

# TfL's bus safety marketing

Bus Centre of Excellence

26 February 2024



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- TfL safety campaigns:
  - Strategic overview
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  - Serious Worrying Incidents (hate crime and staff abuse)
  - Sexual Harassment (Women's Safety)
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  - TfL Purpose including bus improvements
  - Superloop



## Our marketing campaigns are yielding strong results

- 77 per cent of Londoners recognise TfL advertising – up from 68 per cent in 2017
- 40 per cent of recognisers agree the advertising makes them feel that **TfL cares about its customers**
- 33 per cent of recognisers who use buses have used public transport more after seeing our advertising



## 4 TfL safety campaigns – strategic overview

TfL's safety campaigns contribute to our purpose to move London forward safely, inclusively and sustainably and ultimately deliver against the Mayor's Transport Strategy outcomes of:

- 'Vision Zero', where nobody is killed or seriously injured (KSI) on London's roads or public transport by 2041
- 80 per cent of trips in London being made by sustainable modes by 2041.

Our safety priorities comprise of:

- Reduce the risk of being a victim of crime on London's public transport, with a focus on high-harm offences and vulnerability
- Embed a zero-tolerance approach to sexual harassment and hate crime on our network
- Provide a welcoming, inclusive transport network where everyone can make seamless, safe, secure, affordable and accessible journeys, to help give customers more reasons to choose sustainable travel
- Progress towards Vision Zero on London's roads by focusing on safe speeds, safe streets, safe vehicles, safe behaviours and post-collision response
- Progress towards Vision Zero on our network by focusing on areas of greatest safety risk and developing indicators to help prevent incidents before they occur



# Public Transport Safety campaign



## 6 Public Transport Safety (PTS) campaign overview

**Summary:** Safety has always and will always be TfL's highest priority. Our multi-modal Public Transport Safety campaign is designed to help support wider TfL safety measures in reducing customer incidents and preventing delays on network.

We know many customers know what to do to travel safely, but not everyone is doing it. Accidents occur when customers are distracted, on autopilot, on an unfamiliar journey or have a low awareness of risk.

To cut through these mindsets and prompt behavioural actions that help customers remain safe, we take the following approach:

- We focus on a point of incident strategy (e.g., close to escalators, in carriage etc.), as this gives us the best chance of changing behaviour in the moment to prevent accidents
- Our communications work to alert customers to the risks without making them fearful and focus on the positive behaviour we want them to adopt with an authoritative yet caring approach which encourages customers to re-evaluate their behaviour



## 7 Public Transport Safety (PTS) campaign overview

The campaign was updated in May 2023 to align with TfL's brand guidelines whilst simultaneously optimising messaging and placement of messages.

**Integrated comms activity:** We have an always-on presence across all modes on the TfL-owned media estate. The marketing campaign led with printed and digitally animated posters across the network, in carriage and on DigiVans. The campaign has been supported by a trade press release, internal employee communications, an organic social media video, metro articles and modal safety roadshows.

### Objectives and KPIs:

- **Business objective:** To drive network improvements in safety and reliability
- **Campaign objective:** To encourage TfL customers to think about their personal safety and to take extra care when travelling on PT
  - 55% of customers recognising the campaign by March 24 (Dec 23/ 42%)
  - 54% strongly agreeing 'it's important to take care on PT' by March 24 (Dec 23/ 53%)
  - 66% agreeing the advertising made me think 'I need to take more care on public transport' by March 24 (Dec 23/ 77%)



# Multi-modal messaging matrix

Message	Bus	LU	LO	DLR	EL	Tram	Placement info
Mind the Gap		X	X	X	X		Platforms
Hold the Handrail (escalators)		X	X	X	X		Near escalators
Hold the Handrail (stairs)	X	X	X	X	X		Near stairs
Hold the handrail too (luggage)		X					Near escalators
Hold the Handrail (in carriage)	X	X	X	X	X	X	In-carriage
Take Care Closing Doors		X	X	X	X	X	Platforms / in-carriage
Slow Down And Walk		X	X	X	X	X	Ticket halls, concourse, platform, stairs
Use the Lift		X	X	X	X		Near lifts
Stay Behind the Yellow Line		X	X	X	X		Platform
Watch Your Step, Not Your Phone		X	X	X	X		Ticket halls, concourse, platform, stairs
Stop! Ask Staff for Help		X	X		X		Platform
Stop! Press Alarm for Help				X			Platform
Take Extra Care After Drinking Alcohol	X		X	X	X		Ticket halls, concourse, platform, stairs
Take Extra Care After Drinking Alcohol (escalator)		X					Near escalators
Look Both Ways for Quiet Trams						X	Near crossing points
Watch Your Step	X						Bus stops
Hold the Handrail (bus stairs)	X						In-bus
Keep Kids' Feet Clear of Edge		X					Near escalators





