

Phil Norrey
Chief Executive

To: The Chair and Members of the
Peninsula Transport Shadow
Sub National Transport Body

County Hall
Topsham Road
Exeter
Devon
EX2 4QD

(see below)

Your ref :
Our ref :

Date : 5 July 2022
Please ask for : Hannah Clark 01392 383000

Email: hannah.clark@devon.gov.uk
:

PENINSULA TRANSPORT SHADOW SUB NATIONAL TRANSPORT BODY

Tuesday, 12th July, 2022

A meeting of the Peninsula Transport Shadow Sub National Transport Body is to be held on the above date, at 10.00 am at Microsoft Teams to consider the following matters.

PHIL NORREY
Chief Executive

A G E N D A

PART 1 - OPEN COMMITTEE

1 Apologies for Absence

2 Minutes of the previous meeting (Pages 1 - 6)

To approve the minutes of the meeting held on 7 April 2022.

3 Items requiring urgent attention

Items which in the opinion of the Chair should be considered at the meeting as matters of urgency.

STANDING ITEMS

4 Peninsula Transport Update

Verbal update of the Programme Lead on the latest progress and activities of Peninsula Transport.

5 Business Plan 2022/23 (Pages 7 - 20)

Presentation of the proposed Business Plan for 2022/23 and overview of 23/24 and 24/25 programmes of works for approval by the Board.

6 Freight Strategy (WP09) (Pages 21 - 24)

Report of the technical consultants seeking approval of the final Freight Strategy by the Board.

7 Rural Mobility Study (WP10) (Pages 25 - 30)

Report of the technical consultants seeking approval for the Rural Mobility Study.

8 Finance Update

Report of the Finance Lead Authority on the latest financial position.

9 Communications and Engagement Update (Pages 31 - 36)

Report of the Communications and Engagement Lead Authority on the latest communications and engagement activity.

MATTERS FOR INFORMATION

10 Peninsula Rail Update

Verbal update from the Peninsula Rail Task Force (PRTF) Chair and Network Rail on recent activities.

11 Co-Opted Members Update

Co-opted Members to provide updates and feedback from their organisations.

12 Public Participation

Questions or Representations from Members of the public in line with the Board's Public Participation Scheme.

Questions received from David Regwell – South West Transport Network and Railfuture Severnside.

13 Dates of Future Meetings

All meetings will be held digitally via Microsoft Teams until further notice:

6 October 2022 (10:00)
8 December 2022 (10:00)

Please use link below for County Council Calendar of Meetings;

<http://democracy.devon.gov.uk/mgCalendarMonthView.aspx?GL=1&bcr=1>

Members are reminded that Part II Reports contain exempt information and should therefore be treated accordingly. They should not be disclosed or passed on to any other person(s).

Members are also reminded of the need to dispose of such reports carefully and are therefore invited to return them to the Clerk at the conclusion of the meeting for disposal.

MEMBERS ARE REQUESTED TO SIGN THE ATTENDANCE REGISTER

Membership

Councillors A Davis (Devon County Council), J Drear (Plymouth City Council), P Desmonde (Cornwall Council), M Morey (Torbay Council), J Woodman (Somerset County Council), G Caplin (Cornwall and Isles of Scilly LEP), A Darley (Highways England), C Dryden (Isles of Scilly), D Glinos (Department for Transport), I Harrison (Heart of the South West LEP), D Northey (Network Rail), D Ralph (Heart of the South West LEP), A Rhind (Department for Transport), D Round (Network Rail), R Stevens (Plymouth Bus), J Whaley, B Wills (Department for Transport), S Coghlan (Homes England) and E Wilson (Western Gateway)

Declaration of Interests

Members are reminded that they must declare any interest they may have in any item to be considered at this meeting, prior to any discussion taking place on that item.

Access to Information

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Alternatively, any member of the public who lives in the area served by the Peninsula Transport Authorities may make oral representations on any matter relating to the functions of the Board. Such representations will be limited to three minutes, within an overall time allowed of 30 minutes. If you wish to make a representation, you should, via email or letter submit a brief outline of the points or issues you wish to raise before 12 noon, 4 working days before the meeting takes place. The name of the person making the representation will be recorded in the minutes.

For further information please contact Hannah Clark 01392 383487

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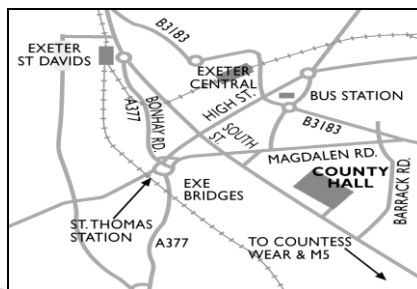
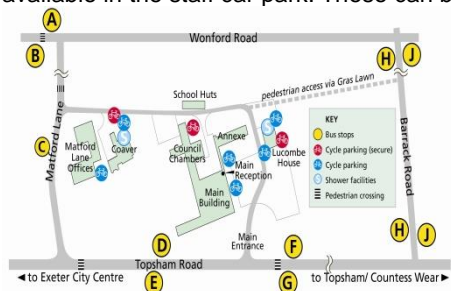
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PENINSULA TRANSPORT SHADOW SUB NATIONAL TRANSPORT BODY

7 APRIL 2022

Present:-

County Councillors

Councillor A Davis (Devon County Council), Councillor P Desmonde (Cornwall Council), Councillor J Drear (Plymouth City Council), Councillor J Woodmand (Somerset County Council)

Co-opted Members:-

I Harrison (Heart of the Southwest LEP), D Round (Network Rail), N Woollett (Aecom), A Darley (National Highways), R Payne (Homes England), D Glinos (Department for Transport), R Adams (Aecom), B Appleby (Coast Communications), D Tunley (Network Rail).

Apologies:-

125 **Minutes of the previous meeting**

It was **MOVED** by Councillor Drear, **SECONDED** by Councillor Desmonde and **RESOLVED** that the minutes of the meeting held 2 December 2022 be approved as a true record.

126 **Items requiring urgent attention**

There were no matters raised as urgent items.

127 **Peninsula Transport Update**

The Board heard an update on the progress set out in the December Board Meeting.

- Work Package 5 completed Dec 2021
- Work Package 6 and Work Package 7 to have drafts completed April 2022.
- Work Package 8 draft report has been circulated
- Work Package 9 was jointly complete completed with Western Gateway
- Work Package 10 sign-off can be expected imminently
- Work Package 12 has commenced and is expected to complete in Summer 2022. An update will be given at the next board meeting.
- Work Package 15 and Work Package 17 have been started and have been successful in getting sign off from Department for Transport.
- Rail mobile connectivity work has commenced
- Work Package 25 has started

It was noted that these updates are confirmed in the Gantt chart shown in the report. However, it was noted that some years in the report contain a typo and will complete in 2022 not 2023.

The Board heard that on 21 March the funding allocation for 2022/23 was received from Baroness Vere. This is a 3-year allocation so the Board can plan beyond the next 12 months. The letter recommends work to be undertaken in the Peninsula region and acknowledges the role the Board plays in region. It requests that a business plan is developed demonstrating how funding will be spent.

It was **MOVED** by Councillor Drear, **SECONDED** by Councillor Desmonde and **RESOLVED** that the recommendation proposed by Baroness Vere would be strengthened.

