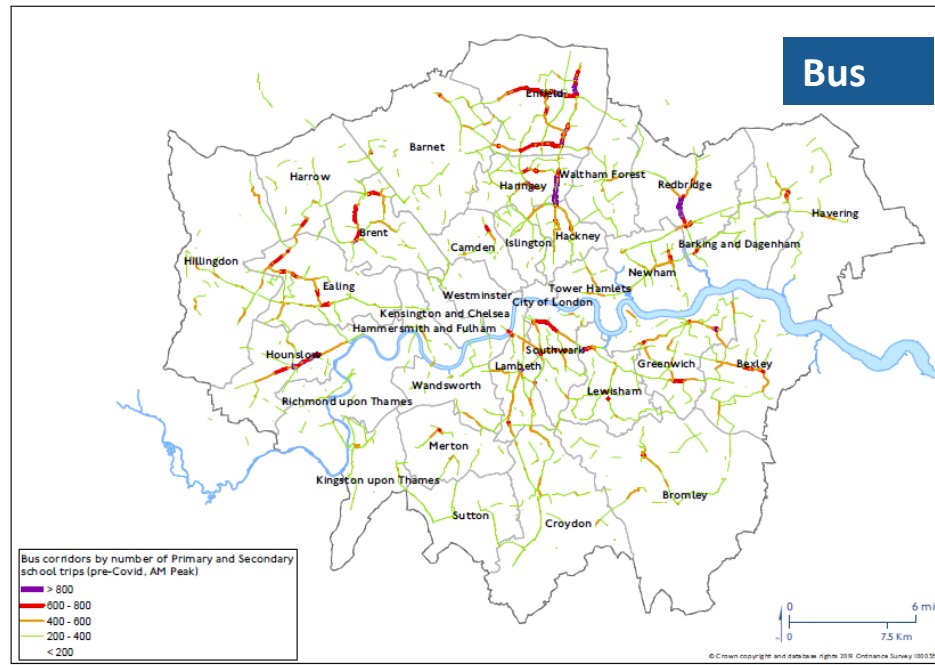
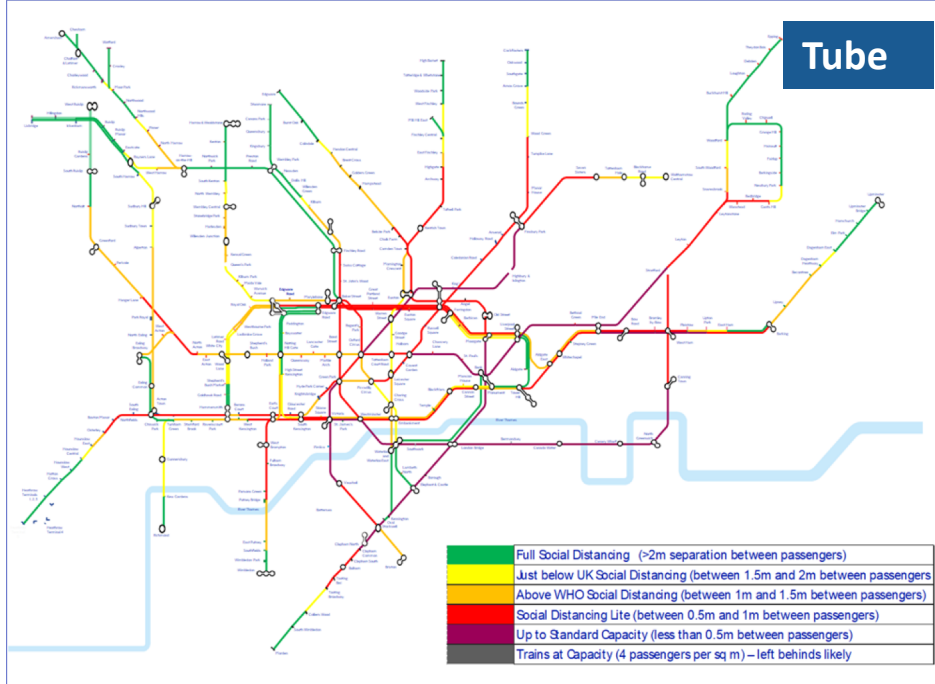


Maintaining the 2m rule is challenging especially at peak times in specific areas of the network



