

## **Commercial Partnerships – Site Visit Report**

### **Old Street Tube Station**

**May 28<sup>th</sup> 2024**

#### **Station Description:**

Following the success of the Circle to Search campaign, Samsung have contacted us about their new phone launch. A flip phone and a fold phone. The campaign would span advertising and in station activation.

They have the idea of a station rename for Old Street to Fold Street for a short-term media activation to attract press and social media attention and make their advertising campaign stand out.

The station itself serves the Northern Line and connects to Network Rail, above ground a road improvement scheme has been completed and these works provided the perfect opportunity for TfL to complete a major upgrade to the station, this includes existing retail services within the old subways.

The stations serves Moorfields eye hospital, partially sighted customers are a critical consideration for this activation.

#### **Attendees:**

Chris Chance & Deborah Snowdon (TfL Commercial Partnerships)

James Bertoli (TfL Station Manager)

#### **Potential opportunity (subject to site survey)**

Through the use some of of vinyl the station façade, external and internal roundels, line diagrams, platform friezes, stair risers, signage and non-standard adverts will create the short-term photo opportunity and storytelling of the partial station rename from Old Street to Fold Street.

#### **Purpose:**

- Assess site for feasibility for activation considering station development project, station operations, customer flow.
- Assess impact on protected groups.
- Identify sites/spaces for implementation of activation.
- Identify risks and discuss mitigations

#### **Critical considerations for Implementation:**

- Old Street is in the final stages of a major redevelopment programme. There is currently a lot of hoarding, harris fencing and project work on site, some of which might still be in situ in July
- The station itself does not get handed back to LU until September 2024 meaning there will be additional stakeholders to consult with
- As ownership will not be finalised until September approvals may take longer
- Access – there will be a need to confirm how access to site is managed, it is likely to be under the Project Team's control, if so, we will need to find out if there is a maximum number of contractors allowed on site at any given time

- The Delivery and Risk components of this site report are based on experience from previous activities, any formal review, whether planning, safety or legal requirement should be completed by someone with the appropriate accreditation
- There is a lot of vinyl being proposed, installation may take two or three days to complete, Samsung Circle to Search involved two of TfL's suppliers, meaning some elements of the creative will be exposed prior to the official 'go live' date

### **Critical considerations for Accessibility:**

Accessibility consideration for all customers will be factored into the development and implementation of the activation to ensure their journey is not compromised in any way.

Based on lessons learned from Burberry Street and considering the partially sighted customers using the station, the following measures will be taken:

- No more than 50% of internal signage will be changes.
- Cross track roundels/signage will be unchanged.
- Train announcements will be unchanged.
- PA announcements will be limited to 3 per hour and only in the ticket hall (not at platform level)
- External roundels will be unchanged.
- There will be an exclusion zone from the gate line to the Moorfields Hospital exit (exit 4) with no changes.
- Ambassadors will be present in the station for the duration of the activation to aid/guidance to any customers who may be confused/having trouble.
- There will be no changes to signage on the step free area.
- There will no floor vinyl's
- All creative to be approved by Head of Design to ensure compliance with disability standards.

### **Additional EQIA Considerations**

#### **Consideration of the impact of the proposed 5-day activation on the barriers**

- Connectivity to the community
- Overcrowding
- Crime and fear of crime
- Lack of information, especially real time information
- Physical and infrastructure barriers
- Lack of awareness from staff or other passengers
- Affordability, which can limit job prospects or social integrations.

From the site survey the risk of barriers being impacted are

**Overcrowding:** in spaces where customers may stop and take photographs of changed roundels. Mitigation is that significant signage changes will be in locations where there is space for customers to stop, to be advised by station manager.

**Lack of information:** the temporary signage may be a barrier. Mitigations are to limit signage changes to maximum of 50%, not change cross track signage, ensure no change to train and in station name PA announcements, provide stewards in the station to aid customers and ensure all staff in station and neighbouring stations are fully briefed.

### Consideration of the impact of the 5-day activation on the protected groups

- Age
- Disability
- Gender reassignment
- Pregnancy and maternity
- Race
- Religion/ Belief
- Sexual orientation
- Marriage and civil partnerships

From the site survey, the group most likely to be impacted is Disability, in particular those who are partially sighted. The station serves Moorfields Eye Hospital.

