

Appendix 2

E-scooter trial summary communications action plan

Who	What	When	How	Aim and details
Stakeholders	Notification to P&T Members	8 June	Planning & Transportation Cttee	Details of trial
	Ward Members	Ahead of start date	Email	1. Notification of trial 2. Notification of start date and to allow questions and concerns <i>ahead of start date</i>
	Active City Network and the Bids eg. CBA	27 January 2021 23 April 2021	ACN board meeting ACN board meeting	1. Notification of trial 2. Notification of updates and intended Spring Launch and to allow questions and concerns <i>ahead of start date</i>
	City of London Accessibility Group (CoLAG)	Friday, April 23, 2021 Additional meetings tbc	Email	1. Notification of trial and to get feedback on the EQIA Summary specific to the Square Mile

Who	What	When	How	Aim and details
	Royal National Institute of Blind People (RNIB)	Thursday, March 4, 2021	Meeting and email	1. Notification of trial and to get feedback on the EQIA Summary specific to the Square Mile
	City Residents	July	City of London resident newsletters?	1. Notification of trial 2. Notification of start date d
COL teams	Access, Equalities and Diversity Teams	Thursday, February 11, 2021	Meeting	1. Notification of the trial and to understand/identifying potential barriers and mitigations for the EQIA
	Help Desk/ Contact centre	w/c 1 June	Email and phone	1. Notification of the trial and to understand who to direct them to for questions. - Will need a FAQ prepared by TFL and FAQ specific to the Square Mile - Will need a contacts list

Who	What	When	How	Aim and details
	Road Danger Reduction Partnership - London Fire Brigade, London Ambulance Service, City of London Police	11 Jan 2021 13 April 2021	1. RDRP meeting 2. RDRP meeting 3. Email 4. Note detailed comms meetings with CoLP, weekly for May, June	1. Notification of trial and work to date 2. Trial update 2. Notification of start date <i>ahead of start date</i>
	City Mark and Highways Team	ahead of start date w/c 17 May;	Email and management meetings	1. Notification of trial 2. Notification of start date and to allow questions and concerns <i>ahead of start date</i>
	Communications Team	w/c 3 May- weekly for May and June	Meeting	1. Notification of trial 2. Notification of start date and to allow questions and concerns <i>ahead of start date</i>
	Cleansing Team	w/c 17 May	Email and management meetings	1. Notification of trial 2. Notification of start date and to allow questions and concerns <i>ahead of start date</i>

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	Highways team	w/c 10 May	Email and management meetings	1. Notification of trial 2. Notification of start date and to allow questions and concerns <i>ahead of start date</i>
	Parking Team	ahead of start date	Email and management meetings	1. Notification of trial 2. Notification of start date and to allow questions and concerns <i>ahead of start date</i>
	Public Health Team	ahead of start date	Meeting	1. Notification of the trial and to understand/identifying potential barriers and mitigations for the EQIA
	SLT	w/c 17 May ahead of start date	Meeting	1. Notification of trial 2. Notification of start date and to allow questions and concerns <i>ahead of start date</i>
Traffic Regulation Order (TRO)	Legal Team	ahead of start date		as per Statutory requirement
	Notification to City Police	w/c 17 th May		as per Statutory requirement

Who	What	When	How	Aim and details
Statutory process	Notification to Chambers of Commerce	w/c 17 th May		as per Statutory requirement
	Notification to Action Groups (Mobility, Cycling, Bus Operators, Taxi, CPRE)	w/c 17 th May		as per Statutory requirement
	Notification to Road Haulage Association, Freight Transport Association	w/c 17 th May		as per Statutory requirement
	TRO statement of reasons to be published	w/c 7 June		as per Statutory requirement
	Installation of road signs for information and enforcement?	TBC - ahead of trial start	On site	These signs will help to raise awareness trial
General comms, Events and Social Media	City of London Website	ahead of start date w/c 31 May	Website	<ol style="list-style-type: none"> 1. Notification of the trial 2. Contacts and complaints process 3. FAQ *ensure the helpdesk/support team are aware of this too Ahead of START DATE

Who	What	When	How	Aim and details
	Active City Network website	ahead of start date w/c 31 May	Website	<ol style="list-style-type: none"> 1. Notification of the trial 2. Link to COL and TFL websites 3. Link to Operators
	TFL Webpage		Website	To direct people to more information and EQIA etc.
	Press release 1	18 th May (TfL)	Press	
	Press release 2	TBC	Press	
	Safety event 1	TBC	Event	<ol style="list-style-type: none"> 1. Working with COLP, operators and stakeholders to deliver e-scooter safety messages and positively influencing their behaviour. 2. Raise awareness and understanding about e-scooter trial and the work being delivered to improve safety. 3. Engaging with the public to gain feedback on the trial and promote safety and inclusivity. 4. Supporting COLP enforcement messages and engagement dealing with illegal use of private e-scooters.
	Safety event 2	TBC	Event	As above
	Safety Event 3	TBC	Event	As above

Who	What	When	How	Aim and details
	Safety Event 4	TBC	Event	As above
	Social Media	ahead of start date	post on @SquareHighways page; and retweet on @cityoflondon page	TFL to circulate Tweets or CoL to draft tweets in advance. 1. Notification of the trial 2. Contacts and complaints process 3. Safety is a priority
	Publications, Leaflets, etc.	TBC	TBC	TBC
Other Comms Strategies	Operator 1	ahead of start date	Details to be provided	
	Operator 2	ahead of start date	Details to be provided	
	Operator 3	ahead of start date	Details to be provided	
	COLP	ahead of start date	Details to be provided	
	TFL	ahead of start date	Awareness of details, to be provided by TfL weekly meetings.	