



MINUTES

Project:	London Overground Line Naming
Meeting:	Integrated Project Delivery Team Meeting
Date:	15 June 2023
Time:	10:00 – 11:00
Location:	Via Microsoft Teams

In Attendance	Role
Julie Dixon (JD)	Project Sponsor
Alex Cook (AC)	Customer Information
Ben Bloom	SAE
Bethany Whiteoak (BW)	Customer Information
Chris Carter (CC)	Contact Centre Operations
Christian Summers (CS)	Marketing
Christopher Nash (CN)	Customer Experience
Edith Boakye (EBo)	Project Manager
Esther Johnson	LCP
Gordon Thomas (GT)	Fleet
Hannah Davenport (HD)	LCP
Jon Hunter (JH)	Design
Kirsten Hearn	Government Relations
Peter Carrol (PC)	Corporate Communications
Rajdeep Ghatora (RD)	Concession management (London Overground)
Rosie Rogers (RR)	Social Media
Stephanie Doyne (SD)	Corporate Affairs (Advisor to Andy Lord)
Shumirai Mavunga (SMa)	Fleet
Sumaiyah Moolla (SM)	Customer Experience
William Cooper	Corporate Communications

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

Apologies	
David Edwards (DEd)	Press
Dharmina Shah (DS)	Corporate Affairs
Emily Butler (EBu)	Government Relations
Emma Davies (ED)	Senior Advisor to Chief of Staff - Customer & Strategy
Hanna Kops (HK)	User Experience / Digital Rep
[REDACTED]	ARL Head of Customer Information
Joe Jolly	Employee Communications
Paul Simon Edwards (PSE)	Fleet
Simon Burrows (SB)	CRM
[REDACTED]	DNCO Strategy Director
[REDACTED]	ARL Project Manager

- 1. Welcome & Apologies**
 - 1.1 SM welcomed the group to the meeting and mentioned a lot has been happening, but focus remains on the stakeholder and community engagement piece as the intention is to go-live with this activity next week.
- 2. Progress update on Community & Stakeholder Engagement Plan**



- 2.1 WC informed the group Corporate Comms has been working closely with DNCO and other colleagues to develop a comprehensive communications plan which covers all the comms needs of this phase of the project.
- 2.2 This comms plan has been reviewed by Emma Strain and Matt Brown, and currently undergoing a review process by City Hall. WC mentioned the completion of the comms plan review will kick start the pre-awareness phase of informing all stakeholders and making them aware about the project.
- 2.3 Subject to the comms review process being completed, the intention is for the comms activity to kick off on Tuesday 20 June with the stakeholder email being issued out, the webpage going live, employee comms going out, as well as a Platform article. Once all the aforementioned have been done, this will then enable DNCO to commence with the on-system intercepts.
- 2.4 LA informed the group the plan is for the intercepts to commence on Wednesday 21 June. There will then be a week's pause for the team to evaluate any learnings / feedbacks received, carry out any required refinements and then recommence the intercepts for a further two weeks across a selection of dates. Focus has therefore been on ensuring all the comms pieces, such as the employee comms which includes informing the station staff, and the station posters to make people aware of what DNCO is going to be doing, and the letter of authority DNCO will show to station staff are all in place before the commencement of the intercepts.
- 2.5 LA mentioned that once the comms piece kicks start on Tuesday 21 June then DNCO will commence engagement. DNCO is hoping to have at the expert and creative stakeholder interviews and added the group of individuals remain as per the slide deck presented at the last LO line naming Integrated Delivery Group meeting.
- 2.6 LA said the team will be taking an agile approach to manage the community and stakeholder engagement activity as this will enable them to adopt / include individuals into the workshops as required and they added a workshop session with ARL frontline staff as requested by VL.
- 2.7 It was noted DNCO's discussion guide and activity plan have all been incorporated into the overall communications plan.
- 2.8 WC mentioned the initial plan of issuing out a stakeholder survey/questionnaire has been discontinued as it would prove difficult to restrict any onwards sharing. As such, the plan is now to include a key question from this questionnaire into the stakeholder email. Microsoft Forms will be used for the staff survey and a link to this survey will be incorporated in the intranet news story on Platform. The responses from these surveys will form part of DNCO's analysis.
- 2.9 A discussion around a request from the Commissioner (Andy Lord) to receive a weekly progress report once the stakeholder and community engagement piece commences resulted that EBo will utilise existing mechanism to work with the team to collate the require data / contents for this report. The progress report needs to include data such as who we've engaged with, number of people we have engaged with etc.
- 2.10 A discussion around the need for DNCO to consider adding to the creative workshops reps from local creatives group in and around the LO network (e.g. Dalston theatre group) –resulted for this to be discussed further in the Weekly LO Comms Working Group to see how best to fit one of this group into the workshop. **ACTION**
- 2.11 JD mentioned DNCO is also carrying out a mapping exercise where they've been asked to map some of the groups against the current creative workshops to see if possible to have a representative from the groups into the current creative workshops.
- 2.12 It was noted the project Sponsor or other project team members can meet/brief user groups using the DNCO discussion guides.



