



MINUTES

Project:	London Overground Line Naming
Meeting:	Integrated Project Delivery Team Meeting
Date:	02 November 2023
Time:	10:00 – 11:00
Location:	Via Microsoft Teams

In Attendance	Role
Sumaiyah Moolla (SM, Chair)	Customer Experience
Alex Cook (AC)	Customer Information
Ally Routledge (AR)	Government Relations
Ben Bloom (BB)	SAE
Benjamin Lyon (BL)	Governance Manager
Bethany Whiteoak (BW)	Customer Information
Charlotte Cox (CCo)	Customer Experience Manager
Christopher Nash (CN)	Customer Experience
David Edwards (DE)	Press
Edith Boakye (EB)	Project Manager
Hanna Kops (HK)	User Experience / Digital Rep
Hannah Davenport (HD)	LCP
James Doncaster (JD)	Marketing
[REDACTED]	Arriva
Jon Hunter (JH)	Design
Julie Dixon (JD)	Project Sponsor
Lola Williams (LW)	Project Officer
[REDACTED]	ARL Project Manager
William Cooper (WC)	Corporate Communications

Apologies	
Alexander Harlow	Marketing
Chris Carter	Contact Centre Operations
[REDACTED]	RfL
Dharmina Shah	Corporate Affairs
Emily Butler	Government Relations
Gordon Thomas	Fleet
Joe Jolly	Employee Communications
Kirsten Hearn	Government Relations
Paul Simon Edwards	Fleet
Rajdeep Ghatora	Concession management (London Overground)
Rosie Rogers	Social Media
Shumirai Mavunga	Fleet
Simon Burrows	CRM
Stephanie Doyne	CSO Office (Advisor to Alex Williams)
Victoria Wilson	Corporate Communications

1. Welcome & Apologies
1.1 SM welcomed the group to the meeting and gave a quick run through of the agenda items.



2. Sponsor's Update

- 2.1 JD gave an update on where we currently are with the final names. She stated that following on from the meetings with the Deputy Mayors and Mayor, the feedback is that people are comfortable with half of the names. They have asked that we look and review the other half of the names and come back with more options.
- 2.2 JD further stated that she has a catch-up with DNCO to go over the original longlist of names and will be pulling that material together for further conversations with City Hall next week.
- 2.3 SM added that the process has been iterative and following the feedback from City Hall we have to carry out some more work on the naming.
- 2.4 JD further commented that although there is no clarity on when we announce the final names, we will need to move very quickly once we do have the final names. She stated that although we had pencilled in February for the final names' announcement, there might be a push from City Hall to announce the names before Christmas or much earlier to avoid any leaks and FOI requests.
- 2.5 SM also added that there is a Comms Subgroup meeting later in the day where VW will be taking the group through the date options that have been put together by the project team.
- 2.6 BB asked if the decision to release the names at a quick pace is mostly driven by City Hall and if this has been flagged as a risk as once the names have been announced it will be difficult to reclaim the narrative.
- 2.7 JD confirmed that the announcement of the names is a City Hall decision. She further stated that there will be ample opportunities to celebrate the names post the pre-election period.

3. Procurement Update

3.1 Cartography Framework

BW gave the latest update on the Cartography Framework supplier. She stated that the Customer Information team are in the process of appointing a new supplier. This will enable the updates to all the map artwork products. The contract award has been decided internally and the contract award is due to go to the (Commercial Approval Meeting) CAM board for approval and final sign off on Monday the 6th of November. Provided that there is sign off from the CAM board, the contract award letter will be issued out immediately.

The plan is to have the Cartography framework supplier appointed before Christmas. BW further stated that the current framework does have an extension until the 14th of February, so it will be handed over to the new the cartographer by then.

JH added that the timeline for onboarding the supplier will not have an impact on the programme.

3.2 Station Signage

EB gave an update on the latest state of play on signage procurement, she stated that this went out to tender on the 23 October with returns excepted back on the 09 November. She further stated that she is working closely with the Procurement team to ensure that there is no impact on the commencement date of the 20 December.

Once the supplier is in place on the 20 December, the onboarding session will be held with them in January 2024 and then they can proceed with the survey work.



SM added that the once the supplier is onboard, they will carry out the survey of the 113 Overground stations and this will be done between January and March 2024.

JH pointed out that because the Signage procurement contract is happening later, there is a possibility that the delivery date will be later than originally planned.

BW added that they have met with both suppliers and have highlighted the expectation of a delivery date in autumn.

4. Push Notifications for Line Status

4.1 HK gave a presentation on some of the interim improvements on TfL Go that will affect Overground. She stated that they are currently looking at bringing in line notification into TfL Go. This would mean that customers could opt-in to receive push notifications on TfL Go for line disruptions.

4.2 She further added that this piece of work will enable customers get clear and focused messaging on their specific lines.

5. Operational Readiness

5.1 EB stated that we have engaged with the Operational Readiness team to determine what their role will look like on the project. A scope of work has been issued to the team highlighting some of the activities for them to consider. The team has also been asked to look at the management of the end-to-end training process and the logistic around this.

5.2 The have also been asked to look at ways of promoting the training materials once there are developed.

5.3 SM explained that the Operational Readiness team are an internal TfL team that were previously LU but are now Pan TfL. The team will be helping to bridge the gap between all TfL modes and also train operators.

6. Freedom of Information Process

6.1 LW shared that the project team are currently working on the FOI process for the project and stated that once this has been firmed up it will be shared with the group.

7. AOB

7.1 None noted.

Date & Time of Next Meeting

The date of the next meeting was noted as 16 November 2023, 10:00 – 11:00 via Microsoft Teams.