

Board

**Transport
for London**



Date: 12 December 2012

**Item 11: London Underground's 150th Year Anniversary
Celebrations – Update on Programme**

This paper will be considered in public

1 Summary

1.1 The purpose of this paper is to provide an update to the Board on London Underground's (LU's) 150th anniversary (LU150) celebrations proposal.

2 Recommendation

2.1 **The Board is asked to note this paper.**

3 Background

3.1 The world's first underground railway opened on 9 January 1863 between Paddington and Farringdon. Today, after 150 years of evolution and change, LU carries more than a billion passengers each year.

3.2 The Underground is also now known the world over as the Tube. The latter name first came into use in the early 1900s after the first deep level Tube tunnels had been built. Today both locals and visitors refer synonymously to the whole network as both the Underground and the Tube.

3.3 In 2013 TfL will celebrate the Underground's 150th anniversary in a variety of ways that explore the impact the Tube has had on London and the world throughout its history, and how that will continue into the future as the Tube continues to be at the heart of life in London and crucial to its continuing success and evolution.

3.4 The narrative underpinning all LU150 activity has three strategic elements that reflect the Underground's continuous and continuing development:

- (a) culture and design;
- (b) heritage; and
- (c) moving forward.

4 Proposal

- 4.1 The Underground's 150th anniversary provides an opportunity to mark this milestone with a series of events and activities that provide opportunities for celebration and drive advocacy and engagement, building on the reputational and emotional legacy of the 2012 Games.

5 Opportunities and Objectives by Audience

Londoners/Customers

- 5.1 Strengthen emotional connection to, and drive advocacy for, LU by:
- (a) reminding Londoners/customers about LU's contribution by their engagement in the heritage/story that many have an appetite for, as well as the Tube's future; and
 - (b) maintaining public support for investment in improvement works that are key to LU continuing to serve London.

Stakeholders

- 5.2 Improve advocacy for LU amongst London politicians, business leaders and transport journalists to achieve their active support, building on the success of the 2012 Games and thus helping to protect LU's position as a top priority for investment by reminding all that LU remains a critical enabler of the London and UK economies, now and into the future.

Employees

- 5.3 Increase employee pride in and engagement with LU – its past, present but most crucially its future and achieve recognition that change is a necessary part of moving forward.

6 Strategy

- 6.1 A programme of high-impact world-class activities throughout the year to:
- (a) celebrate 150 years of LU;
 - (b) look forward as well as backward; and
 - (c) recognise differing customer levels of interest – requires mass-market, general interest elements as well as 'stronger dose' for more devotee audience.

7 Programme by Market Audience

Mass Market

- 7.1 LU150 Marque: this has been designed to fit in with LU's branding (roundel in corporate red and blue). Where applicable the marque will be supported by the strap line 'Keeping London moving since 1863'.

- 7.2 **Marketing Campaign:** towards the end of 2012, LU launched a campaign to raise awareness of the anniversary. It will provide a great opportunity to engage and excite Londoners, with LU's role as the original 'social network', facilitating a myriad of connections, not only to places, but among the lives of people across the city, will be at the heart of the campaign. As part of the campaign, TfL will enlist 150 people who have strong and interesting connections with the Tube. These people will be from a cross-section of Londoners and their stories will be used to help illustrate how LU improves the lives of Londoners. It is the ambition to establish a high-profile media partnership (with the Evening Standard and Magic FM) to tell the stories of these 150 Londoners throughout the year and, importantly, how the Tube facilitates their lives.
- 7.3 **Royal Mint:** two £2 coins will be in circulation from mid/late January 2013, as well as a commemorative pack and line commemorative special editions, which will be available during December 2012.
- 7.4 **Royal Mail:** will issue ten stamps on 9 January 2013.
- 7.5 **Penguin Books:** the official LU150 history book titled 'Underground – How the Tube shaped London' was launched on 29 October 2012 by the BBC Broadcaster Robert Elms and the authors at the London Transport Museum. There will also be the publication of 12 short stories by well known authors. The stories, one about each Tube line, look at the meaning of the Underground and the place it holds in the imagination of all those who live and visit the City – these will be available from 7 March 2013. Penguin has launched its 'Poems on the Underground' book and 'London Underground by Design' written by Mark Ovenden will be published at the end of January 2013.
- 7.6 **Art on the Underground (AoTU):** in 2013 AoTU will present a programme that will include: a major commission by an acclaimed, high profile, British artist bringing artworks into every station on the Tube network; a set of posters and limited edition prints by 15 leading contemporary artists; and screenings of London Underground themed films at a Tube station from the British Film Institute archive.
- 7.7 **Oyster Card:** a commemorative Oyster Card will be available as normal retail stock from mid December 2012. These will only be sold from LU stations and Travel Information Centres.
- 7.8 **Skills Development Programme:** a far reaching schools development programme with reference to LU150 will complement a mass market campaign for Londoners with children and families throughout 2013.

London Transport Museum (LTM)

- 7.9 The 2013 Public Programme will ensure that the LTM is at the centre of the LU150 celebrations. It is designed to appeal to a range of audiences, from families to young professionals with a general interest in the history of London's transport network, to steam enthusiasts. The programme focuses on five different themes with events in each category and each with significant merchandising opportunities: Posters, Design, Steam, LU150 – celebrating the past 150 years, and Futures – looking towards the next 150 years.

