using the most appropriate communication channels for each stakeholder group.

4 Stakeholder Identification

Identifying current and new stakeholders for the WNTS will be a vital part of its initial and ongoing success.

There are many specialised transport, equalities and Welsh language teams across Welsh Government and Transport for Wales who we are currently engaging with on the development of the WNTS.

Transport for Wales and Welsh Government have also developed numerous high-level and more specialised governance and stakeholder groups, comprising Welsh Commissioners, transport users, transport planners, commercial and third sectors, Corporate Joint Committees, local authorities, Health Boards, equality groups and Academia.

We have also been able to identify a number of key stakeholders for the WNTS through other similar and related projects across Transport for Wales and Welsh Government, including the National Survey for Wales and wider work undertaken by the Knowledge and Analytical Services Department within Welsh Government.

We have currently identified a number of useful channels that we can use to approach potential stakeholders for the WNTS including Transport for Wales' Independent Advisory Panel and Welsh Governments Transport Performance Board, Core Reference Group, Economic Statistics User Group and the Statistics Wales quarterly updates.

We will utilise these ready-made communication channels to engage with their membership to identify additional stakeholders by providing presentations, written articles and updates on key aspects of the WNTS.

We also plan to use all of these ready-made engagement channels to issue an open invite to a wide variety of stakeholders to a number of WNTS information workshops and engagement sessions that we will be holding in Spring 2024. These workshops will allow us to share a detailed and consistent message about the WNTS and enable us to identify interested stakeholder organisations, relevant contacts and their interest in the survey and how they might be able to use the resultant data. The workshops will enable stakeholders to provide feedback on the development work and plans for the WNTS and also register an interest in taking part in future consultation activity, particularly around when, what and how we publish the resultant data.

To support regular and ongoing sharing of WNTS information we have created a <u>WNTS section</u> on the Transport for Wales website. This is where the eventual survey reports and data will be housed.

We have also created a dedicated email address <u>travelsurvey@tfw.wales</u> to ensure that any stakeholder can contact us directly to find out more about the WNTS.

5 Stakeholder analysis

WNTS stakeholders identified have been analysed and appear to fall into one or more the following categories:

Group 1 – TfW/WG Departments.

Group 2 – Other stakeholder organisations who are interested in certain aspects of the WNTS (including Welsh Commissioners, transport planners, commercial and third sectors, Corporate Joint Committees, local authorities, Health Boards, equality groups and Academia.

Group 3 – The general public (including survey respondents)

Group 4 – The press/media

We will maintain lists of all identified stakeholders (Groups 1 and 2) and their specific areas of interest so that we can effectively target ongoing and future communication and engagement activities with them.

The following table details the stakeholder groups (based on a 1 – 5 scale) for Power (P) and Interest (I), and how their interest will be managed and by who during the development and delivery phases of the WNTS.

Stakeholder Group	Power	Interest	How Managed?	By who?
Group 1	5	5	Manage Closely	TfW/WG
Group 2	3	5	Manage Closely	TfW/WG
Group 3	2	5	Keep Informed	TfW
Group 4	3	5	Keep Informed (As required)	TfW/WG

6 Stakeholder roles and uses of data

These four key stakeholder groups will play an important role in relation to some key aspects of the initial development of the survey and then ongoing improvements and enhancements. They will also help us to determine the data that we publish, how and when we do this and how they would like us to communicate with them in relation to published data sets.

The below tables details the stakeholder groups and the key elements of the survey development and delivery that they will be asked to provide input on.

	Stakeholder support WNTS in relation to survey						
	Design	Content	Testing	Publication Materials	Publication Schedule	Communication Needs	Ongoing Improvements
Group 1	✔	✔	✔	✔	✔	✔	✔
Group 2	✘	✔	✘	✔	✔	✔	✔
Group 3	✔	✔	✔	✘	✘	✘	✘
Group 4	✘	✘	✘	✔	✔	✔	✔

These stakeholders will all have their own specific interests in the WNTS data that is collected and published. The below table details the stakeholder groups and high-level reasons for how we believe the data will add value to their work or provide new data insights that will be of general interest to the public in Wales.

	Stakeholder uses for WNTS data			
	Data for monitoring, evaluation and evidence	Data for Policy Making	Application of data for planning or research	General Interest
Group 1	✔	✔	✔	✔
Group 2	✔	✔	✔	✔
Group 3	✘	✘	✘	✔
Group 4	✔	✘	✔	✔

7 Planning and Communication

There are a number of key WNTS topics on which we will need to engage with these key stakeholder groups on.

