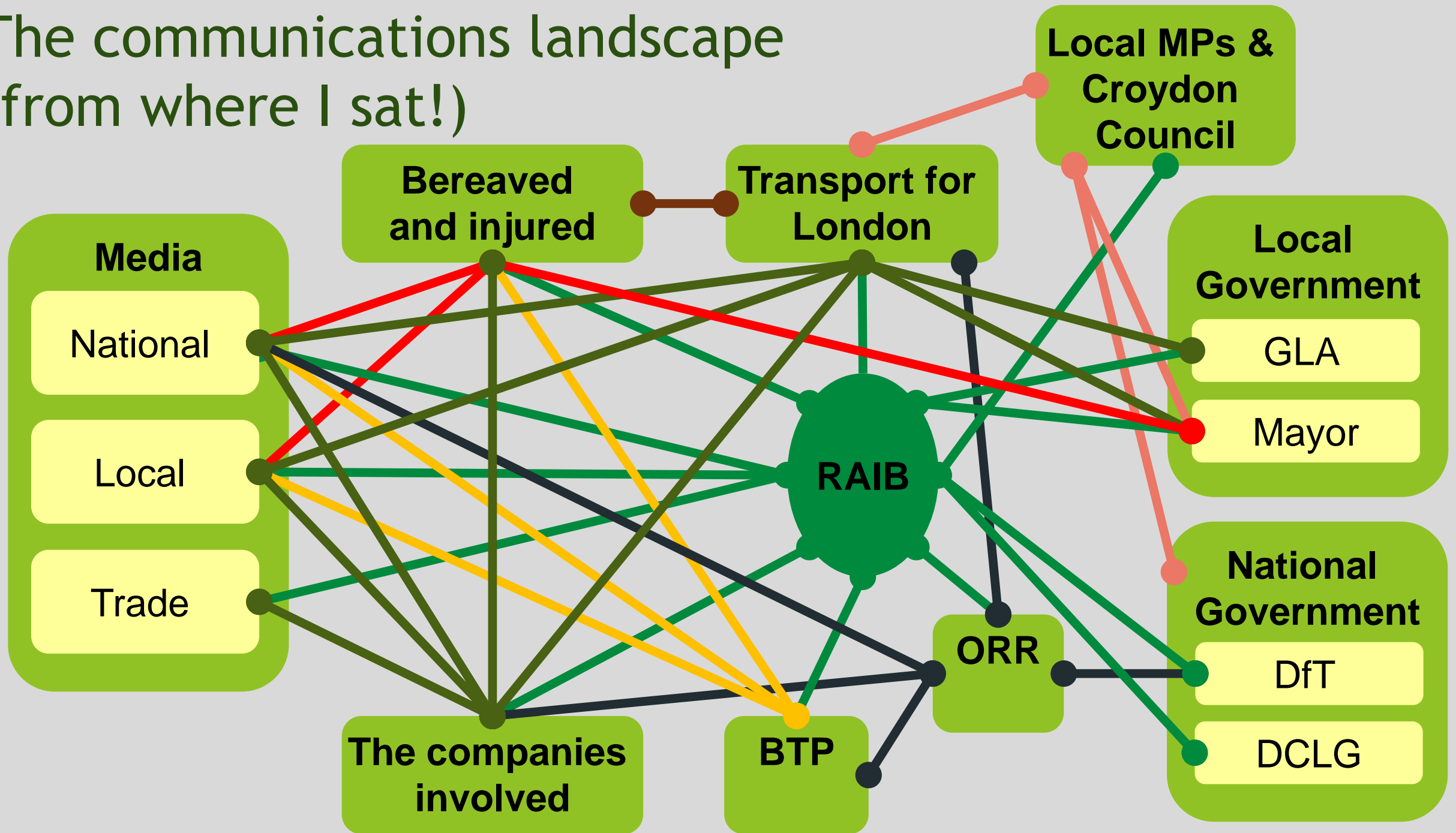


Managing external communications and government agencies

Railway Accident Investigation Seminar

Simon French, Chief Inspector, RAIB

The communications landscape (from where I sat!)



How we approached the communications challenge

Setting our strategy (1)

- ▶ Who did we want to communicate with (proactive)
 - what message
 - the best way to communicate the message
- ▶ Who might we have to communicate with (reactive)
- ▶ We appointed two lead communications coordinators (working closely together)
 - the AIB external comms specialist for media and other press officers
 - a senior member of the branch support team for local and national government

