

WP4.1 Strategic Marketing and Communication Plan

1. Strategic Marketing and Communication Plan

1.1 The WP4 Group will at the beginning of each financial year set out a Strategic Marketing and Communication Plan to support and deliver the objectives and targets of the Doncaster Bus Partnership, to be agreed and signed off by the Operations Group. This will include a budget and Partner contribution proposal for approval.

1.2 Overall Aims - The overall aims of the Strategic Marketing Plan will be:

- To maximise a range of communication channels across all parties to notify the public of any changes, as per a plan agreed by all parties.
- To segment new or lapsed customers to determine the key customer groups to target with specific tactical or behavioural change initiatives during the lifetime of the Doncaster VPA.
- To commit each party on an annual basis to carry out a number of joint marketing activities that will support and drive forward the DBP and its specific objectives.
- To actively involve and maximise stakeholder engagement to drive improvements, regular communications and any specific needs arising at the time of changes – particularly during times of consultation.
- To develop a comprehensive communication plan that works to achieve more positive than negative media coverage, both public and trade, on an ongoing basis.

2. Communication Channels

2.1 Each strategic and tactical campaign implemented by the Doncaster Bus Partnership will require a variety of communication channels to be employed by all parties. Partners agree to provide owned channels where appropriate to campaign objectives. These include, but are not limited to:

- On bus communication through operator vehicles (internal and external)
- Interchanges throughout Doncaster VPA Area
- Websites of all parties
- Bus Stops across the Doncaster VPA area where practical to do so
- DMBC communication channels

3. Budget

3.1 The minimum spend for Doncaster is £80k per annum (pro-rata'd for part financial years). A contribution of £20k per annum (pro-rata'd for part financial years) each to be made by SYPTE and DMBC, the balance to be agreed and split between Operators.

4. Measurement and Evaluation

4.1 Measurement and evaluation metrics for each tactical and behaviour change marketing communications campaign are to be based upon the objectives set in section 1. These are likely to include:

- Patronage trends
- Website analytics
- Social media analytics
- Redemptions and collected data where this objective is part of the tactics used
- Ticket sales % increase where this is the objective of the campaign
- Any direct measurements from media activities such as customer reach
- Feedback from customers/stakeholders