# 9 PTS creative bus specific

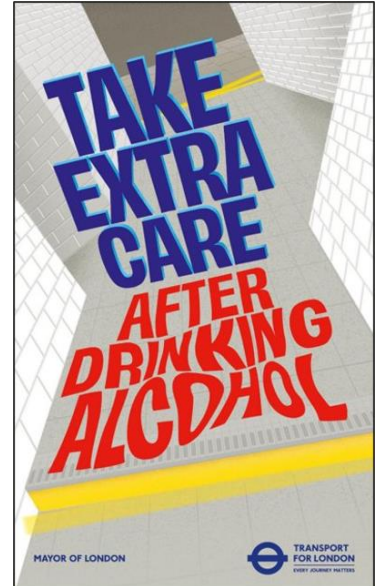
On bus stairs



In bus stations and at bus stops



In bus



# 10 PTS multi-modal messages



## Serious Worrying Incidents (SWI) campaign



## 12 Serious Worrying Incidents (SWI) - overview

**Summary:** Our SWI campaign launched in 2020 to create a sense of unity of Londoners standing together against abuse on the network, targeting staff abuse, drunken behaviour towards staff and hate crime towards customers or staff.

The campaign evolved in February 2023 to as a result of research that indicated that a significant percentage of victims of hate crime and incidents were equally hurt that witnesses took no positive action to support them.

**Integrated comms activity:** We have an always-on presence across all modes on the TfL-owned media estate. The campaign has been supported by paid partnerships (online publications, podcasts), organic content on TfL social channels, CRM to the TfL database, internal comms, internal bystander training, TfL funding of bystander training for partners and citizen promoted through TfL press office, ongoing stakeholder engagement and community engagement events with policing partners at key moments throughout the year.



# 13 Serious Worrying Incidents (SWI)

## Multi-modal messaging:

- Distract with a question. What's the next stop? What's the time?
- Make a note. What are they doing? What do they look like?
- Make sure they're OK. Are you alright? Can I do anything?
- Let's stand together against hate
- We won't accept drunken abuse of staff/Abuse of staff stops now/We won't stand for abuse of TfL staff
- Always report by texting the British Transport Police on 61016 or using the Railway Guardian app / at met.police.uk or calling 101
- In an emergency call 999

## Objectives and KPIs:

- Campaign recognition at 50% of PT users by March 24 (Dec 23/38%)
- Reach 65% target of customers who agree TfL is working to reduce serious ASB by March 2024 (Dec 23/62%)
- Reach 50% target of Londoners who agree that they would report an incident of hate crime if it happened to them (Dec 23/47%) and 43% target agreeing they would report if they saw it happen to someone else by March 2024 (Dec 23/42%)
- Reach 30% target of customers who agree that they have all the information I need to confidently intervene/support if I saw an incident of hate crime by March 2024 (Dec 23/28%)



# 14 Campaign creative: Active Bystander

A postcard with a light pink background. At the top, there are five stylized eyes of different colors (green, pink, blue, yellow, orange) looking towards the center. Each eye contains a question: 'WHAT ARE THEY DOING?', 'WHAT DO THEY LOOK LIKE?', 'MAKE A NOTE' (in a larger blue eye), 'WHAT TIME IS IT?', and 'WHAT LINE ARE WE ON?'. Below the eyes, there is a paragraph of text and a logo at the bottom.

If you see a hate crime or abusive behaviour whilst on public transport, safely documenting and reporting it can help build a profile of the perpetrator and help us stop it from happening again. Always report what you've witnessed by texting British Transport Police on 61016 or using the Railway Guardian App. In an emergency call 999.

Let's stand together against hate

MAYOR OF LONDON  
BRITISH TRANSPORT POLICE  
TRANSPORT FOR LONDON  
EVERY JOURNEY MATTERS

A postcard with a light pink background. At the top, there is a stylized mouth with a black tongue sticking out. Below the mouth, there are five speech bubbles of different colors (green, orange, pink, purple, blue) containing questions: 'CAN I DO ANYTHING?', 'I'LL REPORT THAT TOO', 'ARE YOU ALRIGHT?', 'WHAT HAPPENED ISN'T OK', and 'MAKE SURE THEY'RE OK' (in a larger blue speech bubble). Below the speech bubbles, there is a paragraph of text and a logo at the bottom.

Following a hate crime or abusive behaviour on public transport, your support can help the targeted person feel less isolated and more confident reporting it. Only support if you feel safe and always report what you've witnessed at met.police.uk or by calling 101. In an emergency call 999.

