

**UKOPA**

United Kingdom Onshore Pipeline Operators' Association

# COMMUNICATIONS UPDATE

[www.ukopa.co.uk](http://www.ukopa.co.uk)



# Building website content for member advice

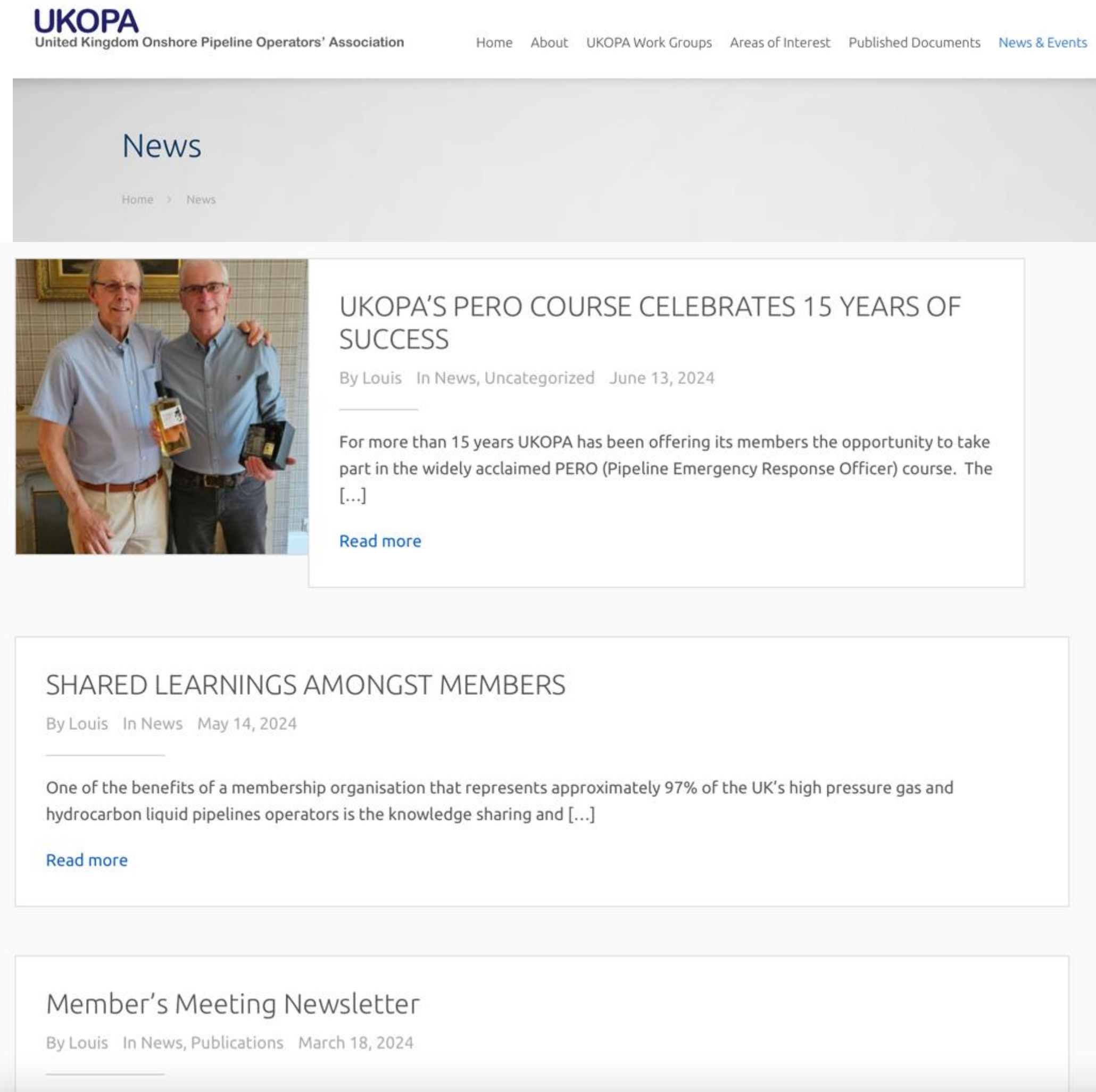
Developing content to share digestible round ups of WG activities and member insights

Provide easy to read articles from the GPG

Last few months topics have included:

