
Secretariat memorandum

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Agenda item 5
LTW 330
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TfL communications

1 Purpose of report

- 1.1 To brief members on issues around TfL's marketing and communications activity, and London TravelWatch's status within this.

2 Recommendation

- 2.1 Members are recommended to note this report.

3 Information

- 3.1 A number of issues have arisen relating to communications, specifically about our status in TfL's communications plans, and whether London TravelWatch is properly consulted about major decisions and key announcements.
- 3.2 We are concerned that London TravelWatch rarely receives advance notice of key public announcements when we believe it is given to others, or when we had a clear role in the issue. We seldom receive embargoed material, which means we can miss chances to comment on issues that are directly relevant to London's travelling public.
- 3.3 There are also concerns that London TravelWatch is not properly included in major communications and marketing planning with the result that passenger's needs are not feed directly into the process. A recent example of this is the update of the tube map which omitted the river and the zones. London TravelWatch was only aware of this decision – of vital importance to passengers and their journey choices - when it was in the newspapers. As the statutory watchdog for transport users in the capital, London TravelWatch should have been consulted on such a major change to the iconic tube map. We also have had no role in looking at TfL's marketing and communications to passengers, such as signage, leaflets and posters, where the passengers' perspective is hugely important. In many cases, early involvement with London TravelWatch over key decisions could have resulted in more satisfactory outcomes for passengers and TfL.
- 3.4 Over recent years, London TravelWatch and TfL have met regularly to discuss forthcoming closures and engineering work. This has given us an excellent insight into the closure programme, and meant we can suggest alternatives, or

agree the best way to communicate with affected passengers. This means the message from both TfL and London TravelWatch has been straightforward and consistent.

- 3.5 However, this example of good working practice is not necessarily consistent across TfL, and there are concerns that London TravelWatch is seen as 'just' another stakeholder, rather than a statutory consultee, and official voice of London's travelling public.
- 3.6 London TravelWatch would benefit from greater knowledge of how TfL's communications and marketing system is organised, to reach an understanding of what both organisations can do to ensure that London TravelWatch is a recognised partner in these processes.

4 Equalities and inclusion implications

- 4.1 None. This report is for information only.

5 Legal powers

- 5.1 Section 248 of the Greater London Authority Act 1999 places upon London TravelWatch (as the London Transport Users Committee) a duty to consider – and where it appears to the Committee to be desirable, to make recommendations with respect to - any matter affecting the functions of the Greater London Authority or Transport for London which relate to transport (other than of freight).

6 Financial implications

- 6.1 None. This report is for information only.