

Out of scope

---

**From:** [REDACTED]@networkrail.co.uk>  
**Sent:** 30 July 2020 16:33  
**To:** [REDACTED]@networkrail.co.uk> [REDACTED]@networkrail.co.uk>;  
[REDACTED]@networkrail.co.uk>  
**Cc:** [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk> [REDACTED]

[REDACTED]@networkrail.co.uk>

**Subject:** RE: JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines

OFFICIAL

[REDACTED]

I have spoken to [REDACTED] at JCD this afternoon and hi [REDACTED] management is reviewing the process to identify what happened and ensure there is no repetition. [REDACTED] has also been notified, so I expect he will be in contact with you, if he hasn't already.

I will keep you updated as soon as I have received further responses from JCD, but they are fully aware of the urgency.

Regards,

[REDACTED]  
1 Eversholt Street, London NW1 2DN  
M [REDACTED]  
E: [REDACTED]@networkrail.co.uk  
W: [www.networkrail.co.uk/property](http://www.networkrail.co.uk/property)

---

**From:** [REDACTED]@networkrail.co.uk>

**Sent:** 30 July 2020 16:28

**To:** [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>  
[REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>

**Subject:** RE: JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines

OFFICIAL

Internal review by JCD on how this slipped through should be completed today.

[REDACTED]

[REDACTED]

1 Eversholt Street, London, NW1 2DN  
M [REDACTED]  
E: [REDACTED]@networkrail.co.uk  
W: [www.networkrail.co.uk/property](http://www.networkrail.co.uk/property)

---

**From:** [REDACTED]@networkrail.co.uk>

**Sent:** 30 July 2020 15:40

**To:** [REDACTED]@networkrail.co.uk> [REDACTED]@networkrail.co.uk>  
**Cc:** [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>

**Subject:** JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines

**Importance:** High

OFFICIAL

For awareness – Andrew Haines is getting sent hundreds of emails about a controversial ad saying we shouldn't have removed it.

The ad refers to loving JK Rowling and was paid for by a gender campaigner. It is clearly an antagonistic move given JK Rowlings recent comments in the press about gender and trans people.

It wasn't flagged by JCD so was put up, then removed following media enquiries. It breaches our code because it is political.

We have provided the below to Andrew Haines office – his team and the media team are agreeing reactive statements.

#### **Why/how was the advert allowed to go up?**

Usually [redacted] that they think may come close to breaching our code of conduct, it is sent to our [redacted] and Property Comms team to review. For whatever reason, this was never sent to us before it went up. We have asked S [redacted] to investigate and report back on what went wrong.

#### **Who made the decision to remove the advert?**

[redacted] raised in the press, our media team got in touch and asked us to investigate. Our [redacted] identified that the advert breached our code of acceptance and asked JCD to remove immediately.

#### **Who paid for the advert?**

Kellie-Jay Keen-Minshull, a campaigner against reform of gender recognition laws

#### **Do JCD usually check who is placing an advert?**

JCD do look at who is placing adverts and check the content they're requesting for trends etc. Sometimes, because adverts are placed via a programme (i.e. computers checking the content) a code of conduct breach isn't picked up, particularly if the advert isn't overtly political/offensive. We will find out whether this check happened as it should have as part of the investigation.

#### **Press coverage**

The advert has been picked up by the Times and The Standard, but nothing further at the moment - we will continue to monitor. It has been picked up on social media, but the advice from our media team is not to comment further, as we don't want to reignite/inflame the story.

We have clarified our involvement in our statement and explained that we have a clear policy and that unfortunately this slipped through the net. We have nothing more to say on it and engaging further could risk jeopardising that neutrality and open up more questions.

We will share the outcome of the investigation with you as soon as we have it – if you have any other questions in the meantime, [redacted] cc'd look after this contract.

Thanks,

[redacted]

1 Eversholt Street | London | NW1 2DN  
Phone [redacted]



\*\*\*\*\*  
\*\*\*\*\*

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**Stratton Danielle**

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**From:** [REDACTED]  
**Sent:** 30 July 2020 12:31  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Edinburgh Waverley: "I Heart JK Rowling" advertising image

OFFICIAL

Thanks all – I would just like to echo [REDACTED] comments below as to how this advertising managed to get through in the first place. As you can imagine, this has generated significant mentions on twitter and resulted in numerous complaints coming through to the station team. Some have even mentioned the prospect of persons coming in to put up their own posters in response which I am sure you can appreciate is not a position we want to be in.

