

AN ENDURING LEGACY

**The East London Line Group
and its work to achieve
a new regeneration railway**

Jonathan Roberts
13 October 2010

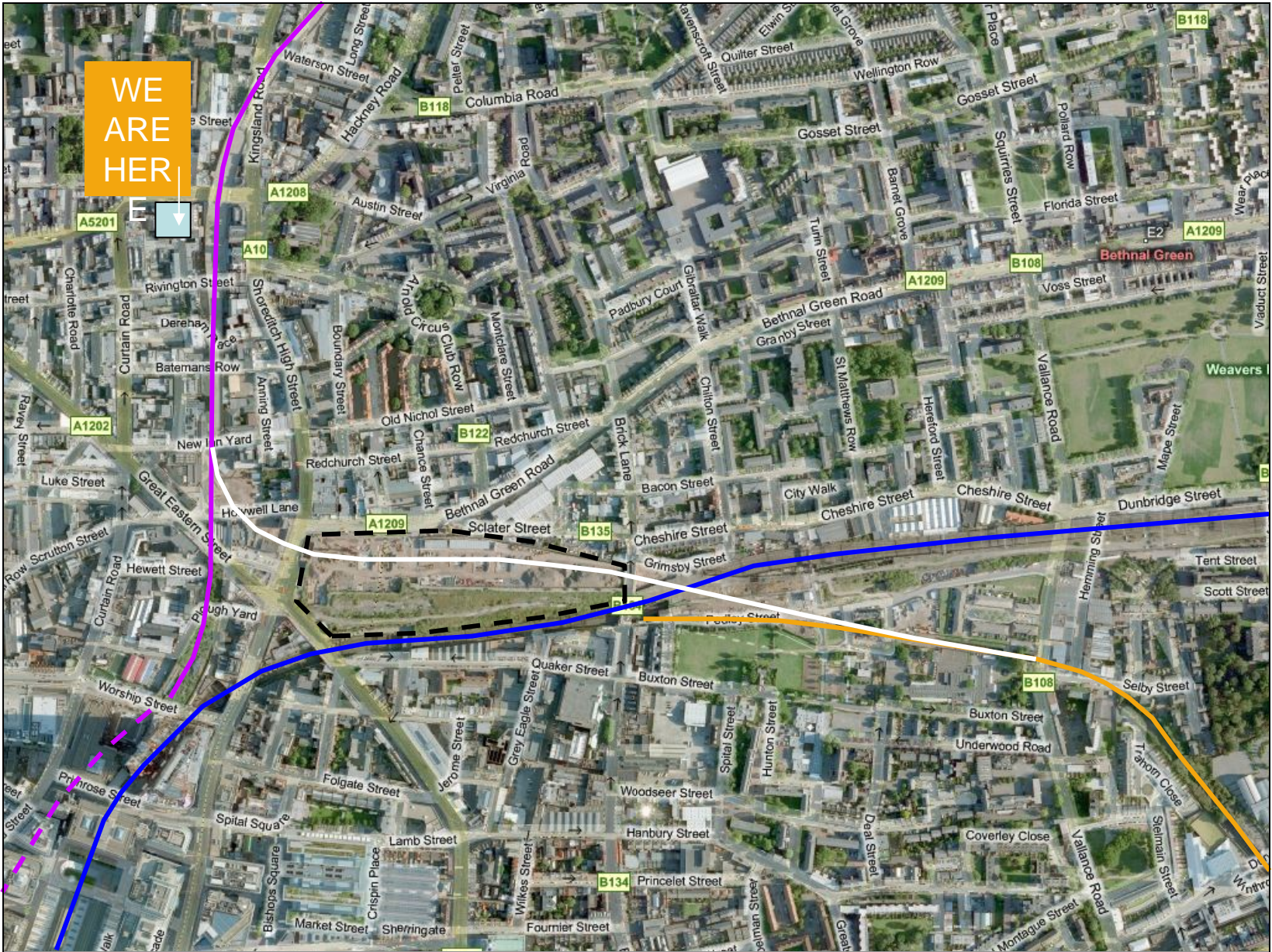
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WELCOME TO SHOREDITCH

