



UKOPA

*United Kingdom
Onshore Pipeline Operators' Association*



COMMUNICATIONS UPDATE



Summary of key actions

- Drafted blogs to populate the website including:
 - Managing pipelines with reduced cover
 - Mitigating human faults from pipeline operations
 - Managing pipeline dents
 - Working to keep pipelines and people safe
 - Using data to create a safer pipeline network
 - Currently working on issues surrounding pipelines and solar farms
- Attended members meeting and presented on the communication works

News

[Home](#) > [News](#)

ANALYSING THE DETAIL IN OUR DATABASE HELPS CREATES A SAFER PIPELINE NETWORK

By Louis | In News | February 2, 2024

A recent report from UKOPA's Fault & Risk Working Group highlights the pipeline and product loss incident data from onshore Major Accident Hazard Pipelines (MAHPs), operated [...]

[Read more](#)

WORKING TO KEEP PIPELINES AND PEOPLE SAFE

By Louis | In News | December 19, 2023

UKOPA has more than six operational working groups in place made up of representatives from the UK's main pipeline operators to explore good practices and share [...]

[Read more](#)

MANAGING PIPELINE DENTS

By Louis | In News, Uncategorized | November 30, 2023

Pipelines play an important role in safely transporting liquids and gasses around the UK for critical uses, reducing the number of vehicles on the road and [...]

[Read more](#)



Drafted marketing materials

- UKOPA Email signatures
- Redesigning / supplying versions of the UKOPA logo
- Word templates
- PowerPoint template
- Poster for Emergency Planning and Resilience Working group event



UKOPA



Newsletter e-shot

Drafted and designed newsletter template for use via MailChimp:

- Number of emails on database: 87 recipients
- Successful deliveries: 86
- Opened & downloaded: 69 (80%)
- Unsubscribed: 2 (EPUKI)

Links clicked:

- [Link](#) to newsletter 23
- [Link](#) to HSE survey 3
- [Link](#) to UKOPA website 2

[View this email in your browser](#)

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UKOPA MEMBERS MEETING
October 2023



Our annual members meeting took place on the outskirts of Birmingham to discuss and learn more about how managing human factors can play an important role in process safety for those operating and managing high pressure pipelines.

We were delighted to see more than 80 delegates attend, representing more than 98% of the UK's onshore pipeline operators.

[Download a copy of the meeting summary](#)

Helping the HSE



The HSE has asked UKOPA members if they could help with a short survey on proposed changes to the Pipelines Safety Regulations 1996. Please click on the link below to complete the survey.

[Start Survey](#)

[in](#) [X](#)

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Our mailing address is:
UKOPA Members Mailing List

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)



LinkedIn Update



- Amended UKOPA biography, images and landing pages on LinkedIn
- Growth in followers of 88% to 185 (Since September '23)
- Impressions on posts: 17,228 (+45%)

UKOPA **UKOPA**
Wed 10/18/2023 8:30 am UTC

About to kick off day two of our members meeting. We'll be hearing from Helen Berry, Head of Operations at The Health and Safety Executive along with Alfie Read and...



Total Engagements	243
<u>Reactions</u>	49
<u>Comments</u>	3
<u>Shares</u>	1
<u>Post Clicks (All)</u>	190

UKOPA **UKOPA**
Thu 12/7/2023 4:55 pm UTC

UKOPA members; the first dates for the Pipeline Emergency Response Officer (PERO) course are now live and have been sent out to the UKOPA contacts. These...



Total Engagements	212
<u>Reactions</u>	41
<u>Comments</u>	8
<u>Shares</u>	2
<u>Post Clicks (All)</u>	161

UKOPA **UKOPA**
Tue 10/17/2023 4:31 pm UTC

That's a wrap on day one of our members meeting! It has been a jam packed afternoon with member presentations covering various topics, including updates from some o...

MITIGATING 'HUMAN FAULTS' FROM PIPELINE O...



Total Engagements	163
<u>Reactions</u>	48
<u>Comments</u>	4
<u>Shares</u>	4
<u>Post Clicks (All)</u>	107



Website analytics

- Website visitors and ways they reached the site since 1 October 2023.

Search... Rows per page: 10 ▾ 1-5 of 5

Session primary...Channel Group) ▾ +	Users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event c All even
	2,134 100% of total	3,329 100% of total	1,793 100% of total	41s Avg 0%	0.84 Avg 0%	5.31 Avg 0%	53.86% Avg 0%	100%
1 Organic Search	1,148	1,922	1,196	47s	1.04	5.66	62.23%	
2 Direct	793	1,148	491	34s	0.62	4.87	42.77%	
3 Organic Social	181	214	63	10s	0.35	3.68	29.44%	
4 Referral	49	78	42	1m 08s	0.86	5.54	53.85%	
5 Unassigned	3	3	0	4s	0.00	1.33	0%	



Website analytics

- Website visitors and key pages visited since 1 October 2023

Page title and screen class ▾ +		↓ <u>Views</u>	<u>Users</u>	<u>Views per user</u>	<u>Average engagement time</u>	<u>Event count</u> All events ▾
		6,406 100% of total	2,134 100% of total	3.00 Avg 0%	1m 05s Avg 0%	17,683 100% of total
1	UKOPA	1,578	1,094	1.44	26s	5,119
2	Good Practice Guides UKOPA	1,244	615	2.02	53s	3,416
3	UKOPA Reports UKOPA	395	248	1.59	19s	946
4	About UKOPA UKOPA	220	157	1.40	26s	496
5	Published Documents UKOPA	211	158	1.34	7s	521
6	Pipeline Safety UKOPA	204	137	1.49	21s	559
7	MANAGING PIPELINES WITH A REDUCED DEPTH OF COVER	148	115	1.29	23s	451
8	Working Groups UKOPA	148	105	1.41	22s	334
9	News UKOPA	129	64	2.02	31s	279
10	Pipeline Integrity Working Group UKOPA	97	75	1.29	15s	211



Forthcoming activities

- Members meeting in Edinburgh
 - Blog post
 - Newsletter – physical / electronic
- LinkedIn strategy
 - Frequency?
 - Share some more people profiles (Nikki / Darren / Working Group recruitment)
 - Working group content
 - Wider industry news?
- Sector specific articles
 - Farmers Guardian – The Perils of post knocking
 - Housebuilder magazine – Working with pipeline operators on new build schemes
- Website rebuild / refresh?