



# MINUTES

<b>Project:</b>	London Overground Line Naming
<b>Meeting:</b>	Integrated Project Delivery Team Meeting
<b>Date:</b>	14 December 2023
<b>Time:</b>	10:00 – 11:00
<b>Location:</b>	Via Microsoft Teams

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In Attendance	Role
Sumaiyah Moola (SM, Chair)	Customer Experience
Julie Dixon (JD)	Project Sponsor
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
David Edwards (DE)	Press
Edith Boakye (EB)	Project Manager
Hanna Kops (HK)	User Experience / Digital Rep
Hannah Davenport (HD)	LCP
Jade Coles (JC)	Project & Programmes
James Doncaster (JD)	Marketing
Jon Hunter (JH)	Design
Joshua Atkins (JA)	CRM
Kirsten Hearn (KH)	Government Relations
Lola Williams (LW)	Project Officer
Michael Leon (ML)	Operational Readiness
Rosie Rogers (RR)	Social Media
Stephanie Doyne (SD)	CSO Office (Advisor to Alex Williams)
Shumirai Mavunga (SMa)	Fleet
██████████	ARL Project Manager
Victoria Wilson (VW)	Corporate Communications
William Cooper (WC)	Corporate Communications
<b>Apologies</b>	
Ally Routledge	Government Relations
Tom Tweddle	Corporate Affairs
Emily Butler	Government Relations
Esther Johnson	Community Partnerships Specialist
██████████	Arriva Customer Information
Joe Jolly	Employee Communications
Paul Simon Edwards	Fleet
Rajdeep Gatora	Concession Management (London Overground)



Simon Burrows	CRM
<b>1. Welcome &amp; Apologies</b>	
1.1 SM welcomed the group to the meeting and gave a quick run through of the agenda items.	
<b>2. Sponsor's Update</b>	
2.1 JD gave a brief update on the discussions at the senior level meetings. She stated that there is an update going to the Commission for Diversity in Public Realm (DiPR). And the next big meeting milestone is the Mayor's meeting in January to brief him on the launch and comms recommendations.	
2.2 SM added that we are approaching a major external facing milestone with the launch of the final names in late February 2024, and this will be the point where the Mayor will publicly announce the six names for the stations. SM further stated that this is still under embargo until the names are formally announced.	
<b>3. Update on planning for announcement of final names</b>	
3.1 SM stated that a lot of work has been happening in the background with the project team working closely with workstream leads to pull together the comms plan and other supporting activities for the launch event. The comms plan will cover the four main audiences, which is media, stakeholder, staff and customers.	
3.2 SM informed the group that the comms plan is currently an emerging plan and will facilitate and get the conversation started with City Hall. She added that we will engage with the GLA to ensure that the comms plan is pitched at the right level that they are expecting and to give us the assurance that the activities that are being developed are in line with their expectations.	
3.3 SM added that as part of ensuring that the process is authentically authored, we want to engage some local community groups be involved in the announcement under a non-disclosure agreement. However, we are looking to get confirmation from City Hall on when we can approach them.	
3.4 SM presented the announcement communication plan overview pack to the group and gave a brief overview of the four audience areas for the February announcement.	
<b>3.5 Media event at Highbury &amp; Islington.</b>	
DE talked through the plan for a media event at Highbury & Islington . He stated that they are currently in talks with City Hall to confirm the February launch date. City Hall's current preference is to unveil a London Overground map with the new line names and colours. DE further added that they are looking to invite a few stakeholders like the local MP and local community partners that represent the lines to the event.	
DE further added that they are looking to invite key media like BBC London, ITV London, Bower Media and LBC. And following the Mayor's unveiling of the names, there will be a press release that will go out to a wider media audience.	
SM added that the Highbury & Islington station was chosen for the launch and media event because the station has two Overground lines running through it and we will be able to visually represent the benefits of differentiation between the two.	
<b>3.6 Stakeholder Communications</b>	
SM stated that there will also be some stakeholder activity.	
VW gave an update on the activities being planned for a stakeholder event. She stated that we're looking at combining that with the media event and try to make it seem a seamless approach.	
The plan is to have six representatives for each of the lines coming from Canonbury to Highbury on the Overground and then meeting with Andy Lord at the station, then onto a local venue to host either speeches or	



little stalls for the various lines to show what those communities do. A bid has been put for the Mayor's time for both the press and stakeholder events.

