

# Communications and Engagement Strategy summary

2021/22

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# Introduction

Transport for Wales (TfW) is a young organisation driving forward the Welsh Government's vision of a high-quality, safe, integrated, affordable, and accessible transport network in Wales. Our vision is to create a transport network of which Wales is proud.



"We keep customers at the heart of everything we do and ensure they have a voice in TfW's development."

Our mission, vision and values are clear and our remit is widening. We're continuing to build our brand and engagement as we become a more multi-modal organisation.

Our long-term communications aims are to ensure that:

- We keep customers at the heart of everything we do and ensure they have a voice in TfW's development
- Our colleagues feel proud to be part of the TfW family and their role in delivering our objectives
- We build a fully bilingual, customer-focused brand that's trusted and respected by our key audiences and becomes a key part of the fabric of Welsh life

- We're recognised as an innovative world-class organisation
- Our key audiences understand our strategic value and impact on Wales/the Welsh economy
- We demonstrate that we're delivering Welsh Government priorities as well as our impact on all parts of Wales and the borders
- Our brand becomes a respected member of the Wales-brand family
- We build effective, trusted and collaborative relationships with customers, stakeholders and interest groups
- We reflect the wide range of communities and people we serve, by embedding equality, diversity and inclusion throughout our communications and engagement activities
- We will further develop our brand hierarchy to include our service brands to ensure we build a coherent brand
- We deliver behaviour-change activities which support the Welsh Government in delivery of its Covid-19 recovery and climate change objectives.

**Lewis Brencher**

Director of Communications and Engagement  
Transport for Wales



# Our vision, purpose and values

## Our vision

**“To create customer-focused services through a safe transport network of which Wales is proud”**

Our work focuses on improving connectivity – by planning, commissioning and managing efficient transport networks and by drawing on the best skills from across industry, government and society. Together, we’re creating a transport network fit for the future, that contributes to the long-term sustainability of Wales and of those communities connected to us, achieving the seven well-being goals of the Well-being of Future Generations (Wales) Act 2015.

## Our purpose

**“To provide sustainable transport services that keep Wales moving”**

A better, more integrated public transport network is a key driver in the delivery of the Welsh Government’s national strategy: Prosperity for all. Transport connects people and communities, underpins sustainable development and enables economic growth. Better public transport/services will result in real benefits for people, including better access to employment opportunities and better integration of services, such as education and health.

## Our values

Fundamental to everything we do are our values, that are ingrained in our culture and our ways of working.

We’ll create trust with our customers, colleagues and stakeholders, founded on:

<b>being safe</b> Health, safety and well-being	<b>being the best</b> High performance, pace	<b>being positive</b> Can do, will do	<b>being connected</b> Enterprising and networked	<b>being fair</b> Integrity and equality	<b>creating shared success</b> Passion for the best deal
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Our values	How we want our customers to feel	How we want our employees to feel	How we want our stakeholders to feel
<b>Being safe</b> • Health • Safety • Well-being	Trusting	Responsible	Assured
<b>Being the best</b> • High-performance • Pace	Impressed	Proud	Proud
<b>Being positive</b> • The right attitude • Can do, will do	Confident	Empowered	Heard
<b>Being connected</b> • Enterprising • Networked	Engaged	Engaged	Engaged
<b>Being fair</b> • Treating people well • Integrity • Equality	Valued	Heard	Valued
<b>Creating shared success</b> • Passion for the best deal	Excited/inspired	Involved	Involved

# Our personality and tone of voice

Our communication strategy will be built on our four key personality characteristics which are outlined in our brand guidelines:

<b>Human</b>	<b>Honest</b>	<b>Engaging</b>	<b>Useful</b>
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Our personality characteristics will inform the tone of our communications as well as how we communicate. Our brand guidelines include further details of TfW's brand

personality and tone of voice and we update them based on key audience insight.



# Our key audiences

TfW aims to be recognised as an innovative world-class organisation and we're building brand recognition and engagement amongst our key audiences. We're also tailoring our proposition and messages to engage our key audiences and appeal to those who are new to us.

