

Report title: Kirklees Transport Strategy, Consultation Results and Adoption

Meeting	Scrutiny
Date	11/08/2025
Cabinet Member (if applicable)	Cllr Moses Crook
Key Decision Eligible for Call In	Yes Yes
Purpose of Report	
<p>The purpose of this report is to provide an update to Scrutiny on the results of the publicity campaign and consultation activity undertaken on the draft Kirklees Transport Strategy and to seek feedback on the Strategy before it proceeds to cabinet for approval.</p> <p>The consultation was live for a period of 8 weeks, and the survey received 2,112 responses from individuals, organisations and businesses across the district. To achieve a confidence level of 99%, with a 3% margin of error, the survey would have needed to achieve 1,842 responses. The report will detail headline results of the consultation, and summarise the next steps to seek formal approval and adoption of the Kirklees Transport Strategy at Cabinet.</p>	
Recommendations	
<ul style="list-style-type: none"> • That Scrutiny consider the strategy and the information contained in this report about its development, in particular the results of the consultation activity • That scrutiny to provide any further comments or suggested amends they feel would be of benefit to the strategy and its implementation, in order that Cabinet are aware of these ahead of Cabinet’s consideration to adopt the strategy 	
Resource Implication: The delivery of the strategy is not generating a resource request or aligned with a specific budget. The cost to develop the Transport Strategy, included all consultation and engagement activity, is derived from external WYCA funding. Capacity is being regularly reviewed and assessed throughout the process.	
Date signed off by <u>Executive Director</u> & name	David Shepherd – 30.07.25
Is it also signed off by the Service Director for Finance?	N/A for Scrutiny report
Is it also signed off by the Service Director for Legal Governance and Commissioning (Monitoring Officer)?	N/A for Scrutiny report

Electoral wards affected: All Wards

Ward councillors consulted: Yes, see further detail in engagement section of report

Public or private: Public

Has GDPR been considered? Yes

1. Executive Summary

The draft Kirklees Transport Strategy was brought to Cabinet in February 2025, where approval to consult on the draft strategy was given. Following this, the draft strategy went out to public consultation between 03/03/2025 to 28/04/2025. The consultation received over 2,112 responses, and since then officers have completed the analysis of responses and the redraft of the strategy document, to reflect the responses to the consultation.

The purpose of this report is to present the results of the consultation and engagement activity undertaken, and the results of the comms campaign managed by the Council's internal comms team, and to seek comment from Scrutiny ahead of the strategy proceeding to Cabinet for approval.

A better approach to transport in Kirklees will help to deliver against core Council priorities: good transport is a core factor in the support of investment and regeneration; it helps places to thrive and allows communities to become more connected. A stronger focus on more sustainable forms of transport, which supports mode shift, will help to deliver a greener, healthier Kirklees and work in tandem with our Net Zero ambitions. The adoption of a distinct Transport Strategy will direct this approach and allow the Council to work to better transport for Kirklees and its communities.

2. Information required to take a decision

Once adopted, expected to be in Autumn 2025, the Strategy will establish the Council's transport ambition, support decision making, direct future funding bids, project activity and spend. The Strategy will remain fully aligned with the key priorities detailed in the Council Plan.

It may be necessary to make minor updates to the strategy annually to ensure references in the documentation remain relevant (e.g. references to an initiative or project). Such updates will also ensure alignment to local, regional and national policy or legislative changes. This will be done in conjunction with our monitoring and evaluation exercises, to determine progress in meeting our overall strategy objectives.

3. Implications for the Council

3.1 Council Plan

The Transport Strategy is centred around five key strategic objectives:

1. Improving health and wellbeing
2. Protecting our environment

3. Transformational public transport investments
4. Developing inclusive places with better connections
5. Prioritising economic growth

The Transport Strategy will help contribute to the following shared outcomes detailed in the Council Plan: Well, Independent, Sustainable Economy, Safe and Cohesive, Clean and Green. The Transport Strategy is also in alignment with the Key Strategies (Kirklees Health and Wellbeing Strategy, Inclusive Communities Framework, Inclusive Economy Strategy and the Environment Strategy).

