
Communications update

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1 Introduction

This report provides an update on our media coverage and the impact we have made on social media as well as some website statistics for the period September to October.

2 Our media coverage

We continued to get some good coverage in both the national and London press in September and October.

Both the Telegraph (monthly print reach, 2,683,000; monthly digital reach, 21,952,000), Evening Standard (daily print circulation of 860,000, a daily readership of 1.6m and 600,000 unique daily visitors to its website) and several local newspapers ran stories on the problems passengers will face getting to Heathrow Airport over the festive period.

We also featured in a Telegraph story on the death of the printed timetable.

We did an interview with Bloomberg Radio ahead of the Comprehensive Spending Review announcement at the end of October, making the case for safe, frequent and reliable Tube service, continuation of step free access programmes and electrification of the bus fleet.

We also did an interview on BBC Radio London talking about passenger experiences on public transport during the pandemic and beyond.

The Telegraph and City AM (daily print circulation of over 90,000 and 1.2m unique daily visitors to its website) also covered our joint letter to the Government ahead of the Comprehensive Spending review.

The On London website (run by former Guardian journalist, Dave Hill, which receives around 25,000 unique monthly visitors) had a write up of Emma's

appearance at the Transport Committee in September. They have also covered our bus campaign and calls for sustainable public transport funding in a series of articles.

The Standard ran a story about the return of commuters to London which featured a quote from us about the danger of service cuts. We were also mentioned in their stories about the Northern Line extension and our submission to TfL's consultation on changes to the Congestion Charge.

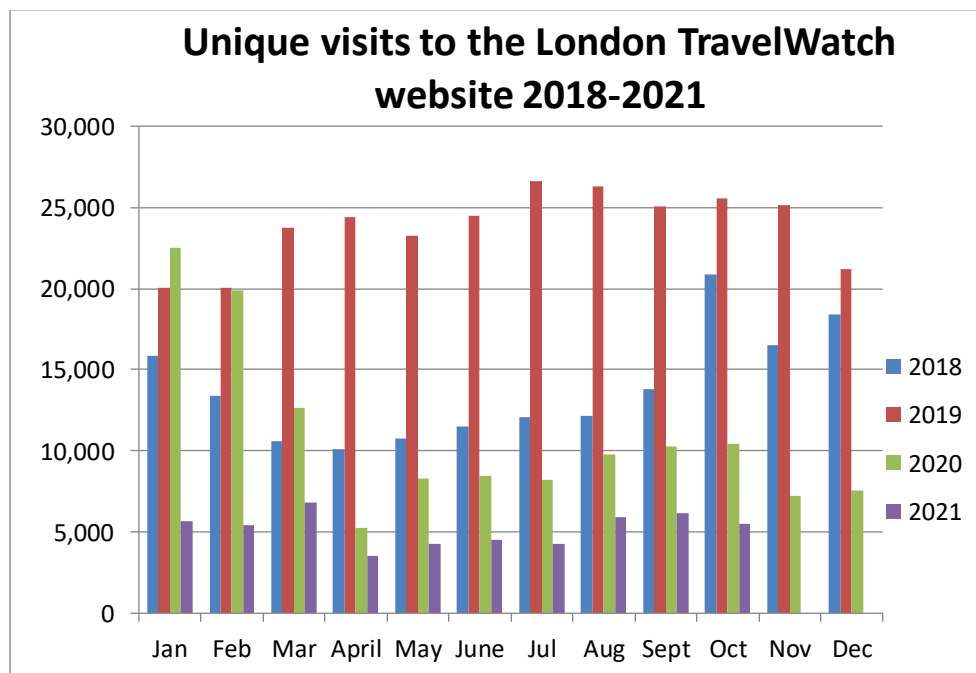
3 Website usage

There were 6,139 unique visits to the website in September and 5,526 in October.

Visitor numbers seem to be picking up as demand for public transport gradually continues to increase.

Month	Unique visitors (2020 in brackets)	No of visits	Viewed pages
September 2021	6,139 (10,277)	7,104	10,743
October 2021	5,526 (10,412)	6,345	9,468

The busiest day in the period in terms of hits was 10 September which coincided with the publication of our blog on personal safety and walking and cycling. This was followed by 27 September. The graph below compares the website viewing figures for the last few years.



