
From: John Boyle
Sent: 07 May 2007 10:55
To: David Mackay (david_mackay [REDACTED]) Matthew Crosse; Neil Renilson; Susan Clark
Cc: Willie Gallagher
Subject: CONFIDENTIAL ; Post Election Council of War : TRAM STRATEGY
Attachments: 2007 Election Manifesto Commitments on Transport.doc

Willie is very keen to have a Council of War tomorrow morning at 0930 and asked me to check your availability for a meeting in the boardroom to discuss our political strategy for TRAM taking account of the results of the Holyrood and Council elections.

Can you please let me know your availability to attend?

As has now been announced, Lib Dems last night rejected any coalition with SNP which included a commitment to a Referendum.

SNP now have 12 Members on Edinburgh Council, viz
Norman Work (Ward 1 Almond)
Ronald Cairns (Ward 2 Pentland Hills)
Colin Keir (Ward 3 Drum Brae/Gyle)
Steve Cardownie (Ward 4 Forth)
Stuart McIvor (Ward 5 Inverleith)
Nick Elliott-Cannon (Ward 7 Sighthill/Gorgie)
David Beckett (Ward 11 City Centre)
Deirdre Brock (Ward 12 Leith Walk)
Rob Munro (Ward 13 Leith)
Stefan Tymkewycz (Ward 14 Craigenfinny/Duddingston)
Tom Buchanan (Ward 16 Liberton/Gilmerton)
Michael Bridgeman (Ward 17 Portobello/Craigmillar)

Attached, for info, is a summary of the various party manifesto commitments on transport.

Although circumspection militates against the production of a written strategy document, there will obviously be a number of elements including

Congratulatory letters from WG to individual elected members and to group leaders offering bespoke briefings "Generation" of appropriate briefing material – ideally to have Edinburgh Council publish a 4 page newsheet (we wouldn't be allowed to buck the declared policy commitment of SNP to "scrap the tram", as so prominently highlighted on the Kenny MacAskill battle bus). This would show and justify sunk costs to date, highlight vital role of transport to secure economic growth, emphasise future transport demand, clearly demonstrate that bus only solution (favoured by SNP) would work, summarise new investment in trams elsewhere in UK and in European capitals (also showing where trams are life expired e.g. Kiev) etc.

Similarly encourage as many external agencies (CBI, SCDI, FSB, Edinburgh Business Assembly, universities, colleges and other institutions) to campaign for tram.

Get Willie invited to make presentations to or be invited to lunch with boards of major city companies and institutions (SEEL, RBS, HBOS, SESTRANS, Council members of CBI and of SCDI, collectively and individually) and to Influencers' events created by Edinburgh Chamber, SCDI and others.

Brief policy researchers and inner cabinets in all political parties

Present to new all party transport committee of Holyrood and, earlier, to new chairperson.

Promote and publicise benefits of tram via media, education system, council communications, local authority channels (COSLA)

Maintain positive support of individual candidates who were not re-elected.

Build on relationships within individual parties.

Although the above is couched in general terms, you will appreciate that to be too specific on any of the above could give hostages to fortune.

Willie feels that having this small council of war would be an important first step.

Please let me know if you can attend Willie's meeting tomorrow.

Yours aye

John

John S. Boyle
External Relations Director

tie Limited
Verity House
19 Haymarket Yards
Edinburgh
EH12 5BH

Tel:

Fax:

Mob:

