

# COMMUNICATIONS & ENGAGEMENT

## Update Report

2 December 2021

***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

This paper provides an outline of the communications activities that have taken place for the period September 2021 to November 2021, as well as setting out the upcoming programme.

#### 2. Communications activities since September 2021

Communication activity since September 2021 has focused on updating the website and supporting the work programme.

##### 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

##### 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 – the total audience is 50 to date. The sign up link is promoted in all appropriate communications materials
- Consultation thank you to respondents
- SWRRP communications call
- One-to-one responses to inbox enquiries for both Peninsula Rail Task Force (PRTF) and Peninsula Transport

## 2.3. Online communications

### 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. The Peninsula Rail Task Force currently has its own website ([www.peninsularailtaskforce.co.uk](http://www.peninsularailtaskforce.co.uk)).

The Peninsula Transport website is 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 be integrated to the Peninsula Transport website, as part of the re-development of the Peninsula Transport webpages. 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.

Peninsula Transport social media activity is ongoing, focusing on re-tweeting relevant news and pro-active content focusing on programme milestones around. We also supported National Highways request for help in promoting the public consultation for the A358 dualling scheme.

The twitter trends from the last 6 months show that regular pro-active content is key to maintaining engagement.

Twitter trends for Peninsula Transport over the last 6 months:

| Insights          | Jun  | Jul  | Aug  | Sept | Oct | Nov (to date 11.11.21) |
|-------------------|------|------|------|------|-----|------------------------|
| Profile visits    | 795  | 1098 | 603  | 689  | 469 | 570                    |
| New followers     | 5    | 5    | 7    | 1    | 2   | 2                      |
| Mentions          | 3    | 9    | 9    | 6    | 3   | 2                      |
| Tweet Impressions | 1022 | 8482 | 2858 | 2233 | 469 | 328                    |
| Tweets            | 5    | 3    | 4    | 5    | 0   | 2                      |

## 2.4. Media management

Recent media activity includes:

- Rail Technology Magazine Digital – 800 word commentary on opportunities for rail investment in the South West - <https://mag.railtechnologymagazine.com/?m=62824&i=727513&p=1&ver=html5> (see October November edition, pg.43)
- Press release on Bus Service Improvement Plans: Coverage in Highways News to date, the release was followed up with key regional journalists on 09 November. Print media cannot be evaluated but the release was also issued to the smaller localised print media across the region. The release was amplified on the STB website and social media.
- Transportation Professional statement on A30 Chiverton to Carland Cross upgrade and the importance of road investment to the peninsula – not yet published
- STB quote on the rural mobility study

## **2.5. Joint Sub-national Transport Board (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:

- 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 Peninsula Rail Task Force (PRTF) activity 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 vision consultation

## **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.