

From:

Sent: 12 May 2016 09:13

To: Allanson Peter; Taylor Hugh; Knowles Anita; Pritchard Amanda

Cc:

Subject: RE: Keep Our Bus Stops Safe petition - comms plan & draft press release FOR APPROVAL

thanks Peter

i'll make your amends and wait for Hugh's ok to proceed

i have also sent the draft press release to those quoted in it (including Kate Hoey) to ensure they are happy with it

Guy's and St Thomas' NHS Foundation Trust

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From: Allanson Peter

Sent: 12 May 2016 09:08

To: Taylor Hugh; Knowles Anita; Pritchard Amanda

Cc:

Subject: RE: Keep Our Bus Stops Safe petition - comms plan & draft press release FOR APPROVAL

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Thank you for this and particularly the effort that has gone into producing it. New territory for me to be a community activist!

A few thoughts –

Comms Plan

Not being anti bike – is this mainly because of the strong views of staff cyclists or more a part of our commitment to health and well being – looks a bit defensive as drafted

3. bullet 2 – lists several groups of people and suggests they are all going to the Evelina – need to change to coming to St Thomas’ and the Evelina Children’s Hospital

Press release

Hugh’s quote – “floating bus stops...are unsafe” – I don’t think we’ve any evidence that they are unsafe – even though we think they are. Would it be better to talk about posing unnecessary risk and could be unsafe – or is that too pusillanimous?

No need to seek Beachcroft’s approval. When this is finalised I’ll send them a copy for information.

Peter

Peter Allanson

Trust Secretary and Head of Corporate Affairs

From:

Sent: 11 May 2016 20:34

To: Taylor Hugh; Allanson Peter; Knowles Anita; Pritchard Amanda

Cc:

Subject: Keep Our Bus Stops Safe petition - comms plan & draft press release FOR APPROVAL

Importance: High

Dear all

Following a conversation with Peter yesterday and the link to the Westminster Bridge bus stop petition being emailed to patient and public Foundation Trust members on Monday, I have drafted a brief comms plan outlining how we will publicise the petition more widely - see attached.

I am aware of the other activity around this issue including the legal route of a potential Judicial Review on the grounds of a flawed consultation by TfL, Hugh's intention to write directly to Sadiq Khan, Hugh's visit to the Mile End Road to see the 'floating' bus stop outside the Royal London Hospital, and Peter's potential guest appearance at the Trust's Bicycle User Group (BUG) special meeting on 25 May to answer questions or concerns from keen cyclists among the staff.

I just want to check you are all happy with the approach outlined in the comms plan before we go ahead.

If possible, we would like to put this into effect from tomorrow (Thursday). So far (apart from the email to FT members) we haven't promoted the petition actively except through a message on today's Staff Bulletin email. The need to communicate a clear message about the reasons for the Trust's petition is now relatively urgent because the pro-cycling lobby in the staff group are somewhat exercised and there has also been some criticism on Twitter of the Trust, perceiving our attitude to be 'anti-bike'. Therefore in our messaging we need to be very clear that the Trust is not campaigning against cycle lanes per se and is not anti-bike but is instead concerned about the danger to both pedestrians and cyclists if the TfL scheme goes ahead in its current form. The sooner we can get out there proactively communicating a positive message, the better. The petition already has just under 300 signatures.

I have also drafted a press release - also attached. This includes a quote from you, Hugh, please do feel free to amend. As you will see, I have got Kate Hoey, Ellen Lebethe from the Lambeth Pensioners Action Group, a representative of sight loss charity Thomas Pocklington Trust, and John Porter as Lead Governor to provide supportive quotes for inclusion to strengthen the message. I also approached Lambeth Age UK and South Bank Employers Group for supportive quotes but I've not heard back from them. Please let me know if you are happy with the wording of the release or would like changes to be made. Before issuing the release, we would ensure TfL press office are aware, in much the same way that Peter informed the TfL Managing Director Leon Daniels about the petition.

1 other thought - if you are aware of supportive individuals or organisations on this issue, you might like to suggest they write letters to our local papers, South London Press and Southwark News, also the Evening Standard, because this is a good way of raising the profile and keeping it on the radar - contact details below:

letters@slp.co.uk - deadline Tuesday at 12 noon for Friday's paper

letters@southwarknews.co.uk

letters@standard.co.uk

I look forward to hearing from you.

Thank you