- Mitigations to ensure the activation does not impact them are:
- Maintain exclusion zone of no activity from gateline to Moorfields Eye Hospital exit
- Limiting signage changes to a maximum of 50% of signage
- No changes to cross track signage
- No changes to in train announcements
- In station PA announcements will state it is Old Street
- Stewards present in station to aid customers.
- Brief Moorfields Eye Hospital

### Revision Changes from V1 to V2

- Date of changes 18.06.2024 – recorded in **green**
- All stair risers removed from scope (FOLDST 4, FOLDST 6, FOLDST 8, FOLDST 10, FOLDST 19)
- External Totem removed from scope (ref, FOLDST 2)
- Removal of exit 4 name bar from scope as there will be no name bar in situ (FOLDST 7)
- Confirmation of number of frieze panels that can be used.
- PA Announcements added to the scope.
- Corridor leading to exit 4, Moorfields eye hospital added to scope (FOLDST 20)
- Corridor to Cowper Street exit added to scope (FOLDST 21)
- Bulk heads in the corridor to Cowper Street exit added to scope (FOLDST 22)
- Old Street Project Team have raised concerns.
- Additional customer risks identified.

### Assets and Considerations

Reference	Station:	Total
N127	Old Street Tube Station	

<p><b>FOLDST 1</b></p>	<p><b>Asset:</b> Main station entrance (Old Street West) – blue station name bar</p>	<p><b>1</b></p>
	<p><b>Delivery:</b> Install will require working at height possibly with scaffolding, this might also be required for the intrusive survey so will push productions costs up. The entrance is not yet completed therefore project team and sponsors will need to give their approval for the space to be used</p> <p>Need to ensure there is a robust cleaning regime in place to ensure there is no residue left following removal</p>	
	<p><b>Risk:</b> Station façades have been done before elsewhere on the network, so no immediate risk identified</p> <p>The project has raised concerns that if the station name bar is damaged during install or removal their programme will be seriously affected</p> <p><b>Mitigation:</b> Regular meetings with the Old Street Project Team</p>	
<p><b>FOLDST 3</b></p>	<p><b>Asset:</b> Step Free Access (Street to station) Lift and the main station entrance</p>	<p><b>1</b></p>
	<p><b>Delivery:</b> Lifts have been branded elsewhere on the network, North Greenwich for example, it will require working at height so production costs will be higher. We may also require Town and Country Planning consent from the local authority as any advertising will be street facing</p> <p>Need to ensure there is a robust cleaning regime in place to ensure there is no residue left following removal</p>	
	<p><b>Risk:</b> Town and Country Planning consent may take a while to be granted and it is not guaranteed.</p> <p>We must ensure that the lift is still clearly identifiable as a lift for those who require access to the station and not stand-alone-advertising</p> <p>The project has raised concerns that if the painted glass panelling is damaged in anyway during install or removal their programme will be seriously affected</p> <p><b>Mitigation:</b> Seek guidance from TfL Planning team and Head of Design re impact creative has on the lift itself</p> <p>Regular meetings with the Old Street Project Team</p>	

	Ideally – remove the lift from scope of project to mitigate customer and project risk	
<b>FOLDST 5</b>	<b>Asset:</b> Cowper Street station entrance – blue station name bar	<b>1</b>
	<b>Delivery:</b> The entrance is not yet completed therefore project team and sponsors will need to give their approval for the space to be used.  Need to ensure there is a robust cleaning regime in place to ensure there is no residue left following removal	
	<b>Risk:</b> Station façade's have been done before elsewhere on the network, so no immediate risk identified  The project has raised concerns that if the station name bar is damaged during install or removal their programme will be seriously affected  <b>Mitigation:</b> Regular meetings with the Old Street Project Team	
<b>FOLDST 9</b>	<b>Asset:</b> Cowper Street entrance, glass panels around the entrance	<b>9</b>
	<b>Delivery:</b> Whilst the station entrance isn't large it may still require a cherry picker and/or scaffolding for the survey, installation and removal.  With that amount of glass and unknown weather conditions it is hard to know how the vinyl will perform in terms of its effectiveness to stick to the glass  Need to ensure there is a robust cleaning regime in place to ensure there is no residue left on the glass and/or panels upon removal.	
	<b>Risk:</b> Town and Country planning consent is likely to be required as the creative will be street facing and is very close to the highway  Safety – the creative, if impactful, might distract drivers on what is a very busy highway  The project has raised concerns that the glass panels have an anti-graffiti film on them and following removal of our vinyl's this will be damaged  <b>Mitigation:</b>	