Agenda Item 2

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PENINSULA TRANSPORT SHADOW SUB NATIONAL TRANSPORT BODY
7/04/22

128 Governance Update

The Board discussed that when Peninsula Transport was established, there was no core staff and instead work was undertaken by officers within authorities. However, it has become increasingly difficult to deliver work programmes and present priorities for strategic investment across the area. Therefore, in November, Peninsula Transport secondments were created to address these problems.

The Board heard that this change in staff structure has helped to address the pressures Peninsula Transport is under.

It was **MOVED** by Councillor Drean, **SECONDED** by Councillor Woodmand and **RESOLVED** that the change to staff structure be kept permanently.

129 WP10 Rural Mobility Study

The Board received a presentation from the lead consultant.

The Board hear that this work package has been a joint commission with Western Gateway. It shows a single unified approach from Peninsula Transport and Wester Gateway whilst recognising differences between them. The overall aim to support the levelling up agenda with a people, place and activity based approach.

The Board heard that this is the first Sub-national Transport Body rural mobility strategy in England, with 4 technical documents supporting the summary strategy documents. A rural mobility framework has been produced with 10 key elements. Over 100 potential interventions have been prioritised against objectives and deliverability, resulting in bundles of interventions. Priority locations have also been selected, with 23 different place types being identified. The levels of affluence were assessed, resulting in 40 different place types, with seven priorities identified. Up to 6 pilots have been identified to test and trial bundles of service and infrastructure proposals; two community led, one private sector led and three local authority led. Funding to be secured and a prospectus developed, leading to a competition for expressions of interest.

The Board Members discussed a range of issues including mobility hubs, seasonality and tourism impact on rural mobility and the challenge of ensuring suitable resourcing is committed to deliver pilots. It was noted that the strategy is only meaningful if deliverable.

It was agreed to defer the recommendations to a future meeting, with a workshop arranged as soon as possible to explore the outputs of the full report.

130 WP06 Carbon Transition Study

The Board received a presentation from the lead consultant.

The Board heard that workshops with key stakeholders and officers have been held, to look at challenges and opportunities. A draft report was completed in March 2022, with the modelling now being reviewed in light of the Department for Transport Electric Vehicle strategy. This review will be completed in April 2022, when the board can expect the draft report to be circulated for comments.

The board noted that the next step is to finalise the modelling of interventions in line with the Department for Transport Electric Vehicle strategy. Once complete, the board can expect an update report in May, with final the report presented for sign off in June Board meeting.

The Board asked how reducing the need to travel will be reflected in the strategy. Whilst this sits within the 'more choice, better efficiency' theme, it will need to make clear that this will be an important underlying message.

It was **MOVED** by Councillor Davis, **SECONDED** by Councillor Desmonde and **RESOLVED** that the information is noted.

131 **WP09 Freight Strategy - Forum with Western Gateway**

The Board received a verbal update received from the Programme Director.

The Board heard that one of the key recommendations from the Peninsula Transport Freight Strategy was to establish a steering group to guide freight improvements across the South West. This will be done in collaboration with Western Gateway to ensure efficiency.

The Board noted that a meeting is planned for early June with all stakeholders who helped the development of the strategy invited. Invitations will be issued in the next few weeks.

132 **Finance Update**

The Board received the Report of the Finance Lead Authority on the latest financial position.

The Board heard that due to a combination of confirmed Department for Transport funding, funds carried forward and Local Authority contribution, 2022/23 funding will be £1.182m.

The Board noted that a revised business case needs to be approved by the Department for Transport.

It was **MOVED** by Councillor Davis, **SECONDED** by Councillor Woodman and **RESOLVED** that the revised information is noted.

133 **Communications and Engagement Update**

The Board considered the Report of the Communications and Engagement Consultant.

It was noted that, since December, the focus has been to support the current work programme. Recent key activities have included: submission of a response to National Highways; a statement of support for the A303 DCO; a Peninsula Rail Task Force stakeholder advisory group; work with National Highways to review JEAP.

The Board heard that an activity plan is produced each month and sent to the Officers Group for discussion.

Social media activity is ongoing with proactive content being used to increase engagement. The Board noted that tweet impressions were significantly higher in September. This was due to the amount of proactive content publicising the end of the Vision consultation.

Comms activity for the 2022/23 financial year will be aligned with the work programme to ensure Peninsula Transport work is promoted.

The Board heard that there is ongoing coordination for the Sub-national Transport Body event on 26 May, held at The Vox, Birmingham. Peninsula Transport will be participating in a panel discussion focussing on '*transport as an enabler*'.

134 **Peninsula STB Funding Allocation 2022/2023**

Agenda Item 2

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PENINSULA TRANSPORT SHADOW SUB NATIONAL TRANSPORT BODY

7/04/22

The Chair exercised her discretion in varying the order of business and brought this item forward to be discussed under Item 4 – Peninsula Transport Update.

135 Peninsula Rail Update

The Board received a verbal update from the Peninsula Rail Task Force Chairman (PRTF).

The Board heard that PRTF met on 11 March 2022, with 25 participants, to enable stakeholders to hear recent strategy work. Discussion highlighted the need for Peninsula Transport to set out what is unique about challenges in the South West. It will be important to ensure the stakeholder advisory group can get involved at an early stage prior to any future strategy work.

The Board also received a verbal update from Network Rail on the CP7 Business Planning process. There is a 5-year periodic review process to determine outputs and level of funding for the core operations and renewal of the network. Whilst this is not focusing on enhancements and aspirations, it is recognised that it is important to engage widely with stakeholders whilst developing the core plan. It was noted that the next round of workshops are planned for May, to discuss stakeholder priorities. It was additionally noted that Government will issue statement of funds available in Autumn and a publication of Strategic Business Plan can be expected in Feb subject to scrutiny. CP7 starts in 1 April 2024.

136 WP08 Rail Strategy

It was noted that the board have worked effectively, as a peninsula, to represent rail needs in the past.

The Board reflected on work done so far, noting that while the strategy is coming together, it doesn't yet pick up on the uniqueness of rail challenges in the Peninsula. Furthermore, current changes in patterns of use need to be considered to inform future needs.

It was noted that there have been national changes in rail due to the William Shapps Review and the formation of Great British Railways.

Full discussion was deferred to next meeting, to allow more time for the strategy to develop and better reflect changing circumstances.

137 Co-Opted Members Update

The Board received updates from the cop-opted members covering matters of interest arising from their respective organisations.

National Highways shared some of their recent work. The Board heard a response brought back from a previous meeting regarding A38 Trerulefoot to Carkeel RIS3 pipeline scheme. A safety study has been commissioned by Department for Transport; in developing proposals National Highways have been talking to locals and businesses in area. Options have been identified and public consultation is expected to take place this summer. Remit only for safety scheme at present, though there is awareness of broader aspirations for corridor. Issues raised have been captured as part of Route Strategy work in South West.

Heart of the South West shared that they are supporting A303 corridor schemes and are grateful for engagement in CP7 work with Network Rail.

Network Rail gave an update that patronage levels are seeing continued growth nationally, with some regional variations. Network Rail shared that St Ives platform is in the process of being extended and Okehampton hourly service will commence from May. Restore Your Railway schemes are making good progress. South West Resilience projects continuing, including an ministerial visit last week to confirm funding for Phase 4.

The Board heard of staffing changes at Network Rail - David Northey is retired and Christian Irwin is changing roles.