- 2.13 A brief discussion re the timescale for printing and distribution of the station posters in time for the intercepts from 21 June resulted in WC advising he will issue out comms instructing sequencing of events that outlines exactly when to go live with everything as soon as the comms plan review process is complete.
- 2.14 BW confirmed she would need to be informed AM on Tuesday 20 June (or pre 12 noon) should the intercepts commence date remain as 21 June.
- 2.15 It was noted ARL has fed into the comms plan and that VL has access to the project's narrative, FAQs, the stakeholder emails which are all in the comms plan and can be used for ARL briefings as and when required.
- 2.16 It was also noted the current thinking re the public poll is to see how the stakeholder and community engagement goes, pause and then assess what the next phase of this activity looks like.

3. Sponsor's Update

Steering Group

- 3.1 JD informed the group the main items that went to the last Steering Group meeting on 13 June were the design approach, the pilot station and the stakeholder and community engagement plan and added all of them were ratified. Feedback and comments received from the Steering Group are being incorporated into a paper and once completed will pass through the next step of the governance process and be shared with Deputy Mayor for information.
- 3.2 JD said Steering Group asked for the paper to make clear what customers will see at platform level and when, and added the recommendation made in the paper was for Highbury & Islington to be the pilot station as it met the criteria of serving two different London Overground lines (LO to LO interchange), is not a Zone 1 station, has an LU interchange, and is managed by ARL or LU and added the team was also asked to look at some stations beyond Zone 2 but as none was identified have decided to consider Gospel Oak.
- 3.3 It was noted some due diligence on Highbury & Islington re local interest groups in the area, campaigns, repeat issues, local user groups/relationships and political considerations however need to be carried out. SM mentioned she has sent out an email re this to the stakeholder team, ARL and RfL asking for the individuals to send anything relating to the ask to EBo and CN.
- 3.4 Discussion re when the paper (on the design approach, the pilot station, and the stakeholder & community engagement plan) will be going to Deputy Mayor resulted in SD advising she will inform EBo whether this can be covered at the meeting on 04 July or 11 July.

4. Project Update

Dashboard

- 4.1 EBo went through the progress report dated 15 June 2023 which can be found as follows: [LO Overground Delivery Group Update 15 June.pptx](#) .
- 4.2 EBo ran through the activities completed, and planned activities for next period and reported the project RAG remains Amber due to uncertainty around budget. She explained that the project's budget is currently Amber as additional costs that were not factored into the assigned budget have been identified and new items have been brought into scope. The risks & issues RAG is also Amber due to the number of High and Extreme risks currently on the register. Although the timeline is Green, the 2 Ambers x 1 Green will give the project an overall Amber ragging.
- 4.3 EBo ran through workstreams and their high-level deliverables with most noted to be ragging Green with exception of the signage, and fleet procurement activities. The signage one being due uncertainty re when the ITT will be issued out, and the fleet one needing to be developed. It was noted a meeting has been scheduled with HK re digital products, and Victoria Green for National Rail.



Integrated Deck

4.4 It was noted there are still some gaps in this deck, and the deadline for this is Friday 16 June.

Risks & Issues

4.5 EBo reported there are currently two extreme risks with the first being re the signage procurement, and the second being agreement on names shortlist.

4.6 EBo said there are also 5 high risks on the register and that a new risk is going to be added re the engagement participants wanting to post contents/discussion on social media after their attendance. This was noted as an accepted risk as PC explained DNCO has already advised participants would want to do this. As such, Corporate Comms will prepare some guide script with a link to the webpage for DNCO to share with participants.

4.7 It was noted there is currently no issues on the RAID log. A copy of the log is as follows: [LO Renaming RAID Log.xlsx](#)

Finance

4.8 It was noted period 3 figures has been submitted with no red flags.

Touchpoint Actions

4.9 Actions from this meeting will be chased by EBo and EBo took an action to schedule the to discuss scope and specifications for updating Wonderwalls and Cubic TVMs screens. **ACTION**

5. Minutes & Actions from the last meeting

5.1 The minutes from the last meeting were noted by the group, and the only outstanding action on the Actions Log is the one re the integrated deck being completed by 16 June 23.

5.2 The link to the recording from this meeting can be found as follows: [20230615](#)

6. AOB

6.1 None noted.

Date & Time of Next Meeting

The date of the next meeting was noted as 29 June 2023, 10:00 – 11:00 via Microsoft Teams.