



# MINUTES

<b>Project:</b>	London Overground Line Naming
<b>Meeting:</b>	Integrated Project Delivery Team Meeting
<b>Date:</b>	13 July 2023
<b>Time:</b>	10:00 – 11:00
<b>Location:</b>	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
Bethany Whiteoak (BW)	Customer Information
Chris Carter (CC)	Contact Centre Operations
Christian Summers (CS)	Marketing
Christopher Nash (CN)	Customer Experience
David Edwards (DE)	Press
Edith Boakye (EBo)	Project Manager
Esther Johnson (EJ)	LCP
Hanna Kops (HK)	User Experience / Digital Rep
Hannah Davenport (HD)	LCP
[REDACTED]	Arriva
Jon Hunter (JH)	Design
Rajdeep Ghatora (RD)	Concession management (London Overground)
Rosie Rogers (RR)	Social Media
Stephanie Doyne (SD)	Corporate Affairs (Advisor to Andy Lord)
[REDACTED]	ARL Project Manager
Victoria Wilson (VW)	Corporate Communications

DNCO Reps	
[REDACTED]	Project Manager
[REDACTED]	Client Director

Apologies	
Dharmina Shah (DS)	Corporate Affairs
Emily Butler (EB)	Government Relations
Emma Davies (ED)	Senior Advisor to Chief of Staff - Customer & Strategy
Gordon Thomas (GT)	Fleet
Joe Jolly	Employee Communications
Julie Dixon (JD)	Project Sponsor
Kirsten Hearn	Government Relations
Paul Simon Edwards (PSE)	Fleet
Shumirai Mavunga (SMA)	Fleet
Simon Burrows (SB)	CRM
[REDACTED]	DNCO Strategy Director
William Cooper	Corporate Communications

**1. Welcome & Apologies**

1.1 SM welcomed the group to the meeting and advised she will be covering for JD as JD is on leave. She explained the last meeting on 29 June was cancelled to allow focus on the communications activities go live.



**2. Progress update on Community & Stakeholder Engagement Plan**

- 2.1 VW introduced herself to the group and said she has taken over as the Comms Manager for the project from Peter Carrol (PC) [REDACTED]. It was noted the comms plan was approved on 23 June which enabled various comms activities to go-live.
- 2.2 LA informed the group the research activity has commenced, the first intercept took place on Friday 30 June with one occurring today 13 July by SY and another colleague. The team are starting to uncover some themes and stories but will present something substantial on their findings once all the intercepts have concluded. There have been 72 successful intercepts so far. Overall, the general consensus is that people are quite supportive of the project, and the ambition behind it, with no negativity encountered.
- 2.3 LA mentioned there is support for the intention to represent diversity in the naming of the lines and the need to include unrepresented voices, and mentioned the team will therefore be using this to shape / define the names. They're also starting to uncover 'personalities' of the different lines and see the differentiation across them, which will all contribute towards shaping how the naming comes together. The connections to historic areas are also starting to uncover, such as Liverpool Street line's connection to the historic areas of East London.
- 2.4 There is also a lot of recognition and differentiations between London Overground and the Underground, with some of the passengers interviewed commenting on how light and airy the Overground is and the overall well-being that the network promotes. LA mentioned some of the emerging insights are helping them to validate some of their hypothesis and earlier thinking and said the plan is for them to do a presentation at the next Delivery Group meeting as more progress would be made by then **ACTION**.
- 2.5 CM informed the group a tracker has been developed to maintain the proceedings of the expert interviews, stakeholder interviews and creative workshops. This tracker will be updated on a regular basis as and when contacts are made, chaser emails sent, and bookings confirmed. It was noted the tracker also details responses (22 so far) coming through to DNCO and the type of feedback / suggestions coming through.
- 2.6 CM mentioned a lot of responses are starting to come through but a little push is required on the creative workshops and that the team will be sending a second email to the groups that are yet to respond. The team have also started to give out postcards if they find someone is really engaged / excited but don't have time to spare.
- 2.7 LA said the team may not be able to interview [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED].
- 2.8 It was noted there is a meeting between DNCO and DE to discuss potential stakeholders / individuals that DNCO should add to their list, as well as a meeting with London Untold and [REDACTED] GLA Culture team to discuss how best to tap into current forums. There is also a need for DNCO to meet with London Transport Museum (LTM) to discuss how they're documenting the intercept process, and potential stakeholders LTM may want DNCO to interview **ACTION**. **Post Meeting Note:** DNCO has been advised to add Geoff Hobbs (Director of Transport Planning) and Howard Smith (Director of Elizabeth line) for interviews **ACTION**.
- 2.9 VL confirmed there is lots of interest for the ARL workshop being run by DNCO on 19 July. This was capped at 16 participants to control numbers, but there were about 30 individuals that expressed an interest.
- 2.10 VW mentioned there have been 2,700 views of the Platform story 'What a difference a name makes' as of Monday 10 July and 50 responses have been received to the staff survey (with some



