



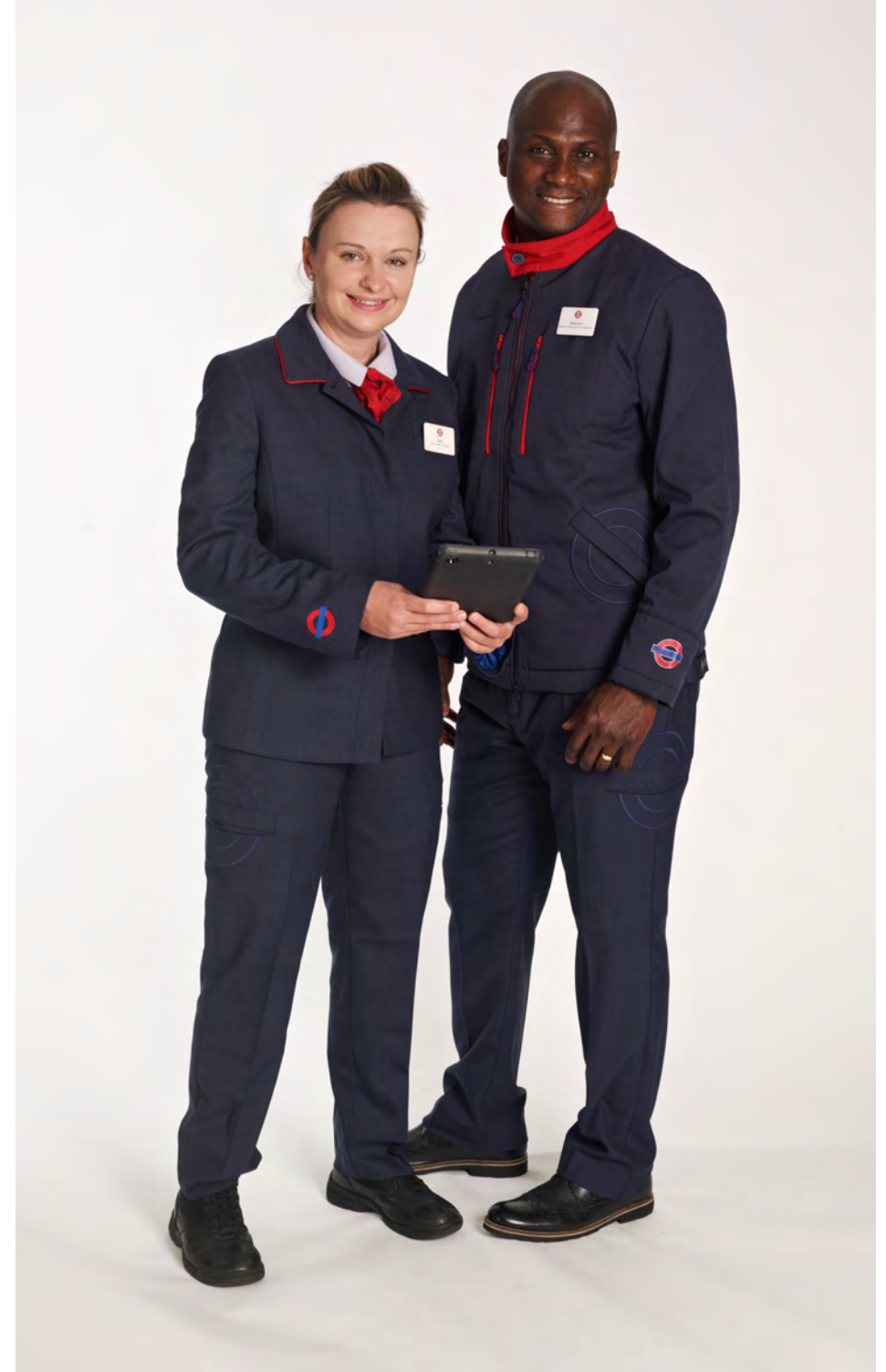
Transport for London One-family uniform refresh

Background

In November 2016 London Travel Watch noted (as part of a wider review of Ticket Office closures on the network):

“the uniforms worn by staff are a dark blue colour and do not stand out, meaning it is often difficult to spot staff in busier stations. For visually impaired passengers needing assistance, this is a critical problem.

