

COMMUNICATIONS & ENGAGEMENT

Update report

5 July 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 March 2023 – June 2023, as well as setting out the up-and-coming programme.

2. Communications activities since March 2023

Since March 2023 activity has focused on developing supporting communications for work packages as they are completed, the STB Conference and RIS3 consultation briefing materials. Communication activity was limited during the pre-election period.

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 2023/2024 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 Peninsula Transport and managing Peninsula Rail Task Force's (PRTF) mailbox.
- PRTF Stakeholder Advisory Group - the purpose of the session was to update stakeholders on the rail strategy and seek reactions and support from strategic organisations and industry representatives.
- Great Western Co-creating an Accelerated Transport Transition Climate Hub (GW CATCH) letter of support
- Briefing on RIS3 consultation – the aim of communications was to highlight the RIS3 consultation and associated documents, and to encourage those within the region to respond. Materials included:

- Board member briefing
 - Stakeholder briefing – issued to the stakeholder database
 - Sharing of DfT and National Highways social media
 - Proactive press statement
 - Website content
- Carbon Transition Strategy briefing issued to the stakeholder database to highlight publication.

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:

- Carbon Transition Strategy: <https://www.peninsulatrtransport.org.uk/carbon-strategy/>
- High Level Vision Consultation Summary: <https://www.peninsulatrtransport.org.uk/wp-content/uploads/2023/03/Peninsula-Consultation-Summary-002.pdf>
- LinkedIn launch: <https://www.peninsulatrtransport.org.uk/news-articles/find-us-on-linkedin/>

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 proactive content focusing on programme milestones.

The twitter trends from the last six months are shown in Table one. Provisional June insights show an increase in impressions following the STB conference. Insights include two new followers and 3,299 impressions at the time of writing.

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

| Insights | Dec 2022 | Jan 2023 | Feb 2023 | Mar 2023 | Apr 2023 | May 2023 |
|-------------------|----------|----------|----------|----------|----------|----------|
| Profile visits | 1 | 77 | 109 | 308 | 32 | 60 |
| New followers | -2 | 1 | 1 | 2 | -2 | 0 |
| Mentions | 0 | 0 | 2 | 7 | 1 | 0 |
| Tweet Impressions | 88 | 285 | 72 | 338 | 22 | 795 |
| Tweets | 1 | 1 | 1 | 4 | 0 | 1 |

A LinkedIn profile was launched in March and is regularly updated with a programme of content to help build a picture of Peninsula Transport's work to date as well as promoting new work as and when it comes online. The page currently has 60 followers.

Page link: <https://www.linkedin.com/company/peninsula-transport/>

2.4. Media management

- Press release: Priority actions for Peninsula Transport to support transport decarbonisation in the South West (15 May 2023): <https://www.peninsulatrtransport.org.uk/news-articles/priority-actions-for-peninsula-transport-to-support-transport-decarbonisation-in-the-south-west/>
 - Coverage on Transport and Energy: <https://transportandenergy.com/2023/05/16/peninsula-transport-decarbonisation-strategy/>

- Press statement: Peninsula Transport reaction to shaping the future of England's roads announcement (19 May)
 - Coverage on Devon Live: <https://www.devonlive.com/news/devon-news/a303-devon-somerset-border-dualling-8456835>

2.5. Public affairs

Briefing meetings offered to all South West MPs with a constituency in the Peninsula Transport area. Key discussion points were:

- South West Rail Resilience Programme Phase 5
- Rail Mobile Connectivity
- Devon and Cornwall Railcard
- Specific road schemes within individual constituency if applicable.

Meetings to date either with MPs or their office include: Anthony Mangnall, Gary Streeter, George Eustice, Anne Marie Morris, Lord Berkeley, Selaine Saxby, Steve Double, Mel Stride, Cherylin Mackrory, Simon Jupp, Scott Mann and James Heappey. A meeting with Derek Thomas is still to be arranged.

2.6. 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.

- Interchange (18-19 April): <https://www.interchange-uk.com/interchange-live-programmes>
 - Peninsula Transport was represented at the Interchange event via a joint STB stand. The event included six co-located events about integrating transport infrastructure and enabling friction-free movement of people and goods, covering big thinking, data, innovation, energy and place making.
- STB Conference 2023 (5 June):

STB conference promotional activity from March – May

- Social media promotion
- Stakeholder reminders

Peninsula Transport's stand

- Each STB had a stand which featured a lightbox as well as a TV for video content. Peninsula Transport used the same key messages from 2022 to ensure that the STB continued to give a consistent message to those outside the region.
- 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 representatives took part in two workshops: tackling transport inequality and exclusion and rural connectivity.
- Peninsula Transport led the main programme session on international gateways and was joined by Gareth Powell, Managing Director, Stansted Airport and John Chaplin, Director - External Affairs & Special Projects, Bristol Port, coverage is available here: <https://www.youtube.com/watch?v=OxIRIQ3qnsQ&list=PLu5chH-LtLjpiTutlDVeO203mLjnejCm&index=9&t=367s>
- Social media content was posted in real time throughout the day as well as an overarching LinkedIn post. We also shared relevant content from external sources.
- Footage from all the main programme discussions is available here: <https://www.youtube.com/playlist?list=PLu5chH-LtLjpiTutlDVeO203mLjnejCm>



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
 - WP07 Technology and ZEV Study
 - WP08 Rail Strategy

- WPI2 International Gateway Study
- WP25 Alternative Fuels for Freight
- MP engagement – forthcoming draft transport strategy
- Comms plan for transport strategy engagement
- First STB newsletter – launch of the draft strategy
- Stakeholder audit
- Transport Forum
- 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.