	<p>The creative will only be in situ for 48 hours</p> <p>TfL's design team to advice on the creative</p> <p>Consult with SHE team re: Safety</p> <p>A J Wells to undertake a test to see if the removing of vinyl's will impact existing anti-graffiti film</p> <p>Regular meetings with the Old Street Project Team</p>	
<b>FOLDST 11</b>	<p><b>Asset:</b> Columns in the Tube ticket hall on the unpaid side</p>	6
	<p><b>Delivery:</b> There are seven columns in total, one has a bin secured to it with railings around it, so this has been omitted. The tiles are mosaic and there are two silver aluminium bands wrapped around each column to create the contrast required for partially sighted customers, this means there will not be a smooth finish</p> <p>Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p>	
	<p><b>Risk:</b> Creative needs to comply with disability regulations</p> <p><b>Mitigation:</b> TfL' Design Team can advise on DDA and safety requirements and approve creative meets with these prior to installation.</p>	
<b>FOLDST 12</b>	<p><b>Asset:</b> Blank wall space on the paid side of the ticket hall, 2/071, where a non-standard advert could be created</p>	1
	<p><b>Delivery:</b> Non delivery issues envisaged, these types of adverts have been installed across the entire network</p> <p>Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p>	
	<p><b>Risk:</b> No risks identified, station staff advise this will not impact customer experience/flow</p> <p><b>Mitigation:</b> N/A</p>	
<b>FOLDST 13</b>	<p><b>Asset:</b> Small section of Cable management System (CMS) on the paid side of the ticket hall, 2/071</p>	1

	<p><b>Delivery:</b> Delivery should be straight forward, watch person may be required due to the height</p> <p>Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p>	
	<p><b>Risk:</b> The creative might distract customers heading for the escalators taking them to the platforms</p> <p><b>Mitigation:</b> Remove from scope</p>	
<b>FOLDST 14</b>	<p><b>Asset:</b> Space on an existing way out sign on the paid side just before you reach the gate-line</p>	<b>1</b>
	<p><b>Delivery:</b> No delivery issues envisaged</p> <p>Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p>	
	<p><b>Risks:</b> No risks identified</p> <p><b>Mitigation:</b> N/A</p>	
<b>FOLDST 15</b>	<p><b>Asset:</b> Existing platform line diagrams of which one is in passageway 4/210 between the LU and NR platforms and there are 4 platform line diagrams, two at each of the platform entrances</p>	<b>5</b>
	<p><b>Delivery:</b> No delivery issues envisaged</p> <p>Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p>	
	<p><b>Risks:</b> No risks identified</p> <p><b>Mitigation:</b> N/A</p>	
<b>FOLDST 16</b>	<p><b>Asset:</b> Old Street roundels on Platform 1 &amp; 2</p>	<b>12</b>

	<p><b>Delivery:</b> The platform roundels are the old glass panelled versions that used to be illuminated. The entire panel can be covered in vinyl and there are metal plates underneath that could be used for the brands identity or message</p> <p>Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p>	
	<p><b>Risks:</b> Customers might be confused as to whether they have reached Old Street or not if they exit the train and see 'Fold Street'</p> <p><b>Mitigation:</b> Maximum of 50% of roundels will be changed, the track side will not be affected, and train announcements will also remain the same</p> <p>Frieze above changed roundel will not change</p>	
<b>FOLDST 17</b>	<p><b>Asset:</b> 'Old Street' Platform frieze panels that run the length of both platforms 1 &amp; 2, there are 23 on P1 and 24 on P2</p>	<b>47</b>
	<p><b>Delivery:</b> The frieze runs the entire length of the platform, and the panels could also be changed to show 'Fold Street', either individually or combined above the platform roundels</p> <p>Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p> <p>Samsung have bene offered the use of every other platform frieze 23 in total as well as the use of PA announcements to support the partnership</p>	
	<p><b>Risks:</b> Customers might be confused as to whether they have reached Old Street or not if they exit the train and see 'Fold Street'</p> <p>If that many platform friezes are to be used there is a risk that those around a roundel that say Fold Street will occur which could confuse customers exiting the train</p> <p><b>Mitigation:</b> Not all platform friezes will be changed, maximum of 50% and train announcements and PA announcements will be unchanged</p> <p>Frieze and roundel changes will alternate</p>	



