
Masks Workshop - Draft Notes

Morsley Andrew (Director of LU Planning) <Andrew.Morsley@tube.tfl.gov.uk>

Fri, Aug 6, 2021 at 3:32 PM

To: contact <contact@guardiansofthearches.org.uk>

Cc: Harrison Daniel <DanielHarrison1@tfl.gov.uk>, Lovatt Daniel <DanielLovatt@tfl.gov.uk>

Hi Leni,

Many thanks for the comprehensive write up of the session, which we found really helpful. I'd agree that it was positive to be exploring the issues together in a constructive way, and I really do hope that will help us to build trust moving forward.

I've begun the process of distilling the emerging questions, concerns and suggestions, and engaging with the relevant parts of TfL to explore what is possible. I'll update you further next week and give you a view at the point of when it would be realistic to communicate findings.

Best wishes

Andrew

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LU Planning

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From: contact <contact@guardiansofthearches.org.uk>

Sent: 04 August 2021 23:04

To: Morsley Andrew (Director of LU Planning) <Andrew.Morsley@tube.tfl.gov.uk>; Community Leader <londonunderground@guardiansofthearches.org.uk>; cbutler@cafeprompto.co.uk; guido@thecoffeerun.net; Ameen Pirbai <pirbai@gmail.com>; Y66kub123@gmail.com; freshfinance (null) <Freshfinance@aol.com>; Cezel@changeplease.org; halyardcoffeeshop@gmail.com; lagunablu04@yahoo.co.uk; John@moloko.coffee; Lovatt Daniel <DanielLovatt@tfl.gov.uk>; Harrison Daniel <DanielHarrison1@tfl.gov.uk>

Subject: Masks Workshop - Draft Notes

Thank you for the workshop session this evening. It was really helpful to understand the challenges we all face and the barriers that exist for LU too as often it's easy to point fingers or pass bucks but actually figuring out solutions can be hard work. It was also great to have the open dialog in an informal way. It's a slightly alien concept for us as tenants to work collaboratively with our landlords when we are so used to the only interactions being ones of high tension. I hope this will be the beginning of a new way of understanding one another, the tension will always exist however it shouldn't prevent progress and I feel immensely proud of how far we have all come and very excited about

how many great things we can achieve working together and building trust with a common goal to recover from this pandemic in the most sustainable way.

I've quickly typed up my notes as a bullet point list. I write using shorthand and don't often miss things but may have captured points out of context so please do let me know if there is anything noted that needs amendment so we can all have clear expectations.

There were a number of points made in the meeting in which you said you will take away and come back to us however there wasn't a firm commitment about how that response would be received. Can we clarify when the next meeting will be or how your findings will be communicated?

General points made:

- LU does not have control of the masks wearing policy.
- LU wishes for this meeting to be the first of workshops to understand better how issues impact tenants.
- Tenants who have access outside of stations need help to be visible within the wider community.
- Tenants have tried hard to tap into the local communities - those inside stations and on platforms cannot access this.
- General announcements of footfall are not accurately reflective of each station's impacts.
- Fear across retailers as to what they are permitted to communicate as there is lack of clarity of the rules.
- Worries about enforcement of masks at the gates and at entrances to shops.
- Not just about people understanding the rules, there is also public pressure on how to behave now and fear of judgement whilst traveling, looks or comments from strangers etc. Taking a sip of water from a bottle is different to enjoying a leisurely cup of coffee.
- LU is concerned about ensuring clear and simple messaging to commuters - they don't want to get into a communication trap of giving too many messages of different things that can complicate the priority message to commuters that mask wearing is a condition of carriage not law.
- Suggestion of a message - Be Safe & Hydrate including a visual image of a mask and coffee cup not just water bottle.
- Concern about the legitimacy of information of rules if signposted by retailers - commuters need a legitimate source of information, signage should be TfL or Mayor of London branded.
- Mask wearing enforcement will come by means of the station teams, revenue teams and cpos team that manage on street enforcement to deal with public, reminders and conversations, doesn't know if it will involve BTP. AM doesn't know how this will be finalised but will take this point away and provide a firmer picture. Tenant reported an incident which BTP made a customer feel uncomfortable about not wearing a mask.
- LU are working with their customer communications teams and government to try and plan for the future and help formulate sustainable financial models more broadly to understand their business for the future. LU believe that there will be messaging from the government to encourage footfall back to London, get workers back to offices but unlikely to see the impact until late Autumn (**post meeting note: how are you currently ensuring there is an SME tenant and business perspective in this work? Can your ISR Customer Advisory Group be part of the panel for consultation?**).
- There is confusing messaging in the media that footfall is back to 60% which does not reflect each station or impact to specific trades.
- Discounts are an interesting concept. would require retailers being willing to participate. Something to explore.
- LU interested in mask wearing options but concerns of complexity - interested to know if drink friendly masks have been trialled in other places or how it would work in practice.
- Tenants expressed that they need more Surveyor visibility within stations, that they are negotiating with surveyors often about footfall and the surveyor has not been to the station themselves recently which does not build confidence of their understanding of the situation on the ground.
- A collective CD & ISR tenant forum was proposed.
- AM will be spending further time out and about and looking forward to meeting tenants face to face over the coming months.
- Tenants requested to workshop some additional areas of concern including: Rent policies and rent options, fire safety, compliance and inspections and best practice.
- Tenants requested an independent study and financial analysis of footfall and impact to central London and buyer behaviour.