- Insights and Recommendations relating to girth welding database
- Linewalking good practices
- Details on the PERO Course
- Importance of Learning Briefs
- Good practice when citing of photovoltaic panels near pipelines

Members’ Meeting October 2024





# Newsletter e-shot

Now producing regular newsletters for distribution amongst members and membership organisations

Summarising event, sharing presentations and WG activities as well as future events

Created email distribution lists to save on printing

Growing number of recipients – but please encourage others in member organisations to sign up and receive a copy

- Colleagues
- Comms teams
- Appropriate management

Members’ Meeting October 2024



### UKOPA INSIGHTS

SUMMER 2024



### UKOPA INSIGHTS

SPRING 2024

#### UKOPA Members Meeting

22 May 2024,  
Royal Air Force Museum, Shifnal

#### Preserving Pipeline Integrity

The fabulous Royal Air Force Museum setting for this year's Spring Technical Seminar on the topic of 'Preserving Pipeline Integrity: Asset Management.'

More than 60 delegates attended from across the membership to hear insightful and informative presentations from more than ten experts in their field. The day included round table discussions and break out sessions, providing a fantastic opportunity to network with peers across the UK's pipeline industry.



The seminar began with a warm welcome from UKOPA Member, Simon Joyce, who reminded everyone that everyone has a part to play in the protection of pipelines. The presentation started with a presentation from Richard Ockham, looking at the changing landscape of pipeline management.

The insightful presentation outlined the right balance between risk and return, taking a holistic view across the whole of the pipeline to examine the opportunities and risks of digital technologies before concluding with the opportunity to repurpose and the opportunity that has

#### UKOPA Members Meeting

27-28 February 2024,  
The Bruntsfield Hotel, Edinburgh

The first UKOPA Members meeting of 2024 took place in Edinburgh's Bruntsfield Hotel to discuss the topic of 'Sustainability & Resilience' in relation to the UK's onshore buried pipeline industry.

The two-day event welcomed more than 20 speakers to discuss a range of research and findings for the shared benefit of members. The event was very well attended with nearly 100 member participants, representing nearly 97% of the pipeline operators in the UK.

As well as excellent presentations and sector specific updates, the event gave a fantastic opportunity to network and meet with friends and colleagues from across the sector, with a three

#### Sustainability & Resilience

The event kicked off with an update from Tim Over and Stephen Thorp on the progress being made on the National Underground Asset Repository (NUAR) project. As part of the Government's Geospatial Commission, NUAR is building a digital map of underground pipes and cables to revolutionise the way operators install, maintain, operate and repair the buried infrastructure. It is hoped that the not-for-profit platform will be fully operational by the end of 2025.



The delegates also received excellent presentations from Matt Williams, Tim Rudd and John Madden. Matt, from National Gas, gave fascinating insights into the work that National Gas is doing to reduce methane emissions particularly at above ground installations and compressor sites. Tim Rudd of Valero explained the role drag reducing agents can play in improving the efficiency of fluid flows in pipelines. Whilst John Madden provided an insight into cyber events and considerations that should be given to improving operational resilience.

All the presentations clearly highlighted how sustainability and reliability are increasingly important financial and environmental consideration in pipeline operations.

#### Working Group Updates

The meeting provided an excellent opportunity for UKOPA's working groups to give an update on the work plans, projects and progress made since the last meeting. On day one there were informative and insightful updates from John Ferarri from the Process Safety Working Group, Barry Dalus from the Governance Group and Darren Cushen and Graham Goodfellow from the Fault & Risk Assessment Working Group. John also explained that more than 15 learning briefs had been produced and shared with members in less than six months – examples of the learning briefs can be found [here](#).

Day two saw updates from John Madden from the Emergency Planning & Resilience Working Group, Carl Scott from the Infringement Working Group, Morgan James from the Pipeline Integrity Working Group and Stephanie Corless from the Corrosion Prevention Working Group. Copies of all the updates and all the other presentations can be found [here](#) on the members' section of the website.





# LinkedIn Update

- Continue to post regular LinkedIn updates
- Growth in followers of more than 53% since last October (which in turn was up 88% on previous year)
- Impressions on posts: 54,949 (218% increase over last year)
- Please continue to like, share and most importantly comment on posts





# Media Update

- Started a programme of feature articles in key target publications – aiming to reduce infringements and improve safety
- Farmers Weekly – Working safely near buried pipelines
- Supporting Farm Safety Foundation’s Yellow Wellies Campaign – Farm Safety Week
- Activities looking to promote positive attitudes towards safety on farm in conjunction with HSE and NFU Mutual



## ADVERTISEMENT FEATURE

# WORKING SAFELY NEAR BURIED PIPELINES

With the unseasonably wet weather the UK has experienced this year, Carl Scott, Chair of UKOPA Pipeline Infringement Working Group, outlines best practices when installing land drains, clearing ditches, or undertaking other works near buried pipelines.



