

# COMMUNICATIONS & ENGAGEMENT

Update Report

28 October 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/Introduction**

The Board at its meeting in March 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 live since May 2019. The website helps to explain the purpose and work of Peninsula Transport and provides links to schemes, minutes, governance arrangements and news. New sections have been added to the website to provide more information on the Major Road Network (MRN), Local Large Major (LLM) and Road Investment Strategy (RIS) schemes. News of event and announcements are also posted on the website and shared on social media.

#### **2.2 Social Media**

The Twitter account @PensTransport is live to help share news, build awareness with stakeholders and drive traffic to the website. In addition to news the social media account has been used to live tweet from Board meetings, the Transport Forum meetings and the recent joint STB event on 2 October 2019. The account is also used to share information from other stakeholders such as the Network Rail Resilience Forum. This has started to build engagement with a range of audiences.

#### **2.3 Media**

A media release was issued after the last board meeting explaining the MRN/LLM prioritisation that had been agreed and the ask to the government for funding. Work has been undertaken to build links with local media and transport publications as well as liaison with the PR lead for Western Gateway SSTB to align messaging around why two transport bodies are the best solution for the South West region.

#### **2.4 Publications**

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. An updated version was provided to those attending the joint STB event.

## 2.5 Transport Forum

The Joint Wider Transport Forum was held on 2 October with Western Gateway SSTB and sponsored by WSP. Over 70 representatives from across the region attended the October event which received a range of presentations from both Peninsula Transport and Western Gateway as well as Network Rail, Bristol Airport and Exeter City Futures. A further Transport Forum for Peninsula Transport is planned for 21 November 2019 in Plymouth. These events are helping us build a database of stakeholders who are interested in the work of Peninsula Transport.

## 2.6 Stakeholder Briefings

MPs are sent regular briefings on the work of Peninsula Transport. The briefing in August 2019 provided details on the MRN/LLM schemes. A letter was also sent from the Peninsula Transport Chair welcoming the new Secretary of State for Transport.

## 2.7 Joint STB Communications

Regular teleconferences have been undertaken with the Communication leads for the other Sub-National Transport Bodies (Transport for the North, Midlands Connect, Transport for the South East, Transport East, Western Gateway) to discuss approaches to areas of shared interest. We have also been planning the STBs contribution to the two-day Highways UK conference in Birmingham 6/7 November 2019. There will be a shared STB space at the conference where we will have a number of presentations and shared exhibition space. We have jointly created a video to be played at the event, we have developed artwork based on the graphics in the Peninsula Transport Leaflet for display in the stand area, printed additional leaflets to give out and helped plan the presentation slots.

## 3. Next Quarter

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

- Continue to develop the website adding more video and graphic content to illustrate the range of challenges faced and benefit to be delivered;
- Hold the transport forum on 21 November 2019 in Plymouth;
- Further build the stakeholder mailing list to keep people informed;
- Produce MP briefings in October 2019 following this meeting to provide an update;
- Develop our public affairs agenda with clear asks and offers for 2020 as well as working closely with the newly formed Great South West APPG.

## 4. Financial Considerations

Costs are within financial envelope agreed.

## 5. Summary

The Communications and Engagement activities are being delivered in line with the agreed strategy.