

## Communicating contract wins and job creation through your work on the HS2 project: A guide for suppliers

HS2 Ltd and the High Speed Rail Group have come together to provide support and guidance to businesses across the HS2 supply chain who want to promote their association with the project through contract wins and job creation.

This document is only for distribution to those businesses working across the HS2 supply chain and should not be forwarded externally to stakeholders.

# HS2



**Approved on:** **Monday, 05 July 2021**

**Approved on:** **Wednesday, 21 July 2021**

**Approved by:** James Gray, Head of External Communications

**Approved by:** Aileen Thompson, Director, Communications and Stakeholder Management

# Communicating your work on HS2: A guide for suppliers

## Welcome from HS2 Ltd and the High Speed Rail Group

On behalf of HS2 Ltd and the High Speed Rail Group (HSRG) we are delighted to produce this guide to communicating your work, as a supplier, on the HS2 project.

HS2 is, as you know, a project that will be economically, socially, and environmentally transformational for the UK. At the time of writing, it has already created 16,000 jobs and that number will only grow in the coming months and years ahead as the construction phase progresses.

The vast majority of those jobs are being created by you and the HS2 supply chain. This guide has been created to empower you, within the necessary rules and governance processes, to tell the world the positive story of your contribution towards making HS2 happen.

This document sets out the various channels you may wish to consider for any communications' activities you undertake. It also sets out the approval processes you must go through before issuing any communications.

These processes are important for the project as a whole and it is vital you follow these.

We want you to communicate positively and proactively on HS2 because collectively, we can share the HS2 story with the whole country and inspire everyone about the benefits HS2 and the wider HS2 family is delivering right now, as well as those it will deliver once complete.

We hope you will find this guide useful. We look forward to continuing to collaborate with you and other supply chain colleagues as we work together to deliver this new, transformational high-speed railway for Britain.

**Aileen Thompson**

Director, Communications and Stakeholder Management

HS2 Ltd

The logo for HS2, consisting of the letters 'HS2' in a bold, blue, sans-serif font.

**Susan Ryall**

Director, High Speed Rail Group



*21/07/2021*

*VERSION 1.0*

Page 2 of 13

## Contents

Communicating contract wins and job creation through your work on the HS2 project	1
Communicating your work on HS2: A guide for suppliers	2
Introduction and scope of the document	4
In-Scope	4
Out of Scope	4
Communicating about the HS2 project: how we all benefit	5
What makes a good economic benefits and job creation story?	6
What do we want to say? Our key messages	7
A guide to possible communications channels	7
HS2 Ltd approvals and requirements	10
Support from the High Speed Rail Group	10
Appendix One: IPT Communications Contract Leads contacts	12
Appendix Two: Example template for a Press Release	13

## Introduction and scope of the document

The aim of this document is focused specifically on promoting the jobs and economic benefits of the HS2 project and to support your business in promoting your involvement. Because of the size, scale, and ambition of HS2, there is huge interest in and scrutiny of everything that touches what is a national endeavour. To help maximise communications, we've provided simple guidelines about what supply chain companies can activate and implement, as well as areas that are out of scope.

HS2 Ltd is the primary lead for communicating on all aspects of progress on the project to all audiences including media. Any media enquires as well as the communication of regular progress of the project is led by HS2 Ltd.

**All media enquires you or your teams receive relating to work on the project must be directed to the HS2 Press Office – [Media@HS2.org.uk](mailto:Media@HS2.org.uk).**

Any proactive media and social media communications that you wish to issue must be signed-off and approved with both your Integrated Project Team (IPT) communications' contract lead and HS2 Ltd.'s press office. Full contact details of the IPT communications leads for each contract is in Appendix 1 of this document. Do not be tempted to comment yourself – always refer to the HS2 Press Office first.

HS2 Ltd is keen to support our supply chain to promote your involvement on the project and the economic contribution - including job creation - we are all making to the UK economy and most regions of the UK.

**The aim of this document is focused specifically on promoting the jobs and economic benefits of the project and to support your business to promote its involvement with the HS2 project.**

## In-Scope

This document is focused on providing guidance and support for **promoting the economic benefits and job creation of the HS2 project through media and social media**. The themes this document focuses on are supply chain contract wins and associated job and apprenticeship creation, career development, skills, and training.

Other topics that supply chain companies may wish to cover are addressed in **Useful Additional information** below.

## Out of Scope

There is separate guidance for more general promotional materials or documents that businesses may want to develop.

For more information please see the [Communications and Stakeholder Engagement case study/endorsement guidelines](#) on the HS2 Ltd website.

