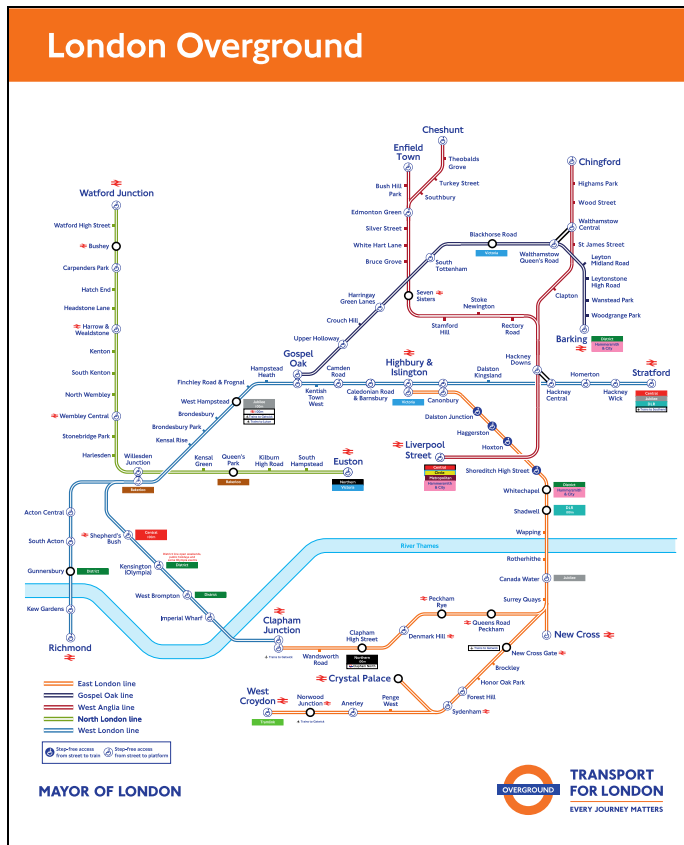


London Overground Line Naming

From the 31st May 2015, when London Overground takes over the West Anglia service we will be introducing a new approach to wayfinding on the network with each line on the network adopting a line name and colour. The overarching name London Overground will be retained. This is the same approach that we take for London Underground.



This paper presents the findings of the customer research and sets out the agreed London Overground line names and colours

Research Results

We asked customers on the various London Overground Routes:

- How do they currently refer to the different sections of the OVG network
- Do they support the introduction of line names
- When presented with a line name option did they support it
- Will the different line names help to distinguish the different routes
- Do the suggested names make it easy or difficult to understand which part of the network the line covers

A total of 895 face to face interviews were conducted at 11 stations

Key Findings

Current Terminology

There was a fairly consistent terminology used by customers to refer to the different parts of the OVG network, with most calling each section simply 'The Overground' or 'London Overground'.

A minority already spontaneously call the line names by the names we will be using

Proposed line names

Overall there was broad support for line names with many expressing 'strong support'. There was some resistance from a minority of customers, indicating that an effective communications campaign will be required to highlight the benefits and allay concerns. However it should be noted that customers will see the introduction of the line names on the route as they plan or make journeys and this will inevitably help to embed the names with customers, but this will take time.

When proposed names were put to customers they made sense for most, but users of West Anglia are less sure, perhaps because the line is not yet controlled by London Overground and this is reflected in the final line name that will be adopted.

The proposed names were also felt to clearly distinguish the lines from other parts of the network and generally are easy to understand which part of the network they cover. However on the West Anglia line customers were less sure that the name sets the line apart from the rest of the network or are that easy to understand

Research Conclusions

The introduction of line names is generally supported and when we introduce the line names there is little risk involved.

Customers will need an effective communications campaign to convey both the new names and the benefits, including TfL's increased role in operating rail services in London

Customers refer to the service as London Overground, which is positive and we will continue to reference 'London Overground' along with the new names but the new names will take some time to be bedded in and adopted

Where sections of the network have previously held the proposed line names, a small number of some customers still refer to these names. There were some small pockets of resistance to the more historic names, including Denmark Hill where there was resistance to the name East London Line. This could be as a result of the changes to the line a few years ago when TfL took over the running of services on this section of the line when it was called the South London line and served London Bridge and Victoria. The south London line operated between these 2 points, however this is no longer the case and given the service pattern where the route is now a direct service between Highbury & Islington and Clapham Junction is it not possible to introduce a line name for a section of a route as this would cause customer confusion. Similarly there was some resistance at Imperial Wharf being referred to as the North London line. Imperial Wharf is a relatively new station and was not part of the line when it was referred to as the North London line when operated by Silverlink

Line names

After some consideration, it has been agreed that we will adopt a more traditional route and in the majority of cases use the historic names. Where this is not possible new names have developed or enhanced to ensure customer understand the route that is served.

East London line	Orange	
Watford local line	Black	
Barking line	Oxblood Red	
North London line	Brown	
Emerson Park line	Steel Grey	
Lea Valley line	Forest Green	

Draft Tube Map

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Example of signage changes

Current signage	Draft new signage