The original source of the East London Line extensions project

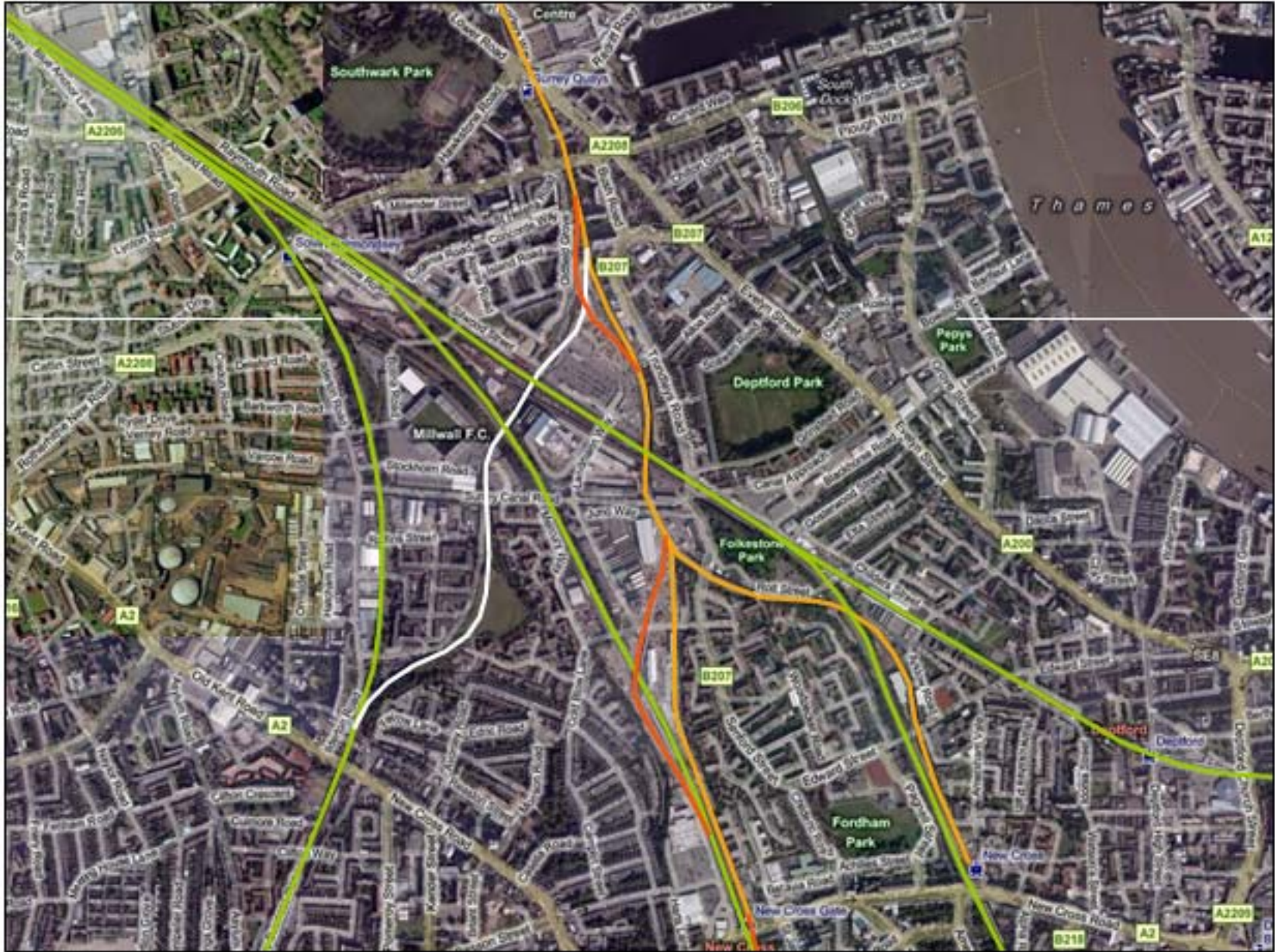


WE
ARE
HER





and Surrey Quays



WHY DID WE NEED AN ELLG?

- By 1988, scheme for expanded LU shuttle
- In LU business plans
- Developer support

But

- Nationalised LU constrained by government
- Funding shortfall
- Low project priority
- Low political and community awareness

ISSUES TO ADDRESS

Complex interfaces:

- Orbital project in a radial environment
- Project rationale hard to sell
- Government control of National Rail and LU till 2000
- Promoters: LU - Railtrack - SRA - TfL
- Is public or private money to be invested?