The Board asked whether there was an opportunity for the Carn Brea stop to be reopened between Camborne and Redruth. Network Rail recommended a meeting with the new director of investment to discuss.

Department for Transport reported on significant announcements made this week, including funding for buses for 31 places through the Bus Service Improvement Plan process. Additionally, the second round of Levelling Up Fund guidance has been released – applications need to be in by 6 July.

The Board heard that Electric Vehicle infrastructure fund will be set up to support Local Authorities to work with industry and transform the availability of charging for those without off street parking. The Board also heard that a ZEBRA (Zero Emission Bus Regional Areas) announcement has been made.

Active Travel England (ATE) has been set up. The Board heard that a survey is currently being run, with deadline 13 April, looking for views on how ATE should work as a statutory consultee on applications.

The Board noted that a 3 year allocation has been made for Sub-national Transport Bodies. Business case development needs to be developed for ministerial agreement to release funding.

The Board thanked David Glinos and colleagues at Department for Transport for their role in bringing Peninsula Transport up to current operating model.

138 **MRN / LLM Review Update and Feedback**

The Board received an update from the Programme Director on the MRN and LLM schemes in the region, following the request by Department for Transport to undertake a review of schemes so far. Scheme promoters approached and undertook review of all schemes to be retained.

The Board heard that 4 MRN and 3 LLM schemes have been withdrawn since the original submission.

The Board additionally heard that Department for Transport was given a summary of progress made since 2019 submission that demonstrated that retained schemes have continued to perform well against fund objectives.

The Board noted that the programme from May 2019 has not reduced from £556m to £492m. A further report will be given after the local election period.

139 **Public Participation**

The Board received questions from the public outside of the timescales set out in the Public Participation Scheme, so written answers will be sent. Chairman offered a meeting to discuss the area of interest.

140 **Dates of Future Meetings**

Board members noted the dates of future meetings as:

22 June 2022
29 September 2022
18 December 2022

Agenda Item 2

6

PENINSULA TRANSPORT SHADOW SUB NATIONAL TRANSPORT BODY
7/04/22

All meeting to be held digitally, via Microsoft Teams.

Please use the link below for County Council Calendar of Meetings:

<http://democracy.devon.gov.uk/mgCalendarMonthView.aspx?GL=1&bcr=1>

141 **Exclusion of the Press & Public**

It was **MOVED** by Councillor Davis, **SECONDED** by Councillor Woodman and

RESOLVED that the press and public be excluded from the meeting for the following items of business under Section 100(A)(4) of the Local Government Act 1972 on the grounds that they involve the likely disclosure of exempt information as defined in Paragraph 3 of Schedule 12A of the Act namely the financial or business affairs of persons tendering for the provision of council goods or services and of the County Council, in both cases, and in accordance with Section 36 of the Freedom of Information Act 2000, by virtue of the fact that the public interest in maintaining the exemption outweighs the public interest in disclosing information.

142 **Finance Update: Itemised Expenditure Estimate for 2021/22 Financial Year**

The Board received the report of the Financial Lead Authority on the itemised expenditure for the 2021/22 financial year.

The Meeting started at 10.00 am and finished at 1.00 pm

FY22/23 BUSINESS PLAN

Work Package Update

12 July 2022

Please note that the following recommendations are subject to consideration and determination by the Board before taking effect.

RECOMMENDATIONS

It is recommended that:

- (a) The draft Business Plan is approved;
- (b) The Board agrees the Plan can be formally submitted to Department for Transport; and
- (c) Approve the funding allocated for each key policy area and STB resourcing.

1. Background/Introduction

Following receipt of the Baroness Vere's Funding Allocation letter in March 2022, Peninsula Transport have been devising a Business Plan for FY22/23 and beyond, taking into consideration existing and emerging policy agendas, and building on the work completed and commissioned by the STB to date. The letter allocated a budget of £585,000 for 2022/23, and indicative budgets of £649,000 and £704,000 for 2023/24 and 2024/25 respectively.

This paper sets out an overview of the proposed Business Plan for FY22/23 with indicative allocations of budgets to identified deliverables and seeks approval to submit this plan to the DfT.

2. Overview of Business Plan

The Work Packages commissioned so far have identified a range of next steps and potential interventions for the peninsula area. Alongside this, the funding allocation letter received from Baroness Vere highlighted the key policy areas that the STB are recommended to focus upon when formulating a plan for 22/23 and beyond.

Peninsula Transport have accumulated a significant body of evidence through the range of work packages commissioned since 2019. Looking forward, it is important that this body of evidence is made full use of by the STB and member authorities.

Based on the above, we propose to frame our Business Plan for 2022/23 around these agendas or themes as well as consider issues that are particularly critical to the Peninsula sub-region. Our identified themes are:

- ◆ Public Transport – Bus and Rail;
 - Provide support to the local authorities in working with transport operators to create a more integrated and consistent public transport system across the peninsula
- ◆ EV Infrastructure;
 - Ensuring the rollout of infrastructure can meet growing demand and all areas of the region can benefit
- ◆ Decarbonisation;

- Supporting local authorities in quantifying carbon impacts of schemes and working towards Net Zero
- ◆ Freight;
 - Ongoing support for the Freight forum and any recommendations/initiatives that emerge
- ◆ Local Authority Capability;
 - Providing supported access to the considerable evidence base developed by the STB to contribute to LTP development and other LA requirements
- ◆ Rural Mobility
 - Taking forward recommendations from the Rural Mobility Strategy

Appendix I provides an overview of the Business Plan framework programme for 2022/23, demonstrating how the evidence base collated will feed into the thematic work areas going forward, as well as forming the basis for the Transport Strategy, Strategic Implementation Plan and representing the needs of the Peninsula, the development of future transport policies and strategic investment plans.

Appendix II provides a more detailed breakdown of the proposed Themes and Deliverables for the next year.

A number of work packages commissioned in 2021/22 remain live and have been carried over for completion in 2022/23:

- ◆ Rail Strategy – completion of recommendations
- ◆ International Gateways Study
- ◆ Alternative Fuels for Freight Study
- ◆ Rail Mobile Connectivity Pilot Business Case
- ◆ Detailed Transport Strategy

The funding award also made specific reference to the ability to fund additional resource within STBs. Peninsula Transport will therefore look to expand the dedicated STB resource through the development of a technical team, supporting the Technical and Programme Director.

3. Next steps

The Business Plan sets out the planned technical work for the next year and beyond. Following discussion with the DfT the plan will be submitted for approval to enable the funding to be drawn down in a timely fashion and the thematic workstreams to be commenced.

4. Consultation, communication and engagement

Once approved, the Business Plan and programme of works will be published on the Peninsula Transport website. This Plan and programme will be monitored throughout the year with key milestones agreed and reported against to DfT through regular meetings and communication.

5. Financial Considerations

This paper and associated Business Plan has set out the proposed budget draw down for the 2022/23 financial year based on the proposed workstreams and deliverables.

6. Environmental Impact Considerations

There are no environmental considerations associated with this paper.

7. Equality Considerations

There are no specific equality considerations associated with this paper. An Executive Summary has been developed to be accessible for all.

8. Legal Considerations

There are no specific legal considerations associated with this paper.

9. Risk Management Considerations

The Peninsula Transport Programme Management Group reviews risk and assigns the required mitigation actions across the Peninsula Transport workstreams on at least a monthly basis. The group reports monthly to the DfT in compliance with the terms of the DfT's funding support letter. A revised risk register has been prepared as part of this new Business Plan process.

