

GREATER LONDON AUTHORITY

(by email)

Our reference: MGLA150224-6733

14 March 2024

Dear

Thank you for your request for information which the Greater London Authority (GLA) received on 15 February 2024. Your request has been considered under the Freedom of Information Act (FoI) 2000.

You requested:

1. All internal reports prepared in relation to the renaming of the London Overground lines,
2. Any minutes of meetings in relation to the renaming of the London Overground lines attended by any of: the Mayor, political appointees of and advisers to the Mayor, any London Assembly members or their political appointees/ advisers, or any GLA employee earning more than £75,000 p.a.,
3. Any emails or text messages sent or received about the renaming of the London Overground lines by the individuals listed in (2);
4. The total cost and breakdown thereof of implementing the name changes to the London Overground;
5. All consultation responses received in relation to the renaming of the London Overground; and any document or email about the London Overground name changes in which the word 'woke' appears.

Our response to your request is as follows:

1. The GLA has not 'prepared' any 'internal reports' in relation to the renaming of the London Overground lines. Transport for London (TfL) is the Mayor's transport authority and is responsible for implementing the Mayor's Transport Strategy, and for the day-to-day operational running of transport services. You may wish to send a further request to TfL at foi@tfl.gov.uk.

TfL has produced the following webpages which provide information in relation the renaming of the London Overground lines: [London Overground line naming - Transport for London \(tfl.gov.uk\)](#)

2. Please find attached at the end of this letter.
3. Unfortunately, we have estimated that the cost of complying with part 3 of your request would exceed the "appropriate limit" specified in the Freedom of Information and Data

GREATER LONDON AUTHORITY

Protection (Appropriate Limit and Fees) Regulation 2004 SI 2004 No 3244. These are known as the 'Fees Regulations' for brevity.

Section 12 of the Act provides that a public authority is not obliged to comply with a request if the cost of determining whether we hold the information, locating and retrieving it and extracting it from other information would exceed the appropriate limit. The aforementioned Fees Regulations stipulate that this limit is £450; calculated at £25 per hour for every hour spent on the activities described and equates to 18 hours of work.

An initial search of one email account for emails on the subject of "London Overground" brings out over 17,000. Refining the search to "London overground naming" brings out 1008; "London Overground renaming" brings out 762. Not all emails will be within the scope of your request, but it is the time taken to locate and extract out the information that is relevant to your request that is considered.

There are approximately 60 – 100 individuals at the GLA whom your request would need to be coordinated with across the Assembly & Secretariat, Mayor's Office and relevant GLA teams. There is no mechanism at our disposal to perform an automated search for relevant information. We have estimated that it would take each individual at least several hours' of work to comply with your request as a significant amount of time would be needed to retrieve and extract the specific information you have requested from our records, including separating it from other information which is not directly related to your request.

We have therefore refused this request under the cost limit provisions of section 12 of the Freedom of Information Act and this letter therefore constitutes a refusal notice under section 17(1) of the Act.

In order to bring your request within the cost threshold, you may wish to limit your request to specific named individuals in the GLA or members of staff in a particular team at the GLA; limited to email correspondence; and narrow down the scope of your request by providing more context in what specific information you want in relation to the topic of London Overground naming. Please note any narrowed request will be treated as a new request for information for consideration under the Act.

4. The London Overground network has grown considerably over recent years. Today the network covers 113 stations across six routes. Giving each of the six routes their own line name and colour will make travel on London Overground easier and simpler for our customers.

The changes will make it easier to understand when and where to change lines, and any service updates that might affect your journey. London Overground services will not be impacted by these changes, and customers will still be able to make the same journeys.

The costs for the project are being met by the GLA and are fully accounted for in TfL's budget. The estimated cost is £6.3m. This includes re-designing and re-displaying new maps across the 113 Overground stations in London, as well as updated printed and online maps, digital screens, and re-recording PA announcements. If you are seeking further breakdown of this information, TfL is the Mayor's transport authority and is responsible for implementing the Mayor's Transport Strategy, and for the day-to-day operational running of transport services including management of the London Overground naming project. You may wish to send a further request to TfL at foi@tfl.gov.uk.

GREATER **LONDON** AUTHORITY

5. The GLA does not hold this information. Information on how the names were chosen can be found at: [Choosing the new London Overground names - Transport for London \(tfl.gov.uk\)](https://tfl.gov.uk/roadworks/choosing-the-new-london-overground-names)

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA150224-6733.

