LONDON
TRAVELWATCH

Public Event – 11.11.28
Communications Report
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Board paper: LTW851
Agenda item: 07
Drafted: 03.11.2026

London TravelWatch in the news

Our reporting research was picked up by a range of outlets, including the Mail, Metro, MyLondon and others.

Our statement on floating bus stops was also picked up in OnLondon.



Website activity

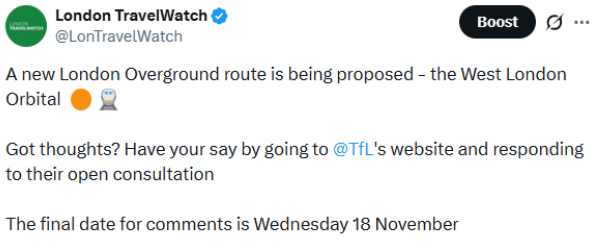
Our statement on bus stop bypasses has been the second most popular webpage in the past two months (it was published on 16 October).

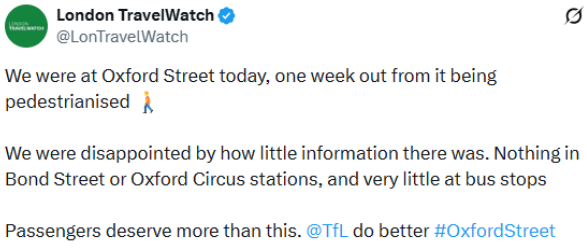


/advice/freedom-pass-60-oyster/
/news/bus-stop-bypasses-london-travelwatch-statement/
/feedback-form/
/complaints-and-appeals/where-to-send-your-complaint/
/complaints-and-appeals/
/complaints-and-appeals/appealing-your-complaint/
/news-and-opinion/
/complaints-and-appeals/making-an-initial-complaint/
/news/london-travelwatch-ceo-announces-retirement/

Social media activity

Our posts on Oxford Street and the new London Overground route have been popular on X.





Podcast data

These are the total number of views, listens and downloads for all previous episodes so far. We continue to get views/listens on previous episodes, and we are now at over 2,000 views/listens in total.

Talking Transport podcast lifetime stats	Episode 1 25 Years of LTW Published 14/07/2025	Episode 2 Bus Users UK Published 02/09/2025	Episode 3 Personal Security Published 17/11/2025	Episode 4 Casework Published 12/01/2026	Episode 5 Transport Focus Published 09/03/2026	Episode 6 Age UK London Published 18/05/2026	Episode 7 Season 1 Highlights Published 06/07/2026	Episode 8 Campaign for Better Transport Published 08/09/2026	Grand Total
YouTube (views)	145	96	121	145	119	125	89	200	1,040
Spotify (views)	63	45	21	16	18	20	9	14	206
Audio (listens)	164	156	116	85	89	76	67	72	825
Total	372	297	258	246	226	221	165	286	2,071

Discussion point: profile raising / coverage

What more can we do to raise our profile?

It is increasingly difficult get meaningful engagement on our channels – social media is becoming trickier and more divisive, while traditional media outlets (such as the Standard) seem to feature less serious journalism.

Do we need to rethink our comms strategy and look at different ways of reaching our target audiences? Who should we prioritise speaking with?

Should we start targeting different media outlets? This could include:

- Trade publications such as Transport Network, Rail Business, Passenger Transport
- Local newspapers and websites such as SWLondoner, Enfield Dispatch etc
- More respected London publications such as The Londoner and LondonCentric

Should we focus completely on one or two social media channels instead of trying to get engagement across all of them?

What else could we consider?