



MINUTES

Project:	London Overground Line Naming
Meeting:	Integrated Project Delivery Team Meeting
Date:	30 November 2023
Time:	10:00 – 11:00
Location:	Via Microsoft Teams

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In Attendance	Role
Sumaiyah Moolla (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
Jade Coles (JC)	Project & Programmes
[REDACTED]	Arriva
Jon Hunter (JH)	Design
Lola Williams (LW)	Project Officer
Michael Leon (ML)	SRM – Ops – Sub Surface
Rosie Rogers (RR)	Social Media
[REDACTED]	ARL Project Manager
Victoria Wilson (VW)	Corporate Communications
William Cooper (WC)	Corporate Communications
Apologies	
Ally Routledge	Government Relations
David Edwards	Press
Tom Tweddle	Corporate Affairs
Emily Butler	Government Relations
Esther Johnson	Community Partnerships Specialist
James Doncaster	Marketing
Joe Jolly	Employee Communications
Julie Dixon	Project Sponsor
Kirsten Hearn	Government Relations
Paul Simon Edwards	Fleet
Rajdeep Ghatora	Concession Management (London Overground)
Shumirai Mavunga	Fleet
Simon Burrows	CRM
Stephanie Doyne	CSO Office (Advisor to Alex Williams)



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 extends apologies from JD.	
2.2 SM updated that the line names are out, and the set of names have been to the Commissioner for final verification and ultimate decision. She further confirmed that the set of names have been signed off by the commissioner. SM stated that the next steps is ensuring that the names undergo all appropriate checks including legal and intellectual property rights checks. SM reiterated that the names are embargoed until the formal announcement in February.	
2.3 SM further stated the next phase of the project is the announcement of the names and the working assumption is that this will be in February 2024.	
2.4 SM confirmed that the Steering Group have been updated and the group are on board with the final set of names. She further mentioned that we will circle back to the Commission for Diversity in the Public Realm (DiPR) as they have assisted the project in the early stages to develop some of the principles around naming and the engagement themes. And as pre-cursor to meeting with DiPR, Emma Strain will be meeting with 2 Deputy Mayors (Dr Debbie Weekes-Bernard and Justine Simons) to test the narrative of how the final names were derived and get their insight into how we do onward engagement with the Commission.	
3. Press Event/Names Announcement Planning & Timelines	
3.1 SM stated that in terms of next steps, we are still aiming for a February 2024 announcement and handed over to VW to give an update on the Stakeholder Communication plan.	
3.2 VW gave an update on the workshop that took place on the 27 November with the internal comms teams. The workshop was to determine how engagement will be made with various communities towards the announcement in February and thereafter. She further stated that she is putting a pack together that highlights the information and activities to build the customer relationship and events. She will have a first draft ready for the next Steering Group meeting.	
4.1 VW further stated that the plan is to have a press announcement and potentially a stakeholder event with the local area afterwards.	
4.2 SM added that the lead activity is the Mayoral media event, which will hopefully be held in an Overground station, however, we will confirm with the GLA which Overground station will be used. She also added that we are reviewing the necessary customer channels needed to support these activities.	
4.3 SM stated that we are working with all channel owners to pull the plan together. The plan will then be shared with the Steering Group first and then the GLA Comms team and onwards to the Deputy Mayors. SM stated that we are bringing all colleagues who work on employee comms together to ensure that all areas are covered and there are no gaps.	
4.4 SM reiterated that we need to be realistic on what is deliverable in February and what needs more time to develop and can be launched after the Mayoral election.	



- 4.5 BB commented that for the February announcement date we will need to have strong justifications for the names that were not picked and asked how we will manage the communities that do not feel like they are represented in the process.
- 4.6 SM answered that a top line narrative is being developed with FAQs. And the team is also looking on how this can be built into the comms on the TfL website and for use across the other comms channels.
- 4.7 SM asked that meeting members keep an eye on their inbox for the team reaching out regarding the planning for this.

5. Project Update

5.1 EB gave a brief introduction and welcomed Michael Leon and Jade Coles to the group. Michael Leon is the Operational Readiness Delivery Manager and Jade Coles is the Digital Project Manager.

5.2 Procurement

ED stated that the two submissions received from AJ Wells and Links for the station signage have been evaluated and the moderation session has been conducted. A decision has now been made to split the work between both suppliers, with letters issued to both advising them of their respective work packages.

AJ Wells have been allocated the following:

- Stratford to Richmond and Clapham Junction (including all the updates at Highbury and Islington/Canonbury)
- Willesden Junction/Clapham Junction
- Highbury & Islington to New Cross/West Croydon/Crystal Palace
- Romford to Upminster

Links have been allocated the following:

- Gospel Oak to Barking Riverside (including the updates at Gospel Oak)
- Euston to Watford Junction (excluding Willesden Junction and Liverpool Street to Enfield/Cheshunt)

EB further stated that the plan is still on track to have both suppliers onboarded on 20 December. The standstill period will no longer apply; however, the time will be used to work through the details of the work being split between suppliers. Each supplier will need to update their schedules and the costings that was initially submitted to reflect the new assignment work.

JH also stated that good progress has been made on the procurement so far and that both suppliers are more confident on hitting the timings as the work is being split. He said that the work will be proceeding at a rapid pace after the Christmas break.

SM added that this is a really good solution and appreciated all the effort the team has put in to get to this point.

JD also added that this is a real opportunity to improve some of the signage and appreciate the effort of the team has made in pulling this together.

5.3 Fleet

EB stated that Shumi Mavunga from Paul Edward's team is leading on the Fleet workstream. Paul Edwards has advised against going down the procurement route and suggested that they will use the current maintenance to carry out the updates through a contract variation instead. ED added that this is a better option as it means that there will be no need for another procurement process.



EB added that we now have the lead time for how long it will take for the on-train signage updates, the recording of the messages, and then making the announcement live on the trains. The Fleet team are also considering a trial run of the on-train announcement to ensure that there are no glitches. The team are currently working through the details of what this will entail and once this has been finalised, the group will be updated.

5.4 Risks

EB stated that there are currently no new risks; however, there is a need to update the risk around the leakage of the names. This will be including the need to brief the suppliers and some of our stakeholders that this is under an NDA.

6. Line Colours, Design Aspect and Next Steps

6.1 JH updated that the colours would remain the same as originally presented several months ago, however, these have been shifted around slightly on the network map to better reflect the lines.

He further stated that for one of the lines, they have had to switch the colours around, but this still works in terms of contrast, legibility and being suitable for customers with visual impairment. The team is also carrying out a test in Stratford station with full size printouts and have invited a couple of members of IDAG to attend to further validate the approach for colours under different lighting conditions. There are also plans for some testing around the interior of the station. JH emphasized that no line names will be visible.

BW confirmed that the IDAG validation session will take place on the 15 December at 11am. BW to forward invite of session to JD. **ACTION**

BW stated that now that the line names and colours have been confirmed she will start to update the video so that the assets are available for staff familiarization and with the actual line names and colours. **ACTION**

7. Minutes & Actions from the last meeting

7.1 There are currently no open actions for review.

8. AOB

8.1 None

Date & Time of Next Meeting

The date of the next meeting was noted as 14 December 2023, 10:00 – 11:00 via Microsoft Teams.