

Bakerloo Line Upgrade & Extension (BLUE) Campaign

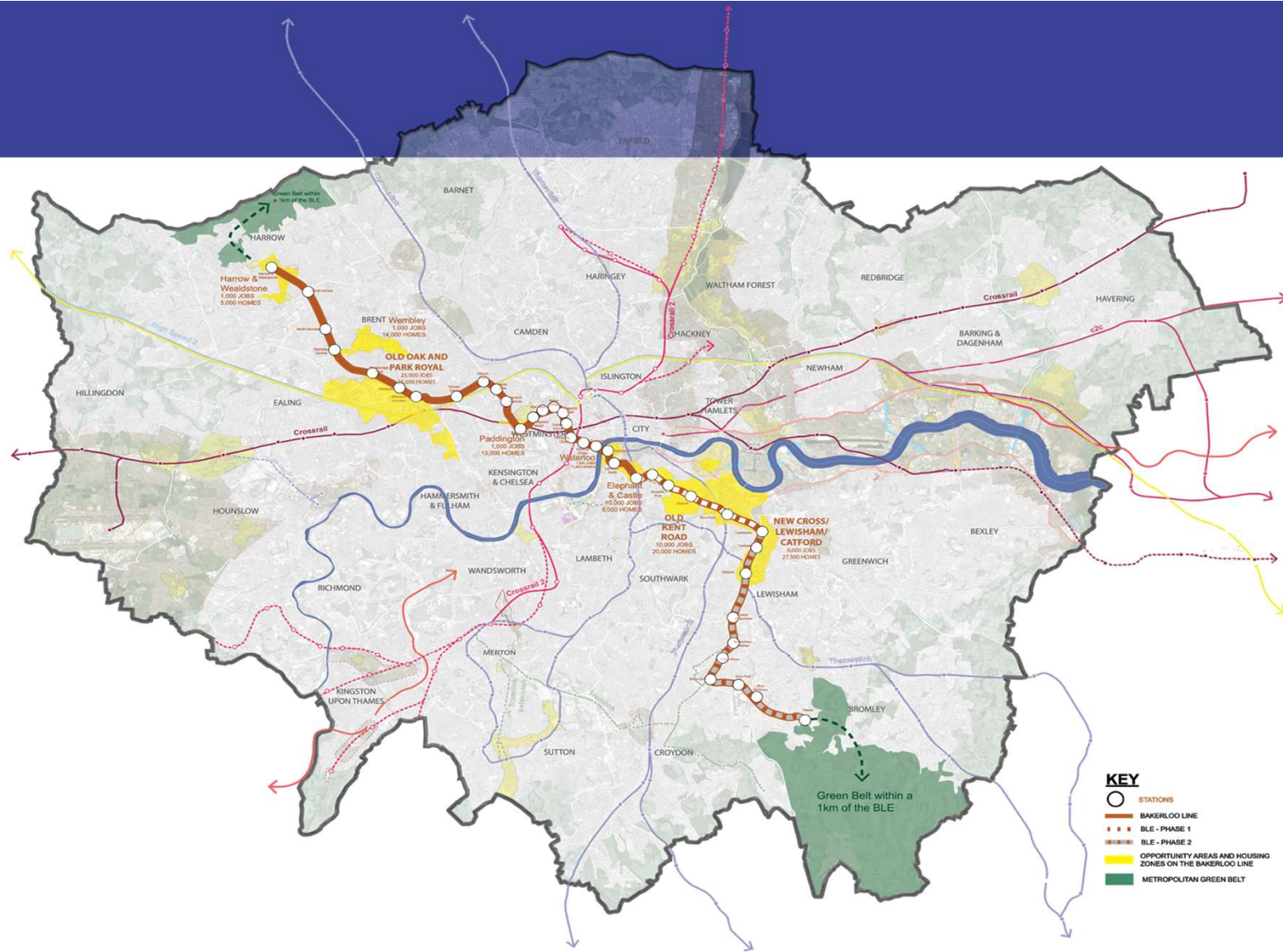
LGA Public Affairs Workshop

Lucy Bannister, Policy & Public Affairs Manager
Anna Reid, Interim Policy & Public Affairs Officer