Let's stand together against hate

MAYOR OF LONDON  
METROPOLITAN POLICE  
TRANSPORT FOR LONDON  
EVERY JOURNEY MATTERS

A postcard with a light pink background. At the top, there is a stylized mouth with a black tongue sticking out. Below the mouth, there are five speech bubbles of different colors (pink, purple, blue, green, orange) containing questions: 'WHAT'S THE NEXT STOP?', 'WHERE DOES THIS TERMINATE?', 'DISTRACT WITH A QUESTION' (in a larger blue speech bubble), 'WHAT'S THE TIME?', and 'I'LL REPORT THAT TOO'. Below the speech bubbles, there is a paragraph of text and a logo at the bottom.

Hate crime or abusive behaviour on public transport can be defused by asking the person being targeted a small question. Only interrupt if you feel safe and always report what you've witnessed by texting British Transport Police on 61016 or using the Railway Guardian App. In an emergency call 999.

Let's stand together against hate

MAYOR OF LONDON  
BRITISH TRANSPORT POLICE  
TRANSPORT FOR LONDON  
EVERY JOURNEY MATTERS



# Campaign creative: SWI

**WE WON'T TOLERATE HATE CRIME**

London stands together against hate directed at anyone on our transport network.

If you experience or witness a hate crime, report it to a member of staff or by texting 61016. In case of an emergency call 999.

MAYOR OF LONDON  
 METROPOLITAN POLICE  
 TRANSPORT FOR LONDON  
 EVERY JOURNEY MATTERS

**WE WON'T ACCEPT DRUNKEN ABUSE OF TFL STAFF**

London stands together against abuse on our transport network.

Alcohol must not be consumed on the TfL network and if you abuse our staff, TfL will take action which could result in a criminal record.

MAYOR OF LONDON  
 METROPOLITAN POLICE  
 TRANSPORT FOR LONDON  
 EVERY JOURNEY MATTERS

**WE WON'T STAND FOR ABUSE OF TFL STAFF**

London stands together against abuse on our transport network.

If you abuse our staff, TfL will take action which could result in a criminal record.

MAYOR OF LONDON  
 METROPOLITAN POLICE  
 TRANSPORT FOR LONDON  
 EVERY JOURNEY MATTERS

**WE STAND TOGETHER AGAINST HATE**

London stands together against hate directed at someone on our transport network because of race, religion, sexual orientation, disability, gender identity or any other perceived difference.

If you experience or witness a hate crime, report it to a member of staff or by texting 61016. In case of an emergency call 999.

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 METROPOLITAN POLICE  
 TRANSPORT FOR LONDON  
 EVERY JOURNEY MATTERS

**ABUSE OF OUR STAFF STOPS NOW**

We do not stand for abuse on our network and we take action that can result in a criminal record.

London stands together against abuse.

MAYOR OF LONDON  
 TRANSPORT FOR LONDON  
 EVERY JOURNEY MATTERS



## Sexual Harassment (women's safety) campaign





# 17 Sexual Harassment (women's safety) campaign overview

**Summary:** In 2021, we leveraged RDG's national campaign to address sexual harassment on public transport, with consistent messaging to demonstrate our zero-tolerance towards the issue. The campaign evolved in February 2023 to help create a culture of active bystanders on the network.

Safe bystander intervention can help to defuse some situations of sexual harassment when they occur, as well as helping the police to identify and prosecute offenders through encouraging reporting.

**Integrated comms activity:** We have an always on presence across all modes across the network. The marketing campaign led with printed posters across the network with a focus on 'point of incident' placements such as in carriage and inside buses. The campaign has been supported by paid partnerships (social media content with Ladbible podcasts & influencers), organic content on TfL social channels, internal comms, ongoing stakeholder engagement and community engagement events with policing partners at key moments throughout the year.



# Sexual Harassment (women's safety) campaign overview

## Messaging:

- Distract with a question. What's the next stop? What's the time?
- Make a note. What are they doing? What do they look like?
- Make sure they're OK. Are you alright? Can I do anything?
- <Type of USB> is sexual harassment and is not tolerated.
- Together, we can stop sexual harassment on public transport
- Always report by texting the British Transport Police on 61016 or using the Railway Guardian app / at [met.police.uk](https://met.police.uk) or calling 101
- In an emergency call 999

## Objectives and KPIs:

- Campaign recognition at 50% of PT users by March 24 (Dec 23/38%)
- Reach 65% target of customers who agree TfL is working to reduce serious ASB by March 2024 (Dec 23/62%)
- Reach 50% target of Londoners who agree that they would report an incident of SH if it happened to them (Dec 23/51%) and 47% target agreeing they would report if they saw it happen to someone else by March 2024 (Jan24/44%)
- Reach 31% target of customers who agree that they have all the information I need to confidently intervene/support if I saw an incident of sexual harassment by March 2024 (Dec 23/28%)



# 19 Active Bystander messaging

## Distract with a question

What's the next stop?

What's the time?

What bus route are we on?