Most popular webpages between September and October 2021

The homepage continued to have the most views and our pages on Oyster and Freedom Passes continue to be popular. When it comes to news items, our blogs on personal security have proved popular and our joint letter with London First on sustainable funding for public transport in London was the third most viewed news page.

	Page	Page views	% Page views	Average time on page (seconds)
1	Homepage	3,765	20.53	72.00
2	/oyster-and-contactless-payments-where-can-i-use-my-pay-as-you-go-oyster-card/	3,168	17.27	618.48
3	/oyster-and-contactless-payments-where-can-i-top-up-my-oyster-card/	1,666	9.08	499.52
4	/freedom-pass/	1,154	6.29	408.52
5	/oyster-and-contactless-payments-will-you-can-you-get-a-receipt-for-your-contactless-payment/	667	3.64	723.52

Popular news items September to October 2021

- 1) Personal security blog on cyclists and pedestrians:
<https://www.londontravelwatch.org.uk/news/how-do-pedestrians-and-cyclists-feel-about-personal-security/> - 140 views
- 2) Personal safety blog on young women's concerns:
<https://www.londontravelwatch.org.uk/news/how-do-young-women-feel-about-personal-safety-when-travelling-in-london/> - 116 Views
- 3) London TravelWatch and London First stress the importance of London's transport system receiving a fair funding deal in letter to DfT:
<https://www.londontravelwatch.org.uk/news/london-travelwatch-and-london-first-stress-stress-the-importance-of-londons-transport-system-receiving-a-fair-funding-deal-in-letter-to-dft/> – 105 views
- 4) We're recruiting for three new board members:
<https://www.londontravelwatch.org.uk/news/were-recruiting-for-three-new-board-members/> – 83 views
- 5) Consultation on LNER's proposals to change ticket office opening hours:
<https://www.londontravelwatch.org.uk/news/consultation-on-lners-proposed-changes-to-ticket-office-opening-hours-at-london-kings-cross/> - 75 views

Most downloaded documents

Our joint letter to the Government warning about the danger of cuts to public transport in London was the most downloaded item from the website (43 downloads). This was followed by our Journey Ahead report on future transport (34 downloads) and our organisation chart (26 downloads).

Visitor details

Around three quarters of our website traffic came from search engines, with a fifth coming direct and around 5% coming from website or social media referrals (the main ones being Bus Users UK and Transport Focus). Google and Bing were the most popular search engines used.

59% of users accessed the website via a mobile phone, with 36% using a desktop computer and 5% using a tablet. Around 57% of people used an Apple device with Samsung the next most popular brand used.

While the majority of views of the website were from users in the UK, we also had views from the USA (1.9%), China (0.49%) and Germany (0.45%). In total, we had views from 88 countries.

4 Social media

Between September and October 2021, our Twitter followers increased from 5,845 to 5,925 (1.4%). For every Twitter account we follow, we are followed by an average of 2.53 users.

We received a total of 276 retweets and 450 likes, on a variety of topics. Our tweets received 165,600 impressions compared to 304,600 impressions in the previous reporting period (June to August).

The most popular tweets included a tweet on protecting bus services in London which received 24,600 impressions and our tweet welcoming the return of the Night Tube (14,200 impressions).

Another way of measuring the impact of our activity on Twitter is to look at our engagement rate, which measures the amount of interaction people have with a piece of content. It is influenced by users' comments, shares, and likes. Our engagement rate between September and October was 1.9%, compared to 1.6% in the previous quarter. Users tend to have an average engagement rate of between 0.5-1%.

The 'mention map' below shows the people who have connected with us on Twitter in recent weeks, their connections and popular associated hashtags. It shows the diverse connections you can make on Twitter and the potential to reach a wider audience through prolific tweeters with a broad range of followers.



5 Recommendation

Members are recommended to note this report.