<p><b>FOLDST 18</b></p>	<p><b>Asset:</b> There are four platform benches on each of P1 and P2</p>	<p><b>8</b></p>
	<p><b>Delivery:</b> The tiled area behind each bench could be used to display a non-standard advert</p> <p>Note: - The wooden bench itself cannot be wrapped as the section 12 fire rated vinyl is not suitable for such installations</p> <p>Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p>	
	<p><b>Risk:</b> The platforms at Old Street are very small and the station does become busy in the peaks, if the creative is impactful enough to encourage customers to stand back and take photos the safety risk of someone falling onto the tracks will increase significantly</p> <p><b>Mitigation:</b> As with the Samsung Circle to Search partnership, the platform option needs to be reviewed by TfL's Head of design and SHE prior to implementation to advise on risk.</p>	
<p><b>FOLDST 20</b></p>	<p><b>Asset:</b> Panels Corridor leading to exit 4, Moorfields eye hospital</p>	<p><b>8</b></p>
	<p><b>Delivery:</b> Need to confirm with the project team if the corridors are finished or are to be tiled</p> <p>Project have confirmed the walls are finished but have only been rendered</p>	
	<p><b>Risk:</b> This exit is heavily used by customers heading for Moorfields eye hospital, any install must not distract hospital signage and the creative needs to have significant contrast not to impact on partially sighted customers</p> <p>Walls could be damaged during the installation and/or removal</p> <p>The project has raised concerns that if the walls were damaged during installation and/or removal their programme would be seriously affected</p> <p><b>Mitigation:</b> This will be an exclusion zone from the gate line, there will be no change to any part of this exit</p>	
<p><b>FOLDST 21</b></p>	<p><b>Asset:</b> Panels Corridor leading to Cowper Street exit</p>	<p><b>8</b></p>

	<p><b>Delivery:</b> Need to confirm with the project team if the corridors are finished or not</p> <p>Project have confirmed the walls are finished but have only been rendered</p>	
	<p><b>Risk:</b> Walls could be damaged during the installation and/or removal</p> <p>The project has raised concerns that if the walls were damaged during installation and/or removal their programme would be seriously affected</p> <p><b>Mitigation:</b> Regular meetings with the Old Street Project Team</p>	
<b>FOLDST 22</b>	<p><b>Asset:</b> Bulk Heads in the corridor leading to Cowper Street Exit</p>	<b>2</b>
	<p><b>Delivery:</b> Need to confirm with the project team if the corridors are finished or not</p> <p>Project have confirmed the walls are finished but the aluminium panels form part of the station CMS and if damaged they cant be replaced individually</p>	
	<p><b>Risk:</b> The project has raised concerns that if the panels were damaged during installation and/or removal their programme would be seriously affected</p> <p><b>Mitigation:</b> Regular meetings with the Old Street Project Team</p>	
<b>FOLDST 23</b>	<p><b>Asset:</b> Large floor space on the right, at the top of the risers from the ticket hall at the entrance to exit 4</p>	<b>1</b>
	<p><b>Delivery:</b> Need to ensure there is a robust cleaning regime in place to ensure no residue following removal</p>	
	<p><b>Risk:</b> Creative could become a slip or trip hazard if it becomes wet or damaged Floor vinyl can cause challenges for partially sighted customers</p> <p><b>Mitigation:</b> Floor vinyl's removed from scope.</p>	