Policies within the strategy all contribute to achieving one or more of these objectives, which are aligned with the Council priorities. In particular; achieving a greener, healthier Kirklees and addressing the challenges of Climate Change. And the need to invest and regenerate our towns and villages to support our diverse places and communities to flourish.

3.2 Financial Implications

The development of the Council's Transport Strategy and the activities within the Communications Plan is supported by external West Yorkshire Combined Authority (WYCA) funding. There are no financial implications linked to Council's revenue budgets. The Transport Strategy, once adopted, will support future strategic decision making around funding bids in delivering the wider ambition.

3.3 Legal Implications

The Council decided to undertake a non-statutory consultation on its proposals, which commenced in March 2025. A fair consultation is one undertaken when proposals are at a formative stage; sufficient reasons are given for proposals to allow intelligent consideration together with criteria that will be applied when considering proposals and which factors will be considered decisive or of substantial importance; adequate time is given for consideration and response; and the product of consultation must be conscientiously taken into account before any final decision is taken. Members should carefully consider the outcomes of the consultation when considering the recommendations put forward by officers in this report including the IIA and all other relevant issues.

The council must comply with its Public Sector Equality Duty in section 149 Equality Act 2010. An Equality Impact Assessment (EIA) of the proposed options is advisable. The Council when exercising its functions must have "due regard to the need to": a) Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act. b) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it. c) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it. Section 149(7) sets out 7 protected characteristics namely: age, disability, gender reassignment; pregnancy and maternity, race, religion or belief, sex or sexual orientation.

3.4 Climate Change and Air Quality

The adoption of the Kirklees Transport Strategy will help to develop a stronger focus on more sustainable forms of transport, will support mode shift, will help to deliver a greener, healthier Kirklees and work in tandem with our Net Zero ambitions.

A key objective of the proposed strategy is the protection of our environment, with a transport network that is carbon zero. The Kirklees Transport Strategy will support the achievement of this objective with the implementation of policies which support the reduction of the need to drive, the shift of some trips to more sustainable modes, support the ownership of electric and low-emission vehicles and the mitigation of climate change impacts.

A total of 43 policies within the Kirklees Transport Strategy will contribute directly to the protection of our environment and the development of a transport network which is carbon zero.

3.5 Other (e.g. Risk, Integrated Impact Assessment or Human Resources)

The Transport Strategy has been drafted to present a future transport ambition that is fair, balanced and reflects the diverse geographies of Kirklees. There will remain a reputational risk around the extent of representation of certain transport modes.

In managing expectations, it is important we consult and engage with our partners, communities and businesses in ensuring a balanced strategy is developed.

An IIA has been completed to ensure protected characteristic groups (as defined in the Public Sector Equality Duty, under the Equality Act 2010) are not adversely impacted.

[Integrated Impact Assessments - IntegratedImpactAssessment](#)

4 Consultation

Activity

The consultation on the draft Kirklees Transport Strategy ran for an **eight-week period** from 03/03/2025, to 28/04/2025. A comms campaign promoted the consultation and engagement activity was undertaken by Council officers, using external funding from West Yorkshire Combined Authority. Full details of the plan can be viewed on the submitted comms plan, but included:

- organic and paid for social media campaigns
- billboard advertisements across the district
- bus backs
- bus interior advertisements,
- advertisements on Radio Sangam.

The consultation was further publicised via press release and E-marketing.

The demographic response to the consultation was monitored throughout, so that paid for media could be targeted to areas and demographics where the response rate was less than anticipated.

During this period, the council held **16 in-person events** across the district (see Appendix A for a full list of locations), promoting the consultation and discussing the issues Kirklees residents are currently facing with transport, and what they would like the Kirklees Transport Strategy to achieve for the district. During these sessions, officers also spoke to businesses, health centres and other public-facing uses in local and town centres, leaving posters and flyers to raise awareness with customers and visitors.

