

COMMUNICATIONS STRATEGY

Report by Mandy Pearse, Head of Public and Partner Relations, PCC

1st March 2019

Please note that the following recommendation/s is/are subject to consideration and determination by the Board before taking effect.

RECOMMENDATION

It is recommended that the Board approves:

- (a) The Communications Strategy set out in Appendix A to this report, and
- (b) Appendix B which contains proposed arrangements for the Peninsula Transport website

1. Background/Introduction

This report follows from the meeting of the Board on 8 November when it was confirmed that Plymouth City Council would take the lead on Communications and develop a Communications Strategy to bring to the meeting of the Board on 1 March

2. Proposals

Communications Strategy

The Communications Strategy aims to build public awareness and commitment to creating an STB for the Peninsula by ensuring there is a dialogue about the benefits that such an arrangement can bring.

The strategy will also support arrangements for a Transport Forum and Public Participation and ensure there is transparency and accountability for the Board.

The second element that the Strategy will develop is the communications infrastructure required to support the STB should transition to statutory body status be sought in the future.

The Communications Strategy is attached as Appendix A

Website

A key element of the Communications Strategy is the development of the website for Peninsula Transport which will act as the hub where all information about PT can be held including Board papers, consultations, media releases. Social media, media and events can then all signpost stakeholders to the website for more information. It is therefore critical that we move ahead with this element.

The outline for the website is provided as Appendix B.

3. Consultations/Representations/Technical Data

There have been discussions with the communications and technical leads for each of the local authorities and LEPs involved in Peninsula Transport.

4. Financial Considerations

Delivery of the Communications Strategy and website will be funded from the Peninsula Transport budget.

5. Environmental Impact Considerations

This Report has no specific environmental impact implications.

6. Equality Considerations

This Report has no specific equality implications.

7. Legal Considerations

There are no specific legal considerations arising from this report..

8. Risk Management Considerations

No business risks have been identified with these proposals.

9. Public Health Impact

This Report has no specific public health impact implications.

10. Summary/Conclusions/Reasons for Recommendations

The reasons for bringing forward these recommendations are set out in the report. In summary they are intended to improve the communication and engagement with publics and build support should the transition to statutory body status be sought in the future.

Mandy Pearse

Appendix A

Communication Strategy

Overall objectives

Convince government to award sub regional national transport body status to Peninsula Transport

Develop a sub regional transport plan

Communications objectives

1. Build awareness with publics of Peninsula Transport and its purpose
2. Ensure key publics are fully briefed on the work of Peninsula Transport
3. Define a clear set of offers and asks to government for Peninsula Transport and brief key stakeholders on how they can help deliver
4. Engage publics around an emerging sub regional transport plan
5. Campaign for sub regional transport body status

Communications Approach

Explain and show the benefits that Peninsula Transport will bring to all transport users in the area with a focus on ambition, innovation and strategic transport priorities.

Tell a clear story about the Peninsula's economic value to the UK which identifies the challenges faced and the potential to be unlocked with strategic transport planning and investment

Support close engagement with government and politicians to ensure the strategic improvements driven by Peninsula Transport are clear

Champion public involvement in Peninsula Transport with user-friendly consultation and emphasising how transport users are engaged

Help to build support for and involvement with Peninsula Transport among businesses giving equal weight to communications across the Peninsula area

Ensure partners in Peninsula Transport can draw on communications work and products to reuse through their own existing channels when needed

Streamline communication work during the shadow phase so that it's proportionate, cost –effective and useful

Identify the likely communications resources needed in future and preparations needed to meet them

Background

Under the Cities and Local Government Devolution Act 2016 (102E Power to establish STBs) the Secretary of State may by regulation establish a sub-national transport body for any area in England outside of Greater London.

The regulations under section 120E (102F Requirements in connection with regulations under section 102E) may be made establishing an STB for an area only if the Secretary of State considers that-

- a.) its establishment would facilitate the development and implementation of a strategic transport strategies for the area, and
- b.) the objective of economic growth in the area would be furthered by the development and implementation of such strategies.

