

# COMMUNICATIONS & ENGAGEMENT

## Update Report

3 September 2020

***Please note that the following recommendation is 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

The Board at its meeting in March 2019 approved the Communications Strategy and the proposals for the Transport Forum. This report provides an activity update for the period March 2020 to September 2020 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) helps to explain the purpose and work of Peninsula Transport and provides links to schemes, minutes, governance arrangements and news. Following the March meeting, the Glastonbury Pilton Major Road Network scheme was removed from the site and a news item issued noting it is no longer one of the Peninsula Transport schemes. Fresh video content has been added to the home page. National Bike week 8-14 June was promoted via the website and the full and summary versions of the Economic Connectivity Study have been published on the site.

Board meeting papers for 3 September and rules for virtual meetings have also been added.

The website has been used throughout Covid-19 to allow Peninsula Transport to reinforce Department for Transport messaging around stay at home, bank holiday travel and return to work with a series of news items issued and shared on social media.

#### 2.2 Social Media

The Twitter account @PensTransport is used to help share news, build awareness with stakeholders and drive traffic to the website. The account is also used to share information from other stakeholders such as the Peninsula Rail Task Force Great South West, Department for Transport and Network Rail Resilience Forum. This has started to build engagement with a range of audiences. The social media account has been used heavily throughout Covid-19 to reinforce government and Department for Transport messaging as well as local transport partner messaging.

#### 2.3 Media

Regular news items are posted on the website, sent to local media and comment given to reporters as and when appropriate such as welcoming announcements on additional transport funding. The publication of the Economic Connectivity Study report was shared with media in July.

## 2.4 Publications

The summary and full versions of the Economic Connectivity Study have been published to the website.

## 2.5 Transport Forum

The Transport Forum due to be held on 19 March was cancelled due to Covid-19 and the first virtual forum was held on Tuesday 25 Aug with a presentation on the published ECS which Transport Forum members had contributed to in November 19. This was followed by discussion around the vision for the high-level Transport strategy with participants.

A database of stakeholders who are interested in the work of Peninsula Transport is being built so that when we are in a position to consult on a high-level Transport Strategy for the Peninsula we will have an effective method of engaging stakeholders.

## 2.6 Stakeholder briefings

MPs are sent regular briefings on the work of PT with a briefing sent after the March 20 meeting and one sent during summer recess to update MPs on the publication of the ECS.

A letter was sent from the Peninsula Transport Chair welcoming the new Shadow Minister for Transport and providing information on the work of PT to date. In addition, a letter providing feedback from PT on the Western Gateway draft Transport Strategy was sent at the end of July as part of Western Gateway's consultation.

## 2.7 Joint STB Communications and events

Regular teleconferences have been undertaken with the Communication leads for the other Strategic 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. The Innovation in Technology and Transport (ITT) conference planned for Farnborough in May, where a shared stand with other STBs had been planned, was cancelled due to Covid-19 but planning is being undertaken for the virtual Highways UK conference jointly with other STBs following last year's successful event. Joint messaging between STBs on the key role the organisations play has been agreed and a meeting sought with the Secretary of State.

## 3. Next Quarter

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

- Complete building the PT stakeholder database;
- Produce a stakeholder engagement plan for the high level Transport Strategy;
- Engage stakeholders on the high level Transport Strategy through events and online;
- Produce MP briefings in September following this meeting to provide an update.

## 4. Financial Considerations

Costs are within the agreed financial envelope.

## **5. Summary**

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