ISSUES TO ADDRESS

Complex politics:

- Two nationalised industries LU and BRB
- BRB privatised after 1993
- No London-wide strategic authority till 2000
- Changes in political control and priorities

So the Group had to work with changing objectives and organisations



INITIAL MEMBERSHIP

- Boroughs
- Developers
- Training and regeneration interests
- Observers and Friends

MAKING THE CASE

- Part of London's spending decisions
- ELLG to make a strong case at local, regional and national level
- There must be a valid transport rôle
- **That won't win go-ahead on its own**
- Orbital's perception needs changing
- What will win approval and funding ?



MAKING THE CASE

- A clear mission
- Planned, managed and sustained lobbying
 - arguments
 - audiences
 - advocacy

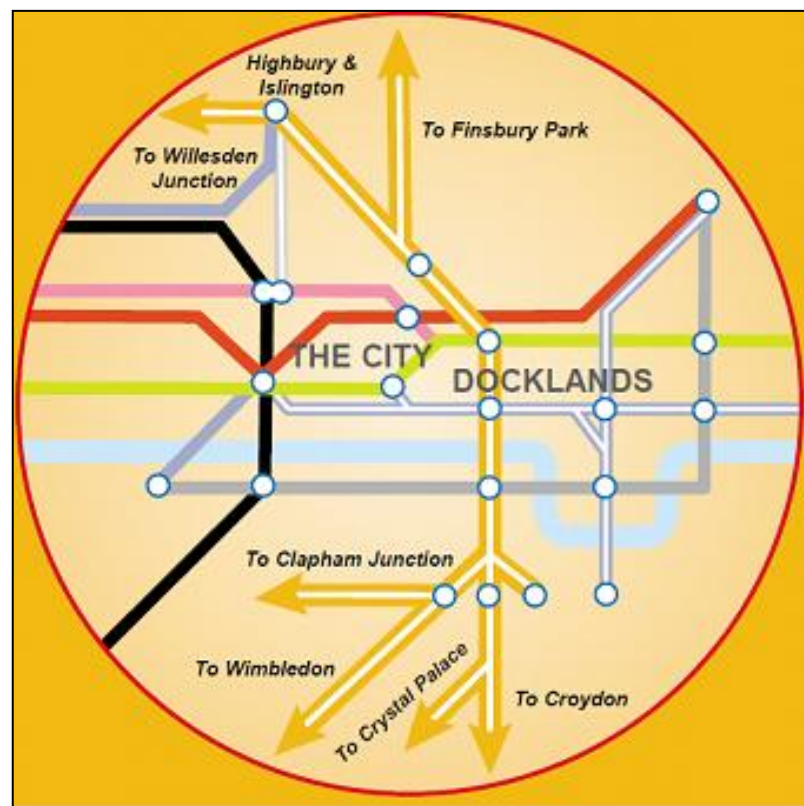
ARGUMENTS

- Transport
- Deprivation and regeneration
- Economic growth
- Sustainability and communities
- latterly, 2012 Olympic Games

