

Rail and Underground Panel

Date: 16 July 2015

Item: Night Tube



This paper will be considered in public

1 Summary

- 1.1 The accompanying presentation provides an update on the launch of Night Tube services.
- 1.2 The presentation describes:
 - (a) the service proposals;
 - (b) the implementation programme;
 - (c) operational readiness; and
 - (d) the engagement with stakeholders, sponsorship arrangements and campaigns.

2 Recommendation

- 2.1 **The Panel is asked to note the paper and presentation.**

List of appendices

Appendix 1: Presentation on Night Tube

List of background papers

None

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Night Tube

Rail and Underground Panel 16 July 2015



MAYOR OF LONDON



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

Night Tube Launch

Service Proposals

Programme delivery

Operational readiness

Launch activities & sponsorship



Service Proposals

- Night Tube will operate overnight on Friday and Saturday nights on the following lines, from 12 September 2015:
 - Jubilee, whole line
 - Victoria, whole line
 - Central, between Ealing Broadway and Hainault/ Loughton;
 - Northern between High Barnet/ Edgware and Morden, both via the Charing Cross branch
 - Piccadilly, between Cockfosters and Heathrow Terminal 5
- Trains will operate every 8-10 minutes in the central area



Implementation Programme

Key Activities



Programme Delivery - Status

Achieved Milestones

- Safety Change – Assurance Plans approved
- Safety
 - Crime Prevention Plan complete
 - British Transport Police Resources agreed
- Operational
 - Timetables compiled
 - Additional staff recruited
- Technical
 - Signalling changes agreed and Contracts awarded
 - Ticketing system upgrades complete



Programme Delivery - Status

Upcoming Milestones

- Safety Change – Final safety plans approved
- Operational
 - Staff training complete and staff deployed
 - Station gating complete (segregated non-operational sections of interchange stations)
 - Operational Readiness trials complete
 - New BTP Officers recruited and trained
- Technical
 - Signalling changes completed, tested and approved for operation
- Service Go-Live 12 September 2015



Operational Readiness

People & process planning



Operational Readiness

Chief Operating Office activities

- All readiness activities progressing to programme
- 2-weekly Priorities Meeting to review progress and maintain focus
- Regular Line Readiness meetings ensuring all management on each of the 5 lines are informed and ready for operation

Control systems

- Thales and Siemens progressing but programmes are tight
- Dedicated team managing this
- Mitigations in place in case of late delivery. Launch not at risk due to signalling



Operational Trials

Confidence building

To give staff, management and external stakeholders confidence that we are ready to operate Night Tube customer services before 12 September 2015

Incident handling

To give confidence that the processes, decision making, resources, information & data and relationships are in place to handle incidents with Night Tube

Proof of technical change suitability

To give confidence that the technical changes made are operating as expected and that staff are competent and confident to use them

Ability to cope with changes to working practice

To give staff who may use new operational processes an opportunity to ensure they are familiar with the procedure in a realistic but risk free environment



Marketing, Launch & Business Partnerships

Stakeholders, sponsorship and campaigns



Night Tube Branding

Brand Identity:
Complementary
and co-ordinated
across internal
and external
channels



Employee Campaign

“Metroland” employee campaign positions the Night Tube as the creator of a new “Metroland”, opening up night-time London. It speaks to our heritage and to the service being an integral part of night-time London.

Customer Campaign

“Free The Night” customer campaign focuses on the opportunities that the Night Tube service will present to customers by opening up London at night for entertainment and business. Customer information will include a night owl symbol to identify it as being night-specific, in line with existing Night Bus information.



Stakeholder Engagement

Political, community & other stakeholder groups

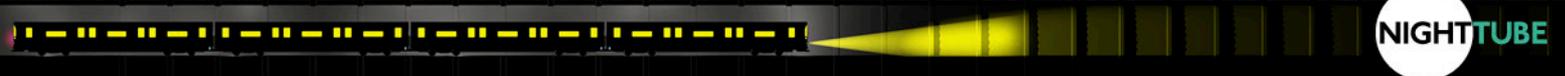
- At the announcement of the Tube future vision in November 2013, we wrote to all our stakeholders setting out our proposals for Night Tube and offering to discuss in further detail either at a scheduled upcoming meeting or at a separate briefing
- Since then we have been meeting with stakeholders across London, discussing our plans and listening carefully to any concerns or issues they might raise
- Stakeholders have included London Assembly Members, MPs, London TravelWatch, local authorities, residents, business groups and the equalities sector (such as Transport for All, RNIB, IDAG)



