

Public Board meeting
24.07.24

LONDON
TRAVELWATCH

Communications Report

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Agenda item: LTW753

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Media

Following the announcement that the General Election would be held on 4 July, we reduced our engagement with media for the majority of the time since our last board meeting in May. Despite having requests through from the BBC, ITV, Evening Standard, TALK radio and the Daily Mail we turned down opportunities to partake in any interviews or give comment on transport stories due to strict pre-election period rules that we must abide by.



However, that did not mean we did no external events over the period with Tricia taking part in a panel at TfL's Making Transport Fit for the Future event at the London Transport Museum and Michael appearing before the London Assembly Transport Committee discussing progress of the Mayor's Transport Strategy.

Annual review 2023/24

At the end of June, we published our annual review for 2023/24 financial year. It was released on our website, promoted on social media and sent out by email to hundreds of our stakeholders. It was also shared with our digital community of nearly 6,000 people.

We were very pleased to get some nice comments, feedback and acknowledgements from a range of people and organisations including Elly Baker AM, Chair of the London Assembly Transport Committee, Transport for London, Scope, Metroline, Avanti West Coast, East Midlands Railway, MTR Elizabeth Line and many more.



Social media

Our top performing posts on X (formerly Twitter) since the last board meeting were:

1) Promotion of TfL's travel mentoring scheme

Impressions 4,449. Potential reach over 42,601. 14 reposts and 9 likes

Shared by Elly Baker AM and Age UK London

2) Michael's speaking at the GLA Transport Committee

2,827 impressions. Potential reach over 21,684. 8 reposts and 11 likes

Shared by Hina Bokhari AM

3) Post supporting CBT's Better Transport Week

2,474 impressions. Potentially reach 57,153. 7 reposts and 19 likes

Shared by the Campaign for Better Transport and Bus Users UK

4) Poll on TfL off peak Friday fares

2,379 impressions. 3 reposts and 1 like

Shared by Elly Baker AM

5) Warning to passengers that the Central line was out of service

2,297 impressions. 5 reposts and 4 likes

Tweet 1: London TravelWatch (@LonTravelWatch) - Promote. TfL's free travel mentoring service supports people to become more confident and independent travellers. If you would like to find out more contact travelmentor@tfl.gov.uk or call 0203 054 4361. #accessibletravel. Video: Natasha, Travel Mentor Service User. I have a diagnosis of Multiple Sclerosis. From TfL. 11:22 AM · May 21, 2024 · 4,449 Views.

Tweet 2: London TravelWatch (@LonTravelWatch) - Promote. Is the Mayor on track to hit his target that 80% of all journeys in London be made by walking, cycling and public transport by 2041? In a word - no. So what more can be done? Our CEO Michael Roberts had some suggestions today at @LondonAssembly Transport Committee. Video: Michael Roberts, CEO, London TravelWatch. If you look forwards, I think the challenge is, to answer your question. 4:24 PM · Jul 10, 2024 · 2,827 Views.

Tweet 3: London TravelWatch (@LonTravelWatch) - Promote. We're proud to be supporting @CBTransport's #BetterTransportWeek. *psst did you know Londoners use the bus more than any other type of public transport to get around? Campaign for Better Transport @CBTransport · Jun 18. Bus and coach drivers do a vital job, connecting communities, busting loneliness & reducing traffic. This #BetterTransportWeek, we're collecting messages of thanks for bus and coach drivers - fill in our quick form to share your appreciation... ONE FULL COACH Can remove up to 50 cars from our roads. 10:59 AM · Jun 18, 2024 · 2,474 Views.

Tweet 4: London TravelWatch (@LonTravelWatch) - Promote. Now that TfL's Friday off-peak fares trial has come to an end, we want to know whether it did anything to encourage you to use public transport more than you otherwise would have done. Did it? Poll results: Yes, I travelled more (22.9%), A bit but not much (25.7%), Same - just switched days (10%), No. Not enticing enough (41.4%). 70 votes · Final results. 3:56 PM · Jun 3, 2024 · 2,379 Views.

Tweet 5: London TravelWatch (@LonTravelWatch) - Promote. ⚠️ There is currently no service across the entire length of the Central line. Please check @TfL's status page for the latest updates tfl.gov.uk/tube-dlr-overg... 10:04 AM · Jun 7, 2024 · 2,296 Views.

Digital

Between 18 May and 16 July we had over 62,000 visitors to the website and over 88,000 page views.

In comparison, between the same period the previous year we had approximately 35,000 visitors and nearly 47,000 page views representing a year-on-year increase of 75.77% and 70.76% respectively.

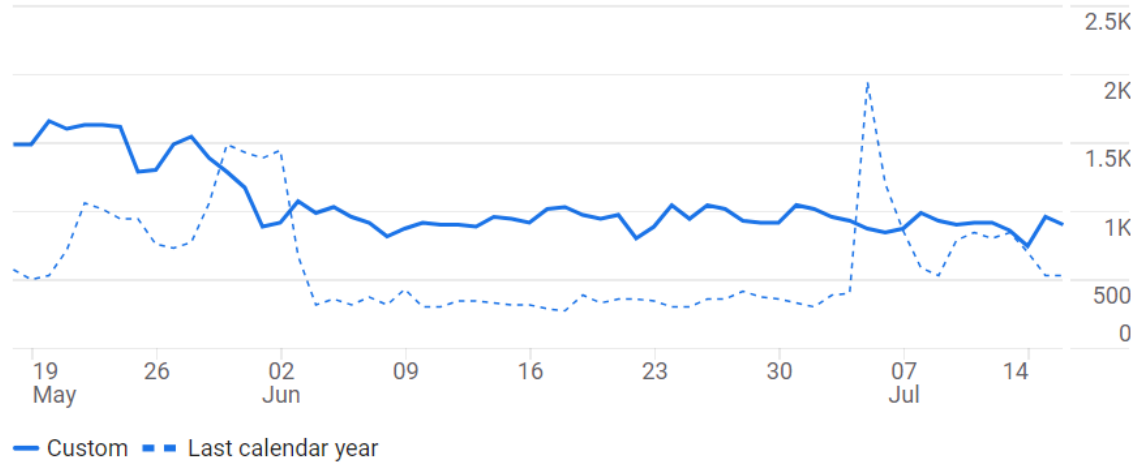
The graph below shows the increase in traffic has remained consistent in the past few months when compared to last year which is an encouraging sign.

Acquisition overview

Users ?

62K

↑ 75.8%



Digital community email

At the start of July, we sent out another email to our digital community to promote our annual review. The email had an open rate of 53.8% which compares very favourably against our peers' average performance of 38% and nearly 400 unique clicks through to the report.