AM WTT 18May St30Cl Step 2 Peak direction. Peak hour



District, Circle and H&C lines, AM peak





Eastbound														Westbound													
Line	18	19	20	21	22	23	24	25	26	27	28	29	30	Line	18	19	20	21	22	23	24	25	26	27	28	29	30
District East														District West													
18	19	20	21	22	23	24	25	26	27	28	29	30	31	18	19	20	21	22	23	24	25	26	27	28	29	30	
19	20	21	22	23	24	25	26	27	28	29	30	31	32	19	20	21	22	23	24	25	26	27	28	29	30	31	
20	21	22	23	24	25	26	27	28	29	30	31	32	33	20	21	22	23	24	25	26	27	28	29	30	31	32	
21	22	23	24	25	26	27	28	29	30	31	32	33	34	21	22	23	24	25	26	27	28	29	30	31	32	33	
22	23	24	25	26	27	28	29	30	31	32	33	34	35	22	23	24	25	26	27	28	29	30	31	32	33	34	
23	24	25	26	27	28	29	30	31	32	33	34	35	36	23	24	25	26	27	28	29	30	31	32	33	34	35	
24	25	26	27	28	29	30	31	32	33	34	35	36	37	24	25	26	27	28	29	30	31	32	33	34	35	36	
25	26	27	28	29	30	31	32	33	34	35	36	37	38	25	26	27	28	29	30	31	32	33	34	35	36	37	
26	27	28	29	30	31	32	33	34	35	36	37	38	39	26	27	28	29	30	31	32	33	34	35	36	37	38	
27	28	29	30	31	32	33	34	35	36	37	38	39	40	27	28	29	30	31	32	33	34	35	36	37	38	39	
28	29	30	31	32	33	34	35	36	37	38	39	40	41	28	29	30	31	32	33	34	35	36	37	38	39	40	
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35	36	37	38	39	40	41	42	43	44	45	46	47	48	35	36	37	38	39	40	41	42	43	44	45	46	47	
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54	55	56	57	58	59	60	61	62	63	64	65	66	67	54	55	56	57	58	59	60	61	62	63	64	65	66	
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62	63	64	65	66	67	68	69	70	71	72	73	74	75	62	63	64	65	66	67	68	69	70	71	72	73	74	
63	64	65	66	67	68	69	70	71	72	73	74	75	76	63	64	65	66	67	68	69	70	71	72	73	74	75	
64	65	66	67	68	69	70	71	72	73	74	75	76	77	64	65	66	67	68	69	70	71	72	73	74	75	76	
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71	72	73	74	75	76	77	78	79	80	81	82	83	84	71	72	73	74	75	76	77	78	79	80	81	82	83	
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73	74	75	76	77	78	79	80	81	82	83	84	85	86	73	74	75	76	77	78	79	80	81	82	83	84	85	
74	75	76	77	78	79	80	81	82	83	84	85	86	87	74	75	76	77	78	79	80	81	82	83	84	85	86	
75	76	77	78																								

Travel Demand Management (TDM) works by communicating the four R's in response to government guidelines and to protect network capacity and performance

TDM principle	Current application
RE-MODE	<ul style="list-style-type: none">Encouraging walking, cycling, (and for school children only, scooting)
RE-TIME	<ul style="list-style-type: none">Encouraging people out of busiest times on the network
RE-ROUTE	<ul style="list-style-type: none">Encouraging people away from the busiest places on the network
REDUCE	<ul style="list-style-type: none">Promoting working from home where possible'Stay local' messaging







We have segmented our audience to tailor our message and take advantage of bespoke channels and stakeholder relationships

Key – engagement stage

-  General messaging
-  Tailored advice drafted
-  Tailored support live
-  Ongoing support

Audience

CUSTOMERS

SECTORS	Schools 
	Non-essential retail 
	Construction 
	Manufacturing 
	Leisure & culture 
	Offices 

Approach

- **Steady drip feed**, tweak message in response to network requirements and opportunities, such as Streetspace
- Avoid **message fatigue** with a range of ready to deploy collateral
- **Weekly refresh** of hotspot messaging to support operational colleagues

Sectors are prioritised by milestone – how soon they are subject to change.

