



**TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP****17 MARCH 2020****DIGITAL MARKETING STRATEGY UPDATE****REPORT BY PARTNERSHIP DIRECTOR**

This report seeks to update the Partnership on the implementation and further development of the Tactran Digital Marketing Strategy and to approve the recommendations set out within the report.

**1 RECOMMENDATIONS**

1.1 That the Partnership:

- (i) notes significant progress in delivering the Digital Marketing Strategy;
- (ii) endorses the continued development of the Tactran website, the Tactran Twitter account and the Tactran LinkedIn profile;
- (iii) approves the continued investment into the Get on the Go campaign and Tactran's co-ordinating role for the region; and
- (iv) agrees to continue the contract with Miconex to manage the Digital Marketing Strategy for 2020/21.

**2 BACKGROUND**

- 2.1 At its meeting on the 18 June 2019 the Partnership approved the development of a Digital Marketing Strategy (Report RTP/19/21 refers).
- 2.2 Subsequently a marketing agency based in Perth, Miconex, was commissioned to assist in developing and managing the digital marketing element of the overall Communications Strategy.

**3 DISCUSSION**

- 3.1 In the development of the Tactran Digital Marketing Strategy it was recognised that "Digital Marketing provides a significant opportunity to engage both directly with consumers and with stakeholders in order to help deliver on the agreed objectives. The active promotion of relevant content across social media should be a key part of the marketing strategy as well as having hosted information which assists the target audience to make smarter travel choices".
- 3.2 The objectives of the overall Communications Strategy are to focus Tactran's communication on promoting sustainable travel across the region. This aim is split into four areas for action:

- **Active Travel:** increase the percentage of journeys taken by foot and bike
  - **Rail:** capitalise on local improvements to maximise the potential to shift rail journeys
  - **Bus:** improve relationships with local operators, as a basis from which to explore options to improve services
  - **Shared Mobility:** increase the numbers and members of car clubs and increase the use of lift sharing, and also to increase the number of people signed up to the Liftshare website in the Tactran area.
- 3.3 The Digital Marketing strategy was informed by these aims as well as 'competitor' research and a review of Tactran's minimal activity at that time.
- 3.4 The strategy recommends that Tactran should digitally communicate under two distinct brands, Tactran for corporate messages and Get on the Go for consumer-facing sustainable travel promotion.
- 3.5 An update on the implementation of the Digital Marketing Strategy is provided at Appendix A and summarised below.

#### Get on the Go

- 3.6 The Partnership will recall that the Get on the Go Tayside campaign has been in development across the constituent councils of Angus, Dundee and Perth & Kinross for the past two years and is a social media focused campaign providing news, blogs and articles on regional transport events and issues all with the aim of promoting more sustainable travel across the region. Financial support has been provided by all 3 Local Authorities and Tactran to promote Get on The Go.
- 3.7 Get on the Go now has 3,366 Facebook followers and 259 twitter followers and since October 2017 over 300,000 consumers have engaged across Facebook and Twitter and relevant content on sustainable and active travel has reached over 3.5 million consumers.
- 3.8 The Digital Marketing Strategy recommended further development of the Get on the Go brand is taken forward by Tactran taking a more co-ordinating role supporting those constituent Councils involved and that discussions with Stirling Council should be progressed with the aim of including the area in the Get on the Go brand. While Stirling Council have yet to commit, it is proposed that the coordinating approach should continue over 2020/21.
- 3.9 Following discussions with partner Councils it is intended that delivery of the Get on the Go social media strategy continues and includes: a blog strategy which provides an opportunity to inspire the target audience to take action on good intentions; and new imagery and video clips which promotes active and sustainable travel which can be used digitally by Get on the Go, Tactran and partners.

- 3.10 The Get on the Go campaign has been funded to date by the participating Local Authorities and Tactran, with Tactran contributing approximately £4,000 in 2019/20. The intention would be for all parties to continue to contribute financial resources to the campaign.
- 3.11 The Partnership is asked to approve the continued investment into the Get on the Go campaign in line with the recommendations above and that Tactran continues with the co-ordinating role for the region.