suggestions being to call one of the lines Brunel). The survey is still open on Platform and a decision is yet to be made on whether to re-promote it.

- 2.11 DNCO confirmed there is a call with Ben Meredeen (BM) tomorrow to firm up a date for Youth Panel. A contact for Transport for All was confirmed as [sampugh](#) [REDACTED]

### 3. Sponsor's Update

#### Steering Group

- 3.1 SM informed the group the Steering Group meeting took place on 11 July with the key discussion points being update on the engagement plan, Customer Touchpoint Strategy and findings from the Pilot Station recce.

#### Customer Touchpoints Strategy

- 3.2 SM informed the group a workshop took place on 07 June which was led by BW. This was attended by all the channel owners. At this workshop, BW took the attendees through the touchpoint strategy which maps out all the customer touchpoints and details the in scope and out of scope touchpoints. Some of the in scope touchpoints were noted as wayfinding signage, step-free access signage, service update boards, the digital channels including TfL Go, service disruption, ESUBs, TfL Go widgets, online timetables, planned closures on TfL website, third party apps and all other digital screens (i.e. wonderwalls, DMI, Cubic TVMs, 710s on train screens).
- 3.3 SM mentioned although the strategy is very comprehensive, there may be some gaps and added a storyboard of a real-life customer journey from Euston to Hackney Wick via Highbury & Islington has been development to complement the touchpoints strategy. The next step for this activity is to develop the storyboard into a virtual reality asset. The plan is to superimpose the new design on all the various touchpoints. This will enable its audiences to have a feel of a real-life customer journey and be able to walk themselves through what it feels and look like in situ.
- 3.4 SM mentioned this particular journey was chosen as its quite hybrid and also includes the proposed pilot station (Highbury & Islington). The journey will start from the National Rail side of Euston then move through London Underground, then LO.
- 3.5 It was noted the plan is to have the virtual reality asset ready in Aug to be shown to Steering Group on 08 Aug.
- 3.6 It was also noted the CIS / departure boards at Euston have all been captured as part of this exercise and that the storyboard will be commissioned, and the technical side will be catered for by Visual Services.
- 3.7 Once ready, the VR asset will also be shared with IDAG, other stakeholders and potential customers who will be able to test this to ensure there is an objective view for the testing of the journey.
- 3.8 SM took an action to confirm to DNCO if the asset can be used as a visual at the Creative Workshops **ACTION.**
- 3.9 BW to set up a meeting with RG to take her through the storyboard **ACTION.**

#### Pilot Station recce

- 3.10 SM reported a recce to Highbury & Islington with some members of this group including the Press team took place on 10 July. The purpose of which was to envision the press event in Feb 2024, and assess the prime location at the station for a media moment including any operational implications.
- 3.11 SM mentioned the plan is to hold the event in the concourse area in front of two line diagrams to demo the benefits of line differentiation and added there were some discussions as to whether a train could be stabled but this was ruled out as the event is being held in the concourse and not on a platform. There are also opportunities at the station to use some of the available space i.e. corners for storytelling around the final names.





