

Communications Report

Author: Sonya Dallat, Head of Communications

Board paper no: LTW781

Drafted: 5 March 2025

Website changes

The main update is that the website has been relaunched with updated content and a new look that showcases our refreshed brand. Thank you to those of you who have provided feedback – I see this very much as a work in progress so do feel free to send over any more comments and ideas.



London's independent transport watchdog

London TravelWatch speaks out for everyone who travels in and around the city



The next step: Making London's buses better

Read our new report on London's buses and our recommendations to make them even better



Advice for passengers

Help and advice if you're travelling in London



Making a complaint

What to do if you have a complaint



News and opinion

The latest news and updates



About us

Find out more about London TravelWatch

I am now working on phase 2 of the revamp, updating secondary content and downloadable documents, and will also be monitoring page visits and site activity.

Trevor's **blog post on the Central Line** has had almost 900 views since it was published in February.


Media coverage



London TravelWatch has been mentioned in relation to several stories this month, and we have released statements on the rail reform bill consultation and TfL price increases, as well as the RDG's Welcome Points trial.






Social media activity

Our most popular posts on X

 Railcards are increasing from 2 March

If yours is due to expire, get your order in now to avoid paying the higher price   #Railcard



   Elizabeth line strikes are due to begin from this Thursday 27 February and will cause significant disruption to services

Strikes are also planned 1, 8 and 10 March. Please plan ahead before you travel and check TfL's website for the latest updates [#strike](#) [#trainstrike](#)

Our most popular posts on LinkedIn

Great to see the Welcome Points trial starting! They should make it easier for people to get help and support at stations, which is particularly important for those with mobility issues, who can use the points to call for help from staff. We look forward to seeing the results of this trial, and to the Welcome Points being rolled out more widely later this year.



  Central line: thoughts, reflections & where to next for TfL?

From delays to overcrowding, the Central line has faced its fair share of challenges over the past year. But what's being done to improve the experience for passengers?

In our latest blog, Trevor Rosenberg dives into the issues and explores where we might be heading next.

<https://lnkd.in/eCE6tAYa>

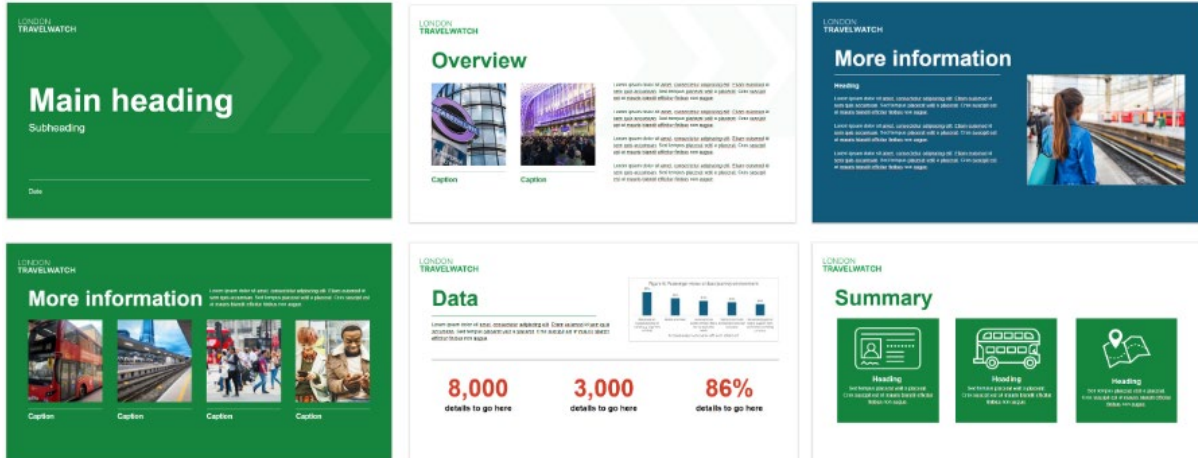
[#CentralLine](#) [#LondonTransport](#) [#TfL](#) [#londonunderground](#)



Blog post: Central line - thoughts, reflections and where to next for TfL? - London TravelWatch
londontravelwatch.org.uk

Other updates

The brand guidelines which were discussed in the previous meeting have now been finalised and shared with the team, alongside a mini-guide for easy reference and updated templates. This includes a new PowerPoint slide deck to reflect our updated brand guidelines.



The team is being encouraged to follow the new brand guidelines in relation to visual identity, tone of voice and style guide.