

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

Date of meeting: **09 May 2022**

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

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

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

RECOMMENDATIONS:

The members of the Partnership Board are recommended to:

- (1) note the engagement and communication activity that has been undertaken since the last board meeting; and**
 - (2) note progress on the development of the SIP communications and engagement plan.**
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1. Introduction

1.1 As our attention turns to the development of the strategic investment plan (SIP) and the associated consultation, our focus has been on the development of the consultation itself and planning the supporting communications and engagement activity. This includes planning our stakeholder engagement events.

1.2 Engagement with partners and stakeholders continues, to ensure all are well informed ahead of the public consultation in the summer.

1.3 This paper provides an update on recent activity, as well as updating Partnership Board members on the communications and engagement that is planned for the next few months.

2. Recent communications and engagement activity

Supporting the development of the strategic investment plan and consultation

2.1 Work is underway to consider the look and feel of the final SIP document that will be presented to government. The SIP will present; the case for investment in the South East, the strategic vision for the SIP followed by the packages of interventions recommended to achieve the vision set out – it is the prospectus for investment in the

South East and the final published document will demonstrate this. While a printed document will be presented to government, for most the final SIP will be accessed via our website. We will be producing a fully accessible digital version, making it as easy as possible for reader to navigate their way through the SIP itself and onto the supporting technical documentation and thematic studies for more detailed information.

2.2 The SIP consultation will be supported by a summary version of the SIP, a promotional animation/video as well as social media, website, and newsletter content. There will also be adaptable social content that constituent authorities can use to promote the SIP consultation in their local area.

2.3 As the SIP development continues, we have been working to develop the line of enquiry and direction for the SIP consultation. The consultation responses need to demonstrate support for the SIP as the right packages of investment to achieve our 2050 vision. The consultation will be 'digital first' using Engagement HQ to deliver an engaging, interactive consultation experience. Using this platform will allow us to present the consultation questions and easily link to the associated sections of the SIP and additional supportive materials relevant to the level of knowledge of the respondent.

2.4 The following consultation events have been scheduled and plans are well underway:

2.4.1 Parliamentary reception at Portcullis House (9-11am, 22 June)

This event invites MPs from across the South East region to join the TfSE team, Steer and our board members to hear first-hand about the SIP with an overview of the packages of interventions, the funding and financing options and how to participate in the consultation. Invitations have been sent with full support from our host Sally Ann Hart, MP for Hastings and Rye. We have 15 MPs confirmed as attending along with 7 board members.

2.4.2 Connecting the South East: A bold and ambitious plan (All day, 5 July)

Taking place at G Live in Guildford, this event invites stakeholders from across the region to join us and hear first-hand about the SIP as well as listen to and participate in panel discussions taking place throughout the day. Baroness Vere is confirmed as attending and giving a key note. The full programme and panel of speakers is still in development, but the following speakers or panelists have confirmed; Sara Leeming, Interim Director at Sustrans, Alistair Welch, Director at Southampton Port. We currently have 73 registered attendees for the event.

2.4.3 Webinar: Connecting the South East: A bold and ambitious plan (11 & 12 July)

Following the format of previous events these two virtual sessions are designed to make our SIP consultation events as accessible as possible for all that may like to attend. Inviting any stakeholders unable to make the 5th July and event and extending the invitation to members of the public, these two webinar sessions will see the same presentations on the SIP as previous events and offer time for a facilitated discussion. For these events we currently have xx registered attendees and will be continuing to publicise these events so expect numbers to rise.

2.5 In preparation for the consultation, we have begun some preliminary communications activity, sharing content with partners and stakeholders and encouraging them to share onwards via their own channels. We are grateful for the support of all partners, particularly those that have dedicated space in their residents' magazines, newsletter and on their social channels to promote the work of TfSE and the forthcoming consultation.

Freight, Logistics and Gateways Strategy

2.6 Following partnership board approval of the Freight, Logistics and Gateways strategy in January we have been working to develop the fully designed version of the strategy ahead of its formal launch at the ITT Hub event in May.

