

#### **Appendix A: Communications Toolkit**

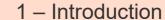




Department for Transport

# Communicating with travellers during travel disruption

A communication toolkit developed by Verian in partnership with the Department for Transport





# This toolkit is informed by behavioural science and aims to support the design of communications during travel disruption

The toolkit can be used to support strategic planning, especially around planned changes, such as the introduction of the EU Exit and Entry System (EES) and European Travel Information and Authorisation System (ETIAS)





Map out the context and understand your audience



**Build communications** 



The toolkit is based on primary research with travellers and a review of existing evidence to understand what travellers want and need from operator communication during travel disruption





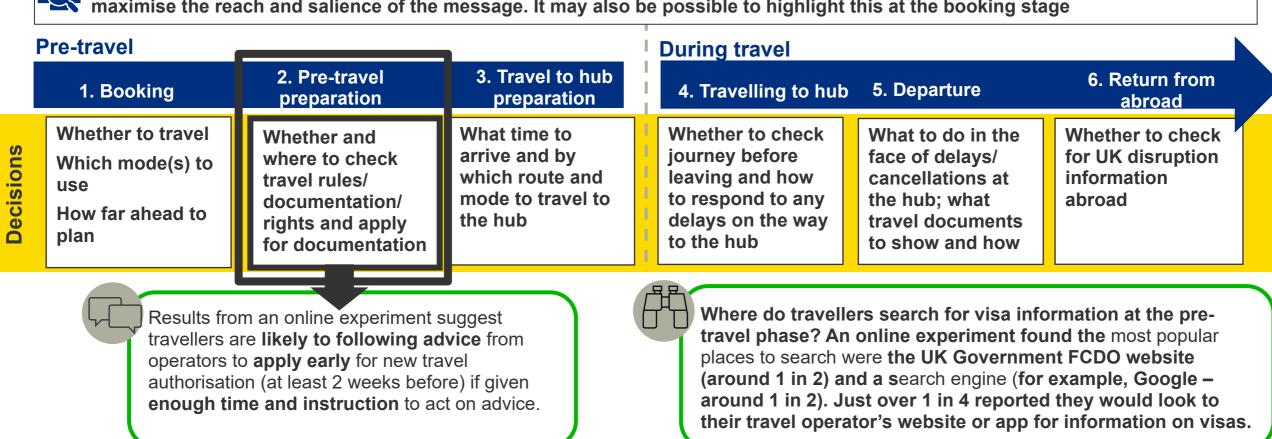
### Traveller user journey



The research identified six stages of the traveller journey based on decision-making and information needs: Stage 2 will be important when communicating about EES/ETIAS



It will be important to remind travellers in good time about EES/ETIAS requirements, via as many touchpoints as possible, to maximise the reach and salience of the message. It may also be possible to highlight this at the booking stage





Source: Developed from primary qualitative research with travellers and a rapid evidence assessment. For more detail on the online experiment see the report published alongside this toolkit.



#### 3 – Needs framework

### Traveller needs framework

The needs framework helps map out communications strategies to mitigate "undesired" traveller behaviour and avoid further disruption











#### In the context of EES/ETIAS it may be relevant to consider:

### What essential needs are travellers seeking to secure?

The security that they can travel safely and without disruption
Variations by citizenship status (e.g., settled status etc)

### What barriers to meeting these needs must travellers overcome?

Lack of knowledge: A timeline for changes, what documentation is needed, Information in case of disruption, The consequences of non-compliance

## What undesired behaviours may result from travellers seeking to meet their needs?

Bringing incorrect or no documentation to the hub

Arriving at the hub too early to

'beat the queue' or too late Mistreatment of hub staff

### What are the potential consequences of these behaviours?

Travellers unable to leave or enter at borders

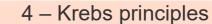
Long queues

Poor travel experiences

Protracted compensation claims



Source: Adapted from <a href="https://gcs.civilservice.gov.uk/publications/crisis-communication-a-behavioural-approach/">https://gcs.civilservice.gov.uk/publications/crisis-communication-a-behavioural-approach/</a>





### How to communicate

Focus groups and interviews validated the Krebs principles and showed how the three key rules can best be applied to communicating about EES and ETIAS





### Communicate consistently and frequently

Communicate directly with traveller if EES/ETIAS is affecting a booked journey

Update if there are changes to the situation

Aim for consistency with local partners' messaging

Join up messaging with government, e.g.

https://www.gov.uk/foreign-travel-advice

https://www.gov.uk/government/publications/aviation-passenger-charter

https://www.gov.uk/guidance/maritime-passenger-rights-your-journey

https://www.gov.uk/government/publications/guidance-on-rail-passengers-rights-and-obligations-regulation-no-13712007

 $\underline{\text{https://www.gov.uk/guidance/air-travel-checklist-for-travel-from-the-uk}}$ 

Use trusted sources and messengers

Operators are likely to have traveller contact details and, according to travellers, are responsible for ensuring travellers are informed.