#### Tactran website

- 3.12 Dedicated Tactran Twitter and LinkedIn channels were launched in August 2019. Since the launch of those channels, Tactran has reached over 116,000 users on Twitter and LinkedIn and continue to experience month-on-month growth. The total followers on these channels is now 160.
- 3.13 In addition, an external blog strategy has been launched. Prior to the approval of the Digital Marketing Strategy the Partnership Director produced a monthly blog that was circulated internally to Board members and staff. Since August 2019 five Tactran blogs have been produced on a themed basis which have proved very popular with over 700 consumer reads over the last six months.
- 3.14 Under the Tactran channel further development of the website is recommended which would include the signposting of other key brands such as Liftshare and TravelKnowHow as well as the dynamic news content that would allow for project updates, appointments and events.
- 3.15 The Partnership is asked to approve the continued development of the Tactran website, the Tactran Twitter account and the Tactran LinkedIn profile.

#### Resources and Next Steps

- 3.16 It is estimated that the resource requirements to support the recommendations for Tactran in 2020/21 is approximately £10,000 and funding provision is available within the RTS Revenue Budget for this.
- 3.17 Get on the Go social media campaign resource requirements in 2020/21 are estimated at approximately £16,000, with each participating organisation continuing to contribute. There is provision within Tactran RTS Revenue Budget for Tactran's contribution.
- 3.18 The Strategy Officer (Sustainable Transport) and the wider Tactran team will continue to develop the strategy and an annual end-of-year update will be provided to the Partnership scheduled for March 2021.

## **4 CONSULTATIONS**

4.1 The recommendations of the Digital Marketing Strategy have been subject of discussion and consultation with Angus, Dundee City and Perth & Kinross Council officers as part of Get on the Go development. Initial discussions have also been undertaken with Stirling Council officers.

4.2 The report has been prepared in consultation with the Transportation Officers Liaison Group and Public Transport Officers Liaison Group.

## **5 RESOURCE IMPLICATIONS**

5.1 The overall estimated resource requirements are estimated at £10,000 for Tactran, with provision made within the 2020/21 RTS Revenue budget.

## **6 EQUALITIES IMPLICATIONS**

6.1 This report has been screened for any policy implications in respect of Equality Impact Assessment and no major issues have been identified.

**Tom Flanagan**  
**Partnership Director**

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### **NOTE**

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing this Report:

Report to Partnership RTP/18/38, Directors Report, 15 September 2018

Report to Partnership RTP/19/21, Digital Marketing Strategy, 18 June 2019

## DIGITAL MARKETING STRATEGY UPDATE Feb 2020

### Get on the Go

#### Background

The Get on the Go campaign is now entering its third year promoting active and sustainable travel messages from Tactran and 3 local authorities, Angus Council, Dundee City Council and Perth & Kinross Council. The focus of the campaign has been to provide effective behaviour change and to promote active and sustainable travel in order to reduce congestion, reduce emissions and to improve public health.

Since October 2017, the GOTG channels have:

- **Reached over 3.5 million consumers in the Tayside region with relevant content on sustainable and active travel**
- **Over 300,000 consumers have engaged across Facebook and Twitter.**
- **Over 3,520 consumers now follow the GOTG accounts across Tayside with 3,366 followers on Facebook and 259 followers on Twitter.**

A report has been attached showing monthly stats for the GOTG channels.

Relationships with key stakeholders including Cycling Scotland, Sustrans Scotland, Paths for All has been developed via Get on the Go, with stakeholders contacting GOTG directly to promote their content on the channels.

#### Project Update

Get on the Go has been an effective tool at promoting active and sustainable travel, for 2020/2021 Miconex are proposing increasing and expanding Get on the Go to become the active and sustainable travel hub for the region.

In addition to Digital Marketing, the proposed activity for 2020/2021 includes:

- A GOTG blog strategy which provides an opportunity to inspire the target audience to take action on good intentions. By providing an overview across the region on key themes of Get on the Go.
- Commissioning a photographer to provide new imagery and video clips which promotes active and sustainable travel which can be used digitally by Get on the Go, Tactran and partners.

## Tactran Social Media

### Background

Dedicated Tactran Twitter and LinkedIn channels were launched in August 2019. The objectives of the Communications Strategy are to focus Tactran's communication on promoting sustainable travel across the region. This aim was split into four areas for action:

- **Active Travel:** increase the percentage of journeys taken by foot and bike
- **Rail:** capitalise on local improvements to maximise the potential to shift rail journeys
- **Bus:** improve relationships with local operators, as a basis from which to explore options to improve services
- **Shared Mobility:** increase the numbers and members of car clubs and increase the use of lift sharing, and also to increase the number of people signed up to the Liftshare website in the Tactran area.

