

Campaign Report – Mayor’s Tiger £1 Bus Pass – August 2024

Campaign launch date: Tuesday 28th May 2024 (Orlo stats start from 17th June)


Applications



20195
Photo Submissions



158
Ready For Print



1496
Rejected Submissions



18548
Cards Printed

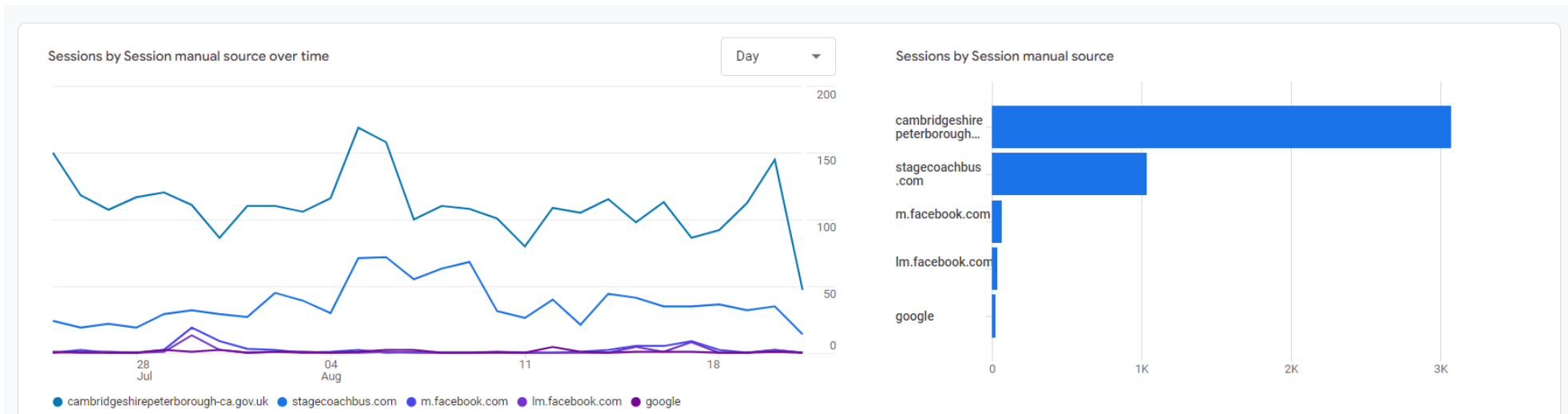
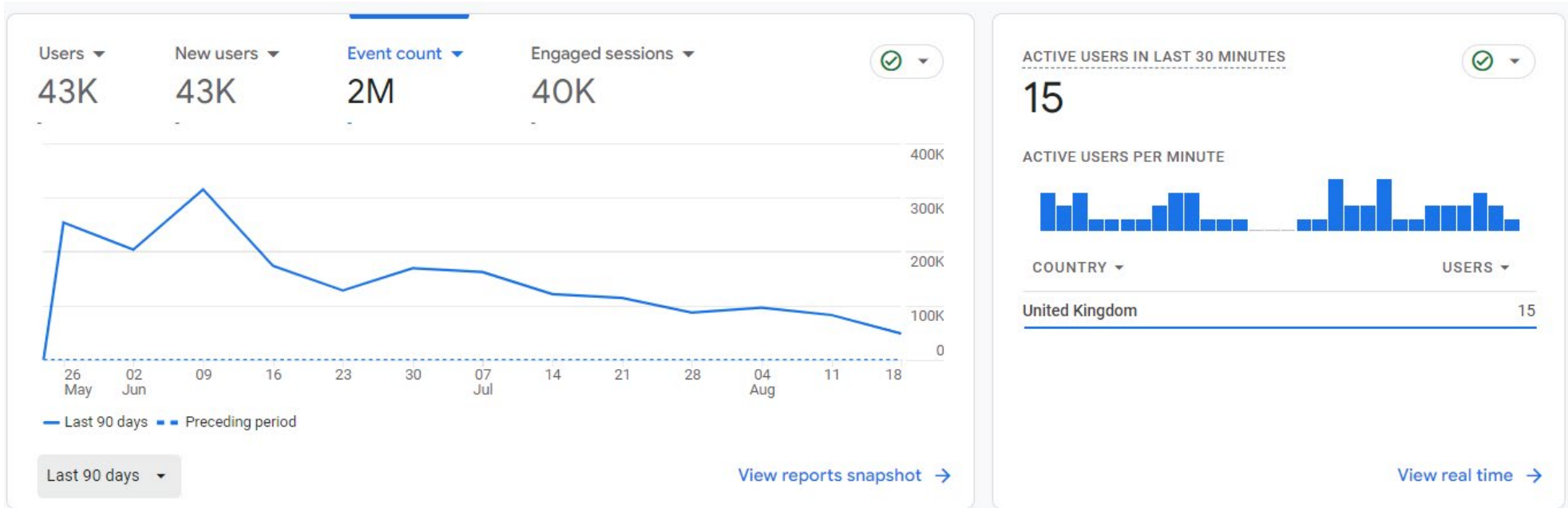