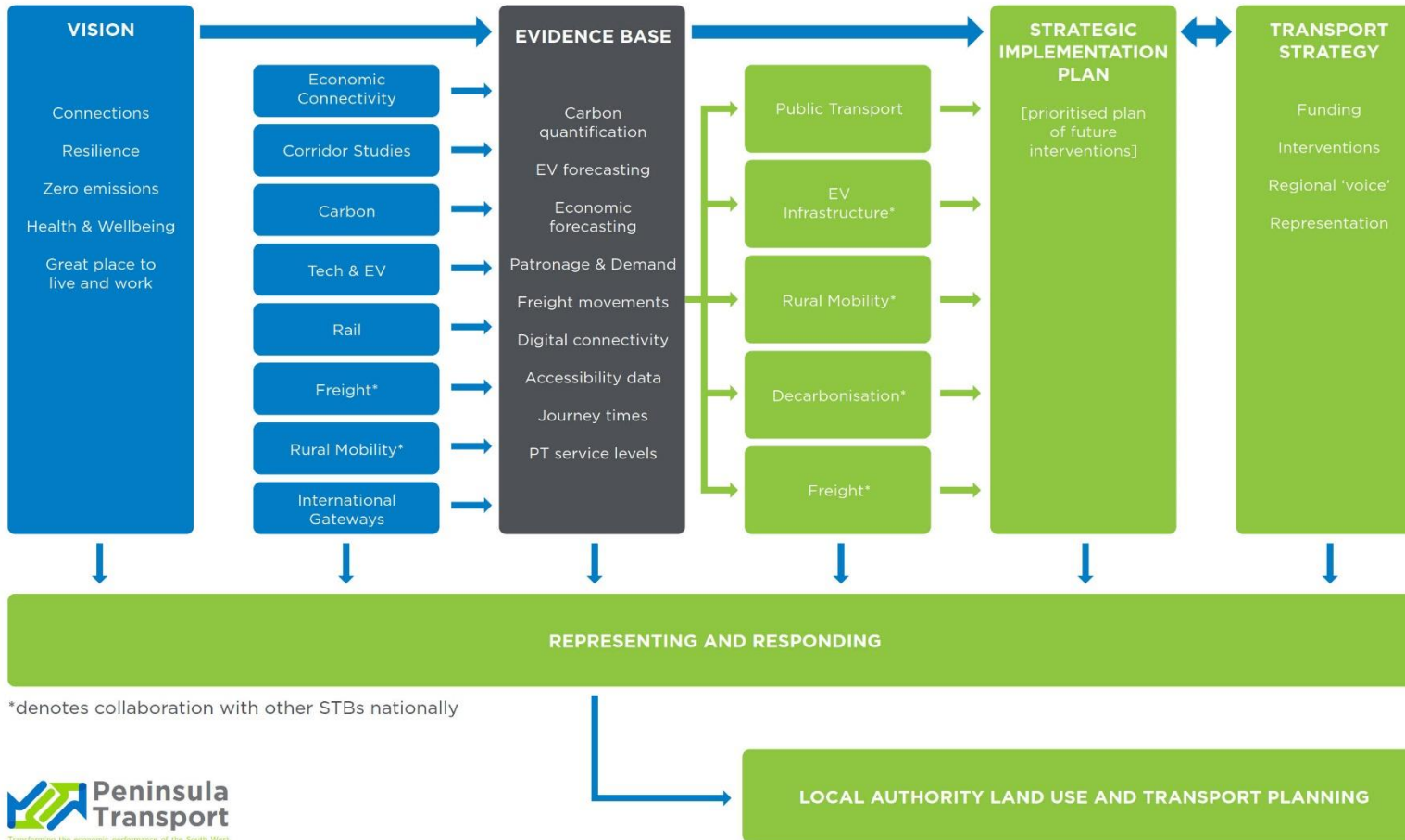
10. Public Health Impact

There are no public health impacts associated with this paper

11. Reasons for Recommendations

In order to draw down on the allocated funding from the Department for Transport, a Business Plan is required to set out how the budget will be allocated and spent. This Business Plan demonstrates a further advancement in the management and organisation of Peninsula Transport, and will provide the DfT with confidence that the STB can deliver this ambitious plan.

Peninsula Transport Framework Plan 22/23



Appendix II: Business Plan Framework Plan

Table I – Proposed Work on DfT Key Policy Areas 2022/23¹

Electric Vehicle Infrastructure	
Overview of Issue	<p>EV charging infrastructure lagging behind demand</p> <p>Range anxiety in rural areas due to poor coverage</p> <p>Commercial case for rural charging infrastructure is not strong</p> <p>On-street charging infrastructure limited and inconsistent</p> <p>Strategic Network is particular priority for visitor and onward travel/gateways</p> <p>DfT EV Infrastructure policy requirements for STB – “lead assessments of demand across their regions to assist local authorities and electricity network operators in the planning of chargepoint rollout”</p>
Peninsula Aspiration	<p>Facilitate a consistent approach to EV infrastructure planning</p> <p>Provide an overview of the provision and demand for EV infrastructure across the region in line with DfT requirements</p> <p>Develop a framework for EV infrastructure rollout through engagement with stakeholders including Western Power, National Grid, local authorities, suppliers and operators</p>
Proposed Approach	<p>Development of a consistent strategy for provision of an integrated network of charging facilities</p> <p>Toolkit for local communities to attract funding for accessible EV infrastructure</p>
Outputs/Deliverables 2022/23	<p>Initial review of EV infrastructure capacity and demand – autumn 2022. Focus on SRN and/or stations to facilitate visitor economy and onward travel. Potential economic impact of reduction in visitors deterred by lack of EV infrastructure.</p> <p>Review of EV Strategy development across Peninsula authorities</p> <p>Gap analysis of EV policy, infrastructure and projects across sub-region</p> <p>Long-term plan/roadmap and programme for the roll out of EV charging infrastructure across the Peninsula covering both urban and rural areas</p> <p>Freight Fuel opportunities – outputs from Alternative Fuels WP23</p>

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Agenda Item 5

¹ Identified within DfT Funding Allocation Letter 21 March 2022

	<p>Deliverables:</p> <ul style="list-style-type: none"> - Review of Peninsula LA EV Strategy progress and gap analysis High level review of EV Strategy progress across the Peninsula, reporting in July. This would consider commonality of approach, availability of information and where there are any identified gaps in information on demand, infrastructure availability or network/power capacity. - EV Demand Forecasting Assessment Assessment of demand across STB area, in line with DfT EV Infrastructure Policy requirements, making use of existing evidence base, to feed into national and regional planning. This will draw upon EV Strategy work already undertaken at Local Authority and Peninsula level to achieve a consistent approach to understanding and forecasting EV demand. - EV Infrastructure Planning Tool Review of network supply and power grid across the Peninsula, drawing on experience and expertise from other STB work. This would make use of the Common Analytical Framework to access a tool developed by Transport for the North. - Identify likely shortfall between private sector supply and demand in the Peninsula Identifying gaps with results used to inform future policy and funding decisions in grid infrastructure and EV chargepoint rollout.
<p>Impacts</p>	<p>'Roadmap' to establishing a comprehensive EV charging network across the Peninsula area Consumer confidence in availability of EV charging across the region Improved uptake of EV across Peninsula, and for visitors to the region</p>
<p>Indicative 22/23 Budget Allocation</p>	<p>£20k – Strategy review, gap analysis and demand forecasting £80k – EV Infrastructure Planning Tool development and use</p>
<p>Public Transport</p>	
<p>Bus</p>	
<p>Overview of Issue</p>	<p>Inconsistent provision of public transport services</p>

