
Communications update

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LTW688
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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 covering May 2022.

2 Our media coverage

This month we featured in an article on the opening of the Elizabeth Line in the Evening Standard (daily print circulation of 500,000, a daily readership of 1.6m and 600,000 unique daily visitors to its website) having had a quote included in a press release issued by TfL. Our quote was also included in a piece in Global Railway Review and Cities Today magazine.

The Economist (combined online and print circulation and digital presence of 1.6m) ran a story which cited our rail research and there was also a write up on our research in On London (run by former Guardian journalist, Dave Hill, which receives around 25,000 unique monthly visitors). My London mentioned us in a story about the webinar we held with Centre for London on e-scooters.

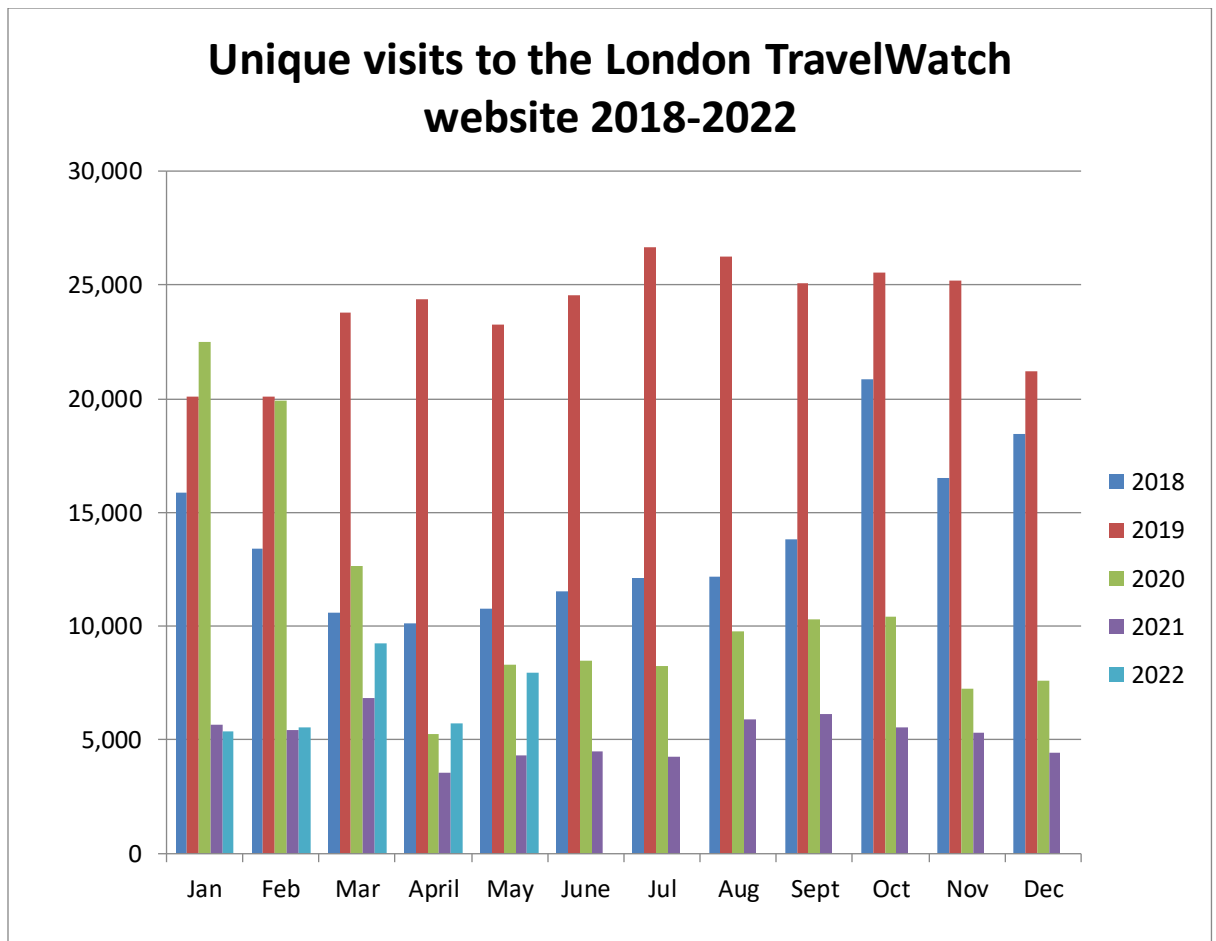
We were quoted in an article on the return of the Night Tube on the Jubilee line in City Am (daily print circulation of over 90,000 and 1.2m unique daily visitors to its website).

