



Communications outcomes report 2015/16

Committee Audit and Standards

Date of meeting 17 June 2016

Date of report 6 June 2016

Report by Assistant Chief Executive (Business Support)

1. Object of report

To provide the committee with an outcomes report of internal and external communications for 2015/16.

2. Background

SPT's communications team provide a wide range of integrated services including media relations, staff communications, public affairs, marketing, online and modern design applications.

3. Outline of findings

A supplementary report (see Appendix 1) has been provided to members showing performance information on internal and external communications including press coverage and social media.

SPT has arrangements with an independent agency which provides news monitoring and research services including analysis of press coverage.

4. Conclusions

A communications outcomes report for 2015/16 has been prepared for committee with a supplementary report on performance information.

5. Committee action

The committee is asked to note the contents of this report and the supplementary report.

6. Consequences

Policy consequences	<i>None</i>
Legal consequences	<i>None</i>
Financial consequences	<i>None</i>
Personnel consequences	<i>None</i>
Social Inclusion consequences	<i>None</i>
Risk consequences	<i>None</i>

Name Valerie Davidson

Name Gordon Maclennan

Title **Assistant Chief Executive
(Business Support)**

Title **Chief Executive**

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Communications outcomes 2015/16 – Supplementary report

	2015/16				
Key Performance Indicator	Q1 (Apr-Jun 2015)	Q2 (Jul-Sep 2015)	Q3 (Oct-Dec 2015)	Q4 (Jan-Mar 2016)	Total
Press coverage (print)					
National	15	22	24	25	86
Regional	257	256	214	221	948
Total	272	278	238	246	1,034
Radio & TV	Nil	1	9	9	19
Main stories	<i>'Local bus services protected by SPT'; 'SPT grant funds community transport projects'.</i>	<i>'Next stage of modernisation of Subway'; 'Expanded Park and Ride at Johnstone rail station'.</i>	<i>'SPT supported project wins Best Community impact award'; 'Next stage of Fastlink project'.</i>	<i>'SPT appoints new chair'; 'New Subway trains unveiled'; 'Historic signing of new train contract'.</i>	
Press coverage (on-line)					
Tone					
Positive	12	23	19	19	73
Negative	5	2	15	9	31
Neutral	31	51	36	45	163
Total	48	76	70	73	267
Partnership and committee reports (excl. standing items)	53	32	42	54	181
SPT website (hits)	768k	1,097k	1,176k	1,345k	4,386k
SPT intranet (hits)	121k	150k	76k	108k	455k
Social media (as at March 2016)					
Facebook (Subway)					2,846 likes
Twitter @glasgowsubway					16,491 followers
Twitter @GlaSubwayTravel					3,243 followers