

Media management of bus incidents

Notification

The Press Office is usually informed of incidents involving buses by CentreComm, either via email or phone call.

Further information can be gleaned from the Duty Manager at CentreComm (Dial [REDACTED] – then selection Option 3).

If the incident is of a more serious nature CentreComm will provide you with the contact details for the relevant Area Manager or Incident Response Manager.

Occasionally we are informed of incidents by bus operators.

Writing statements

Statements on most bus incidents must follow the format below – the wording intentionally does not attribute blame to any party.

There may be exceptions to this rule – for example the case of the Network Rail lorry carrying rails that pushed a bus over – however we need to be completely sure of the circumstances of the incident before we depart from the statement below.

In some cases the bus operator will also prepare a statement on an incident.

Attempts should be made to contact the comms person from the bus operating company to exchange statements. A list of bus operators and their comms contacts are provided at Appendix 1. If you are unable to speak with them on the phone, then please email the TfL statement to them.

Please note that TfL never comments on injuries sustained in bus collisions – that is for the Met or LAS – and media should be directed to them (Met 24-hour Press Bureau [REDACTED] / London Ambulance Service [REDACTED]).

Usually additional information is supplied if there has been disruption to bus services (or diversions) or other road users (road closures).

Incidents on board buses that involve criminality are usually a matter for the Metropolitan Police Service to comment on (see Press Bureau number above). The exception being if a member of staff (bus driver or RPI) is assaulted, in which case we may want to issue a short factual statement deploring this.

Pro forma statement

A Transport for London spokesperson said:

“At [insert time and date] a route [insert route number and vehicle type] bus, operated by [insert bus operator], was involved in a collision with a [insert car/pedestrian/cyclist/lorry/building] on [insert location – street name, with post code,

if appropriate add the nearest road junction]. Emergency services attended the scene [if appropriate]. There will be a full investigation into the incident.”

Additional information

e.g.

- The junction of Finchley Road and Childs Way was closed, it reopened at 17.45
- The road was closed for x hours and during this time route x and x buses were on diversion via Long Road.

Clearance

If the incident is of a relatively minor nature a short factual statement can be drafted using information from CentreComm and then cleared by the On Call Chief Press Officer or Director of News.

Statements on more serious incidents (persons killed or injured or something that is particularly visual to the public) need to be cleared by Mike Weston (Operations Director – Surface Transport [REDACTED]) or if he is not available with Ken Davidson (Head of Bus Operations [REDACTED]).

In the case of more serious incidents, the Mayor’s Press Office will also need to be informed. Background information and the cleared statement should be sent to [REDACTED] [REDACTED]-the Mayor’s Press Office Duty Press Officer.

Statements should only be cleared with officials if we are asked about the incident by the media.

Please send information on all out of hours bus incidents to: [REDACTED]
[REDACTED]

Anything involving criminality should also be copied to [REDACTED]

Appendix 1

BUS COMPANY PRESS OFFICE NUMBERS

Company	Name	Direct line	Email
Stagecoach	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
Arriva	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
First London	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
London Central / General / Go-ahead	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
Metroline	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
London United	[REDACTED]	[REDACTED]	[REDACTED]
Sovereign / Transdev	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
Metrobus	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]
Abellio	[REDACTED]	[REDACTED]	[REDACTED]
	[REDACTED]	[REDACTED]	[REDACTED]

	[REDACTED]		[REDACTED]
Hackney Community Transport (CT Plus)	[REDACTED]	[REDACTED]	[REDACTED]
Epsom Buses (Quality Line)	[REDACTED]	[REDACTED]	[REDACTED]