

Innovate UK

Technology Strategy Board

TRANSPORT COMMUNICATIONS STRATEGY

DRAFT - VERSION 2
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TRANSPORT EXECUTIVE SUMMARY

Innovate UK's communications vision is to be recognised and respected as the innovation organisation uniquely positioned to accelerate UK economic growth. This strategy sets out how we plan to deliver on the specific aim of positioning Innovate UK as a leading player in the Transport ecosystem, which encompasses Automotive, Aerospace, Rail and Marine.

The Transport Communications Strategy supports Innovate UK's Transport Team in meeting its interrelated objectives of raising the quality of applications to their challenges and claiming a thought leadership position on Transport innovation and related socio-economic issues.

Based on the Communications Brief from the Transport team and subsequent brainstorm sessions with the Communications Team, this strategy is underpinned by a clear set of tactics that lays a 12 month path towards Core and SMART communications objectives.

The Core objective of 'thought leadership' within the sector is an ambitious one, especially within a 12 month timeframe, but it orientates strategy, tactics and content in the correct direction of travel for a team and organisation defined by the cutting edges of innovation.

EXTERNAL SITUATION

Transport underpins economic growth and it is the lifeblood of societies. The scale of the global transport industry is truly astounding. Every day, a 48 million kilometer-long network of roads carries 80 billion kilometers of passenger travel and nearly 30 billion tonne kilometers of freight. A consequence of this is a rising level of emissions. As well as the environmental impact, the rising cost of traffic congestion will adversely impact the UK economy to the tune of £22bn by 2025 if left unchecked.

The UK has a strong transport industry, especially in the aerospace, road, rail and marine sectors, as well as newer capabilities in Integrated Transport. The transport manufacturing sector employs over 1.3 million people directly and turns over more than £123bn.

There are a number of challenges to innovation within the transport industry. Issues such as traffic congestion and climate change have resulted in a growing demand for low-emission and energy-efficient systems. As well as an increasing need, for solutions that integrate different energy sources and improves the efficiency and cost-effectiveness of the wider transport network

At Innovate UK we take these sorts of challenges and turn them into opportunities for the UK to innovate and collaborate on new and potentially world-class technologies.

AUDIENCES

This communications strategy focuses on the following audience groups:

1.Potential Applicants

OEMs: Tier 1s and Tier 2s

SMEs directly engaged in Transport supply chains

SMEs that could become engaged in Transport supply chains

Potential Applicants need to be directed to Innovate UK as a whole, in order to get the chance to consider all available mechanisms and products, as well as understanding the need to channel enquiries through the Business Support Group (BSG) rather than every single applicants talking to a Lead Technologist or the Programme Manager – with the facility for enquiries to be intelligently escalated if necessary.

2.Key Partners & Influencers

Academia

KTN

Leading Commentators / Media

Transport Catapult

Automotive Council of Great Britain

Advanced Propulsion Centre (APC)

Office of Low Energy Vehicles (OLEV)

The National Oceanography Centre (NOC)

Aerospace Technology Institute (ATI)

Royal Aeronautical Society (RAS)

Institute of Mechanical Engineers (IME)

SME Associations & Chambers of Commerce

ESPRC

CBI

3.Potential Investors

Potential investors need to perceive Innovate UK as the true “authority” in innovation so that projects supported should be seen as top choice for investment.

4.Stakeholders

Decision-makers (MPs and Civil Servants) in Government Departments, including:

BIS

DfT

HMT

Cabinet Office

Government

- Central government departments (e.g. DfT and DECC).
- Government bodies and regional development agencies.
- Devolved administrations.
- The Research Councils

Messaging

For completion in Q1.

SMART Communications Objectives

To achieve the aim of positioning Innovate UK as leading player in the Transport ecosystem our intent is to deliver increased numbers of the right businesses who know who we are and how we can help them, and are actively engaged with our organisation.

