

Board Meeting  
19.07.23

LONDON  
TRAVELWATCH

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## Communications Report

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### Ticket office consultation communications

*As of 7 July (48hrs after announcement)*

Website: [project page](#) 5,500 page views.

Video: Hosted on [YouTube](#) (also embedded on website, in press release and shared on social channels). Video has 4,000 views combined.

Social media: Content shared on [LinkedIn](#), Facebook and Instagram. Publicised on [Twitter](#) and [video with thread](#) detailing how to respond to each individual TOC consultation.

Press release: [Issued under embargo](#) on the morning of the consultation announcement by RDG. Picked up by titles including Daily Mirror, Guardian, Daily Mail, Independent, Daily Express, Daily Telegraph. As well as various local, regional and trade press outlets.

Stakeholder: Email and briefing note sent to MPs, Assembly Members and other key stakeholders from the London TravelWatch area.

### Social media

Our social media activity has continued apace this period, supporting wider campaign and advocacy work.

Deputy Chair and board member Alan Benson was filmed whilst travelling on Elizabeth line (and Central line) services, as May marked the final timetable introduction with through-running and more frequent services. Luke created a [mini series titled 'how accessible is the Elizabeth line?'](#) and shared the clips on social media.

Top tweets:

1. Happy 20th birthday to the Oyster card = 85,772 impressions.  
Retweeted by Mayor of London. Potential reach of 3.25 million.
2. Our personal security scorecard graphic = 13,290 impressions.  
Potential reach of 102,694.

3. Tour of the new Area Operating Centre at London Waterloo = 13,124 impressions. Retweeted by South Western Railway. Potential reach of 430,175.
  4. Rail usage stats from the Office of Rail and Road = 12,289 impressions. Potential reach of 21,459.
  5. Ticket office closures - how to make sure your voice is heard = 10,055 impressions. Potential reach of 125,532
- Total Impressions = 358,608

We also posted updates on topical issues including:

- Coronation travel info
- FA Cup final travel info
- Our response to TfL's Day Travelcard consultation
- New rail timetable introductions
- Abandoned e-bikes
- Bystander awareness day
- Windrush day
- Transport strikes (including around Eurovision and football events)

We have registered an account with the new social media platform Threads. This is a Meta (Facebook/Instagram) product built with the intention of challenging Twitter as a text-based micro-site.

### **External communications**

We published our latest findings on personal security with a focus on how transport companies are working to improve safety for passengers. We shared a [scorecard](#) to show how operators rank. The supporting press release included a quote from TfL's director of security, policing, and enforcement.

The publicity around the scorecard was well received by industry with Southeastern posting their results on LinkedIn and operators including c2c and LNER sharing on their social channels.

We visited the Area Operating Centre at Waterloo. This new joint control room (between South Western Railway and Network Rail) coordinates train services in and out of Waterloo's 24 platforms, as well as 'suburban' routes. SWR said it was too early to gauge any punctuality improvements, but this joint control room is at the heart of their London operations. It was a key recommendation of the Holden review into performance issues.

Attended Future London conference, hosted by BusinessLDN. There were some interesting [panel sessions](#) and the opportunity to network with attendees.

We also supported [Better Transport Week](#) and attended the launch event, led by the Campaign for Better Transport.

Luke attended Pride London to film voxpops with attendees, asking their views around personal security and safety while travelling on public transport. These clips will be used to support the release of our research focused on the LGBT+ community this autumn.

Our response to TfL's consultation on scrapping the one day travelcard generated significant media interest and was picked up by outlets including the Evening Standard.

We invited the Transport Editor from MyLondon into the office to meet the casework team and find out more about the types of issues and complaints we deal with.

We got runner-up prize at the Sheila McKechnie awards for our Bus Alliance work.

The BBC reported on our timetable research, saying most passengers wanted a change to Southeastern services and timings. We published our survey results in full and sent an open letter to Southeastern to follow up.

Transport Focus published a blog-post on what lessons can be learned from the Southeastern timetable introduction.