18354
Cards Active



4
Awaiting Approval

Website Analytics

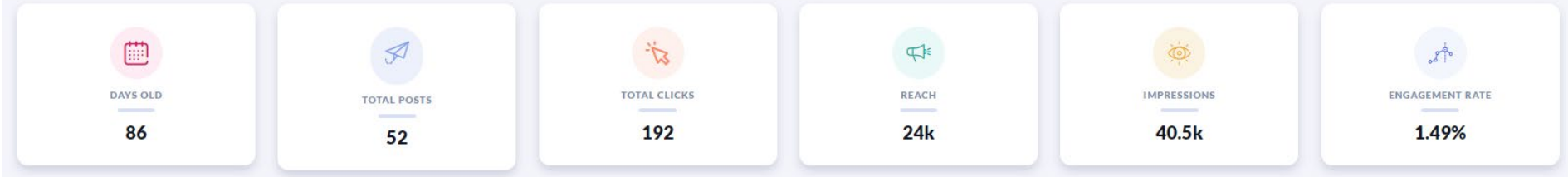


Social Media Engagement



Overview

ALL NETWORKS X FACEBOOK LINKEDIN INSTAGRAM



Posts breakdown



Top Performing Social Media Posts by Likes

Post Content	Engagement Metrics	Rank
<p>View post</p> <p>cambs-pboro-combined-authority in 05 Aug 2024 16:03</p> <p>More than 17,000 young people now have a Tiger bus pass, reducing their fares to just £1 thanks to a new Combined Authority scheme. Only launching in May, Tiger passes for under 25s are making a big impact, helping young people get to places of work,...</p>	<p>30 Likes</p> <p>5 Shares</p> <p>0 Comments</p> <p>0 Retweets</p> <p>729 Views</p> <p>986 Impressions</p> <p>3.55 Reach</p> <p>34 Clicks</p>	1
<p>View post</p> <p>cambs-pboro-combined-authority in 19 Jun 2024 16:25</p> <p>Tiger Bus Passes: a roaring success Under 25s across the region are applying for their FREE #TigerBusPass across the Cambridgeshire and Peterborough region. With over 8000 applications and over 7000 cards printed so far we are thrilled to be...</p>	<p>27 Likes</p> <p>4 Shares</p> <p>3 Comments</p> <p>22 Retweets</p> <p>874 Views</p> <p>1.2K Impressions</p> <p>4.51 Reach</p> <p>35 Clicks</p>	2
<p>View post</p> <p>CambsPboroCA f 12 Aug 2024 08:00</p> <p>Did you know 17,000 residents have cut their bus travel to just £1 per trip? We are delighted to announce 17,000 young people in Cambridgeshire and Peterborough have now applied for new bus passes offering fares for just £1. The FREE passes, available...</p>	<p>17 Likes</p> <p>4 Shares</p> <p>6 Comments</p> <p>15 Retweets</p> <p>2.3K Views</p> <p>2.3K Impressions</p> <p>1.84 Reach</p> <p>18 Clicks</p>	3
<p>View post</p> <p>cambs-pboro-combined-authority in 10 Aug 2024 11:12</p> <p>This summer make it easier and more affordable to explore and enjoy new experiences with the #TigerBusPass! Whether it's a day trip in Cambridge, lunch with friends or exploring new parts of the region, travel for just £1. Check out this testimonial fro...</p>	<p>16 Likes</p> <p>0 Shares</p> <p>0 Comments</p> <p>0 Retweets</p> <p>595 Views</p> <p>783 Impressions</p> <p>2.04 Reach</p> <p>16 Clicks</p>	
<p>View post</p> <p>cambs-pboro-combined-authority in 04 Jul 2024 15:12</p> <p>Travel like a champion for £1 While most of us can't serve a tennis ball at 110 mph like Emma Raducanu. Did you know at 21 she qualifies for a Tiger Bus Pass? If you are under 25 you can still gain the advantage and travel like a champion fro...</p>	<p>15 Likes</p> <p>1 Shares</p> <p>0 Comments</p> <p>1 Retweets</p> <p>288 Views</p> <p>456 Impressions</p> <p>3.73 Reach</p> <p>15 Clicks</p>	