We have set the following objectives:

1. Deliver a 5% increase in the number of good quality applications to Transport competitions by the end of Q4 2015/16
2. Drive a 10% increase in dialogue across Innovate UK owned channels by Q4 2015/16
3. Deliver three/ four integrated communication campaigns that begins to position Innovate UK as thought leaders in Transport by end of Q4 2015/16
4. Benchmark our share of voice across the sector by the end of Q4 2015/16

STRATEGY & PLAN

Our strategic approach to Transport is broken down into three areas:

1. Competitions
2. Lead campaigns
3. 'Bronze' activity

1. COMPETITIONS

Standardised competition support

We approach competitions using our 'right' strategy - the aim of which is to deliver the right message, to the right person, at the right time. In order to deliver this a standard package of support is provided to all competitions:

- Marketing brief – the technologist and marketing team consult on audiences, past performance, objectives, key timings and activities
- Generation of the competition scope
- Publishing of scope in print & online – GOV.UK and ‘interact’ [add web address]
- Delivery of competition events & webinars – specifically competition briefings, stage 2 webinars, and the new project workshop
- Promotion of the funding opportunity and events through media and digital channels – web, social, and email – targeting a segment of our 150,000 contacts

Details of the competitions for the challenge areas in 15/16 can be found in the appendices.

3. LEAD CAMPAIGNS - PRIORITY COMMUNICATIONS ACTIVITY

Our lead campaigns are the prioritised strategic communications activity for the year, focused on the Transport programme priorities in 15/16. We often refer to these as our anchor activities or anchor campaigns. The lead campaigns will be focused on:

- Q1. Transport Strategy Launch
- Q2. Low Carbon Vehicle (LCV) Conference 2015
- Q3. Aerodays Conference 2015

These campaigns have been developed in consultation with the challenge-area team and the communications team. They are strategically important for our positioning as innovation architects within the sector and regardless of budget growth or decline they will remain the prioritised activity in year.

The activities within the campaigns are designed to drive dialogue and engagement with our target audiences and inspiring people with innovative ideas; demonstrating how ideas can be turned into reality for sustainable change across the Transport ecosystem, thereby helping to position Innovate UK as thought leaders in this space.

Q1. Transport Strategy Launch

The Transport Strategy will be launched in Q1 2015-2016. The timing of this launch also coincides with the arrival of a new Head of Transport, Roland Meister, formerly Chief Engineer, Hybrid & Electric Systems at Ricardo. Roland is therefore an authority on the automotive sector and specifically the hot topics of Hybrid and Electric vehicles. His arrival and its coincidence with the Strategy launch presents an excellent opportunity to position him to press, business and stakeholders. Roland will be media trained in early May with a view to speaking to press around the Strategy launch and at LCV 2015 in September (see below).

The strategy addresses both national and global industry challenges and the need to maintain and grow specific capabilities in the UK. It focuses on areas where we believe Innovate UK can really make a difference to the UK Transport sector and support innovations that can have an impact in the next 10-20 years. We will use UK policy and government action as key drivers to develop UK test beds for Demonstration; UK supply chains; knowledge transfer and know-how, and to grow the capabilities of SMEs (small and medium-sized enterprises). The team considers transport from two converging perspectives – the opportunities provided by the need to improve vehicles and technologies, and the longer term opportunities offered by increased system integration. The term integrated transport

system can refer to the transfer and application of technologies between different modes, as well as joined-up journey planning.

Q2. CNEX LCV 2015

LCV2015 is the UK's largest national low carbon vehicle event and is run by Cenex. Innovate UK's Jon Horsley sits on the steering committee. 2014 saw an Innovate UK commitment of £100k.

