

Elizabeth line guidance for third party media / PR activity

The Elizabeth line was built thanks to a supply chain that stretches from Inverness to the Isle of Wight. Ninety-six per cent of contracts for the Elizabeth line were awarded to companies based within the UK, supporting the equivalent of more than 55,000 full-time jobs.

As Transport for London (TfL) and Crossrail continue to work towards the full opening of the Elizabeth line, suppliers involved in the Crossrail project will want to promote their involvement and we look forward to working with you.

Any requests for external activity must in the first instance have been reviewed and approved by your Crossrail Tier 1 / Principal Contractor (if applicable) before it is submitted to TfL.

The following guidelines advise suppliers on positioning their messaging within the context of the wider Elizabeth line story, and how to gain any necessary approvals from TfL once approval has been gained from the relevant Crossrail Principal Contractor.

TfL receives a large number of requests from the wider supply chain and unfortunately, it will not be possible for individual suppliers to arrange site access to host invited media or stakeholders, or to capture photography or video ahead of launch. The focus for all our delivery teams is the completion of vital testing and final remaining construction activity.

Transport for London arrangements and contacts

- Due to the huge volume of requests received, we require at least ten working days for the consideration of new communications materials including press releases, case studies, external presentations and brochures or leaflets that promote your involvement with the Elizabeth line. TfL must have final sign off on any materials.
- The TfL Press Office must be contacted to seek prior approval for **any** planned engagement with media and journalists concerning the Elizabeth line.
- The TfL Press Office can be contacted at PressOffice@tfl.gov.uk.

1. Third parties should not break news

The Elizabeth line will be operated by TfL as part of London's integrated transport network. TfL has the right to decide when, where and how announcements are made.

2. The press release must tell your story

There is a tendency for third parties to focus on what TfL or Crossrail needs and why, rather than focusing on their own efforts. For example: *"X has won the contract to deliver Y for the Elizabeth line which will see 200 million journeys a year and boost the economy."*

This should be replaced by: *"X has won a contract to deliver Y for the Elizabeth line."*

3. The press release should not contain the financial value of contracts

The value of the contract should be excluded from communications materials.

4. The press release or text should not contain any comment or statement from TfL

It is not TfL's role to publicly endorse the products or services of private companies. If they have won a contract, it is because they either offered the best value or a unique solution.

5. Using the Elizabeth line as a supplier case study

This is a common request and is acceptable, as long as the guidelines outlined above (numbers 1 to 4) are followed.

Key facts about the Elizabeth line

The following information and facts may provide useful background but should be used in conjunction with the guidance above:

- The Elizabeth line will be run by TfL as part of London's integrated transport network.
- The central section of the line between Paddington and Abbey Wood is due to open in the first half of 2022. This will include nine newly built stations at Paddington, Tottenham Court Road, Farringdon, Liverpool Street, Whitechapel, Canary Wharf, Custom House, Woolwich and Abbey Wood. Bond Street station will open later than the rest of the railway.
- When fully open, the Elizabeth line will serve 41 accessible stations, 31 of them upgraded, including all three terminal rail stations at Heathrow and services to Reading.
- The Elizabeth line will boost central London's rail capacity by 10 per cent, bringing an additional 1.5 million people within 45 minutes' commute of central London.