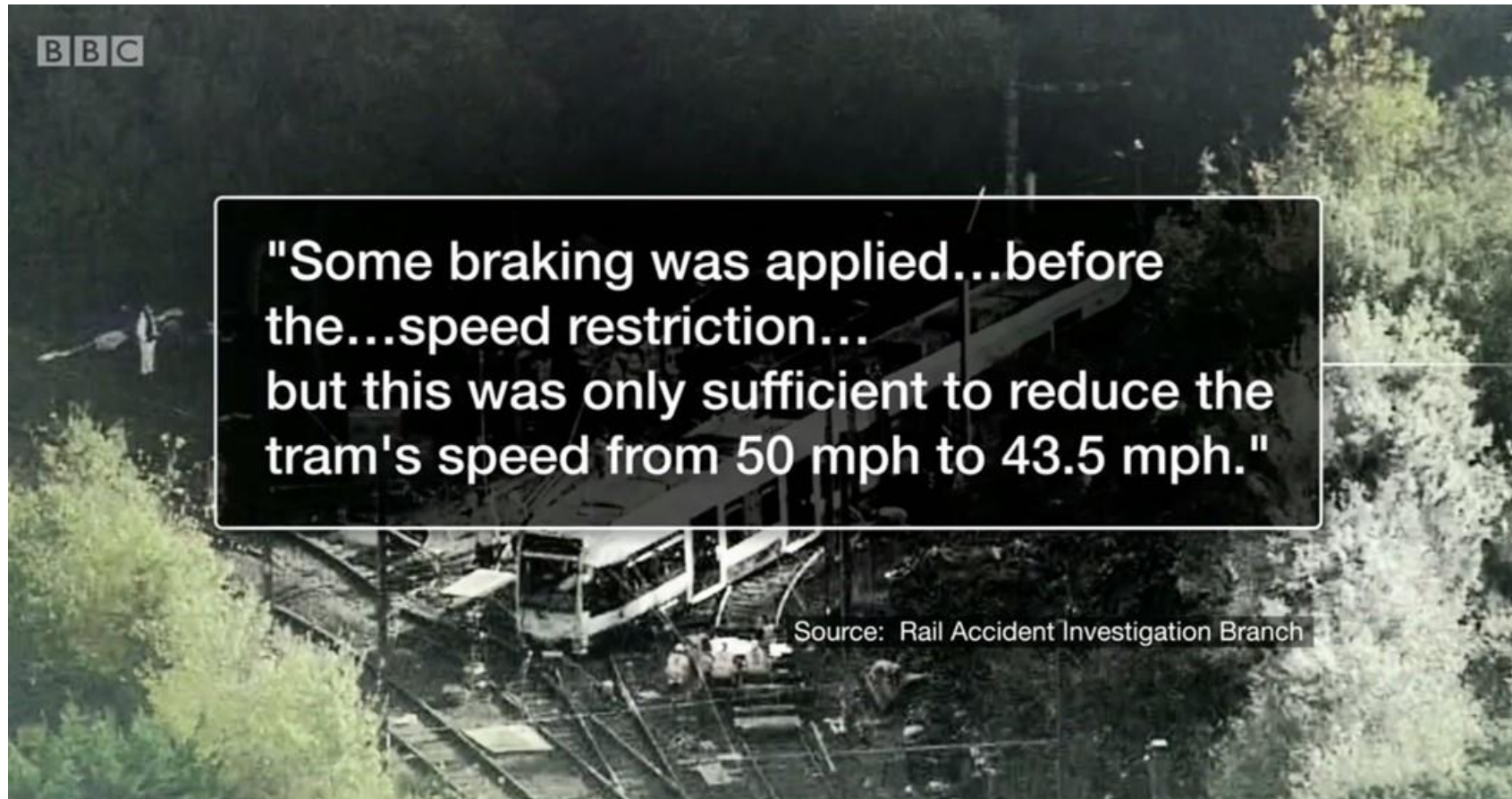
How we approached the communications challenge (2)

- ▶ All communications with the bereaved and injured were managed by our trained family liaison coordinator, who liaised closely with the BTP FLOs
- ▶ Given the high profile of the event we agreed that our communications strategy would be based on the early dissemination of information and as much openness as possible