Staff should be clearly visible in the ticket hall, enabling passengers to receive assistance from them, and also increasing passenger feelings of safety. This could be by a change to the current uniform, with staff wearing brighter colours that are easily identifiable by passengers and at some of the busiest locations, passengers would benefit from staff wearing high visibility jackets.”





Background

In 2019 a red reversible vest with a white roundel and “here to help” branding was introduced on London Underground as an additional, mandatory garment for staff to wear over the existing uniform.

The dark navy blue uniform currently in use will be replaced with a brighter blue and white uniform. This will have a brighter blue block colour across the top garment with additional contrasting white roundel identifiers that will be more visible to customers, including the visually impaired.

All TfL modes (except the London Cable Car) will move to a single uniform that will make it easier to identify customer service staff across TfL services.

The refreshed uniform will be progressively introduced across the majority of our services in TfL Operations to create a common uniform for the first time.

The refreshed garments will help customers easily identify our frontline colleagues across our different services and reflects that all are part of one team working together to help customers get around safely, inclusively and sustainably.

Timeline

2015

LU Ticket Office Closures Uniform redesigned by Wayne Hemingway for LU colleagues

2016

LTW Report 'LU uniforms do not stand out'. 'For visually impaired customers this is a critical problem'

2019

LU 'Here to Help' Hi-Visibility Vest interim solution. Positive feedback from disability groups, but not professional looking/ covers Hemingway design, issues with staff comfort

2020

Planned to refresh the uniform for all 11,000 frontline staff in customer services and line operations

2020

Global pandemic impacts manufacture and distribution. uniform programme is put on hold until the situation has stabilised

2021

Current uniform contract due to expire. Planned improvements for staff visibility and comfort
Permanent Solution

2022

Refreshed design undertaken via consultation across the business

2024

New contract awarded. Uplifted design goes into production

2024 - 2026

Refreshed uniform will roll out across all TfL services from December 2024 to Summer 2026

The refreshed design

Visually:

To ensure the uniform responded to the key points raised in the report we looked at the following:

- Reducing the overall dark blue and introducing a contrasting bright blue colour across all top garments to give our colleagues stand out
- Amplifying the branding which is now white instead of dark blue and red, it is brighter, larger and visible from all angles on each garment.
- Key modal identity will be maintained in the unique colour-ways of accessories like scarves, ties, hats, badges on upper garments; this was key information colleagues fed into the process, they wanted to maintain their pride in their modal brand colours.
- Adopting a one family TfL approach to uniform over one mode ensures there is consistency across the customer journey, especially helpful at interchange locations where several TfL services operate