VW also added that Visual Services will be on hand to document the event, which will provide content for our social media channels and stakeholder comms throughout the summer period. There will also be quotes in the press release and emails to stakeholders.

### 3.7 Staff Communications

SM stated that it is also important to bring staff along on the journey, especially the London Overground staff who will be dealing with the line names and customer queries.

Press Office will be choreographing the day of the event and all the activity will be carefully minuted out.

VL added that a workshop was held with ARL frontline staff to ensure that they are being brought along on the journey. She stated the staff has been briefed on the project and feedback has been received on how we can support them through those changes. The plan is for an email will be sent to the Arriva frontline staff an hour before the media announcement as a heads up.

SM added that all the TfL corporate channels will also kick in after the media announcement and when the press release goes out, so staff will be aware via the intranet, leadership briefings, employee comms. SM mentioned that the Operational Readiness team are working to understand what the operational staff of the other nodes need to know around the February announcement.

CC added that the Contact Centre will be carrying out internal staff briefings sessions following the announcement in February. **ACTION**

### 3.8 Customer-facing Communications

SM stated that all the activity will be signed posted back to the TfL website, so we need to ensure that we have quality information on there. We will work with the digital team to create a hub.

AH clarified that there is only one version of the Purpose campaign poster. And in terms of posters across the network, they are looking into digital inventory only due to the proximity to the pre-election period. **ACTION**

SM stated that the four areas still need to be fleshed out and is subject to change or rethought based on the feedback from the GLA. She added that we are hoping to get their feedback by the 15 December. And once we receive the go-ahead from City Hall, we can start reaching out to the identified community partners and start working up our content, pending advice from Legal.

ML asked if the PEP standdown period will affect customer facing activities or staff activity too. SM answered that only the external-facing activities will be affected; however, we need to be mindful and keep these activities around the PEP period very factual.

KH added that the legal team can review any activity around this period if in doubt to ensure that there is no political influence.

SM added that the plan is still emerging and once we get the feedback from City Hall; we will start to put in place a weekly Comms Working Group. And in parallel to this we will working out the communication strategy and plan for between May-September period. In order to start planning these activities, the Marketing team have asked VCCP to facilitate a creative workshop. The target date for the workshop is 23 January, this will be an in-person workshop and we will be sending out meeting invites to attendees shortly.

AH added that a pre-briefing pack will be circulated prior to the workshop on the 23 January.



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

4.1 EB gave an update on the upcoming activities on the different workstreams. From next year we will start to move in the development and implementation phase of the project.

**4.2 Digital**

EB stated that the development work has commenced with testing due to start in April.

**4.3 Station Signage**

Procurement activity is still ongoing and is on track to have the contract commencement on the 20 December. The contract award recommendation report will be presented at a Commercial Assurance Meeting on 18 December. Once the suppliers have been onboarded and the plans reviewed and baselined, this will be incorporated into the overall project plan.

**4.4 Design**

EB stated that the Stratford station design validation testing is still scheduled for the 15 December. The work on updating the design standard is also ongoing and is due to complete early next year.

BW added that the IDAG sponsor and representatives from ARL will be attending the session. **ACTION**

SM added that as this is a unique process, she asked that the workstreams document the various process e.g. workshops, site visits etc. Where there are photos taken, we need to ensure that we have the relevant permissions. Visual Services have provided a permissions form. **ACTION**

**4.5 Fleet**

EB stated that the team are looking at a trial period where they will test out the announcement of the names on few trains to make sure that there are no glitches before they expand and roll out on the wider fleet network.

**4.6 Risks & Issues**

EB gave a brief update around R&I. She stated that there no new R&I, however there is budget meeting to discuss a possible risk around internal finance system. This is subject to the outcome of the meeting.

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

5.1 There are currently no open actions for review.

**6. AOB**

6.1 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.