

# COMMUNICATIONS & ENGAGEMENT

## Update Report

3 July 2019

***Please note that the following recommendation is subject to consideration and determination by the Committee before taking effect.***

## RECOMMENDATION

### It is recommended that:

- (a) The Communications and Engagement report is noted.

### 1. Background

The Board at its meeting on 1 March 2019 approved the Communications Strategy and the proposals for the Transport Forum. This report provides an activity update for the previous quarter and a look forward to upcoming activities.

### 2. Communications and Engagement Update

#### 2.1 Website

The website [www.peninsulatrtransport.org.uk](http://www.peninsulatrtransport.org.uk) has been built and is live. The website helps to explain the purpose and work of Peninsula Transport and provides links to schemes, minutes, governance arrangements and news.

#### 2.2 Social Media

The Twitter account @PensTransport is live to help share news, build awareness with stakeholders and drive traffic to the website.

#### 2.3 Media

A media release was issued after the last board explaining about the MRN/LLM prioritisation process agreed by the board and timescales. Work has been undertaken to build links with transport publications and comment provided to Local Transport Today, alongside Western Gateway, on why two SNTBs are needed for SW region.

#### 2.4 Brochure Leaflet

A leaflet providing information about Peninsula Transport has been produced, shared with MPs, given to key stakeholders at the Transport Forum and placed on the website.

#### 2.5 Transport Forum

The Transport Forum was held 24 May 2019 at County Hall and chaired by Cllr Davis. There were 20 attendees from a range of transport providers and stakeholders and Cllr Coker also attended. The attendees heard about the successes achieved by the Peninsula Rail Task Force, discussed the MRN & LLM schemes and considered the key transport issues facing the South West Peninsula. The Forum agreed that Richard Stevens, Managing Director of Plymouth City Bus, would become the chair of the

Forum. A meeting of a wider Transport Forum including district, town and parish representatives along with transport user groups, walking and cycling groups as well as rail, bus, ferry, port and airport operators is planned for the Autumn.

## 2.6 Stakeholder briefings

A stakeholder database is being developed to help keep all stakeholders up to date with news from Peninsula Transport. MPs have been sent briefings on the work of Peninsula Transport with copies of the leaflet, links to website and details on the MRN/LLM schemes and prioritisation process.

## 2.7 Joint STB Communications

Conference calls have been held with 7 other extant or emerging STBs to share intelligence, communications and engagement approaches, best practice and look at joint PR/stakeholder opportunities. One example is Highways UK (6-7 November 2019) where the STBs will have a shared collaborative space, presentation slots for showcasing Peninsula Transport, publicity space to explain the Peninsula Transport proposition and an opportunity to have an expert speaker on the main stage panel debate.

## 3. Next Quarter

Looking forward the key activities for the next six months are to:

- Further develop the website adding more video and graphic content to illustrate the range of challenges faced and benefit to be delivered as well as beginning to build a mailing list.
- Hold a wider stakeholder event/transport forum and including the possibility of a joint event with Western Gateway.
- Build the stakeholder mailing list to keep people informed.
- Update media, MPs, stakeholders on our submission to DfT on MRN/LLM and our work on the Economic Connectivity Study
- Produce MP briefings in September in advance of the party conferences.
- Develop our public affairs agenda with clear asks and offers.

## 4. Financial Considerations

Costs are within the financial envelope agreed.

## 5. Summary

The communications and engagement activities are being delivered in line with the agreed strategy.