

Board Meeting
08.11.23

LONDON
TRAVELWATCH

Communications Report

Author: David Murdoch, Head of Communications

Agenda item: LTW728

Drafted: 01.11.2023

Ticket office consultation communications summary (as of 1 November)

Media

Press release issued to media on the morning of Tuesday 31 October to coincide with ticket office consultation announcement.

Michael Roberts was interviewed by Nick Ferrari on LBC to explain why we opposed all 269 ticket office closures on our patch.

Metro (circulation 951,008) featured ticket office announcement as their front page headline.

Wednesday, November 1, 2023 METRO reaches FIVE MILLION readers every day

.co.uk

Secret Santa
Postal Service

Opening Soon

Send free Cadbury chocolate secretly to someone special

RAIL TICKET QUEUE-TURN

Doomed offices saved as campaigners for elderly and disabled claim victory

by **KATIE BOYDEN**

HUNDREDS of railway ticket offices facing the axe are to stay open after a sharp government U-turn.

Transport secretary Mark Harper told the trade firms to withdraw money-saving closure plans his own department had ordered them to make only in July.

A public consultation showed the proposals do not meet high thresholds set by ministers, he said - saving rail bosses.

There is great fury in the industry about where we've got to, one said.

The plan was signed off by civil servants and ministers. They've U-turned.

Mr Harper announced the decision soon after watchdogs Transport Focus and London TravelWatch said they would formally object to every single proposal affecting 964 out of 1,007 ticket offices in England, plus Glasgow Central station.

Campaigners said closure would impact passengers - especially disabled and older travellers who need help from staff and cassettes, or do not want to use machines.

Stations claimed it would lead to job losses, although the Rail Delivery Group

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60 HARRY KANE

ON WEDNESDAYS, METRO WEARS PINK

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SPRING 2024
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LYRICS BY NELL BENJAMIN
MUSIC BY TINA FEY
BOOKED BY JEFF RICHMOND
DIRECTED BY CASEY NICHOLAW

Railway line: Queue for tickets at Clapham Junction

London TravelWatch also featured widely in other national news and press outlets on the day including: BBC News, Sky News, ITV News, Independent, Metro, Daily Mail, Daily Mirror, Guardian, Daily Telegraph, The Times, i, Daily Express, Financial Times, MSN.

London / regional / local news outlets including: LBC, Evening Standard, London Live

Trade and specialist press including: Rail magazine, Business Daily, Modern Railways

Social media

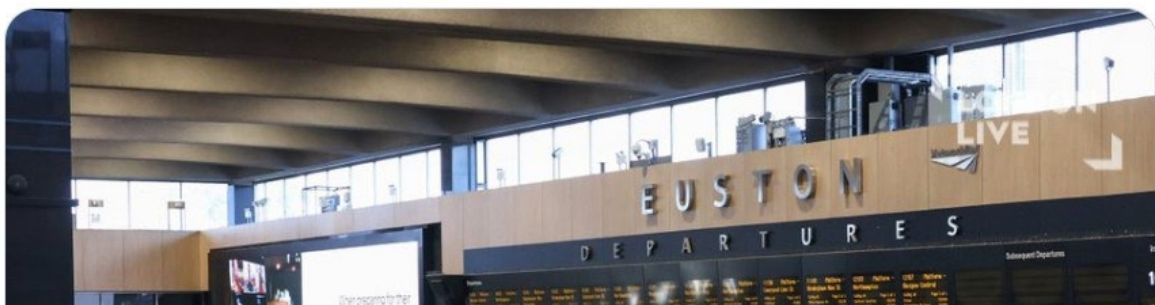
Our announcement was shared by key stakeholders including MPs, Councillors, Assembly Members. It was also shared favourably by trade press, trade unions, charities and other third sector organisations / campaign organisations.



Transport watchdogs Transport Focus and London TravelWatch have objected to all proposals to close railway station ticket offices in England.

Michael Roberts, Chief Executive of London TravelWatch, said that from the 750,000 responses to the public consultation on the closure of ticket offices, the public were concerned about how to buy tickets in future, how to get travel advice and information and how disabled passengers can get assistance when they need it.

He said that the watchdog objects to the closure of all 269 ticket offices in London as it does not think that "train companies have gone far enough to meet our concerns and those of the public".



Top tweets (X/Twitter)

⚡ Transport watchdog objects to proposed ticket office closures

We have written to train companies informing them that we object to the closure of all 269 ticket offices consulted on in our area.