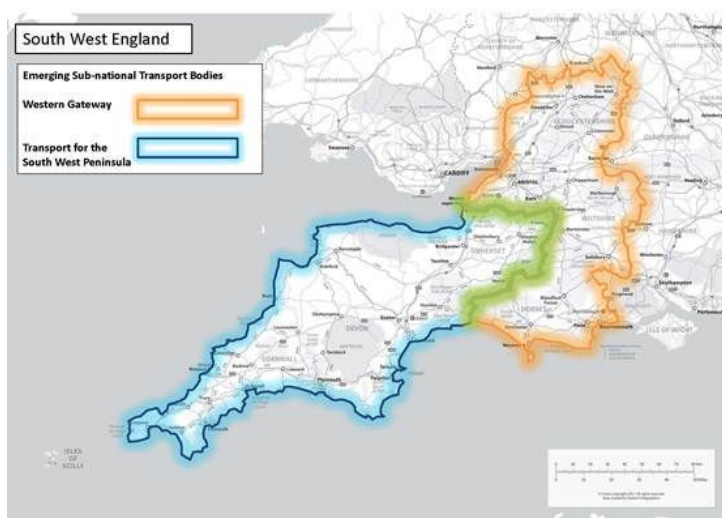
Local Authorities across England are responding to Government's request for more strategic thinking about transport investment with the aim of improving regional productivity and sustainable economic growth by joining up to become Sub-National Transport Bodies (STB).

A recent consultation (March 2018) on defining a new tier in the Major Road Network (MRN) for England has highlighted Government's intention to work with STBs to agree investment priorities for their area. Transport Authorities in the South West have identified that a failure to put STBs in place in the South West would present a considerable risk given the key role these bodies will gain in advising the use of the new National Roads Fund and other infrastructure investment processes.

The SW transport authorities have initiated a dialog with the Department for Transport setting out the intention to set up two bodies (Western Gateway and South West Peninsula) and explaining the benefits and opportunities that this would create.

The sub-national transport body model being followed is similar to the recently established 'Transport for the South East' TfSE model.

TfSE has set up governance arrangements, a programme management office and technical workstreams which includes the preparation of an initial evidence base and 'connectivity review' which has now been published. The body has recently been awarded £1m by the DfT to develop its transport strategy and activities needed to become a statutory body by 2020.



Publics

Core publics

Five upper tier transport authorities – Somerset, Devon, Torbay, Plymouth, Cornwall (Leaders, Transport Lead Members, Technical staff, Heads of Comms)

HoTSW LEP and COIS LEP (Comms leads)

Highways England, Homes England, Network Rail

MPs (**Plymouth** – (Luke Pollard Lab, Johnny Mercer Cons, Sir Gary Streeter Cons*) **Torbay** –(Kevin Foster Cons, Sarah Woolaston Cons) **Devon** – (Ben Bradshaw Lab, Peter Heaton-Jones Cons, Geoffery Cox Cons, Anne-Marie Morris Cons, Neil Parish Cons, Mel Stride Cons, Sir Hugo Swire Cons, Sir Gary Streeter Cons*) **Cornwall** (Steve Double Cons, George Eustace Cons, Scott Man Cons, Sheryll Murray Cons, Sarah Newton Cons, Derek Thomas Cons) **Somerset** (James Heapey Cons, Iain Liddell-Grainger Cons, Rebecca Pow Cons, David Warburton Cons, Marcus Fysh Cons)

Business community representatives- Chambers of Commerce, FSB, CBI Plymouth Manufacturers Group, Tourism, BIDS, Development agencies, Retail consortia

Department for Transport - - Minister for Transport Andrew Jones MP, Secretary of State Chris Grayling,

Planning authorities - Districts – SHDC and WDBC, MDDC, NDDC, EDDC, Exeter, Torridge, Teignbridge, Taunton Deane and West Somerset, South Somerset, Sedgemoor and Mendip (Leaders, CEXs, Comms Leads, Councillors)

Wider publics

Staff of partner organisations

Councillors in five upper tier authorities

Wider business community in Peninsula Transport area – SMEs,

Transport providers– Great Western Railway, South Western Rail, Cross country Rail, Major Ports – (Associated British Ports Plymouth& Teignmouth, APP Falmouth, Brixham, Fowey), Brittany Ferries, Airports –(Flybe/Exeter airport, Cornwall/Newquay Airport,), Bus operators (Stagecoach, First, Go Cornwall, City Bus) Coach operators (Megabus, National Express) Freight -(Road haulage association, Freight transport association, DB Cargo, Freightliner, Direct Rail Services)

Transport Groups -Rail Passengers groups, Sustrans

Western Gateway (Bristol, BANES, Gloucestershire, South Gloucestershire, North Somerset, Wiltshire, Dorset, Bournemouth and Poole)

Other STBs including Transport for the South East/ Transport for the East, England's Economic Heartland, Midlands Connect and transport for the North

Town and Parish Councils or Neighbourhood groups in unparished areas

Local ports and airports

Local bus operators

Key messages

Peninsula Transport will improve the quality of life for people, support continuing economic growth and unlock the latent potential of the Peninsula

Peninsula Transport will give a single voice for the Peninsula's strategic transport needs, directly influencing how and where money is invested