3 Website usage

The graph below compares the website viewing figures for the last few years. There were almost 8,000 unique visits to the website in May. We have maintained our low bounce rate (how quickly someone leaves the website without interacting) and viewing figures have started to recover although they are still some way off those we used to record pre-pandemic.

Month	Unique visitors (2021 in brackets)	No of visits	Viewed pages
May 2022	7,976 (4,297)	9,088	13,908

The busiest days in the period in terms of hits were 23 and 24 May, probably due to the consumer information we put out on social media and our website about the opening of the Elizabeth Line.



Most popular webpages in May 2022

The homepage continued to have the most views and our pages on Oyster continue to be popular. When it comes to news/blog items, our blog on who uses the bus was the most popular piece in May.

	Page	Page views	% Page views
1	Homepage	2,021	14.53
2	/oyster-and-contactless-payments-where-can-i-use-my-pay-as-you-go-oyster-card/	2,005	14.2

3	/useful-information/oyster-contactless-payments/oyster-and-contactless-payments-will-you-can-you-get-a-receipt-for-your-contactless-payment/	1,287	9.25
4	/oyster-and-contactless-payments-where-can-i-top-up-my-oyster-card/	863	6.21
5	/useful-information/freedom-pass/	739	5.31

Popular news items/blogs May 2022

- 1) Blog post: Who uses the bus? – 280 views
- 2) News item: Ticket office closures must not lead to less visible staff at stations say London TravelWatch – 277 views
- 3) News item: New research shows London rail passengers less likely to use trains in future if timetables are reduced – 271 views
- 4) News item: Return of the Night Tube will make Londoners safer says watchdog – 161
- 5) News item: New research shows little support for rail timetable reductions that would increase crowding on the train – 124 views

Most downloaded documents

Our rail research was the most downloaded item from the website (96 downloads). This was followed by our organisation chart (20 downloads) and our pay scales (14 downloads).

Visitor details

Around 74% of our website traffic came from search engines (compared to 60% in March and April), with 21% coming direct and 5% coming from website or social media referrals (the main ones being Transport Focus and Bus Users UK). Google and Bing were the most popular search engines used. The increase in the percentage of traffic coming from search shows that our efforts to improve search engine optimisation (essentially ensuring we are more visible in results when people use a search engine) are starting to pay off.

Mobile (55%) was the most popular way to view the website, overtaking desktop (42%) again, while 3% used a tablet. Around 57.5% 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 (3.5%) and Germany (1%). In total, we had views from 92 countries.

