

Public Board meeting
31.03.24

LONDON
TRAVELWATCH

Communications Report

Author: Luke Muskett, Communications Officer

Agenda item: LTW738

Drafted: 19.03.2024

Media

Since the last board meeting on 31 January, London TravelWatch has featured in the following publications:

The BBC, The Daily Mail, The Sun, The Times, The Telegraph, The Evening Standard, The Independent, GB News, Yahoo News, London Daily News, The London Assembly, Rail Advert, Rail Business Daily, Rail News, Rail Technology Magazine, My London, Twickenham Hub, The News Shopper, Harrow Online, Haringey Press, Railway Gazette International, Global Railway Review, London TV, Colchester Gazette, Southend Echo, Enfield Dispatch, London Post, East London Advertiser, Essex Live, Barnet Post, London World and Richmond Nub News.

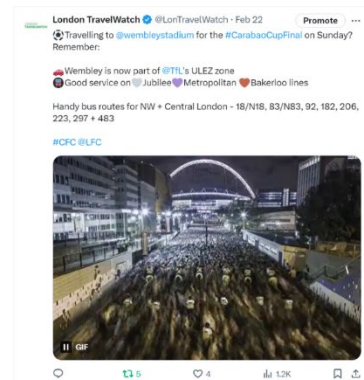
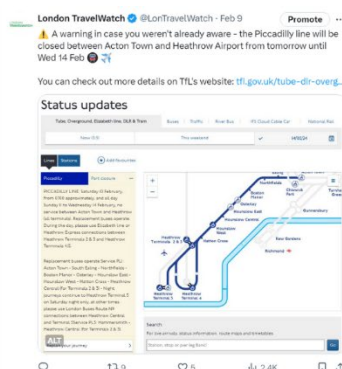
We also conducted another broadcast interview with ITV News London, this time to discuss fare evasion on the Tube network.



Social media

Our top performing posts on X (formerly Twitter) since the last board meeting were:

- 1) Scope data - Disabled people not using public transport due to discrimination
Impressions 11,048. Potential reach over 200,000. 83 reposts and 98 likes
Shared by Tanni Grey-Thompson
- 2) Piccadilly line closure affecting Heathrow Airport
2,441 impressions. Potential reach over 100,000. 9 reposts and 5 likes
Shared by Rupa Huq MP
- 3) Board member vacancies
1,866 impressions. 11 reposts and 10 likes
- 4) Superloop SL3 opening at weekend
1,437 impressions. 2 reposts and 7 likes
- 5) Carabao Cup Final – advice to fans travelling to Wembley
1,272 impressions. 4 reposts and 4 likes



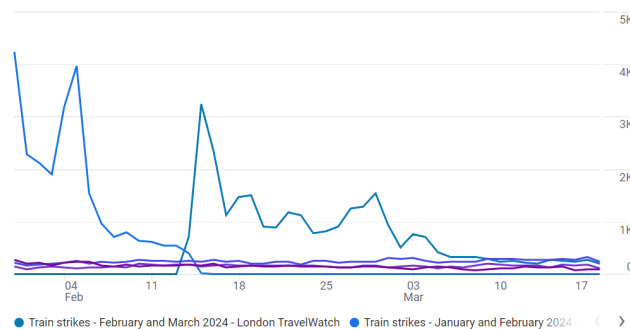
Digital

Between 31 January and 18 March we had over 77,924 visitors to the website and over 111,000 page views.

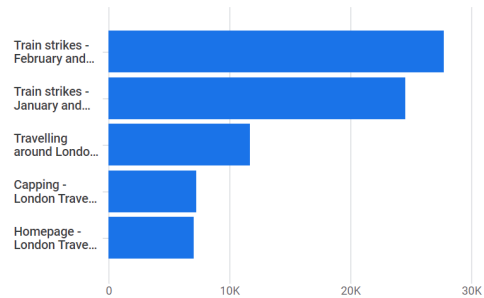
In comparison, between the same period the previous year we had 26,517 visitors and 29,555 page views. This represents a year-on-year increase of 193.864% and 278.214% respectively.

The graph below shows particular high spikes in traffic towards the start of the period coinciding with us publishing our strike information pages which continue to be incredibly popular.

Views by Page title and screen class over time



Views by Page title and screen class



Topics we commented on over the period

We commented on a range of topical issues through this period including:

- Introduction of National Rail fares increase (**The Daily Mail**)
- Elizabeth line continuing problems west of Paddington (**The Independent**)
- Renaming of London Overground lines (**Evening Standard**)
- Extension of contactless payment to Stansted Airport (**The Sun, Evening Standard, The Times, The Telegraph** and **GB News**)
- Changes to rail fares ahead of contactless expansion (**The Independent, LBC** and **The Daily Mail**)