



# Elizabeth line

## PR roadmap

2018

|           | 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          | OSD announcement re Farringdon West   | Press release  |
|           | 24 July (TBC)       | Written Ministerial Statement   | Reactive lines and Q&A   |
|           | July TBC            | First end-to-end 345 journey  | Video release TBC (footage captured for £1.5bn 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 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           | 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  |
|           | September TBC       | Whitechapel green roof planted  | Press release and photography  |
| October   | October TBC         | <b>Three months to go: first train with VIP passengers through tunnels</b>        | Potential for event with SoS and Mayor 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-briefed to news media<br>Media event, press release with photography<br>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    | <b>"One month to go" international media event at an Elizabeth line station, hosted by the FCO and Foreign Press Association.</b> | 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 to meet staff with one week to go until the launch  | 'Behind the scenes' event for media, to mark one week to go  |
|          | December        | <b>Elizabeth line launch</b>  | Large-scale media and stakeholder event  |
|          |                 | Launch of new Elizabeth line posters, designed by art students  | Press release and social media   |

2019

|      | Day                      | Milestone / event  | Planned media activity  |
|------|--------------------------|--|---|
| 2019 | Early 2019               | Crossrail Art Foundation installations are complete                            | Event and press release   |
|      | Early 2019 (Jan – March) | Elizabeth line busking pitches selected (reviewing passenger flows, acoustics) | Might work well for a documentary crew or similar. Ann Gavaghan and Angela Green leading on this.                               |
|      | Mid-2019                 | Oversite developments begin to reach completion                                | TBC   |
|      | May                      | <b>Services between Paddington – Shenfield via Whitechapel</b>                 | Press release and social media  |
|      | Summer                   | LU & Elizabeth line busking call-out held at an Elizabeth line station         | Usual press release and media activity, with an Elizabeth line focus  |
|      | December                 | <b>Elizabeth line fully open</b>   | London and home counties-focussed media event with the Mayor and other VIPs travelling on the first train leaving from Reading. |



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