- 3.12 SM said the Press team will be leading on this and added a few actions came out from the recce that need to be worked through (some were around maintenance works, closures, events around Feb, and other operational safety and hygiene stuff). The notes and actions from the day are being written up and will be circulated by CN **ACTION**.
- 3.13 A query by JDo re the objective for the press event / pilot station in Feb 2024 resulted that, although current thinking for Feb 2024 is for it to be a media moment to showcase the new map products and the changes customers can expect to see, and the announcement of the name, there has been a request from Andy Lord (AL) and Seb Dance (Dep Mayor for Transport) to explore if a whole line can be named by Feb 2024. Emma Strain (ES) is going to talk to AL about this and brief him on what is possible. Feedback at next Delivery Group **ACTION**

#### 4. EqIA update and Next Steps

- 4.1 BW reported she has developed the EqIA document which was presented at IDAG by herself and SM in May. Following their attendance, an IDAG sponsor (Natalie Doig, ND) was assigned to the project, and the first draft was reviewed by her.
- 4.2 Feedback received from ND was for the document to be split into two separate EqIA documents. One is to focus on the redesign and how the signage will look, the customer impacts, and the other to focus on the line naming and engagement piece.
- 4.3 BW said the redesign EqIA is near completion due to that being her specialty but support is required for the line naming and engagement EqIA. BW took an action to circulate the naming and engagement EqIA with Subject Matter Experts such as VW and BB for their input **ACTION**. SM also took an action to put BW in touch with GLA culture team to capture their inputs **ACTION**.

#### 5. Project Update

##### Project Plan (WIP)

- 5.1 EBo went through the working draft of the implementation / project plan with the group. It was noted this will continue to be developed and once signage and fleet suppliers are on board, their activities and timings incorporated, and the plan baselined.
- 5.2 From the implementation plan, it was noted the normal approval routing for the project for vital items / decisions is via Steering Group for endorsement, then to ExCo for endorsement, Deputy Mayor for information, Transport Planning for information, Mayor for information, then rerouted back to the Commissioner for Transport for London to note any changes / refinements made whilst passing through the governance. It should be noted that depending on what the item is, all routing may not apply.
- 5.3 EBo took an action to look into having a fortnightly forward plan / extracts from the overall implementation plan. This should also include achievements within the reporting period **ACTION**.
- 5.4 JDo advised following a governance meeting yesterday, the team are now scoping based on worse case scenarios. This means there are some items that may have to be overestimated. The MoSCoW prioritisation would however be used where possible to make clear what the must-have deliverables are, should have, could have and won't have. Refinements / iteration would be made as and when decisions are made and things become clearer. Once complete, this will then be shared and will assist VL to commence the costing up of the work to enable a purchase order be raised. It was noted these are all captured under the commercial section of the Arriva activities / deliverables in the implementation plan.
- 5.5 EB mentioned the pilot station has been descoped from the overall signage procurement. This means a separate supplier will be appointed to undertake the pilot station activities. The procurement activity will be initiated once absolutely certain Highbury & Islington is the pilot station (likely to be known w/c 24 July). **Post Meeting Note:** the Invitation To Tender for the signage procurement was issued out to



suppliers on Monday 17 Aug with a return date of 28 July. All going to plan, the preferred supplier for signage should be in place late August. The separate procurement approach for pilot station is outstanding.

5.6 JDo mentioned some of the challenges they are working through is system/internal processes readiness for work to commence in February, and all the communication elements take need to occur for operational readiness.

Risks & Issues

5.7 Not covered due to running out of time, but a copy of the RAID log is as follows: [LO Line naming RAID Log.xlsx](#)

Finance

5.9 Not covered due to running out of time.

**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-20230713 100405-Meeting Recording.mp4](#)

**7. AOB**

7.1 None noted.

**Date & Time of Next Meeting**

The date of the next meeting was noted as 27 July 2023, 10:00 – 11:00 via Microsoft Teams.