We have commented proactively on a range of other issues, including:

Strike action - <https://newsroom.londontravelwatch.org.uk/news/transport-watchdog-responds-to-summer-travel-disruption-due-to-strike-action>

Oyster card 20 year birthday - <https://newsroom.londontravelwatch.org.uk/news/oyster-card-turns-twenty>

The success of the Elizabeth line - <https://newsroom.londontravelwatch.org.uk/news/transport-watchdog-heralds-elizabeth-line-success>

e-scooter trial results - <https://cities-today.com/london-e-scooter-trial-data-reveals-mode-shift-trends/>

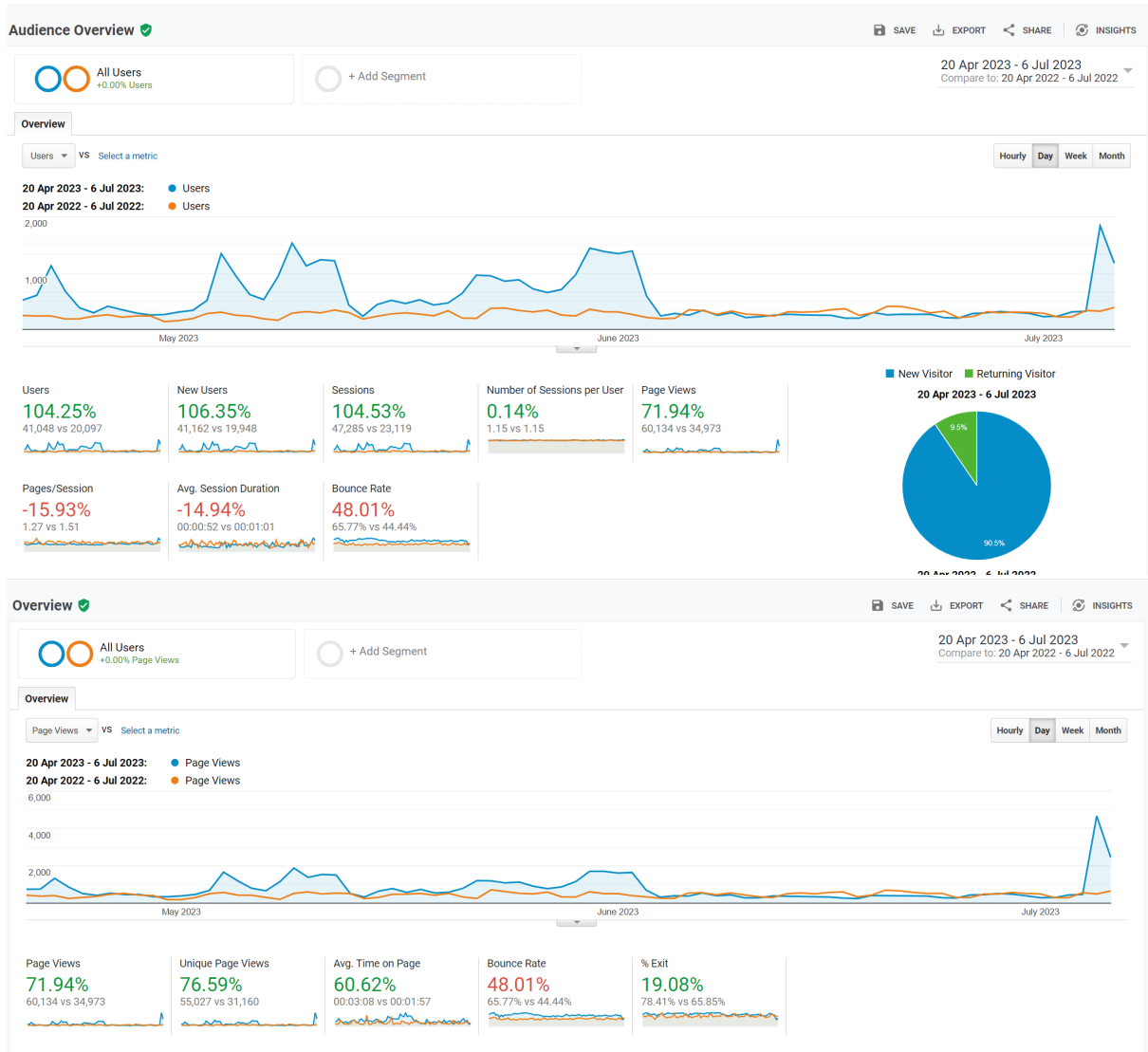
To note: ULEZ (court appeal and launch date) continues to attract lots of media attention. The Office of Rail and Road held a consultation on reducing timetable notifications from T-12 to T-8. TfL is rebranding X bus services under the Superloop umbrella and will be consulting on several routes through the summer.

## **Digital**

The open rate(s) for our two digital email updates this period were = 43.9% and 43.4% versus peers' average performance = 35.3%.

Since our web migration from Browser to DXW we have seen a consistent increase in website visits.

April 20 to 6 July – 41,048 visitors vs 20,097 last year, up 104.25%. Page views 60,134 vs 34,973 last year, up 71.94%



Our focus in the weeks ahead is very likely to be on ticket office consultations.