Evaluation Summary

Campaign Objectives

- Awareness: Inform 80% of the target demographic about the £1 bus fare.
- Applications: Achieve 10,000 applications for the Tiger Pass.
- Feedback: Obtain feedback from 100 pass users.
- Usage Data: Record and analyse the number of journeys made using the pass.

Specific Metrics:

1. Raise Awareness:

- Output: Reach 200,000 residents through digital and traditional media.
- Outtake: 80,000 social media impressions and 20,000 website visits
- Outcome: 80% awareness among residents under 25 (measured through surveys).

2. Increase Applications:

- Output: 200,000 people informed about the Tiger Pass.
- Outtake: 20,000 click-throughs to the application page.
- Outcome: 10,000 Tiger Pass applications submitted (50% conversion rate from clicks).

3. Gather Resident Feedback:

- Output: Engage 200 Tiger Pass users through surveys and feedback forms.
- Outtake: 100 responses to feedback surveys (50% response rate).
- Outcome: 50 positive feedback responses (50% positive sentiment from respondents).

4. Monitor Journey Statistics:

- Output: Track usage through the bus pass system.
- Outtake: Collect data on journey frequency and routes used.
- Outcome: Report on the number of journeys made using the pass (target of 50,000 journeys within 6 months).

Metric Analysis

1. Raise Awareness:

Metric	Target	Current	Percentage of Target
Social Media Impressions	80,000	40,463	50.58%
Click-throughs to the application page	20,000	43,000	215.00%

2. Increase Applications:

Metric	Target	Current	Percentage of Target
Tiger Pass Applications	10,000	20,195	201.95%

