

## Jacob Gemma

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**From:** [REDACTED]  
**Sent:** 30 November 2021 21:55  
**To:** [REDACTED]  
**Subject:** RE: Been Meaning to tell you

Thanks for sharing this [REDACTED], great of you and [REDACTED] to take the time. Any other week and I am confident that we would have made the most of the added attention. In the final week of the funding deal though there is a need to be cautious. But everyone remains committed, including [REDACTED]. They agree that being brave and taking a leadership position isn't going to please all of the people all of the time. I'm confident that we will be back on air in January. Cash permitting! Thanks again for sharing.

---

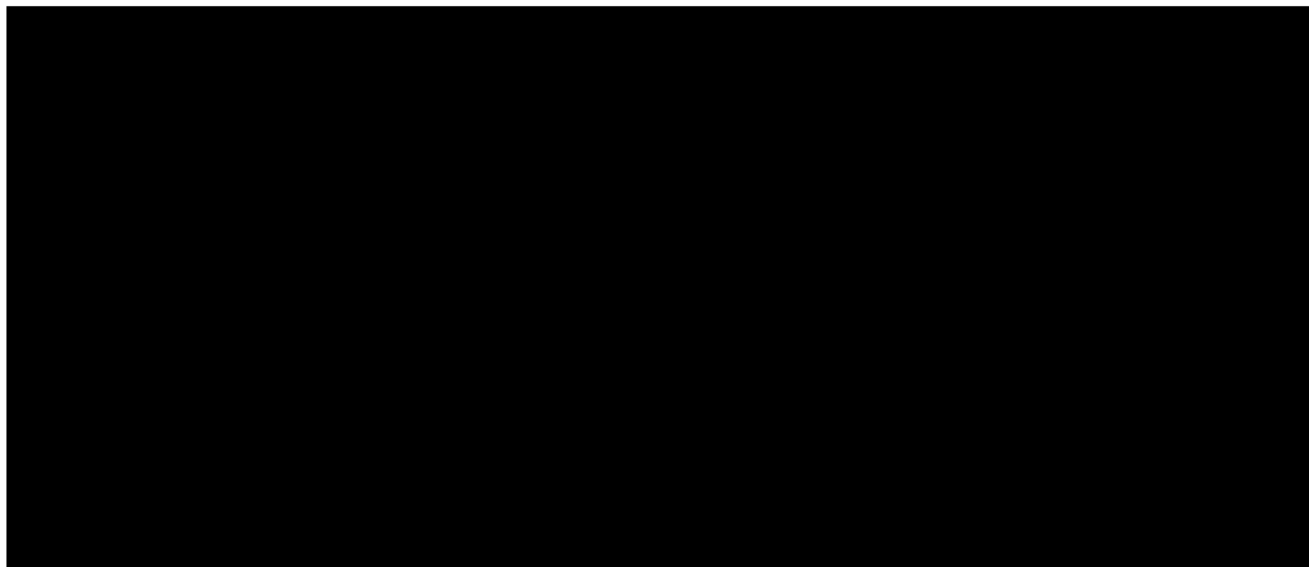
**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 30 November 2021 21:47  
**To:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Subject:** Fwd: Been Meaning to tell you

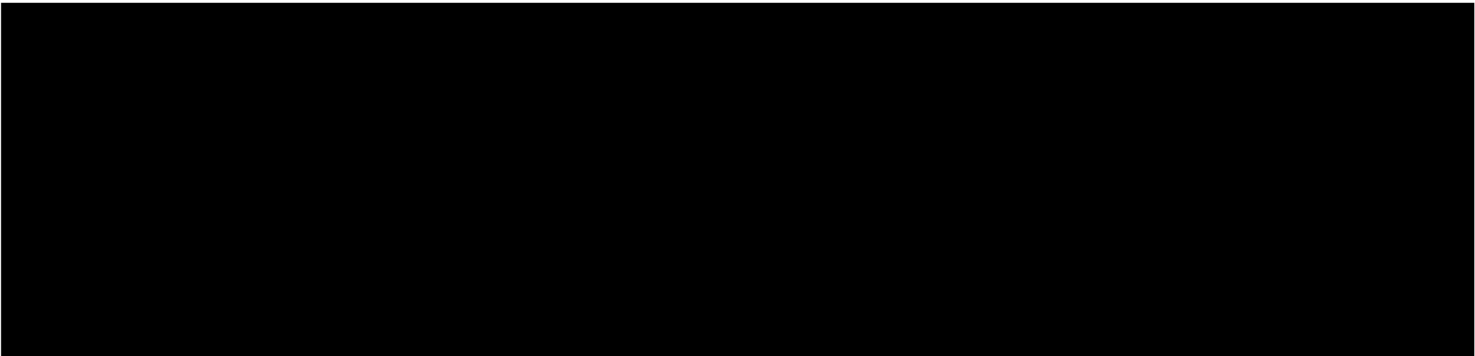
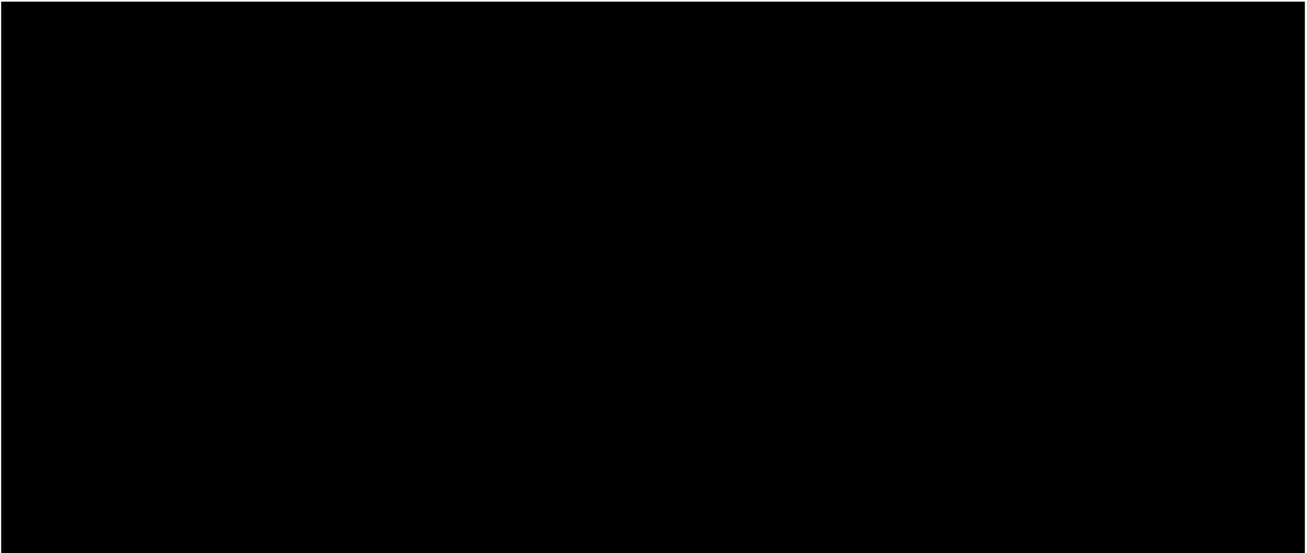
Hi,  
See below - nice note from our [REDACTED] client.  
Gutted it's got to come down - research will help but this feels like a case of bowing to the minority.

[REDACTED]  
Sent from my iPhone

Begin forwarded message:

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Date:** 30 November 2021 at 21:41:51 GMT  
**To:** [REDACTED] <[REDACTED]@vccp.com>  
**Subject:** Fwd: Been Meaning to tell you





**Jacob Gemma**

---

**From:** [redacted]@vccp.com>  
**Sent:** 30 November 2021 11:05  
**To:** [redacted]  
**Cc:** [redacted]  
**Subject:** Re: Note for press response.

Agreed  
Let's leave the pause bit out

On Tue, 30 Nov 2021 at 10:54, [redacted] <[redacted]@tfl.gov.uk> wrote:

Hi [redacted],

We only intended on pausing for today though while the Campaign piece goes live, so if we say we have paused it and then it is back on again on Thursday/Friday that might create even more agro?

Thanks,  
[redacted]

---

**From:** [redacted]@vccp.com>  
**Sent:** 30 November 2021 10:52  
**To:** [redacted] <[redacted]@vccp.com>  
**Cc:** [redacted] <[redacted]@goodrelations.co.uk>; [redacted] <[redacted]@tfl.gov.uk>; [redacted] <[redacted]@tfl.gov.uk>; [redacted] <[redacted]@vccp.com>  
**Subject:** Re: Note for press response.

Thanks [redacted].

[redacted] we think it might also be worth including in the statement that the spot has been paused.

Many thanks,  
[redacted]



[REDACTED]

Group Communications Director, VCCP

Mobile : [REDACTED]

Greencoat House, Francis Street, Victoria, London SW1P 1DH

<http://www.vccp.com>

On Tue, 30 Nov 2021 at 09:45, [REDACTED] <[REDACTED]@vccp.com> wrote:

Hi both,

Are you able to share the very final version of the quote your press team are using with myself & [REDACTED] Also, who are you attributing the quote to - is it coming from [REDACTED]

Thanks,  
[REDACTED]

On Tue, 30 Nov 2021 at 08:49, [REDACTED] <[REDACTED]@vccp.com> wrote:

*We're determined to make roads across London safer. This means we have to address some challenging issues that people will have strong views on. This campaign tackles a road culture in which users of all types can be combative and adopt an 'everyone for themselves' mentality rather than collective consideration. During in-depth audience research, we identified this mindset as a significant factor for behaviours that put road users at risk.*

*Clearly, pedestrians and cyclists are more vulnerable than motorists. That is why our wider communications focus on reducing unsafe driving behaviours such as speeding and not watching out for riders. But this campaign aims to convey a message that all road users can play a part in creating a culture of looking out for one another. We want to encourage greater empathy while travelling because, when coupled with intervention in dangerous behaviours, it will help make us all safer.*

*In the film, we took care to acknowledge that it was the cyclist who had been most at risk, while not laying blame on either character. Our research found that showing the immediate emotional impact on each character, and the quick realisation that there would have been consequences for both, was a powerful way to prompt all road users to think about their mindset when on the road.*

*We understand the scenario has provoked a strong reaction. We're continually reviewing the comments we've received to help us learn from the feedback. Keeping people safe whilst out walking or cycling is a critical part of the work we're doing with boroughs towards our Vision Zero goal of eliminating death and serious injury on our roads.*



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Senior Account Director  
VCCP Mobile : [REDACTED]

--



Senior Account Director  
VCCP Mobile : [REDACTED]

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[REDACTED]  
CEO Europe, Global Chief Marketing Officer  
VCCP

Mobile : [REDACTED] Office : [REDACTED]

Greencoat House, Francis Street, Victoria, London SW1P 1DH  
<http://www.vccp.com>

At VCCP, we work flexibly - so whilst it suits me to email you now, I do not expect a response or an action outside of your own working hours

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**Jacob Gemma**

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**From:** [redacted] <[redacted]@vccp.com>  
**Sent:** 30 November 2021 11:45  
**To:** Jackson Georgia  
**Cc:** [redacted]; [redacted]; [redacted]; [redacted]; [redacted] Colfer Sean;  
Harrison-Cook Victoria; Murray Mika; [redacted]  
**Subject:** Re: Note for press response.

Thanks so much Georgia!



**VCCP**

[redacted]  
Group Communications Director, VCCP  
Mobile : [redacted]  
Greencoat House, Francis Street, Victoria, London SW1P 1DH  
<http://www.vccp.com>

On Tue, 30 Nov 2021 at 11:44, Jackson Georgia <[redacted]@tfl.gov.uk> wrote:

Hi [redacted],

Our draft statement is below but it is still going through approval so there may be some changes. I'll share the final version with you once we have it.

Thanks,

Georgia

A TfL spokesperson said: "We're determined to make roads across London safer and the aim of this campaign is to challenge the sometimes challenging nature of London's road culture. Though the campaign is designed to encourage all road users to be more empathetic when travelling, we know that people walking and cycling are much more vulnerable on the roads than others. We are reviewing and considering the feedback we've received on this advert and ensuring that we continue to do all we can to improve the road culture in London so we can improve it for the long term in order to help achieve Vision Zero. Keeping people walking and cycling safe is fundamental to our Vision Zero goal of eliminating death and serious injury on the roads and we'll continue to work closely with boroughs and other partners to reduce danger."

---

**From:** [redacted] <[redacted]@vccp.com>  
**Sent:** 30 November 2021 11:40  
**To:** Jackson Georgia [redacted] <[redacted]@tfl.gov.uk>  
**Cc:** [redacted] <[redacted]@tfl.gov.uk>; [redacted] <[redacted]@vccp.com>; [redacted]

<[redacted]@tfl.gov.uk>; [redacted] <[redacted]@vccp.com>; [redacted]  
[redacted]@goodrelations.co.uk>; Colfer Sean [redacted]@tfl.gov.uk>; Harrison-Cook Victoria  
[redacted]@tfl.gov.uk>; Murray Mika [redacted]@tfl.gov.uk>; [redacted]  
[redacted]@tfl.gov.uk>

Subject: Re: Note for press response.

