

Update report

23 September 2021

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 June 2021 to September 2021, as well as setting out the up and coming programme.

2. Communications activities since June 2021

Communication activity since June 2021 has focused on the launch of the vision and consultation.

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
- Updating the Peninsula Transport communications protocol and issuing to Board members
- Vision development
- Survey creation and management

2.2. Stakeholder communications

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

- Mailing list launched in August, opening up a new channel for engagement – 13 followers to date. The sign up link will be promoted in all appropriate communications materials going forward
- Stakeholder briefing for the consultation issued to stakeholder list
- Chairman letters to encourage networks to promote the vision and consultation through their own channels
- Transport forum

- One-to-one responses to inbox enquiries for both Peninsula Rail Task Force (PRTF) and Peninsula Transport

2.3. Public affairs and parliamentary relations

Our MPs are sent regular briefings on the work of Peninsula Transport and PRTF. Recent activity includes:

- A written briefing and copy of the vision in advance of the launch
- 14 face-to-face meetings taking place either with the MPs or their office, including: Cherilyn Mackrory, Selaine Saxby, Mel Stride, Steve Double, Scott Mann, Anne Marie Morris, Sir Geoffrey Cox, Marcus Fysh, Sheryll Murray, George Eustice, Simon Jupp, David Warburton, James Heappey and Sir Gary Streeter

2.4. 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 Rail Task Force (PRTF) currently has its own website (www.peninsularailtaskforce.co.uk).

The Peninsula Transport website is currently under re-development, looking at a newer structure and refreshed content. Design elements are also being reviewed to ensure that the design and imagery of the site is consistent and to help improve the flow of the visitor. The PRTF website will also be integrated to the Peninsula Transport website. The PRTF domain name will remain active and will automatically direct people to the PRTF section of the Peninsula Transport webpage.

Social media

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

Social media activity is ongoing, focusing on re-tweeting and pro-active content particularly around the consultation and new announcements. We also supported National Highway's request for help in promoting the public exhibition for the Sparkford to Ilchester works.

Insights	June	July	August
Profile visits	795	1098	603
New followers	5	5	7
Mentions	3	9	9
Tweet Impressions	1022	8482	2858
Tweets	5	3	4

2.5. Media management

Recent media activity includes:

- Vision launch operational note and press release
- Individual local authority press offices were contacted to help localise the release for their own media contacts and to share through appropriate channels

- The release was also pitched to key journalists
- Coverage was achieved in Business Live, Exeter Daily, Highways News and CIHT. Print media cannot be evaluated but the release was also issued to the smaller localised print media across the region
- A303 Stonehenge Judicial Review decision comment – the quote was picked up by New Civil Engineer and Business Live

2.6. 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 includes:

- Attendance at the stand alongside other STBs at the Innovation and Technology in Transport (ITT) event, which took place at Farnborough 31 June – 01 July
- Ongoing feedback on a proposed joint STB event for 2022

3. Future work activities

The following work will be undertaken in the coming months:

- Updating PRTF campaign plan – ensuring the specific rail key messages are up-to-date
- Stakeholder audit
- Development of a newsletter to begin building a regular base of stakeholders interested the work of Peninsula Transport
- Utilising other opportunities to promote Peninsula Transport's key messages through proactive news stories i.e work programme milestones
- Public summary of communications objectives and high level activity following consultation
- Comprehensive Spending Review (CSR) 2021 considerations

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.