**Images of Assets**

**FOLDST 1**



**FOLDST 3**



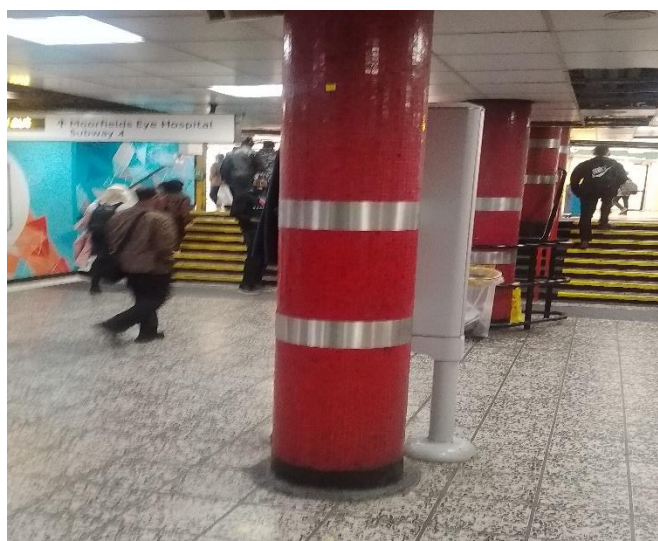
**FOLDST 5**



**FOLDST 9**

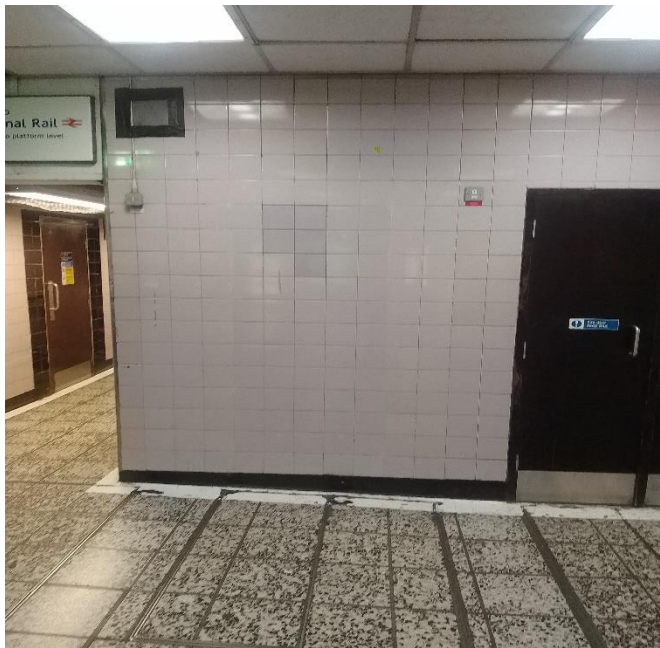


**FOLDST 11**

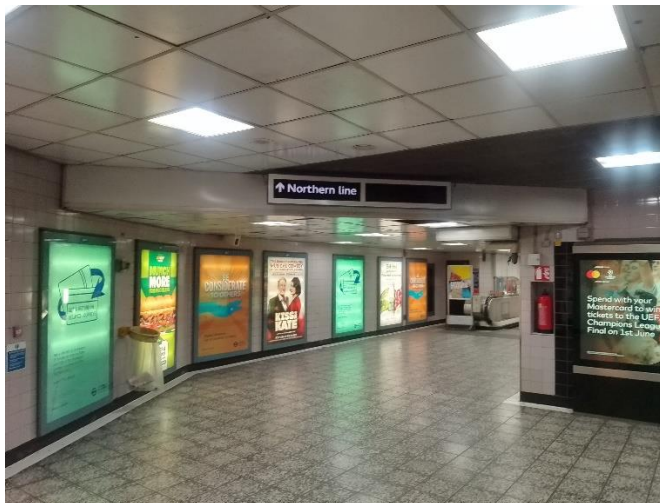




**FOLDST 12**



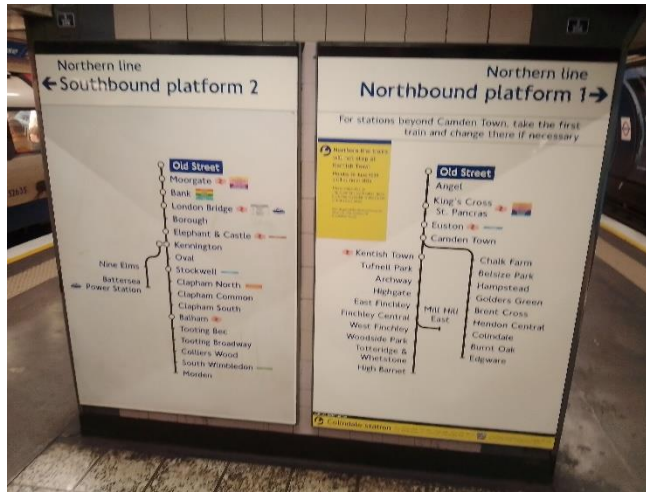
**FOLDST 13**



**FOLDST 14**



FOLDST 15



