



Date: 25th May 2023

Meet the Executive and May's Executive meeting

One of our earlier blogs said that we were looking at how we can update our website to give our supporters and users a little more information and include a new section for 'Meet the Executive'.

We've developed this a little more now to give you a better insight into our Executive members and their roles.

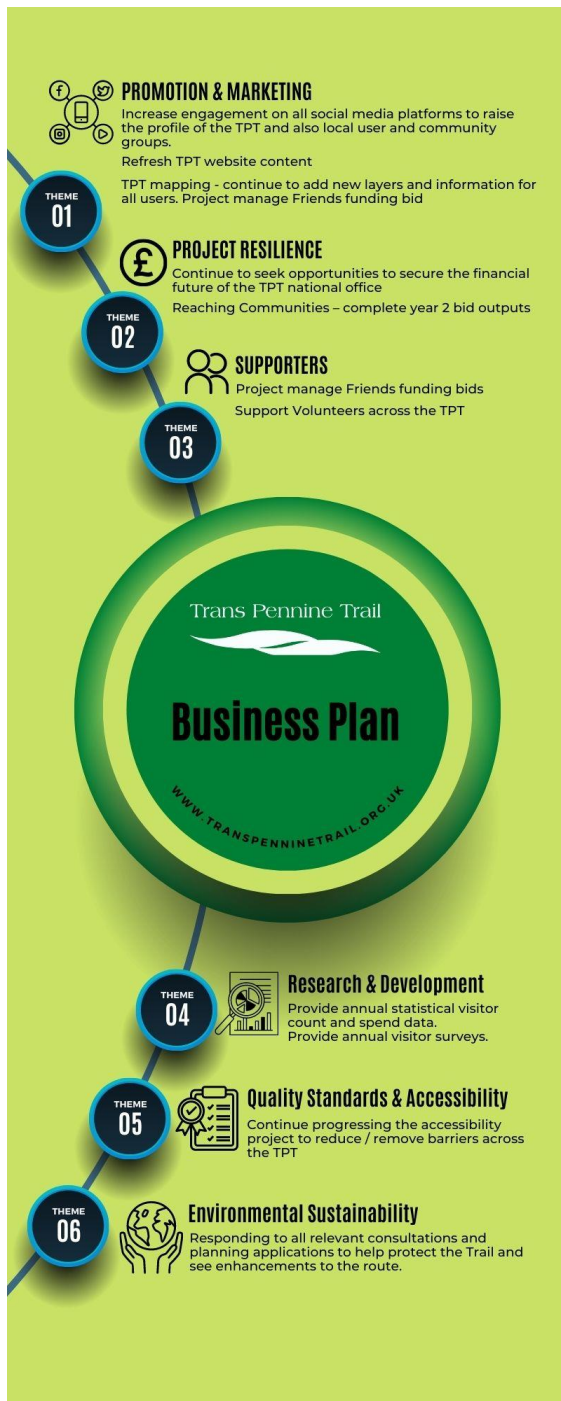
Please take a look: <https://www.transpenninetrail.org.uk/meet-the-executive/>

When we sent out our first post, our followers said that this is a great way to really bring our Executive to life and show how strong our partnership is, so hopefully this revised information will continue along that theme.

The Executive met again on the 25th May, continuing in their quarterly meeting cycle. During this meeting it was noted that the Halton re-alignment hadn't yet been actioned due to the new Bailey bridge not yet being installed. Halton are working closely with the contractors to try and bring forward this programme as early as possible.

A small change in the walking route in Snaith, North Yorkshire, was also approved. This will allow visitors to see the wonderful work that has taken place in Jubilee Wood, some of which was funded by the Friends of the Trans Pennine Trail small grant fund.

The Executive also approved the new style 'activity' report that highlights outputs from the TPT team since the last meeting. The TPT national office will continue to send a weekly email to our Executive to ensure they are fully aware of all the work undertaken by the TPT national office.



Theme One Promotion & Marketing

Objectives: To raise and maintain the profile of the Trans Pennine Trail. Improve social media interaction and website information.

This quarter the TPT national office have been working on:

Social Media

Scheduled posts, utilising #LoveYourTPT, #TPTonTour and #MondayMotivation

	REACH - 267.5K ENGAGEMENT - 16.6K RATE - 6.22%		REACH - 146.5K ENGAGEMENT - 1.1K RATE - 0.79%
	POSTS - 30 FOLLOWERS - 408		VIEWS - 1.1K WATCH TIME - 14 HOURS SUBSCRIBERS - 19

Monthly Videos

Monthly videos produced for March and April. Uploaded to Youtube, scheduled on social media and shared to Supporters

March 2023 - TPT User Video 66 views • 1 month ago	April 2023 - TPT User Video 33 views • 11 days ago

Children's Activity Pack

Easter and Coronation themed packs produced and launched.

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Blogs and Podcasts

After a short pause blogs have restarted with the following blogs:
[Hannah and Claire head to Adwick](#)
[Walking the Trail from Manchester to Leeds](#)
[A busy time in TPT National Office!](#)

To subscribe click [HERE](#)

Since the launch of the National Grid podcast the TPT national office have been busy gathering content for use in future podcasts due to go out in June; Interviews with the Walkie Talkies, Stephen Dennis, Rosslyn Colderley, Liz Edwards and Sarah Bradbury.

Other

Site visit attended with CEO of Sustrans
 National Lottery award submitted under Friends of the PTT
 Walk leaflet drafted for Adwick Washlands - circular route linking TPT

Trans Pennine Trail

The TPT team are also working on holding two site visits during July to enable all our partners to look at the work that has been undertaken in both Warrington and Doncaster – new surfacing and upgrades/removal of access controls. Work is still in the planning stage for these visits. The TPT team also provided an update on the Reaching Communities and Know Your Neighbourhood projects.