Our aim is to transform the quality of transport for the Peninsula's residents, businesses and visitors

There is no single body which plans strategic transport at Peninsula level, Peninsula Transport meets that need by bringing together the five transport authorities and two Local Enterprise Partnerships

Indicative Timeframe

| Date | Indicative Milestone |
|-------------------|--|
| 27 Nov | Launch of Peninsula Transport at inaugural Board meeting |
| Dec 2018 | Communications Proposal agreed |
| Jan/Feb 2019 | Develop resources and comms infrastructure |
| 1 March 2019 | Communications Strategy agreed |
| May 2019 | Website launched |
| June | Core Stakeholder Forum |
| July 19 | Draft Economic Connectivity Review approved by board for consultation and submitted to DfT |
| July 19 | MRN Regional Evidence Base approved by board and submitted to DfT |
| July to Sept 2019 | Draft Economic Connectivity Review - consultation |
| September | Wider Stakeholder Forum |
| September | Party conferences – chance to join fringe event organised by STBsLab/Cons |
| October 2019 | Economic Connectivity Review revised and adopted |
| October 2019 | Westminster event with MPs/Leaders/Transport Leads and DfT |
| October 2019 | Lobby DfT for funding on the basis of Economic Connectivity review to complete thematic Studies for the final transport Plan |
| Autumn 2019 | Autumn statement |
| November 19 | Highways UK NEC – possibility of joining other STBs with a stand |
| Dec 2019 | Commission thematic studies |
| Feb 2020 | Consult on thematic studies |
| June 2020 | Consult on draft Transport Strategy |
| September 2020 | Finalise Transport Strategy |
| Autumn 2020 | Autumn statement |
| Autumn 2020 | Develop prospectus for a Peninsula Transport STB |
| Jan 2021 | Seek approval for STB status |

| | |
|----------|---|
| Mar 2021 | Peninsula Transport given approval to be Sub regional national transport body |
| Mar 2021 | Publish Transport Strategy |

Deliverables

Communications Strategy and Delivery Plan

Brand guidelines

Templates – Word and Powerpoint branded templates

Website

Social media presence

Collateral for web and social

Stakeholder database

Media management

Stakeholder newsletter

Core briefing notes for key stakeholders

Promotion of stakeholder engagement events and online consultation

Communications evaluation

Resources

Budget agreed against deliverables

Evaluation

Evaluation of this plan will be conducted using the Government Communication Service OASIS Framework included in Appendix 1

Appendix 1 -Evaluation grid

| Inputs | Outputs | Outtakes | Outcomes | Organisational Impact |
|---------------------------------------|---|---|--|--|
| Communications proposal | Deliverables outlined | Agreement by Director's of approach | Proposal agreed | |
| Communications Strategy | Levels of engagement Positive publicity Response to consultations | Agreement by Board on direction of communications Awareness of issues Sentiment of stakeholders | Advocacy by third parties | Reputation management |
| Peninsula Transport Twitter account | No of posts, no of followers | Sentiment Engagement | Advocacy by stakeholders | Reputation management |
| Peninsula Transport website | No of webhits Dwell time Download of information Video views Sign up for newsletter | Awareness of issues | Understanding of Peninsula Transport - purpose | Transparency and openness Reputation management |
| Peninsula transport MP briefing notes | Briefing notes produced | MPs support for PT offers and asks | Advocacy by MPs | Reputation management |
| Peninsula Transport newsletter | Sign up for enewsletter Open rates Click through | Awareness of PT and purpose | Advocacy by stakeholders | Reputation management |

APPENDIX B

Peninsula Transport Website

1. Background

A key element of the Communications Strategy is the development of the website for Peninsula Transport which will act as the hub where all information about PT can be held including Board papers, consultations, media releases. Social media, media and events can then all signpost stakeholders to the website for more information. It is therefore critical that we move ahead with this element.

2. Indicative Website Layout

We have utilised existing STB websites as a guide (TfSE) and propose the following wireframes (web pages) for the Peninsula Transport website:

- Homepage – This will provide the landing page and communicate the key themes of the body.
- About – This will provide our mission statement (the who, what, where, when and why) and host the papers of the board in advance of future meetings.
- Team & Structure – This will fulfil the ‘meet the board’ function by providing an overview of the members the board.
- News – This will provide the latest transport news on what is happening in the Peninsula.
- Strategy – This will host the Technical Reports and ultimately the Transport Strategy of Peninsula Transport.
- Contact Us – This provides details for contacting Peninsula Transport and a ‘stay in touch’ function to enable us to target registered individuals/organisations with news feeds/updates.