Primarily a business-to-business event, LCV is established in the motor industry events calendar and has grown in line with strong company growth within the UK and international Low Carbon Vehicle (LCV) community. LCV2014 was a particularly successful event in that it attracted a record number of exhibitors and visitors. This year, LCV2015 provides exhibitors with a technology exhibition area based in three halls, as well as outdoor exhibition space on the Steering Pad for both static vehicle displays, and space for vehicles participating in the ride & drive activities on Millbrook's tracks. This year new features are planned for Hall 2, notably a technology showcase area and a new presentation zone. Innovate UK's events team are exploring

Q1 & Q2 Lead campaign overview:		
Timing	Q1	Q2
Campaign	Strategy Launch	Low Carbon Vehicles 2015 9-10 September 2015, Millbrook
Content	<ul style="list-style-type: none">• Strategy Document (WIP)• Animation video (WIP)• One Pager• Success story• Blog• Opinion Editorial• Invitation email• Collateral	<ul style="list-style-type: none">• Keynote address• Success story• Blog• Opinion Editorial• Collateral
Marketing channels	<ul style="list-style-type: none">• Event/round table• Media Briefing• Social media event updates• Digital advertising and social engagement	<ul style="list-style-type: none">• Event sponsorship and speaking / panel slots being explored• Media Briefings with New Transport Head• Social media engagement• Thought leadership debate via Google

Q3. Aerodays 2015

Aerodays 2015 will take place in Central London, UK from 20-23 October 2015 and we are currently in negotiation with the organisers for a sponsorship package. This is a key event for the Transport's Aerospace team in tandem with the biannual Farnborough Air Show (scheduled for Q3. 2016). Aerodays is the European flagship event in aviation research and innovation which takes place once, during each EU Research Framework Programme.

Designed to present strategic perspectives for aviation, including research and innovation, the event's stated goal is to share achievements of collaborative research and innovation in aeronautics and air transport within Europe and world-wide international co-operation. The programme for Aerodays 2015 is in development and forms part of our ongoing discussions. Below is an outline of the programme, showing the format of the event programme, including multiple plenary and parallel sessions and some additional social events. Key themes of the event have already been decided: "Efficient and seamless mobility; Competitiveness of Industry; Greening of Aviation; Safety & Security; Skills for Breakthroughs."

Timing	Q3
Campaign	Aerodays 2015 20-23 October
Content	<ul style="list-style-type: none">• Speech• Collateral• Blog• Success Story
Marketing channels	<ul style="list-style-type: none">• Sponsorship package under negotiation• 'Future of Aerospace' Keynote• Media briefings• Press release• Webinar: capitalising on the opportunity• Digital advertising and social engagement

A full range of communication tactics can be found in the appendices.

4. BRONZE LEVEL ACTIVITY - STANDARDISED SUPPORT FOR OTHER COMMUNICATIONS RELATED ACTIVITY

A standardised communications support package will be developed for non-campaign related activities enabling us to manage budget and resource.

These activities are largely industry events where we have the opportunity to attend, speak, exhibit & sponsor. In Q1 we will agree, and categorise, these bronze level activities, and the support for each.

Events that we plan to support in 15/16 are

- JSAE 2015, Yokohama, Japan (Paul Gadd presenting)
- IET Symposium (Nick Jones presenting)

EVALUATION & CONTROL

We will measure communications activity against the following KPI's on a monthly/annual basis to ensure we are on track to deliver against our objectives;

- 5% increase on reach to new audiences who haven't engaged with Innovate UK before.
- 5% decrease in non-eligible applications
- Improved customer satisfaction
- 5% growth in applications achieving the quality threshold, fulfilling the funders panel criteria

We will measure activity delivered, outputs and outcomes on a monthly basis, in so far as they contribute to meeting the four KPI's above.

To provide control for the strategy will create a high level activity summary, in a dashboard style. This will enable iprog and communications team members to see the status of competitions, lead campaigns, and non-campaign activities, the associated budget and the performance against KPIs.

A draft dashboard can be found in the appendices.

Test and Learn

We will adopt a test and learn approach in all aspect of the strategy and communications plan. We will continually review the tools and tactics within the strategy, benchmarking against previous performance where the information is available and capturing data for future analysis when the information is not.

BUDGET

We will provide an estimate budget spend to deliver the 2015/16 communications strategy. This will be divided into three areas comprising; competitions communications, lead campaigns and bronze level activity. The budget will be monitored on a monthly basis against actual spend and the plan revised accordingly in consultation with the Agriculture and Food team.