11 April 2024

Agenda

- 1. Background**
- 2. Phase One: Getting political commitment**
- 3. Phase Two: Funding to make it happen**



Phase 1:

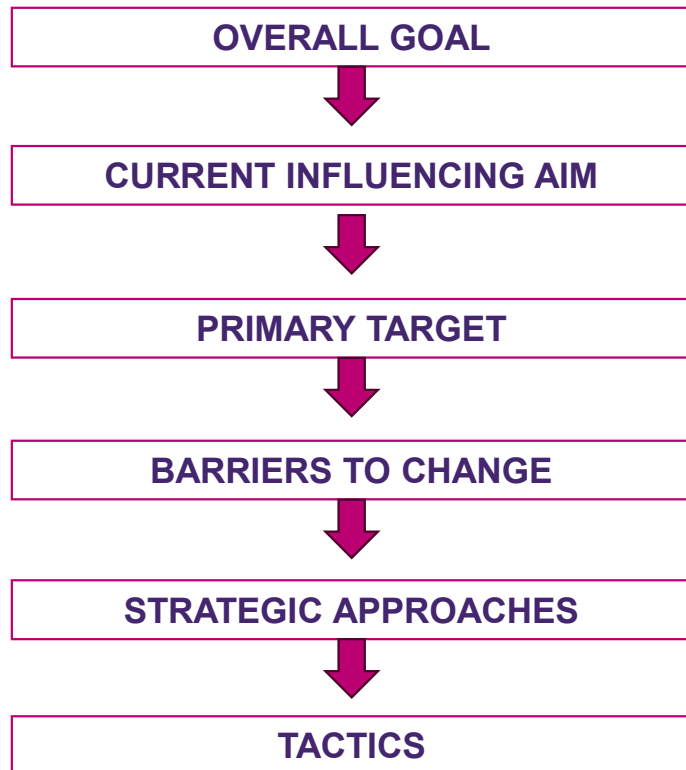
Getting
political
commitment

Back
the Bakerloo

BacktheBakerloo.org.uk



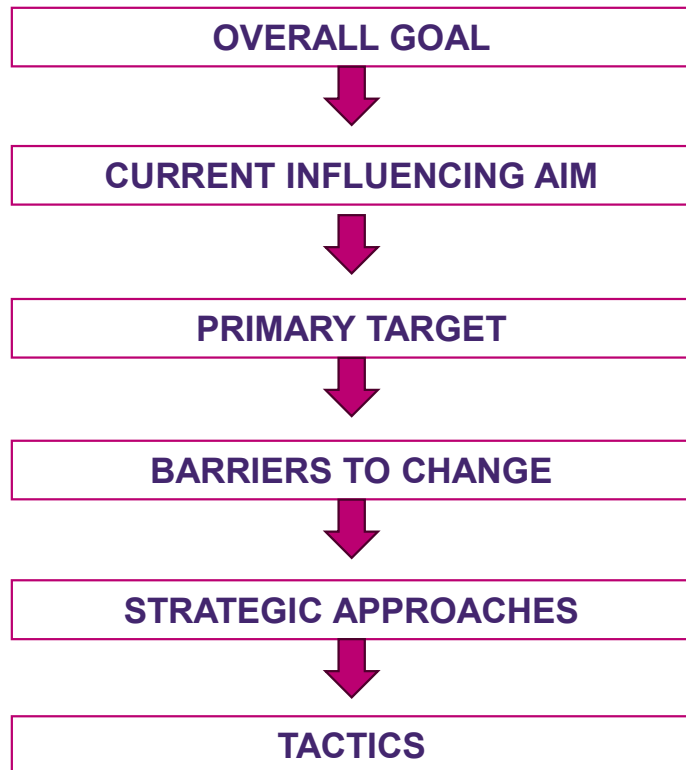
Strategy development



- **Overall goal**
Securing the Bakerloo Line Extension to unlock homes, opportunities and connection for our residents.
- **Current influencing aim**
Get political & financial commitment to the project from the Mayor of London, TfL and the government.
- **Barriers to change**
 - Long term investment – keeps being kicked into long grass.
 - A lack of political pressure for firm commitment.
 - Lots of other competing priorities

Perfect conditions for a public facing campaign!