2.7 To launch the strategy at the ITT Hub in May we will be hosting a roundtable session where we will be discussing three key issues that the strategy seeks to address. Namely lorry parking and welfare facilities, decarbonisation of the freight sector and access to the international gateways in the South East. Thanks goes to partnership board member, Daniel Ruiz, who has agreed to chair this session. We will also be giving two 15-minute presentations on the strategy, one on each day.

2.8 Mark Valleley and Rupert Clubb have both participated in separate interviews associated with the ITT Hub event and the launch of the freight strategy and the resulting [video interview](#) and podcast are being used for promotional purposes and have been shared on the TfSE social media channels.

Additional workstreams

2.9 Stakeholder mapping and analysis has started for the four new DfT funded projects. The relevant stakeholders have been identified for the Local Authority capability project and the first stakeholder workshop for this was held on 27th April.

3. Ongoing stakeholder engagement

3.1 We continue to facilitate discussions amongst a wide group of stakeholders who would not otherwise engage with one another.

3.2 The next meeting of the regional universities group is on 1 July. It will be an opportunity for discussion around the SIP. As always, board members are welcomed and encouraged to attend this interesting forum if they would like to.

3.3 The next meeting of private sector stakeholder group is on 13 May. Our private sector partners continue to be actively engaged with and supportive of the work of TfSE. This is especially important as we move towards the publication of the SIP.

3.4 The communications & stakeholder engagement group met on 31 March where progress was shared on the development of the SIP and the engagement approach. Support was sought on the use of constituent authority communications channels, public facing opportunities for promotion of the work of TfSE and the SIP consultation. A briefing note was shared with those who were unable to attend. The group continue to be extremely supportive of sharing information about the work of TfSE and the meetings are providing a mutually beneficial opportunity for participants to update each other work of interest. We will meet again as a group before the launch of the SIP consultation.

4. Upcoming events and speaker slots

4.1 **ITT Hub (11-12 May):** TfSE will be using this event to launch the freight, logistics and gateways strategy. The event provides an opportunity for TfSE to highlight the relevance and importance of the freight strategy with private providers as we attempt to tackle freight blindness the public sector. We will be encouraging providers to join the conversation via our re-launched freight forum.

Mark Valleley will also be participating in a 30 minute panel discussion titled 'Net Zero for all' focussed on decarbonisation.

4.2 **Joint STB conference & exhibition (26 May 2022):** A national joint STB event is being planned at The Vox in Birmingham. This will be a multimodal conference focusing on long-term and strategic issues and attracting high-level speakers and delegates. The event has the support of the DfT and TfSE will work closely with the other STBs via the joint communication and engagement groups to plan the content. Board members have been invited to attend and if you have not yet registered for a place we would encourage you to do so.

4.3 **CECA Transport Group: The Future of transport in the South East (1 July):** Rupert Clubb and Mark Valleley will be joining representatives from Transport for London, National Highways and Manchester Airports Group for a discussion on the

future of transport in the South East. This is a fantastic opportunity to promote the SIP consultation which will be live at this time and to communicate the contents of the SIP throughout the panel discussion.

4.4 Connecting the South East: A bold and ambitious plan (5 July): Hosted at G Live in Guildford this event will celebrate the launch of the consultation on draft strategic investment plan. The event will be aimed at around 200 senior stakeholders and will feature an array of speakers. Baroness Vere is confirmed as the keynote speaker.

5. Conclusion and recommendations

5.1 In conclusion, we will continue to keep our communications and engagement activities under review using virtual or physical meetings as appropriate at the time.

5.2 The Partnership Board are recommended to note and agree the engagement and communication activity that has been undertaken since the last Partnership Board meeting.

RUPERT CLUBB

Lead Officer

Transport for the South East

Contact Officers: Hollie Farley / Lucy Dixon-Thompson

Tel. No. 07701 394917 / 07702 632455

Email: hollie.farley@eastsussex.gov.uk / lucy.dixon-thompson@eastsussex.gov.uk