Key outputs

09 November 2016 (day of accident)

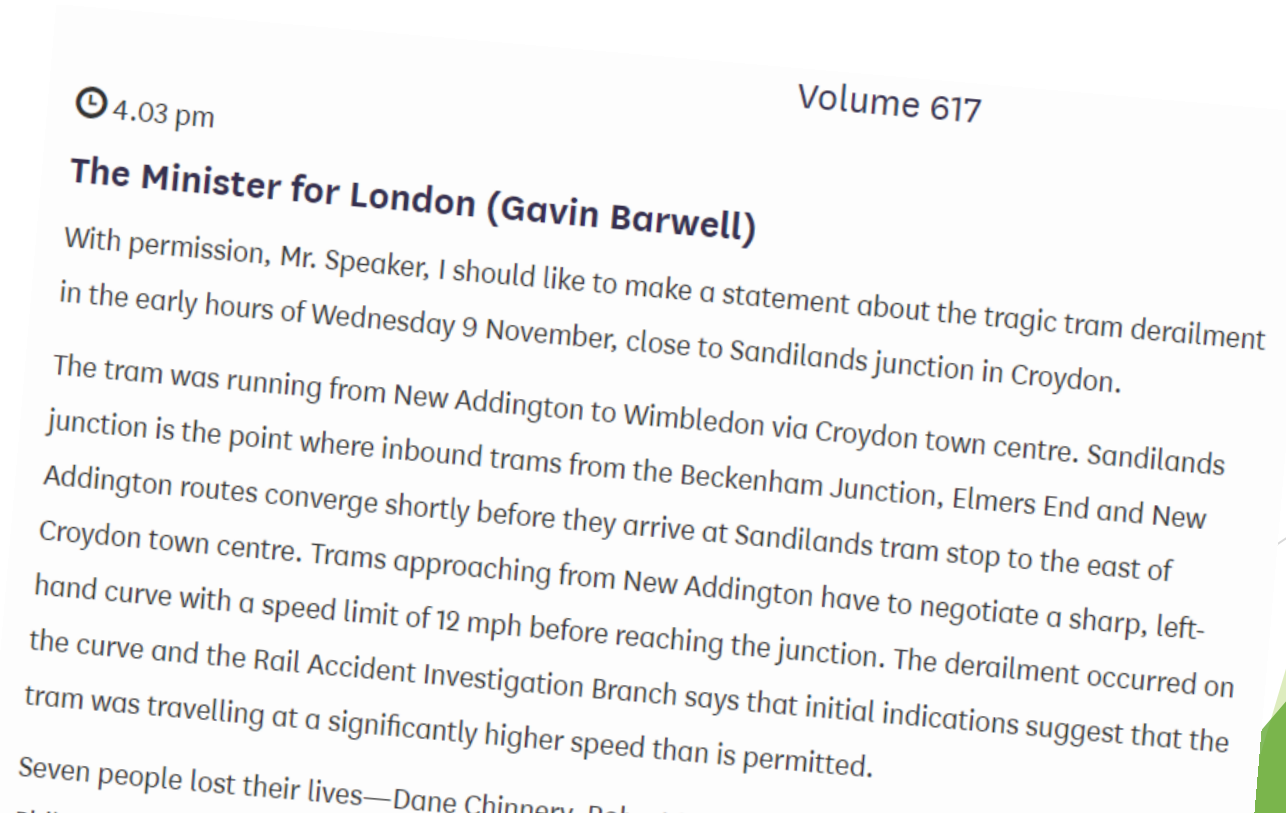
► First web entry



Key outputs

14 November

- ▶ Statement to Parliament by Gavin Barwell, Minister for London at the Department for Communities and Local Government (and MP for Croydon Central)



Key outputs

16 November

- ▶ First interim report is published
- ▶ Interviews with 5 TV and 3 radio channels



Key outputs

20 February 2017

- ▶ RAIB publishes its second interim report



Rail Accident Investigation: Interim Report 2

Fatal accident involving the derailment of a tram
at Sandilands Junction, Croydon
9 November 2016



Key outputs

03 August 2017

- ▶ RAIB updates its web entry to give details of areas of recommendation likely to feature in the final report

November 2017

Briefings to:

- ▶ Jesse Norman, Minister for local transport at DfT; and
- ▶ Sadiq Khan; Mayor of London



Key outputs

Early December 2017

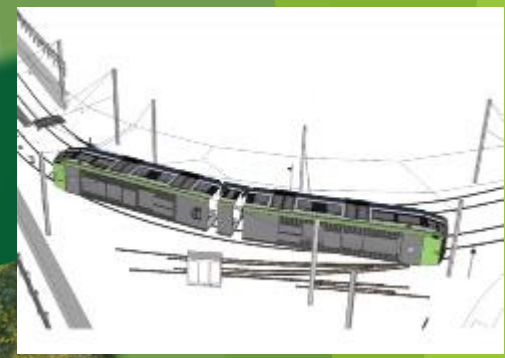
- ▶ Briefings to bereaved families

07 December 2017

- ▶ Report is published following an off-camera press briefing in Croydon and interviews with the Chief Inspector
- ▶ Publication is accompanied by a short video explaining the accident and the findings of RAIB's investigation

Rail Accident Report

Overturning of a tram at Sandilands junction,
Croydon
9 November 2016



General learning

- The early definition of our external communications strategy was an important part of our success
- Careful coordination between the parties involved can avoid conflicting stories
- Early openness can buy investigators time to carry out their investigation without undue press attention
- Interim reports and web updates are a really helpful way of keeping the public and key stakeholders informed
- It always helps when the investigators are setting the agenda (which we usually managed to do)
- A briefing of political figures like the Mayor can help ensure that they correctly understand the issues and stay 'on-message'