## Useful additional information

HS2 is also keen to promote other areas of the project beyond new contract wins and jobs. This includes:

- Works progress or completion
- Health, Safety and Wellbeing
- Environment – low carbon, Green Corridor, biodiversity, and nature resilience
- Local community benefits, investment, and legacy
- Innovation across the programme in construction
- Design

For all these areas, if you have a story you'd like to tell or you believe HS2 Ltd would be interested in promoting, please contact your Integrated Project Team (IPT) contract Communications lead (full details in Appendix 1).

In addition, the following guidelines and request forms will be helpful:

- Communications and Stakeholder Engagement case study/endorsement guidelines - <https://www.hs2.org.uk/documents/case-study-endorsement-guidelines-july-2021/>
- [HS2's guiding principles and values which can be found on the HS2 Website.](#)
- Brand Identity Guidelines for our supply chain and partners <https://app.brandcloudlines.com/hs2/downloads/guidelines>
- Logo/identity consent form - <https://www.hs2.org.uk/documents/logo-identity-case-study-consent-form-july-2021/>
- HS2 Speaker Request form – email: [PublicAffairs@hs2.org.uk](mailto:PublicAffairs@hs2.org.uk)
- [Guidance for capturing and using photography and video at HS2.](#)

## Communicating about the HS2 project: how we all benefit

With HS2 having given their civil works contractors the green light to begin construction along the Phase One route, there are now more opportunities than ever to talk about the work going on in our supply chain and milestones being reached. By communicating effectively about the work underway, we not only build support for the project, but give suppliers the recognition they deserve for their involvement in the UK's biggest infrastructure project.

**Building national support for HS2** is important as it ensures the many benefits of the scheme are being communicated, driving awareness, understanding and trust among policy makers and the wider public.

**Raise your company profile.** The scale and ambition of HS2 is unique – a once in a generation national endeavour. It will demonstrate the best of British engineering, construction, and associated industries. Speaking publicly about your work on HS2 will put you at the forefront of your sector.

**SME recognition.** Nowhere in the supply chain will the benefits of HS2 be felt more acutely than amongst SMEs. By effectively communicating your role on the project, your profile will be raised amongst key Tier 1 and Tier 2 suppliers for future opportunities on both the HS2 project and other major infrastructure projects in the years ahead.

**Attract the best talent into the industry.** By promoting your work on HS2, as well as the benefits the project will create, we can inspire new people to join our sector. From site engineers to ecologists, it is essential that we demonstrate the breadth of career paths available, attracting the best and brightest who will go on to build and operate the high-speed railway in the future and shape our future workforce.

**HS2 is a project that impacts the whole of the UK.** HS2 will rebalance the economy away from the London and the South East and bring Britain's towns and cities closer together. Over 100 stations on the existing rail network stand to benefit from improved passenger services, benefitting people and businesses across the country.

## What makes a good economic benefits and job creation story?

**If you want to do some communications on your contract award or jobs story, then contact your IPT contract communications lead providing as much information as you can.**

Some of the questions below will help you with this. While you may not have answers, the more information you can provide the better:

- What does your business do and how is it involved with HS2?
- Will you hire more people because of winning work on HS2?
- Will you invest in future talent/employ graduates and apprentices because of working on HS2?
- Is your workforce local to the community?
- How many employees do you have and how many will support HS2?
- Is your business involved and contributing to local community or charity work?
- Is your business local to the planned HS2 route?
- Have you awarded contracts to other local businesses to support the delivery of your work on HS2?
- Is the work you're delivering on HS2 showcasing new innovative ways of working?
- What sustainable working practices do you have?
- How is working on HS2 a positive experience for your company?
- Do you believe your experience working on HS2 will help you to win more new business opportunities going forward?

## What do we want to say? Our key messages

At the heart of effective communications are clear and inspiring messages. Your messages are what you want to say to the world and are at their most effective when they are succinct, few in number and focused on what the public, policy makers and communities want to hear about from media, social media and digital channels.

We need to ensure that what we say about HS2 is clear and consistent. Please use the following key messages:

- HS2 is the most important economic regeneration project in Britain for decades. The construction of HS2 is showing the world the very best of British skills, innovation, and ambition.
- HS2 contracts are sustaining and creating jobs, supporting local economies, and growing businesses as we build back better from the pandemic.
- Over 2,100 businesses have contributed so far, from every corner of Britain. 98% of contracts are going to UK-based businesses and two-thirds are with SMEs.
- Around 400,000 contract opportunities will be available during construction of the first phase of HS2.
- HS2 will be the low-carbon alternative for long distance journeys across the UK, helping the UK's fight against climate change and the drive to reach net zero carbon emissions.
- The most effective way to cut transport carbon emissions in the UK and improve our air quality is to invest in rail, including HS2. HS2 will get more people out of their cars, off domestic flights, and take lorries off our congested roads.