We're developing insight into our key audiences as well as the brand attributes that will continue to establish and build our credibility in line with the Welsh Government's social partnership model.

Our key audiences include:

<b>External</b>	Customers The people of Wales The people of the borders (for rail) Businesses Suppliers Journalists, analysts and commentators Rail industry professionals and organisations The European Union (review ERDF requirements by project)
<b>Government</b>	Welsh Government ministers The Welsh and UK Governments Local Government
<b>Elected members</b>	Members of the Welsh Parliament Members of the UK Parliament
<b>Stakeholders</b>	Network Rail Local Authorities / Transport Authorities Emergency Services Environmental Statutory Undertakers/Technical Stakeholders Transport Providers / Active Travel Groups Elected Representatives Business Groups Health Education and skills Heritage and tourism Passengers User groups / interest groups / Passenger Associations Lineside neighbours Communities Infrastructure Delivery Partners / supply chain Third-sector organisations Protected-characteristic organisations Trades Union partners
<b>Internal</b>	Employees (including Trades Union representatives) Welsh Government-seconded staff Consultants Contractors Non-Executive Directors Employees of partner organisations
<b>Supply chain</b>	STRIDE framework suppliers Other suppliers

# Our key communications narrative for 2021/22 and beyond





## Our key themes for 2021/22

A number of key themes will determine our communication and engagement priorities for 2021/22. These will inform our plans, activities and messages for the period.

### Recovering from Covid-19 and helping Keep Wales Safe

TfW will support the efforts of the Welsh Government and society as a whole in recovering from the impact of Covid-19. We'll work to recover confidence in public transport by delivering campaigns that use behavioural insights methods and by engaging with public transport users and stakeholders. We'll seek to support other priority areas for recovery through our engagement activity, through positively impacting health, education, tourism, economy and other sectors affected by the pandemic. We'll do our bit to help Keep Wales Safe.

### Responding to the climate emergency

As well as encouraging modal shift and stimulating demand for public transport in line with Llwybr Newydd: the Wales Transport Strategy 2021, through our communications and engagement activity, we'll respond to the climate emergency by supporting projects aligned to this area across the full remit of TfW and our delivery partners.

### Integration

As the organisation charged by the Welsh Government with responsibility for integrating sustainable transport across Wales, we'll develop our plans and deliver our activities in a mode-agnostic way, always challenging ourselves to integrate by default. Working collaboratively with delivery partners across sustainable transport, we'll communicate and engage across multiple modes, developing our campaigns, service brands and digital offers accordingly.