ARGUMENTS

Transport

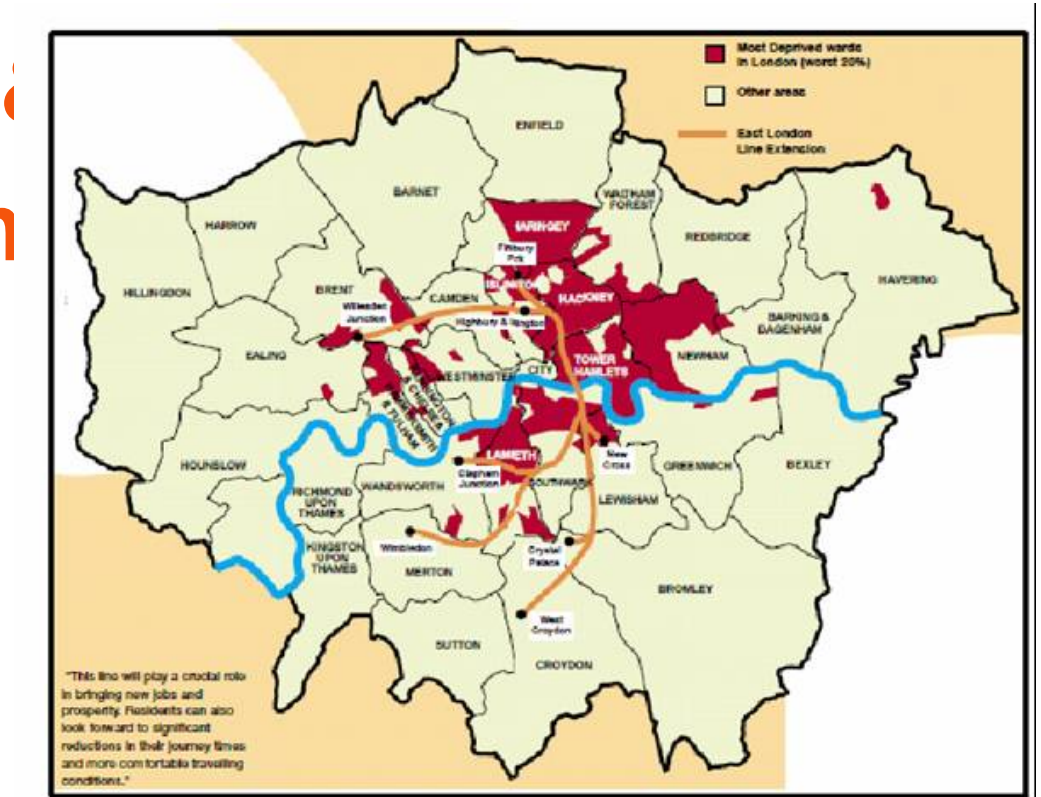
- access to jobs and skills
- efficient use of network capacity
- Central London relief
- journey time savings
- resilience if travel disruption



ARGUMENTS

Deprivation & regeneration

■ worst 20% deprivation areas in London



ARGUMENTS

Economic growth

- Docklands a strong stimulus
- attracts new jobs
- in inner London
- serves expanding local populations



ARGUMENTS

Sustainable communities

- high densities at main interchanges
- cross-suburb metro
- reduces car use
- free up central rail capacity
- train efficiency



ARGUMENTS

Olympic Games 2012

- relieves key interchanges
- better access
- resilience
- central capacity
- ELLG also sought use of Hackney East curve

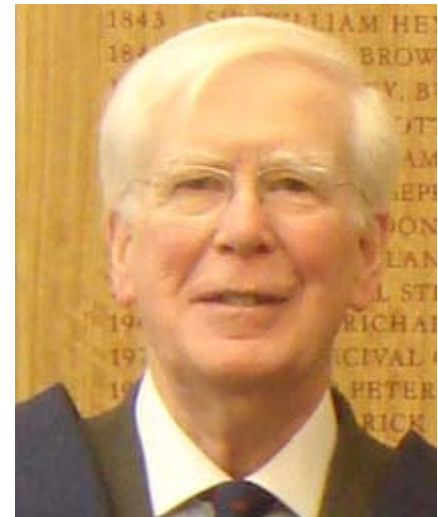


AUDIENCES

- Politicians (local, regional, Parliament)
- Transport businesses
- Government Departments,
Government
Office for London
- Mayor of London / GLA from 2000
- London, local and technical media
- Community interests along the line

ADVOCACY

- ELLG - a good organisation to be effective
- Influential chairmen
- Local Authority secretariat
- Political and technical consultancy support
- Membership fees
- Clear mission



Archie Galloway OBE



ADVOCACY

- Briefing to politicians and media
- Advocacy within London
- Supportive lobbying to assist project
- Evidence base for forward plans and policies



HOW TO ENGAGE THAT ADVOCACY?

WHAT A RAILWAY NEEDS

Project rationale



Powers



Promoters



Funding



Route/service options



Political go-ahead



Business case



Build



Design



Operators



and supporters throughout

MAIN EVENTS TO 1995

- Develop Group's own perspective
- Back Northern Extension TWO
- Emerging LU PFI / JV proposals
- Thames Tunnel

VIA RAILTRACK TO SRA

- Continue pressure for Northern powers
- Press case during rail privatisation
- Support Southern scheme and powers
- Labour Government from 1997

A LARGER SCHEME – MORE ELLG MEMBERS

- More boroughs
- New partners
- But fewer developers after 1994



2nd GREATER LONDON (2001-2005)

- SRA, Mayoral and London Rail project priority
- Bishopsgate crisis 2001-2003
- Phase 1 go-ahead in 2004
- ELLG Phase 2 consultation and lobbying

