



# MyJourney

## WestYorkshire

*Newsletter for business community, Nov 09*

Welcome to the first issue of the MyJourney newsletter for West Yorkshire's business community, from the team preparing the region's latest Local Transport Plan. The newsletter seeks to get you involved in the development of the plan by demonstrating why it is relevant to local businesses and organisations and providing regular updates on how you can get involved. This first issue will give you an overview of what is currently happening.

### What is the MyJourney campaign?...

A plan for the future of transport in West Yorkshire is currently being prepared by the region's Integrated Transport Authority, Metro and the five district Councils (Bradford, Calderdale, Kirklees, Leeds and Wakefield). It will address big issues on a local level around the economy; the environment; the ability to access jobs, goods, services, people and places; and health, safety and security. Replacing the current plan in 2011, it will run to 2021 and beyond. The MyJourney campaign invites stakeholders and the public to get involved and help shape the plan.

### Why is the plan relevant to the business community?...

The Leeds City Region Transport Strategy, which will form the framework for this plan, identifies economic growth as a key priority. West Yorkshire's Local Transport Plan will decide where and how investments are made in the future of the region's transport system. These improvements could help boost business and the economy by reducing lost productive time; cutting congestion; ensuring that people can more easily access education, skills, jobs; improve the well being of the workforce; and more besides.

### How can you get involved and what happens next?...

In order to create a transport system that is fit for the future of the region's businesses and economy and will help us tackle key issues, we need to understand your needs and views. From now until early 2011 there will be opportunities to participate as follows:

#### November 2009 – January 2010:

- Awareness raising through newsletters, the local media and Council communications channels.

#### January – April 2010:

- Engagement and evidence gathering through workshops, an online survey, discussion forums and presence at events and meetings.

#### March – July 2010:

- Consultation on necessary elements of the Strategic Plan with relevant groups of West Yorkshire stakeholders and the public.

#### August 2010:

- Delivery of first draft of WYLTP Strategic Plan (15 year vision for the future of transport in the region from 2011).

### Where can you find out more?...

The West Yorkshire Local Transport Plan website, [www.wyltp.com](http://www.wyltp.com), has further information and updates for partners and stakeholders and the opportunity to register your interest in getting involved through the MyJourney campaign and provide initial comments. You can also follow us on twitter at [www.twitter.com/MyJourneyWY](http://www.twitter.com/MyJourneyWY)

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