Stakeholder Engagement

Borough engagement programme

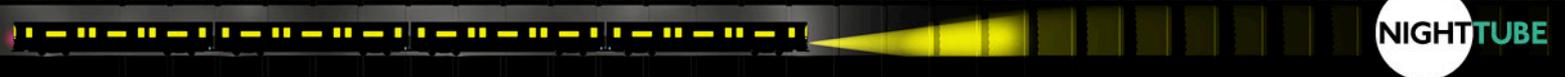
- We are discussing our plans at the public transport liaison meetings we attend with London's councils and also at a large number of meetings set up specifically to talk about our proposals. These include:
 - Senior executive meetings with London Councils' Transport & Environment Committee
 - Presentation to London Councils licensing sub-committee
 - Briefing with all borough Environmental Health Officers
 - Presentation to London Local Authority Noise Action Forum
 - Bespoke meetings with transport lead councillors and officers



Stakeholder Engagement

Business engagement

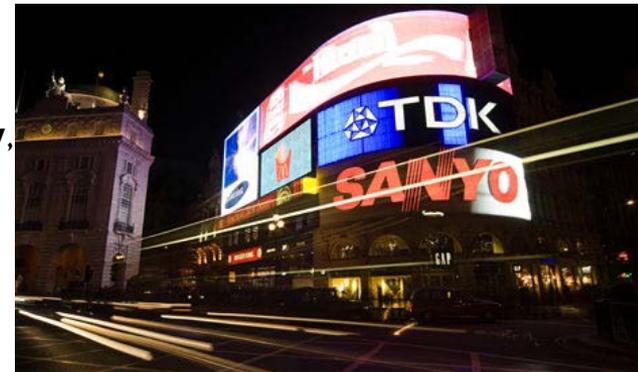
- In addition to ongoing engagement with key business groups, we have planned a series of briefings and/or events targeted at specific industry sectors to promote the Night Tube service, raise awareness of the benefits and secure advocacy
- These are themed on specific aspects of London's night time economy and located in areas where the Night Tube will run.
 - Theatreland was held at the end of January, which included promoters, owners and hosted by Society of London Theatres
 - Events/music promoters on 10 June, at the O2 (50-80 attendees)
 - Higher education industry in July (20-30 attendees)
 - Restaurant industry in August (30-50 attendees)



‘Free the Night’ Campaign

The first all-night celebration of arts, culture, food, shopping and entertainment

- On the Night Tube launch weekend, we want London to ‘Free the Night’, setting the tone for London’s future as a 24-hour capital.
- London Underground’s focus on launch weekend will be ensuring the network runs smoothly therefore, rather than directing attention to the network itself, we are looking for other ways to realise the potential of the new service.
- We’re looking for specific partners – working through London’s Business Improvement Districts and wider - to open late on the opening weekend, with special offers and an emphasis on high quality, unique events to create an unmissable ‘up all night’ experience.
- We anticipate events and activities will be:
 - Open to all ages and demographics
 - Appeal to savvy Londoners, particularly those aged 18-50, who respond to and seek out the best the city has to offer.
- Night Tube will be supported by a marketing communication campaign (live from end of June– January 2016), capturing London, national and international media attention as the world’s best city goes 24hr.



'Free the Night' Launch: Partnership Proposition

Activities and sectors being engaged include:

- **Food markets and restaurants**
 - bringing the best of the world's cuisine to London's night owls.
- **Shopping and retail**
 - hosting special events, talks and activities with authors, artists and designers (to coincide with the start of London Fashion Week) and 24hr 'Shop 'til You Drop' events.
- **Entertainment venues, attractions and sport**
 - with night time views from iconic London venues, late openings of attractions, and moonlit themed walks.
- **Theatres and Performing arts venues**
 - hosting 'midnight matinees', and bringing short performances out onto the streets.
- **Cinemas**
 - catering for film lovers of all kinds, with late screenings of classics, night-themed retrospectives and the latest blockbusters, as well as movie marathons and summer screenings.
- **Museums and galleries**
 - extending their ever-popular Friday 'Lates' into the small hours of Saturday morning, with special events and receptions.