You can help defuse an incident of sexual harassment by asking the person being targeted a small question. Only interrupt if you feel safe.

Always report it online at [met.police.uk](https://met.police.uk)  
Call 999 in an emergency.

Together, we can stop sexual harassment on public transport.

MAYOR OF LONDON



TRANSPORT FOR LONDON  
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## Make a note

What do they look like?

What time is it?

What bus is it happening on?

If you see sexual harassment happening, documenting and reporting it can help build a profile of the perpetrator and help us stop it from happening again. Only do so if you feel safe.

Always report it online at [met.police.uk](https://met.police.uk)  
Call 999 in an emergency.

Together, we can stop sexual harassment on public transport.

MAYOR OF LONDON



TRANSPORT FOR LONDON  
EVERY JOURNEY MATTERS

## Make sure they are OK

Are you OK?

What happened isn't OK

I'll report it too

Following an incident of sexual harassment, your support can help the person targeted feel less isolated and more confident in reporting it. Only do so if you feel safe.

Always report it online at [met.police.uk](https://met.police.uk)  
Call 999 in an emergency.

Together, we can stop sexual harassment on public transport.

MAYOR OF LONDON



TRANSPORT FOR LONDON  
EVERY JOURNEY MATTERS



# 20 Active Bystander messaging

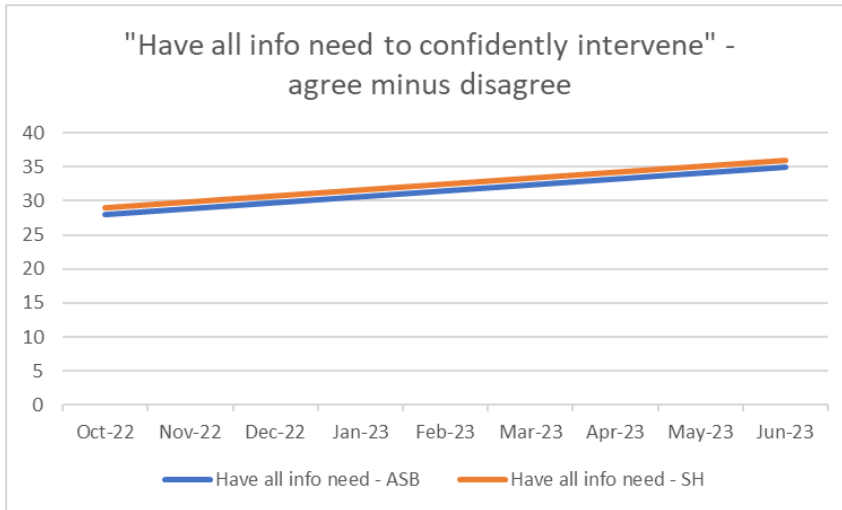
<h2>Catcalling</h2> <p>MAKING UNSOLICITED REMARKS OF A SEXUAL NATURE ABOUT SOMEONE IS SEXUAL HARASSMENT AND IS NOT TOLERATED</p> <p>See it or experience it on public transport? Report it online at <a href="http://met.police.uk">met.police.uk</a> In an emergency always dial 999.</p> <p>Together, we can stop sexual harassment.</p>	<h2>Cyber-flashing</h2> <p>SENDING OR SHOWING SEXUAL CONTENT WITHOUT CONSENT IS SEXUAL HARASSMENT AND IS NOT TOLERATED</p> <p>See it or experience it on public transport? Report it online at <a href="http://met.police.uk">met.police.uk</a> In an emergency always dial 999.</p> <p>Together, we can stop sexual harassment.</p>	<h2>Exposing</h2> <p>REVEALING INTIMATE BODY PARTS IS SEXUAL HARASSMENT AND IS NOT TOLERATED</p> <p>See it or experience it on public transport? Report it online at <a href="http://met.police.uk">met.police.uk</a> In an emergency always dial 999.</p> <p>Together, we can stop sexual harassment.</p>	<h2>Upskirting</h2> <p>TAKING PHOTOS UNDER SOMEONE'S CLOTHES IS SEXUAL HARASSMENT AND IS NOT TOLERATED</p> <p>See it or experience it on public transport? Report it online at <a href="http://met.police.uk">met.police.uk</a> In an emergency always dial 999.</p> <p>Together, we can stop sexual harassment.</p>	<h2>Pressing</h2> <p>RUBBING AGAINST SOMEONE ON PURPOSE IS SEXUAL HARASSMENT AND IS NOT TOLERATED</p> <p>See it or experience it on public transport? Report it online at <a href="http://met.police.uk">met.police.uk</a> In an emergency always dial 999.</p> <p>Together, we can stop sexual harassment.</p>	<h2>Touching</h2> <p>TOUCHING SOMEONE INAPPROPRIATELY IS SEXUAL HARASSMENT AND IS NOT TOLERATED</p> <p>See it or experience it on public transport? Report it online at <a href="http://met.police.uk">met.police.uk</a> In an emergency always dial 999.</p> <p>Together, we can stop sexual harassment.</p>
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# Sexual Harassment & Hate Crime: bystander findings