3. Gather Resident Feedback:

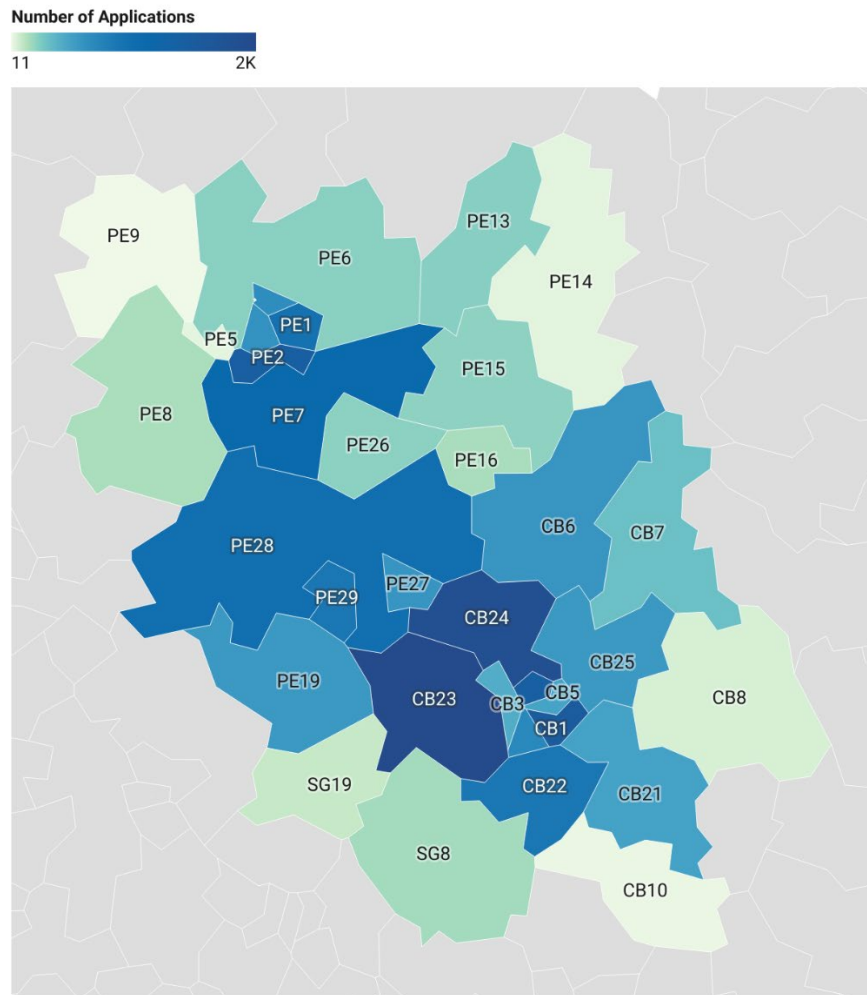
Metric	Target	Current	Percentage of Target
100 responses to feedback surveys	100	n/a	Not yet launched

4. Monitor Journey Statistics:

Metric	Target	Current	Percentage of Target
Journeys made using the pass in 6 months	50,000	61,437	122.87%

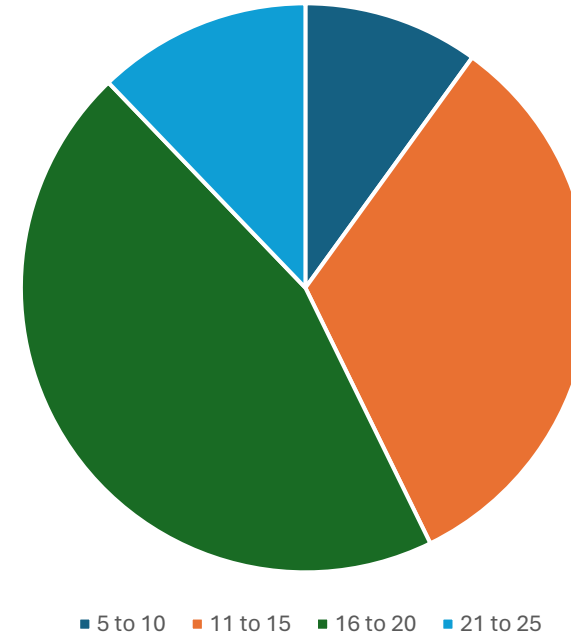
Application Analysis

Tiger Bus Pass - Applications by Area



Map: Sophie • Map data: © Open Door Logistics • Created with Datawrapper

Tiger Bus Pass - Applications by Age



Application Analysis Summary

Our analysis of the applications for the Tiger Bus Pass reveals that the distribution is fairly consistent across the entire Combined Authority region. As anticipated, we observe higher application numbers in the busier and more densely populated towns. This trend aligns with expectations given the higher population density and greater demand for public transportation in these areas.

However, it is also noteworthy that we are seeing a commendable level of applications from more rural areas. This indicates that our outreach efforts are effectively reaching and engaging with residents across a diverse range of locations, not just the urban centres.

