

Quarterly Progress Report



Team:	Communication Team
Quarter:	3
Agenda Item:	6.2.9
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1. Highlights

Two new members of staff have started in the communications team. Sabira Moledina, who has taken Pete Biggs old post and Dervish Mertcan, who has started in the newly created role of Bus Press Officer

Highlights of the team include:

The communications team have successfully launched a new search function in the publications area of the website. We have had numerous positive reports and will continue to monitor it. Website development has also begun, the plan is to give our bus role a more equal profile on the website, We want to ensure that this not only looks good but the website is still easy to use and fully compliant – we hope to launch this new area in April. At the same time we are planning to create a useful area for rail user groups which will include campaigning advice and other information. Wales and Scotland will also get their own dedicated areas allowing us to comply with our recently awarded/approved welsh language scheme. We hope to officially launch the scheme in the coming months but have already received our certificate and begun implementing the action plan.

The bus mystery traveller's research was successfully launched in Brighton. The event produced a good turnout with key stakeholders. Sadiq Khan MP attended officially launching the document and also talking about his own mystery bus tour that he was undertaking. We supported the launch of this research with media, you tube and a glossy publication.

The board meeting in Liverpool as well as being a successfully organised event received an unusual but welcome amount of local coverage.

The communication team continue to assist the change team by delivering the internal newsletter 'Interchange', often to extremely tight schedules.

Passenger Voice and all the regional supplements were released and received good feedback – 3 MP enquiries and dozens of stakeholder requests for more information or just too feedback their views. .

National station improvement programme (NSIP) was design and released. The media release entitled 'still waiting for the loo' received a lot of regional coverage.

We also designed and published joint research with ATOC 'integrated transport'. The official release and launch was delayed until January due to the weather story taking over the news agenda and the long sign off process involved with doing this sort of joint research.

Three RUS consultations for the DfT were also turned around. They had to be formatted, proof read and branded correctly before going to the DFT. We delivered all three of these.

Finally the usual Christmas disruption and fare rises dominated the last few months. It is also worth noting the weather situation has cause significant calls. All three issues were on the national and regional news agenda and we reacted both proactively and reactively to these.

2. Issues

ATOC and a small number of TOCs took issue with our media lines on weather and national rail enquiries. The TOCs thought we were only talking about the negative and not about the work of many staff to keep the trains running.

We explained that we represent the passenger and if they communicated where they are delivering a quality service/product then we can consider that when we formulate our responses.