



# MINUTES

<b>Project:</b>	London Overground Renaming
<b>Meeting:</b>	Integrated Project Delivery Team Meeting
<b>Date:</b>	01 June 2023
<b>Time:</b>	10:00 – 11:00
<b>Location:</b>	Via Microsoft Teams
<b>Attendees</b>	
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
David Edwards (DEd)	Press
David Eggink (Deg)	Concession management (London Overground)
Dharmina Shah (DS)	Corporate Affairs
Edith Boakye (EBo)	Project Manager
Esther Johnson	LCP
Gordon Thomas (GT)	Fleet
Hannah Davenport (HD)	LCP
[REDACTED]	ARL Head of Customer Information
Joe Jolly	Employee Communications
Jon Hunter (JH)	Design
Paul Simon Edwards (PSE)	Fleet
Peter Carrol (PC)	Corporate Communications
Rajdeep Ghatora (RD)	Concession management (London Overground)
Rosie Rogers (RR)	Social Media
Simon Burrows (SB)	CRM
Sumaiyah Moolla (SM)	Customer Experience
[REDACTED]	ARL Project Manager
<b>DNCO Reps</b>	
[REDACTED]	Senior Strategist
[REDACTED]	Project Manager
[REDACTED]	Client Director
<b>Apologies</b>	
Emily Butler (EBu)	Government Relations
Emma Davies (ED)	Senior Advisor to Chief of Staff - Customer & Strategy
Hanna Kops (HK)	User Experience / Digital Rep
Stephanie Doyne (SD)	Corporate Affairs (Advisor to Andy Lord)
[REDACTED]	DNCO Strategy Director
William Cooper (WC)	Corporate Communications
None noted	
<b>1. Welcome &amp; Apologies</b>	
1.1 SM welcomed the group to the meeting.	
<b>2. Minutes &amp; Actions from the last meeting</b>	



2.1 The minutes from the last meeting held on 18 May 23 were noted by the group.

2.2 Open actions will be managed by EBo outside of the meeting.

### 3. Update on Community & Stakeholder Engagement Plan

3.1 BS went through the DNCO presentation with the group. The desktop research activity has commenced and expected to run from June through to August; the intercepts of riding on trains and interviewing customers will also run from late June through to July and will commence with a week of intercepts, pause, evaluate, and make any necessary improvements - then reconvene for a further 3 weeks of intercepts until completion in July.

3.2 It was noted the expert interviews to help get a deeper understanding, knowledge and history of the lines will also take place in June alongside the intercepts, with the creative workshops envisaged to take place in July through to August. The stakeholder engagement piece also is due to commence in mid and will run June through to July.

3.3 BS went through some of the sources that DNCO is utilising to gather information as part of their desktop research, as well as the method of approach to be utilised for the intercepts phase, the expert interviews, the creative workshop and the stakeholder engagement piece and added the discussion guide for the intercepts is also in progress.

3.4 A link to a copy of the presentation that BS went through at the meeting is available here: [230530\\_TFL\\_METHODODOLOGY\\_WEEKLY\\_LO.pdf](#).

3.5 PC reported the TfL Corporate Comms team are working closely with DNCO to ensure all audiences are captured and will be informed about the project. He stated there are two stakeholder engagement plans being developed, one by DNCO and the other by himself and WC (i.e. TfL's Corporate comms team) and added they've undertaken a mapping exercise to identify all the stakeholders that need to be informed about the project and have shared this with DNCO. The plan is to issue a letter (in the form of an email) to stakeholders in June, and Corporate Comms team will work with DNCO to identify community groups that need to be engaged/consulted as part of DNCO's research. PC took an action to share the TfL engagement plan with SM before wider circulation. **ACTION**.

3.6 It was noted JJ was in leading on the employee communications plan and that there is a meeting later on today with Arriva to discuss the stakeholder engagement plans and ensuring Arriva's stakeholders are captured.

3.7 JD advised that the Diversity Commission, London Transport Museum, Howard Smith and Geoff Hobbs should be included in the expert interviews and took an action to link DNCO with Elizabeth (Director for London Transport Museum) to commence discussion re capturing some of the journeys / the activities they'll be doing on videos for the museum's archive. **ACTION**

3.8 JD stated the Diversity Commission will also need to be notified about the workshops, and advised that customers touchpoints should be considered as part of the naming criteria.