Since launching dedicated Tactran channels in August 2019:

- **Reached over 116,000 users on Twitter and LinkedIn since 2019. Both Twitter and LinkedIn are experiencing month on month growth.**
- **The Tactran Twitter currently has 125 followers and the Tactran LinkedIn has 35 followers.**

A report on activity has been attached.

A blog strategy underpins the Tactran Digital Marketing strategy providing an opportunity to inspire and inform. Since August there have been 5 Tactran blogs added to <https://tactranblog.com>:

- [Electric Vehicles – the latest from the Tactran region](#) (Sept 19)
- [The two-wheeled revolution in the Tactran Region](#) (Oct 19)
- [Supporting community projects throughout the Tactran region](#) (Nov 19)
- [New Tactran Chair looks forward to exciting travel future](#) (Dec 19)
- [Travelknowhow Scotland – supporting active and sustainable travel for businesses and employees](#) (Jan 20)

Over 700 consumers have read the Tactran blogs since October 19. The average time spent reading each blog is 2 minutes 5 seconds.

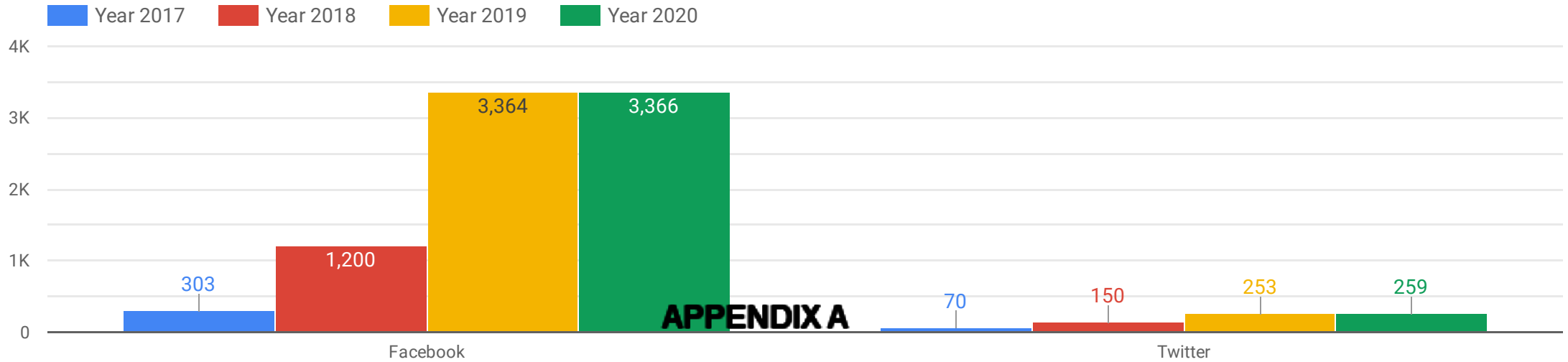
### Project Update

Miconex are continuing to implement the Tactran Digital Marketing strategy with a particular focus on increasing stakeholder relationships in 2020 on Twitter and LinkedIn and increasing the reach and followers of the accounts.

