

COMMUNICATIONS & ENGAGEMENT

Update report

5 March 2025

Please note that the following recommendations are subject to consideration and determination by the Board before taking effect.

RECOMMENDATION

It is recommended that:

- I. The communications and engagement report is noted.

1. Background/introduction

This paper provides an outline of the communications activities that have taken place over the period January – March 2025, as well as setting out the up-and-coming programme.

2. Communications activities since January 2024

From January 2025 onwards, Peninsula Transport has continued to see an increase in communications activity as more workstreams and stories reach a suitable point to be put into the public domain. The main bulk of activity has centred on fresh content for our communications channels, as well as maintaining the website and social media, carrying out the SIP consultation, providing support for the DfT INTS Roadshow and creating and distributing a quarterly newsletter.

LinkedIn analytics show that between December 5th 2024 and March 5th 2025 there were 5,451 impressions which is a 37.4% increase. 127 reactions was an increase of 44.3%. The best performing post was the SIP consultation post on 2nd December 2024 with 54.93% engagement rate.

Communications channels

Website and social media is kept up to date and the website will benefit from a full refresh upon SIP approval.

Social media calendar

This is kept up to date daily and we join with Western Gateway where applicable for best use of time.

SIP consultation

This is now complete and results have been provided.

Quarterly newsletter

There was no shortage of content for this.

DfT INTS Roadshow

We have been supporting the DfT with organisation of the event for our region which took place on 7th March in Falmouth.

Content / campaigns

These stories are now or soon to be featured on the website, and also LinkedIn / Twitter/X where appropriate, and are opportunities to promote Peninsula Transport's key messages:

- NH comms plan for Saltash Tunnel.
- EV infrastructure Action Plan.
- Coach Action Plan.
- Summary around latest conferences.
- PRTF / Old Oak Common advocacy media coverage updates.
- South West ATCO event.
- Logistics UK.
- Government Health Mission Roundtable.
- Quarterly newsletter.
- Interchange 2025.

3. Future work activities

We expect communications to continue to increase over the coming months. The communications strategy will be further developed so that it continues to be aligned with the SIP. A proactive and reactive content plan will continue to promote the work of Peninsula Transport with the aim of building the profile and showing the STB's work in action.

The following work will be undertaken in the coming months:

Content / campaigns

These stories are for the website, and also LinkedIn / Twitter/X where appropriate, and are opportunities to promote Peninsula Transport's key messages:

- HGV rail terminals.
- DfT INTS Roadshow Falmouth.
- Updates on funding of £100k along with WG to support successful Rural Mobility Pilot.
- Update on freight backloading pilots.
- SIP communications and public affairs.
- Peninsula Rail Card update.
- Reposts from partners and aligned channels.

Next changes to website

- Realign the schemes part of website in line with new approved SIP.
- Wholesale update in other areas such as "about" once we have the SIP.

Review and redevelop comms strategy

- Start building a new key message into our comms to reflect a narrative to local authorities about how the STB is adding value at a time where teams are stretched.
- Alignment of our messages to both the transport strategy and SIP, and review of tactics.
- Communications strategy update – in line with the SIP.

- Communications activity plan for 2025 – refresh following SIP.
- MP engagement at the appropriate time for the SIP and CSR following initial introductions to MPs by PRTF around Old Oak Common theme.
- Introduce LinkedIn metrics.
- Possible press release and media lists creation.

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 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

Peninsula Transport communications have begun to increase as previously forecast, and over the coming months, will be delivered with the SIP in mind as well as an overarching proactive and reactive content plan to promote increasing content about the STB's work.