

Update report

06 October 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 June – October 2022, as well as setting out the up-and-coming programme.

### 2. Communications activities since June 2022

Communication activity since June 2022 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
- Ongoing review 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:

- Publication of WP09 Freight Strategy in collaboration with Western Gateway STB
  - Activity included: press release, social media plan, stakeholder briefing emails, web content, partner newsletter copy
- Publication of WP10 Rural Mobility Study in collaboration with Western Gateway STB
  - Activity included: press release, social media plan, stakeholder briefing emails, web content, partner newsletter copy
- A38 Carkeel – Trerulefoot safety package consultation response to National Highways
- The STB responded to a consultation from Great British Railways on 4<sup>th</sup> August relating to legislation to implement rail transformation
- One-to-one responses to inbox enquiries for Peninsula Transport and managing Peninsula Rail Task Force's (PRTF) mailbox

- South West Freight Steering Group – in collaboration with Western Gateway STB

### 2.3. Online communications

#### Website

The website ([www.peninsulatransport.org.uk](http://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.

Key updates:

- South West Freight Strategy: <https://www.peninsulatransport.org.uk/freight-strategy-for-the-south-west/>
- South West Rural Mobility Strategy: <https://www.peninsulatransport.org.uk/rural-mobility-strategy/>

#### 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. Recently we have focused on the publication of the South West Freight Strategy and the South West Rural Mobility Strategy as well as amplifying National Highways' A358 regional voices content.

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

**Table one:** Twitter trends for Peninsula Transport over the last six months:

Insights	March	April	May	June	July	August
Profile visits	329	586	2,689	654	1,208	905
New followers	2	6	8	4	-5	2
Mentions	5	5	6	1	3	2
Tweet Impressions	99	317	1,951	511	399	759
Tweets	0	3	9	1	4	1

### 2.4. Media management

Recent media activity includes:

- England's first sub-national rural mobility strategy
  - <https://www.peninsulatransport.org.uk/news-articles/englands-first-sub-national-rural-mobility-strategy/>
  - Coverage: New Civil Engineer, Construo News (amplification of New Civil Engineer piece)
- Western Gateway and Peninsula Transport STBs launch South West freight strategy
  - <https://www.peninsulatransport.org.uk/news-articles/western-gateway-and-peninsula-transport-stbs-launch-south-west-freight-strategy/>
  - Coverage: Totnes Times, Knightsbridge & Salcombe Gazette, Ivybridge & South Brent Gazette, Dartmouth Chronicle, Cornish Times, Cornish and Devon Post
  - BBC Radio Somerset Breakfast Show (09 August)

- Peninsula Transport backs the A38 Trerulefoot to Carkeel safety package proposals
  - <https://www.peninsulatransport.org.uk/news-articles/peninsula-transport-backs-the-a38-trerulefoot-to-carkeel-safety-package-proposals/>
  - Coverage: Plymouth 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 has been limited over the summer period. Work will soon be underway planning the next STB Conference scheduled for June 5<sup>th</sup> 2023.

## 3. Future work activities

The following work will be undertaken in the coming months:

- Development of preparatory communication materials for the following:
  - WP05 Economic Corridor Study – summary publication
  - WP04 High Level Transport Vision – consultation summary publication
  - STB business plan – plan publication
- MP written update
- Letter to new Secretary of State for Transport
- Utilising opportunities to promote Peninsula Transport's key messages through proactive news stories i.e., work programme milestones.
- STB Conference 2023 comms support
- 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
- First STB newsletter as the work packages conclude
- Review of website content (ongoing in light of the business plan)
- Development of LinkedIn page
- Development of a style guide for consistency on key terms

## 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.