Yours sincerely

Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:
<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

6733 Attachment

Any minutes of meetings in relation to the renaming of the London Overground lines attended by any of: the Mayor, political appointees of and advisers to the Mayor, any London Assembly members or their political appointees/ advisers, or any GLA employee earning more than £75,000 p.a.,

TfL Commissioner / Deputy Mayor for Transport Liaison Meeting – Outcomes Tuesday 23 May 2023

Item	Action	Owner	Due by
2 – London Overground Renaming	Noted the update and key milestones in the coming months.		
	ACTION: Update the deck for the Mayor’s meeting per the advice provided.	ES & JD	Ongoing
	ACTION: Liaise with Mayoral directors and check if they have comments on the process	ET	n/a

Mayor / TfL meeting minutes 30 May 2023

1. London Overground renaming

Emma Strain gave an update, which was noted. The approach was endorsed. In particular it is important to ensure an inclusive approach - we need to respect our heritage while celebrating and promoting diversity. For example, we should check any new naming/wayfinding scheme works for those who are neuro divergent. The Mayor asked whether timescales can be brought forward (even by a month) without adverse consequences for the process; Emma agreed to take this away. Emma will keep key City Hall colleagues, including Debbie Weekes-Bernard, informed.

TfL Commissioner / Deputy Mayor for Transport Liaison Meeting – Outcomes Tuesday 4 July 2023

Item	Action	Owner	Due by
3 – London Overground renaming	ES updated on the work to rename London Overground (LO) lines and suggested a potential launch in Feb – location TBC. AL suggested that we roll out the new branding and names line by line rather than station by station and think about the impact on other modes. AL also suggested we learn from the Elizabeth line launch and the TfL Rail rebrand, including scale and cost, and think about how we engage with bus operators, TOCs etc so all operational colleagues understand it themselves. ES confirmed she is pulling together a 12 month plan ensuring the approach is best for customers.	ES	Ongoing

GREATER LONDON AUTHORITY

	AL suggested we roll out an entire line to begin with – Gospel Oak to Barking as a suggestion. ACTION: ES to see what is possible. Confirmed that AL is the decision-maker on names and colours, following engagement and expert interview process. Following a question about signage, ES confirmed she will ensure we adopt the same principles for LO as London Underground. Suggestion for Geoff Marshall to be added to the stakeholder engagement expert interviews. ES to work with GB's team to ensure everything is lined up for launch.		
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TfL Commissioner / Deputy Mayor for Transport weekly meeting – outcomes Tuesday 29 August 2023

Item	Action	Owner	Due by
2 – London Overground line renaming	ES updated on the public engagement around renaming, with a decision on public polling to be taken. ES explained the thoughts behind the media moment, which could be 3 media moments or 2. Colours for each of the lines are agreed. The group discussed the customer benefits of the map, but MB raised there will be some criticism. AL suggested we ensure we have a seventh colour in case needed. AW raised the timing of the next update for MM and AL requested clarity on costs.		N/A
	ACTION: AW, GB and ES to decide when best to deliver the public unveiling moment. ES to communicate this with City Hall.	AW/GB/ES	30 September

TfL Commissioner / Deputy Mayor for Transport Liaison Meeting – Outcomes Tuesday 17 October 2023

Item	Action	Owner	Due by
5. AOB	Noted update on [Out of scope] , and London Overground renaming.	N/A	N/A

Mayor / TfL meeting minutes 17 October 2023

3. London Overground renaming

Emma Strain provided an update. The Mayor asked for Debbie Weekes-Bernard and Justine Simons to be consulted on the proposed approach.

Mayor / TfL meeting minutes 14 November 2023

3. London Overground renaming

Emma Strain presented the final options. The Mayor was content with the proposed names. It was noted that a further update would be brought in due course on communication and stakeholder engagement plans.

TfL Commissioner / Deputy Mayor for Transport Liaison Meeting – Outcomes Wednesday 9th January 2024

Item	Action	Owner	Due by
1 – LO renaming	ES provided an update on progress, and, marketing and stakeholder comms for the proposed naming of LO lines. Action: RM asked that stakeholder inclusion for all six lines be considered around the launch, either at the launch event itself or with separate activity. ES/MB to consider this in the context of ensuring the effectiveness of the marketing activity. Action: Will now be discussed at the Mayor's meeting on the 15th January.	ES / MB AW / ES	

Mayor / TfL meeting minutes 15 January 2024

3. London Overground renaming

Emma Strain provided an update on the plans for launch. A date for this is currently being finalised. There has been good collaborative working between TfL and City Hall. The Mayor felt excellent progress had been made and agreed that the names should be announced together rather than separately. Given the expected public interest in this announcement, it was important that the names remain confidential and be tightly held until launch. It will be necessary to respond to misinformation on social media when the names are announced and signpost to the stories behind the names. The Mayor sought reassurance about what plans were in place for this.

Mayor / TfL meeting minutes – 30 January 2024 30 January 2024

4. London Overground renaming

Emma Strain provided an update. The launch would be on 15 February at Highbury and Islington. Emma explained she had now met with the FA, Fawcett Society, Windrush Foundation and Mildmay Mission Hospital, all of whom were supportive. Emma reassured the Mayor that appropriate social media plans were now in place and it was agreed the launch event should be simple with only key stakeholders invited.