- Relevant customer messaging and images and further **tailored communications** shared in advance of govt guidance changes
- **Headline sector messaging** supported with **localised advice** for largest impact sub-groups
- Messaging around **freight**, deliveries and the impact of TfL interventions such as Steetspace
- **Signpost to TfL tools** for self-directed local plans
- **Ongoing, constant engagement** and relationship building and support, including localised plans where necessary

We will continue to use a broad toolkit of messaging and materials to communicate our strategy to customers and to sectors driving demand

Customers

TRAVEL OFF-PEAK TO MAKE MORE SPACE

Fewer people on the public transport network, especially during the early morning and evening peaks, will help with social distancing. Let's make sure every journey matters. #LondonTogether

TRAVEL ANOTHER WAY

Avoid public transport if you can. If you must travel, try another way. This will help make space for those who need to travel on public transport. Let's make sure every journey matters. #LondonTogether

MAJOR OF LONDON

TRANSPORT FOR LONDON

Avoid using this station between 05:45 and 08:15 and 16:00 and 17:30

Avoid travelling at the busiest times. If possible please use existing or newly introduced walking or cycling options.

We are running public transport to help Londoners who need to travel to do so safely and sustainably.

Visit tfl.gov.uk/coronavirus

MAJOR OF LONDON

TRANSPORT FOR LONDON

BARKING STATION: This station is likely to be very busy between 05:45-08:15 and 16:00-17:30. Where possible travel outside of these times and consider cycling or walking, including parts of your journey. Entry is expected to be busy, please expect to queue to enter so we can help maintain the national 2 metre social distancing. Interchange is also expected to be busy. You are advised, where possible, to avoid the station during the busiest times by taking the most direct route.

Replan your journey

Can you travel another way?
Consider walking or cycling

Coronavirus
Check the latest travel information and find out how we're responding to coronavirus.

Travel information
Avoid public transport if possible. If you can, use existing or new walking and cycling routes.

Press release
TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS
Monday 18 May 2020

Transport for London

Dear Internal TfL Recipient,

Following recent travel advice from the Government, we need your help to keep transport safe for Londoners required to travel during this period.

If your journey is not essential, we ask that you continue to avoid public transport to free up the limited space available for people who have no alternative means of getting around.

The national requirement to maintain 2 metres social distancing means there will be only around 20 per cent of normal capacity even as we work towards progressively increasing bus service to pre-crisis levels, beginning with increases next week.

So please, if you can work from home then continue to do so and consider walking and cycling if you can.

If you do use public transport then please help if you can by travelling outside the busiest times of between 05.45-08.15 and 16.00-17.30. We are asking employers to be flexible about working hours if at all possible.

When using our services please use a face covering, carry hand sanitiser and wash your hands before and after you travel. Do not travel if you have any symptoms of the virus.

NEWS
Sky News
The 20 busiest stations Transport for London wants you to avoid

Sectors – customer message plus bespoke comms

Transport for London briefing for businesses
20 May 2020

2. Help us to help you – what we ask of businesses

We are doing all we can to ensure a safe transport network, but we need businesses to help us enable social distancing wherever possible by keeping the numbers of people travelling on the network down.

Those businesses whose employees can continue to work from home should continue to do so. In line with Government advice, please consider all other forms of transport before using public transport.

As employers you can help us by:

- Enabling employees to follow the latest Government and TfL travel advice
- Reinforcing our travel advice amongst employees (as applicable to your sector/nature of your work)
- Reducing the frequency of, or retiming, deliveries and servicing trips made by you or your suppliers

Please give this advice to your employees:

- Given the national requirement to maintain two metres distance between passengers wherever possible, the capacity on the Tube and buses will be reduced to around 15-20 per cent, even once services are back to full strength. This of course means transport must operate very differently.
- In line with new Government advice, we urge people who can work from home should continue to do so. Public transport should be avoided wherever possible to free up the limited space available to those who have no alternative way to travel.
- If you must travel, please plan ahead and travel outside of the busiest times, particularly first thing in the morning. You should take the most direct route and avoid busy interchanges.

Have more fun. Scooter to school.

Let's make sure every journey matters. #LondonTogether

Run off some steam. Walk home from school.

Let's make sure every journey matters. #LondonTogether

Enjoy together time on the walk to school.

Let's make sure every journey matters. #LondonTogether

WALK OR CYCLE TO SCHOOL

Let's make sure every journey matters. #LondonTogether

Find out more

Also includes radio and Active Travel promotion