



The DLR Community Ambassador Scheme

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Did you know....

- Railway opened in 1987
- Second franchise for Serco to operate the DLR
- 39 stations (3 underground)
- 66m passenger journeys per year
- 97 fully automated vehicles
- Woolwich Arsenal opening Jan 2009
- DLR Investment Programme
- Key Transport link for Olympics at Stratford in 2012



Background

- Review of marketing and core markets in 2004 for growth and social inclusion
- 1,600 interviews conducted at home amongst sample of **non-users** of the DLR. £25 cash
- Research sample representative of local diversity, 67% women, 22% Bangladeshi & 30% Muslim
- Key Findings:
 - Communication; Information on how to use the DLR. 48% of non users had not seen DLR information! Cultural challenges i.e. Tower Hamlets (over 100 languages spoken Tower Hamlets and Greenwich)
 - Walking routes to and from DLR stations. Major barrier to use
 - Staff visibility; DLR staff on system and a workforce that was not seen as representative of the communities it serves
 - Station environments

Marketing & Communications

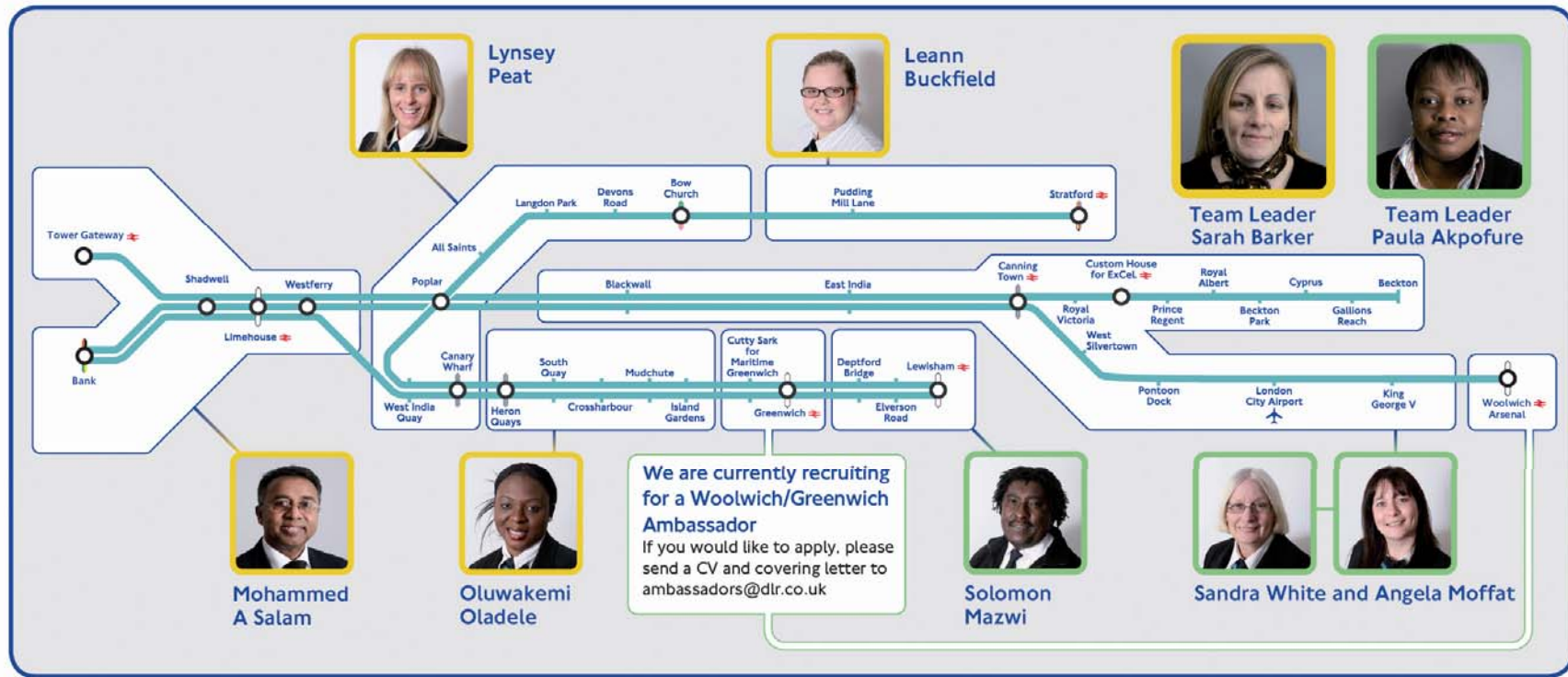
- Launched yourailway campaign September 2004 to improve communication
- Fronted by local 'stars' representative of our community & endorse the message
- Campaign aims are two-fold; provides basic service information and support people's local aspirations
- Non jargon, relevant to audience, simple English, practical information and endorsed by local 'stars'
- Non traditional methods of communicating with the audience
- A face for the railway in the community

Bringing service to life



serco

The Ambassador Team



Bringing service to life



How does the Scheme work?

