

CROSSRAIL SPONSOR BOARD

Date 26 July 2018

Paper No SB95-04

Title Communications Briefing for Sponsors

Purpose

1. This paper updates Sponsors on planned communication activities and key upcoming issues that may need reactive handling.

Action Required

2. The Sponsor Board is asked to:
 - **NOTE** the paper and key upcoming events.

Overview

3. The recent main focus has been the transition of Crossrail Limited's (CRL) communications functions, including the Press Office and Stakeholder Relations, to TfL. A new set of monthly meetings have been set up for joint sponsors, CRL and Network Rail to meet to discuss communications issues and proactive opportunities.
4. TfL and DfT are due to sign-off a joint agreement on communications to clearly set out how the two organisations will continue to work closely together as the project is in the final stages ahead of opening. This is to ensure collaboration to jointly understand the upcoming challenges, agree handling to manage and mitigate risks, and ensure equal share of reputational benefits of the project as set out in the Heads of Terms of the Funding Agreement.
5. In May 2018, TfL took over Heathrow Connect services (Crossrail Stage 2 Phase 1). Communications were issued around the change in services. This was kept deliberately localised, with a press release, stakeholder emails, leaflets and poster campaign issued.
6. The last in a series of Year of Engineering open day events with Crossrail has been held. These included events at Farringdon and Tottenham Court Road (TCR). Selected media were invited for a tour of the station in order to demonstrate progress. Images and a press release highlighting the supply chain were issued after the TCR open day. Coverage appeared in City AM, as well as in blogs by Geoff Marshall and Ian Visits.
7. The DfT announced the appointment of Sir Terry Morgan to be Chairman of HS2. He will remain in place as Chair of Crossrail.

8. Sponsors have also handled a number of reactive press enquiries, including around the status of the latest Written Ministerial Statement (WMS), progress at Whitechapel station and the look and feel of the new Elizabeth line trains.

Upcoming announcements

9. DfT, TfL, CRL and Network Rail Communications teams have been working closely together to ensure lines are ready for when the latest WMS is published.
10. The TfL Press Office will continue to work with CRL to identify construction milestones and highlight these through press releases, images and media events as appropriate.
11. The latest list of key upcoming announcements throughout 2018 is set out in Appendix 1.

Challenges

12. The TfL Press Office has developed an extensive list of proactive opportunities to help educate and build awareness and excitement around the Elizabeth line to ensure customers are using the line from day one. Programme schedule pressures and operational issues can impact on this work and it is vital that Communications teams are aware of any changes so they can adapt the communications plans accordingly. Many opportunities require a relatively long lead time. One example of this was the planned activity with London Fashion Week which was scheduled for September and could not go ahead due to programme pressures.
13. A lot of the launch activity requires third parties to be advocates. Key organisations, including London First and Canary Wharf Group, are looking at ways to support the launch including hosting events to mark opening day. Venues and entertainment will be booked soon for a December launch. These organisations work closely with TfL on a number of projects and it is vital the Communications teams protect these relationships.
14. Marketing and wider communications activity is also being finalised ahead of media slots being booked to run for late November and throughout December.

Reactive communications

15. As the project approaches opening there will be increased scrutiny from both stakeholders and media. Key issues of interest will be around delivery dates and budget.
16. Any meeting or Board papers are read through in detail and often reported about. Public meetings are also either attended by media or watched via the weblinks.

Appendix 1: Upcoming events and planned activities

Please note all dates are subject to change

	Day	Milestone / event	Planned media activity
July	7 July	CRL open day: Whitechapel	Public viewing only, no media. Images will be available after the event
	9 July	CRL open day: Tottenham Court Road	Images and press release highlighting supply chain
	w/c 9 July	Oversite Development (OSD) announcement re Farringdon West	Press release
	July TBC	Written Ministerial Statement	Reactive lines and Q&A
	July TBC	First end-to-end 345 journey	Video release TBC (footage captured for £15bn Railway)
	July TBC	Incline lifts at Farringdon and Liverpool Street installed	Potential for social media
	Late July TBC	Bloomberg News to photograph the production of roundels at AJ Wells	Being arranged with AJ Wells
	Late July TBC	Commercial Development update	Press release TBC
	Late July	Liverpool street east oversite developer agreement	Press release
August	6 – 10 August	Potential closure of Goodmayes station for Network Rail work	Network Rail press release
	August	Two Elizabeth line engineering trains arrive at Plumstead Depot	Trade press release with photography
	Summer TBC	Potential event at the Tunnelling and Underground Construction Academy (TUCA)	Media event and press release
	Summer TBC	Gidea Park and Forest Gate ticket halls open	Joint NR / TfL release for locals in the east, with social media activity to follow
	August (Summer TBC)	New Tube map unveiled with the Elizabeth line 'coming soon' message	Press release with photography, potential event
September	September/October	Production Guild event at an Elizabeth line station	Event for location scouts, line producers and producers to visit an Elizabeth line station. Potential to also loop in Film London and FCO
	September	London Transport Museum (LTM) Elizabeth line merchandise goes on sale	Work with LTM on joint press release, images and social media
	September	'Calling all Elizabeths' press release to be issued jointly with Museum of London	Press release and media activity
	September	State of the art rail-milling machine arrives at Plumstead Depot	Trade press release with photography
	September TBC	Training operations staff at Romford Control Centre	Trade media briefing, feature pitch to Rail Magazine/ RailStaff
	September	Borough Press "Underground: Tales for London" published	Collaborative press activity with the author James Smythe

	Day	Milestone / event	Planned media activity
	September TBC	Whitechapel green roof planted	Press release and photography
October	October TBC	Three months to go: first train with VIP passengers through tunnels	Potential for event with SoS and Mayor of London ahead of public testing
	October TBC	NR contract awards for stations in the west	Reactive lines. Network Rail to lead on comms
	1 October onwards	Trial ops and trial running commence (Every Saturday 27 October- 24 November)	Exercise-style comms – various focus groups involved. Pre-brief to news media Media event, press release with photography Social media
	October	*Art installations across the line TBC	Press release & picture story for art press
November	November	Placement of travel features for London shopping	Work with NWECC to do 'Holiday shopping along the Elizabeth line' features with regional and international media, partnering with hotels
	November	Elizabeth line pocket Tube map	Announcement of artist, unveiling of artwork via social media
	w/c 13 November	Elizabeth line commemorative Oyster card released	Social media
	Mid-November	"One month to go" international media event at an Elizabeth line station, hosted by the FCO and Foreign Press Association.	Media event at a station. Working with FCO, around 30 journalists expected.
December	December	Museum of London press release issued - Museum of Elizabeths	Including a line from TfL
	December TBC	Mayor of London to meet staff with one week to go until the launch	'Behind the scenes' event for media, to mark one week to go
	December	Elizabeth line launch	Large-scale media and stakeholder event
		Launch of new Elizabeth line posters, designed by art students	Press release and social media