

Tender for developing a digital engagement strategy



Introduction

London TravelWatch is the official watchdog organisation representing the interests of transport users in and around the capital. London TravelWatch is sponsored and funded by the [London Assembly](#), which is part of the Greater London Authority.

London TravelWatch promotes integrated transport policies and presses for better public transport, with higher standards of quality, performance and accessibility. We liaise with transport operators, providers, regulators and local authorities. In turn, transport operators consult us on proposed changes to services or closures of lines or stations.

We represent users on all Transport for London modes, National Rail in and around London as well as those who walk cycle or drive in the capital.

The digital channels we currently use are our website, Twitter (@LonTravelWatch) and YouTube: <https://www.youtube.com/channel/UCrOyeAFdilHql0HzsaV0G1g> We also produce a monthly e-newsletter.

Project aims and specification

There are two parts to this work

- 1) We are looking for someone who can help us develop a digital engagement strategy which we will use for our campaigning work. The aims include:
 - Growing our newsletter subscriber list
 - Gathering more information about transport users and their travel habits so we can build a wider body of evidence and better represent them
 - Expanding our digital reach and using different digital channels to reach a diverse range of transport users (and non-users), demonstrate our effectiveness and build our profile
- 2) We then want to apply this strategy to work on our bus campaign. One of the key aims of the campaign is to create a new online community of bus users to lobby for our targets, which seek action to tackle falling bus speeds and address a lack of passenger confidence in the bus system.

The successful tenderer will have extensive experience in digital communications and engagement, ideally having worked in the local government or not for profit sectors.

Budget

We have a budget of £15,000 to £25,000 for this project.

Submission process

Please provide a written submission outlining how you will help us develop a digital engagement strategy and help us develop an online community of bus users. Please include details about how long you think the project would take and how much you think it would cost. You may want to include example material from previous projects you have worked on.

Please email Richard Freeston-Clough, Operations and Communications Manager: richard@londontravelwatch.org.uk with your submission.

Evaluation of bids

Bids will be evaluated in terms of technical and commercial factors on a 60:40 split. Shortlisted bidders will be invited to an informal interview to outline their ideas in more detail.

Deadlines

The deadline for returning a tender to us is 9am on Monday 11 May 2020.

We are looking to have a digital engagement strategy in place in time for us to launch our bus campaign in October 2020.

RF-C April 2020