Britain has more than 27,000 km of buried pipelines used to transport a range of products at high pressures of up to 100 bar. This includes flammable and explosive products such as oil, natural gas, ethylene, and petroleum, as well as less obviously hazardous materials such as water.

Prior to working in the vicinity of high-pressure pipelines, landowners are required to contact the pipeline operator. UKOPA members ask that they are notified for any works within 50m of a pipeline, particularly if the pipeline is known to be at a shallow depth. They will provide safety guidance and advice including coming out and marking out the pipeline to enable the farmer to carry on with the required activities.

Contractors, employees and temporary staff working on the land also need to be informed of the pipeline locations to discuss and agree on the necessary precautions before starting work.

Agricultural activities that pose a significant risk to pipelines include the installation or repair of drainage pipes and clearing ditches. Such activities often require heavy machinery and can easily excavate close to the pipeline's nominal depth of 1m.

To prevent risks to landowner and pipeline, anyone planning works (e.g. ditching, fencing, digging, or mole ploughing) within 3 metres of a buried pipeline must obtain permission

from the pipeline operator. This is not to prevent the works, but simply to ensure they are undertaken safely.

The locations of pipelines are normally indicated by marker posts at the edges of fields; however, marker posts can be accidentally moved or damaged, and pipelines may not run in a straight line between posts and aerial markers.

The depth of the pipeline's cover may also be reduced in parts, so contact the pipeline operator or use Line Search ([www.lsbud.co.uk](http://www.lsbud.co.uk)) so they can advise on the exact location of the pipeline. Pipeline operators can arrange to visit sites, trace and accurately mark out the exact pipeline location, and provide guidance on safe working while near to the pipeline.

To help ensure the best and safest outcomes for all, farmers or contractors are advised not to undertake any works within three metres of a buried pipeline. If planning works, please:

- Never assume the route or depth of pipeline.
- Give pipeline operators sufficient notice before works begin.
- Do not proceed with works until consent is given by the pipeline operator.
- Be aware that pipeline depths vary and can often be found less than 1m below the surface.
- Remember pipelines do not always run in straight lines between marker posts.
- Be aware that other safety-critical infrastructure, such as cables, valve chambers and

standpipes, can be buried along the pipeline lengths; these can be found at even shallower depths than the pipeline.

## Landowner Responsibilities

Damage to pipelines can pose a significant risk to life, as well as potentially serious environmental damage if a product is released. It can also lead to prosecution by the HSE as Regulation 15 of the Pipelines Safety Regulations Act states: "No person shall cause such damage to a pipeline as may give rise to dangers to persons".

Working near pipelines without taking the correct precautions can have serious consequences and potential prosecution. It is the landowner's responsibility to ensure that employees, contractors and others operating on their land comply with regulations.

As well as potential prosecution, damage to the pipeline could lead to environmental harm through serious pollution of soil, water, and the atmosphere, which is likely to lead to prosecution by the Environment Agency. The cost of repair and subsequent clean-up is likely to exceed £1m.

If in doubt, contact your pipeline operator who is there to help. The UKOPA website ([www.UKOPA.co.uk](http://www.UKOPA.co.uk)) also provides more information on how to work safely around high-pressure pipelines.



# Website Analytics

- Dramatic uplift in website traffic over last 12 months (+140%)
- Users finding site from mixture of organic search, direct and social
- Key pages are GPGs, UKOPA Reports, About UKOPA and News

Q 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%	

## Forthcoming activities

Work already underway to redesign website to:

- Modernise and improve user experience
- Improve access to GPGs
- Share documents and expertise
- Build a more engaged 'UKOPA community' / Discussion forum
- Develop content for member use
- Providing details of events and industry news

LinkedIn strategy

- Continue to develop presence on LinkedIn
- Share working group content / updates
- Wider industry / member news

Sector specific articles

- Housebuilder / utility magazines – Working with pipeline operators on new build schemes

**Questions?**