Since launching our bystander messages across both campaigns, our campaign metrics show a steady increase in respondents:



## Travel Kind campaign



## 24 Travel Kind (TK) campaign overview

**Summary:** This campaign focuses on the customer behaviours that impact on the reliability of the network or customer experience. Often summed up as ‘travel etiquette’ it focuses on inconsiderate behaviours on the less serious spectrum of anti-social behaviour. The campaign underwent a creative and messaging refresh which launched in August 2020.

**Integrated comms activity:** We adopt an ‘always on’ approach to TK messaging, running the messages throughout the year. There is no paid media support, we only use on system across all modes - in stations and in carriage, as well as digital out of home and the Metro. During strikes, the TK messages are upweighted to encourage positive behaviours while travelling.





## 25 Travel Kind (TK) campaign overview

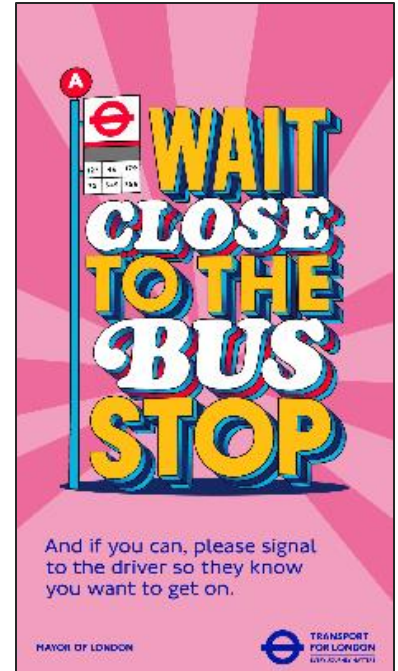
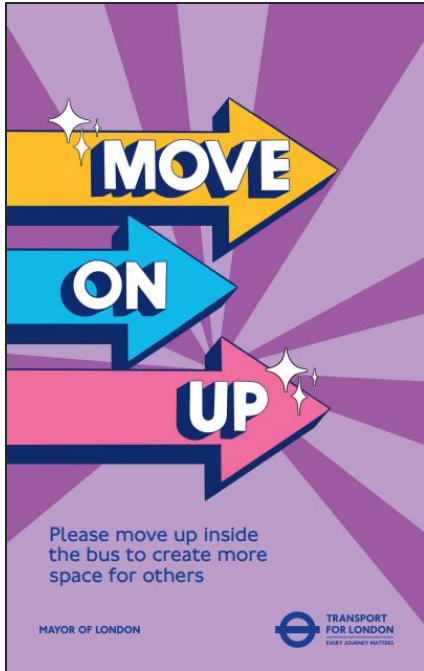
**Messaging:** The *'Be Kind'*, *'Be Considerate'* and *'Be Patient'* creative are the main messages we've used from August 2020 as they have been seen as 'evergreen' messages that bring positive messages to the network, so essentially balancing out some more of the serious safety messages. *'Backpacks'* *'Bin It'* *'Wait close to the bus stop'* *'Buggies make space'* and *'Offer your seat'* all also run currently. *'Move on up'* is the most recent asset that has been created as part of TK. We recently introduced this Q1 23/24, as crowding has started to become more significant.

### **Objectives and KPIs:**

- Reach 65% target of customers who agree TfL is working to reduce serious ASB by March 24 (Dec 23/62%)
- Campaign recognition at 50% of public transport users by March 24 (Dec 23/ 38%)
- Reach 38% target of customers who feel that TfL cares about its customers by March 24 (Dec 23/ 40%)



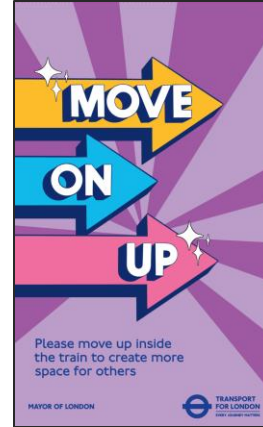
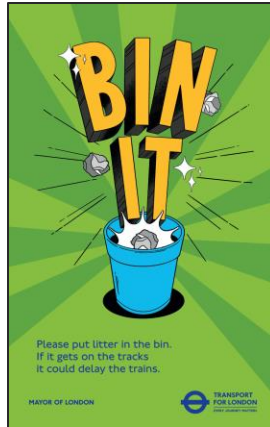
## 26 Travel Kind bus specific creative



We are also developing a bus related 'Bin it' message to target litter being left on the bus.