Thanks so much Georgia. Would you mind possibly sharing your statement with us too?



**VCCP**

[redacted]

Group Communications Director, VCCP

Mobile : [redacted]

Greencoat House, Francis Street, Victoria, London SW1P 1DH

<http://www.vccp.com>

On Tue, 30 Nov 2021 at 11:37, Jackson Georgia <[redacted]@tfl.gov.uk> wrote:

Thanks for copying us in [redacted].

[redacted] I'll let you know when we've shared our statement with Campaign

Thanks,

Georgia

**Georgia Jackson**

Press Officer | Streets & Policing

Transport for London

Phone: [redacted]

From: [REDACTED] <[REDACTED]@tfl.gov.uk>  
Sent: 30 November 2021 11:30  
To: [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@vccp.com>  
Cc: [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@goodrelations.co.uk>; Colfer Sean <[REDACTED]@tfl.gov.uk>; Harrison-Cook Victoria <[REDACTED]@tfl.gov.uk>; Jackson Georgia <[REDACTED]@tfl.gov.uk>; Murray Mika <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>  
Subject: RE: Note for press response.

Hi [REDACTED]

Please hold on this as everything needs to be co-ordinated with our press team who I'm ccing in. They're going through approvals our side on the current version of our statement which is below.  
Sean/Georgia/Mika – can you pick up liaise with [REDACTED] and [REDACTED] from VCCP on the below as you progress our response so we're all co-ordinated?

A TfL spokesperson said: "We're determined to make roads across London safer and the aim of this campaign is to challenge the sometimes challenging nature of London's road culture. Though the campaign is designed to encourage all road users to be more empathetic when travelling, we know that people walking and cycling are much more vulnerable on the roads than others. We are reviewing and considering the feedback we've received on this advert and ensuring that we continue to do all we can to improve the road culture in London so we can improve it for the long term in order to help achieve Vision Zero. Keeping people walking and cycling safe is fundamental to our Vision Zero goal of eliminating death and serious injury on the roads and we'll continue to work closely with boroughs and other partners to reduce danger."

Thanks

[REDACTED]

From: [REDACTED] <[REDACTED]@vccp.com>  
Sent: 30 November 2021 11:21  
To: [REDACTED] <[REDACTED]@vccp.com>  
Cc: [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@goodrelations.co.uk>  
Subject: Re: Note for press response.

Thanks [REDACTED] Are you happy for us to now share your statement with Campaign?

*We're determined to make roads across London safer. This means we have to address some challenging issues that people will have strong views on. This campaign tackles a road culture in*

*which users of all types can be combative and adopt an ‘everyone for themselves’ mentality rather than collective consideration. During in-depth audience research, we identified this mindset as a significant factor for behaviours that put road users at risk.*

*Clearly, pedestrians and cyclists are more vulnerable than motorists. That is why our wider communications focus on reducing unsafe driving behaviours such as speeding and not watching out for riders. But this campaign aims to convey a message that all road users can play a part in creating a culture of looking out for one another. We want to encourage greater empathy while travelling because, when coupled with intervention in dangerous behaviours, it will help make us all safer.*

*In the film, we took care to acknowledge that it was the cyclist who had been most at risk, while not laying blame on either character. Our research found that showing the immediate emotional impact on each character, and the quick realisation that there would have been consequences for both, was a powerful way to prompt all road users to think about their mindset when on the road.*

*We understand the scenario has provoked a strong reaction. We're continually reviewing the comments we've received to help us learn from the feedback. Keeping people safe whilst out walking or cycling is a critical part of the work we're doing with boroughs towards our Vision Zero goal of eliminating death and serious injury on our roads.*



**VCCP**

[Redacted]

Group Communications Director, VCCP

Mobile : [Redacted]

Greencoat House, Francis Street, Victoria, London SW1P 1DH

<http://www.vccp.com>

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**Jacob Gemma**

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**From:** [redacted] <[redacted]@thesmallerboat.co.uk>  
**Sent:** 29 November 2021 16:56  
**To:** [redacted]  
**Cc:** [redacted]; [redacted]@vccp.com  
**Subject:** Re: Spec for Vision Zero

Yes I'm free from 12 to 12.30 if that would work?

---

**From:** [redacted] <[redacted]@vccp.com>  
**Date:** Monday, 29 November 2021 at 16:47  
**To:** [redacted]@thesmallerboat.co.uk>  
**Cc:** [redacted] <[redacted]@tfl.gov.uk>, [redacted] <[redacted]@tfl.gov.uk>, [redacted] <[redacted]@tfl.gov.uk>, [redacted] <[redacted]@vccp.com>, [redacted] <[redacted]@vccp.com>  
**Subject:** Re: Spec for Vision Zero

Hi [redacted]

Are you free at any point between 11-1pm tomorrow to discuss?

Best wishes.

On Mon, 29 Nov 2021 at 12:12, [redacted] <[redacted]@thesmallerboat.co.uk> wrote:

Hi [redacted],

No problem! I just had a chat with the recruiters. We'll be fine to get sign off at the end of the day.

Best

[redacted]

---

**From:** [redacted] <[redacted]@tfl.gov.uk>  
**Date:** Monday, 29 November 2021 at 12:07  
**To:** [redacted] <[redacted]@thesmallerboat.co.uk>, [redacted] <[redacted]@tfl.gov.uk>, [redacted] <[redacted]@tfl.gov.uk>, [redacted] <[redacted]@vccp.com>, [redacted] <[redacted]@vccp.com>, [redacted] <[redacted]@vccp.com>  
**Subject:** RE: Spec for Vision Zero

Hi [redacted],

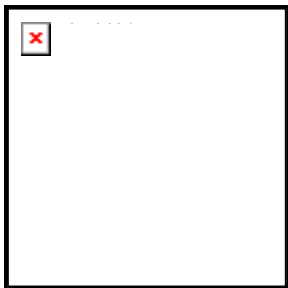






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[REDACTED]  
Senior Account Director  
VCCP Mobile : [REDACTED]

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## Jacob Gemma

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**From:** [REDACTED]  
**Sent:** 29 November 2021 12:23  
**To:** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]@vccp.com  
**Subject:** RE: Spec for Vision Zero

Hi,

I've had a discussion with [REDACTED]. It would be good to cover at the meeting, but my main concern is that we are about to make a pretty big set of decisions based on only a few groups. Also, participants are recruited for their ability to be articulate and discuss a subject sensibly – arguably not the skillset of many Twitter users. Furthermore, focus groups are good at getting a balanced response from people we've asked to talk to us, whereas Twitter is people talking to each other (and themselves) about us. So if we are trying to find out whether the Twitterstorm is reflected in society as a whole, we are not comparing like with like.

We need to think very carefully about what we are going to do with these results.

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Sent:** 29 November 2021 12:07  
**To:** [REDACTED], [REDACTED]@thesmallerboat.co.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED]@vccp.com  
**Subject:** RE: Spec for Vision Zero

Hi [REDACTED],

Sorry busy morning.

I think I am happy with this, we have a 4pm with [REDACTED] to discuss, can we wait till then to sign off or not?

Thanks,  
[REDACTED]

---

**From:** [REDACTED]@thesmallerboat.co.uk>  
**Sent:** 26 November 2021 18:35  
**To:** [REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED]@vccp.com  
**Subject:** Spec for Vision Zero

Hi Everyone,

I hope you're all keeping well!

We've got some groups planned for next Thursday to check communication on the Vision Zero ad, so I've attached a spec for you take a look at.

It's pretty straightforward... everyone in each group would drive in London, but half would be cyclists too. Then it would be a cross-section of Londoners (although I've kept the age range under 50 to reflect the fact we're talking to cyclists).

Any questions just let me know. I thought I'd send it over now, but we'd need to get it signed off on Monday morning.

Have a great weekend!



[www.thesmallerboat.co.uk](http://www.thesmallerboat.co.uk)



## Jacob Gemma

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**From:** [REDACTED]  
**Sent:** 29 November 2021 11:07  
**To:** [REDACTED]  
**Subject:** RE: Spec for Vision Zero

I can do 4.

---

**From:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Sent:** 29 November 2021 09:40  
**To:** [REDACTED] <[REDACTED]@vccp.com>  
**Cc:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Subject:** RE: Spec for Vision Zero

Can you do 4pm, I am in an interview at 2.30.

---

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 29 November 2021 09:35  
**To:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Cc:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Subject:** Re: Spec for Vision Zero

Hi [REDACTED]

Sincere sincere apologies, as [REDACTED] said this was a last minute discussion on Friday. Should we all get on a call today - are you both free 14:30?

On Mon, 29 Nov 2021 at 09:18, [REDACTED] <[REDACTED]@tfl.gov.uk> wrote:

Hi [REDACTED]

Apologies, this was decided late on Friday afternoon and I had every intention of picking up with you on Friday but time just ran away with me. [REDACTED] and I discussed Friday afternoon whether we should proceed and we agreed we should based on the noise we are getting around the TV ad.

At this stage I haven't even looked at the spec [REDACTED] has sent over so there is time for us to do that today.

Thanks,  
[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Sent:** 27 November 2021 09:27  
**To:** [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>  
**Subject:** RE: Spec for Vision Zero

Hi – I've attempted to recall my first, fairly blunt reaction to the news that research had been commissioned without anyone discussing it with me, and have removed the bystanders from this reply.

I'm disappointed that this research was discussed, planned and commissioned with no consultation or conversations with me, even to the point of checking whether I am available to view the groups (I'm not). I have been available all week so could have been contacted at short notice. From a CAIRO point of view, I am responsible and accountable for all marketing research, and should be consulted and informed about it.

Since I wasn't involved in briefing [REDACTED], I don't know what the purpose of the research is, or what you plan to do with it. I'm therefore unable to comment on the recruitment spec, and will also be unable to comment on the topic guide, or the debrief. We can rectify this by someone giving me a briefing to bring me up to speed.

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@thesmallerboat.co.uk>  
**Sent:** 26 November 2021 18:35  
**To:** [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@vccp.com>  
**Subject:** Spec for Vision Zero

Hi Everyone,

I hope you're all keeping well!

We've got some groups planned for next Thursday to check communication on the Vision Zero ad, so I've attached a spec for you take a look at.

It's pretty straightforward... everyone in each group would drive in London, but half would be cyclists too. Then it would be a cross-section of Londoners (although I've kept the age range under 50 to reflect the fact we're talking to cyclists).

Any questions just let me know. I thought I'd send it over now, but we'd need to get it signed off on Monday morning.

Have a great weekend!

[REDACTED]

[REDACTED]

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[REDACTED]  
Senior Account Director  
VCCP Mobile : [REDACTED]

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## Jacob Gemma

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**From:** [REDACTED]@thesmallerboat.co.uk>  
**Sent:** 27 November 2021 09:26  
**To:** [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]@vccp.com  
**Subject:** Re: Spec for Vision Zero

Sorry about that [REDACTED]

There was a conversation on Friday about doing some very quick groups to check the communication of the Vision Zero work. It was in reaction to some of the social media reaction, so quite sudden rather than anything that has been planned in.

I thought I'd better send round a spec to get the ball rolling. But it would be worth us all getting together to chat about it at the start of next week.

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Date:** Friday, 26 November 2021 at 20:01  
**To:** [REDACTED]@thesmallerboat.co.uk>, [REDACTED] <[REDACTED]@tfl.gov.uk>, [REDACTED] <[REDACTED]@tfl.gov.uk>, [REDACTED] <[REDACTED]@vccp.com>, [REDACTED] <[REDACTED]@vccp.com>, [REDACTED] <[REDACTED]@vccp.com>, [REDACTED] <[REDACTED]@vccp.com>  
**Subject:** Re: Spec for Vision Zero

Why didn't anyone tell me about this?

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**From:** [REDACTED]@thesmallerboat.co.uk>  
**Sent:** Friday, November 26, 2021 6:35:13 PM  
**To:** [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@vccp.com>  
**Subject:** Spec for Vision Zero

Hi Everyone,

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Any questions just let me know. I thought I'd send it over now, but we'd need to get it signed off on Monday morning.

Have a great weekend!

[REDACTED]

  
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## Jacob Gemma

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**From:** [REDACTED]  
**Sent:** 26 November 2021 20:09  
**To:** [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]@vccp.com  
**Subject:** Re: Spec for Vision Zero

In fact more to the point why wasn't I consulted on it?

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**From:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Sent:** Friday, November 26, 2021 8:01:25 PM  
**To:** [REDACTED]@thesmallerboat.co.uk; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED]@vccp.com; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED]@vccp.com  
**Subject:** Re: Spec for Vision Zero

Why didn't anyone tell me about this?

Get [Outlook for iOS](#)

---

**From:** [REDACTED]@thesmallerboat.co.uk  
**Sent:** Friday, November 26, 2021 6:35:13 PM  
**To:** [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED]@vccp.com; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED]@vccp.com  
**Subject:** Spec for Vision Zero

Hi Everyone,

I hope you're all keeping well!

