



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	Three months to go: first train with VIP passengers through tunnels	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 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 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

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	Services between Paddington – Shenfield via Whitechapel	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	Elizabeth line fully open	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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