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## Communications Report

Agenda item: LTW769

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### Updates since the last board meeting

#### New policy lines

We are working on a set of basic policy lines, which can be adapted and updated as needed. This is a work in progress, and basic lines will be shared with the board as soon as possible.

#### Newsletter sign ups

I have spoken with Susan about using casework contacts but we wouldn't want to automatically opt people in – this is bad practice in general, but can also cause issues with those who might be unhappy with the outcome of their response, for example.

We need to work with Transport Focus to look at options but timing hasn't been good due to issues with the outsourced provider, so one for later in the year.

#### Social media advertising – options

I have looked at various options, to increase engagement, awareness and/or to get clicks to the website.

Each platform is different and enables us to target our advertising to various audiences – for example, Meta (Facebook and Instagram) has a category specifically for people who are interested in London Underground, as well as more generic categories around London, travel and so on).

To post a standalone ad (this might be to promote London TravelWatch generally, or to promote newsletter sign ups, for example), here are some examples of what we might achieve:

**LinkedIn:** Up to £250 over 1 month – 6,200 - 26,000 impressions / 74 - 320 engagements

**X:** Up to £20 per day for 1 month – 8.3m - 9.2m potential reach

**Facebook:** Up to £20 per day for 1 month – 1,500 - 4,500 potential reach

We could also boost a specific post – for example the bus report – to raise awareness.

We should consider Facebook if we want to target the consumer audience, and LinkedIn for businesses and other stakeholders. I suggest we spend a small amount on each to begin with – £500 on Facebook to target newsletter signups, and £250 LinkedIn to increase followers and raise awareness more generally.

### Other updates

**Newsletter survey** – the November newsletter is being sent on 7 November and includes a link to a survey to find out more about our readership. I will share an overview of the results at the board meeting.



**Bus report** – the report is being launched on 7 November, and a wide range of communications activity has been planned. I will provide an update in the board meeting.

## Media coverage



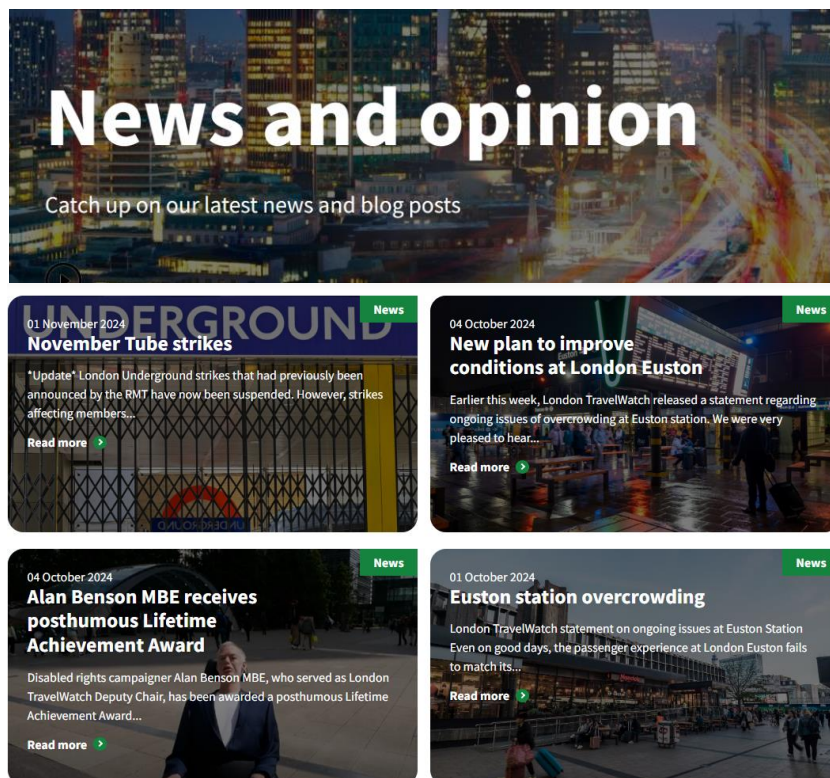
London TravelWatch received extensive media coverage in October, largely due to our statements around Euston station. This included exposure in all the major outlets including BBC, the Guardian, Standard and Telegraph, as well as widespread coverage in local newspapers.

This coverage has continued throughout the month, with regular requests coming through for comments and interviews.

We have also been contacted regarding a range of other issues including the TfL cyber attack, taxi fares, night buses and Crossrail.

## Website activity and changes

The news page has now been updated (we have stopped using an external news hub, saving money and creating a more streamlined user experience).



I have also started work on a new proposed structure for the site, and am looking at other potential improvements (some of which might require external support).

Susan and I are working on draft content for the casework/complaints section.

## Page views in October

PAGE TITLE AND SCREEN CLASS	VIEWS
Travelling around London - London TravelW...	7.1K
Elizabeth line - London TravelWatch	3.7K
Homepage - London TravelWatch	3.4K
Where can I top-up my Oyster card? - Londo...	3.3K
Capping - London TravelWatch	3.2K
Where can I use my Oyster card? - London T...	2.4K
Euston station overcrowding - London Trave...	2.1K

As well as our advice pages, one of the most popular pages on the site in October was the Euston news story, which has now received well over 2,000 views.

## Social media activity

Our most popular posts on X

Yesterday we attended @SW\_Help's Vauxhall stations adoption in collab with LGBT HERO and Lambeth Allies

It's great to see the impact 'Out in London' is having on the industry 🌈

Vauxhall has a big LGBTQ+ community and steps like this help turn our recommendations into action



ALT

Tube strikes are expected from next week 🚇 ⚡

You may not be aware that @TfL are advising passengers travelling on **Sunday 3 November** to complete their journeys by **5pm**, despite the strike not starting until the **Tuesday (5 November)**

More details 📄 [tfl.gov.uk/campaign/strik...](https://tfl.gov.uk/campaign/strik...)

Breaking news 🚨 🚢


The Woolwich Ferry will be closed tomorrow until at least the end of Sunday 3 November as emergency works need to be carried out

No other river crossings are expected to be closed during the period, but please do check before you travel if planning a trip

Our most popular post on LinkedIn

We are pleased to hear that Network Rail has agreed to make some urgent changes to improve conditions at London Euston, including reviewing the use of the large digital advertising boards.

Read our statement here <https://lnkd.in/eXPY2aw>



**New plan to improve conditions at London Euston - London TravelWatch**

londontravelwatch.org.uk















## Brand and tone of voice

I've been updating London TravelWatch's brand guidelines and would be keen to hear the board's views on our brand.

What are its strengths and weaknesses?

What could be done better?

Do we need to update or refresh the brand in any way? Could we refresh our colour palette to have fewer bolder colours?

Now	After
<p><b>Primary palette</b></p>  <p>Green #15843e</p>  <p>Slate #36393c</p> <p><b>Secondary palette</b></p>  <p>Violet #852b8d</p>  <p>Tomato #e53e39</p>  <p>Lemon #f7a201</p>  <p>Mint #91c37c</p>  <p>Sky #2586cd</p>  <p>Sage #53abd0</p>	<p><b>Core brand colour</b></p>  <p>LTW green #15843e</p> <p><b>Neutrals</b></p>  <p>Slate #36393c</p>  <p>Pale grey #f6f6f0</p> <p><b>Accents</b></p>  <p>Bold blue #115a7b</p>  <p>Amber #ffc446</p>  <p>Pale green #dcf9e7</p>

## Tone of voice

How should we speak to our audiences? Some suggestions...

✓ **Confident**

✓ **Bold**

✓ **Fair**

✓ **Inclusive**