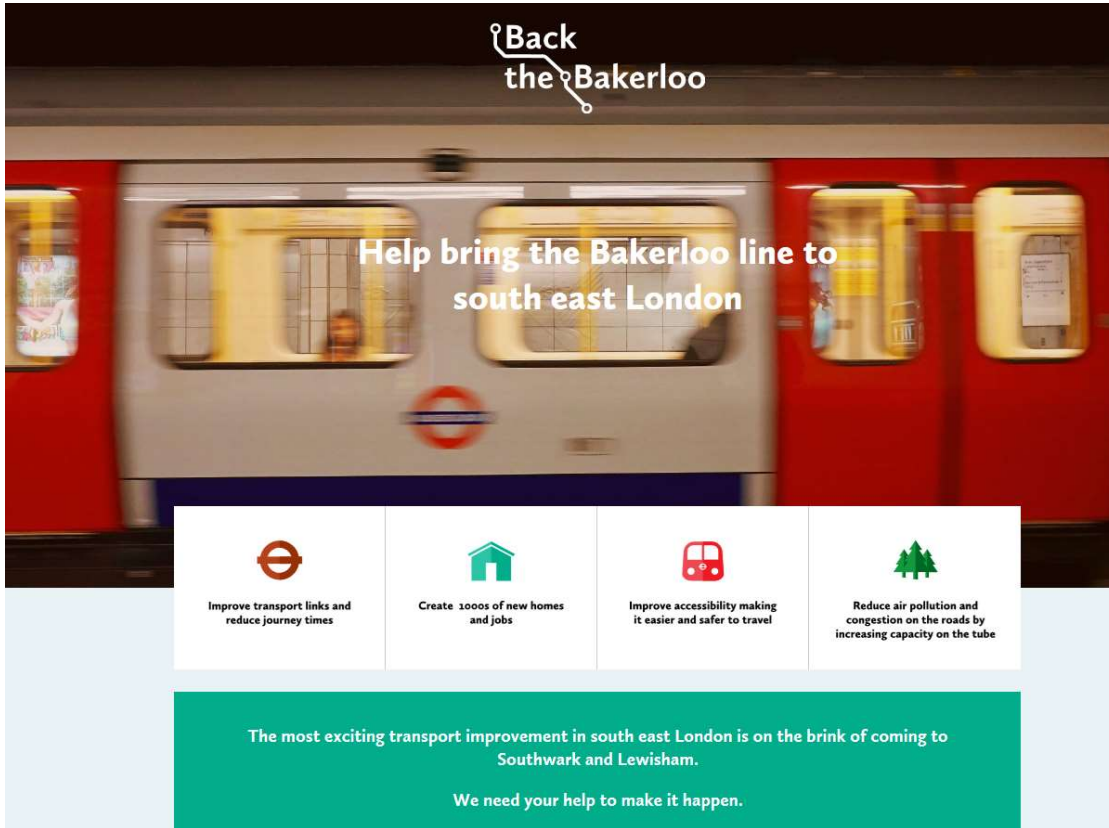
Strategy development



Our strategic approaches

- Build and evidence public support and excitement to increase political pressure on local politicians and the Mayor of London.
- Mobilise a broad alliance of supporters to build momentum behind the project.
- Deliver a drumbeat of activity with consistent messaging and branding to maintain energy.

Demonstrating support & building pressure



Back the Bakerloo

Help bring the Bakerloo line to south east London

- Improve transport links and reduce journey times
- Create 1000s of new homes and jobs
- Improve accessibility making it easier and safer to travel
- Reduce air pollution and congestion on the roads by increasing capacity on the tube

The most exciting transport improvement in south east London is on the brink of coming to Southwark and Lewisham.

We need your help to make it happen.

Sign up to back the Bakerloo!

First Name*

Surname*

Postcode*

Email address*

- Are you a local resident?
- Are you a local business owner?
- I agree to share this information with Southwark and Lewisham Councils

This form collects your name and email address so that we may respond to you easily. This information will never be sold, rented or given to any third party. The data given on this form is strictly for our own use. If you are happy to share your details with us you must first confirm by checking the box above.

Sign Me Up!

