

TRANSPORT FOR LONDON

BOARD

**SUBJECT: LONDON UNDERGROUND'S 150th ANNIVERSARY
CELEBRATIONS IN 2013**

DATE: 2 NOVEMBER 2011

1 INTRODUCTION

- 1.1 The purpose of this paper is to provide the Board with details of the current proposals to celebrate London Underground's 150th anniversary in 2013.
- 1.2 The Board is asked to note the paper.

2 BACKGROUND

- 2.1 In 2013, London Underground (LU) will celebrate its 150th anniversary as the world's first underground railway. The celebrations will be a platform to demonstrate:
 - (a) how important the Tube is to the economy of London and the United Kingdom;
 - (b) how it has enabled London's growth and prosperity; and
 - (c) why continued investment must flow to upgrade London's transport system.
- 2.2 The full scope of the celebrations is still to be finalised and this paper outlines the content as it currently stands. LU is still looking at other ideas and opportunities but the focus of the celebrations will be as much about the present and the future, as they are about the past.
- 2.3 There will be a programme of celebratory activity, providing the opportunity to increase advocacy for LU amongst key audiences; Londoners, customers, stakeholders and staff. This will be achieved by celebrating the cultural meaning of the Underground; its history and engineering triumphs; its iconic design; and its place in the imagination of all those who come to London, or live in the city.

3 SCOPE OF LONDON UNDERGROUND 150 PROJECT

- 3.1 This milestone in the history of the Capital will be celebrated with a year long programme of events that will attract local, national and international interest.

Engagement and Communications

- 3.2 The 150th anniversary and LU's past/future role in keeping London moving will be communicated to Londoners at the start of 2013. This will maximise awareness and provide an overarching understanding of, and context for, the various events that will be taking place. Consideration is currently being given to a 'mass market' event or campaign which Londoners can (and that is easy to) take part in, and will include a social media event that invites customers to share their Tube stories.
- 3.3 Appendix 1 contains the distinctive and unique logos, which have been developed as part of the 150th anniversary for use throughout 2013.
- 3.4 Books: A publishing programme has been agreed and will cover the following topics:
- (a) Official 150 History edited by David Bownes of London Transport Museum (LTM) – published October 2012;
 - (b) 12 short stories, specially commissioned from different and well known authors. A story will be written for each line and will cover different themes; for example, crime; comedy; thriller – published between March and May 2013; and
 - (c) A design book featuring the best of London Underground's Design, written by Mark Ovenden but not published in association with TfL – published January 2013.
- The books will be published in stages from October 2012, to coincide with the Christmas 2012 market and, therefore, will set the scene for 2013.
- 3.5 Royal Mail: It is anticipated that Royal Mail will issue a series of stamps to commemorate 150 years of London Underground and merchandise will be produced, based on the stamp designs.
- 3.6 The International Association of Public Transport (UITP) Conference: LU will host the 90th UITP Metro Assembly in London, during September 2013, to mark the 150th anniversary celebrations on an international stage. It will focus on LU's rich history, progress in upgrading the Tube, and plans for the future. This will be the main international engagement event of the celebrations.
- 3.7 Art on the Underground will commission artwork that will be used across the LU network and related TfL/LU-owned (and external) sites.
- 3.8 Poems on the Underground will be themed in a way that supports the history and future dimensions of the network.
- 3.9 Employee engagement within LU/TfL: the 150th anniversary provides an opportunity to celebrate LU's achievements with staff and further engage on the future operational plan for LU as described in Mike Brown's presentation to the Board. Employee communications will utilise all communications channels to publicise the anniversary, particularly focusing on how much has been achieved and how this feeds into our future success.
- 3.10 Aldwych event: London Transport Museum (LTM) will use Aldwych station during the summer of 2013, to host events, such as a theatre production or tours in the disused station.

Heritage Rail Events

- 3.11 Throughout 2013, a range of heritage tours will take place including the use of steam and electrically hauled passenger trains. The first outing would recreate the inaugural public trip on the Underground by running a steam hauled service from Paddington (or Baker Street) to Farringdon, hauled by the only Metropolitan Railway built locomotive with operational potential (former Metropolitan Railway locomotive No.1, *Sarah Siddons*) of 1896.
- 3.12 For the anniversary itself, the restored Metropolitan No1 will be put into Platform 1 at Baker Street for the whole day for a ceremonial event. Metropolitan No1 will run on the weekend of the 12/13 January 2013, from Acton to Edgware Road. Customers will board at Edgware Road with special guests boarding at Paddington.
- 3.13 In addition, a summer of heritage rail trips is proposed on the Metropolitan line to Amersham using former Metropolitan Railway locomotive No.1, and ex LT Pannier Tank L99, supported by LTM's 1938TS Tube train. A feature of the steam hauled services would be the restored Metropolitan Railway first class carriage, No. 353 (1892) and the use of Metropolitan Railway bogie stock carriages from the Bluebell railway and/or the Vintage Carriage Trust (up to six in total). The restoration is being funded through an award from the Heritage Lottery fund.
- 3.14 In an echo of the centenary celebrations of 1963, it is proposed that the former Metropolitan Railway Depot at Neasden showcases all existing Underground train and stock types at a special weekend event. Additional rail outings, using the 1938TS, would be planned for the Northern and Piccadilly lines, with associated tours and events.

Poster Exhibition

- 3.15 There will be an exhibition at the LTM. This will showcase some of the transport posters commissioned by LU, with a focus on the best known poster artists of the inter-war years, such as Edward McKnight Kauffer and Tom Purvis.
- 3.16 LU will promote the LTM exhibition by running a collection of classic LU poster advertising since 1863 on circuits and filler-spaces.

4 COSTS

- 4.1 Funding for the 150th anniversary celebrations will be through corporate sponsorship, grants or normal business activities and through existing budgets (e.g. Art on the Underground, Employee Engagement) where they already exist. The estimated cost of the celebrations to LU will be confirmed once the final programme of events is finalised.
- 4.2 There will be some set-up or underwriting costs to establish the workstreams, which will be funded initially by TfL but recovered through generated income. The bulk of the costs to underwrite the programme come from the restoration of Metropolitan No 1 and other Heritage Rail costs. Quainton Railway Society owns Metropolitan No1 and will lend it to the LTM, without charge, for a period of ten years (contracted agreement) until the cost of the restoration work has been paid back to LTM and TfL through benefits in use.

5 RECOMMENDATION

5.1 The Board is asked to NOTE the paper.

6 CONTACT

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150th ANNIVERSARY LOGO

When required, the strapline version of the logo may be used as shown. The relationship between mark and strapline is fixed and is not to be altered.

Master artwork for the mark with strapline is available from TfL Corporate Design.



On some third party pieces, the partnership version of the logo may be used.

Two versions of this logo exist and either version may be used, depending on the space available.

There is no exclusion zone required for these two versions of the mark.

Master artwork for both versions of the partnership mark are available from TfL Corporate Design.