We've got some groups planned for next Thursday to check communication on the Vision Zero ad, so I've attached a spec for you take a look at.

It's pretty straightforward... everyone in each group would drive in London, but half would be cyclists too. Then it would be a cross-section of Londoners (although I've kept the age range under 50 to reflect the fact we're talking to cyclists).

Any questions just let me know. I thought I'd send it over now, but we'd need to get it signed off on Monday morning.

Have a great weekend!

[REDACTED]

[REDACTED]  
[www.thesmallerboat.co.uk](http://www.thesmallerboat.co.uk)



# Vision Zero Comms Check Recruitment Brief

## Requirement

- 4 groups with four participants in each
- 30 mins in length
- Thursday 2<sup>nd</sup> December
- 5pm, 5.40pm, 6.20pm, 7pm

## Sample structure

	Age	Gender	Ethnicity	SEG	Location
1	20 - 30	Mix	Mix	BC1C2	Inner (Zone 1- 3)
2	20 - 30	Mix	Mix	BC1C2	Outer (Zone 4- 6)
3	31 - 50	Mix	Mix	BC1C2	Inner (Zone 1- 3)
4	31 - 50	Mix	Mix	BC1C2	Outer (Zone 4- 6)

## Quota for each group

- All 4 to currently drive in London (once a month or more).
- 2 in each group to also ride a bicycle (once a month or more).

## Key Filters

- Everyone to be comfortable talking in a group over a video conference.
- All to have access to a quiet room with a good internet connection for the call
- All to be articulate, imaginative and happy taking part in a group discussion
- None to work in the transport industry or local government
- None to work in industries related to marketing or advertising
- None to be rejectors of marketing or advertising
- None to have a close friend or relative killed or seriously injured in a road crash

**Jacob Gemma**

---

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 25 November 2021 16:49  
**To:** [REDACTED]; [REDACTED]  
**Subject:** Re: twitter Vision Zero

Let me know once you've spoken to your PR team as it might be worth us all hopping on a call to decided e.g. where your team reply, vs when our team reply. (Looping in [REDACTED] & [REDACTED])

Thanks,  
[REDACTED]

On Thu, 25 Nov 2021 at 16:32, [REDACTED] <[REDACTED]@vccp.com> wrote:

--



[REDACTED]  
Senior Account Director  
VCCP Mobile : [REDACTED]

--



[REDACTED]  
Senior Account Director  
VCCP Mobile : [REDACTED]

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## Jacob Gemma

---

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 30 November 2021 20:40  
**To:** [REDACTED]  
**Cc:** [REDACTED]@goodrelations.co.uk; [REDACTED]@vccp.com; [REDACTED]  
**Subject:** Re: Updated invitation: TfL/VCCP - See Their Sides Press Call @ Tue 30 Nov 2021 4pm - 4:30pm (GMT) ([REDACTED]@tfl.gov.uk)

Many thanks [REDACTED] - this is really useful  
As agreed we will follow up tomorrow with some more detail from our side  
Thanks x



[REDACTED]  
CEO Europe, Global Chief Marketing Officer  
VCCP  
Mobile : [REDACTED] : [REDACTED]  
Greencoat House, Francis Street, Victoria, London SW1P 1DH  
<http://www.vccp.com>

At VCCP, we work flexibly - so whilst it suits me to email you now, I do not expect a response or an action outside of your own working hours

On Tue, 30 Nov 2021 at 18:11, [REDACTED] <[REDACTED]@tfl.gov.uk> wrote:

Hi all

Good to chat to you earlier. Please find attached our social report from yesterday.

A couple of things to note:

- It looks like the spike on 26 November was caused by London Cycling Campaign and a few others sharing this
- On Twitter alone, the TV ad post has had just over 258,000 impressions and 45,951 media views (video views) but these views are only for 2 seconds or more. We had 6,422 completed views all the way through.
- The sentiment is very negative at 43.7% (the remaining is classed as neutral and 0% positive).

Let me know if you have any other questions.

Thanks



-----Original Appointment-----

**From:** Google Calendar <[calendar-notification@google.com](mailto:calendar-notification@google.com)> On Behalf Of [REDACTED] [vccp.com](mailto:vccp.com)

**Sent:** 30 November 2021 09:15

**To:** [REDACTED] [vccp.com](mailto:vccp.com); [REDACTED] [@goodrelations.co.uk](mailto:@goodrelations.co.uk); [REDACTED] [@vccp.com](mailto:@vccp.com); [REDACTED]; [REDACTED] [@vccp.com](mailto:@vccp.com); [REDACTED]

**Subject:** Updated invitation: TfL/VCCP - See Their Sides Press Call @ Tue 30 Nov 2021 4pm - 4:30pm (GMT) ([REDACTED] [tfl.gov.uk](mailto:tfl.gov.uk))

**When:** 30 November 2021 16:00-16:15 (UTC+00:00) Dublin, Edinburgh, Lisbon, London.

**Where:**

**This event has been changed.**

### TfL/VCCP - See Their Sides Press Call

**When** **Changed:** Tue 30 Nov 2021 4pm – 4:30pm United Kingdom Time

**Joining info** Join with Google Meet  
[meet.google.com/mez-kytc-phx](https://meet.google.com/mez-kytc-phx)

Join by phone  
(GB) [REDACTED]

[More phone numbers](#)

**Calendar** [REDACTED] [tfl.gov.uk](mailto:tfl.gov.uk)

- Who**
- [REDACTED] [vccp.com](mailto:vccp.com) - organiser
  - [REDACTED] [@goodrelations.co.uk](mailto:@goodrelations.co.uk)
  - [REDACTED] [@vccp.com](mailto:@vccp.com)
  - [REDACTED] [@vccp.com](mailto:@vccp.com)
  - [REDACTED] [tfl.gov.uk](mailto:tfl.gov.uk)
  - [REDACTED] [@vccp.com](mailto:@vccp.com)
  - [REDACTED] [tfl.gov.uk](mailto:tfl.gov.uk)

[more details »](#)

Going ([REDACTED] [tfl.gov.uk](mailto:tfl.gov.uk))? **Yes - Maybe - No** [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account [REDACTED] [tfl.gov.uk](mailto:tfl.gov.uk) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively, you can sign up for a Google Account at <https://calendar.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organiser and be added to the guest list, invite others regardless of their own invitation status or to modify your RSVP. [Learn more](#)

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Filters Keyword Query: [Vision Zero OR safer roads](#); Eamed/Owned Mentions: [Eamed Mentions](#); Account: [TfL \(Facebook\)](#), [TfL \(Twitter\)](#), [TfL \(LinkedIn\)](#);














# Content

Identify the most popular posts, messages and articles

## What are the conversation metrics around the topic?

Conversation Stream	Sentiment	Source	Earned Engagements
<p><b>VCCP</b>                      To mark Road Safety Week, our latest work with <a href="#">Transport for London</a> 'See their side' highlights the lack of empathy and understanding that road users...  <small>Nov 17, 2021</small></p> 	Neutral	LinkedIn	0
<p><b>[Redacted]</b>                      Lots of people pointing out the victim-blaming here, but also I don't understand what problem this ad is trying to solve. Bad drivers getting their little baby...  <small>Nov 26, 2021</small></p>	Negative	Twitter	828
<p><b>[Redacted]</b>                      I'm so triggered by this ad &amp; I'm taking a break for a while...  <small>Nov 27, 2021</small></p>	Negative	Twitter	682
<p><b>Intelligent Transport</b>                      @TfL, @metpoliceuk, and @london councils have published a #VisionZero progress report, identifying the updated measures necessary to eliminate deat...  <small>Nov 17, 2021</small></p> 	Neutral	Twitter	0
<p><b>Strada Imaging</b>                      Vision Zero of TfL aims for zero deaths on roads...  <small>Nov 22, 2021</small></p>	Neutral	Twitter	0
<p><b>[Redacted]</b>                      @tfl would love you to do a post on wearing masks on the underground. Ideally would love to see specific carriages for mask users as have noticed a very...  <small>Nov 23, 2021</small></p>	Neutral	Twitter	0
<p><b>[Redacted]</b>                      @TfL road safety isn't about feelings, it is about understanding who is most likely to be killed or injured according to transport mode. And there is a huge...  <small>Nov 25, 2021</small></p>	Neutral	Twitter	3
<p><b>[Redacted]</b>                      @TfL @SadiqKhan and to all the CUNT London councils 2 hours and 30 mins from south LONDON to Romford, thank you very much for fucking the roads ...  <small>Nov 25, 2021</small></p>	Negative	Twitter	0
<p><b>[Redacted]</b>                      Af því að ég hef verið að tjá mig í dag um það að vegfarendur í umferðinni eru ekki jafnsettir: Bílstjórar hafa allskonar varnir í kringum sig, óvarðir...  <small>Nov 25, 2021</small></p>	Negative	Twitter	13
<p><b>[Redacted]</b>                      @tfl Horribly misjudged advert - should be removed...  <small>Nov 25, 2021</small></p>	Negative	Twitter	0

## What are the conversation metrics around the topic?

Conversation Stream	Sentiment	Source	Earned Engagements
<p> This ad by @TfL is quite rightly getting ratioed. Normalises dangerous driving and suggests all we need to do is smile at each other afterwards. Nov 26, 2021</p>	Negative	Twitter	0
<p> Poor advert @TfL! By trying to say let's just be nice to each other after a car driver has almost killed a vulnerable road user is pretty poor! Not sure what... Nov 26, 2021</p>	Negative	Twitter	0
<p> As per the @MayorofLondon, @TfL has a funding crisis but this is what they decided to fund with the money they do have. Just wow. Nov 26, 2021</p>	Neutral	Twitter	0
<p> <b>London Cycling Campaign</b> This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing... Nov 26, 2021</p>	Negative	Twitter	822
<p> Someone almost crashed their car into me an hour ago when I was walking across a @tfl red route on a green light but sure, let's spend money on these... Nov 26, 2021</p>	Negative	Twitter	12
<p> There is no mouth into which @TfL cannot insert their foot. Nov 26, 2021</p>	Neutral	Twitter	7
<p> Not paying attention &amp; risking killing a cyclist is not merely "inconsiderate" (@PimlicoPlumbers <a href="https://t.co/h3ry4Ko6tR">https://t.co/h3ry4Ko6tR</a>) Ignoring road marking &amp; impedi... Nov 26, 2021</p>	Negative	Twitter	0
<p> Any thoughts  Nov 26, 2021</p>	Neutral	Twitter	3
<p> I'm left wondering if the person responsible for this @tfl video has ever been on a 🚲 in their life or been close passed ☹️... Nov 26, 2021</p>	Negative	Twitter	17
<p> Massive own goal @tfl... deliberate??... Nov 26, 2021</p>	Negative	Twitter	1

## What is the trend of mentions and distinct users?

■ Distinct Users    ◆ Mentions



## How many distinct users are associated with the topic by source?

Source	Mentions	Distinct Users
Twitter	234	219
LinkedIn	1	1

## What are the popular posts related to the topic?

**[Redacted]** Nov 26, 2021

Lots of people pointing out the victim-blaming here, but also I don't understand what problem this ad is trying to solve. Bad drivers getting their little baby feelings hurt when I yell at them for nearly killing me? Cry me a fucking river

Earned Engagements: 828

**London Cycling Campaign** Nov 26, 2021

This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <https://t.co/GrswDIN5tn>

Earned Engagements: 822

**[Redacted]** Nov 27, 2021

I'm so triggered by this ad & I'm taking a break for a while.

The equivalence of this ad is how domestic violence was once treated & police would say 'what did you do to upset him?' And he was misunderstood.

I feel utterly let down by the people paid to make our roads safer.

Earned Engagements: 682

**[Redacted]** Nov 27, 2021

I can't believe @tfl still haven't pulled this ad. I'm angry. I've been close passed & endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us. There's no "other side" when you're nearly run over. <https://t.co/ivWXRLObnQ>

Earned Engagements: 76

**London Cycling Campaign** Nov 19, 2021

@TfL @livingstreets @Wheels4Well @20aplentyforus TfL is lobbying the Government to set a default 20 mph speed limit on all residential roads in London. <https://t.co/NEmT3rBF7j> About half of London's residential streets have a 20 mph limit which reduces collision severity. LCC supports 20 mph limit where people live and work

Earned Engagements: 36

**[Redacted]** Nov 26, 2021

I'm left wondering if the person responsible for this @tfl video has ever been on a 🚲 in their life or been close passed ☹️

Totally misses the crucial point of this scenario. Someone riding a 🚲 is hugely more vulnerable than someone in a 🚗.

@London\_Cycling @willnorman

Earned Engagements: 17

**[Redacted]** Nov 25, 2021

Af því að ég hef verið að tjá mig í dag um það að vegfarendur í umferðinni eru ekki jafnsettir. Bílstjórar hafa allskonar varnir í kringum sig, óvarðir vegfarendur hafa engar.