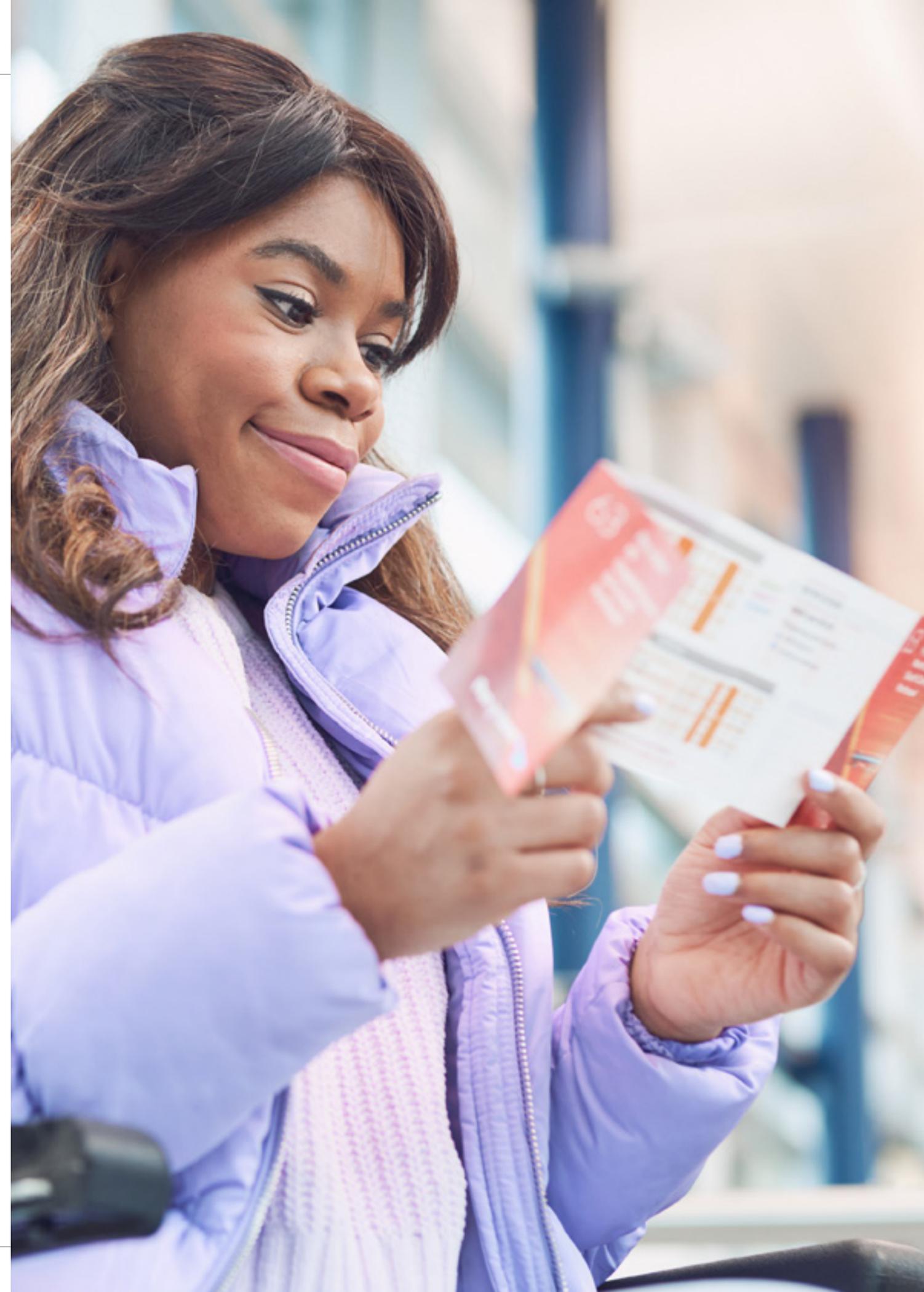
### Equality, Diversity and Inclusion

Public transport faces some big challenges in improving the way it engages/reflects the communities it serves. Across our communications and engagement activities, we'll champion the diverse range of people who work with us as well as the people and communities who need our services. We'll include them in the way we shape our activities, listening to their voices.

### Delivering on our commitments

We'll continue to engage with all our audiences as we deliver our ambitious plans to create a sustainable, integrated transport network of which people can be proud. We'll work closely with our customers, communities and stakeholders to ensure we maximise the benefits and minimise the impact of our work while celebrating our successes to demonstrate that we can be trusted to deliver.

**"We'll work to recover confidence in public transport by delivering campaigns that use behavioural insights methods and by engaging with public transport users and stakeholders."**



# Our strategic communications and engagement objectives

## Our communications and engagement mission

To build a trusted bilingual organisation, we recognise that our brand is ultimately a reflection of the decisions we make as an organisation and the service we deliver for our customers. The work we do in communications is only part of developing our bilingual brand.

Alongside delivering our organisational objectives, we can support the development of our brand by having human, honest, useful and engaging communications with customers, colleagues, partners and stakeholders across the TfW family. We need genuine engagement and involvement to achieve this.

We'll achieve our strategic communications mission to create a brand of which people can be proud through the following workstreams, each focused on our key audience groups:

- ✓ Brand
- ✓ Community Rail
- ✓ Corporate communications (including internal communications and business partnering)
- ✓ Government relations and public affairs
- ✓ Marketing
- ✓ Media
- ✓ Stakeholder and community engagement

We've developed detailed strategies for each workstream using the Government Communication Service's OASIS planning tool.





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