Poloshirt
Current



Poloshirt
Refreshed



Gilet
Current



Gilet
Refreshed



Jumper
Current



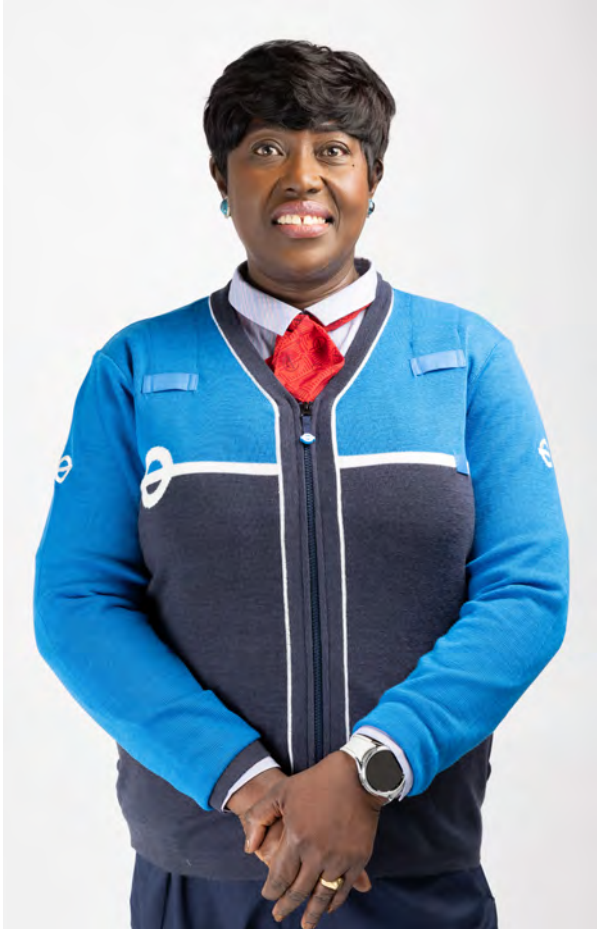
Jumper
Refreshed



Cardigan
Current



Cardigan
Refreshed



Fleecington jacket
Current



Fleecington jacket
Refreshed



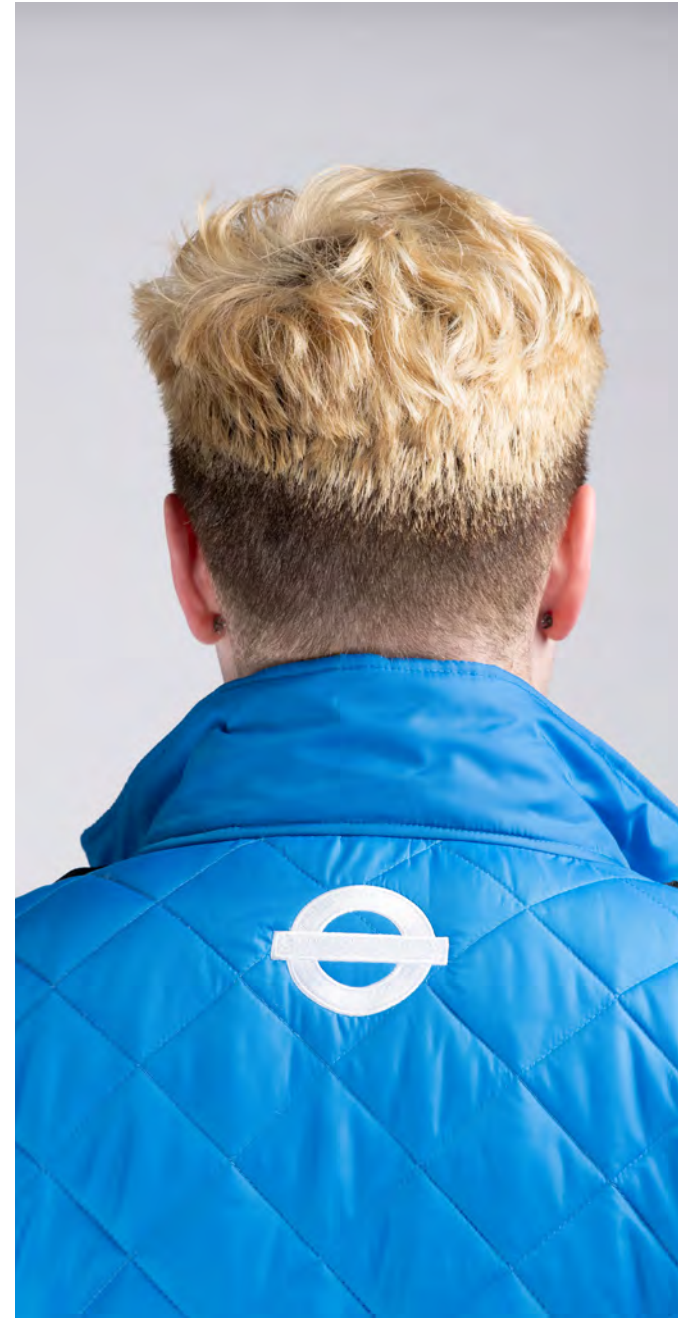
Overcoat
Current



Overcoat
Refreshed



NEW quilted jacket, doubles up as liner for the overcoat



Next steps

Planned roll-out dates with a phasing period of 12 months:

London Underground, Docklands Light Railway, Lost Property Office, and Visitor Centres	End Dec 2024
Public Transport Service Planning	Jan 2025
River Services & Woolwich Ferry	April 2025
Compliance Policing Operations & Security	Spring 2025
Buses, Victoria Coach Station, and Dial-A-Ride	May 2025
Elizabeth Line and Cycle Hire	Summer 2025
Trams	Sept 2025
London Overground*	Summer 2026

*London Overground dates align to award of contract to train operator



Thank you