Þetta nýlega myndskaið frá @TfL er hreinræktað bull af þessum toga; mýtan um gagnkvæma tillitssemi. /1

Earned Engagements: 13

**[Redacted]** Nov 26, 2021

Someone almost crashed their car into me an hour ago when I was walking across a @tfl red route on a green light but sure, let's spend money on these ads rather than improving vulnerable road user safety ☹️

Earned Engagements: 12

**[Redacted]** Nov 26, 2021

There is no mouth into which @TfL cannot insert their foot.

Earned Engagements: 7













**[Redacted]** Nov 27, 2021

Please stop the victim blaming. This message is completely wrong. The only one at fault is the driver and the only one risking his life is the man on the bike. @tfl please remove this ad.

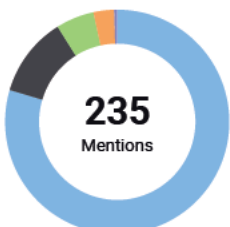
@Streets4AllNI

Earned Engagements: 7

## What are the popular posts related to the topic?

<p> <b>Healthy Streets Scorecard</b> Nov 17, 2021</p> <p>In its 'Vision Zero action plan progress report' published this month, @TfL says it will seek to work with @transportgovuk &amp; #London's boroughs to propose #20mph as the default speed for urban and all residential roads.</p> <p>#VisionZero <a href="https://t.co/GSga8oAytI">https://t.co/GSga8oAytI</a></p> <p>Earned Engagements 5</p>	<p> <b>[REDACTED]</b> NOV 26, 2021</p> <p>Yeah but watch the new @TfL ad, we need to understand how the young guy may have hurt the feelings of the driver <a href="https://t.co/EP3lCn3vzE">https://t.co/EP3lCn3vzE</a></p> <p>Earned Engagements 5</p>
<p> <b>[REDACTED]</b> NOV 26, 2021</p> <p>@ldnparks sure @tfl or @vccp will explain why by stopping after being close passed the drivers feelings</p> <p>were upset and he needed to reverse back up and berate them for having the audacity to want to be on the road #empathy</p> <p>Earned Engagements 4</p>	<p> <b>[REDACTED]</b> NOV 26, 2021</p> <p>@theJeremyVine Oh, Jeremy, you're supposed to think of the driver ☹️ <a href="https://t.co/i5uQ7FrpGx">https://t.co/i5uQ7FrpGx</a></p> <p>@tfl at their victim-blaming best</p> <p>Earned Engagements 4</p>
<p> <b>[REDACTED]</b> NOV 25, 2021</p> <p>@TfL road safety isn't about feelings, it is about understanding who is most likely to be killed or injured according to transport mode. And there is a huge gender bias to this video. Try remaking it with a pretty female cyclist and an aggressive male motorist driving a transit.</p> <p>Earned Engagements 3</p>	<p> <b>[REDACTED]</b> NOV 26, 2021</p> <p>Any thoughts [REDACTED]</p> <p>Earned Engagements 3</p>
<p> <b>[REDACTED]</b> NOV 26, 2021</p> <p>Massive own goal @tfl. deliberate??</p> <p>See their side. Commute to work on a bike for a week and realise that maybe texting your mate/shouting at the radio/feeding the kids/noshing a burrito while driving 2000kgs of steel in dense traffic is massively stupid, selfish, &amp; dangerous..</p> <p>Earned Engagements 1</p>	<p> <b>[REDACTED]</b> NOV 26, 2021</p> <p>@ldnparks sure @tfl or @vccp will explain why by stopping after being close passed the drivers feelings were upset and he needed to reverse back up and berate you for having the audacity to want to be on the road #empathy <a href="https://t.co/Sci1Pybwu5">https://t.co/Sci1Pybwu5</a></p> <p>Earned Engagements 1</p>
<p> <b>VCCP</b> Nov 17, 2021</p> <p>To mark Road Safety Week, our latest work with <a href="#">Transport for London</a> 'See their side' highlights the lack of empathy and understanding that road users often have for each other when travelling around London. The integrated campaign is positioned to inspire a more considerate attitude to road culture to make London's roads safer for everyone.</p> <p>The campaign will aim to contribute to the Mayor of London's Vision Zero objective of having zero death...</p>  <p>Earned Engagements 0</p>	<p> <b>Intelligent Transport</b> Nov 17, 2021</p> <p>@TfL, @metpoliceuk, and @london councils have published a #VisionZero progress report, identifying the updated measures necessary to eliminate death and serious injury from London's roads by 2041. <a href="https://t.co/vMrkqWCRA8">https://t.co/vMrkqWCRA8</a> <a href="https://t.co/suG89gRIiA">https://t.co/suG89gRIiA</a></p>  <p>Earned Engagements 0</p>

## What are the various message content types used?

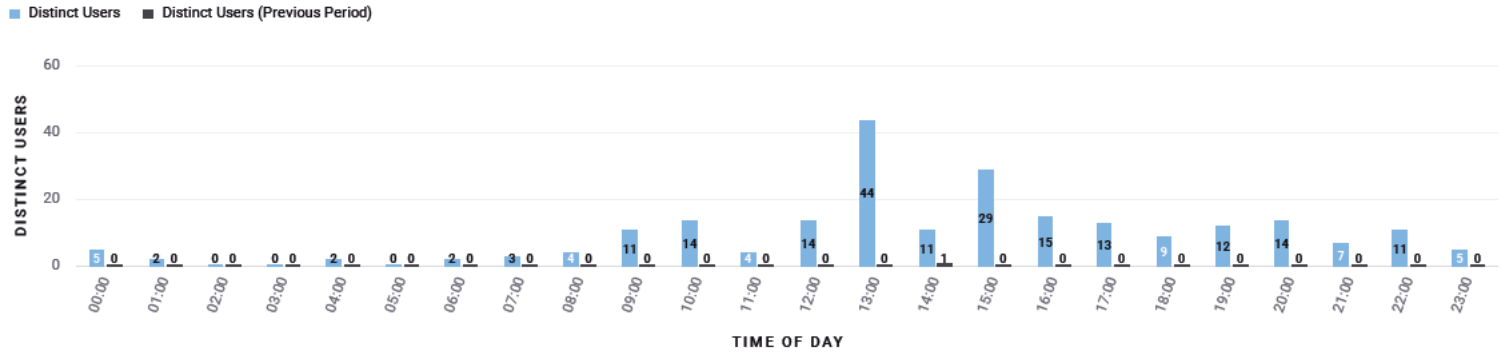


● 79.6% (187) Quoted\_status  
● 3% (7) Link

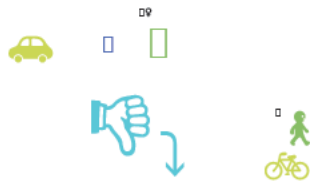
● 11.5% (27) Video  
● 0.4% (1) Photo

● 5.5% (13) Status

## What time of the day are users the most active?



## What are the top emoticons used by the users?



## What are the top phrases of discussion?



### ☑ All messages (235)

**[Redacted]** Retweet

This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn [twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)

**TfL** @TfL • Video Update 12d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↴

[tfl.gov.uk/corporate/safe...](https://tfl.gov.uk/corporate/safe...) <https://t.co/h6ECzVEZtz>

👤 Not Set  
📁 No Queues  
✉ No  
⚙ Set Profile Properties

👤 Not Assigned  
🔴 Negative

**[Redacted]** 5hrs

This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn [twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)

**TfL** @TfL • Video Update 12d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↴

[tfl.gov.uk/corporate/safe...](https://tfl.gov.uk/corporate/safe...) <https://t.co/h6ECzVEZtz>

👤 Not Set  
📁 No Queues  
✉ No  
⚙ Set Profile Properties

👤 Not Assigned  
🔴 Negative

12hrs

This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn [twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)



TfL

@TfL · Video Update

12d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

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See their side. See safer roads ↘

[tfl.gov.uk/corporate/safe...](https://tfl.gov.uk/corporate/safe...) <https://t.co/h6ECzVEZtz>



- 🕒 Not Set
- 📁 No Queues
- 📧 No
- ⚙️ Set Profile Properties

- 👤 Not Assigned
- 👎 Negative

...

13hrs

@theJeremyVine Oh, Jeremy, you're supposed to think of the driver [mobile.twitter.com/TfL/status/146...](https://mobile.twitter.com/TfL/status/146...)  
@tfl at their victim-blaming best

**Transport for London on Twitter**

\*🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate. We all need to play our part in making our streets safer. See their side. See safer roads ↘ <https://t.co/h6ECzVEZtz> [mobile.twitter.com](https://mobile.twitter.com)



TfL

@TfL · Video Update

12d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↘

[tfl.gov.uk/corporate/safe...](https://tfl.gov.uk/corporate/safe...) <https://t.co/h6ECzVEZtz>



- 🕒 Not Set
- 📁 No Queues
- 📧 No
- 👤 Influencer, No, 1k - 5k

- 👤 Not Assigned
- 😐 Neutral

...

19hrs

This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn [twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)



TfL

@TfL · Video Update

12d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↘

[tfl.gov.uk/corporate/safe...](https://tfl.gov.uk/corporate/safe...) <https://t.co/h6ECzVEZtz>








- 🕒 Not Set
- 📁 No Queues
- 📧 No
- ⚙️ Set Profile Properties

- 👤 Not Assigned
- 👎 Negative

...

  Reply  
 @the.JeremyVine Oh, Jeremy, you're supposed to think of the driver  [mobile.twitter.com/TfL/status/146...](https://mobile.twitter.com/TfL/status/146...)  
 @tfl at their victim-blaming best


 **Transport for London**   
@TfL ·  Video Update 12d

  71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↴

<https://t.co/ghwwqntGPv> <https://t.co/h6ECzVEZtz>








 Not Set  Not Assigned  
 No Queues  Neutral  
 No  
 No, 0 - 500  
 95377  
[View Conversation](#)

...

  Retweet

I can't believe @tfl still haven't pulled this ad.  
I'm angry.  
I've been close passed & endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us.  
There's no "other side" when you're nearly run over.  
[twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)


 **TfL**   
@TfL ·  Video Update 12d

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[tfl.gov.uk/corporate/safe..](https://tfl.gov.uk/corporate/safe..) <https://t.co/h6ECzVEZtz>



 Not Set  Not Assigned  
 No Queues  Negative  
 No  
 No, 0 - 500

...





Video Retweet  

71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.







We all need to play our part in making our streets safer.




See their side. See safer roads ↘

[tfl.gov.uk/corporate/safe...pic.twitter.com/h6ECzVEZtz](https://tfl.gov.uk/corporate/safe...pic.twitter.com/h6ECzVEZtz)



Retweet of @TfL

-  Not Set
-  2 Queues
-  Others
-  No, Public, Twitter, Social, No, No
-  No
-  General campaigns

-  Not Assigned
-  Neutral
-  Non-Engageable



Retweet

This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn [twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)


TfL  
@TfL · Video Update





71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.



We all need to play our part in making our streets safer.

See their side. See safer roads ↘

[tfl.gov.uk/corporate/safe... https://t.co/h6ECzVEZtz](https://tfl.gov.uk/corporate/safe...https://t.co/h6ECzVEZtz)



-  Not Set
-  No Queues
-  No
-  Set Profile Properties

-  Not Assigned
-  Negative

██████████ Retweet

1d

Please stop the victim blaming. This message is completely wrong. The only one at fault is the driver and the only one risking his life is the man on the bike. @tfl please remove this ad.

@Streets4AllNI

T TFL @TFL Video Update

12d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↘

[tfl.gov.uk/corporate/safe..](https://tfl.gov.uk/corporate/safe..) <https://t.co/h6ECzVEZtz>



- 👤 Not Set
- 📁 No Queues
- 📧 No
- 🗣️ No

👤 Not Assigned  
🚫 Negative

...

██████████ Video Retweet

1d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↘

[tfl.gov.uk/corporate/safe..](https://tfl.gov.uk/corporate/safe..) <https://t.co/h6ECzVEZtz>



- 👤 Not Set
- 📁 2 Queues
- 📧 No, Public, Twitter, Social, No, No
- 🗣️ No, 0 - 500

👤 Not Assigned  
👤 Neutral

...

██████████ Retweet

1d



Together with London Councils and @metpoliceuk, we're committing to tougher measures to eliminate death and serious injury from our streets by 2041.

To help us achieve Vision Zero, we need you to see their side. Come on London, let's see safer roads.

- 👤 Not Set
- 📁 2 Queues
- 📧 No, Public, Twitter, Social, No, No
- 🗣️ No

👤 Not Assigned  
👤 Neutral


...

  · Mention

1d

Please stop the victim blaming. This message is completely wrong. The only one at fault is the driver and the only one risking his life is the man on the bike. @tfl please remove this ad.

@Streets4AllNI


 **Transport for London** · @TfL · Video Update 12d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↴

<https://t.co/glwwqntGPv> <https://t.co/h6ECzVEZtz>



- 🕒 New
- 📁 3 Queues
- 👤 Others
- ✉ Others, Medium, Contact Centre, cycling, driving, Yes, Public, Twitter, Social, No, Yes, 1k - 5k, stop
- 👤 No, 1k - 5k
- 📄 94860

- 👤 Not Assigned
- 👤 Negative
- 👤 Engageable

...