## A guide to possible communications channels

There are a range of communications channels to be considered when sharing your economic benefits and job creation stories. Here are the key communications channels, and the type of announcement that is suitable for each.

### Social media posts

We would encourage all suppliers to use the On Board hashtag on their social media accounts to promote your work on the HS2 project, using the hashtags: #HS2OnBoard and #HS2Alltheway. LinkedIn and Twitter are great platforms to promote the OnBoard campaign, as well as Instagram.

Social media posts should simply promote involvement on the project and support. For example:



**Palmers Scaffolding** ❤️ @palmersgroup · Dec 2, 2020

...

Proud to be **#OnBoard** with **#HS2** - offering our decades of rail special access solutions experience on this once in a lifetime project 🚅

If you want to provide more information, then please follow the social media guidance below.

## Social Media guidance:

**If you want to use social media to promote details of your involvement on the project beyond the On Board campaign, then share any draft social media posts first with your IPT contract communications lead, who will gain approval from the HS2 Ltd social media team.**

There are some important principles to follow:

- Don't break news
  - Liaise with your IPT Communications lead first. Do not tweet/post news (e.g. news or images of major work completion). Any new images or video must be uploaded to the HS2 Visuals Library for approval and require sign off from your IPT contract Communications lead and HS2 Ltd before you can use them on social media.
- Be brand compliant
  - HS2 has produced brand guidelines that sets out how and when suppliers can use co-branding (e.g. your company name, working on behalf of HS2). Know where and when you may use this. Email the HS2 Identity inbox for support ([identity@hs2.org.uk](mailto:identity@hs2.org.uk)) and attend weekly drop-in sessions with any additional questions you might have (email [identity@hs2.org.uk](mailto:identity@hs2.org.uk) for an invitation).
- Ensure imagery compliance. Images need to meet Health & Safety standards. See [Guidance for capturing and using photography and video at HS2.](#)
- Keep to the message
  - Communicate the benefit not just the deliverable
    - 'Our achievements will help build a tunnel better connecting the country and will create XX jobs'
- Understand local sensitivities and opportunities
  - Be aware sites or communities that are sensitive about HS2 and ensure that this is reflected in your communications materials
  - Check for the wider context – for example how will your story fit with what is already going on in your region?
- Think security
  - Does a post risk giving protestors intelligence about site features, delivery routes, access points or local companies who could be targeted? If you are unsure, check with your IPT contract Communications lead
  - Avoid commenting on negative posts about HS2 – leave this for the HS2 Digital Media team to manage

These are the hashtags that can support your work on various social media channels



- #HS2
- #onboard
- #HS2alltheway
- Place names hashtags e.g. #Birmingham

LinkedIn is a particularly good platform to promote your business. It has a character limit of 700, so you can post much longer pieces of content. As with Twitter, it is also good to use LinkedIn to share images, as well as links to articles of interest. If your company doesn't have a business LinkedIn, employees can share content on their own LinkedIn channel relating to the company.

### **Press releases**

If you would like to promote your contract win and jobs creation to media with a press release, then HS2 Ltd and your IPT Communications Leads can support you. All press releases about your work on the HS2 project must be approved through proper channels before releasing to media.

A press release is a written update, usually one to two pages in length, to be shared with relevant media (in this case usually trade and local media) updating on a particular element of the HS2 project or a milestone reached.

The press release should have a clear and short title, three to four short sentences explaining the key points of the press release, the main text providing detail and a quote from a relevant company spokesperson. If possible, it is also helpful to share links to a couple of high-resolution digital images relating to the topic of the press release.

There is an example template in Appendix Two and you can also see examples here: <https://mediacentre.hs2.org.uk/news/>

### **Process for approval of press releases**

**HS2 Ltd leads on all project communications with media, but there are opportunities to promote your company's involvement with media working with HS2 Ltd. to get the right approvals and support.**

- It is important that HS2 Ltd and IPT contract communications leads verify any claims made by businesses working on the project.
- Any opportunities that suppliers would like to promote by press release should be identified and declared to your IPT contract communications lead.
- Suppliers should send as much information as possible to IPT contract communications leads who will verify the work and share with the HS2 Ltd press office. Use the questions in the section "What makes a good economic benefits and job creation story?" above as a guide.
- An HS2 Ltd press officer will advise on:
  - If a press release is appropriate

- Who leads the press release (HS2 or contractor or both) and timing for the release?
- Identify the best audience (e.g. trade or local press)
- Whether there is an opportunity for third party stakeholder (e.g. Minister) and/or media visit to help promote the story
- On social media outputs – opportunity for images, video, social media posts
- All press releases and any other content including visuals produced by suppliers should be signed off and approved by the IPT Contract Communications lead and HS2 Ltd.

