

Update report

12 July 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/Introduction

This paper provides an outline of the communications activities that have taken place for the period April to June 2022, as well as setting out the up-and-coming programme.

2. Communications activities since April 2022

Communication activity since April 2022 has focused on supporting the work programme and the STB conference that took place in May.

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:

- One-to-one responses to inbox enquiries for both Peninsula Rail Task Force (PRTF) and Peninsula Transport
- Setting up a Joint Freight Group in collaboration with Western Gateway STB
- STB Conference – for more detail see section 2.5 Joint STB Communications
- Amplification of National Highways' supplementary consultation for the A358 design
- Supporting National Highways' A358 video
- Building the STB image bank
- Development of preparatory communication materials for the following work packages:
 - WP09 Freight Strategy in collaboration with Western Gateway STB – press release, social media plan, stakeholder briefing emails, web content

- WP10 Rural Mobility Study in collaboration with Western Gateway STB – press release developed to date but a further package of materials, similar to those developed for the Freight Strategy, is anticipated
- WP05 Economic Corridor Study – previously drafted materials reviewed in anticipation of the final report and executive summary
- WP04 – amends to the final summary

2.3. Online communications

Website

The website www.peninsulatransport.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 is updated in line with the work programme and any key news announcements.

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. In May we were able to document the STB Conference, focusing on the key headlines and panel Peninsula Transport participated in. 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	Dec	Jan	Feb	March	April	May
Profile visits	1,183	490	677	329	586	2,689
New followers	5	0	3	2	6	8
Mentions	2	1	5	5	5	6
Tweet Impressions	449	185	186	99	317	1,951
Tweets	1	0	0	0	3	9

2.4. Media management

Recent media activity includes:

- Supportive quote for Department for Transport for the A30 St Austell Link Road announcement. Coverage was wide spread and Peninsula Transport was quoted in: Falmouth Packet, Pirate FM, Cornish Times and Business Live

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 centred on ongoing coordination and attendance for the STB conference, which took place May 26th 2022, The Vox, Birmingham.

STB conference promotional activity from March – May

- Production of a series of blogs from each STB – Peninsula Transport’s blog, ‘finding solutions to collective transport goals’ is available here: <https://www.stbconference.com/stb-blogs/finding-solutions-to-collective-transport-goals>
- Social media promotion
- Stakeholder reminders
- Web content

Peninsula Transport’s stand

- Each STB had a stand which featured a lightbox for five key messages as well as a TV for video content. Image One shows Peninsula Transport’s stand at the conference.
- Key messages for the light box were as follows:
 - Staycations, economic recovery, new clean industries, connecting our rural communities and more – quality transport and digital connectivity is at the heart of a successful peninsula.
 - Accessible, affordable, zero-emissions transport for everyone, as well as a cleaner freight network that maximises rail and maritime opportunities to meet the decarbonisation challenge.
 - Transport investment across the peninsula could deliver £10.5bn in economic growth in a region where transport enhancement is vital to levelling up the economy.
 - Upgrading the A303/A358 corridor to a dual carriageway will generate over 17,500 jobs and deliver an estimated £28bn boost to the economy of the south west peninsula.
 - Continued investment in the mainline rail network is vital for resilience and for future-proofing it against the impacts of climate change.
- Peninsula Transport’s video loop featured an image gallery to showcase the peninsula. Images of local scenery, businesses, attractions and events were used to evoke a greater sense of the peninsula as well as the transport provided. The video loop is available here as a slideshow: https://www.canva.com/design/DAFAkijzHeo/WG9VZbDNmBsF2yOaRNdDig/view?utm_content=DAFAkijzHeo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

STB conference overview

- Peninsula Transport took part in the ‘Transport as an enabler’ panel where 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.
- Ministerial round table – Peninsula Transport’s, Vice Chair Councillor Drean, had the opportunity to meet with Transport Minister, Andrew Stephenson MP at the conference. Peninsula Transport highlighted rail mobile connectivity in the region as well as increasing movement of goods through the region and rail freight opportunities.
- Footage from all the panels and discussions of the day is available here: <https://www.stbconference.com/programme>

Image One: Peninsula Transport's light box and TV stand at the STB conference

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
- Communications to support STB business plan as it comes 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
- Launch of the Joint Freight Group
- Style sheet for consistent communications / documentation
- First STB newsletter as the work packages conclude
- Review of website content
- Review of social media channels and looking at new channels i.e., LinkedIn

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.