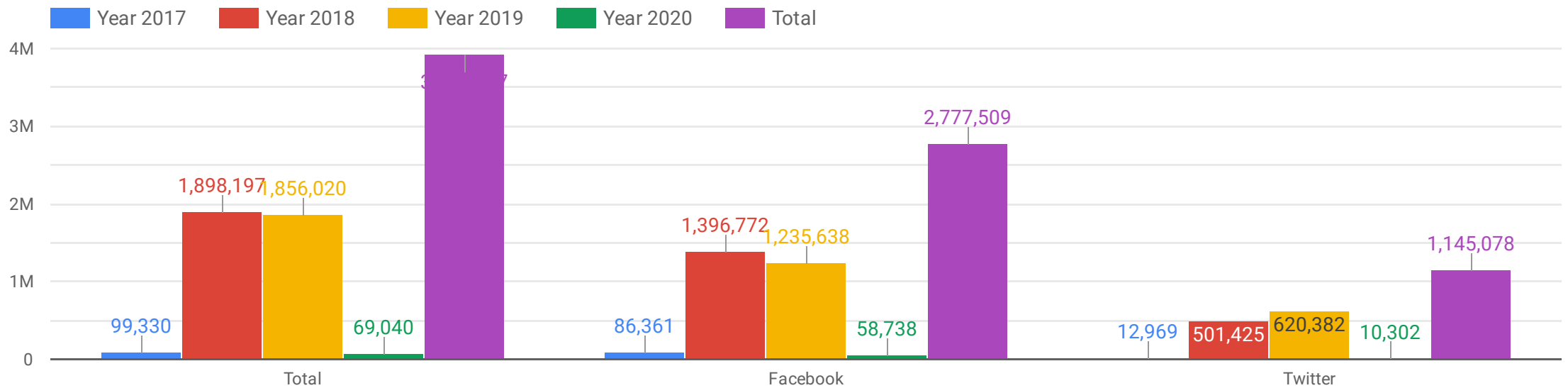
# Get on the Go - Overview



## Total Followers



## Total Reach

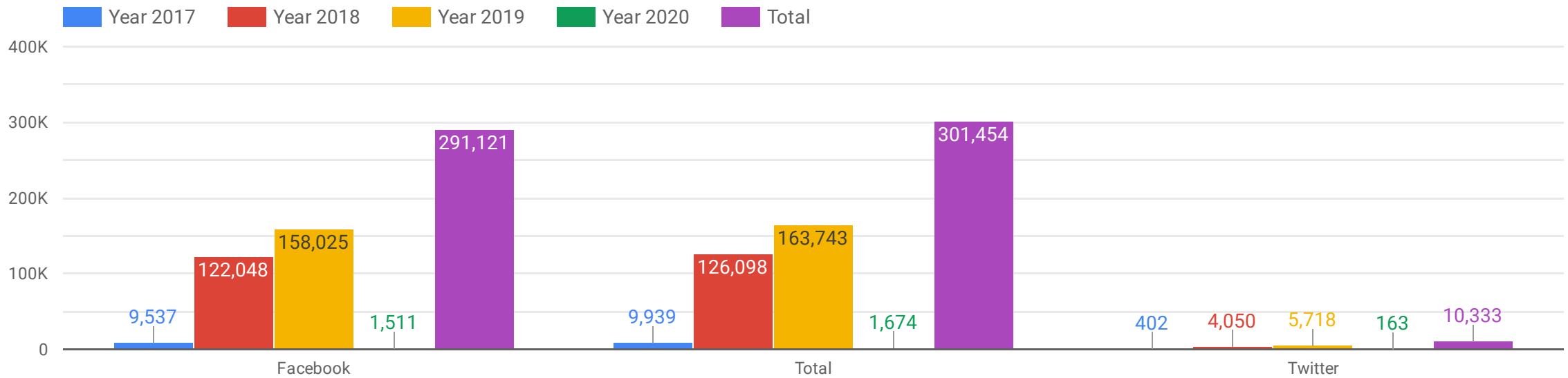




# Get on the Go



## Engagement

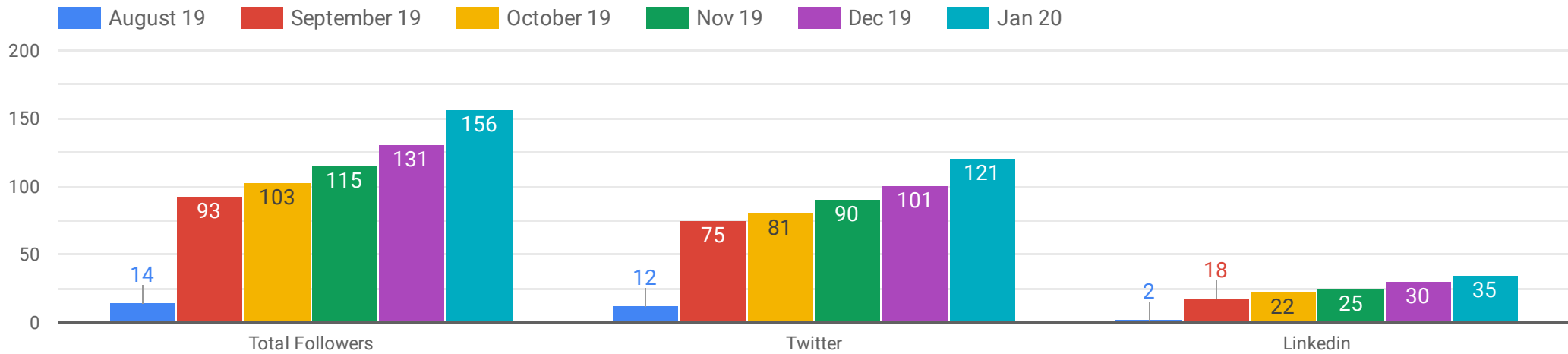


Page	Total Page Likes	From Last Week
1  Cycling Scotland	5.5K	▲0.3%
2  Sustrans Scotland	5.1K	▲0.2%
3  Angus Cycle Hub	4.6K	0%
4  Paths for All	4.3K	▲0.4%
<b>YOU</b>		
5  Get on the Go	3.4K	▼0.1%
Keep up with the Pages you watch. <a href="#">Get More Likes</a>		
6  The Bike Station - Perth	3.2K	▲0.2%
7  Coupar Angus Cycling H...	1.5K	▲0.3%
8  Dundee Cycling	920	▲0.1%
9  Cycle Hire Centre and C...	210	0%
10  Living Streets Scotland	195	▲0.5%