## HS2 Ltd approvals and requirements

We want our supply chain to communicate positively and proactively about their work on HS2. As a publicly funded project, there are some requirements that you **must** follow to help us ensure your communications reflect the HS2 vision and values.

- It is important to maximise the value of contract awards. Any proposed communications should be shared with the respective IPT contract communications lead for review with HS2 Ltd.
- HS2 Ltd. and IPT contract communications leads must approve any communications activity such as a press release, including content and timings
- You must only focus on the contracts that have been awarded to you, not those you are pursuing as part of a live tender exercise.
- Your wider company communications should not criticise nor undermine other companies, especially those that may be pursuing HS2 opportunities or working elsewhere on the project.
- Your communications about a contract award should be respectful to those companies that were not successful, irrespective of the platform. They should focus on your company and what it is going to do to help deliver HS2.

## Support from the High Speed Rail Group

Representing companies with relevant experience and an interest in high speed rail, the High Speed Rail Group (HSRG) is committed to supporting the successful delivery of a world-class high-speed rail network in Britain.

HSRG members have helped deliver major infrastructure projects in the UK and around the world, ranging from creating entirely new high-speed networks through to maintaining and improving the UK's existing rail network. This gives a unique insight into the transformative capacity, connectivity, and carbon benefits that high-speed rail can bring.

HSRG welcomes new members who share its interests and have a special, low-cost, category of membership for SME suppliers. An up-to-date list of its Members can be found at: <https://www.rail-leaders.com/membership/>.

### **How HSRG can support you?**

As set out elsewhere in this document, there is a clear process in place for you to secure the necessary approvals to issue your communications about the HS2 project.

However, if you require any additional advice in respect of communications activity, please email [HSRG@fieldconsulting.co.uk](mailto:HSRG@fieldconsulting.co.uk) and they will be in contact.

## Appendix One: IPT Communications Contract Leads contacts

HS2 work is delivered on a contract basis on Phase One led by Integrated Project Teams. They are responsible for packages of work along the route. You should be aware where your IPT is based, their geographic and asset focus and their communications contact. A full summary of these for each IPT is listed below.

If you can't find your IPT contract below, or you are unsure, please contact the HS2 Ltd. Press Office directly at [Media@HS2.org.uk](mailto:Media@HS2.org.uk).

Organisation	Email
Align	<a href="mailto:c1communications@alignjv.com">c1communications@alignjv.com</a>
BBV	<a href="mailto:vivienne.dunn@balfourbeatty.com">vivienne.dunn@balfourbeatty.com</a>
BBVS	<a href="mailto:Community@bbvsjv.com">Community@bbvsjv.com</a>
EKFB	<a href="mailto:communications@ekfb.com">communications@ekfb.com</a>
Fusion	<a href="mailto:communications@fusion-jv.com">communications@fusion-jv.com</a>
LM	<a href="mailto:JDeSouza@lm-jv.com">JDeSouza@lm-jv.com</a> & <a href="mailto:jsmith@lm-jv.com">jsmith@lm-jv.com</a>
MD JV	<a href="mailto:ipt.communications@macedragados.com">ipt.communications@macedragados.com</a>
SCS Railways	<a href="mailto:communications@scsrailways.co.uk">communications@scsrailways.co.uk</a>

## Appendix Two: Example template for a Press Release

RELEASE DATE XX MONTH YEAR

# {LOCATION} BASED BUSINESS WINS CONTRACT ON HS2 PROJECT BRINGING JOBS BOOST TO THE REGION

- XXXX {Company name}, based in {LOCATION} has won a contract worth £XXX to deliver XXX works
- XX jobs will be created/supported in {LOCATION} including xx apprenticeships

HS2 Ltd/IPT and {COMPANY NAME}, has today confirmed the award X contract, bringing a jobs boost to {Location}.

*{two to three paragraphs on Information about the contract, company and jobs created}*

**HS2 Ltd/IPT Director said:**

**\*INSERT QUOTE\***

*{Information about how the project will bring benefit to local area/region/country}*

**COMPANY REPRESENTATIVE QUOTE:**

**\*INSERT QUOTE\***

*{FURTHER INFORMATION}*

**ENDS**

**NOTE TO EDITORS**

- {Relevant background}

---

**ENDS**