



**WEST MIDLANDS**  
COMBINED AUTHORITY

## Transport Delivery Committee

<b>Date</b>	09 April 2018
<b>Report title</b>	Tram Naming: Criteria and considerations
<b>Portfolio Lead</b>	Councillor Roger Horton – Lead Member for Rail & Metro
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<b>Report to be/has been considered by</b>	Councillor Roger Lawrence – WMCA portfolio lead for Transport

### Recommendation(s) for action or decision:

#### The Transport Delivery Committee is recommended to:

- i. Agree and negotiate the criteria required for the naming of trams in the West Midlands.
- ii. Discuss suggestions for local persons who may be named and provide justification.
- iii. Develop an action plan moving forward regarding stakeholders and public relations.

## 1. Purpose

- 1.1. The purpose of this report is to provide recommendations for the criteria and policies for the naming of trams in the West Midlands. Here, consideration of the issues, challenges and opportunities will be assessed. These recommendations will be put to the Transport Delivery Committee (TDC) board to ensure that our policy is in line with the Mayoral WMCA priorities and values.

## 2. Background

- 2.1. The Midland Metro tram service links a number of the West Midlands' biggest population and employment centres, carrying just under 8 million passenger trips per annum. The system is currently about to enter a golden age of significant expansion, building on the success of the extension into Birmingham City centre and the introduction of a new tram fleet, that is expected to grow from 21 to 70 vehicles by 2026.
- 2.2. The new fleet provides an opportunity to celebrate successful people from the local area who have contributed to society and given something back to the region, by naming trams after them. Naming trams offers us the opportunity to contribute towards restoring local pride to the region, a key Mayoral WMCA priority.

## 3. The Current Tram Fleet

- 3.1. In the West Midlands we currently have an operational fleet of 21 trams. Up to 50 more will be brought into service as the expansion plans are completed.
- 3.2. Of the current fleet, there are only 2 named trams. The introduction of a new fleet provides the opportunity for further trams to be named after local persons of note.

Tram no.	Tram name	Notes
35	Angus Adams	Named by Queen Elizabeth II
37	Ozzy Osbourne	Named by Osbourne

## 4. The Previous T69 Tram Fleet

- 4.1. The retired T69 tram fleet were named after local celebrities or individuals who have contributed to the success of the area, including Sir Frank Whittle, Billy Wright, Joseph Chamberlain and Jeff Astle. Tram 11 was donated to Birmingham City Museum and named after the former first female Leader of Birmingham City Council and Lord Mayor of Birmingham, Theresa Stewart.
- 4.2. When naming the T69 fleet protocols were put in place to ensure trams were named in a coordinated manner. It is important that we follow on from the practice used in naming this fleet to ensure that the current fleet are fully representative of all of our diverse regions.

Tram no.	Tram name	Notes
03	Ray Lewis	In Storage/Sold
04	Sir Frank Whittle	In Storage/Sold
05	Sister Dora	In Storage/Sold
06	Alan Garner	In Storage/Sold
07	Billy Wright	In Storage/Sold
08	Joseph Chamberlain	In Storage/Sold

09	Jeff Astle	In Storage/Sold
10	John Stanley Webb	In Storage/Sold
11	Theresa Stewart	In Storage/Sold
13	Anthony Nolan	In Storage/Sold
14	Jim Eames	On loan to Light Rail Vehicle Test Fleet
15	Agenoria	In Storage/Sold
16	Gerwyn John	Retained as an engineering vehicle

## 5. Current Tram fleet - persons represented

- 5.1. Cllr. Angus Adams represented Dudley Council and from 2010 up to his death was Chairman of the Integrated Transport Authority. Posthumously, tram 35 was named after him to celebrate his legacy. Angus was also well known within the business community and ran a number of businesses. He was extremely proud of the Black Country and contributed to the region throughout his working life.
- 5.2. Conversely, Ozzy Osbourne has no links with transport in the region, however is celebrated widely in the region for his contribution to music. Ozzy Osbourne is a proud part of Birmingham culture and has influenced many musicians throughout the West Midlands and the world. He has also promoted and supported many local charities including Birmingham Children's Hospital.