In terms of the split by age, the data shows a significant concentration of applications within the 11-15 and 16-20 age brackets. This aligns well with our targeted campaign strategies, which were designed to focus on these key age groups who are most likely to benefit from the pass. The higher application numbers in these brackets confirm that our promotional efforts are successfully reaching the demographic segments that are expected to utilise the pass the most.

Overall, the distribution of applications by area and age demonstrates the effectiveness of our campaign in engaging both urban and rural communities, while specifically targeting the age groups that are most relevant to the Tiger Bus Pass scheme.

Campaign Summary

In June and July, we utilised the Euros and the Olympics to find fun and innovative ways to engage with our audience and promote the scheme. These posts had high levels of engagement and were well received by a wide demographic.

We also focused on illustrating impact by speaking to students in the region who are using the pass and filmed a series of case study videos. The users talked about their experience of applying, using the pass and the benefits it had provided:

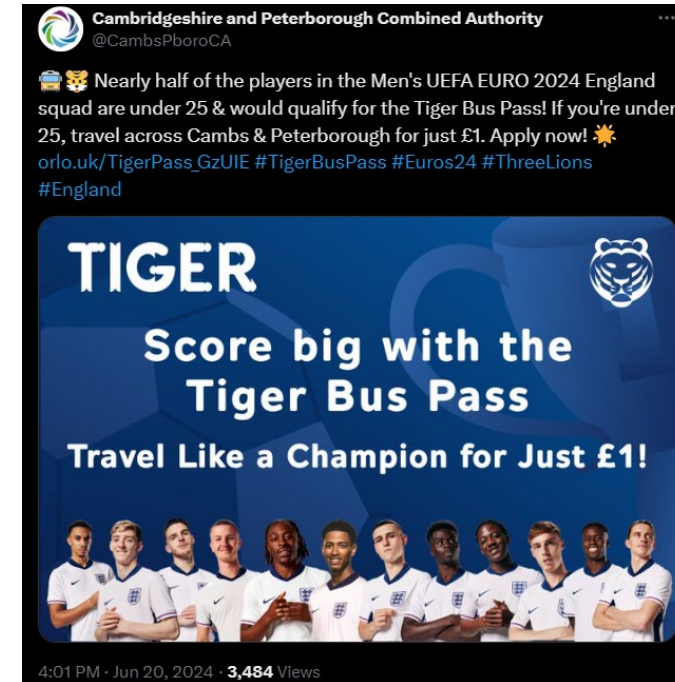
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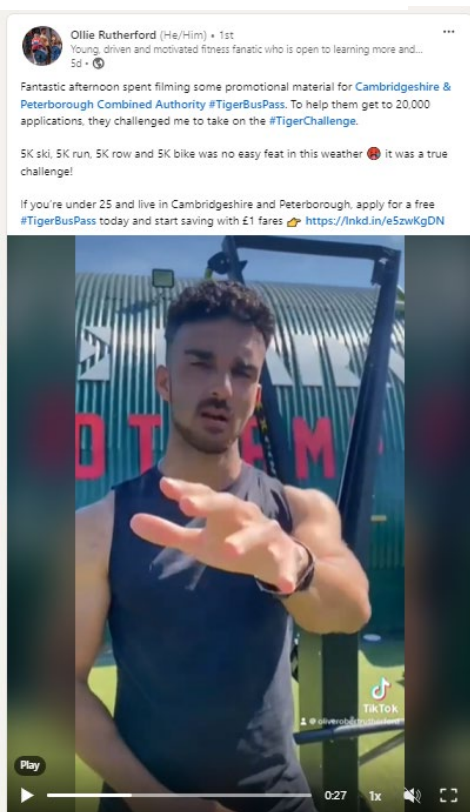


Campaign Summary

As discussed in the report for July, we noticed the lowest demographic for applications was the 21-25 age bracket, so we teamed up with a local fitness influencer to create the 20,000 challenge and boost our reach to that audience.