Regards,  
[REDACTED]



[REDACTED]  
Scotland's Railway  
Network Rail

[REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)

---

**From:** [REDACTED]@networkrail.co.uk>  
**Sent:** 30 July 2020 12:24  
**To:** [REDACTED] jcdcaux.com>  
**Cc:** [REDACTED] networkrail.co.uk>; [REDACTED]  
[REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>  
[REDACTED] networkrail.co.uk>  
**Subject:** RE: Edinburgh Waverley: "I Heart JK Rowling" advertising image

OFFICIAL

Hello [REDACTED]

Ok, thanks.

We will need JCD to review its vetting process, because this should have been identified as 'political' advertising and therefore rejected. I realise that mistakes can be made but we need to do everything possible to understand how to prevent this from happening again, as far as practicable.

You'll have seen that there is a separate email correspondence with [REDACTED] (Property Comms) so if you could respond to that once you've investigated it would be appreciated.

I will give you a call later this pm to discuss, if you're free?

Kind regards,

1 Eversholt Street, London NW1 2DN

M:

E: [networkrail.co.uk](mailto:networkrail.co.uk)

W: [www.networkrail.co.uk/property](http://www.networkrail.co.uk/property)

---

From: [networkrail.co.uk](mailto:networkrail.co.uk) <[networkrail.co.uk](mailto:networkrail.co.uk)>

Sent: 30 July 2020 11:47

To: [networkrail.co.uk](mailto:networkrail.co.uk)

Cc: [networkrail.co.uk](mailto:networkrail.co.uk); [networkrail.co.uk](mailto:networkrail.co.uk); [networkrail.co.uk](mailto:networkrail.co.uk)

[networkrail.co.uk](mailto:networkrail.co.uk); [networkrail.co.uk](mailto:networkrail.co.uk)

[networkrail.co.uk](mailto:networkrail.co.uk)

**Subject:** Re: Edinburgh Waverley: "I Heart JK Rowling" advertising image

Hi

I have asked our team to double and triple check again, as they were sure it was only on one site and the copy had been pulled. I will update you ASAP.

Kind regards,

---

From: [networkrail.co.uk](mailto:networkrail.co.uk) <[networkrail.co.uk](mailto:networkrail.co.uk)>

Sent: Wednesday, July 29, 2020 11:17 pm

To:

Cc:

**Subject:** Edinburgh Waverley: "I Heart JK Rowling" advertising image

This email has been received from an external source – please review carefully before clicking on any links or opening attachments.

Hello

There still appears to be other site(s) containing the creative, despite assurances that the D6 identified yesterday was the only site.

Please arrange to have this removed immediately and confirm once completed.

Thanks,



1 Eversholt Street, London NW1 2DN

M:

E: [networkrail.co.uk](mailto:networkrail.co.uk)

W: [www.networkrail.co.uk/property](http://www.networkrail.co.uk/property)

Begin forwarded message:

**From:** [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Date:** 29 July 2020 at 21:59:35 BST  
**To:** [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Cc:** [REDACTED] <[REDACTED]@networkrail.co.uk>, [REDACTED] <[REDACTED]@networkrail.co.uk>, [REDACTED] <[REDACTED]@networkrail.co.uk>, [REDACTED] <[REDACTED]@networkrail.co.uk>, DSM Edinburgh <DSMEinburgh@networkrail.co.uk>  
**Subject:** RE: "I Heart JK Rowling" advertising image

Hi All,

Just noticed thanks to [REDACTED] that I missed the most important part of info – this is the JC Decaux electronic poster frames withheld under s40(2) FOIA

Regards,

[REDACTED]



[REDACTED]  
Scotland's Railway

Network Rail

[REDACTED] <[REDACTED]@networkrail.co.uk>

[www.networkrail.co.uk](http://www.networkrail.co.uk)

---

**From:** [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Sent:** 29 July 2020 21:57  
**To:** [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Cc:** [REDACTED] <[REDACTED]@networkrail.co.uk>, [REDACTED] <[REDACTED]@networkrail.co.uk>, [REDACTED] <[REDACTED]@networkrail.co.uk>, [REDACTED] <[REDACTED]@networkrail.co.uk>, DSM Edinburgh <DSMEinburgh@networkrail.co.uk>  
**Subject:** Re: "I Heart JK Rowling" advertising image

[REDACTED] thanks for raising, withheld under s40(2) FOIA but thought it was a historic image and not a live ad campaign...if you can please confirm location details etc to allow for any necessary action.

