



# **Policy and Engagement Support**

# **MAXIMISING YOUR IMPACT:** NSAR's Policy, Engagement, and Government Relations Support Service for Members

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**PUBLIC RELATIONS**

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**POLICY SUPPORT**

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**STRATEGIC ENGAGEMENT  
AND INFLUENCE**

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**NAVIGATING PROCUREMENT**

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## Introduction

This document outlines the full range of policy and engagement support available to NSAR members. Whether you want to engage with policymakers, raise your profile on your skills and workforce achievements, or strengthen your position in public sector procurement, NSAR can help.

NSAR's policy and engagement support offers exceptional value compared to the high costs typically charged by external consultancies or communications agencies. With our deep sector knowledge and proven track record of delivering real impact, members benefit from high-quality support at a fraction of the cost. Unlike generalist agencies, our work is rooted in a practical understanding of the rail and skills landscape.

NSAR's service is also a cost-effective way to augment your existing PR and public affairs functions, giving you extra capacity and expertise when it matters most. Whether you're undertaking an important campaign, making a major announcement, or engaging with a fast-moving policy issue, NSAR provides targeted, senior-level support without the overhead of expensive external consultants.

## Public Relations

### Showcasing Your Impact

We help you tell the story of your organisation's achievements in skills development, apprenticeships, employment, and social value. Our team works with you to create tailored collateral, campaign materials, and public-facing content that bring your impact to life and ensure it reaches the right audiences.

### Data as a PR tool

Data is becoming one of the strongest tools in public relations and policy influence. We can help you produce clear, credible data that demonstrates the real impact your organisation makes. By gathering and presenting robust evidence on jobs created, social value delivered, and training provided, we can provide concrete proof of the value you are creating, something that resonates strongly with policymakers and decision-makers.

## Policy Support

### Thought Leadership and Policy Influence

We can support the development and promotion of thought leadership content, including opinion pieces, strategic policy papers and other relevant material, to position your organisation on key issues. This helps you shape policy discussions and ensure your voice is heard in debates on the direction of the sector.

### Consultation Assistance

We help you respond effectively to government and select committee consultations. These are key opportunities to shape policy and ensure your organisation's voice is heard. Where appropriate, we can also reflect your input through NSAR's own consultation responses to increase its reach and impact.

## Strategic Engagement and Influence

Navigating government and public bodies can be complex. NSAR provides expert advice and practical support to help you engage effectively and make an impact.

### Identifying the Right Stakeholders

We help you pinpoint key government departments, combined authorities, regulators, and other decision-makers critical to your goals.

### Refining Your Key Messages

We work with you to sharpen your messaging, so it resonates clearly with policymakers and influencers.

### Supporting Stakeholder Engagement

We provide tailored support to help our members effectively engage with key stakeholders, including the government, MPs, and a wide range of policy influencers.

### Member Opportunities to Influence through NSAR

NSAR also undertakes a wide range of thought leadership and policy engagement initiatives. This work reflects the concerns, issues, and priorities of the membership. With strong relationships with the government and policymakers, members are encouraged to contribute to these efforts.

## Navigating Procurement and Demonstrating Social Value

Government procurement is evolving. With the Procurement Act 2023, bids are increasingly judged not just on cost and quality, but on their wider social value – demonstrating how your project benefits the economy and local communities.

Departments will specifically look for:

- Job creation, training, and apprenticeships
- Support for local communities or disadvantaged groups
- Environmental improvements and carbon reduction
- Contributions to regional equality and specific places
- Measurable and reportable social benefits

### How NSAR Can Help You Stand Out:

- **Map Social Value:** NSAR's unrivalled data capability provides the clearest and most credible picture of the social value that can be created from a workforce.
- **Strengthen Your Case:** Set measurable goals and build reporting frameworks for delivery.

## Additional Member Benefits

In addition to the member benefits outlined above, you can also access a range of additional support, including but not limited to:

- Regular policy briefings and political intelligence covering regulation, investment, and workforce development
- In-depth analysis of key announcements and consultations
- Invitations to member-only events and policy forums

## Summary of Services and Membership Access

| Service Area                                                          | Included with Membership | Additional Cost / Add-On |
|-----------------------------------------------------------------------|--------------------------|--------------------------|
| Policy briefings and political intelligence                           | ✓                        |                          |
| Thought leadership and consultation assistance                        | ✓                        |                          |
| Strategic stakeholder engagement and message refinement               | ✓                        |                          |
| Member-only events and policy forums                                  | ✓                        |                          |
| Public Relations (campaign materials, storytelling, content creation) |                          | ★                        |
| Procurement support and social value mapping                          |                          | ★                        |

If you would like to discuss how NSAR can support you on the above, please contact NSAR Head of Policy: [edward.hughes@nsar.co.uk](mailto:edward.hughes@nsar.co.uk)