  · Retweet

1d

Together with London Councils and @metpoliceuk, we're committing to tougher measures to eliminate death and serious injury from our streets by 2041.

To help us achieve Vision Zero, we need you to see their side. Come on London, let's see safer roads.

Retweet of @TfL

- 🕒 Not Set
- 📁 2 Queues
- 👤 Others
- ✉ No, Public, Twitter, Social, No, No
- 👤 No
- 📄 Imported


- 👤 Not Assigned
- 👤 Neutral
- 👤 Non-Engageable

...

  · Retweet

2d

This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn [twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)


 **TfL** · @TfL · Video Update 12d

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↴

[tfl.gov.uk/corporate/safe...](https://tfl.gov.uk/corporate/safe...) <https://t.co/h6ECzVEZtz>



- 🕒 Not Set
- 📁 No Queues
- ✉ Set Message Properties
- 👤 No, 0 - 500

- 👤 Not Assigned
- 👤 Negative

...

Update

I'm so triggered by this ad & I'm taking a break for a while.

The equivalence of this ad is how domestic violence was once treated & police would say 'what did you do to upset him?' And he was misunderstood.

I feel utterly let down by the people paid to make our roads safer.


**TfL** @TfL • Video Update 12d

🗨️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

See their side. See safer roads ↘

[tfl.gov.uk/corporate/safe... https://t.co/h6ECzVEZtz](https://t.co/h6ECzVEZtz)



🕒 Not Set  
 📁 2 Queues  
 📧 No, Public, Twitter, Social, No  
 👤 Influencer, No, 5k - 10k

👤 Not Assigned  
 🚫 Negative

Retweet

This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn [twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)


**TfL** @TfL • Video Update 12d

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[tfl.gov.uk/corporate/safe... https://t.co/h6ECzVEZtz](https://t.co/h6ECzVEZtz)



🕒 Not Set  
 📁 No Queues  
 📧 No  
 👤 No, 0 - 500

👤 Not Assigned  
 🚫 Negative

Retweet

I can't believe @tfl still haven't pulled this ad.  
 I'm angry.  
 I've been close passed & endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us.  
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[twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)


**TfL** @TfL • Video Update 12d

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[tfl.gov.uk/corporate/safe... https://t.co/h6ECzVEZtz](https://t.co/h6ECzVEZtz)




🕒 Not Set  
 📁 No Queues  
 📧 No  
 👤 No, 500 - 1k

👤 Not Assigned  
 🚫 Negative



Retweet

I can't believe @tfl still haven't pulled this ad.  
 I'm angry.  
 I've been close passed & endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us.  
 There's no "other side" when you're nearly run over.  
[twitter.com/TfL/status/146...](https://twitter.com/TfL/status/146...)



**TfL** Video Update 12d  
 @TfL

🗨️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

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See their side. See safer roads ↴

[tfl.gov.uk/corporate/safe... https://t.co/h6ECzVEZtz](https://t.co/h6ECzVEZtz)




- Not Set
- No Queues
- No
- Set Profile Properties
- Not Assigned
- Negative



Retweet

I can't believe @tfl still haven't pulled this ad.  
 I'm angry.  
 I've been close passed & endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us.  
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**TfL** Video Update 12d  
 @TfL

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See their side. See safer roads ↴

[tfl.gov.uk/corporate/safe... https://t.co/h6ECzVEZtz](https://t.co/h6ECzVEZtz)



- Not Set
- No Queues
- No
- Influencer, No, 1k - 5k
- Not Assigned
- Negative



# Demographics Insights

Advise your audience strategy by understanding age, gender and interests of your audience

## What is the gender distribution around the topic?

123 Messages with identifiable gender.



Male

82.11%



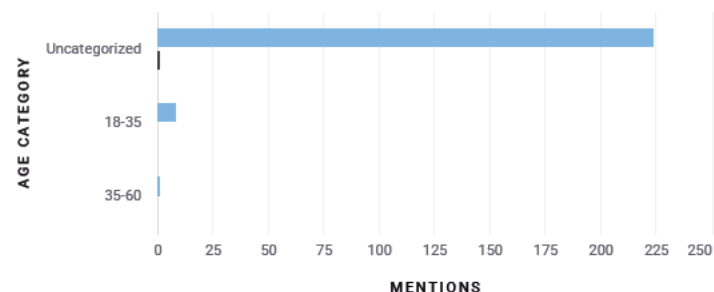
Female

17.89%

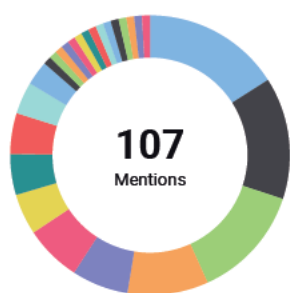


## What is the distribution of age group around the topic?

Mentions (Previous Period)

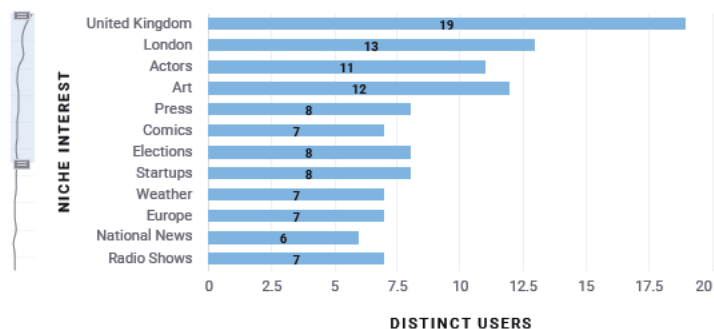


## What are the general interests of audience?

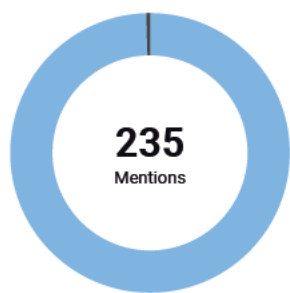


- 15.9% (17) Politics
- 14% (15) Media
- 13.1% (14) Entertainment
- 9.3% (10) Technology
- 6.5% (7) Books
- 6.5% (7) Comedy
- 4.7% (5) Movies
- 4.7% (5) Science
- 4.7% (5) Sports
- ▲ 1/4 ▼

## What are the top niche interests of audience?

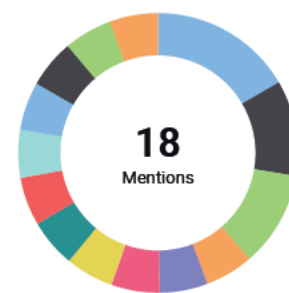


## What are the languages preferred by audience?



- 99.6% (234) English
- 0.4% (1) Icelandic (Íslenska)

## What is the distribution of profession of audience?



- 16.7% (3) Teacher
- 11.1% (2) Manager
- 11.1% (2) Trustee
- 5.6% (1) Agent
- 5.6% (1) Artist
- 5.6% (1) Blogger
- 5.6% (1) Councillor
- 5.6% (1) Dentist
- 5.6% (1) Director
- ▲ 1/2 ▼

## What is the mentions count across countries?

Country	Mentions	% Change in Mentions
United Kingdom	138	13.7K%
United States	9	100%
Canada	4	100%
Cameroon	4	100%
Australia	1	100%
Brazil	1	100%
Ivory Coast	1	100%
Chile	1	100%

## What is the mentions count across cities?

City	Mentions	% Change in Mentions
London	61	6K%
Ealing	5	100%
Enfield	4	100%
Sheffield	4	100%
Edinburgh	3	100%
Barnet	2	100%
Cambridge	2	100%
Glasgow	2	100%

### What is the mentions count across countries?

Country	Mentions	% Change in Mentions
Colombia	1	100%
Germany	1	100%
Spain	1	100%
France	1	100%
Guinea	1	100%
India	1	100%
Iceland	1	100%
Italy	1	100%
Comoros	1	100%
Lebanon	1	100%
Luxembourg	1	100%
Myanmar	1	100%

### What is the mentions count across cities?

City	Mentions	% Change in Mentions
Hackney	2	100%
Leeds	2	100%
New York City	2	100%
Oxford	2	100%
Wandsworth	2	100%
Aldershot	1	100%
Beirut	1	100%
Belfast	1	100%
Birmingham	1	100%
Brighton	1	100%
Brixton	1	100%
Brooklyn	1	100%



## Audience Profile Analysis

Identify top advocates, influencers, detractors and proliferators

### Who are the top advocates?



### Who are the top detractors?



### Who are the top proliferators?



**@2\_Wheeled\_Wolf EU**  
@2\_Wheeled\_Wolf

Returnee to cycling despite disability. Been complaints I ain't thankful for crap cycle infra, why should I? If my language offends, don't tweet or follow me.

[+ Add to Profile List](#)

2.3K Followers | 645 Following | 3 Posts | 84 Influencer Score



**gill harker (V)**  
@HarkerGill

crazy great granny who wished road users would have empathy for other users

[+ Add to Profile List](#)

281 Followers | 113 Following | 2 Posts | 63 Influencer Score

### Who are the top influencers?





Filters Keyword Query: [Vision Zero OR safer roads](#); Eamed/Owned Mentions: [Eamed Mentions](#); Account: [TfL \(Facebook\)](#), [TfL \(Twitter\)](#), [TfL \(LinkedIn\)](#);



# Overview

Monitor listening KPIs and key areas of discussion around your topic

## Mentions summary

**821,949** Reach  
9.9K Previous Period 8212.59%

**235** Mentions  
1 Previous Period 23400%

**220** Distinct Users  
1 Previous Period 21900%

## Mentions Trend

Created Time	Mentions
Wed, Nov 17, 2021	13
Fri, Nov 19, 2021	7
Sat, Nov 20, 2021	1
Mon, Nov 22, 2021	8
Tue, Nov 23, 2021	4
Thu, Nov 25, 2021	7
Fri, Nov 26, 2021	145
Sat, Nov 27, 2021	39
Sun, Nov 28, 2021	7
Mon, Nov 29, 2021	4

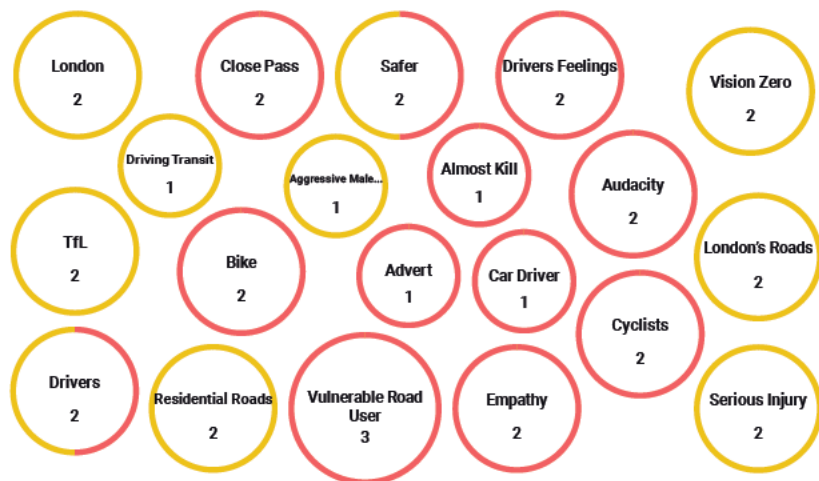
## Sentiment Distribution



- 56.8% (235) Mentions
- 0% (0) Positive Mentions
- 43.2% (179) Negative Mentions



## What are the top themes, key narratives and trends discussed around the topic?



### All (28 Clusters)

Navigate inside any cluster to view top similar keywords and create theme

#### Top Co-occurring Keywords

london, safer, tf1, #empathy, advert, aggressive male motorist, almost killed, audacity, bike, car driver, close passed, cyclists, drivers feelings, driving a transit, lcc, lobbying the...  
[View More](#)

#### Volume Distribution

Metrics/Values	Previous Period	Current Period	Δ %
Mentions	4	27	▲ 575%
Positive Mentions	1	0	▼ -100%
Negative	-	-	-

#### Overall Mentions Trend



#### Conversation Stream (27)

24hrs

@theJeremyVine Oh, Jeremy, you're supposed to think of the driver [mobile.twitter.com/TfL/status/146...](#) @tfl at their victim-blaming best

12d

**Transport for London** @TfL • Video Update

🗣️ 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.

We all need to play our part in making our streets safer.