1. **General WNTS project updates and potential future developments**
2. **General information about the WNTS**
3. **Specific Data Needs (**Proposed questions to be included in the WNTS, ability to disaggregate, likely confidence intervals and access to raw data.)
4. **Publication of data:** Proposed timing and content of WNTS annual reports, supporting publications, data tables, data presentation tools/software and supporting communication activities,
5. **Ongoing and potential future developments** (post-launch/data publication)

In order to address and satisfy these key stakeholder communication requirements we will undertake the following key engagement activities during the development and operation of the survey. A register of specific stakeholder activities undertaken to deliver

against these key activities will be maintained.

Engagement with stakeholders will continue after publication of each annual data set to collect feedback on opportunities to enhance the data collected and data publication materials each year.

8 Stakeholder Engagement Actions

Provide regular updates on the development/delivery of the WNTS

What	When	Target Audience
Maintain relevant and up to date information on TfW Website	Ongoing - at appropriate time	All Groups
Provision of presentations	As required/requested	On Request
Stakeholder Engagement Workshops	Spring 2024	Group 2
Specific stakeholder update newsletter	Quarterly (to commence Post Engagement Workshops)	All Groups
Through third party newsletters (eg Statistics Wales quarterly update)	Quarterly (from December 2023)	Groups 1 and 2
Press Notice (Launch Survey)	Late 2024	All Groups
Social Media Communucations (Launch Survey)	Late 2024	All Groups
Publish details of feedback received and action taken/limitations	From April 2024	All Groups

Direct engagement on WNTS survey content with key stakeholders:

What	When	Target Audience
Development of Initial WNTS Survey Content	June 2022	Group 1
Revised survey content following external quality review	Autumn 2023	Group 1
Survey content included in Pilot 1	April/May2024	Group 1
Participation in review of programmed survey (alongside Pilot 1)	April/May2024	Group 1
Final proposed survey content for official survey launch	Late 2024	Group 1
Review of data collected (Survey Year 1) and potential enhancements	Post Year 1 data publication (Annual)	Groups 1 and 2

User Testing

What	When	Target Audience
Cognitive Testing (English)	November/December 2023	Group 3
Usability Testing (Welsh and English)	January/February 2024	Group 3
Pilot 1 (Web Only)	April/May2024	Group 3
Diary Usability Testing (English)	Spring/Summer 2024	Group 3
Publish Report on outcomes of user testing	Summer 2024	All Groups
Pilot 2 (Dress Rehearsal)	Summer 2024	Group 3

Engagement on broad survey content and data to be collected with wider stakeholders:

What	When	Target Audience
Stakeholder engagement workshops	Spring 2024	Group 2

Engage with stakeholders on the proposed WNTS reports and data tables and visualisations that will be published:

What	When	Target Audience
interviews	Summer 2024	Groups 1 and 2
Data Publication Schedule Priorities - User Survey	Post survey launch (Est Early 2025)	All Groups
Summary report on user feedback on WNTS outputs/priorities	Spring 2025	All Groups

Post-publication Engagement

What	When	Target Audience
Feedback and data request form published with WNTS data	Summer/Autumn 2026	All Groups
Feedback workshops on published data and planned uses	Summer/Autumn 2026	Groups 1 and 2

We will actively consider and introduce any additional stakeholder engagement activities that will add value to the development and delivery of the survey.

9 Monitoring of Stakeholder Engagement Activity

Delivery against the key aims of this plan will be monitored on a monthly basis by the WNTS project board and by the WNTS Project Team on a weekly basis.

To support this monitoring work, we will develop and maintain:

- A schedule of all completed and planned stakeholder engagement activities.
- A register of all comments and suggestions received from stakeholders on the WNTS questionnaire and diary.
- A register of how stakeholders plan to use WNTS data so that we can understand and demonstrate the 'added value' delivered above the surveys key data collection objectives.

We will monitor all feedback received about the development and delivery of the WNTS and where appropriate we will look to address any recurring issues or requests for further information.

We will also seek to collect direct feedback from stakeholders as a standard part of some engagement activities. The feedback sought and how feedback is captured will be tailored dependent on the engagement activity. Feedback sought would not only focus the survey itself, but also the engagement type, information available and our responsiveness to stakeholder input.

We will look to publish summaries of the monitoring information on the WNTS section of the TfW website.