



THE HIGHLANDS AND ISLANDS STRATEGIC TRANSPORT PARTNERSHIP

**REPORT TO HITRANS BOARD
16 APRIL 2004**

PUBLICITY

1. During 2003/4 £10,335.93 was spent on publicity through our contract with Intermedia Services of Stornoway. This has included:
 - ? Design and publication/printing of our two brochures on strategy and the PSO air network.
 - ? Preparatory design for a general HITRANS leaflet which has not been published yet (see below).
 - ? Design and printing of stationery, business cards, and posters.
 - ? Design, setting up, and upgrading the HITRANS web sit.
 - ? Establishing a library of photographs for publications.
 - ? Presentation material for the Nairn Seminar on Scotland's Transport, the MPs dinner on the PSO Air Network, and the conferences in Cork and orkney.
 - ? Scripting features/articles on HITRANS for transport and economic development publications.

2. There will be a number of activities during 2004/5 which will require assistance from Intermedia Services and I have met Fred Silver and his team to discuss priorities. Our main activities will include:
 - ? **Transport White Paper** - Response setting out our views on the regional transport organisation for the Highlands and Islands. We need to keep the stakeholder group which attended the Nairn workshop informed and involved in this process. A letter from the Chairman should be sent to this stakeholder group when the White paper is published. A leaflet on this topic in the form of a newsletter might be helpful.

 - ? **PSO Air Network** – The costing review and economic benefit study is now complete and the network proposal will be forwarded to the Minister after today's meeting (see separate agenda item). A newsletter to accompany the publicity campaign would be helpful.

 - ? **A82 and Lifeline Roads** – The stakeholder groups who have been helping Halcrow with their study need to be kept informed and involved. Our joint activity with the Scottish Executive on the A82 route development and economic benefit studies and the Halcrow findings will need publicity later in the financial year.

 - ? **Strategic public transport projects** – The 2004/5 programme of projects for the latest releases of funds from the Scottish Executive, and the longer list of projects for further funding will need publicity.

3. A number of suggestions for publicity work have emerged from the discussion of this list of HITRANS activities.
 - ? I think it would be helpful to have a **general leaflet** to inform people about HITRANS. This would be a simple A3 folded leaflet saying who we are and what we are doing. It would be distributed to partners and a fairly wide range of stakeholders. Proofs of this leaflet will be circulated for consideration at the meeting. The cost of 2000 copies of this leaflet would be about £700.
 - ? It would be helpful to have **newsletters** tailored to specific topics or events, intended to keep stakeholder groups informed and involved. The White Paper, Air network and Lifeline roads are examples.
 - ? We need to focus more on issue specific **press releases**. The press has been good at publicising our key initiatives like the air network. I detect a lot of interest in transport in the region and the press could help raise awareness and support for our 2004/5 activity programme.
 - ? We need to further upgrade the **web site** and concentrate on providing up to date information (reports, minutes etc). Use of the site is largely by those in the transport world looking for information.
4. The budget required for publicity should not be as great as last year. We have stationery, our main brochures, photographic library etc. However we will need to have about £6,000 available for the publicity work listed above.

Howard Brindley
March 2004