

Communications Report

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Agenda item: LTW794

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Media coverage

Our statement regarding increases in tube fares was covered in both the Standard and the Telegraph, while Rail Professional included our statement on the government's spending review.



London Tube fares will remain most expensive in Europe after Government orders four years of hikes, warns watchdog



Khan expected to raise Tube fares every year until 2030

Mayor of London increased most TfL fares by about 4.6pc in March, but froze bus fares at £1.75



Rail industry responds to Government Spending Review

Website activity

Our article on the London Bus Alliance letter to TfL was our most-viewed webpage in May with over 5,000 views. Otherwise, our advice pages remain popular.

There have been over 40,000 pageviews since the last board meeting.



13 May 2025

London Bus Alliance calls for urgent action on buses

Social media activity

Over the past two months, our impressions on LinkedIn have increased by over 120%. Other platforms have seen limited engagement overall.

From August, we'll be running an extensive campaign across all social media channels, with additional posts, polls, graphics and videos in an attempt to grow engagement and reach. This activity will last until the end of the year.

I am also continuing to develop our social media strategy which I will share for the next board meeting.

Newsletter promotion

I am exploring a range of ways to increase newsletter sign ups. We have been featured in the London Minute substack (see below), and I have contacted several other London-based organisations to ask if it is possible for cross-promotion in their newsletters.

I am compiling a list of student unions (including transport-related societies) to contact as well as other organisations that might help us improve the diversity of the newsletter recipients. Since May, we have had an additional 150 people sign up.

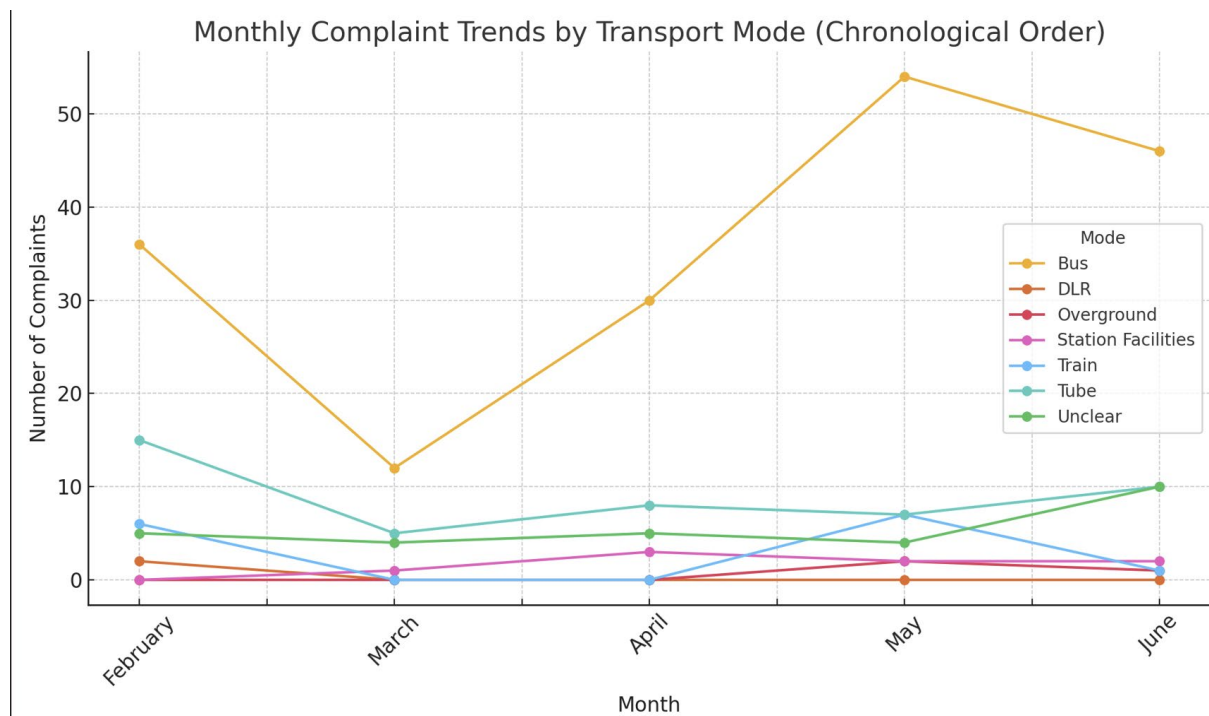
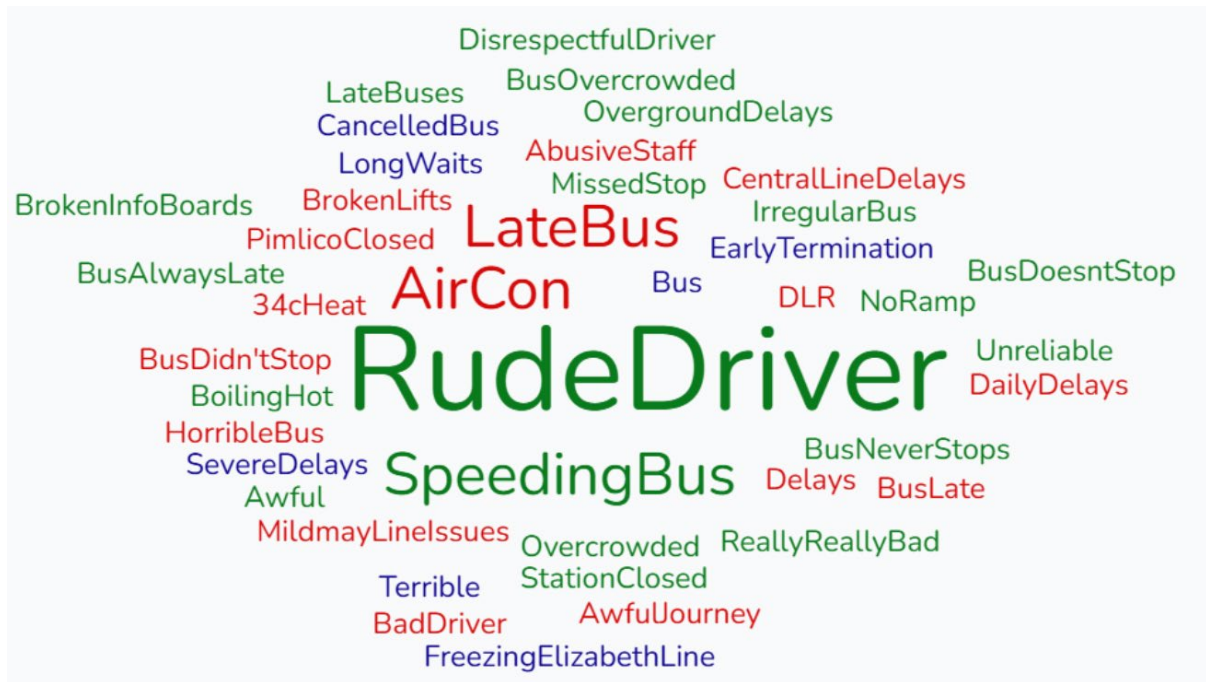
If you have any ideas or platforms to share the newsletter to help us boost numbers, please let me know!