During these in-person events, **over 7,000 leaflets and posters were distributed**, both to individuals and to local businesses and organisations across the district. In addition to this, the team contacted **74 networks and organisations** which support residents with disabilities in Kirklees, had details of the consultation circulated to all schools and colleges in the district, contacted and provided promotional material to the University of Huddersfield. The team also worked with colleagues in Business & Economy to contact **291 Kirklees-based businesses individually**. A total of **165 external organisations were contacted** regarding the consultation. Parish Councils were contacted regarding the consultation, and provided with promotional material, as were all libraries, post offices and community hubs in the district.

Results

There were 2,112 responses to the survey, which is an excellent response rate, compared to other council consultations. The Council teams that worked together to develop the SNAP survey have noted that the response rate can be attributed to the high level of in-person activity undertaken, coupled with a successful and flexible comms campaign. For more detail on the demographic range of responses, please see the submitted SNAP survey report. Within the survey, respondents were consulted on whether they agreed with the vision of the strategy and the five key strategy objectives. Please see the table below for the results of this.

	Agree/Strongly Agree	No Opinion	Disagree/Strongly Disagree
Vision	77%	9%	14%
Objective One – Prioritising Economic Growth	81%	9%	10%
Objective Two – Improving health and wellbeing	86%	6%	8%
Objective Three – Protecting our environment	68%	10%	22%
Objective Four – Transformed public transport	88%	4%	9%
Objective Five – Inclusive places with better connections	87%	5%	8%

As evidenced, there is strong support for the vision of the strategy and its five objectives. In addition to this, respondents were also asked to comment on what they would like the Kirklees Transport Strategy to achieve for them and their community. Of the 2,112 total

responses, 1,555 respondents (74%) responded to this question. This has provided a rich set of qualitative data, which the team are in the process of analysing. However, the dominant themes from initial analysis are clear, with support for better public transport and active travel options across Kirklees evidenced in these responses. The survey received a high response rate from people with disabilities (30% of respondents stated that they have some form of disability), which has greatly improved our understanding of the lived experience of Kirklees residents regarding how they access transport in Kirklees, and where this is currently not equitable. This has been reflected in the updated draft of the Strategy.

5 Engagement

Engagement on the Kirklees Transport Strategy has been underway since the development of the strategy began last year. This has included:

- Two separate member engagement sessions, where feedback on the draft strategy and discussion on the current issues around transport that wards are facing were encouraged.
- A workshop with technical colleagues from various teams and services across the council, where they were able to comment on the early vision and objectives of the draft strategy.
- Further workshops with colleagues from Highways, where they were able to comment on specific policies included within the draft strategy, and raise potential issues and risks with the implementation of these.
- Presentation of the draft strategy to the West Yorkshire Transport Committee, where they had the opportunity to comment on the vision and objectives of the draft strategy
- Presentation of the draft strategy to the Kirklees Climate Commission, where they had the opportunity to engage with an officer on the draft strategy and its policies.
- Presentation of the draft strategy to the internal planning team, where its relevance post-adoption was discussed, and how this may impact ways of working.
- A workshop with the Combined Authority and districts, where the strategy vision, objectives and policy themes were discussed and available to comment on.
- A workshop with boundary districts (Peak District, Rotherham, South Yorkshire, Greater Manchester) where issues pertaining to cross-boundary transport and travel were discussed.
- Presentation of the draft strategy to the internal Healthy Placemaking Group, where feedback on the vision and objectives was encouraged.
- Promotion of the draft strategy to all internal council networks, where members were encouraged to speak with an officer on the draft strategy if they wished to do so.
- Communication on the draft strategy with ward councillors from other districts.
- Regular bi-weekly meetings held with the local plan team, to encourage comments on the draft strategy throughout its development, and to ensure alignment.
- Promotion of the draft strategy at various stakeholder meetings, such as the Kirklees Bus Partnership and the Active Travel Network, to keep stakeholders abreast of developments and give them opportunity to comment if they wished to do so.
- The draft strategy is currently with internal technical teams to allow them to comment for a final time before the strategy redraft is complete.

Officers have endeavoured to promote engagement on the strategy throughout its development, treating it as an iterative process integral to the shaping of the document. We have found this to be successful, and this has provided us with valuable technical

feedback which we have been able to incorporate within the strategy document throughout its development, rather than at set points.

