

Communications Update



Work package	Progress since last Forum	Next Steps	Long term outcomes
<p>1. Transport East as a functional and representative STB</p>	<ul style="list-style-type: none"> ✓ New communications manager in post and embedded ✓ Handover from partner teams supporting activity – Thank you! 	<ul style="list-style-type: none"> <input type="checkbox"/> Roll out awareness raising, expertise building and corporate communications programmes <input type="checkbox"/> Build mass communications channels and relationships 	<p>A professional communications operation, working closely with partner comms teams to deliver coordinated cross-channel messages with one voice.</p>
<p>2. Transport East evidence base and strategy</p>	<ul style="list-style-type: none"> ✓ Engagement consultants Copper appointed ✓ 40+ Stakeholder meetings undertaken ✓ Decarbonisation report published 	<ul style="list-style-type: none"> <input type="checkbox"/> Strategy Engagement programme roll out, including district authorities and ports roundtable <input type="checkbox"/> Presenting on Decarbonisation and Rural/ Urban mobility at Highways UK STB Day 	<p>Securing the views of a wide range of stakeholders so the Strategy clearly responds to the needs of and opportunities within the region.</p>
<p>3. Investment and delivery planning</p>	<ul style="list-style-type: none"> ✓ CSR20 letter submitted to Treasury and shared with regional MPs & business groups ✓ Hosted national STB roundtable with Baroness Vere ✓ Presented to EoE APPG 	<ul style="list-style-type: none"> <input type="checkbox"/> Continue CSR20 engagement <input type="checkbox"/> Continue MP and Peer engagement <input type="checkbox"/> Publish Business plan statement <input type="checkbox"/> Publish Investment and Delivery Plan v1 	<p>Clear political understanding and advocacy for regional transport priorities and Transport East.</p>