Richard Freeston-Clough, November 2021

Appendix – Press mentions/media appearances from September to October 2021

London's biggest train operator sees 500,000 travellers return – 7 September 2021

The Evening Standard

<https://www.standard.co.uk/news/london/london-biggest-train-operator-travellers-return-b954070.html>

<https://uk.news.yahoo.com/london-biggest-train-operator-sees-102541434.html>

<https://public.uk.com/2021/09/07/londons-biggest-train-operator-sees-500000-travellers-return/>

Richmond Park MP Sarah Olney challenges ministers to block rail cuts – 9 September 2021

Richmond Nub News

<https://richmond.nub.news/n/richmond-park-mp-sarah-olney-challenges-ministers-to-block-rail-cuts>

Heathrow rail and Tube links to be cut off on Boxing Day – 13 September 2021

The Telegraph

<https://www.telegraph.co.uk/business/2021/09/13/heathrow-rail-links-cut-boxing-day/>

<https://www.standard.co.uk/news/london/heathrow-travel-chaos-tfl-christmas-b955080.html>

<https://www.mylondon.news/news/west-london-news/heathrow-airport-faces-christmas-travel-21559387>

<https://www.citymatters.london/heathrow-travel-chaos-warning-for-christmas-travellers/>

<https://uk.news.yahoo.com/travel-chaos-hit-heathrow-over-141333177.html>

<https://londonnewstime.com/railroad-construction-is-planned-so-travel-the-turmoil-to-hit-heathrow-on-christmas-2/446356/>

<https://uk.newschant.com/business/heathrow-rail-and-tube-links-to-be-cut-off-on-boxing-day/>

Watchdog Alliance Aims to Keep London Buses on Roads – 15 September 2021

The Evening Standard

<https://www.pressreader.com/uk/evening-standard-west-end-final/20210915/281522229217196>

Coalition of unions and campaign groups unite to oppose LNER ticket office cuts – 20 September 2021

Morning Star

<https://morningstaronline.co.uk/article/b/coalition-unions-and-campaign-groups-unite-oppose-lner-ticket-office-cuts>

<https://www.thenorthernecho.co.uk/news/19592849.lner-plans-cut-opening-hours-ticket-offices-darlington-durham/?ref=rss>

Fight is on to protect London's bus services as government ponders imposing cuts – 22 September 2021

On London

<https://www.onlondon.co.uk/fight-is-on-to-protect-londons-bus-services-as-government-ponders-imposing-cuts/>

Croydon tram crash: Coroner calls for automatic brakes – 22 September 2021

BBC

<https://www.bbc.co.uk/news/uk-england-london-58655651>

Shares collapse for London-listed firm behind Southeastern train operations – 28 September 2021

City AM

<https://www.cityam.com/shares-collapse-for-london-listed-firm-behind-southeastern-train-operations/>

Northern Line extension described as ‘missed opportunity’ for accessible transport after teething problems – 28 September 2021

The Evening Standard

<https://www.standard.co.uk/news/london/northern-line-extension-nine-elms-battersea-tfl-accessibility-b957706.html>

London: The Levelling Down Monitor – 4 October 2021

On London

<https://www.onlondon.co.uk/london-the-levelling-down-monitor/>

Transport for London makes case for more government help, but says end of bailouts ‘is in sight’ – 7 October 2021

On London

<https://www.onlondon.co.uk/transport-for-london-makes-case-for-more-government-help-saying-end-of-bailouts-is-in-sight/>

London congestion charge may need to be reintroduced at night if traffic increases, Sadiq Khan warned – 9 October 2021

The Evening Standard

<https://www.standard.co.uk/news/transport/congestion-charge-hours-london-changes-sadiq-khan-b959452.html>

Plot to replace train timetable posters with QR codes triggers safety fears – 24 October 2021

The Telegraph

<https://www.telegraph.co.uk/business/2021/10/24/plan-scrap-printed-train-timetables-triggers-safety-fears/>

London Tory borough asks TfL to reconsider planned bus service reductions –
25 October

On London

<https://www.onlondon.co.uk/london-borough-asks-tfl-to-reconsider-planned-bus-service-reductions/>

Have Covid transport policies penalised disabled Londoners? – 26 October

On London

<https://www.onlondon.co.uk/josh-neicho-has-covid-transport-policy-disadvantaged-disabled-londoners/>

The Vanessa Feltz Show – 28 October

BBC Radio London

<https://www.bbc.co.uk/sounds/play/p09y31ts>