	<p>Isolated communities with limited public transport options</p> <p>Varying levels of service across Peninsula</p> <p>Limited integrated ticketing</p> <p>Limited coordinated timetabling to rail heads</p> <p>Quality of service and vehicles varies across the region</p> <p>Commitments to deliver zero emission buses over the next decade require significant planning and investment</p> <p>Data supply inconsistency from operators and LAs</p> <p>Varying BSIP support and funding across STB area</p>
<p>Peninsula TB Aspiration</p>	<p>Identify and share best practice across the Peninsula with a view to developing a common approach to ticketing, service planning and network development</p> <p>Facilitation and coordination role to support BSIPs and Enhanced Partnerships across the region</p> <p>Identifying PT schemes for development as and when funding opportunities arise</p> <p>Coordination of rail services with bus network – timetabling & ticketing</p> <p>Increased patronage and improved mobile connectivity</p>
<p>Proposed Approach</p>	<p>Development of a Centre of Excellence/ for LAs to share and enable a consistent approach to operator discussions and forward planning. This will provide all authorities, operators and community transport groups with access to information and contacts to facilitate collaboration and consistency of approach across the peninsula.</p> <p>Engagement with operators across the peninsula to maximise opportunities of BSIPs and other investments</p> <p>Build in recommendations from WP8 Rail Strategy in terms of coordinated rail/bus provision.</p>
<p>Outputs 2022/23</p>	<p>Deliverable:</p> <p>- Public Transport Level of Service Review</p>

	<p>Review of bus services across the Peninsula area as a user-based assessment – covering ticketing, frequencies, network coverage, passenger information, passenger satisfaction (Passenger Focus survey information). ‘State of the Peninsula’ Bus Review in conjunction with Travelwatch SW, reporting in July.</p> <p>- Peninsula Public Transport Best Practice Sharing Approach</p> <p>Establishing an approach to sharing identified/recognised best practice across the Peninsula area for the benefit of Local Authorities and operators in order to improve standard of service to enable passenger growth.</p>
Impacts	<p>Consistency of approach to public transport network improvements across the peninsula</p> <p>Increased reliability for the user generating increased patronage across all PT modes</p> <p>Reduced carbon impact of travel across the peninsula area through achieving modal shift</p>
Indicative 22/23 Budget Allocation	<p>£10k – Initial ‘State of Peninsula’ Review</p> <p>£55k – Best Practice Review and Facilitating Knowledge Sharing</p>
Rail	
Overview	<p>The WP08 Rail Strategy has undertaken a detailed review of the rail network across the peninsula and identified a range of conditional outputs in order to deliver the objectives and priorities of the strategy.</p> <p>Passenger numbers in the South West have recovered well post-pandemic compared with the wider country, with broad support for rail services, including the new Dartmoor Line services</p> <p>Investment levels still lower than the rest of the country</p> <p>Ongoing concerns around resilience through Dawlish</p> <p>Rail network undergoing significant change – Great British Railways, Covid-recovery, National Rail contracts, Control Period 7</p>
Peninsula TB Aspiration	<p>Customer-focused integrated public transport system across the Peninsula – one timetable, one ticket</p> <p>Coordination of rail services with bus network through both timetabling and ticketing to enable joined up and convenient travel</p> <p>Continue the growth and success of rail in the Peninsula area through supporting new schemes, and identifying new areas for investment</p> <p>Promote recommendations of the Williams-Shapps review</p>

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Proposed Approach	Work with Network Rail and operators to promote the delivery of the recommendations identified within the Rail Strategy Complete the mobile connectivity business case and work with industry to secure private and public sector funding to deliver it on the Peninsula network
Outputs 2022/23	The Rail Strategy identified a series of 'Next Steps' aimed at developing on from the conditional outputs and identifying specific schemes and how they can be delivered. Alongside that, the Mobile Connectivity Business Case will set out how digital connectivity of our rail network can be improved. Deliverables: Prioritisation for identified interventions/recommendations – costing and prioritisation exercise feeding into SIP. Workshop based approach drawing on key themes and geography. Programme and Pathway for Delivery – consideration of affordability, viability, ease of delivery, contribution to wider Peninsula Vision and stakeholder support/acceptability. Integration of Bus and Rail Networks – framework for aligning ticketing and timetabling, particularly at key rail heads, to ensure joined up integrated public transport is realistic for peninsula residents. Engagement with bus operators and tying in with BSIPs as above to improve access to rail for bus users, along with cycle and walking 'first mile/last mile' opportunities.
Indicative 22/23 Budget Allocation	£10k – Prioritisation of rail interventions. £65k – Ticketing & Timetabling Integration framework including programme for 'Access to Rail' improvements.
Freight	
Overview	Establishing a freight forum, covering stakeholders from across Peninsula and Western Gateway STB areas, in order to champion the needs of freight across the South West and progress key interventions identified in Freight Study.
Peninsula Aspiration	Improve efficiency of freight movements across the South West, including through identifying load matching opportunities/empty running coordination, enhancing multi-modal transfer opportunities where possible, and establishing rural freight delivery hubs.

Proposed Approach	<p>Ongoing support for the freight forum as it becomes established and prioritisation of schemes and interventions recommended within the Freight Strategy.</p> <p>Continued joint working with Western Gateway</p>
Outputs 2022/23	<p>Support for Forum through comms, stakeholder engagement and industry representation</p> <p>Deliverable:</p> <p>Prioritised list of freight schemes/interventions led by forum</p>
Indicative 22/23 Budget Allocation	<p>£20k – to cover facilitation of forum and any initial actions required.</p>
Decarbonisation	
Overview	<p>Variation in carbon modelling across Peninsula area</p> <p>Lack of regional model upon which to base carbon quantification across STB</p> <p>Baseline emission modelling is a focus for DfT and required for all LAs in preparation of LTPs</p> <p>Carbon Transition Strategy has sought to identify a baseline upon which to model various scenarios of carbon reduction</p> <p>Range of valuable work already undertaken across the Peninsula area – eg Devon Carbon Plan</p>
Peninsula Aspiration	<p>Ensure that a clear picture of carbon quantification and impacts can be understood consistently across the Peninsula area</p> <p>Ensure decarbonisation is central to the detailed Transport Strategy and ongoing interventions, projects and schemes in the Peninsula</p>
Proposed Approach	<p>Further engagement with DfT Policy leads to ensure approach is agreed and compatible with emerging policy</p> <p>Develop consistent approach to measuring carbon impacts of Peninsula Transport Strategy recommendations</p>
Outputs	<p>Deliverables:-</p> <p>Gap analysis across Peninsula authorities of existing carbon quantification data – including Devon Carbon Plan, Cornwall Climate Action Plan, Somerset Climate Emergency Action Plan</p> <p>Common Carbon Quantification across Peninsula - in line with emerging DfT policy, to achieve efficiencies for LAs, support their LTP development, and allow direct comparisons to be made across Peninsula in collaboration with the national STB Decarbonisation group</p>