# 27 Travel Kind creative multi-modal creative



## Road Safety – Speed awareness campaign



## 29 Road Safety Speed awareness campaign overview

**Summary:** Each year in London over 1000 people are injured or killed by drivers exceeding the speed limit.

TfL's new road safety campaign tackling speeding as a dangerous behaviour, targets all pan-London drivers and aims to challenge socially accepted driving norms by reframing drivers' perception of what counts as speeding, particularly in lower speed limit roads (20/30 mph). Comms will aim to motivate drivers to change their behaviours and to watch out for more vulnerable road users. Showing them that driving even 'a little bit' over the speed limit can have devastating consequences.

**Integrated comms activity:** The campaign went live in September 2023 with radio and road facing posters to target drivers at key moments whilst driving. Further activity followed in October with TV, Video on Demand (VOD), Social Video, Online Video (OLV) and Cinema, used to drive emotional engagement at scale along with ads on bus lower rears.



# Road Safety – Speed awareness campaign overview

**Messaging:** Speeding kills. Slow down.

## **Objectives and KPIs:**

- Increase agreement TfL is working to reduce deaths and serious injuries on London's roads: 60% by Mar '24 (Dec '23/60%)
- Reduction in number of people speeding. This will be measured by strong agreement from drivers to 'think more about how fast I am driving on the road' and to increase agreement to 'Always watch out for motorcyclists' 50% by Mar '24 (Dec 23/58%)
- Reduction in road KSIs 23/24. Target: 3542



# Speed awareness campaign creative



Road Facing Posters



Radio



TV Advert



# Road Safety – Lowering Speeds Campaign

**Messaging:** We're Lowering speed limits to save lives

**Summary:**

TfL's Lowering Speeds communications approach is twofold; (1) London wide communications to educate all Londoners on the benefits and safety reasons behind the introduction of 20mph speed limits across London and (2) local communications in specific London boroughs to raise awareness amongst local drivers and riders of the changes to speed limits in their area.

**Integrated activity:**

Communications have run across a mix of consumer media channels including localised press, radio, podcast, digital advertising and social media

**Objectives and KPI's:**

- Campaign recognition; 55% by Mar '24
- TfL is working to reduce KSIs: to 60% by Mar '24 (Dec '23/60%)
- Speed limits of 20mph help prevent deaths and serious injuries on London's roads: 44% by Mar '24 (Dec'23/41%)
- Reduction in agreement with the statement 'It is acceptable to drive over 20mph in 20mph speed limit areas' to 22% by Mar '24 (Dec '23/35%)





# Road Safety – Lowering Speeds Creative



20mph speed limits are being introduced on TfL roads in Wandsworth



Lowering Speeds:  
Pan London



Lowering Speeds:  
Local Boroughs

# Road Safety – Motorcycle Safety campaign

**Messaging:** Riders and drivers to watch out for each other

**Summary:**

Powered Two-Wheeled (P2Ws) only make up 1% of mode share but are the most high risk road user group. Latest data shows us that the most common factor that causes collisions involving riders, is a car turning into the path of the rider. We want to try and influence both the rider & driver with a two-pronged approach, targeting them with a simple, unified message: Watch out for each other.

**Integrated activity:**

The campaign focuses on breaking down tribal road culture, by utilising a road safety advocate, Ogmios. Ogmios delivers a sense of calm and reciprocity to all of London's road users through his YouTube channel and zen like commentary of dash cam footage. The campaign is currently live across Video on Demand and Online Video

**Objectives and KPI'S:**

- Agreement from drivers to 'Always watch out for motorcyclists'; 50% by Mar '24 (Dec '23/48%)



# Road Safety – Motorcycle Safety Campaign



Youtube Links:

<https://www.youtube.com/watch?v=F8BAIzbKXEE>

<https://youtu.be/Sn0Xr6sC9c0>

[https://youtu.be/\\_z8zblZVyBM](https://youtu.be/_z8zblZVyBM)

<https://youtu.be/LNfnoT9OVik>

# Road Safety – Motorcycle Safety Training programme

We offer [two free motorcycling training courses](#) for those who live, work or study in London, designed to improve rider attitudes.

**Beyond CBT:** A free one day tailored motorcycle programme aimed at gig economy drivers who wish to improve their skills and safety on the roads. Specifically designed for delivery riders and couriers.

**1-2-1 training course:** A tailored 1-2-1 course for riders to build confidence and aimed at commuters on low powered bikes.

Since April 2023, 1106 riders have completed 1-2-1 Motorcycle Skills and 398 riders have completed Beyond CBT.

We are on course to hit our yearly target to deliver 567 Beyond CBT courses and have already hit our target of 567 Beyond CBT courses



# TfL Travel for Life programme

## Summary:

For the past 16 years, we have been offering schools and education settings across London a series of free educational programmes for children and young people aged three to 17, delivered in partnership with the London Transport Museum and London boroughs. It teaches young people how to travel to and from school safely and sustainably.