A recognisable brand



Back
the Bakerloo



Back
the Bakerloo

The Bakerloo line extension from Elephant and Castle to Lewisham will transform the lives of thousands of people who live and work in Old Kent Road.

Back the Bakerloo to make sure it happens!

BacktheBakerloo.org.uk

- Better transport links
- 1000s of new jobs and homes
- Improved accessibility
- Reduced pollution and congestion

Public & local engagement



Running from Elephant & Castle all the way to Harrow & Wealdstone, the Bakerloo line has been a trusty transport vessel for Londoners since 1906. Now Southwark and Lewisham Councils have announced a call to...

The campaign aims to c... and New Cross Gate. S... London areas more acc...

The extension would he... services from New Cros... billion, are part of a wide... to Southwark Council) w... 10,000 new jobs and at...

Sound good? Whether y... your Crofton Park, you c...



You Can Help Bring The Bakerloo Line To South-East London

Back the Bakerloo campaign

Back the Bakerloo is a joint campaign between Southwark and Lewisham Councils – the two boroughs with most to gain from the proposed extension – to get the whole of London backing it. You can show your support for the elongation of the brown line by signing up on the website.



Brenda Dacres @Brenda_Dacres · Aug 22, 2018
Click & sign up to Back the Bakerloo Line extension to Lewisham, Catford, Lower Sydenham & beyond. This will bring improved transport links, new jobs & more homes.

Click & sign up to [#BackTheBakerloo](#)
backthebakerloo.org.uk



Leo Pollak @Leo_Pollak
1000s of new homes and jobs, reduced congestion & air pollution, better connections to the rest of London are all within reach.
Join @lb_southwark & @LewishamCouncil and tell us why you'd #BackTheBakerloo down the Old Kent Rd
backthebakerloo.org.uk/?utm_content=

Building a coalition of allies



AVANTON:



Ramping up the pressure



Johnson Situ @JohnsonSitu · Aug 31, 2018

Over 5000 people have signed up to the [#BackTheBakerloo](#) campaign. If you haven't yet signed up, still time to show your support for this vital transport improvement. Click the link below to read more about the campaign and to sign up.

Evening Standard. London Lifestyle Showbiz Homes & Property ES Magazine
WEEK 7 OF THE YEAR

Boris Johnson urged to provide money to pay for £3bn Bakerloo line upgrade

ROBEY DALL / City Hall Editor / Monday 16 October 2017 10:11 / 4 comments

A **Bakerloo** line extension was today demanded by a cross-party group of politicians and business chiefs.

They urged the **Prime Minister** to provide government funds for the £3 billion scheme, which he supported while he was mayor.

Transport for London wants to extend the line into south-east London from **Elephant and Castle**, with two new stations in Old Kent Road and at New Cross Gate and Lewisham.



Back the Bakerloo Line Campaign picks up pace

by Tom Parker / February 1, 2019 / LEAD STORIES, LEWISHAM, POLITICS, TRANSPORT / No Comments



Bakerloo Line. PIC: Tom Parker

A much needed extension to the Bakerloo line could finally be coming to South East London. After years of consultations, plans and lobbying, the campaign, backed by London Mayor Sadiq Khan is stepping up awareness in the hope it can secure funds for the project.



Photograph: J M Ritchie / Shutterstock

Londoners back Bakerloo line extension to Lewisham (and beyond)

TfL's consultation is overwhelmingly in favour of the development

SE London Chamber @SELondonChamber · Oct 22

The Bakerloo line extension will tackle London's housing crisis and support growth. As [#TfL](#) opens public consultation, we fully support the [#BackTheBakerloo](#) campaign's call to [@BorisJohnson](#) to get behind the project and make it happen.



Boris Johnson urged to provide money to pay for Bakerloo line upgrade
A Bakerloo line extension was today demanded by a cross-party group of politicians and business chiefs. They urged the Prime Minister to provid...
[standard.co.uk](#)



Janet Daby @JanetDaby · Oct 24

Last week [@TfL](#) launched a consultation on extending the Bakerloo line to [#Lewisham](#) and [#Catford](#). This would improve transport links and unlock opportunities for social homes and jobs

Today I asked [@transportgovuk](#) ministers to [#BackTheBakerloo](#) and help fund the scheme.



extension. Will the minister commit to exploring funding options
0:13 2.5K views

Outcome

Nov 2020

- TfL released their 2019 consultation report, showing 89% support.
- A concrete plan with political commitment, reliant on funding.