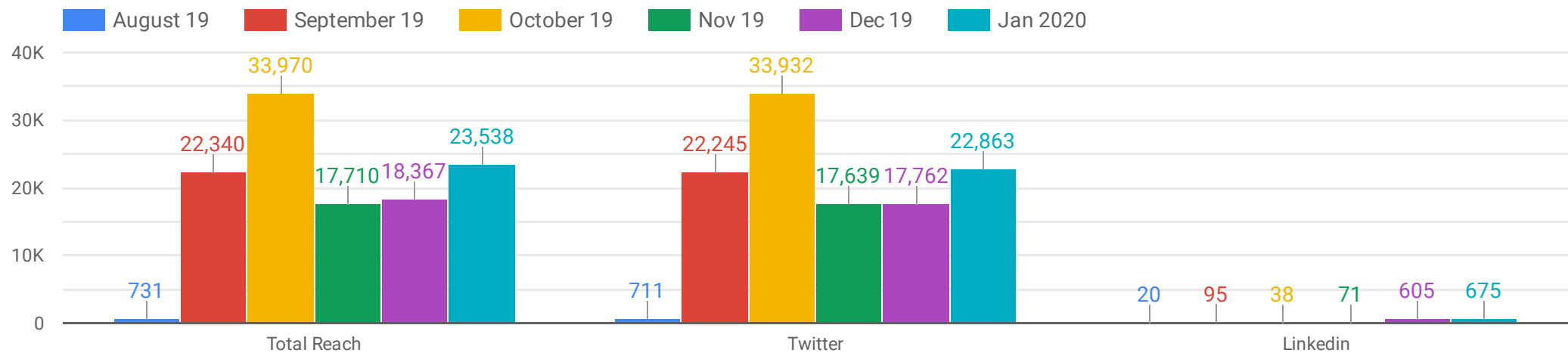
# Tactran Digital Marketing Report



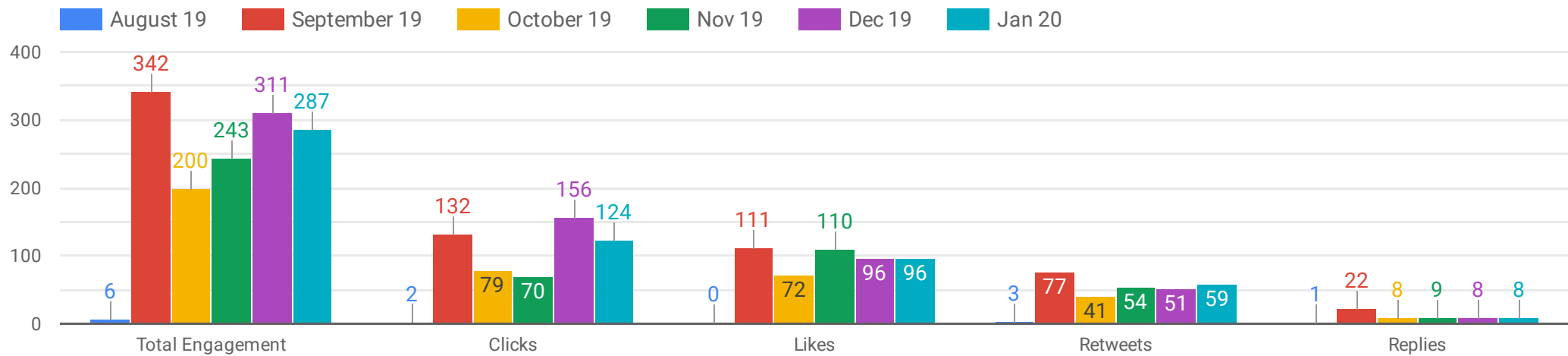
## Followers



## Reach



# Twitter Engagement



The Accessible Arbroath project will remove major barriers preventing people walking, cycling and wheeling by converting two lanes of the A92 into a new segregated cycleway and widened pedestrian routes. [tactranblog.com/the-two-wheele...](https://tactranblog.com/the-two-wheele...)



10:30 AM · Jan 23, 2020 · [TweetDeck](#)

[View Tweet activity](#)

5 Retweets 10 Likes

"Having a safe off-road route through the Sidlaws aligns with Tactran's aims, and the team there is very supportive in terms of keeping the project running."

[tactranblog.com/supporting-com...](https://tactranblog.com/supporting-com...)



10:30 AM · Jan 8, 2020 · [TweetDeck](#)

[View Tweet activity](#)

4 Retweets 9 Likes



The Switched On Stirling project will receive up to £2.2m to support the installation of 133 electric vehicle (EV) charging bays across the city and nearby settlements, as well as the procurement of EVs.

