

COMMUNICATIONS & ENGAGEMENT

Update report

02 March 2023

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 December 2022 – March 2023, as well as setting out the up-and-coming programme.

2. Communications activities since December 2022

Communication activity since December 2022 has focused on 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
- Preparing to generate the overarching 2023/2024 milestone plan

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 Peninsula Transport and managing Peninsula Rail Task Force's (PRTF) mailbox

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 is updated in line with the work programme and any key news announcements.

Key updates:

- Web article relating to levelling up funding: <https://www.peninsulatransport.org.uk/news-articles/peninsula-transport-welcomes-levelling-up-funding-awarded-to-transport-projects-across-the-region/>

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.

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	August	September	October	November	December	January
Profile visits	905	1,546	1,070	518	1	77
New followers	2	2	3	-1	-2	1
Mentions	2	4	10	15	0	0
Tweet Impressions	759	790	1,155	(?)	88	285
Tweets	1	2	4	7	1	1

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

- Peninsula Transport welcomes levelling up funding awarded to transport projects across the region (20 January 2023): <https://www.peninsulatransport.org.uk/news-articles/peninsula-transport-welcomes-levelling-up-funding-awarded-to-transport-projects-across-the-region/>
 - No digital coverage, print coverage cannot be ascertained but still an important reference point for the STB's voice on our website.

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. Most collective work is focused on the next STB Conference scheduled for June 5th 2023.

- Website is now updated: <https://www.stbconference.com/>
- Register to attend is now open for submissions: https://wrs-ltd.com/mom_stb23_attreg-register/

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
- MP engagement – update on the forthcoming draft transport strategy
- Development of 2023 / 2024 comms plan to include draft transport strategy engagement
- First STB newsletter – launch of the draft strategy
- Stakeholder audit
- Transport Forum
- STB Conference 2023 and comms support
- PRTF – ensuring the specific rail key messages are up-to-date, consolidating messages within WP08, Rail Strategy Phase One
- Utilise opportunities to promote Peninsula Transport's key messages through proactive news stories, events etc

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.