6 Options

6.1 Options Considered

The options which have been considered are:

- (Recommended option) That sufficient consultation and engagement activity has been undertaken ahead of the Strategy progressing to formal approval and adoption in Autumn 2025.
- That the Council do not progress with the adoption of the Transport Strategy.

6.2 Reasons for recommended Option

While the Kirklees Transport Strategy is not a statutory document, the benefits to adopting the strategy are manifest. A better approach to transport in Kirklees will help to deliver against core Council priorities: good transport is a core factor in the support of investment and regeneration; it helps places to thrive and allows communities to become more connected. A stronger focus on more sustainable forms of transport, which supports mode shift, will help to deliver a greener, healthier Kirklees and work in tandem with our Net Zero ambitions. The adoption of a distinct Transport Strategy will direct this approach and allow the Council to work to better transport for Kirklees and its communities.

Further to this, the response to the consultation and engagement activity has been positive, with the key headline of the public response being that people in Kirklees would like to travel more sustainably. The implementation of the Kirklees Transport Strategy will help to achieve this.

There are no costs associated with the adoption of the Strategy to the council.

7 Next steps and timelines

Please see the table below for the proposed flightpath to adoption. Engagement has taken place the Transport & Housing Portfolio holder, who has given approved to proceed.

PHB	13/05
SLT	04/06
ELT	24/06
Scrutiny	11/08
Executive Board	18/08
Cabinet	09/09
Formal Adoption	Late September 25

The redraft of the Strategy document took place in July. The changes implemented to the draft document which was previously brought to Scrutiny are considered relatively minor, given that the draft document has already endorsed by Portfolio holders and the public. The changes are largely to the narrative of the document, with some wording changes to

policies and the introduction of one new policy. Particular focus has been given to the areas below:

- Bus
- Rail
- Reliability, frequency and network coverage of public transport
- Cost of public transport
- Accessibility of sustainable travel modes
- Accessibility of transport throughout the district

These themes were derived from responses received at in-person engagement sessions, and from analysis of free text responses. All these themes were represented within the initial draft document, however, they have been emphasised more strongly, to reflect the response to the consultation.

Following comments and feedback from Scrutiny and subject to any further minor adjustment by the Executive Board the Strategy will be finalised in August.

Officers will be working with the comms team to develop a 'You said, we did' document, which will be made available on social media platforms following the redraft of the strategy document. The team will continue to work closely with our internal comms team to ensure that positive comms on the Transport Strategy is disseminated to the public at key points.

Workshops with internal teams ahead of the adoption of the strategy are being progressed, to discuss how the strategy can feed into current ways of working. These are likely to be held soon after the adoption of the strategy, in Autumn 2025. These workshops will be tailored according to audience, and that how technical teams use the strategy will vary depending on their needs and ways of working. We want to make sure that all relevant teams are as informed as possible regarding the strategy, to ensure that it is utilised as successfully as possible.

The Council continue to work closely with West Yorkshire Combined Authority to ensure alignment with their latest Local Transport Plan (LTP4). The public consultation for LTP4 commenced in late July and will remain open until October 2025, and officers have worked closely with colleagues to ensure that messaging for the Kirklees district is appropriate, given the recent consultation on the Kirklees Transport Strategy.

8 Contact officer

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9 Background Papers and History of Decisions

[Issue details - Kirklees Draft Transport Strategy Consultation | Kirklees Council](#)
[Issue - items at meetings - Kirklees Draft Transport Strategy Consultation | Kirklees Council](#)

10 **Appendices**

Submitted within Cabinet Report

Appendix A, Map Detailing Locations of In-Person Consultation & Engagement Activity

Submitted alongside Cabinet Report

Appendix B, Comms Plan for Kirklees Transport Strategy Consultation

Appendix C, SNAP Survey – Headline Results

Appendix D, Final Report on Comms Campaign

Appendix E, Kirklees Transport Strategy (Latest version of document)

11 **Service Director responsible**

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APPENDIX A – MAP DETAILING LOCATIONS OF IN-PERSON CONSULTATION & ENGAGEMENT ACTIVITY

