



Report to Solent Transport

Date: 25 June 2014

Report by: Stephen Gee, Solent Transport Project Officer

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Subject: Adoption of Solent Transport Marketing and Communications Strategy

1. **Summary**

1.1 The following decision is sought:

That the Solent Transport Marketing and Communications Strategy be approved.

2. **Reason**

2.1 To continue to promote the successful work by Solent Transport and encourage more active participation by new and existing interested parties.

3. **Other Options Considered and Rejected**

3.1 Taking no action.

4. **Conflicts of Interest Declared by the Decision Maker or Other Executive Member Consulted – None.**

5. **Dispensation granted by the Conduct Advisory Panel – None.**

6. **Reason(s) for the Matter being dealt with if Urgent – None.**

Approved by: **Date:**
Councillor Seán D T Woodward, Chairman
Solent Transport



Agenda Item

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Subject: Adoption of Solent Transport Marketing and Communications Strategy

Purpose of the Report

The report outlines the proposed Solent Transport Marketing and Communication Strategy and an indicative programme of events to promote Solent Transport to existing and new interested parties.

Recommendation

- 1. That the Solent Transport Marketing and Communications Strategy be approved.**

Introduction

1. To date, marketing and communication activity for Solent Transport has been very much a reactive process. The 2013/15 business plan included a desire to better promote the partnership and in support of this, the 2014/15 budget proposes an allocation of £25,000 towards marketing and communication. The Marketing and Communication plan (Appendix 1) emphasises the partnership's unique strengths. These specifically include:
 - i. The development of the Sub Regional Transport Model (SRTM), as a comprehensive transport evidence base for the Solent area;
 - ii. Using the evidence base to develop policies and interventions to address strategic transport issues across the Solent area
 - iii. Successfully securing funding for a range of cross Solent transport interventions and projects to support economic growth and increased travel demand; and

- iv. Working closely with key transport agencies and service providers, to strategically co-ordinate transport investment programmes across the Solent.

Marketing and Communications Plan

- 2. Solent Transport has a desire for further engagement, over and above its statutory duties as a public body. The recent change in name from Transport for South Hampshire and Isle of Wight to Solent Transport makes the remit of Solent Transport easier to understand and provides an opportunity to develop additional and stronger relationships with interested parties.
- 3. In addition to press releases, recent activities have included irregular newsletters, project specific updates hosted on the existing website and an evening reception.
- 4. Portsmouth City Council is the lead authority for marketing and communications support for Solent Transport and has been heavily involved in the creation and development of the plan and will provide support for its implementation. At present the marketing and communication activities of Solent Transport are mostly reactive and by developing the plan, these can be undertaken in a more structured and pro-active way.
- 5. The communication plan suggests a number of methods to promote Solent Transport: These include:
 - i. Regular newsletters,
 - ii. Development of an e-brochure,
 - iii. Stakeholder database and mail solution,
 - iv. A new website,
 - v. Future evening events,
 - vi. Better promotion of the local authorities' delivery of major schemes,
 - vii. Development of social media such as LinkedIn.
- 6. One of the key elements of the strategy is to create a new bespoke website for Solent Transport. This will enable the partnership to promote itself to the business community and other key parties. The website will provide clear and concise information on how Solent Transport operates and detail what are the benefits of engaging with Solent Transport. In understanding the design and requirements of the new website officers have held discussions with businesses to discuss what details would be useful to them.
- 7. The procurement of a website is currently out to tender, The website will be managed and updated by Solent Transport and the design will be presented and agreed by the Senior Management Board. The Solent Transport website serves a separate purpose to the existing

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websites such as the My Journey and Solent Travelcard sites. However, with this range of different websites, it is important that they are linked in a co-ordinated way to ensure a consistent marketing message.

8. The success of the marketing and communication strategy will be measured by indicators such as visits to the website, amount of earned press and people reading the regular newsletters.

Section 100 D - Local Government Act 1972 - background papers

The following documents disclose facts or matters on which this report, or an important part of it, is based and has been relied upon to a material extent in the preparation of this report.

NB the list excludes:

1. Published works.
2. Documents which disclose exempt or confidential information as defined in the Act.

TITLE

LOCATION

To be completed