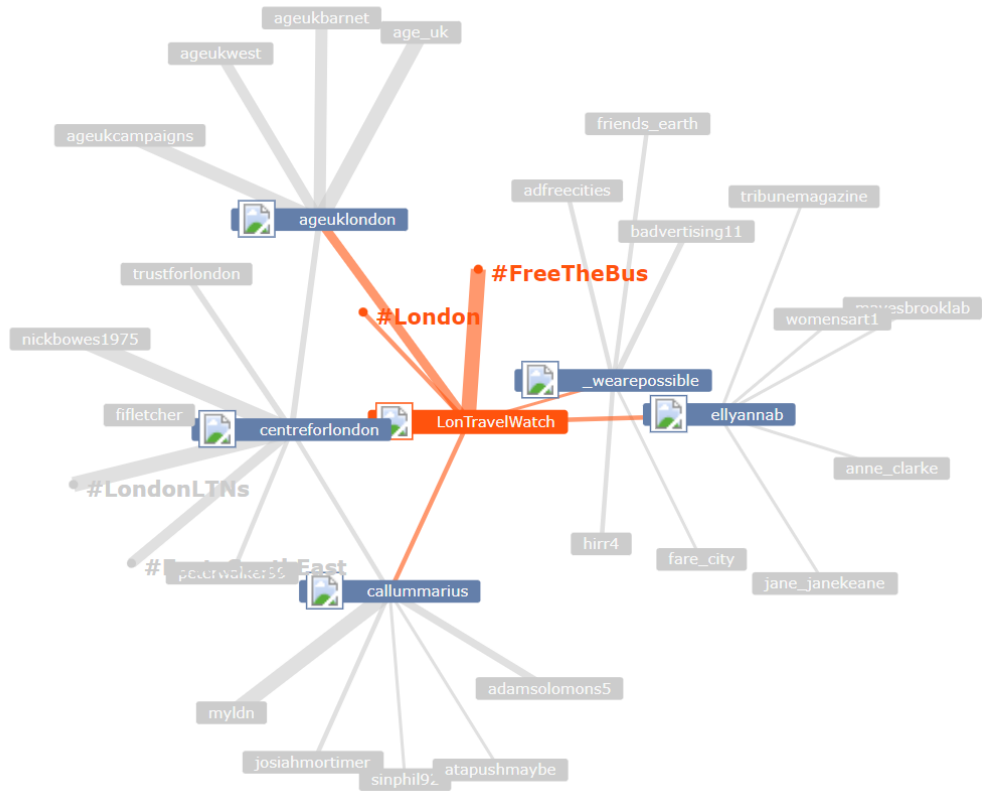
4 Social media

Our Twitter followers increased by 0.4% from 6,181 to 6,206 during May. For every Twitter account we follow, we are followed by an average of 2.62 users, a slight increase on the last reporting period.

We received a total of 82 retweets and 103 likes, on a variety of topics. Our tweets received 41,100 impressions. The most popular tweet was our tweet letting people know about TfL's consultation on extending the ULEZ charge with 11,700 impressions. Our main tweet about our rail research was also popular, receiving 10,300 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 in May was 2.5% compared to 1.9% in March and April. 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, June 2022

Appendix – Press mentions/media appearances from May to June 2022

Rail price rise 'would hit commuters like a ton of bricks'... and force thousands to WFH: Fury as season tickets could soar by nearly 12% next year amid cost of living crisis - with annual Bath to London fare up £1,075 to OVER £10,000 – 7 May 2022

The Daily Mail

<https://www.dailymail.co.uk/news/article-10788639/UK-train-ticket-prices-cost-rail-travel-set-soar-nearly-12-year.html>

London's transport-users' watchdog warns government against rail service cuts – 10 May 2022

OnLondon

<https://www.onlondon.co.uk/londons-transport-users-watchdog-warns-government-against-cuts-rail-services/>

TfL announces reopening of Jubilee line Night Tube services – 13 May 2022

City AM

<https://www.cityam.com/tfl-announces-reopening-of-jubilee-line-night-tube-services/>

The future of public transport in Britain – 19 May 2022

The Economist

<https://www.economist.com/britain/2022/05/19/the-future-of-public-transport-in-britain>

Elizabeth line: 'Historic' day for London as Crossrail finally set to open in huge boost to capital – 24 May 2022

The Evening Standard

<https://www.standard.co.uk/news/london/elizabeth-line-opening-today-crossrail-first-train-paddington-abbey-wood-tfl-b1001912.html>

What future for e-scooters in London? – 31 May 2022

Palmers Green Community

<https://www.pgweb.uk/planning-all-subjects/traffic-roads-parking/106-roads/3366-what-future-for-e-scooters-in-london>

'From being a menace to people wanting them ASAP': London e-scooters one year on, how the capital has changed – 8 June 2022

MyLondon

<https://www.mylondon.news/news/from-being-menace-people-wanting-24170965>