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§ Date:	7 th August 2018
Job Name:	Elizabeth Line Phase 3
Job Number:	TRANS0217
Version:	1

[PAGE 1]: FRONT COVER

HEADLINE: The Elizabeth line is coming

SUB- HEADLINE: Our A -new line for London will stretch more than <XX> miles from London Heathrow to Abbey Wood

COPY: Search Elizabeth Line
Illustrated by Ellie Tse
London College of Communication UAL

IMAGE: The future of London's transport brought to you by the future of London.

Comment [a1]: Feedback from presentation yesterday was to include the date of launch (9th December)

Comment [a2]: this could be misinterpreted that you can go direct between Heathrow and Abbey Wood (which you can't at Stage 3). Is there another way to say this? Otherwise consider an alternative sub-headline

Comment [a3]: Need to amend to actual name of student (VCCP to provide)

[PAGE 2 & 3]: INSIDE COVER – MAP & KEY

HEADLINE: A new line for London

COPY: The Elizabeth line arrives on December 9th to provide a new and quicker routes across London. It will connect South East London with Central, West and Heathrow T2/3 and 4. You'll also be able to travel to Central London from Abbey Wood or Canary Wharf to Paddington in just 17 minutes.

See the map below to find out where your nearest Elizabeth line station is.

For more information on your TfL Rail services and the Elizabeth line, search Elizabeth Line

CALL OUTS:

DECEMBER 2018
The Elizabeth line launches; try one of the new services from Paddington, Abbey Wood, Liverpool Street or Shenfield.

MAY 2019
Direct services begin between Paddington and Shenfield.

DECEMBER 2019
The whole Elizabeth line is up and running. Services between Heathrow Terminal 5, Reading and Abbey Wood will now be fully operational.

Comment [a4]: This is unclear (makes it sound like Central to Abbey Wood is also 17 minutes) suggest revising to something like 'journey times will be significantly reduced – it will take just 17 minutes to travel between Paddington and Canary Wharf'

I think we need to make more of the journey times – was there no space to include a short comparison table? Or to mention more examples?

Comment [a5]: It's not just for people who live near to the line, it's for all Londoners travelling around London. Suggest amending to something like 'The map below summarises the routes that are open from December 9th, and the remaining stages before completion in December 2019'

Comment [a6]: TfL Rail will no longer exist from Dec 9th (it will all become EL)

Comment [a7]: Think we need to make this clearer about the three distinct routes that are open. E.g. 'The Elizabeth line opens. Three separate services will operate:

- Paddington to Abbey Wood
- Paddington to Heathrow
- Liverpool Street to Shenfield'

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CTA: Sign up for travel information
Tfl.gov.uk/emailupdates or on
Twitter @TfLRail

Comment [a8]: @Elizabethline

PAGE 4]: INSIDE COVER – MESSAGE FROM THE MAYOR

HEADLINE: Message from the Mayor

COPY: The opening of the Elizabeth line through central London in December is a landmark moment for London. The new railway, jointly sponsored by TfL and the Department for Transport, will provide new direct journey options for millions of people across London and the South East. In this leaflet you can see what services are available and how the line will look once it is fully complete.

Customers travelling on the Elizabeth line will be able to use pay as you go with Oyster and contactless across the route, and benefit from daily fare capping. All TfL concessions, offering free or discounted travel, will also be valid, which means savings for lots of customers. **Our fares freeze will also apply until 2020.**

Comment [a9]: Fine to include

For customers with accessibility needs, there will be step-free access from street to train at all new Elizabeth line stations. As well as available staff while trains are running to help everyone turn up and go.

Plus, we have invested in brand new public spaces along the Elizabeth line to encourage people to walk and cycle as part of their journey, making the city greener, healthier and safe for all Londoners.

The Elizabeth line is central to my transport strategy to deliver a truly world-class transport system that is accessible and affordable for all Londoners.

The Mayor, Sadiq Khan
#LondonIsOpen

Comment [a10]: If we need to make more space for copy, consider removing the image of the train

Comment [a11]: Do we have space for an intro to get across the scale of the benefits? There's a nice summary on the Crossrail website: From improving journey times across London, to easing congestion and offering better connections, the Elizabeth line will provide easier, quicker and more direct travel opportunities across the capital

PAGE 5]: INSIDE PREVIEW – INDEPTH INFO

HEADLINE: Transforming trains across the City

COPY: We've built 10 new stations and upgraded 30 more across **<XX>** miles to accommodate an expected 200 million people each year.

Comment [a12]: Need to check this will be true for December

Comment [a13]: Once it's fully open
Think this could go under a sub-heading 'New stations'

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New bus routes that include Elizabeth line stations and improved road infrastructure have been introduced to make walking and cycling to your nearest stations easier and safer. Plus, each new station is step-free from street to train.

Comment [a14]: Separate the point about buses from walking/cycling.

We might need to add a CTA about buses

I also think we could put this section under a sub-heading e.g. 'Getting to the Elizabeth line / Connecting you to the Elizabeth line'

A new generation of trains

The new Elizabeth line trains have spacious walk through carriages, increased allocation for wheelchairs and pushchairs, and have been fitted with air conditioning.

Comment [a15]: Pull this up into the section about stations

The new trains will run between Abbey Wood and Paddington every 4 minutes, and cost the same as the tube. Travel from Heathrow** to Paddington, with unlimited travel around London, for no more than £12.50.

Comment [a16]: might be worth highlighting the real-time information and the capacity for 1,500 passengers (these are key selling points) Look at Crossrail website for more detail: <http://www.crossrail.co.uk/route/new-trains/>

** Heathrow Terminals 2,3 & 4

Comment [a17]: We can't say this now

Comment [a18]: Remove this point – we can't say it until next year when we'll know what the daily cap will be

[PAGE 6]: BACK PAGE – ELIZABETH LINE LOGO

CONTACT:

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24 hour travel information
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Sign up for email updates
Tfl.gov.uk/emailupdates

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Comment [a19]: Elizabethline

*Service and network charges may apply. See tfl.gov.uk/terms for details. All information is correct at time of print – August 2018.