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# Stakeholder engagement

Engagement activities undertaken as part of the Wales National Travel Survey



TRAFNIDIAETH CYMRU  
TRANSPORT FOR WALES



# Contents

Contents.....	2
Introduction .....	3
Activities during survey development.....	3
Raising awareness and identifying users .....	3
Questionnaire development .....	4
Topic priorities.....	4
Data publication options.....	5
Activity following publication.....	5
Continue to identify new users and stakeholders.....	5
Promote the use of new statistics.....	5
Data sharing and linkage.....	5
Feedback .....	6
Ongoing development work .....	6

# Introduction

The Wales National Travel Survey (WNTS) is a large, annual, random-sample survey designed to collect data on travel attitudes and behaviours from people across Wales.

Since 2012/13, there has been no travel survey covering Wales. As a result, there is limited data available to monitor and evaluate transport-related policies and initiatives.

The WNTS aims to address this data gap by collecting information on how, why, when and where people travel, as well as individuals' attitudes and satisfaction with different transport modes. In particular, this includes collecting data for measures included in the [Wales Transport Strategy Monitoring Framework](#), [Net Zero Wales Carbon Budget 2](#) and in the Regional Transport Plans produced by the Corporate Joint Committees (CJCs).

As a new survey, it was essential we engaged with stakeholders and potential users to ensure that the data captured and analysis produced are relevant and valuable.

Informed by the [Code of Practise for Statistics](#), the following key themes for user engagement were identified:

1. Identify, engage with, and understand the needs of interested stakeholders
2. Increase awareness and understanding of the WNTS with as wide an audience as possible
3. Work collaboratively with stakeholders to understand their needs and how they intend to use the data produced
4. Communicate to users and stakeholders about how we have addressed their needs. Where their needs cannot be met, identify and suggest alternatives
5. Engage with users to understand how to best present data and analysis
6. Effectively manage and target timely stakeholder communications using the most appropriate communication channels for each stakeholder group.

## Activities during survey development

### Raising awareness and identifying users

We created a dedicated WNTS area on the [Transport for Wales website](#), where we have published key information about the project. We also set-up a [WNTS email account](#) which current or new stakeholders can use to contact us during the development of the survey.

We reached out to various groups to identify potential users and interested individuals. These groups included colleagues from:

- TfW
- Welsh Government
- Local authorities

- Transport sector organisations
- TfW's advisory partners
- NHS and the health sector
- Environmental organisations
- Academia.

We informed individuals of our plans to develop a new travel survey. We sought to understand their areas of interest and data needs.

Having identified these potential users and stakeholders, we delivered several presentations to provide them with key information about the WNTS. This information included: :

- History of national travel surveys in the UK
- Travel survey data gap in Wales
- Need for current, robust, representative, repeatable data to monitor Welsh Government targets and monitoring measures
- Key development scope, criteria and proposed format of the WNTS
- Development and testing processes including proposed pilot studies
- Delivery timetable
- Proposed questions
- Proposed sample size and assumed response rate
- Additional and wider uses of the data.

We provided regular updates at key development stages, inviting stakeholders to provide feedback and comments.

We have also published regular WNTS updates in the Welsh Government's Knowledge and Analytical Services quarterly newsletters.

## Questionnaire development

We consulted with the identified stakeholders when developing our question set to ensure the survey was valuable and relevant to the various potential users.

We identified questions that would deliver the measures identified in our project specification. We then worked with stakeholders to understand where they had information gaps, and to identify where the WNTS would be able to address their needs. Where possible, we adopted questions and topic areas that would address these information gaps.

When a question or topic area was unable to be included, we provided a clear explanation why this was not possible and suggested potential alternative sources.

## Topic priorities

We consulted with stakeholders to understand what topics they were most interested in. This feedback informed what analysis we would prioritise ahead of the [preliminary, headline results](#)

[publication in April 2026](#). This ensured that the outputs would be valuable to different stakeholders.

Results from the topic prioritisation survey can be found on the [stakeholder engagement section](#) of the WNTS website.

## Data publication options

We consulted with stakeholders to understand user preferences on data publication options. It is important that we are publishing and communicating the survey results in a way that users find useful and accessible. We aimed to choose our publication strategy based on this feedback.

The [results of the publication options survey](#) have been incorporated as part of the preliminary data publication in April.

## Activity following publication

### Continue to identify new users and stakeholders

We will continue to actively engage with current stakeholders and identify new ones who are interested in the WNTS data.

We will explore engagement opportunities to promote the WNTS and the analysis produced.

We understand that the interests of new and existing stakeholders and users evolve over time. To ensure the survey remains relevant and useful, we will invite views on potential changes and improvements to the questionnaire and how we publish the data.

### Promote the use of new statistics

We have contacted stakeholders to inform them of the date that the provisional headline six-month data will be published and the data analysis themes that will be included.

We will hold several open sessions for stakeholders following publication, where we will present the provisional results and what they might mean for their topic areas. Additional topics for analysis expected from the full survey year publication (due in autumn 2026) will also be highlighted.

### Data sharing and linkage

An anonymised annual dataset will be deposited in the [UK Data Service](#) repository. This can then be used to support research projects carried out by registered, accredited researchers and academics.

Anonymised data will also be submitted to the [Secure Anonymised Information Linkage Databank](#), where WNTS data may be linked with other available information, if the respondent gave consent.

## Feedback

We will continue to ask users and stakeholders for their feedback on the WNTS content and outputs. We want to ensure that the survey and the results are easily accessible and valuable to interested groups.

We will consider all feedback that we receive to further develop the survey.

We will also contact stakeholders to understand how they are using our data, and to understand where we can add further value with our insights.

## Ongoing development work

The preliminary, headline results published in April are Official statistics in development. We have outlined how we will be developing and improving the survey in our [statistics development plan](#). Users and stakeholders will be informed when key improvements have been made, and expected impact of these improvements on the results.