Retweeted by Elly Baker AM, Anne Clarke AM, TSSA, RMT, Age UK London, BBC's Tom Edwards. With a potential reach of 272,068.

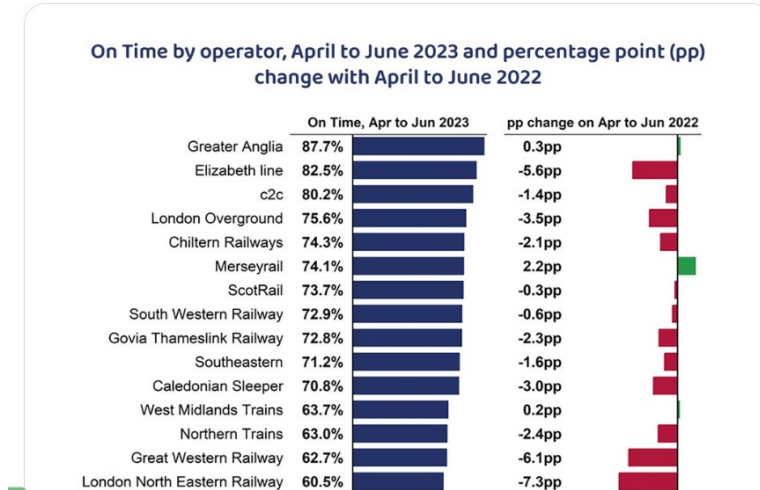
Great to see progress being made at Bexley for [@NetworkRailSE](#)'s latest Access for All scheme. The station will be fully accessible for [@Se_Railway](#) passengers once complete [@transportgovuk](#)



Retweeted by Steve White (MD of Southeastern Railway), Southeastern and ex-Assembly Member Murad Qureshi. Potential reach of 282,552.

It's incredibly disappointing to see that train services have become less reliable over the past year.

Nearly every train operator serving London has got worse in terms of punctuality (via latest @railandroad report)!



15 million Day Travelcards were sold last year, highlighting that demand remains very high ... 1/6

Campaign for Better Transport @CBTransport · Sep 21

Don't cut the card! 🙄🗳️

Cutting the Day Travelcard will cost families more. Public transport works best when you can use one ticket for your whole journey, so we need more, not less, integrated ticketing. [standard.co.uk/news/transport...](https://www.standard.co.uk/news/transport...)

📢 If we want to encourage more people back to using rail then we need to see a concerted effort by industry to improve performance. Passengers will rightly expect to see these improvements on the ground sooner rather than later.

London TravelWatch @LonTravelWatch · Sep 14

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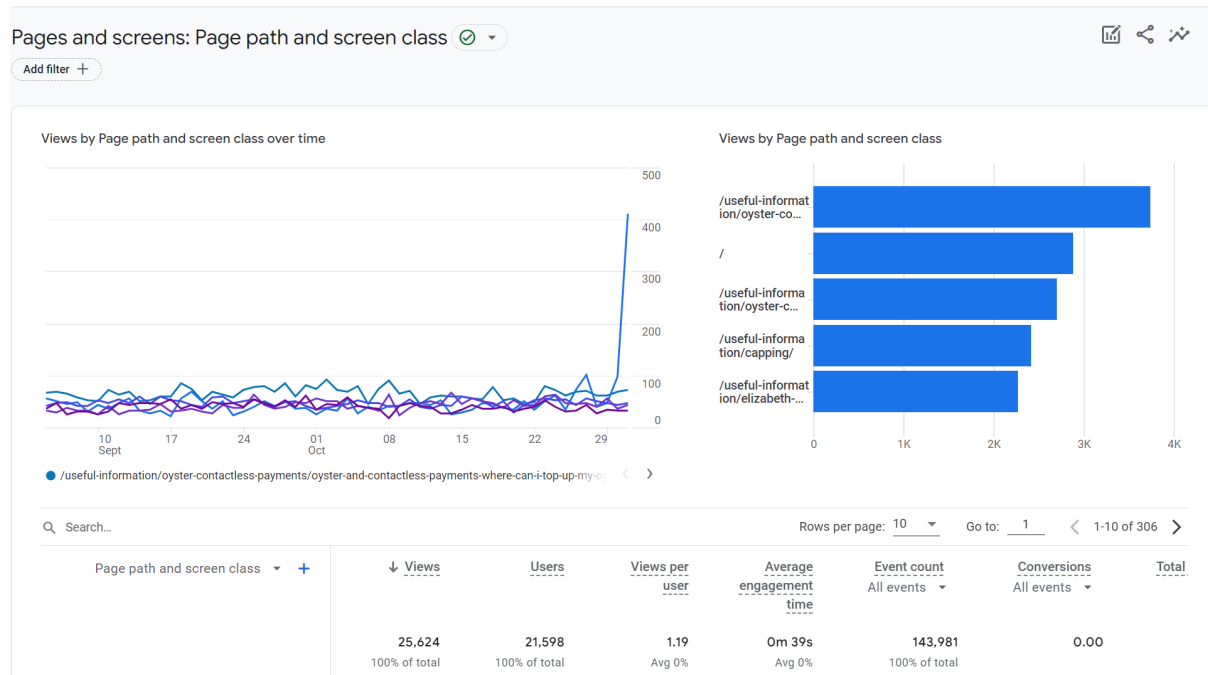
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Digital