LU agreed will take away and consider:

- Commuter comms - Audio directive via TFL that its permitted and encouraged to drink while using the network.
- Commuter comms - Visual directive via TFL that its permitted and encouraged to drink while using the network - visual aids with coffee cups and masks not just water.

- Commuter feedback - LU to consider ways they can better understand commuter behaviours in relation to the enforcement of masks and eating/drinking on public transport (people feel "conditioned" & "judged").
- Advertising - A Boards within stations (temporary or otherwise) where possible.
- Mask Enforcement policy - Tenants requested consultation in the writing of this policy to ensure the SME perspective is considered.
- Drink safe masks and cups - TFL to provide drink safe masks and cups, available within ISR outlets for commuters who purchase beverages
- Tenants - permitted to put up additional signage to inform commuters its permitted to drink/eat while traveling
- Audit /Analysis of ISR footfall, commuter behaviours and spend - using an independent provider to understand the evidenced impact across Central London.
- TFL Business Tenants - discounts for commuters advertised via TfL. eg. Presenting an oyster card entitling a tenant supported discount. Commuter ticket sale and retail reward scheme.
- Commuter comms - Passengers don't always know what is available at what station - maps and signage is out of date - can there be more marketing available to help drive in-station spend.
- Discounted travel fares to encourage return to the city more days of the week - the more you travel a discount is applied to funds taken from the oyster card.
- LU will check if there is an end date on mask wearing.
- Suggestions: Drink safe cups and masks TfL branded to be available within ISR outlets - both sending a tfl message that its permitted to drink as its branded and masks to encourage compliance with policy.

LU committed to:

- LU is working hard to ensure the customer experience by tenants is consistent across the estate.
- LU will take tenant feedback to the wider TFL machine
- LU would like to continue working with tenants on a regular basis - DH & DL to discuss frequency and administration of workshops going forward. Bi-Monthly, minimum at quarterly going forward.
- LU to tap into their customer communications team 'pulse' to understand whether there is a way we can understand existing commuter behaviours better and what their drivers are.
- LU to work with GOTA & CD to put together a Customer Advisory Group for ISR - its critical that ISR are represented as a community as the impact of Covid is far greater for tenants with restricted footfall.
- LU to work with GOTA to workshop - Compliance and inspections
- LU to work with GOTA to workshop rent valuation models and payment options (to form the basis of rental policies for ISR in alignment with CD). Also considering how we are going to be operating post March 2022 and understand business health checks in a positive way.
- LU working on an app to digitally support community growth and adhesion - LU & CD to join up, trial in certain areas and see how efforts and learning can be shared so there is consistency of customer service across the estate.
- LU is currently working on a project regarding a wayfinding strategy to support retail outlets, this won't be ready in time for the urgent needs so DH will consider what can be done in the short term to support those tenants most affected by one way systems or passenger movement restrictions.

Post Meeting note:

- Tenants have asked that they are consulted and engaged actively in any development of a digital community concept. Anything that is built to 'help' them should have their input and feedback to ensure engagement.
- GOTA to research how other countries are responding with mask wearing and impact to the food and beverage industry.

Thanks again

Kind regards

Leni Jones

Managing Director

Please Note: I will be working reduced hours between 3 August - 30 September 2021.

For and on behalf of

Guardians of the Arches Limited

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CONTACT US:

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To schedule a call with a Guardians of the Arches Tenant Advisor or Director please email your estate support email address:

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