In September, we brought together each of our existing programmes (formerly known as Road Safety Club, STARS, Safety and Citizenship, and TravelSmart), under one new umbrella programme called TfL Travel for Life.

## Integrated comms activity:

The rebrand launched in September with a launch event at a Gold accredited school, press release, social posts, new TfL webpages and internal communications activity. There is also continued engagement with stakeholders and schools throughout the year.

## Objectives & KPIs:

- Increase awareness of our schools programmes across London
- Reach 1000 gold accredited schools by 2025
- Increase reach of 'TfL Discoverers' content through improved distribution and campaign
- Reach 90% of all year six students each academic year on the TfL Citizens programme



# TfL Travel for Life



TfL **Travel for Life** is a free education programme supporting the next generation of Londoners to travel towards a brighter, safer and more sustainable future. Be part of the solution.



Take part at any level to earn either **Bronze, Silver or Gold** accreditation



## Appendix – other bus campaigns



# 40 Championing Value campaign overview

This campaign champions the value of public transport. Using a range of owned and paid communications, the campaign is designed to build the mental availability of public transport in customers' minds, promoting the value proposition of public transport. We will do this by showing customers that what they get for what they pay has value, enabling them to do the things that matter via public transport.

## Objectives:

- **Overall:** 80% sustainable journeys by 2041
- **Perception and attitude:** Want to use PT more, 36% by March 2024, 38% by March 2025.
- **Brand recognition:** 57% by March 2024, 59% by March 2025

## Bus messages:

- Bus Hopper £1.75
- £5.25 daily cap
- Under 11s travel free with an adult
- Under 18s travel free with a Zip Photocard
- Night Bus Hopper £1.75

## Channels:

- Social video, radio, online video, press, posters, TfL blog, emails, TfL website, Partnerships and toolkits





# 41 TfL Purpose campaign overview

The multi-modal Purpose campaign communicates our plan to make sustainable transport in London better for everyone by informing our customers about the improvements we've already made and are making to the network, as well as our plans for the future.

## Objectives (targets are by Mar '24):

- 60% of Londoners recognise the campaign (49% Dec 23)
- 38% of Londoners strongly agree the ads make them feel TfL cares about its customers (40% Dec 23)
- 40% of Londoners strongly agree that TfL is investing to improve their journeys (39% Dec 23)

## Bus improvements messages:

- 100 per cent low or zero-emission bus fleet & zero-emission fleet by 2034
- Bus reliability, Superloop, 300 Countdown signs, LED lights at bus shelters
- Pay as you go single bus fares frozen until Mar 25
- Local bus improvements

## Channels:

- TV, video on demand, radio, online video, press, posters, social, TfL blog, emails, TfL website

**Bus journeys are getting brighter**

At TfL, we're determined to give more Londoners access to greener journeys.

That means making our 8,500-strong bus fleet, which is already 100% low or zero-emission, fully zero-emission by 2034.

It means connecting more people in outer London, with our Superloop express bus routes.

It also means making journeys easier with over 300 new live Countdown signs at bus stops across the city. More than half of our bus shelters now have brighter LED lighting too.

And we've frozen all pay as you go single fares on the bus, as well as the Tube, DLR and train, and the majority of pay as you go single fares on the London Overground and Elizabeth Line, until March 2025.

It's all part of the Mayor of London and TfL's plan to help build a greener future for London. That's how we're making journeys in London brighter for everyone.

Because every journey matters.

Search TfL improvement plan

\*Minimum spend applies to journeys on routes 200-209 and 400-409. Excludes London Overground.

MAYOR OF LONDON

**With 100% low or zero-emission buses, journeys are getting brighter.**

We're always improving our bus fleet to make it cleaner. It's part of the Mayor of London, Sadiq Khan, and TfL's plan to help build a greener future for London. That's how we're making journeys in London brighter for everyone.

Because every journey matters.

Search TfL improvement plan

\*Minimum spend applies to journeys on routes 200-209 and 400-409. Excludes London Overground.

MAYOR OF LONDON

**With upgrades to improve bus reliability, journeys are getting brighter.**

We're upgrading traffic signalling, as well as extending some bus lanes and increasing the hours they operate. This will help give our buses greater priority, making them more reliable and more convenient for Londoners all over the city. That's how we're making greener journeys in London brighter for everyone.

Because every journey matters.

Search TfL improvement plan

\*Minimum spend applies to journeys on routes 200-209 and 400-409. Excludes London Overground.

MAYOR OF LONDON

## 42 TfL Purpose campaign – other modal messages

### Tube and Rail press and posters



**A better connected city is a brighter city**

At TfL, we're determined to give more Londoners access to greener\* journeys.

