

# **PENINSULA TRANSPORT COMMUNICATIONS & ENGAGEMENT**

Update report  
5<sup>th</sup> February 2026

## **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 October 2025 to January 2026 which is a month longer than the previous report, as well as setting out the up-and-coming programme.

### **2. Communications activities since October 2025**

#### **Summary**

From October 2025 onwards, Peninsula Transport has continued to benefit from an increase in communications activity with some workstreams reaching a suitable point for press release publication.

The bulk of activity continues to be content and copy creation, newsletter coordination and website management as well as strategic comms support around growing works streams such as the Wi-Fi Train Pilot and Rural Mobility Funding and recent travel disruption.

#### **Communications channels**

We continue to manage the social media calendar and both proactively and reactively maintain social media and join with Western Gateway where applicable for best use of time as well as sharing notifications of travel disruption from GWR and National Rail. Social metrics are detailed below.

#### **Press releases**

Press releases have generated the largest amount of both national and regional media coverage to date.

#### **Website**

All news and updates have been added, with an area for the Wi-Fi train launch event. Website analytics are detailed below.

#### **Newsletter**

The quarterly newsletter creation and distribution provides a regular summary of activity for stakeholders and continues to be published via both the stakeholder list and also as a LinkedIn newsletter.

### **Public Affairs**

Ongoing public affairs advisories are issued and focus has been on MP engagement around the Wi-Fi Train Pilot

### **WiFi Train workstream**

Comms, public affairs, advocacy, media and public relations are ongoing.

### **Content / campaigns - completed**

These stories have been featured on the website, and also LinkedIn / BlueSky where appropriate, and presented opportunities to promote Peninsula Transport's key messages.

Addition of press release creation / distribution where indicated:

- New community bus scheme – including press release
- Survey – help shape the future of freight in the South West
- Next £100k Rural Mobility Pilot schemes with Western Gateway – including press release and photo library on website
- Quarterly stakeholder / LinkedIn newsletter.
- Proof of concept Wi-Fi train pilot with GWR - work stream – including press release
- Travel / weather disruption.
- Rail closures
- Three new appointments – including press release
- Understanding Our Region document

### **Content / campaigns - upcoming**

These stories will be considered accordingly for the website, and also LinkedIn / BlueSky where appropriate, and present opportunities to promote Peninsula Transport's key messages. Addition of press release creation / distribution where indicated:

- HGV rail terminals update.
- EV update.
  - Events and conferences.
  - Results of the next Rural Mobility Fund applications.
  - Rail: Railcard, Plymouth metro, Station accessibility, Resilience, Somerset Rail Priorities, PRTF

- Roads: RIS March 26 publication, NH meetings, Critical Connectors, Safety Resilience and Enabling Growth, A38 graphic, A30 CC Plusha study, MRN team engagement at DfT, WG re A303, A358 next steps
- Resilience: Officers from 5 LAs meetings, NH NR and Environment Agency, WG routes in and out of region
- Reposts from partners and aligned channels.
- Quarterly stakeholder / LinkedIn newsletter. Continued new photography for website and comms channels.
- Proof of concept Wi-Fi train pilot with GWR - work stream.
- Review and redevelop comms strategies
- Potential for media training and development as regional voice (around the SIP messages) as regional media have recently expressed interest.
- Continue to introduce and update comms photography and videography.

### **3. Metrics since October 2025**

#### **LinkedIn metrics**

During this quarter, the LinkedIn page has gained 51 new followers along with 147 page views and a 348.7% increase in reactions.

The best performing LinkedIn post was the 'Superfast Wi-Fi Pilot announcement' post on 18th November 2025 with 4,335 organic impressions, 2,607 members reached and a 22.6% engagement rate. This was run jointly with Motion Applied, GWR and Hitachi and demonstrates the value of partnership posts. This post performed significantly above the 2-5% industry average engagement rate. The impressions and reach indicate that the pilot was well supported.

The next most successful LinkedIn post was the announcement of three new staff appointments on the Peninsula Transport website with 2,490 organic impressions, a 10.6% engagement rate and reaching over 1,545 members.

All social media engagement to date is organic and not paid for.

#### **Website metrics**

From 6th August 2025 Peninsula Transport have benefited from the installation of Google Analytics to track website traffic and engagement. Since October 2025 the website has received 4.7k visitors and 151k total impressions with 83.1% coming directly to the site and 14.3% by organic search.

The top performing page was 'News' with 1,668 page views and a 67.55% engagement rate. The next most visited page was the homepage with 1,222 pageviews and an 44.01% engagement rate.

The high direct traffic (83.1%) indicates strong brand recognition around media and social media stories and repeat stakeholder visits, while solid organic search has declined it shows that visitors have used the site before and keep coming back. High engagement on News and the homepage confirms that visitors seek timely updates on policy, funding, and

projects. The site effectively serves as a trusted information hub for Peninsula transport stakeholders.

#### **Press releases / media coverage**

- Wi-Fi train pilot: Over £2m in AEV of media coverage previously supplied as a separate document.
- Three new appointments
- Next rural mobility
- Community Bus scheme

#### **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 continue to increase as previously forecast, and national media interest has begun. All comms are delivered with the SIP themes in mind as well as an overarching proactive and reactive content plan and media plan to promote increasing content about the STB's work. The website and comms channels are refreshed including new photography and videography.