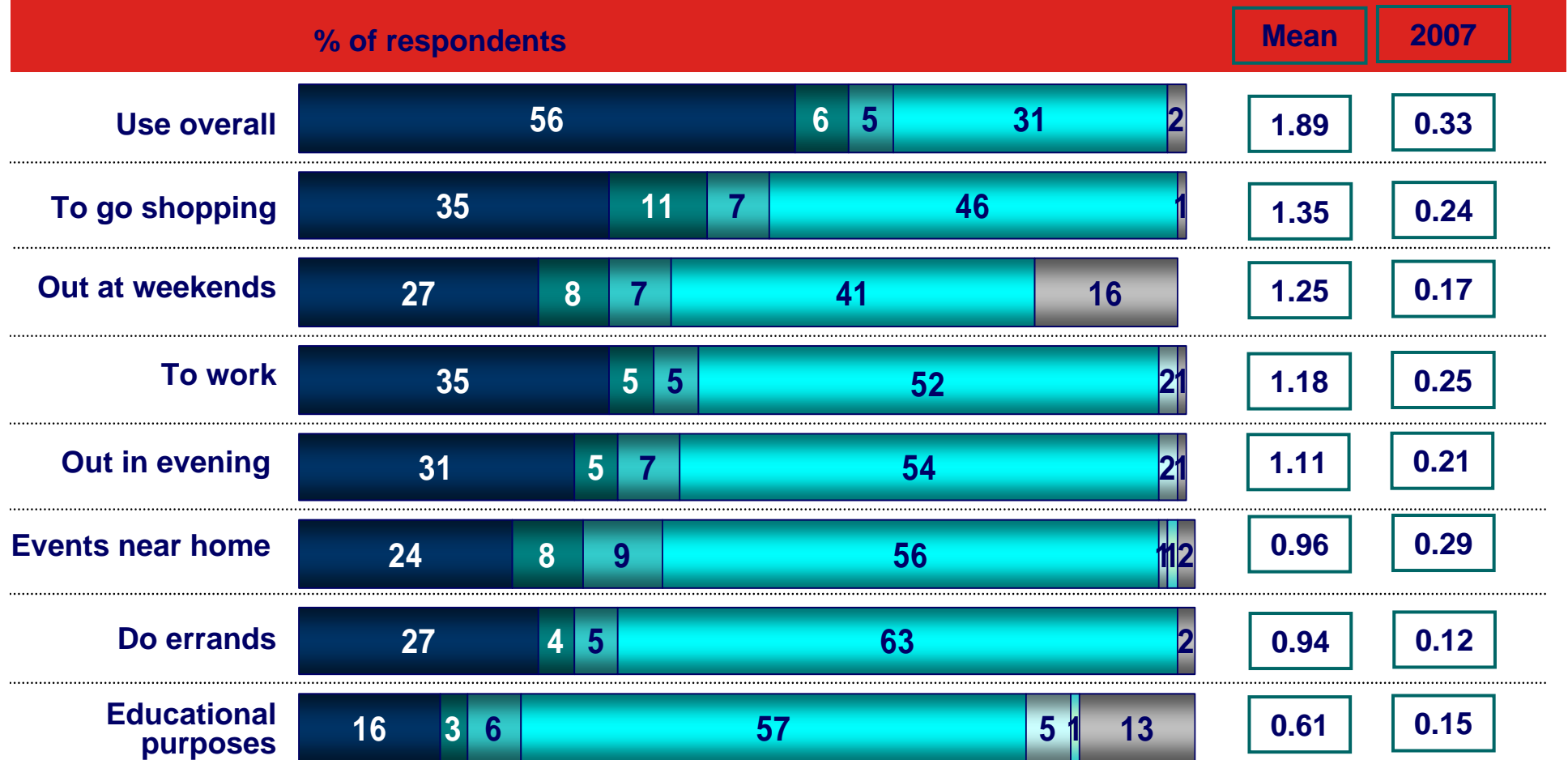
- Two full time Team Leaders
- Team of 8 freelance Community Ambassadors working in the community:-
 - 16 hours per week @ £10 per hour
 - Responsible for a section of the railway
 - Each liaise with 75 community organisations
 - Identify local events and attend
 - Teach people how to use ticket machines
 - Run Accessibility trips for those with buggys, wheelchairs scooters
 - Variety of local languages for face to face communications
 - Safety talks
 - Day trips for groups of families
 - Provide notice-boards, dispensers and leaflets to organisations
 - Identify micro-sponsorship opportunities to support aspirations
 - Feedback on community concerns
 - On average 1,000 people per week are seen / meet the Ambassadors

Jobseekers Campaign: Spring 2009

- Leaflet to 250,000 homes around the DLR
- Features Angela – local Ambassador for Newham stations
- Advertising on roadside telephone boxes and local media
- Distributed by Ambassador team through:
 - Community Centres
 - Weekly Open Days at shopping malls / markets
 - Local community events, partners, doctors, nurseries, libraries, sure starts and many more



Have Adverts Affected Use of DLR? Local Residents – Wave 2 2008



Ambassador Research Study

- Key things for London Travelwatch:
 - Lobby for Ambassador schemes (or similar) to become a standard part of TOC franchises...recruit local people from local environments
 - Lobby for resources and instigate policies to help local partners to transform walking routes from stations to residential communities
 - Consider the 'non-travellers' in London and why they aren't using public transport – mobilise these people for a truly inclusive transport system
 - Encourage transport operators / Transport for London to campaign on the basis of local people and their needs and aspirations