

COMMUNICATIONS & ENGAGEMENT

Update report

7 April 2022

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

This paper provides an outline of the communications activities that have taken place for the period December 2021 to March 2022, as well as setting out the upcoming programme.

2. Communications activities since December 2021

Communication activity since December 2021 has focused on 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
- Development of the overarching 2022/2023 milestone plan to guide the monthly communications activity plans

2.2. Stakeholder communications

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

- Mailing list launched in August – the total audience is 64 to date. The sign-up link is promoted in all appropriate communications materials
- One-to-one responses to inbox enquiries for both Peninsula Rail Task Force (PRTF) and Peninsula Transport
- National Highways Route Strategies response
- National Highways A303 DCO response
- GBR call for evidence response
- Setting up a Joint Freight Group in collaboration with Western Gateway STB
- PRTF Stakeholder presentation on WP08, Rail Strategy Phase One
- Economic Corridor Study - executive summary design and content guidance

- Review of National Highways Joint Engagement Action Plan (JEAP)

The latter activity involved a meeting with colleagues from National Highways and a review of the National Highways – Peninsula Transport JEAP for 2022-23. The JEAP sets out opportunities for engagement on a suite of key issues between Peninsula Transport and National Highways and formalises the positive engagement between Peninsula Transport and National Highways.

The 2022-23 Plan remains largely unchanged from 2021/22 apart from specific reference to work National Highways are considering regarding the environment and freight.

2.3. 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 Transport website re-development is now complete, incorporating a newer structure and refreshed content. The PRTF website (www.peninsularailtaskforce.co.uk) has now been incorporated into the Peninsula Transport site. The PRTF domain name remains active but directs visitors to the PRTF section of the Peninsula Transport webpage. The Peninsula Transport website is updated in line with the work programme.

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. For example, we amplified the Rural Mobility Strategy, alongside WSP and the Western Gateway STB, through the Peninsula Transport social media platforms.

As work packages come forward, we expect to develop social media content plans around these.

The twitter trends from the last six months are shown in Table One.

Table One: Twitter trends for Peninsula Transport over the last 6 months:

Insights	Sept	Oct	Nov	Dec	Jan	Feb
Profile visits	689	469	570	1,183	490	677
New followers	1	2	2	5	0	3
Mentions	6	3	2	2	1	5
Tweet Impressions	2233	469	328	449	185	186
Tweets	5	0	2	1	0	0

2.4. Media management

Recent media activity includes:

- Quote for WSP's release on the Rural Mobility Study issued in February 2022 and amplification.

- Coverage in: Acenet, New Civil Engineer, Rural Services Network, Interchange UK, Infrastructure Intelligence, Association for Consultancy and Engineering
- Quote for Network Rail's story: Breaking waves in Dawlish – new sea wall playing key role in protecting town and railway
 - Coverage in: Rail Insider, Network Rail, Rail Business Daily, Rail Engineer and Planet Radio (Pirate FM)

2.5. 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:

- Ongoing coordination for the STB conference taking place May 26th 2022, The Vox, Birmingham
 - Each STB has been issuing invitations to stakeholders
 - The event programme is available here: <https://www.stbconference.com/programme>
 - Peninsula Transport will participate in the following panel discussion, as well as the event round up session, and have a stand:

Transport as an enabler

The STBs identify the opportunities and their shared challenges and how they see transport as an enabler for economic, environmental and social goals, particularly with respect to decarbonisation, levelling up and economic growth.

- More information or registration to attend is available here: <https://www.stbconference.com/>

3. Future work activities

The following work will be undertaken in the coming months:

- Utilising opportunities to promote Peninsula Transport's key messages through proactive news stories i.e., work programme milestones. Using new tools i.e., the development of a newsletter as the work programme moves forward
- Public summary of the Vision consultation
- Updating the PRTF activity plan – ensuring the specific rail key messages are up-to-date, consolidating messages within WP08, Rail Strategy Phase One
- Stakeholder audit
- Transport Forum
- PRTF Stakeholder Advisory Group
- Launch of the Joint Freight Group
- Brand review to include a style sheet for consistent communications / documentation
- Continuation of the STB conference promotion

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.