Dec 2020

- The government gave route 'protected status'.

TfL part funding new ticket hall – project is in construction!

Phase 2:

Funding to
make it
happen



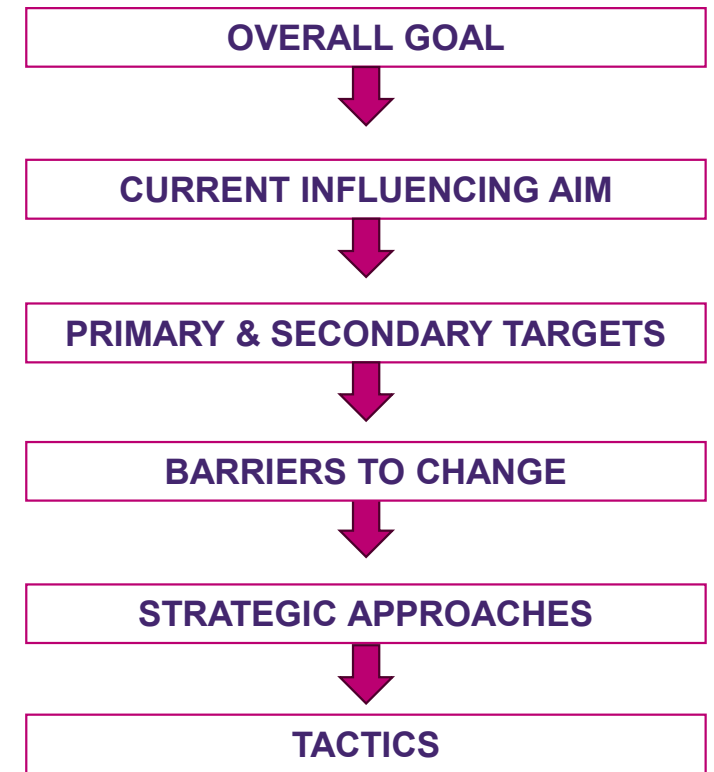
Influencing strategy: a reassessment

- **New aim**

The Bakerloo Line Upgrade & Extension is a long-term campaign with various steps required to achieve the overall goal.

- **Changing political landscape**

An election year & shifts in the polls may change who the decision-maker is & what they think.



Influencing strategy: a brainstorm

- **Collaboration of internal & external stakeholders**
- **Assigned tasks to facilitate small group discussions**
- **Clarified & confirmed group conclusions**

COULD WORK FOR US

- Increasing economic growth
- Progress on manifesto commitments to Net Zero
- Existing infrastructure