[tactranblog.com/electric-vehic...](https://tactranblog.com/electric-vehic...)

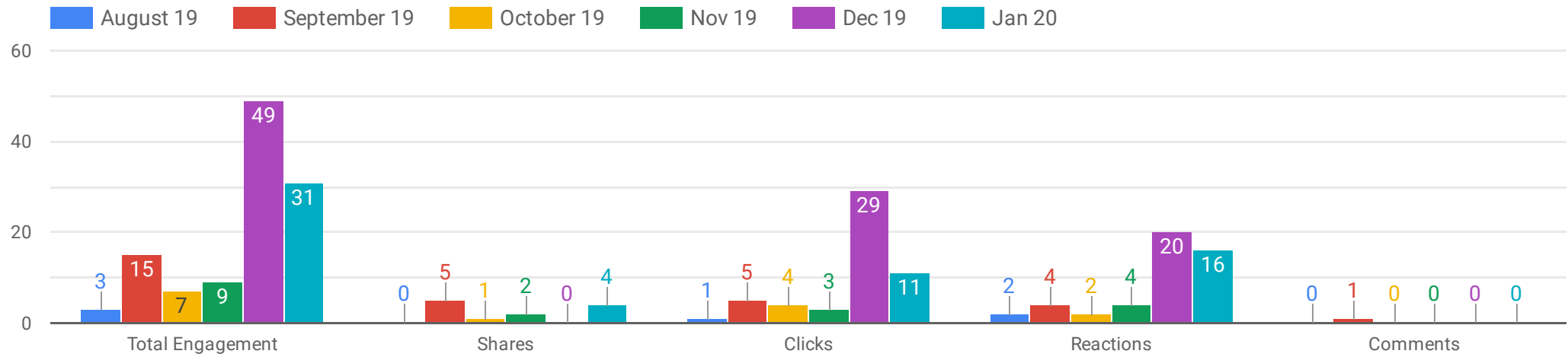


3:30 PM · Jan 17, 2020 · [TweetDeck](#)

[View Tweet activity](#)

4 Retweets 7 Likes

# LinkedIn Engagement



**Tactran**  
35 followers  
3w • 🌐

Missed our latest [#Tactran](#) blog? In our December blog, we reflected on Tactran's achievements in 2019 and look ahead to developments for 2020. [...see more](#)



**New Tactran Chair looks forward to exciting travel future**

tactranblog.com

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**Tactran**  
35 followers  
2w • 🌐

As well as our work on large-scale infrastructure and local authority projects, at Tactran we also work with a wide range of community groups and charities. [...see more](#)



**Supporting community projects throughout the Tactran region**

tactranblog.com

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