



# MINUTES

<b>Project:</b>	London Overground Line Naming
<b>Meeting:</b>	Integrated Project Delivery Team Meeting
<b>Date:</b>	11 January 2024
<b>Time:</b>	10:00 – 11:00
<b>Location:</b>	Via Microsoft Teams

In Attendance	Role
Sumaiyah Moola (SM, Chair)	Customer Experience
Alex Cook (AC)	Customer Information
Alexander Harlow (AH)	Marketing
Ben Bloom (BB)	SAE
Ben Meredeen (BM)	Corporate & Public Affairs
Bethany Whiteoak (BW)	Customer Information
Charlotte Cox (CCo)	Customer Experience Manager
Chris Carter (CC)	Contact Centre Operations
Christopher Nash (CN)	Customer Experience
Edith Boakye (EB)	Project Manager
Hanna Kops (HK)	User Experience / Digital Rep
Hannah Davenport (HD)	LCP
Jon Hunter (JH)	Design
Lola Williams (LW)	Project Officer
Michael Leon (ML)	Operational Readiness
Prince Sharma (PS)	Customer Information
Rajdeep Ghatora	Concession Management (London Overground)
Rosie Rogers (RR)	Social Media
Simon Burrows (SB)	CRM
Stephanie Doyne (SD)	CSO Office (Advisor to Alex Williams)
Tom Tweddle (TT)	Corporate Affairs
[REDACTED]	ARL Project Manager
Victoria Wilson (VW)	Corporate Communications
William Cooper (WC)	Corporate Communications

Apologies	
Ally Routledge	Government Relations
David Edwards	Press
Jade Coles	Project & Programmes
Joshua Atkins	CRM
Julie Dixon	Project Sponsor
Kirsten Hearn	Government Relations
Shumirai Mavunga	Fleet
Emily Butler	Government Relations
Esther Johnson	Community Partnerships Specialist
[REDACTED]	Arriva Customer Information
Julie Dixon (JD)	Project Sponsor



**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 SM gave a brief update on governance and other senior level meetings. She informed the group that we have received positive feedback from the Deputy Mayors meeting. She stated that the next governance meeting is the Mayor's meeting on the 15 January.
- 2.2 To ensure that this goes smoothly, we have engaged with comms team at City Hall to help us shape the narrative and give confidence to the Mayor that all the necessary teams are engaged in the process.
- 2.3 There are now scheduled weekly meetings with the comms teams at City Hall, these includes Marketing, Partnership and External Affairs. These meetings will also be used to keep City Hall updated on the progress of events leading up to the media event.
- 2.4 SM also informed the group that another key meeting this month is with the Commission for Diversity in Public Realm (DiPR) on the 31 January. This meeting will be attended by Julie Dixon, Emma Strain and our colleagues from DNCO. The main purpose of the meeting is to get the Commission comfortable with where we've landed with the names by taking them through the narrative of the journey of the line names.
- 2.5 SM asked the group to reach out if there are any other teams or groups that needs to be added to the weekly comms meeting with City Hall. **ACTION**

**3. Comms and Engagement Planning for Launch**

- 3.1 VW gave an overview of the comms and engagement plan for the launch event. She stated that we are now in the pre-launch phase of the event.
- 3.2 She took the group through the presentation. Below are the key headlines from the presentation.
  - Day of Mayoral announcement
    - Line name announcement – national press & broadcast moment
    - Press release & stakeholder handling plan
    - Social media
    - Potential influencer routes
    - Stations toolkit
    - Online hub on TfL website
    - Customer email and message from the mayor
    - Marketing campaign
    - Staff comms
- 3.3 VW further mentioned that the comms team have now put together a status tracking spreadsheet for all the activities/deliverables in the comms plan and flag up any potential issues.
- 3.4 SM mentioned that we need to include as an instruction that the narrative and the stories for all visual assets to be badged with the hashtag “#LondonForEveryone”.
- 3.5 SM stated that VW is responsible for writing the overarching narrative for the comms plan and we we're going through sign off procedures and working with the TfL Publishing team to write up the stories. And once this has been signed off, this will form the basis of what all the channel owners will use to draft their individual content. This will ensure that alignment and consistency across the board.

**4. Project, Risks & Issues Update**



- 4.1 EB informed the group that the signage suppliers (AJ Wells and Links Signs) have now been awarded the contracts. The contract award was approved by CAM and the contracts have been sent to both suppliers for signing.
- 4.2 The kick-off meeting has been held with AJ Wells with the kick-off meeting with Links signs scheduled for later in the week.
- 4.3 EB further stated that we are working with VL to ensure that there are no access and security issues.

**5. Update on the Stratford Station session**

- 5.1 BW gave an update on the design validation session at Stratford Station. She talked the group through a presentation that detailed all the test that was done on the day.
- 5.2 The session had attendance from IDAG, Arriva and operational colleagues. She stated that the purpose of the visit was to validate the signage design approach and carry out tests in certain elements in situ on both the line diagrams and wayfinding signs. Below are the key points in the presentation:
  - Design validation
  - Lighting conditions
  - Shadowed artificial light
  - Simulation of visual impairments
  - Outcome of workshop

**6. Minutes & Actions from the last meeting**

6.1 None

**7. AOB**

7.1 None

**Date & Time of Next Meeting**

The date of the next meeting was noted as 11 January 2024, 10:00 – 11:00 via Microsoft Teams.