Face-to-face communication may be needed if queueing exceeds 2 hours in airports and 1 hour in other hubs.

**Hubs** had a lower profile among travellers as information providers; there is an opportunity for operators to link travellers to hub communication.

Government information may also be relevant and trusted that operators could link travellers towards

Set expectations that information may change quickly

Time stamp information

Explicitly state that information may change and will be updated if there is a change in status

**Tone**: factual, professional and helpful but empathetic and apologetic when impacts are more severe



Source: The Krebs method adapted from https://gcs.civilservice.gov.uk/publications/crisis-communication-a-behavioural-approach/



### What to communicate

Research also helped to clarify what is ideally communicated in the context of disruption



Tell the public what

The reason for the

iourneys, e.g.,

Any implications for

anticipated length of

is known

changes

queues

If the impact of the travellers will want

> Be as specific and detailed as possible

Specificity is important: if advice is too

generic, travellers may ignore it,

become cynical or not be clear what

they need to do

Tell the public what is not known, emphasising any uncertainty

changes is uncertain, some idea of what the impact on them will

Tell the public what actions are being taken and why

**Any actions** to mitigate the issue and reduce uncertainty

What will happen at hubs (e.g., queuing arrangements, how checks will be managed)

How vulnerable travellers' needs are being considered (e.g., arrangements for travellers less able to stand for long periods)

Tell the public what they should do

Clarify what travellers need to do - the precise steps

involved, such as Checking

- documentation
- Taking out travel insurance
- Anything it may be useful for travellers to have to hand such as sufficient food, water, payment/ credit cards. medication)

Tell the public why they should follow advice

Clarify the benefits of following operator advice

This may be most important when there is a **conflict** between traveller "needs" (e.g., to make their departure in good time) and operator advice.

Highlighting benefits could improve compliance, but communication alone may not be sufficient

Tell the public when to expect more information and how this can be accessed

Ideally **updating at least** every 30-60 mins

Clarify how/where to access further support if needed

Signpost to more information on compensation and rights when relevant

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Source: The Krebs method adapted from https://gcs.civilservice.gov.uk/publications/crisis-communication-a-behavioural-approach/



#### Getting to the port



Getting there by car? Please stay on the main roads and follow road signs to the port even if the main roads are busy. Using minor routes can create additional delays to your journey. If traffic control measures are in place you may be unable to rejoin the main road.

7 Tell the public what they should do

Tell the public why they should follow advice



#### Plan your arrival



Your ferry departs at 2pm, and check-in closes 30 minutes before scheduled departure.

Please aim to arrive 1 to 1 and a half hours before your departure.

Evidence from an online experiment with 1,001 travellers found **highlighting "what" travellers should do and "why"** increased compliance with advice to stay on main roads when driving to the port by 13 percentage points.



For more detail on the online experiment see the report published alongside this toolkit



# When travel disruption strikes use this list to check your communication with travellers



Are you telling travellers
<ul> <li>□ What you know about the situation, and what don't you know?</li> <li>□ What they need to do and why?</li> <li>□ When to expect more information?</li> </ul>
When communicating with travellers, are you
<ul> <li>□ Using multiple relevant communication channels (e.g., email, app, website banner, Twitter, SMS)?</li> <li>□ Reaching people who may be on their way to a hub (e.g., via the live travel network)?</li> <li>□ Reaching people who are already at the hub?</li> <li>□ Updating messaging on an ongoing basis when the situation is changing, in line with the expectations you have set?</li> </ul>
When communicating with travellers, are you
<ul> <li>Reaching out to relevant partners, where possible, to clarify the situation</li> <li>Ensuring your messaging is consistent with other stakeholders</li> <li>Referring travellers to other relevant stakeholder information if appropriate</li> </ul>

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