

# Workstream Marketing

## Background and research

Smarter Travel Richmond upon Thames (STR) was launched on 30 March 2009 and was attended by 150 local stakeholders, Mayor of London's Transport Adviser; Kulveer Ranger and Transport Commissioner; Peter Hendy. The event showcased major transport choices available in the borough and shared with key future partners, the scope and ambition of STR.

Market research which combined socio-demographics, attitudes and travel behaviour, identified three segments; Dissatisfied Drivers, Cosmopolitan Living and Environmentally Friendly, as the most likely to respond positively to the STR messages.

## Key deliverables

- **Targeted promotions** – Advertising in local publications, Google adwords, advertorials and press wraps, posters on TfL owned bus stops, backs of parking tickets, Council owned channels, theatre guides etc

- **Roadshows** – Covering 25 events across the borough with a combined footfall of over 80,000 residents and 4,500 one-to-one interactions
- **Customer Relationship Management** – Workplace and Schools Go Green newsletters, direct mailing to active database of 800+, quarterly STR newsletter
- **Partnership marketing** – Events and material delivered together with Richmond Cycling Campaign, Richmond Police, Chamber of Commerce and more
- **Media relations and stakeholder engagement** – Internal communications at the Council, over 70 pieces of local and national media coverage in two years and workshops with businesses, schools and other partners to get feedback
- **A creative concept and style-guide for the programme** – Including the blue men identity and partnership logos which formed the STR identity
- **A website for public access** – Between October 2009 and September 2010 smartertravelrichmond.org had 18,286 unique visits. Post STR, key project and campaign information will be integrated with the Council's main website [www.richmond.gov.uk/home/smarter\\_travel\\_richmond\\_upon\\_thames.htm](http://www.richmond.gov.uk/home/smarter_travel_richmond_upon_thames.htm)

## Challenges

- **Managing customer expectation** – STR was not a large scale infrastructure programme and the bulk of the budget was spent on marketing softer measures.
- **Budgeting** – Balancing the sharing of resources and information without patronising what is already an aware resident base and without being frivolous with spend.
- **Establishing legacy** – STR was an innovative, credible new source of information but was not going to be around forever and had to provide sustainable contributions.