Thanks [REDACTED]

Sent from my iPad

On 29 Jul 2020, at 21:43, [REDACTED] <[REDACTED]@networkrail.co.uk> wrote:

withheld under s40(2) FOIA


Regards,



<image004.jpg>

Part of  
<image003.jpg>

Scotland's Railway  
Network Rail

@networkrail.co.uk  
[www.networkrail.co.uk](http://www.networkrail.co.uk)

\*\*\*\*\*  
\*\*\*\*\*

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Out of scope

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**From:** [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Sent:** 30 July 2020 16:28  
**To:** [REDACTED] <[REDACTED]@networkrail.co.uk>; [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Cc:** [REDACTED] <[REDACTED]@networkrail.co.uk>; [REDACTED] <[REDACTED]@networkrail.co.uk>; [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Subject:** RE: JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines

OFFICIAL

Internal review by JCD on how this slipped through should be completed today.

H

[REDACTED]  
[REDACTED]  
1 Eversholt Street, London, NW1 2DN  
M: [REDACTED]  
E: [REDACTED]@networkrail.co.uk  
W: [www.networkrail.co.uk/property](http://www.networkrail.co.uk/property)

---

**From:** [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Sent:** 30 July 2020 15:40  
**To:** [REDACTED] <[REDACTED]@networkrail.co.uk>; [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Cc:** [REDACTED] <[REDACTED]@networkrail.co.uk>; [REDACTED] <[REDACTED]@networkrail.co.uk>; [REDACTED] <[REDACTED]@networkrail.co.uk>  
**Subject:** JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines  
**Importance:** High

OFFICIAL

For awareness – Andrew Haines is getting sent hundreds of emails about a controversial ad saying we shouldn't have removed it.

The ad refers to loving JK Rowling and was paid for by a gender campaigner. It is clearly an antagonistic move given JK Rowlings recent comments in the press about gender and trans people.

It wasn't flagged by JCD so was put up, then removed following media enquiries. It breaches our code because it is political.

We have provided the below to Andrew Haines office – his team and the media team are agreeing reactive statements.

**Why/how was the advert allowed to go up?**

Usually, if JCD receive an advert that they think may come close to breaching our code of conduct, it is sent to our [REDACTED] and Property Comms team to review. For whatever reason, this was never sent to us before it went up. We have asked [REDACTED] to investigate and report back on what went wrong.

**Who made the decision to remove the advert?**

When the advert was raised in the press, our media team got in touch and asked us to investigate. Our [REDACTED] identified that the advert breached our code of acceptance and asked JCD to remove immediately.

**Who paid for the advert?**

Kellie-Jay Keen-Minshull, a campaigner against reform of gender recognition laws

**Do JCD usually check who is placing an advert?**

JCD do look at who is placing adverts and check the content they're requesting for trends etc. Sometimes, because adverts are placed via a programme (i.e. computers checking the content) a code of conduct breach isn't picked up, particularly if the advert isn't overtly political/offensive. We will find out whether this check happened as it should have as part of the investigation.

**Press coverage**

The advert has been picked up by the Times and The Standard, but nothing further at the moment - we will continue to monitor. It has been picked up on social media, but the advice from our media team is not to comment further, as we don't want to reignite/inflame the story.

We have clarified our involvement in our statement and explained that we have a clear policy and that unfortunately this slipped through the net. We have nothing more to say on it and engaging further could risk jeopardising that neutrality and open up more questions.

We will share the outcome of the investigation with you as soon as we have it – if you have any other questions in the meantime, [REDACTED] cc'd look after this contract.

Thanks,

[REDACTED]

1 Evers [REDACTED] don | NW1 2DN  
Phone: [REDACTED]



## Stratton Danielle

---

**From:** [REDACTED] jcdcaux.com>  
**Sent:** 30 July 2020 17:03  
**To:** [REDACTED]  
**Subject:** Re: JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines

Hi [REDACTED]

I do have an update but as I said in this call this now. I was going to respond when I had finished.