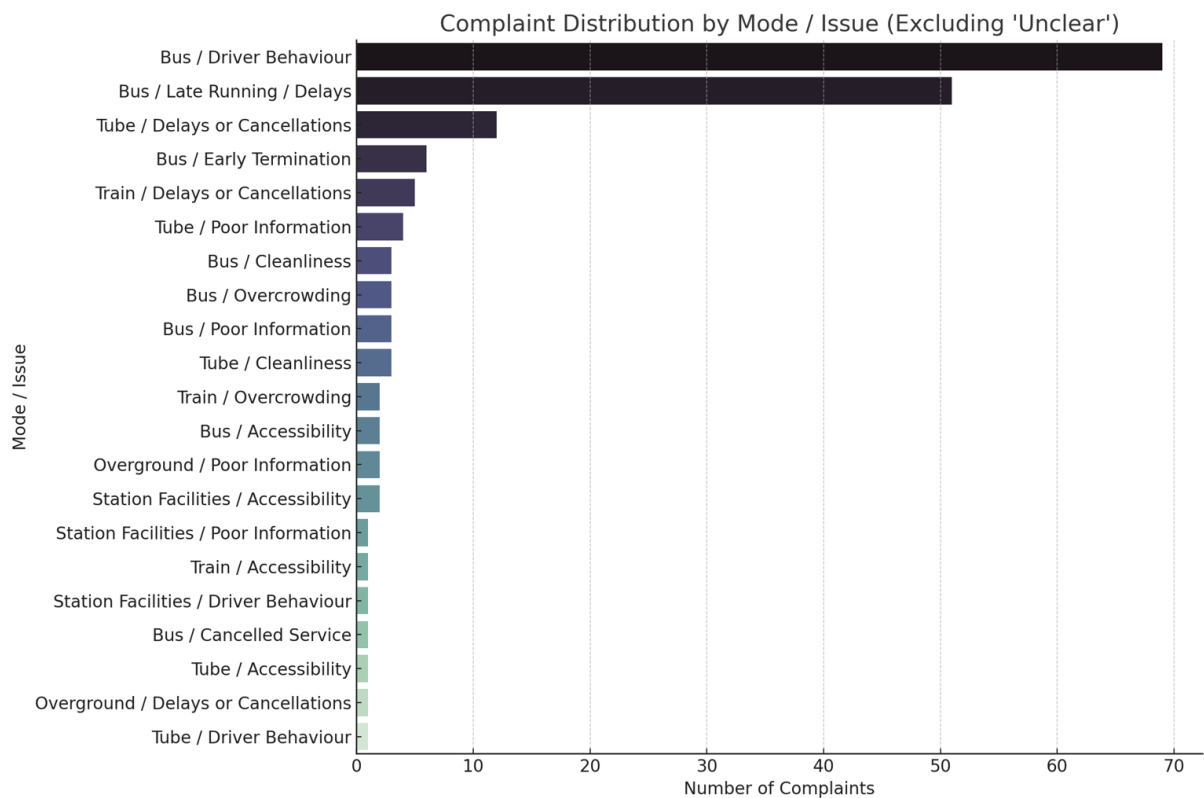
✳️ ***"Sign up to the London TravelWatch newsletter and keep up-to-date with the latest news and views on London transport. We are London's independent transport watchdog, speaking out for the travelling public in championing measures to improve transport in London. Our monthly newsletter is a great way to keep up-to-date with the news and events that affect those travelling in the capital."*** - Thanks to London TravelWatch for sharing this.

Passenger feedback from the website

We have now been receiving feedback from passengers via the website form for just over five months, and I have started to dig into this data. Once I have six months of data, I will create a detailed report to share with staff and the board.

As a taster, here are some of the findings so far. The vast majority of the complaints we receive are for buses, with rude drivers and delays being the biggest issue.





The word cloud above has been generated by myself, taking a month's worth of the most common complaints. The two graphs are AI-generated, so are not 100% accurate, but certainly reflect the overall nature of the comments very well.

When I create the next batch of data at the end of July, I will spend more time ensuring there are fewer anomalies or inaccuracies.