3.9 DE confirmed a reactive press lines approach is going to be used during the discovery phase and that he will be pulling some lines together ahead of this activity commencing.

3.10 DNCO requested for the timings of when comms will go live to be discussed. It was noted this will be an item for the weekly comms workstream meeting.

3.11 The importance of having the intercepts plan / the plan of when DNCO are going to be at which station etc was highlighted by RG. Having this will help prevent the intercepts clashing with when contractual surveys with customers are taking place to avoid overwhelming customers with too many interviews during their travel.

3.12 DS mentioned there are some groups that GLA may want to provide a steer on and as such was important that they are given sight of the list of stakeholders / groups that we plan to engage with.



3.13 BW offered to assist with any generic whiteboard posters that may be required, and also mentioned gender reassignment is one of the protective characteristics that should be considered for the engagement activity.

#### 4. Sponsor's Update

Update from Steering Group & City Hall meetings:

4.1 JD said all the papers / materials shared at the Steering Group meeting, with Seb Dance and at the Mayor's meeting were well received with no show stoppers / issues raised. The Mayor's team however wanted to see the narrative and the FAQs which PC has shared today 01 June with Emma Strain for comments.

4.2 DS flagged to the group that other projects of interest to the Mayor's office have been asked to compress their delivery time.

Station Visits:

4.3 JD advised the station visits were carried out last week to evaluate a potential station to be used as the mock-up station in Feb 2024. She added Gospel Oak was removed from the visits, but Willesden Junction, Highbury & Islington, Seven Sisters and Hackney Downs/Hackney Central were visited on 25 May to evaluate their suitability as the pilot / first station.

4.4 JD mentioned the project team is pulling together a presentation on the findings from the visits and added H&I was deemed as the front runner as it met the initial criteria for the mock-up station, and had adequate space for a media huddle but this needs to go through the formal approach of being shared with key stakeholders to get their inputs.

#### 5. Update from Inclusive Transport Forum

5.1 SM reported she attended the Inclusive Transport forum last week with BW to present the new design proposal which was positively received. Feedback from this forum was that differentiation was important in terms of navigation and wayfinding, as well as for understanding disruptions.

5.2 SM said some questions were received around how the new design would impact people with visual impairments and added there was also a desire for the final colours to be tested to assess how they look in different conditions as people can experience them differently in different lighting, conditions, indoors, and outdoors.

5.3 It was noted this forum has lots of different pan London accessibility groups as part of their membership, and that the objective was to engage with the group to capture their input from the onset. The design proposal is going to be presented at IDAG this afternoon where the team are expecting a bit of a challenge. The group (IDAG) will also be asked to attach a sponsor to assist the project in the refinement of the EqIA.

#### 6. Project Update

Dashboard

6.1 It was noted the project is ragging at Amber/Green as although there isn't a concern around the timeline a lot of the workstreams are still in the discovery / scoping phase of agreeing their brief / in scope deliverables. It is therefore unclear what this will mean for the overall budget and timeline, and whether any of them may be impacted.

Integrated Deck

6.2 EBo mentioned there are still some gaps and said the deadline to have all sections completed is 16 June 23.

Risks & Issues

6.3 The risk register was noted by the group with one extreme risk highlighted which is re not getting the required traction on the procurement activity for signage / wayfinding. This has however improved and there is a meeting to discuss this today with the Commercial Manager / the Procurement team.





Finance

6.4 P3 financial report is due so any orders raised or anticipated expenditure between 30 May to 26 Jun needs to be communicated to EBo.

**7. AOB**

7.1 A query from JD re signage and wayfinding and obtaining clarity re which applications, digital products or IT systems that will need updating resulted in SM advising there is a touchpoints strategy workshop taking place on 07 June where all the touchpoints - both digitally and in physical products of the station - will be discussed and looked at.

7.2 CS enquired about the marketing expectation for the Feb 2024 launch and whether the expectation is for all Londoners to see the campaign once / five times, localise it, make it high-profile such as TV adverts, face to face engagements etc. JD requested for a meeting to be set-up to discuss this and said this project is not looking at behaviour change so it will be good to look at KPIs around preventing customer confusions. **ACTION**

7.3 The link to the recording from this meeting can be found here in the meeting folder [LO line naming - project delivery team meeting-20230601 100322-Meeting Recording.mp4](#)

**Date & Time of Next Meeting**

The date of the next meeting was noted as 15 June 2023, 10:00 – 11:00 via Microsoft Teams.