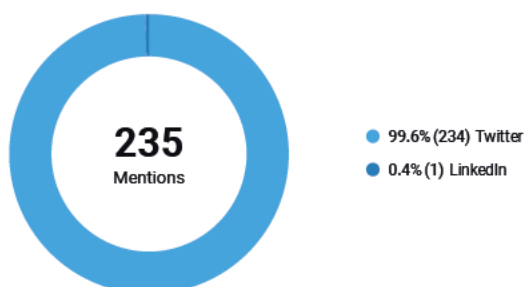
See their side. See safer roads ↴

<https://t.co/glwvqntGPv> <https://t.co/h6ECzVEZtz>

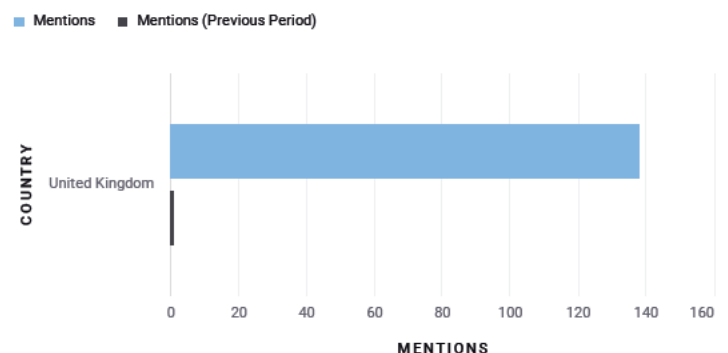
Showing Top 1-20 of 28 Clusters

< 1 >











## What is the distribution of mentions across social channels?







## What is the distribution of mentions across countries?



# What are the conversation metrics around the topic? (235)

Conversation Stream	Sentiment	Reach	Source	Country
 <p>11:06 AM Nov 29, 2021</p> <p>This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <a href="https://twitter.com/TfL/status/146...">twitter.com/TfL/status/146...</a></p>	Negative	2.1K	Twitter	Canada
 <p>8:50 AM Nov 29, 2021</p> <p>This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <a href="https://twitter.com/TfL/status/146...">twitter.com/TfL/status/146...</a></p>	Negative	651	Twitter	Unknown
 <p>1:09 AM Nov 29, 2021</p> <p>This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <a href="https://twitter.com/TfL/status/146...">twitter.com/TfL/status/146...</a></p>	Negative	361	Twitter	United Kingdom
 <p>12:52 AM Nov 29, 2021</p> <p>@theJeremyVine Oh, Jeremy, you're supposed to think of the driver ☹️ <a href="https://mobile.twitter.com/TfL/status/146...">mobile.twitter.com/TfL/status/146...</a> @tfl at their victim-blaming best</p>	Neutral	4.6K	Twitter	Unknown
 <p>6:48 PM Nov 28, 2021</p> <p>This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <a href="https://twitter.com/TfL/status/146...">twitter.com/TfL/status/146...</a></p>	Negative	194	Twitter	United Kingdom
 <p>1:48 PM Nov 28, 2021</p> <p>@theJeremyVine Oh, Jeremy, you're supposed to think of the driver ☹️ <a href="https://mobile.twitter.com/TfL/status/146...">mobile.twitter.com/TfL/status/146...</a> @tfl at their victim-blaming best</p>	Neutral	4.8K	Twitter	Unknown
 <p>10:45 AM Nov 28, 2021</p> <p>I can't believe @tfl still haven't pulled this ad. I'm angry. I've been close passed &amp; endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us. There's no "other side" when you're nearly run over. <a href="https://twitter.com/TfL/status/146...">twitter.com/TfL/status/146...</a></p>	Negative	68	Twitter	Unknown
 <p>8:18 AM Nov 28, 2021</p> <p>📊 71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.  We all need to play our part in making our streets safer...<a href="#">Show More</a></p>	Neutral	2.7K	Twitter	Luxembourg
 <p>6:38 AM Nov 28, 2021</p> <p>This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <a href="https://twitter.com/TfL/status/146...">twitter.com/TfL/status/146...</a></p>	Negative	18	Twitter	Unknown
 <p>6:21 AM Nov 28, 2021</p> <p>Please stop the victim blaming. This message is completely wrong. The only one at fault is the driver and the only one risking his life is the man on the bike. @tfl please remove this ad.  <a href="#">@Streets4AllNI</a></p>	Negative	538	Twitter	United Kingdom

What are the conversation metrics around the topic? (235)

Conversation Stream	Sentiment	Reach	Source	Country
 <p>12:19 AM Nov 28, 2021</p> <p>71% of Londoners think road users are not as considerate of others as they should be, but only 9% think they themselves could be more considerate.</p> <p>We all need to play our part in making our streets safer...<a href="#">Show More</a></p>	Neutral	34	Twitter	Unknown
 <p>11:26 PM Nov 27, 2021</p> <p>🚗 🚲 🚶 🚴</p> <p>Together with London Councils and <a href="#">@metpoliceuk</a>, we're committing to tougher measures to eliminate death and serious injury from our streets by 2041.</p>	Neutral	1K	Twitter	United States
 <p>10:59 PM Nov 27, 2021</p> <p>Please stop the victim blaming. This message is completely wrong. The only one at fault is the driver and the only one risking his life is the man on the bike. <a href="#">@tfl</a> please remove this ad.</p> <p><a href="#">@Streets4AllINI</a></p>	Negative	2.4K	Twitter	United Kingdom
 <p>10:38 PM Nov 27, 2021</p> <p>🚗 🚲 🚶 🚴</p> <p>Together with London Councils and <a href="#">@metpoliceuk</a>, we're committing to tougher measures to eliminate death and serious injury from our streets by 2041.</p> <p>To help us achieve Vision Zero, we need you to see their side. Come on Londo...<a href="#">Show More</a></p>	Neutral	0	Twitter	Unknown
 <p>5:04 PM Nov 27, 2021</p> <p>This <a href="#">@TfL</a> advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <a href="#">twitter.com/TfL/status/146...</a></p>	Negative	288	Twitter	United Kingdom
 <p>4:23 PM Nov 27, 2021</p> <p>I'm so triggered by this ad &amp; I'm taking a break for a while.</p> <p>The equivalence of this ad is how domestic violence was once treated &amp; police would say 'what did you do to upset him?' And he was misunderstood.</p> <p>I feel utterly let down by the people paid to make our roads safer.</p>	Negative	140.1K	Twitter	United Kingdom
 <p>4:03 PM Nov 27, 2021</p> <p>This <a href="#">@TfL</a> advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <a href="#">twitter.com/TfL/status/146...</a></p>	Negative	394	Twitter	Unknown
 <p>3:53 PM Nov 27, 2021</p> <p>I can't believe <a href="#">@tfl</a> still haven't pulled this ad. I'm angry. I've been close passed &amp; endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us. There's no "other side" when you're nearly run over. <a href="#">twitter.com/TfL/status/146...</a></p>	Negative	695	Twitter	United Kingdom
 <p>3:22 PM Nov 27, 2021</p> <p>I can't believe <a href="#">@tfl</a> still haven't pulled this ad. I'm angry. I've been close passed &amp; endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us. There's no "other side" when you're nearly run over. <a href="#">twitter.com/TfL/status/146...</a></p>	Negative	722	Twitter	United Kingdom



## Who are the top detractors?



**Jo Rigby**  
@Jo\_Earlsfield

Wandsworth Councillor & original LYCRIST INFILTRATOR Working for calmer, safer spaces & cleaner air. [dlrj.rigby@wandsworth.gov.uk](mailto:dlrj.rigby@wandsworth.gov.uk)

[+ Add to Profile List](#)

<b>6.3K</b> Followers	<b>1.1K</b> Following	<b>2</b> Posts	<b>74</b> Influencer Score
--------------------------	--------------------------	-------------------	-------------------------------



**Harry Young**  
@YoungHarryRocks

[+ Add to Profile List](#)

<b>1</b> Followers	<b>222</b> Following	<b>2</b> Posts	<b>15</b> Influencer Score
-----------------------	-------------------------	-------------------	-------------------------------



# Sentiment Insights

Identify the positive, negative and neutral sentiment on mentions around your topic

## What is the sentiment distribution for the topic?

### Positive Mentions

0

Previous Period 0  
NaN% ↓

### Neutral Mentions

56

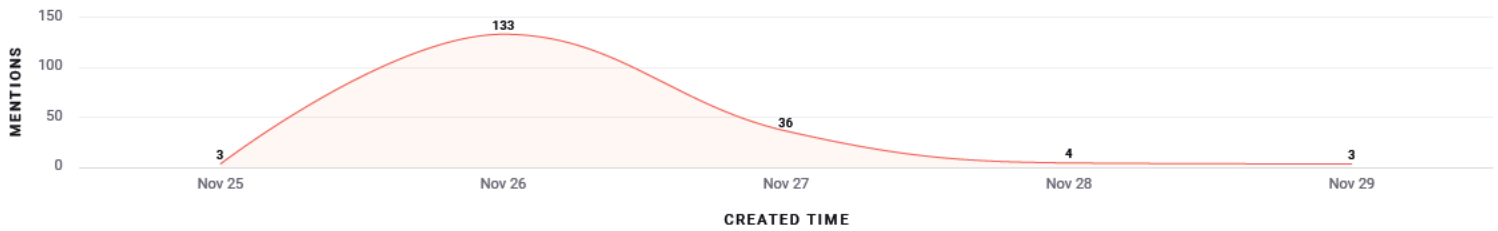
Previous Period 1  
5500% ↑

### Negative Mentions

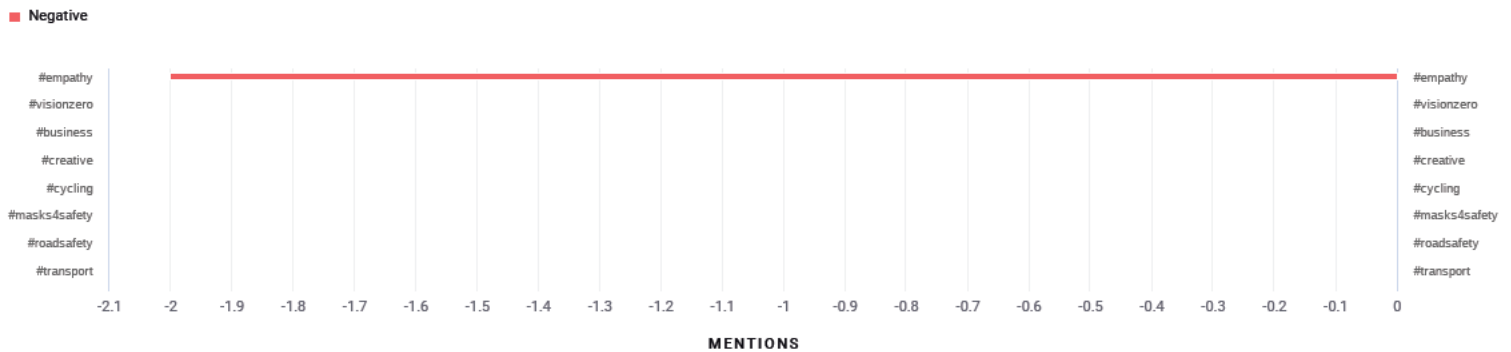
179

Previous Period 0  
Infinity% ↑

## What is the trend of sentiment over time for the topic?



## What is the sentiment across popular hashtags associated with the topic?



## What is the sentiment distribution across countries?

Countries	Mentions	Sentiment
United Kingdom	109	Negative
United States	5	Negative
Canada	3	Negative
Cameroon	3	Negative
Australia	1	Negative
Ivory Coast	1	Negative
Chile	1	Negative
Colombia	1	Negative
Germany	1	Negative
Spain	1	Negative
France	1	Negative
Guinea	1	Negative
India	1	Negative
Iceland	1	Negative
Comoros	1	Negative
Lebanon	1	Negative

## What is the sentiment distribution across cities?

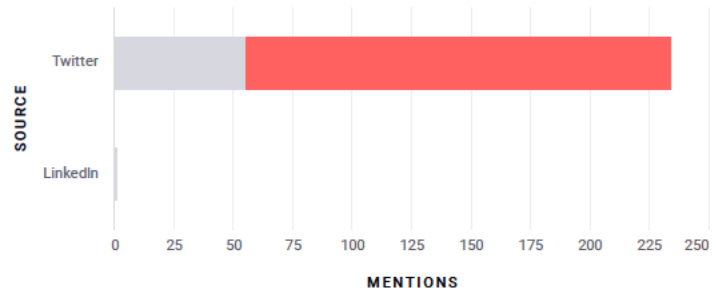
Countries	Mentions	Sentiment
London	51	Negative
Edinburgh	3	Negative
Enfield	3	Negative
Sheffield	3	Negative
Cambridge	2	Negative
Ealing	2	Negative
Glasgow	2	Negative
Hackney	2	Negative
New York City	2	Negative
Oxford	2	Negative
Aldershot	1	Negative
Barnet	1	Negative
Beirut	1	Negative
Belfast	1	Negative
Birmingham	1	Negative
Brighton	1	Negative

