

## **Crossrail/ Elizabeth Line Joint Sponsor Communications Agreement**

**Context:** From July 2018, Crossrail Ltd Communications team will cease to lead on Crossrail / Elizabeth line communications, with the responsibility transitioning as planned to Transport for London (TfL). There continues to be a good working relationship between the DfT and TfL and this document recaps agreed ways of working in order to ensure the role and contribution of both the DfT and TfL are recognised within future communications.

**Objective:** To ensure collaboration between the sponsor's communications teams. To understand the upcoming challenges, manage and mitigate risks where possible, and ensure equal share of the reputational benefits of the project from now until the completion of Stage 5. This includes:

- DfT and TfL will ensure each organisation is fully consulted on planned communication/ public affairs activity (marketing, stakeholder engagement and press) around the Crossrail Project and the Elizabeth line through:
  - A monthly communications planning meeting and regular conference calls,
  - Regular discussion to understand and track known and emerging communication risks, and
  - Updates to Sponsor Board every two months
  
- General overarching principles for joint working on communications:-
  - Significant, controversial and/or high-profile media enquiries are flagged to each Press Office for information as soon as possible.
  - Inclusion of DfT and TfL logos on all relevant publicity material relating to Crossrail and the opening/running of the Elizabeth line (the principles of this will be agreed by the Joint Sponsor Board).
  - Suitable wording in all press and marketing material setting out the joint sponsors funding/involvement in Crossrail and the Elizabeth line.
  - Ensuring early sight and agreement on handling of emerging issues and priority communication opportunities such as milestones and moments when key benefits of the investment or services are being delivered.
  - Advanced sight and agreement of proposed visits and stakeholder events including media handling.
  - In instances where announcements directly correlate to existing, previous or proposed DfT funding (i.e. Crossrail 2), both organisations are sighted on quotes and comms messaging in advance of publication.

**Action: Once agreed between DfT and TfL the Joint Sponsor Board on 26<sup>th</sup> July is requested to note this agreement.**

**Achieving coordinated communications:**

The existing monthly Crossrail/ Elizabeth line Comms Steering Group will continue with a refined membership and reviewed terms of reference.

**Objective:** To ensure collaboration to understand and agree handling of milestones, upcoming challenges and risks. Coordinating communications activity for the launch and profile of operational service of the central section and beyond to include Stages 4 and 5

**Created/ meeting schedule:** July 2018, a fortnightly comms call and meeting on a 4 week basis timed to inform updates to the Joint Sponsor Board

**Purpose of group/terms of reference:**

- Deliver a joint-sponsor Elizabeth line communication strategy including forward look/planners– updating Joint Sponsor Board on proposed communications activity.
- Develop and deliver joint-sponsor cross-industry communications plans to promote and publicise the Elizabeth line and impact of the Crossrail project on the wider UK effectively, using all available channels.
- To identify and share key themes for Elizabeth line: i.e. passenger benefits, jobs, apprenticeships, growth and regional investment and ensure that these are used consistently in all cross-industry communications.
- To identify and agree stakeholder engagement and wider communications opportunities to build advocates.
- To share excellence on internal/ external communications and to win support and endorsement from the staff of each delivery partner so that they act as ambassadors for Elizabeth line and projects like Crossrail.

**Membership:**

- Department for Transport
- Transport for London
- MTR Crossrail
- Network Rail
- Crossrail Limited

**Accountability:**

Members are accountable to their own organisations / boards of directors.

TfL Press Office will also present a communications update to the Sponsor Board on a two month basis.

**Meetings**

Meetings will be convened at member venues on a rotational basis between TfL and DfT.

The hosting member will facilitate and chair the meeting.

Items for the agenda will be agreed in advance, they will cover:

- Update on operational readiness.
- Current media profile and coverage

- Main launch activity / plans for the opening of central section.
- A six month forward look of communications activity across the range of channels
- Identify key challenges and risk and how they are being managed
- Ratify the next six months communication objectives and when they change.
- Discuss specific projects or opportunities to identify priorities, resources and deadlines.

**Sharing of information and resources (including confidential materials)**

- Members are responsible for cascading and sharing output from this group within their own organisation
- Any confidential or copyright matters will be handle in accordance with the correct procedures