

From: [REDACTED]
To: [REDACTED]
Subject: FW: Introduction of mandatory reservations
Date: 29 June 2020 18:13:12
Attachments: [image001.png](#)

[REDACTED] | Intercity East Coast Commercial Manager, Passenger Services, Department for Transport
4/21 | [REDACTED] |

From: [REDACTED]
Sent: 13 May 2020 11:55
To: [REDACTED]
Cc: [REDACTED]
[REDACTED]
Subject: RE: Introduction of mandatory reservations

Hi [REDACTED]

Thanks for getting in touch. I'm copying a few colleagues working on this, as we finalise our materials – to start going live with our comms from Friday. We can share them when they are more final, but in short, externally it is:

- Website edits, to give clear messages throughout the booking journey and on our coronavirus page
- Targeted emails to booked travellers and our wider customer base, and some targeted emails for stakeholder too
- Social media push, including with an animation explaining what passengers need to do
- Posters at stations, and messages on Customer Information Screens as well as audio announcements at stations and on trains

For most customers, they will simply get a reservation when they book, or will be prevented from booking the train they are looking at, if it is full. For those that have flexible tickets (inc. season tickets) our comms will push people to an online tool where they can secure a reservation on a particular train any time up to boarding, or they can go to a station Travel Centre. Our station staff outside the Travel Centre will also be able to assist people.

In short, it is a relatively simple message and we are focused on getting it out across all our channels (alongside 'Can you travel another way? Keep our trains clear for those who really need them')

Thanks

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 13 May 2020 11:11
To: [REDACTED]
Subject: Introduction of mandatory reservations

Hi [REDACTED]

I hope you're well.

Can you please share your comms plan for the introduction of mandatory reservations with me? Feel free to pass me on to the right colleague if that's not you.

Thanks,



 **Communications Manager, Rail**
4/23, Great Minster House
33 Horseferry Road, London, SW1P 4DR

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