That means fast journeys\*\* with the Elizabeth line, which spans from Reading and Heathrow, through London to Shenfield. It also connects with Tube, London Overground, DLR, National Rail and bus services.

It means improved connections with the Northern line extension, from Battersea and Nine Elms to the city and west end. The Barking Riverside London Overground station also now helps locals reach central London in just 22 minutes\*\*\*.

And we've frozen the majority of pay as you go single fares on the London Overground and Elizabeth line, as well as all pay as you go single fares on the bus, Tube, DLR and tram, until March 2023†.

That's how we're making greener journeys in London brighter for everyone.

Because every journey matters.

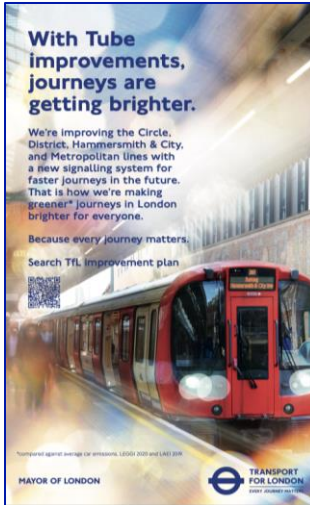
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\*Compared against average car emissions, LE020 and LA0 2018

\*\*Faster than other TfL modes

†Compared against average car emissions, LE020 and LA0 2018

MAYOR OF LONDON



**With Tube improvements, journeys are getting brighter.**


We're improving the Circle, District, Hammersmith & City, and Metropolitan lines with a new signalling system for faster journeys in the future. That's how we're making greener\* journeys in London brighter for everyone.

Because every journey matters.

Search TfL improvement plan

\*Compared against average car emissions, LE020 and LA0 2018

MAYOR OF LONDON



**A better connected city is a brighter city**

The Elizabeth line gives you fast\* journeys across central London. Our more spacious, air-conditioned trains travel from Paddington to Liverpool Street in just 10 minutes. That's how we're making greener\*\* journeys in London brighter for everyone.

Because every journey matters.

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\*Faster than other TfL modes

\*\*Compared against average car emissions, LE020 and LA0 2018

MAYOR OF LONDON



### Messages:

- Fast journeys with the Elizabeth line
- The majority of fares on the London Overground and Elizabeth line have been frozen until March 25
- Improved connections with the Barking Riverside Extension and Northern line extension
- Improving the District, Circle, Hammersmith & City & Metropolitan lines with a new signalling system for faster journeys in the future



## 43 TfL Purpose campaign - local bus improvements

We promote positive bus service improvements with local campaigns to demonstrate that we care about our customers by investing to improve their journeys.

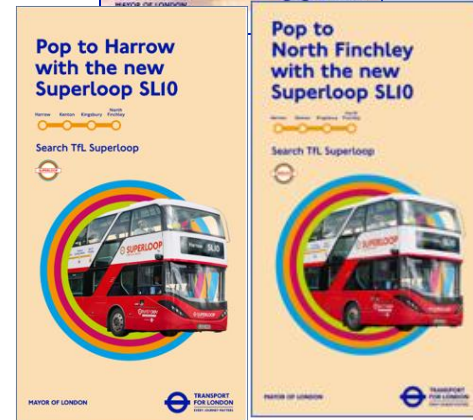
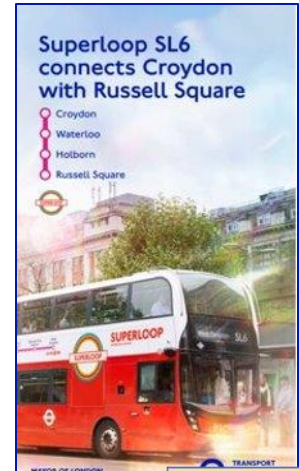
### Channels:

Local posters, local press, online advertising, CRM and customer information



# 44 Superloop campaign

- **Superloop phase one** launched in July 2023 when four existing express routes were renumbered and rebranded to Superloop. Each route was promoted using localised campaigns
- This activity aimed to demonstrate to customers that TfL is investing to improve their journeys
- **Channels:** Local posters, radio, local press, online advertising, service CRM, stakeholder engagement, TfL Go updates, customer information, paid and organic social
- **Phase two** sees the introduction of five new Superloop routes, providing an opportunity to deliver good news to customers through bold and exciting marketing
- Localised campaigns aim to drive ridership on the new routes
- Once all five routes are live, pan-London activity will communicate that the outer loop is complete, demonstrating that we are investing to improve our customers journeys
- **Channels:**
  - Local posters, radio, local press, online advertising, service CRM. Stakeholder engagement, TfL Go updates, customer information, paid and organic social



Strong awareness of the service and branding to date