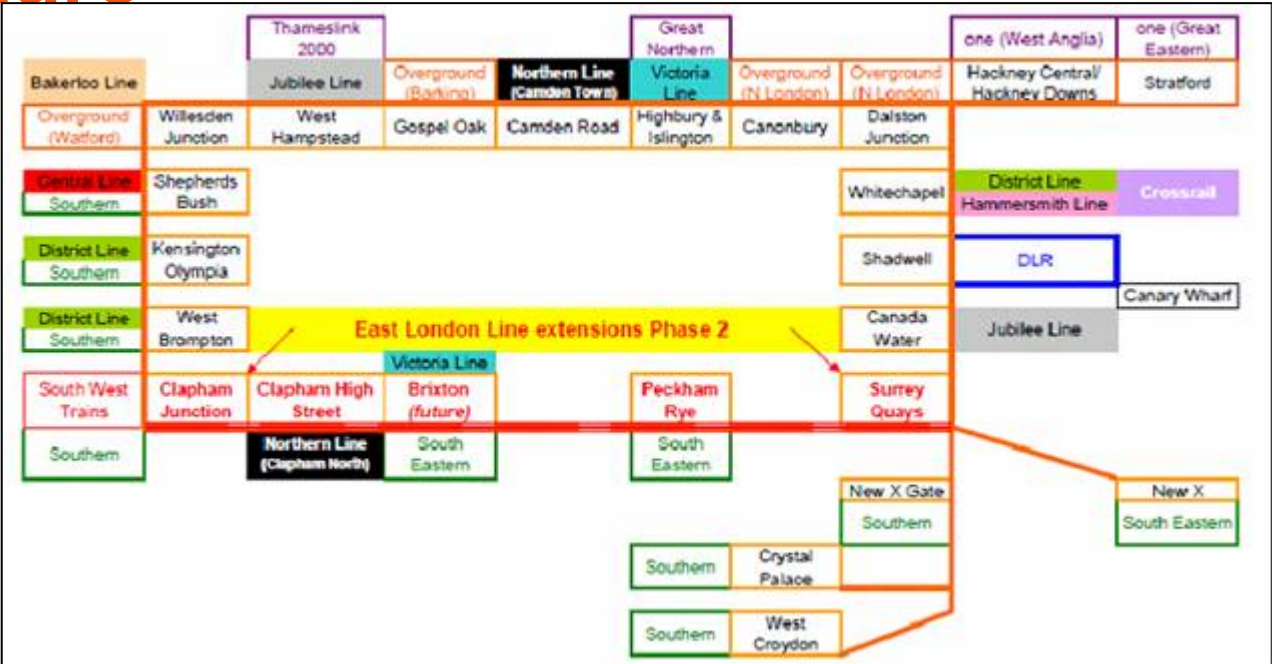
FULL CIRCLE (2006-2010)

- GLA 2006 supports orbital completion
- Mayor approves Highbury
- London Overground established 2007
- Surrey Quays-Clapham OK after delay

ELLG disbands after 2010 AGM

LONDON'S NEW ORBITAL

The main interchanges – now and future



IT'S A START – NOT THE END

- The Railway isn't perfect
- Scope to improve orbital network
 - o services
 - o frequencies
 - o stations
 - o interchanges
- High value for money
- Do-able
- Affordable
- Interchange examples

ELLG LEGACY

- 20-year campaign and exemplar
- Inner London now 'on the map'
- Relevance to other schemes
- New LA 'Orbital London Group'
- ELLG records archived, book published today



LESSONS FOR OTHER SCHEMES

Internal processes

- Management and operational structure
- Funding for your own operations
- Be professional and evidence-based
- Work with current policies, political structures
 - even if you have differences of opinion
- Actively involve local and regional bodies, officers and politicians in your deliberations

LESSONS FOR OTHER SCHEMES

Building blocks

- Incorporate into key local, regional and national policies
- Expand your rationale beyond transport
- Consider why others might support you from their standpoints
- Project promoter is vital
- Maintain excellent working relations

LESSONS FOR OTHER SCHEMES

Campaigning - what options are there?

- Perfect is the enemy of the affordable
- Assess project and opportunities – political, planning and funding calendars
- Consider main project funding
- Ensure benefits understood by decision makers

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