

## Agenda Item 20

**Report to:** Partnership Board –Transport for the South East

**Date of meeting:** 21 July 2025

**By:** Chief Officer, Transport for the South East

**Title of report:** Communications and Stakeholder Engagement update

**Purpose of report:** To update the Partnership Board on communications and stakeholder engagement activity

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### ***RECOMMENDATION:***

**Members of the Partnership Board are recommended to comment on the comms and engagement activity that has been undertaken since the last Board meeting.**

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## **1. Introduction**

1.1 This paper provides an update on communications and engagement activity undertaken since the last Partnership Board meeting, including support provided to technical projects, stakeholder meetings, and recent and upcoming events.

## **2. Recent communications and engagement activity**

2.1 Transport for the South East (TfSE) continues to use communication and engagement activity to support the implementation of our technical work programme and the promotion of the organisation with our audiences.

2.2 We are delivering against the objectives set in the 2024/25 communications and engagement plan, with activity supported by website updates, social media coverage, and our monthly *Connections* newsletter. Video content, animation and infographics has helped to enhance our social media engagement, and we are also sharing content with our strategic partners.

## **3. Transport Strategy Refresh stakeholder engagement**

3.1 We provided extensive support for the team during the transport strategy consultation. Overall, this proved successful with a 69% increase in response rate compared to the consultation for the first strategy in 2020. More information about our activity, and the respondents, is outlined at **Appendix 1**.

## **4. Events and speaker slots**

### **4.1 Past Events**

4.11 In May, TfSE Chief Officer Rupert Clubb gave a presentation at the CIHT National Conference in London on devolution and the delivery of net zero. This focused

on the role that STBs play in supporting local authorities, with a look ahead to the impacts of devolution and local government reorganisation about that process.

4.1.2 In June, Analysis Manager Joshua Jiao presented at Modelling World in Manchester, demonstrating how localised data can capture nuances in travel behaviour and mode choices, which is an important consideration for local transport planners.

4.1.3 The work of the Centre of Excellence was recognised by the Chartered Institute of Highways and Transportation in June, with a commendation in the 'Collaboration' category of their annual awards.

#### 4.2 Future events/speaker slots

4.2.1 In July, Rupert Clubb will speak at the TransCity Rail South conference in Twickenham alongside about the role of rail in tackling regional transport challenges.

### **5. MP engagement and public affairs**

5.1 We met three of our region's MPs in the Spring: Peter Swallow (Bracknell); Joe Robertson (Isle of Wight East); and Lauren Edwards (Rochester & Strood).

5.2 We are trying to reschedule more meetings before the summer recess and will look to continue ways of engaging with our region's MPs into the autumn.

### **6. Delivering against our Communications and Engagement Plan**

6.1 We continue to keep our communications and engagement activities under review following the priorities and objectives outlined in the Communications and Engagement Plan for 2024/25.

6.2 We have exceeded our podcast listens target for 2024/25. Limited resources have meant that no new recordings have been published during this period, and we will consider podcasts on a topic basis rather than month by month.

6.3 Despite the pre-election period which paused our regular social media activity, we have over 2000 followers on social media. Since March, we have seen a modest 2.7% increase in followers on LinkedIn, 1% on Facebook and a slight fall of 0.4% on X.

### **7. Staff news**

7.1 Our new Public Relations and Comms Assistant begins in post on July 1st.

### **8. Recommendations**

8.1 The Partnership Board are recommended to comment on the engagement and communication activity that has been undertaken since the last Partnership Board meeting.

**RUPERT CLUBB**  
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## **20250721 PB Item 20 Communications and Stakeholder Engagement Report**

### **Appendix 1**

#### **1. Transport Strategy Refresh stakeholder engagement**

1.1 We provided extensive support for the team during the transport strategy consultation. This ranged from online activity via the website and regular social media posts to in person activity at eight public roadshows. We also developed a media pack and sent bespoke emails to LTAs, districts and boroughs, the region's MPs and previous respondents to the Your Voices survey from last year.

1.2 This resulted in 753 responses from individuals and 108 responses from organisations, plus 4 from MPs. A total of 47 local authorities submitted an organisational response (12 LTAs; 11 D & B; 24 town or parish).

1.3 A number of key national and strategic stakeholders responded including National Highways, Gatwick Airport, Heathrow Airport: Network Rail. SDNPA, TfL, Transport East and England's Economic Heartland.

1.4 We had almost 400 views of the launch video on YouTube and 140 shares on LinkedIn, Facebook and X. Social media posts were accompanied by a selection of graphics and were a mixture of calls-to-action and promotion of the pop-up events.

1.5 51% of consultation respondents were male and 49% were female. The majority of respondents were aged over 55 (69%), but this is in line with other transport consultations.

1.6 In comparison to the consultation for our first transport strategy, there was a 69% increase in overall responses which was driven primarily by the 47% increase in the number of individuals who responded in 2025 (355 in 2020, 753 in 2025). Conversely, the number of organisations responding fell by 45% (238 in 2020, 108 in 2025).

1.7 The highest response rate per county came from the Isle of Wight (22%) while less than 5% of respondents originated from Surrey. There was a significant increase in response rate from Southampton (6.9%) when compared to the 2024 *Your Voices* survey response rate (0.5%), while the rate in Berkshire doubled to 6.6% from 2024.