We also noticed there was some misinformation regarding the scheme being shared on social media and wanted to tackle this in a fun and light-hearted way, so we created an FAQ video for the webpage and social media, which can also be shared by our advocates:

Click [here](#) to view



Click [here](#) to view



Advertising and Promotion Strategy

In planning our promotional strategy for the Tiger Bus Pass scheme, we made strategic decisions to optimise our reach and effectiveness while managing costs. After careful consideration, we chose not to utilise bus stop advertisements. This decision was based on several factors that influence both the efficacy and the cost-effectiveness of this approach.

Bus stop advertising, while visible, comes with significant implementation costs that include production, installation, and ongoing maintenance. Additionally, this method of advertising may not always effectively reach our target demographics, which primarily consist of students and their families who are engaging with educational institutions and digital platforms rather than transit-related spaces.

Targeted Promotion Strategy

To ensure that our promotional efforts are both cost-effective and impactful, we are focusing our resources on channels that directly engage with our target audience:

- **Social Media Platforms:** We are leveraging our social media channels to disseminate information about the Tiger Bus Pass. This approach allows us to engage directly with our target audience, who frequently use these platforms for updates and information.
- **Schools, Colleges, and Universities:** Our partnerships with local educational institutions plays a crucial role in our promotion strategy. By collaborating directly with schools, colleges, and universities, we can distribute information about the pass through newsletters, events and open days. This direct engagement ensures that students are informed right at the point where they are most likely to make decisions about their transportation needs.
- **Community Groups and Local Organisations:** We will also work with community groups and local organisations that are in regular contact with families and students. By leveraging these networks, we can broaden our outreach and ensure that the benefits of the Tiger Bus Pass are communicated to those who may not be as active on social media or directly engaged with educational institutions.

By focusing on these more targeted and interactive methods, we aim to maximise the reach and effectiveness of our campaign, thereby better supporting students in their transition to secondary school and college.

Next Steps:

Looking ahead we are working on a 'Back to School' campaign, partnering with local colleges and schools to target new students starting secondary school and college who could benefit from the pass.

Back to School Campaign Overview - As part of our strategic outreach, we are launching a campaign aimed at supporting new students transitioning into secondary schools and colleges. This initiative is designed to increase awareness and utilisation of the Tiger Pass among incoming students who can benefit significantly from it.

Campaign Strategy and Partnerships - To maximise the impact of our campaign, we are collaborating with local colleges and schools. These partnerships will enable us to directly engage with students and their families, ensuring they are informed about the benefits of the pass. By targeting new students starting secondary school, college or university, we aim to facilitate their daily commutes and alleviate transportation challenges that often accompany this transition.

Obtaining Case Studies - To enhance the effectiveness of our campaign, we will focus on gathering detailed case studies. These case studies will highlight individual stories and experiences of students who have benefited from using our pass. By documenting these success stories, we will provide tangible evidence of the pass's advantages, which will be instrumental in promoting its value to prospective users. We plan to reach out to schools and colleges to identify students who have had positive experiences and gather their feedback and testimonials.

Promotion of Precept Routes - Our campaign will also emphasise the precept routes tailored specifically for college students. Notably, Route 18a, which services Comberton and Cambourne Colleges, will be a focal point. This route has been strategically developed to support the transportation needs of students attending these colleges, ensuring they have reliable and convenient travel options.

Mayor's Involvement - To further boost visibility and engagement, we have organised for the Mayor to take a prominent role in the campaign. The Mayor will board the bus during school hours, highlighting the importance of the Tiger pass and the new routes. This high-profile endorsement will serve to underscore our commitment to supporting local education and transportation needs, while also generating media coverage and public interest.

Conclusion - By integrating these efforts into our 'Back to School' campaign, we aim to create a comprehensive approach that not only informs students and their families about the benefits of the Tiger Pass, but also demonstrates our dedication to enhancing student mobility. The combination of targeted partnerships, real-life case studies, strategic route promotions, and prominent public endorsements will help us continue our successful campaign.