FOLDST 16



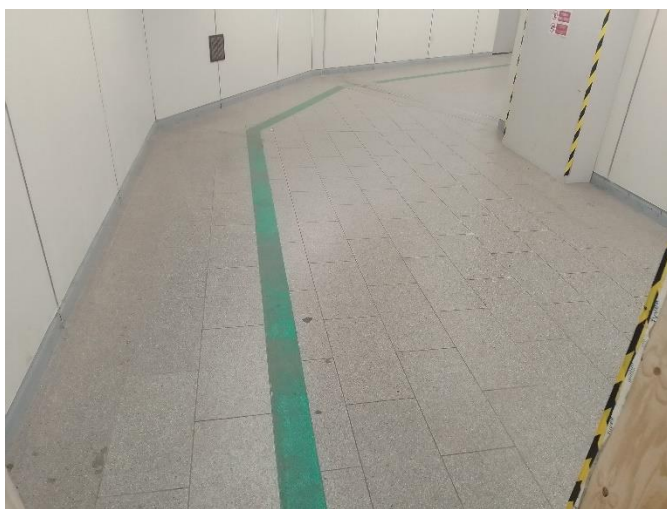
FOLDST 17



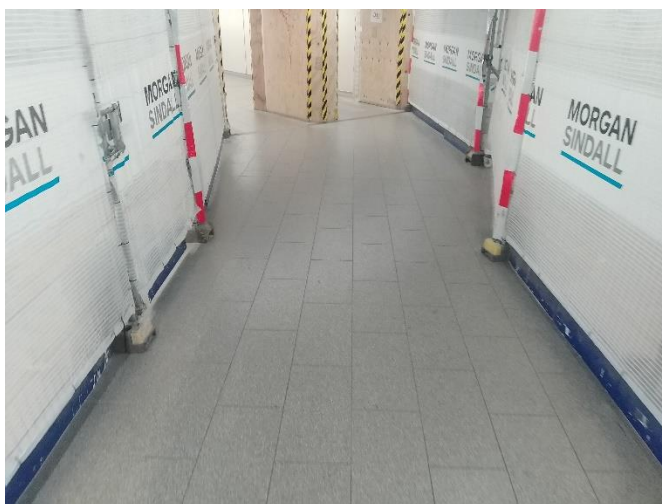
**FOLDST 18**



**FOLDST 20**

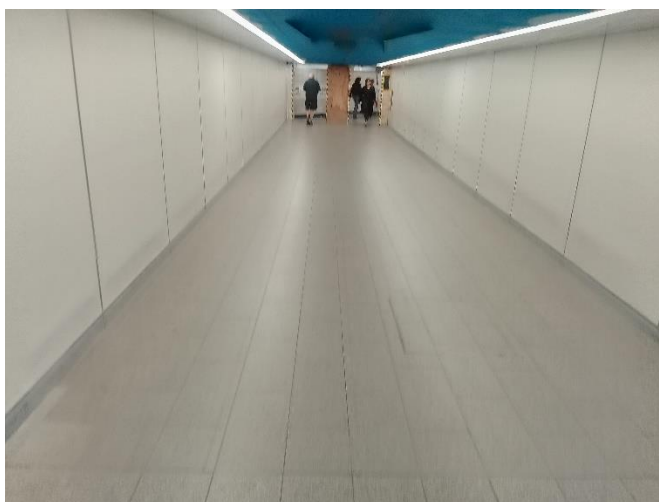


**FOLDST 21**

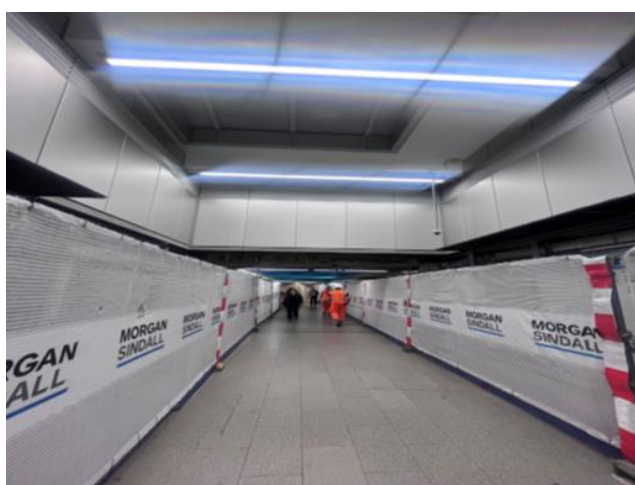




Samsung Fold Street July 2024 – Version 2



FOLDST 22



FOLDST 23