Indicative 22/23 Budget Allocation	£20k – Gap analysis £80k – Establishing common carbon quantification approach
Local Authority Capability	
Overview	Local Authorities will be required to produce revised Local Transport Plans following the anticipated publication of revised guidance in late 2022. This will also require Local Authorities to apply carbon quantification as a key element of their LTP recommendations and forward plan.
Peninsula Aspiration	Facilitate the ability of the Local Authorities to draw upon the extensive evidence base and data library that has been collated through technical work undertaken for and by the STB in recent years.
Proposed Approach	Establishing a central point of contact for Local Authorities to access the data collected to date. The STB will look to tailor, where possible, the data provided according to Local Authorities needs.
Outputs	Deliverables:- Local Authority Evidence Support - provision of tailored evidence and data for Local Authorities to feed into Land Use and Transport Planning and Major Scheme development.
Indicative 22/23 Budget Allocation	£30k – funding of data analysis and collation requests

Table 2 – Peninsula Transport Additional Priority 2022/23

Rural Mobility	
Overview of Issue	<p>Isolated rural communities</p> <p>Perception of limited alternative to private car</p> <p>Poor public transport services to large parts of the Peninsula</p> <p>High levels of rural deprivation</p>
Peninsula Aspiration	Provision of a minimal level of mobility options for all residents, visitors and employees in the Peninsula, irrespective of where they are located in order to access essential services
Proposed Approach	<p>Explore opportunities for pilot studies identified by WPI10 to be developed</p> <p>Identification of any 'quick wins' that can be rolled out across Peninsula</p> <p>Build on work of national STB Rural Mobility group</p>
Outputs 2022/23	<p>Initial pilot schemes scoped in more detail with funding availability identified – autumn 2022</p> <p>Deliverables:</p> <p>Develop InnovateUK proposal for Rural Mobility innovation fund</p> <p>Plan for implementation of appropriate pilot scheme(s) within Peninsula area and identifying suitable locations for different pilot 'bundles' of interventions.</p>
Impacts	<p>Better connected rural communities</p> <p>Minimum level of service on public/community transport in all rural areas of the peninsula to enable access to services and reduce isolation</p> <p>Reduced carbon impacts of rural travel through reduced reliance on private car</p>
Indicative 22/23 Budget Allocation	£75k – Initial scoping of pilot schemes with Local Authorities and preferred location identification

Strategic Partner Reviews and Responses	
DfT	
MRN/LLM Review	
Carbon Quantification and LTP Guidance	
National Highways	
National Highways SRN Initial Report - Public Consultation Summer 2022 – STB Formal Response	
National Highways Route Strategies Formal Response - Stakeholder Consultation Summer 2022 – STB Formal Response	
National Highways – PCF0 Scheme Consultations	
Network Rail/DfT Rail/GBR	
GBRTT Engagement including ‘Plan for Rail’	
Control Period 7 Consultation and Engagement	
DfT Rail Network Enhancements Pipeline (RNEP)	
GWR National Rail Contract	
Dawlish Resilience Package	
Homes England	
HE Engagement with Strategic Growth plans	
Indicative 22/23 Budget Allocation	£30k
STB Resourcing	
Programme Director	3 days/wk officer secondment
Technical Director	1 day/wk officer secondment

<p>Programme Management Support</p>	<p>1 day/wk consultant secretariat support</p>
<p>Additional Programme Support</p>	<p>Development of wider supporting team for Peninsula STB – c. 3FTEs Structure TBC</p>

WP09 FREIGHT STRATEGY

Work Package Update

12 July 2022

Please note that the following recommendations are subject to consideration and determination by the Board before taking effect.

RECOMMENDATIONS

It is recommended that:

- (a) The final Freight Strategy report is approved;
- (b) The Board agrees that Work Package 9 is signed off as complete; and
- (c) Approve the support of the establishment of the South West Freight Forum and approve the funding allocated for this in 2022/23

1. Background/Introduction

Peninsula Sub-national Transport Body (STB) in conjunction with Western Gateway STB have produced a Freight Strategy for the South West. This Strategy was presented in draft to the Board in December and has subsequently been through an extensive consultation process with key stakeholders, including the Department for Transport (DfT). This paper provides a brief update on the Strategy and the next steps.

The Freight Strategy will be used as part of the evidence and recommendations in the development of the detailed Transport Strategy.

2. Priority Intervention Packages

The freight strategy is a culmination of the work between Peninsula Transport and Western Gateway which has looked to reflect the freight and the associated supply chains operate on a more regional, national and international basis than is the case for passenger movements.

Through a comprehensive process of evidence gathering, analysis and stakeholder engagement a set of 46 freight interventions has been developed and refined. These have then been refined down to five intervention packages were identified as:

- ◆ Modal Shift Rail
- ◆ Modal Shift Coastal Shipping
- ◆ Decarbonisation
- ◆ Operational Efficiency
- ◆ Freight Forum

3. South West Freight Steering Group

One of the objectives of the Freight Strategy was to establish a South West Freight Steering Group. The inaugural Freight Steering Group is to be held on July 14th 2022. The group will meet bi-annually with key stakeholders from the private and public sector invited to attend.

It is envisaged that the Steering Group will support the prioritisation and delivery of interventions and opportunities across the South West.

4. Consultation, communication and engagement

Two stakeholder workshops were held with local authorities and key rural and other transport organisations gaining useful and insightful information and feedback on rural mobility issues. Officers from all the Peninsula Transport (and Western Gateway's) constituent authorities have been consulted on the draft Freight Strategy and their comments incorporated into the final version.

5. Financial Considerations

The costs of producing the Freight Strategy document was provided from allocated funds from the Department of Transport (DfT).

The FY22/23 Business Plan includes a proposed funding allocation for the support of the Freight Steering Group with the potential for additional funds for any key recommended interventions or initiatives.

6. Environmental Impact Considerations

There are no environmental considerations associated with this paper.

7. Equality Considerations

There are no specific equality considerations associated with this paper. An Executive Summary has been developed to be accessible for all.

8. Legal Considerations

There are no specific legal considerations associated with this paper.

9. Risk Management Considerations

The Peninsula Transport Programme Management Group reviews risk and assigns the required mitigation actions across the Peninsula Transport work packages on at least a monthly basis. The group reports monthly to the DfT in compliance with the terms of the DfT's funding support letter.

This policy/proposals have been assessed and all necessary safeguards or action have been taken/included to safeguard the STB position.

10. Public Health Impact

There are no public health impacts associated with this paper

11. Reasons for Recommendations

The recommendation is proposed to support the publication of the final Freight Strategy in line with the process agreed at the previous Peninsula Board meeting in September 2021.

The Freight Strategy has been developed through a robust and formal process: collecting data; looking for best practice freight operations and case studies from other geographical areas; and, gaining wider input from industry, the LEPS, Local Authority officers, trade bodies, universities and other stakeholders.

This process will help meet the DfT requirements to research, develop and publish a transport strategy for the Peninsula STB region and will also inform the development of Western Gateway's transport strategy.

WPI0 RURAL MOBILITY STRATEGY

Work Package Update

12 July 2022

Please note that the following recommendations are subject to consideration and determination by the Board before taking effect.

RECOMMENDATIONS

It is recommended that:

- (a) The Rural Mobility Strategy report is approved, and
- (b) The Board agrees that Work Package 10 is signed off as complete
- (c) Officers are delegated to continue to develop the Rural Mobility Strategy to:
 - i. Work with key major stakeholders across the region to secure their support and seed funding for the pilots,
 - ii. Identify a shortlist of actual places to act as the pilots to be brought back to the Board for approval.
 - iii. Develop a prospectus for the pilots and launch a competition for Expressions of Interest for initial proposals for potential pilots.
 - iv. Select from the Expressions of Interest a shortlist of projects to receive initial exploratory STB funding and specialist rural mobility consultancy support to develop the outline business cases for their pilots.
- (d) Approve the funding allocated for taking forward the Rural Mobility Strategy in 2022/23 as set out in the separate report on this agenda

I. Background/Introduction

Peninsula Sub-national Transport Body (STB) committed to develop a Rural Mobility Strategy in 2021/22 as one of the supporting work packages for the Strategic Transport Plan, recognising rural communities face ongoing reduction in passenger transport services and a greater dependency on the private car. Hence the clear need to develop robust rural mobility options.

Following discussions with our neighbouring Western Gateway STB it was recognised there were considerable benefits including taking a common approach, sharing data and saving costs from undertaking the Strategy work jointly. WSP were appointed to undertake the work. The Executive Summary of the report can be found in Appendix One. The full report has been circulated to members separately.

Following feedback from the Peninsula Board chair and officers, the Strategy document has been updated to reflect more accurately, the rural mobility conditions in the peninsula. Alterations have included greater clarity on the potential classification of rural settlements, and a refinement to the recommended approach to identifying pilot locations to provide Local Authority officers greater flexibility.

2. Overview of Strategy

The overall aim of the Strategy work is to identify the area(s) where rural mobility issues are most pressing, develop robust pilot project(s) for them identifying bundles of measures, funding required and a business case.

The current approach to rural mobility has not worked for many local communities and economies in the South West. They suffer from disconnection, lack of access to everyday services, poor affordability and affordability and restrictions in choice. In facing the climate emergency, rural areas are also, comparatively, higher generators of harmful emissions. To this end the Strategy sets out a vision for:

By 2040, rural mobility will have been transformed with the disparity in digital and physical accessibility between our rural and urban places closed. Our targets for net zero will be being met within rural areas through improved access to local services, better active and publicly-available travel and the decarbonisation of transport.

Our communities and economies will be stronger with better connectivity between rural places as well as with our major urban centres. Communities will be working with public and private sectors to deliver sustainable commercial models which provide practical, and affordable mobility.

This transformation will be leading towards a basic universal level of accessibility for our countryside and coastal residents and visitors.

Backed up by a comprehensive analysis of rural mobility issues the Strategy sets out a framework for delivery built around the following:

- Rural mobility should be underpinned by strong digital connectivity supporting e-commerce and online services, enabling more to be done without the need to travel
- Settlements to support more local services where people need them to strengthen communities and economies and reduce the number and length of journeys
- Integration of activity and mobility, including rural hubs, should be central to our future rural mobility system bringing together better interchange with local community and commercial activity.
- Adapting the 15-minute city concept, networks of settlements should work together to form 30-minute rural communities, supported by improved intra-rural connectivity
- Decarbonised, active and publicly-available transport should be central to improving rural mobility, increasing choice and affordability and providing alternatives to single occupancy private car journeys
- Realistically, car and vans will remain vital to many journeys in rural areas but the sharing and electrification of cars and vans need to be priorities to support those without access to them and meet net zero targets.
- Strengthening larger rural settlements should provide stronger economic drivers of sustainable rural development through greater investment
- When needs cannot be met locally within rural areas, there should be better strategic connections to larger urban centres by inter-urban bus, coach and rail.
- Sustainable delivery should be supported through cross-sectoral partnership and funding across the public, private and community sectors.
- Increasing resilience of mobility networks including generation and security of energy

Piloting new approaches will be a first major step in delivering more for our rural areas. A wide range of potential interventions have been formed into bundles according to which will work best with specific types of rural place (rural towns, villages, hamlets and isolated dwellings). Six types of rural pilots have then been identified to focus on delivering trials of these bundled interventions for different types of rural place. By operating a varied set of pilots there are more opportunities to learn and to develop sustainable models for long term delivery of mobility in rural areas.

The Peninsula and Western Gateway STBs cannot deliver these pilots alone and we look to work with our partners, stakeholders and communities to set those pilots on their way.

3. Next steps

As outlined above the Strategy sets out six pilot types for testing out the bundles of interventions. The Peninsula and Western Gateway STBs will work to secure funding to support the development and delivery of these pilots. This first step will be vital to enabling the launch of a process to secure a number of pilots across the South West. Without initial funding from the STBs, the pilots are significantly less likely to be run.

We will work with key major stakeholders across the region to secure their support and seed funding for the pilots, both generally across the South West and within the areas where we consider pilots should be delivered. Stakeholders will include, but not be limited to, DfT, DEFRA, local transport authorities and the major mobility service and transport / energy / digital infrastructure operators.

The next step is to identify and agree actual places to act as the pilots. It is proposed that officers are delegated to draw up the shortlist of places and a report be brought back to the Board for approval.

We will then develop a prospectus for the pilots setting out our proposed approach and the priority areas where the pilots will be delivered. The publication of the prospectus will mark the launch of a competition for initial proposals for potential pilots. We will welcome Expressions of Interest for pilots led by local authorities, the private sector and community organisations and in partnership with others, to develop and deliver the pilots within our priority areas.

From the Expressions of Interest, we will select a shortlist of projects to receive initial exploratory STB funding and specialist rural mobility consultancy support to develop the outline business cases for their pilots. These outline business cases will be submitted as final bids for STB funding and support.

A final selection of pilots to receive funding from the STBs will be made. Whilst the STBs will provide some of the funding for the pilots, successful bids will need to include other match or contributor funding and resources in kind. Requirements may vary depending on the scale of the proposed pilots and the organisations involved.

It is proposed that officers are delegated to continue developing the next steps for the Rural Mobility Strategy as outlined above.

4. Consultation, communication and engagement

Two stakeholder workshops were held with local authorities and key rural and other transport organisations gaining useful and insightful information and feedback on rural mobility issues. Officers from all the Peninsula Transport (and Western Gateway's) constituent authorities have been consulted on the draft Rural Mobility Strategy and their comments incorporated into the final version.

5. Financial Considerations

Peninsula Transport overall budget for 2022/23 to 2024/25 was confirmed on 21 March 2022. A separate report on the agenda discusses the proposed Business Plan for 2022/23. This programme is likely to include further work on Rural Mobility in the Peninsula.

6. Environmental Impact Considerations

There are no environmental considerations associated with this paper.

7. Equality Considerations

There are no specific equality considerations associated with this paper. An Executive Summary has been developed to be accessible for all.

8. Legal Considerations

There are no specific legal considerations associated with this paper.

9. Risk Management Considerations

The Peninsula Transport Programme Management Group reviews risk and assigns the required mitigation actions across the Peninsula Transport work packages on at least a monthly basis. The group reports monthly to the DfT in compliance with the terms of the DfT's funding support letter.

10. Public Health Impact

There are no public health impacts associated with this paper

11. Reasons for Recommendations

The development work on Rural Mobility strategy has categorised the varying types of rural and coastal communities across the South west, and developed bundles of interventions that could be applied to address long standing issues of poor connectivity in those areas. The recommendations are to approve the strategy outlined, and to continue to work with Western Gateway on developing a series of pilot projects to test the various measures.