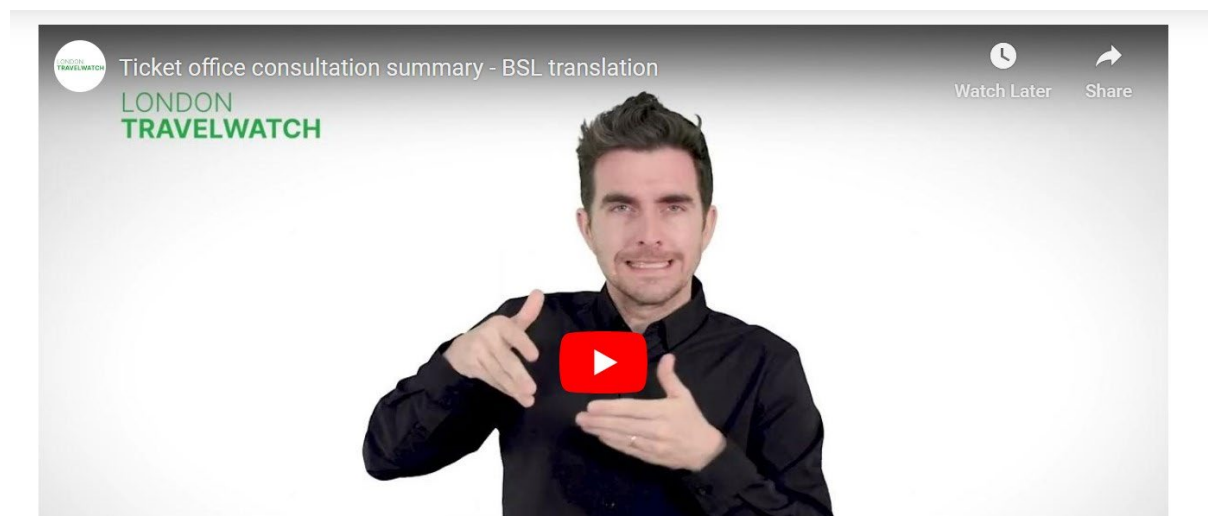
Web stats from 5 September to 1 November = visitor numbers up 31.79% versus last year.

Graph below shows the spike in web traffic on the day of ticket office announcement.



A lot of work went on behind the scenes (thanks to Luke Muskett) to make sure all of the materials relating to the consultation were uploaded to our dedicated project page(s).

We worked closely with external agencies to make sure accessible formats (Large and Plain text, as well as an Easy-Read summary version of the report) were produced and uploaded. We also commissioned a British Sign Language summary of the report, as below.



Further external communications

We also commented on other topical issues through this period including:

- the latest Office of Rail and Road punctuality stats, showing every train service in London is now less punctual compared to last year (**City AM**)
- 1 in 10 Elizabeth line trains cancelled due to infrastructure issues (**Daily Mail**, various local)
- general performance issues with the Elizabeth line (**Evening Standard**)
- the proposal to scrap Day Travelcards which we strongly opposed (Kent Online, Yahoo News)
- And then again after the plans were halted (**Daily Mail, Rail Gazette**)
- TfL's campaign to encourage people to take a stand against hate crime (coinciding with **National Hate Crime Awareness week**)
- further Superloop express bus routes being introduced by spring 2024 (**Evening Standard, Coach & Bus Week**)