

Western Gateway Shadow Sub-National Transport Body

Board Meeting

Paper C

Date	20th September 2019
Title of report:	Communications update
Purpose of report:	To provide an overview of the communications for the Western Gateway Shadow Sub-National Transport Body.

Recommendations:

The members of the Board are recommended to:

- I. To note the communications update.

Webpage

- 1.1 The webpage comprises of details about the Sub-national Transport Body and includes the executive summary and regional evidence base documents submitted to the Department for Transport as part of our Major Road Network / Large Local Major submission.
- 1.2 Board meeting details, agenda and minutes are also available online.
- 1.3 The web url has recently been updated (<https://westerngatewaystb.org.uk/>) and going forwards we will be looking at the possible options available to have a central Western Gateway website to enhance the project's identity which will remove the perception of one single authority taking the lead.

Brand and marketing collateral

- 1.4 The production of key marketing collateral has been undertaken to deliver an identity for the STB. A logo was developed to portray a consistent and professional image, and communications templates were created to re-inforce the brand identity.

Events

- 1.5 The first Business Forum was held on the 12 June 2019. Attendance overall was satisfactory but there was a consensus to have greater representation from businesses at future forums. The next Business Forum will be held in January 2020, discussion topics are currently being considered by the chair.

- 1.6 A Joint Peninsula and Western Gateway STB meeting will take place on 2 October 2019 in Taunton to introduce the STBs and the opportunity for participants to collaborate and influence future work. The event is organised by ADEPT, ICE and CIHT and is sponsored by WSP.
- 1.7 All STBs have confirmed their presence at the 2019 Highways UK event on 6 and 7 November 2019 at Birmingham's NEC. Four of the STB's have their own stand, Western Gateway and two other STBs will be located in the shared Hub Space, sponsored by WSP. Two Western Gateway sessions are scheduled on the emerging transport strategy (day 1) and on our Major Road Network and Large Local Major schemes (day 2). Western Gateway will also be participating in a joint STB session on day 1 in the WSP STB Hub theatre with Transport for the North, Midlands Connect and Transport East to discuss their major road network and large local major schemes. In addition, a promotional video which features all seven STB's with short interviews from senior representatives and collaborative working footage will be displayed at the Highways UK event.

Consultation, communication and engagement

- 2.1 An update has been discussed by the Senior Officer Group.

Equalities Implications

- 3.1 No adverse impact on any protected groups.

Legal considerations

- 4.1 The WG Shadow Sub-National Transport Body (WGSSTB) remains an informal non-statutory partnership.

Financial considerations

- 5.1 The budget contributions towards the role of Communications Officer and implementation of a communications strategy have been agreed and budgeted for 2019/20.

Conclusion

- 6.1 The Board is recommended to note this communications update.

Contact Officer

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