



MINUTES

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

In Attendance	Role
Sumaiyah Moolla (SM, Chair)	Customer Experience
David Edwards (DE)	Press
Simon Burrows (SB)	CRM
Edith Boakye (EBo)	Project Manager
Lola Williams (LW)	Project Support
Hannah Davenport (HD)	LCP
Stephanie Doyne (SD)	Corporate Affairs (Advisor to Andy Lord)
Christopher Nash (CN)	Customer Experience
Victoria Wilson (VW)	Corporate Communications
Benjamin Lyon (BL)	Governance Manager
Rosie Rogers (RR)	Social Media
Chris Carter (CC)	Contact Centre Operations
Bethany Whiteoak (BW)	Customer Information
Alex Cook (AC)	Customer Information
Christian Summers (CS)	Marketing
Ben Bloom (BB)	SAE
Julie Dixon (JD)	Project Sponsor
Jon Hunter (JH)	Design
Shumirai Mavunga (SMa)	Fleet
Hanna Kops (HK)	User Experience / Digital Rep
Rajdeep Ghatora (RD)	Concession management (London Overground)
Kirsten Hearn	Government Relations
DNCO Reps	
Cristina Melo (CM)	Project Manager
[REDACTED]	DNCO
Lizzie Anders (LA)	Client Director
Simon Yewdall (SY)	Strategy Director
Dharmina Shah	Corporate Affairs
William Cooper	Corporate Communications
Apologies	
Ally Routledge	Government Relations
[REDACTED]	RfL
Emily Butler	Government Relations
Gordon Thomas	Fleet
[REDACTED]	Arriva
Joe Jolly	Employee Communications
Paul Simon Edwards	Fleet
Emma Davies	Senior Advisor
Esther Johnson	LCP
[REDACTED]	ARL Project Manager
1. Welcome & Apologies	



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

2. Community & Stakeholder Engagement Progress Update

2.1 LA gave a brief update regarding the filming and recording of the creative workshop. She stated that she has a meeting scheduled with Paul from Visual Services on Friday to discuss this and get their buy-in.

2.2 CM gave a general overview of the status on the DNCO commission. She stated that the team has done a total of 5 expert interviews with 3 more confirmed for the upcoming weeks. CM further stated that on the stakeholder Interviews and engagement piece, they have had engagement with most people and more interviews have been scheduled. She also mentioned that she is awaiting confirmation on interview dates with IDAG which will then conclude all planned stakeholder interviews.

2.3 CM mentioned that the first creative workshop is scheduled for Tuesday (15th August) with 3 more scheduled for upcoming weeks. She informed the group that there have been no issues and that they have received great insights and interviews.

2.4 BS updated that the TfL Youth panel workshop was held earlier in the week and the feedback was very positive with active participation from the youth group. The creative exercise for next week was also tested with positive feedback. She also stated that as part of the creative workshop exercise, they are also running an idea generation piece. This exercise will further enable the identification of the different personality of each and help in supporting the naming of the lines.

2.5 SM asked what the number of participations in the workshops looks like. CM stated that the responses vary for each of the workshops, however, there are enough numbers to run each workshop. In groups where there is low response, new batch of emails are being sent out. 12-16 is the optimal number per workshop.

2.6 LA also stated they will make a call early next week around the numbers.

3. Sponsor's Update (incl. update on key decisions & from Steering Group)

3.1 JD gave an update from the Steering Group that was held earlier on in the week. She stated that the main discussions were around the options for a final phase of engagement/decision making. The 4 options discussed at the meeting were:

- Quantitative research through an agency
- Independent evaluation
- Large scale public poll
- No poll

3.2 JD stated that following the discussions, options 2 and 4 were identified as potential options. She stated that a call will be made on which option to go with once we've sighted the longlist.

3.3 She mentioned that there was also a discussion around the timing and content of the media event. A recommendation is that this is scheduled around the media event for the Mayor. However, the timings will be determined by which option is chosen for a final engagement/decision-making phase.

3.4 There was also a discussion around implementation approach for the signage and wayfinding, with a recommendation to take the "big bang approach". This approach consists of installing the physical updates on the network and then covering it with the current approach. The final signage will then be unveiled all at once on the network on an agreed date.

3.5 JD mentioned that the colours of the lines was also discussed at the Steering Group and that line colours have been confirmed and assigned to the lines. She also mentioned that considerations were taken to ensure that there are no clashes with the line colours of the Underground.



- 3.6 JH gave a brief presentation of the Overground line colours. He also stated the BW had presented the early work to IDAG and suggested another presentation to show the updates. **ACTION:** Setup session with IDAG to present updates.
- 3.7 HK also shared a slide showing how the Overground and Underground lines are interacting with each other. JH stated that he will share the asset with the group with an ask for this not to be forwarded outside the group. There are also ongoing discussions with the RDG on how the Rail & Tube map will appear to ensure that there are consistencies across all products.
- 3.8 CS asked for clarification around the announcement of the line names and the media event, and to confirm if these is still going to be planned as separate events. JD said the recommendation is for the media event and the announcement of the line names will be on the same day. **ACTION:** Confirm marketing expectation for press/media event.
- 3.9 Follow a question regarding the ongoing discussions around Thameslink, JD confirmed that Thameslink will not be removed from the Tube map unless there is a case for it.

4. Signage Procurement Update

- 4.1 BW gave an update on the signage procurement. She stated that the evaluation process for the signage tender is still ongoing and will be concluded at the end the week. Two responses have been received and these are being reviewed. Final supplier will be chosen at the end of the week, but there is a 10-day colling off period before they can be appointed.
- 4.2 BW further clarified that the signage will be installed with the existing vinyl on top so that customers will not realise the change until the official unveiling and announcement.
- 4.3 BW has stated that it will be good to have ARL and operational signoff and approval on the artworks for the signage before it goes to manufacture.

5. Project Management

- 5.1 EBo gave a brief update on the upcoming governance meeting dates and project activities. Upcoming key meetings are:
 - ExCo – 22nd August
 - Deputy Mayor – 29th August
 - Transport Planning – 31st August (if required)
- 5.2 EBo informed the group that the signage procurement brief is progressing for the press event.
- 5.3 EBo stated that there are a few stakeholder and expert interviews coming up. She also mentioned that we will be moving into the creative workshops from next week. The list of observers has been shared with DNCO. **ACTION:** Inform observers on their participation in the workshops.
- 5.4 EBo also confirmed that the virtual reality video is in draft and is going through the review process.
- 5.5 The feedback from the RDG meeting has been very positive. **ACTION:** Provide further update at next meeting.
- 5.6 EBo informed the group that there has been contact with the Fleet team, and a point of contact has is now established

Risks & Issues

- 5.7 No new R&I identified

Financials

- 5.8 EBo stated that scoping activities are still ongoing. Awaiting costs from Fleet and Arriva and the outcome of the signage procurement.



6. Minutes & Actions from the last meeting

6.1 The minutes from the last meeting were noted by the group, and the link to the recording from that meeting can be found as follows: [LO line naming - project delivery team meeting-20230810 100410-Meeting Recording](#)

7. AOB

7.1 None noted.

Date & Time of Next Meeting

The date of the next meeting was noted as 24 August 2023, 10:00 – 11:00 via Microsoft Teams.