TARGETS

Shadow Government

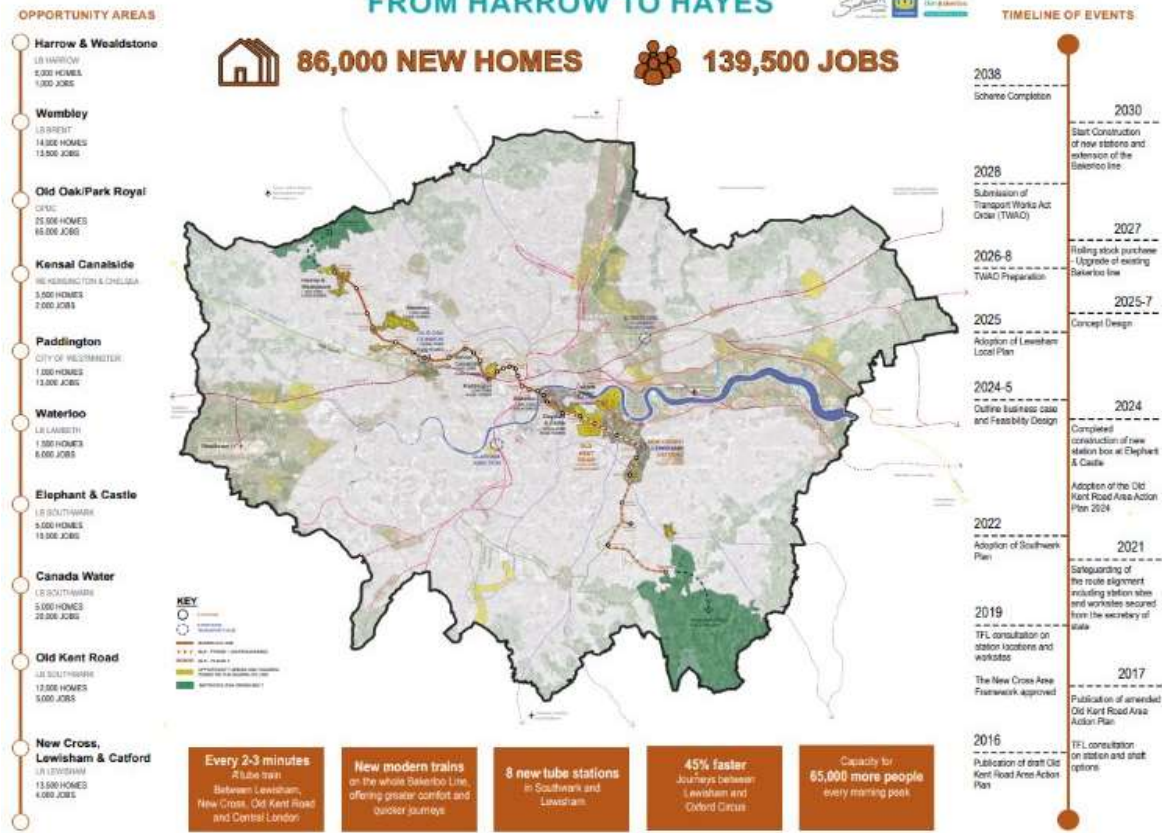
Mayor of London

COULD WORK AGAINST US

- Demonstrating fiscal responsibility to voters
- Focus on levelling-up the North
- Recent large infrastructure failures - HS2

Campaign materials refresh

THE BAKERLOO LINE UPGRADE & EXTENSION FROM HARROW TO HAYES



Campaign materials refresh

The Bakerloo Line Upgrade and Extension

From Harrow to Hayes



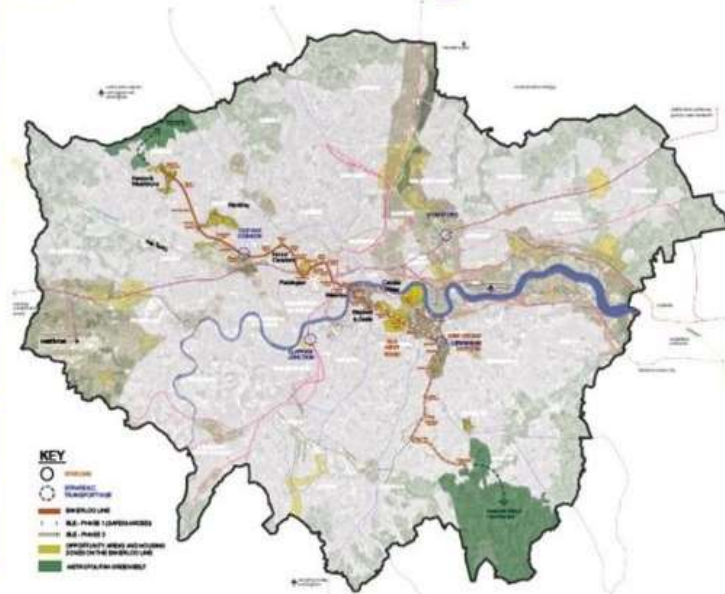
Central London Forward



- £1.5bn GVA per annum – driving growth across the UK
- Trains every two minutes
- 20% reduction in energy consumption
- 150,000 new public transport trips
- 28,000 fewer car trips daily
- 14 new tube stations across the line
- More space for 65,000 trips in each direction

107,000 new homes

150,000 new jobs



Launch: economic impact report

- **Commissioning**

Strategic approach: Persuading our targets the project benefits align with their aims.

- **Parliamentary Launch**

Strategic approach: Building & demonstrating a pan-London, cross-country & cross-party alliance.



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