- 7.10 Aldwych Disused Station (approximately 29 April – 8 July 2013): as part of the public programme of events in 2013, the LTM will be working with a performing arts company to create an immersive original experience involving a range of artists from several different art forms (writers, directors, actors, designers, video, installation and animation artists). This project will be a unique event, a groundbreaking and sophisticated experience whose appeal crosses many cultural appetites to create a meditation on the past, present and future of LU, its impact on our lives, the city and our sense of self.
- 7.11 Merchandising: the LTM is designing, sourcing and producing a wide range of commemorative merchandise for the celebrations. The work covers 10 key aspects of the celebrations and is designed to reflect the past, celebrate the present and point to the future of LU. The designs will appeal to all customer demographics. No additional funding is required, since the merchandising plan represents enhanced business for the Museum. Product launches began on 1 November 2012 and will take place on a rolling basis.
- 7.12 Recorded memories: in the run up to 2013, the LTM has been delivering a series of projects in collaboration with LU staff and members of the public. These projects have resulted in the collecting of new films, photographs, stories and objects which convey the personal experience of using and working for the Tube. The Museum hopes to continue the collecting of these recorded memories into the anniversary year, reaching as many people and groups as possible.
- 7.13 Poster Art 150: London's greatest Designs – an exhibition at the LTM launches on 15 February 2013, focussing on the iconic poster art that has been a feature of London Underground for much of its history.

Heritage Operations

- 7.14 In celebration of the first underground train in the world, the first Tube passenger journey will be recreated on Sunday 13 January 2013, with a series of specially restored trains including the Metropolitan Steam Locomotive No. 1 and the Metropolitan Railway Jubilee Carriage No 353 – the oldest operational underground carriage in existence. The first trip will take place on the morning of 13 January 2013 followed by four evening runs. As demand from the public and staff is expected to be high, more steam runs will take place on 20 January 2013 for the public and for TfL staff to enjoy. To continue the theme of celebrating the past, present and future there will be a new S7-Stock train sitting in the adjacent platform to the heritage train that will provide a contrast of the old and new. The S7 train will have an exhibition inside so the public and those on the Steam train runs can identify with 150 years of progress.
- 7.15 Following the inaugural celebratory steam run on the Underground on Sunday 13 and 20 January 2013, the locomotive (Met No1) will form part of an extensive programme of heritage vehicle operation throughout the year building on existing partnerships with the Rickmansworth festival and Amersham heritage day. In addition, the locomotive will steam at Quinton Road during three weekends in August as part of the agreement with the Buckinghamshire Railway Centre, owners of Met No1. A major giving programme has been undertaken to fundraise for the restoration of the locomotive, with donations being received from around 170 donors.

- 7.16 In terms of schedule for completion, the project has returned the locomotive to operational condition. A successful steam train trial run through the proposed inaugural route took place on 25 February 2012 to identify the risks associated with the run planned for 13 January 2013 and what needs to happen to mitigate them. There will be another trial run in December and a full dress rehearsal prior to the event on the 13 January 2013.
- 7.17 Neasden Exhibition 31 August 2013: There are also plans to hold an exhibition of past and present train stock at Neasden at the end of August 2013.

Metro/Event Meetings

- 7.18 The International Association of Public Transport (UITP) – The 90th UITP meeting will be held in London on 4 – 7 September 2013. On the Saturday afternoon (7 September 2013) delegates will have the opportunity to stay on and experience the new (S-Stock) and the old (Met No1).
- 7.19 Community of Metros (CoMET) (24 February 2013) – LU will also host the CoMET meeting, at which delegates will have the chance to experience a Heritage run (38 Tube Stock) and ride on the new S-Stock on the Sunday prior to meeting.
- 7.20 The City of London has approached LU with the possibility of holding a reception at the Guildhall to mark the LU150 celebrations through a panel discussion in front of invited stakeholders and guests. It is likely that the event will take place in Spring 2013.

External Approaches

- 7.21 LU has been approached by many organisations who wish to help celebrate this momentous anniversary through joint events. There have been on-going discussions with the Football Association, the Ferrocarrils de la Generalitat de Catalunya (a metro/suburban railway company of Barcelona) both of which are also celebrating 150 year anniversaries and also the Paris Metro and Grand Central station in New York. Other institutions such as the Institute of Civil Engineers, and companies such as 'Go Entertainment Group' are but a few who have expressed an interest in working with LU to commemorate LU150.
- 7.22 All of the external approaches are being discussed with a view to confirming any proposals or opportunities in 2013.

Staff

- 7.23 The plans for staff engagement focus on people, heritage and key moments in LU's history. These themes will be featured through existing internal communication channels.
- 7.24 Each member of TfL staff will receive a copy of the LU150 official anniversary book. The costs will be sponsored by CUBIC transportation.

8 Media – Press support for events and activities

- 8.1 The various activities outlined in this paper will be supported by a concerted media campaign. The Press Office will work with international, national, London, local and specialist media – both on and offline – to tell the story of LU150, utilising events, interviews, briefings, authored articles, and online film and photographic content.
- 8.2 A range of coverage has already been secured and work continues to use all relevant channels to convey the continued vital role of LU.

9 Commercial

- 9.1 Funding for the LU150 celebrations will be through corporate sponsorship, grants or normal business activities and through existing budgets where they already exist.
- 9.2 Significant funds for the programme have been secured via CUBIC, Siemens, CBSO, Virgin Media, Heritage Lottery Fund and other small contributors. These Sponsorship funds have been used to cover the costs of the LU150 programme.

List of appendices to this report:

None

List of Background Papers:

Board paper on London Underground 150th Anniversary – 2 November 2011

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