Further reports will be brought to the Board in the future setting out the proposed pilot projects.

Appendix I: Rural Mobility Strategy (Summary Document)

COMMUNICATIONS & ENGAGEMENT

Update report

12 July 2022

Please note that the following recommendations are subject to consideration and determination by the Board before taking effect.

RECOMMENDATION

It is recommended that:

- a) The Communications and Engagement report is noted.

1. Background/Introduction

This paper provides an outline of the communications activities that have taken place for the period April to June 2022, as well as setting out the up-and-coming programme.

2. Communications activities since April 2022

Communication activity since April 2022 has focused on supporting the work programme and the STB conference that took place in May.

2.1. Strategic communications and programme development

The communications strategy and communications activity plan are subject to ongoing development to ensure communications are effective.

Recent activity includes:

- Ongoing development of the monthly communications activity plan
- Development of the overarching 2022/2023 milestone plan to guide the monthly communications activity plans

2.2. Stakeholder communications

Working with stakeholders is vital to shaping the work of Peninsula Transport. Recent stakeholder engagement and communications activity includes:

- One-to-one responses to inbox enquiries for both Peninsula Rail Task Force (PRTF) and Peninsula Transport
- Setting up a Joint Freight Group in collaboration with Western Gateway STB
- STB Conference – for more detail see section 2.5 Joint STB Communications
- Amplification of National Highways' supplementary consultation for the A358 design
- Supporting National Highways' A358 video
- Building the STB image bank
- Development of preparatory communication materials for the following work packages:
 - WP09 Freight Strategy in collaboration with Western Gateway STB – press release, social media plan, stakeholder briefing emails, web content

- WPI0 Rural Mobility Study in collaboration with Western Gateway STB – press release developed to date but a further package of materials, similar to those developed for the Freight Strategy, is anticipated
- WP05 Economic Corridor Study – previously drafted materials reviewed in anticipation of the final report and executive summary
- WP04 – amends to the final summary

2.3. Online communications

Website

The website www.peninsulatrtransport.org.uk helps to explain the purpose and work of Peninsula Transport and provides links to schemes, minutes, governance arrangements and news. The Peninsula Transport website is updated in line with the work programme and any key news announcements.

Social media

Both Peninsula Transport and PRTF Twitter accounts, @PensTransport and @SWRailTaskforce respectively, are used to help share news and build awareness with stakeholders.

Peninsula Transport social media activity is ongoing, focusing on re-tweeting relevant news and pro-active content focusing on programme milestones. In May we were able to document the STB Conference, focusing on the key headlines and panel Peninsula Transport participated in. As work packages come forward, we expect to develop social media content plans around these.

The twitter trends from the last six months are shown in Table One.

Table One: Twitter trends for Peninsula Transport over the last 6 months:

Insights	Dec	Jan	Feb	March	April	May
Profile visits	1,183	490	677	329	586	2,689
New followers	5	0	3	2	6	8
Mentions	2	1	5	5	5	6
Tweet Impressions	449	185	186	99	317	1,951
Tweets	1	0	0	0	3	9

2.4. Media management

Recent media activity includes:

- Supportive quote for Department for Transport for the A30 St Austell Link Road announcement. Coverage was wide spread and Peninsula Transport was quoted in: Falmouth Packet, Pirate FM, Cornish Times and Business Live

2.5. Joint STB Communications

A Communications Group comprising of the communications leads for STBs (Transport for the North, Midlands Connect, England’s Economic Heartlands, Transport for the South East, Transport East, Western Gateway as well as Peninsula Transport) meet on a monthly basis to discuss approaches to areas of shared interest. Recent activity centred on ongoing coordination and attendance for the STB conference, which took place May 26th 2022, The Vox, Birmingham.

STB conference promotional activity from March – May

- Production of a series of blogs from each STB – Peninsula Transport’s blog, ‘finding solutions to collective transport goals’ is available here: <https://www.stbconference.com/stb-blogs/finding-solutions-to-collective-transport-goals>
- Social media promotion
- Stakeholder reminders
- Web content

Peninsula Transport’s stand

- Each STB had a stand which featured a lightbox for five key messages as well as a TV for video content. Image One shows Peninsula Transport’s stand at the conference.
- Key messages for the light box were as follows:
 - Staycations, economic recovery, new clean industries, connecting our rural communities and more – quality transport and digital connectivity is at the heart of a successful peninsula.
 - Accessible, affordable, zero-emissions transport for everyone, as well as a cleaner freight network that maximises rail and maritime opportunities to meet the decarbonisation challenge.
 - Transport investment across the peninsula could deliver £10.5bn in economic growth in a region where transport enhancement is vital to levelling up the economy.
 - Upgrading the A303/A358 corridor to a dual carriageway will generate over 17,500 jobs and deliver an estimated £28bn boost to the economy of the south west peninsula.
 - Continued investment in the mainline rail network is vital for resilience and for future-proofing it against the impacts of climate change.
- Peninsula Transport’s video loop featured an image gallery to showcase the peninsula. Images of local scenery, businesses, attractions and events were used to evoke a greater sense of the peninsula as well as the transport provided. The video loop is available here as a slideshow: https://www.canva.com/design/DAFAkijzHeo/WG9VZbDNmBsF2yOaRNdDig/view?utm_content=DAFAkijzHeo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

STB conference overview

- Peninsula Transport took part in the ‘Transport as an enabler’ panel where the STBs identify the opportunities and their shared challenges and how they see transport as an enabler for economic, environmental and social goals, particularly with respect to decarbonisation, levelling up and economic growth.
- Ministerial round table – Peninsula Transport’s, Vice Chair Councillor Drear, had the opportunity to meet with Transport Minister, Andrew Stephenson MP at the conference. Peninsula Transport highlighted rail mobile connectivity in the region as well as increasing movement of goods through the region and rail freight opportunities.
- Footage from all the panels and discussions of the day is available here: <https://www.stbconference.com/programme>

Image One: Peninsula Transport's light box and TV stand at the STB conference



3. Future work activities

The following work will be undertaken in the coming months:

- Utilising opportunities to promote Peninsula Transport's key messages through proactive news stories i.e., work programme milestones. Using new tools i.e., the development of a newsletter as the work programme moves forward
- Communications to support STB business plan as it comes forward
- Public summary of the Vision consultation
- Updating the PRTF activity plan – ensuring the specific rail key messages are up-to-date, consolidating messages within WP08, Rail Strategy Phase One
- Stakeholder audit
- Transport Forum
- Launch of the Joint Freight Group
- Style sheet for consistent communications / documentation
- First STB newsletter as the work packages conclude
- Review of website content
- Review of social media channels and looking at new channels i.e., LinkedIn

4. Financial Considerations

Costs are within the financial envelope agreed for communications activities.

5. Environmental Impact Considerations

There are no environmental impact considerations associated with this paper.

6. Equality Considerations

There are no specific equality considerations associated with this paper. The interim communications strategy has been developed mindful of the need for the work of the STB to be accessible to all.

7. Legal Considerations

There are no legal considerations associated with this paper.

8. Risk Management Considerations

There are no risk management considerations associated with this paper.

9. Public Health Impact

There are no public health impacts associated with this paper.

10. Summary

The communications activity is being delivered in line with the interim communications strategy and agreed monthly communications activity plan.

