

COMMUNICATIONS & ENGAGEMENT

Update report

08 December 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 October – December 2022, as well as setting out the up-and-coming programme.

2. Communications activities since October 2022

Communication activity since October 2022 has focused publishing the 2022/2023 business plan and planning supporting communications for work packages as they are completed.

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 the 2022 / 2023 business plan
 - Activity included: website restructure, stakeholder briefing emails and social media
- West of England Rail Line SOBC letter of support
- 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
- Development of a style guide for consistency on key terms

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.

Key updates:

- 2022 / 2023 business plan: the website has been restructured in part. A new page was created to host the business plan document and overview. The existing business plan page setting out work packages has now been updated into 'technical work' and is a space where all studies and strategies are available.
 - 2022/2023 business plan - <https://www.peninsulatransport.org.uk/business-plan/>
 - Technical work - <https://www.peninsulatransport.org.uk/technical-work/>
- A website review is also underway to ensure schemes are up-to-date

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 business plan 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 | May | June | July | August | September | October |
|-------------------|-------|------|-------|--------|-----------|---------|
| Profile visits | 2,689 | 654 | 1,208 | 905 | 1,546 | 1,070 |
| New followers | 8 | 4 | -5 | 2 | 2 | 3 |
| Mentions | 6 | 1 | 3 | 2 | 4 | 10 |
| Tweet Impressions | 1,951 | 511 | 399 | 759 | 790 | 1,155 |
| Tweets | 9 | 1 | 4 | 1 | 2 | 4 |

A LinkedIn profile is currently being set up and a programme of content has been put together to begin building the page.

2.4. Media management

No press releases or comments were issued between October and November 2022.

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. A session with the Lib Dem transport lead took place in

November highlighted the work of STBs around net-zero and decarbonisation. Peninsula Transport highlighted the rural mobility strategy, freight strategy, alternative fuels for freight and public transport review work in particular. Planning the next STB Conference is ongoing with the event scheduled for June 5th 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
 - WP06 Carbon Transition Strategy
 - WPI2 International Gateway Study
 - WP25 Alternative fuels for freight
- MP engagement
- 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 visibility opportunities
- Communications plan for transport strategy

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.