Withheld under s41(1) and s43(2) FOIA

I was going to respond but shouldn't it come from [REDACTED] hen rather than [REDACTED]

Thanks,

---

**From:** [REDACTED] networkrail.co.uk>  
**Sent:** Thursday, July 30, 2020 5:00:00 PM  
**To:** [REDACTED]@jcdcaux.com>  
**Subject:** FW: JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines

This email has been received from an external source – please review carefully before clicking on any links or opening attachments.

OFFICIAL

Hello [REDACTED]

This situation has worsened as the Chairman's office has been inundated with emails complaining about the removal!

Can you speak to [REDACTED] (if you haven't already) and especially as this has now reached the Chairman? [REDACTED] needs to provide an update ASAP and [REDACTED] expects this to come from [REDACTED] I have just been informed.

Thanks,

[REDACTED]  
[REDACTED]  
1 Eversholt Street, London NW1 2DN  
M: [REDACTED]  
E: [REDACTED]@networkrail.co.uk  
W: [networkrail.co.uk/property](http://networkrail.co.uk/property)

---

**From:** [REDACTED]  
**Sent:** 30 July 2020 16:33  
**To:** [REDACTED] networkrail.co.uk>; [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>  
**Cc:** [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>; [REDACTED]@networkrail.co.uk>  
**Subject:** RE: JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines

OFFICIAL

[REDACTED]

I have spoken to [REDACTED] [REDACTED], at JCD this afternoon and his [REDACTED] management is reviewing the process to identify what happened and ensure there is no repetition. [REDACTED] has also been notified, so I expect he will be in contact with you, if he hasn't already.

I will keep you updated as soon as I have received further responses from JCD, but they are fully aware of the urgency.

Regards,

[REDACTED]  
1 Eversholt Street, London NW1 2DN  
M: [REDACTED]  
E: [REDACTED] [networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)  
W: [www.networkrail.co.uk/property](http://www.networkrail.co.uk/property)

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**From:** [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>  
**Sent:** 30 July 2020 16:28  
**To:** [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>; [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>  
**Cc:** [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>; [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>; [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>; [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>  
**Subject:** RE: JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines

OFFICIAL

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H

[REDACTED]  
1 Eversholt Street, London, NW1 2DN  
M: [REDACTED]  
E: [REDACTED] [networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)  
W: [www.networkrail.co.uk/property](http://www.networkrail.co.uk/property)

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**From:** [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>  
**Sent:** 30 July 2020 15:40  
**To:** [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>; [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>  
**Cc:** [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>; [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>; [REDACTED] [@networkrail.co.uk](mailto:[REDACTED]@networkrail.co.uk)>  
**Subject:** JK Rowling advert removed at Edinburgh Waverley causing big kick back to Andrew Haines  
**Importance:** High

OFFICIAL

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#### **Who paid for the advert?**

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We will share the outcome of the investigation with you as soon as we have it – if you have any other questions in the meantime [REDACTED] cc'd look after this contract.

Thanks,

[REDACTED]

1 Eversholt Street | London | NW1 2DN  
Phone [REDACTED]



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**Stratton Danielle**

---

**From:** [REDACTED]@jcdecaux.com>  
**Sent:** 30 July 2020 18:30  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Edinburgh Waverley Creative

[REDACTED]

Withheld under s41(1) and s43(2) FOIA

We were made aware by Network Rail at 7pm on Tuesday 28<sup>th</sup> July this copy was running and were requested to remove it asap. As stated above this was removed the next morning.

All endeavors are made to ensure that we do not contravene Network Rail's advertising guidelines and copy is checked. In this instance the copy was checked but unfortunately it was not deemed to be political, due to what was perceived to be innocuous content. Withheld under s41(1) and s43(2) FOIA

Withheld under s41(1) and s43(2) FOIA

We already capture many pieces of content that contravene Network Rail's Code of Acceptance.

Withheld under s41(1) and s43(2) FOIA

We will also of course update you with the outcome of our investigation as soon as we can.

Kind regards,

[REDACTED]

[REDACTED]

JCDecaux UK Ltd.

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