### What is the sentiment distribution across countries?

Myanmar	1	■
Tunisia	1	■
South Africa	1	■

### What is the sentiment distribution by source?

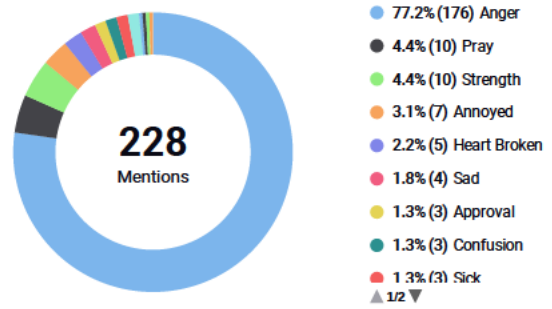
■ Negative ■ Neutral



### What is the sentiment distribution across cities?

Brixton	1	■
Brooklyn	1	■
Cardiff	1	■
Cockermouth	1	■
Croydon	1	■
East Kilbride	1	■
East London	1	■
Guildford	1	■
Hammersmith And Fulham	1	■

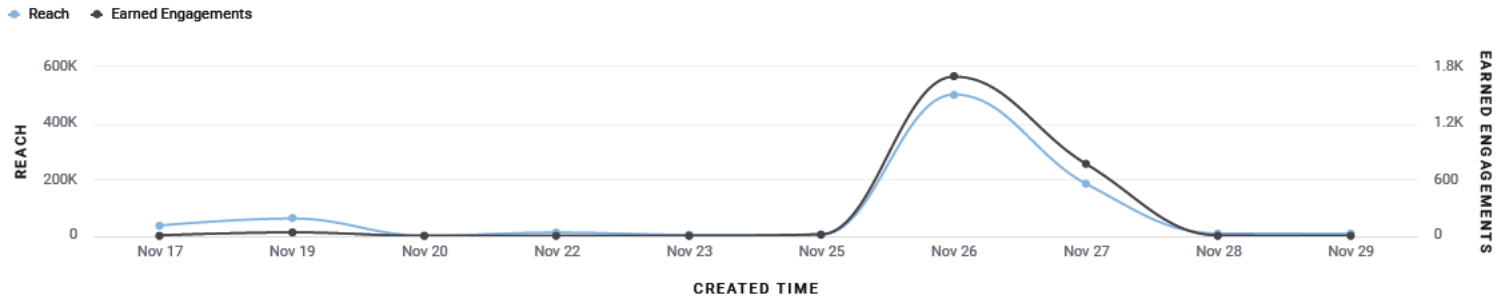
### What are the most prevalent user emotions associated with the topic?



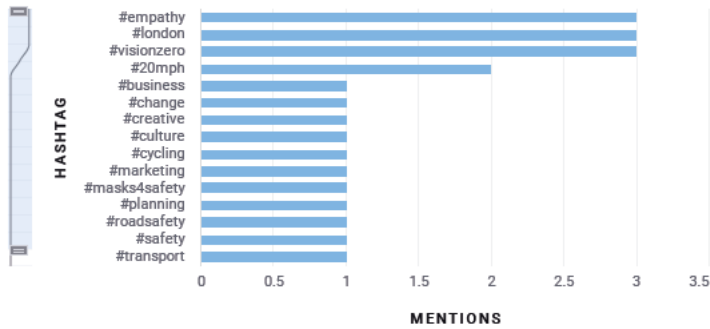




## What is the trend of reach and engagement?



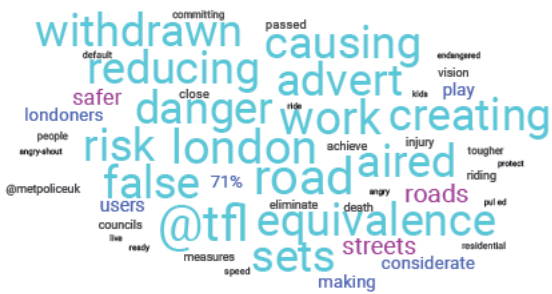
## What are the most popular hashtags associated with the topic?



## What are top themes of discussion around the topic?















## What are top words of discussion around the topic?



## What are the most engaging posts related to the topic?

<p><b>[Redacted]</b> Nov 26, 2021</p> <p>Lots of people pointing out the victim-blaming here, but also I don't understand what problem this ad is trying to solve. Bad drivers getting their little baby feelings hurt when I yell at them for nearly killing me? Cry me a fucking river</p> <p>Earned Engagements: <b>828</b></p>	<p><b>London Cycling Campaign</b> Nov 26, 2021</p> <p>This @TfL advert sets back London's work on reducing road danger, creating false equivalence between those at risk from road danger and those causing it. It should never have been made, let alone aired and should be immediately withdrawn <a href="https://t.co/GrswDIN5tn">https://t.co/GrswDIN5tn</a></p> <p>Earned Engagements: <b>822</b></p>
<p><b>[Redacted]</b> Nov 27, 2021</p> <p>I'm so triggered by this ad &amp; I'm taking a break for a while.</p> <p>The equivalence of this ad is how domestic violence was once treated &amp; police would say 'what did you do to upset him?' And he was misunderstood.</p> <p>I feel utterly let down by the people paid to make our roads safer.</p> <p>Earned Engagements: <b>682</b></p>	<p><b>[Redacted]</b> Nov 27, 2021</p> <p>I can't believe @tfl still haven't pulled this ad. I'm angry. I've been close passed &amp; endangered so many times, including when riding with my kids, that I ride ready to angry-shout to protect us. There's no "other side" when you're nearly run over. <a href="https://t.co/ivWXRLObnQ">https://t.co/ivWXRLObnQ</a></p> <p>Earned Engagements: <b>76</b></p>
<p><b>London Cycling Campaign</b> Nov 19, 2021</p> <p>@TfL @livingstreets @Wheels4Well @20splentyforus TfL is lobbying the Government to set a default 20 mph speed limit on all residential roads in London. <a href="https://t.co/NEmT3rBF7j">https://t.co/NEmT3rBF7j</a> About half of London's residential streets have a 20 mph limit which reduces collision severity. LOC supports 20 mph limit where people live and work</p> <p>Earned Engagements: <b>36</b></p>	<p><b>[Redacted]</b> Nov 26, 2021</p> <p>I'm left wondering if the person responsible for this @tfl video has ever been on a 🚲 in their life or been close passed []</p> <p>Totally misses the crucial point of this scenario. Someone riding a 🚲 is hugely more vulnerable than someone in a 🚗.</p> <p>@London_Cycling @willnorman</p> <p>Earned Engagements: <b>17</b></p>

## What are the most engaging posts related to the topic?

<p> <small>Nov 20, 2021</small></p> <p>Af því að ég hef verið að tjá mig í dag um það að vegfarendur í umferðinni eru ekki jafnsettir: Bílstjórar hafa allskonar varnir í kringum sig, óvarðir vegfarendur hafa engar.</p> <p>Þetta nýlega myndskaið frá @TfL er hreinræktað bull af þessum toga; mýtan um gagnkvæma tillitsemi. /1</p> <p>Earned Engagements <span style="float: right;">13</span></p>	<p> <small>Nov 20, 2021</small> *</p> <p>Someone almost crashed their car into me an hour ago when I was walking across a @tfl red route on a green light but sure, let's spend money on these ads rather than improving vulnerable road user safety ☹️</p> <p>Earned Engagements <span style="float: right;">12</span></p>
<p> <small>Nov 26, 2021</small></p> <p>There is no mouth into which @TfL cannot insert their foot.</p> <p>Earned Engagements <span style="float: right;">7</span></p>	<p> <small>Nov 27, 2021</small></p> <p>Please stop the victim blaming. This message is completely wrong. The only one at fault is the driver and the only one risking his life is the man on the bike. @tfl please remove this ad.</p> <p>@Streets4AllNI</p> <p>Earned Engagements <span style="float: right;">7</span></p>
<p> <b>Healthy Streets Scorecard</b> <small>Nov 17, 2021</small></p> <p>In its 'Vision Zero action plan progress report' published this month, @TfL says it will seek to work with @transportgovuk &amp; #London's boroughs to propose #20mph as the default speed for urban and all residential roads.</p> <p>#VisionZero <a href="https://t.co/GSga8oAytI">https://t.co/GSga8oAytI</a></p> <p>Earned Engagements <span style="float: right;">5</span></p>	<p> <small>Nov 28, 2021</small></p> <p>Yeah but watch the new @TfL ad, we need to understand how the young guy may have hurt the feelings of the driver <a href="https://t.co/EP3lCn3vzE">https://t.co/EP3lCn3vzE</a></p> <p>Earned Engagements <span style="float: right;">5</span></p>
<p> <small>Nov 26, 2021</small></p> <p>@ldnparks sure @tfl or @vccp will explain why by stopping after being close passed the drivers feelings were upset and he needed to reverse back up and berate them for having the audacity to want to be on the road #empathy</p> <p>Earned Engagements <span style="float: right;">4</span></p>	<p> <small>Nov 28, 2021</small></p> <p>@theJeremyVine Oh, Jeremy, you're supposed to think of the driver ☹️ <a href="https://t.co/i5uQ7FrpGx">https://t.co/i5uQ7FrpGx</a></p> <p>@tfl at their victim-blaming best</p> <p>Earned Engagements <span style="float: right;">4</span></p>
<p> <small>Nov 25, 2021</small></p> <p>@TfL road safety isn't about feelings, it is about understanding who is most likely to be killed or injured according to transport mode. And there is a huge gender bias to this video. Try remaking it with a pretty female cyclist and an aggressive male motorist driving a transit.</p> <p>Earned Engagements <span style="float: right;">3</span></p>	<p> <small>Nov 28, 2021</small></p> <p>Any thoughts, @markandcharlie?</p> <p>Earned Engagements <span style="float: right;">3</span></p>
<p> <small>Nov 26, 2021</small></p> <p>Massive own goal @tfl. deliberate??</p> <p>See their side. Commute to work on a bike for a week and realise that maybe texting your mate/shouting at the radio/feeding the kids/noshing a burrito while driving 2000kgs of steel in dense traffic is massively stupid, selfish, &amp; dangerous..</p> <p>Earned Engagements <span style="float: right;">1</span></p>	<p> <small>Nov 26, 2021</small></p> <p>@ldnparks sure @tfl or @vccp will explain why by stopping after being close passed the drivers feelings were upset and he needed to reverse back up and berate you for having the audacity to want to be on the road #empathy <a href="https://t.co/Sci1Pybwu5">https://t.co/Sci1Pybwu5</a></p> <p>Earned Engagements <span style="float: right;">1</span></p>

## What are the most engaging posts related to the topic?

 **VCCP**  
Nov 17, 2021

To mark Road Safety Week, our latest work with [Transport for London](#) 'See their side' highlights the lack of empathy and understanding that road users often have for each other when travelling around London. The integrated campaign is positioned to inspire a more considerate attitude to road culture to make London's roads safer for everyone.

The campaign will aim to contribute to the Mayor of London's Vision Zero objective of having zero death...



Earned Engagements

0

 **Intelligent Transport**  
Nov 17, 2021

[@TfL](#), [@metpoliceuk](#), and [@london](#) councils have published a [#VisionZero](#) progress report, identifying the updated measures necessary to eliminate death and serious injury from London's roads by 2041. <https://t.co/vMkjWCRA8> <https://t.co/suG89gRiiA>



Earned Engagements

0

**Jacob Gemma**

---

**From:** [REDACTED]  
**Sent:** 30 November 2021 14:45  
**To:** [REDACTED]  
**Subject:** RE: Vision Zero - Twitter selects

All good (well not good, but you know what I mean) thanks [REDACTED]

---

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 30 November 2021 13:50  
**To:** [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>  
**Subject:** Vision Zero - Twitter selects

Hi all,

We've have a look at some tweets to include in the research, please see attached on the first page (have included appendix in case you want to switch out).

As discussed we've included a range of tweets, including a few slightly stronger reactions. I've blanked out the names to protect the privacy of our tweeters.

Please let me know if aligned.

Thanks,  
[REDACTED]

--



[REDACTED]  
Senior Account Director  
VCCP Mobile : [REDACTED]

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**Jacob Gemma**

---

**From:** [REDACTED]  
**Sent:** 30 November 2021 14:38  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Subject:** RE: Vision Zero - Twitter selects

Looks ok to me thanks.

[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 30 November 2021 13:50  
**To:** [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@vccp.com>  
**Subject:** Vision Zero - Twitter selects

Hi all,

We've have a look at some tweets to include in the research, please see attached on the first page (have included appendix in case you want to switch out).

As discussed we've included a range of tweets, including a few slightly stronger reactions. I've blanked out the names to protect the privacy of our tweeters.

Please let me know if aligned.

Thanks,  
[REDACTED]

--



[REDACTED]  
Senior Account Director  
VCCP Mobile : [REDACTED]

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# Appendix



██████████ 6m

But only one of these people is in charge of an object easily capable of killing the other through inattention.

 **VCCP**  @VCCP · Nov 17

To mark Road Safety Week, our latest work with @TfL 'See their side' highlights the lack of empathy and understanding that road users often have for one other. The campaign is positioned to inspire a more considerate attitude to road culture and make London's roads safer for all



0:52 254 views

   1 

██████████ 2m

There is no equivalence between you nearly killed me and you shouted at me because I nearly killed you.

