

HERTFORDSHIRE LOCAL TRANSPORT BODY

4 MARCH 2014

TRANSPORT COMMUNICATIONS STRATEGY UPDATE

Author: Alison Mully – Senior Communications Officer
Hertfordshire County Council

1. Introduction

This note sets out:

- Recent transport communications activity
- Key messages
- Developing a *Transport Communications Strategy* - Next Steps

2. Communications update February 2014

The HCC communications team is working on a number of priority projects which involve the delivery of major transport schemes in the county. Some projects are directly linked to the work of the Local Transport Body while others are separate but wherever possible we try to ensure we're giving consistent, co-ordinated messages.

The key transport-related communications activity over the past few months includes:

- **Croxley Rail Link** – led communications with partners including TFL, Network Rail and Watford and Three Rivers councils on the latest progress including the revised opening date.
- **A120 Bypass (Little Hadham)** – drafted a communications strategy to support this plan. Inputted into the risk register. Met with communications colleagues at the Environment Agency to discuss future communications and how we want to work together.
- **A602 improvement (Ware/Stevenage)** – drafted a communications strategy to support this plan
- Working with the HCC Major Projects team to update and create web content for hertsdirect.org on the major projects to show a unified and consistent approach
- **A1** – worked with the LEP, HIPP and Highways Agency on a proactive press release following the initial A1 corridor consortium meeting.
- **Local Sustainable Transport Fund (LSTF)** – provided support to West Herts Hospital Trust for the recent launch of its new cycling and shower facilities at Watford General Hospital, support to Watford Cycle Hub for its mobile maintenance van which was also launched recently and ongoing work with Quality Network Partnership including promotion of the Hemel BUSNet tickets.
- Generating considerable local press coverage on the county council's Filming on the Highways Bill which passed through parliament.

A lot of the work in this area is carried out in partnership with others, including district/borough councils and the Local Enterprise Partnership.

We have both formal and informal processes in place to ensure the interests of all relevant parties are included in our communications activity. For example including quotes from elected representatives or chairs in press releases. In the case of LSTF we also ask all partners to include details of the **BigHertsBigIdeas** funding package in all communications.

3. Key messages

The key messages running through many of these projects that are of common interest to Local Transport Body Members are:

- That funding and national/local support is required to finance and deliver transport schemes set out in the Local Transport Plan, the LTB Priority List and the SEP
- How infrastructure supports economic growth and encourages employment.

These key messages link to both the county council's corporate plan and the LEP's emerging Strategic Economic Plan.

As a result we are proposing to produce an integrated transport communications strategy, which will ultimately support a range of workstreams, including the LTB's ongoing programme and a new Transport Vision for the Local Transport Plan. This strategy will bring together all the separate strands of work and link to existing work streams on economic growth.

4. Developing a Transport Communications Strategy - Next steps

Part A – short to medium term

- Work with HCC transport teams and LTB partner organisations to share projects and information to ensure better coordination and consistency of messages wherever appropriate.
- Formally bring together the existing transport communications activity to ensure consistency of messages (this will include work as detailed in the bullet point above) and report regularly to the Local Transport Body.

Part B – longer term

- It has been proposed within HCC to update Hertfordshire's Local Transport Plan to incorporate a long-term spatial transport vision. A presentation on the Vision will be brought to the 3rd April LTB.
- A longer term integrated transport communications strategy will be developed to support the LTP Transport Vision. The LTB will be key to informing the Vision and the communications strategy.