 **VCCP**  @VCCP · Nov 17

To mark Road Safety Week, our latest work with @TfL 'See their side' highlights the lack of empathy and understanding that road users often have for one other. The campaign is positioned to inspire a more considerate attitude to road culture and make London's roads safer for all



0:56 257 views



██████████ 2h ...

Risk to cyclist: He could've been killed.  
Risk to driver: If she killed him, how could she live with herself.  
Disgusting @VCCP @TfL advert, nothing to do with road safety, all to do with self interested driver entitlement.

██████████  
██████████  
██████████



**Dublin Commuter Coalition** @DublinCommuters · 15m ...

This campaign is well meaning, but it glosses over completely that in these situations 99% of the time someone has failed to follow the rules of the road.

It also furthers the myth that cyclists and drivers have equal responsibilities.

They don't.

**VCCP** @VCCP · Nov 17

To mark Road Safety Week, our latest work with @TfL 'See their side' highlights the lack of empathy and understanding that road users often have for one other. The campaign is positioned to inspire a more considerate attitude to road culture and make London's roads safer for all



0:50 2.8K views

1 6

[Show this thread](#)

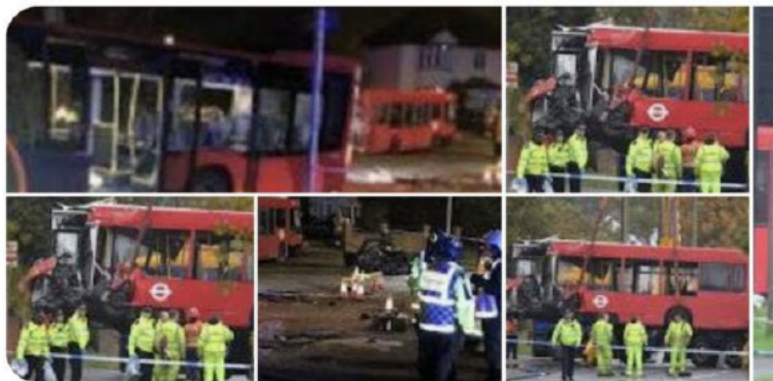
1h

...

Replying to @VCCP and @TfL

So I should empathise with the driver that killed my mate, and injured 14 others?

Interesting.



A convicted drug dealer who killed a bus driver and injured 14 people in a multi-vehicle crash has been jailed for seven years and eight months. **Kenneth Matcham** was "ejected" from the bus he was driving when it was hit by Dorjan Cera's car on Sevenoaks Road in Orpington, south-east London. 27 Aug 2020





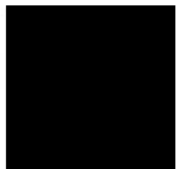


**The Department of Parks & Recreation** 🦌 @ldnparks · 25 Nov



Replying to [@TfL](#)

A very weak campaign that masks the risk asymmetry between a motorist and a cyclist. Verges on victim blaming.



**[Redacted]** · 25 Nov



Replying to [@TfL](#)

The ad doesn't show both being inconsiderate. It shows a driver almost killing someone. Suggesting victims understand "the other side" is a shameful and manipulative strategy.





## Jacob Gemma

---

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 29 November 2021 18:24  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Vision Zero ad  
**Attachments:** SP\_TFL Vision Zero\_60sec\_Amend.xlsx

Cost just came through (attached), they're speaking to the studio to find out how quickly they could get it done - they've said it would be maximum one week for now, but likely quicker.

On Mon, 29 Nov 2021 at 18:09, [REDACTED] <[REDACTED]@vccp.com> wrote:  
Just confirming that we're still waiting the quote back from our producer. I think the solution, having discussed with creatives, will be to retouch out the pavements on the right hand side.

I'll have to cost & timings with you for our call tomorrow AM.

On Mon, 29 Nov 2021 at 14:27, [REDACTED] <[REDACTED]@tfl.gov.uk> wrote:

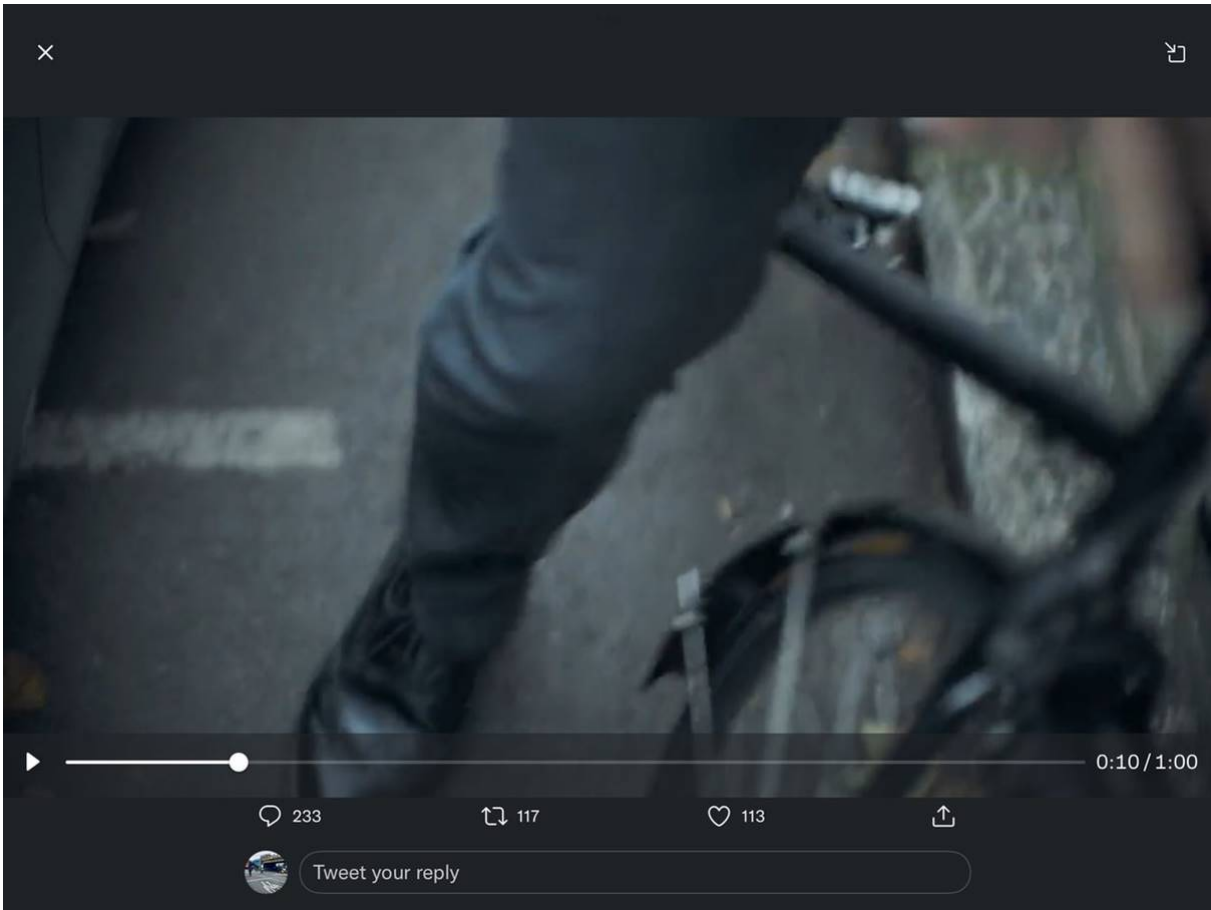
Hi both

Hope you're well.

We've had an internal meeting this morning about the complaints we're receiving and one of the areas is that people feel that the cyclist/driver altercation is shown as a 'close pass' which is illegal under the highway code. It stems from the shot in the film below where you can see the geography of the car to the cyclist and to the pavement. If we wanted to edit this slightly not to show the geography, how quickly can we do it and what cost would we have to edit and resupply?

Can you come back to us ASAP this afternoon please?





Thanks



This message has been scanned for malware by Forcepoint. [www.forcepoint.com](http://www.forcepoint.com)

--



Senior Account Director  
VCCP Mobile : [REDACTED]

--



[Redacted]  
Senior Account Director  
VCCP Mobile : [Redacted]

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**Jacob Gemma**

---

**From:** [REDACTED]  
**Sent:** 26 November 2021 15:36  
**To:** [REDACTED] [REDACTED] [REDACTED]  
**Subject:** RE: Vision Zero research

Hi all,

I have spoken to [REDACTED] and we would like to go ahead with the research next Thursday if possible please.

Thanks,  
[REDACTED]

---

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 26 November 2021 12:48  
**To:** [REDACTED] <[REDACTED]@vccp.com>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED] <[REDACTED]@tfl.gov.uk>; [REDACTED]  
**Subject:** Vision Zero research

Hi [REDACTED],

Just following up on our call.

If we would like to go ahead with the research [REDACTED] could do 4x 30 mins groups next Thursday evening for £5k using funds across 3101210805 and TRANS0640.

If we want to go ahead, we'd need approval Monday so that he can recruit in time for Thursday. It may be good for us to connect quickly with [REDACTED] on Monday too to make sure he's up to speed and if needed to sign of the recruitment brief.

Please keep [REDACTED] in the loop after you've caught up with ML today as I'm off this afternoon.

Thanks! [REDACTED]

--



[REDACTED]  
Senior Account Director  
VCCP Mobile : [REDACTED]

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## Jacob Gemma

---

**From:** [REDACTED] <[REDACTED]@vccp.com>  
**Sent:** 29 November 2021 17:28  
**To:** [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** Re: VZC Statement Draft

Thanks - we're looking at this now, will come back to you... could we discuss altogether in the 8:45? Let me know if your press team can join too.

----- Forwarded message -----

**From:** [REDACTED] <[REDACTED]@tfl.gov.uk>  
**Date:** Mon, 29 Nov 2021 at 17:01  
**Subject:** VZC Statement Draft  
**To:** [REDACTED] <[REDACTED]@vccp.com>, [REDACTED] <[REDACTED]@vccp.com>  
**Cc:** [REDACTED] <[REDACTED]@tfl.gov.uk>

Hi both

Thoughts on this?

“We’re determined to make roads across London safer. The aim of the campaign is to tackle London’s road culture which can be combative with an ‘every man for himself mentality’ that can have a negative impact on other road users. We have campaigns focussed on individual behaviours such as speeding and asking drivers and riders to watch out for each other. Our new campaign encourages everyone to be more empathetic towards each other when travelling on the roads. We know that people walking and cycling are much more vulnerable than others but all road users still have a responsibility for how they treat each other. We understand within the scenario presented in the television advert that it has provoked a wide range of feeling from different road users and when we created this film we took care not to lay blame on either the driver or the cyclist in the build up to the altercation. This was important as we didn’t want to exacerbate the current underlying road culture. The feedback and comments are being continually reviewed . Keeping people safe walking and cycling is fundamental to our Vision Zero goal of eliminating death and serious injury on the roads and we’ll continue to work closely with boroughs and other partners to reduce danger.”

We believe it’s important to begin this difficult conversation around London’s road culture with all it’s users so we can improve it for the long term in order to help achieve Vision Zero.

Thanks



--



[REDACTED]  
Senior Account Director

VCCP Mobile : [REDACTED]

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**Jacob Gemma**

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**From:** [redacted] <[redacted]@vccp.com>  
**Sent:** 30 November 2021 15:13  
**To:** [redacted]  
**Cc:** [redacted]; [redacted]; [redacted]; [redacted]; [redacted]  
**Subject:** Vision Zero research stimulus  
**Attachments:** Tweets Vision Zero (1).pdf

Hi [redacted],

Please find the tweets for research attached above (we've blanked names for privacy), and the link to the TVC below:  
[https://drive.google.com/file/d/1XQUp5nGwj1IZf2ED6SRcrf\\_LS17p4OKA/view?usp=sharing](https://drive.google.com/file/d/1XQUp5nGwj1IZf2ED6SRcrf_LS17p4OKA/view?usp=sharing)

This stimulus has all been approved by TfL. Look forward to getting the discussion guide tomorrow, have included the relevant people so you can share back on this thread.

Thanks!  
[redacted]

--



[redacted]  
Senior Account Director  
VCCP Mobile : [redacted]

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[Redacted] 25 Nov

Replying to @TfL

The ad doesn't show both being inconsiderate. It shows a driver almost killing someone. Suggesting victims understand "the other side" is a shameful and manipulative strategy.



[Redacted] 2m



There is no equivalence between you nearly killed me and you shouted at me because I nearly killed you.



[Redacted]

Nearly killed a mother and her child while out today. Obviously she was livid, but it's okay, I asked her to calm down and "see it from my side". I was late for work and my feelings are legitimate too.



[Redacted]



Yup. See their side when your kids are dead in the ground. What a load of shit. What's next? Women in abusive relationships need to be more empathetic? Give me a break. There aren't two sides here.



[Redacted]



Risk to cyclist: He could've been killed.  
Risk to driver: If she killed him, how could she live with herself.  
Disgusting [Redacted] advert, nothing to do with road safety, all to do with self interested driver entitlement.



[Redacted]



But only one of these people is in charge of an object easily capable of killing the other through inattention.