## 6. Street naming policy

- 6.1. Before we consider criteria for naming the trams, it is useful to consider naming criteria and policy more generally. Street naming is a good example of naming that has to adhere to many rules and regulations. Street naming criteria is determined according to one of 3 pieces of legislation:
- The Public Health Acts Amenity Act 1907
  - The Public Health Act 1925
  - The Town Improvement Act 1847
- 6.2. It is up to local authorities to decide which of these acts to use in setting their street naming legislation. Street names must be agreed in collaboration with the Royal Mail, the local Council/authority and emergency services to ensure that no confusion will arise from the naming/numbering of the street. It is also of utmost importance that names are not offensive, controversial or using inappropriate language.
- 6.3. It is the creator/developer of the street who has the right to suggest a name for the new street. This request is given to the local authority, who have a month to object/accept the name. There are guidelines whereby street naming in certain areas have to adhere to certain themes. These may be based on local history and folklore, British composers/scientists/notable persons, local industrial references and many other themes. There are sometimes pre-approved street names to choose from to avoid an inappropriate name which does not fit the criteria being chosen.

## **7. Naming Criteria**

7.1. It may be helpful to learn from the criteria used to determine street names, and applying certain themes and suggestions which may be put forward to the public for voting. Or even that local people may suggest figures to name trams after – but the ultimate decision making responsibility lies with the WMCA. To decide on criteria for name choices on the trams it is important to consider the following:

- The ways in which the public figure has contributed to the community;
- The suitability of the personality for the TfWM/WMCA brand;
- Diversity of name choices to ensure that local figures are represented from different ethnicities and genders;
- Consideration of the public: potential voting of a decided shortlist; and
- Representation of all of the local authorities covered by the current and future tram network.

7.2. Moreover, it may be necessary to generate a shortlist before putting a vote to the public, depending on any agreed principles. Any vote could be based on suggestions by Councillors – or even local people – from each of the 7 local authorities, to encourage regional diversity.

## **8. Contribution**

8.1. Both of the aforementioned persons had trams named after them for very different types of contribution to the region. The criteria are therefore very broad but it must be somebody who has done something that has contributed locally, was born or raised locally and/or has achieved something that brings local pride to the region.

## **9. Suitability**

9.1. It is important to consider whether the person in question is representative of and suitable for our brand. In general terms this would exclude anybody who is a criminal or has a controversial history. Common sense must prevail when decisions are made about suitability for promoting the region.

9.2. To avoid any potential controversy it may be beneficial to choose deceased and historical figures from here on to avoid any potential scandals. We may also introduce short-term naming schemes such as ‘Nurse of the year’, where trams hold the name for 12 months and are then updated annually.

## **10. Diversity and cross regional representation**

10.1. As is the case for street naming, it is important that trams are not named after offensive or highly controversial figures/themes. The two existing named trams represent figures from different Local Authorities. It is important that we continue to represent people from different local authorities and fairly represent the range diverse communities within the area.

## **11. Public interaction**

11.1. Although it is important that only those who meet the criteria mentioned previously are shortlisted, it may be worthwhile allowing the public to vote on their choice of tram name. To ensure that only sensible candidates are put forward, TDC or the Metro liaison panel could

decide on the shortlist before putting a vote to the public. The shortlist could be generated from suggestions put forward by the public.

- 11.2. This could become an exciting annual event. The benefits of this include the potential for advertising and publicising use of the trams – particularly as this is a time of expansion of the Metro.
- 11.3. There is scope for competitions in local schools or for the public more generally. For example, students could participate by producing posters or presentations on who they would like to nominate and why. A competition would allow vetting of nominations preventing controversial suggestions from being selected.

## **12. Financial implications**

- 12.1. The costs associated with Tram Naming which are typically very low (but may include hosting, publicising the event and involving the public) will need to be funded and prioritised from either within existing Metro Marketing budgets.
- 12.2. Often celebrities are invited to unveil the tram name – as was the case for Ozzy Osbourne when tram 37 was named after him. This is usually voluntary and should not incur any costs for the persons (typically ranging from £30-£50 for vinyl printing only). In some rare circumstances there may be expenses for providing accommodation and lunch costs for those involved.

## **13. Legal implications**

- 13.1. There are no legal implications arising directly from this report, however legal will continue to assist as necessary as the matter progresses, particularly in relation to advertising / publicity events.

## **14. Equalities implications**

- 14.1. The West Midlands is a diverse region, diversity being one of its strengths. It is therefore important that the regional diversity is reflected in the tram naming process. As specified within the report, future decisions will need to take into account the region's ethnic and religious diversity, the contribution of women and people of different sexual orientations and people with disabilities.
- 14.2. As a region we have many important figures from a diverse range of backgrounds who have brought much pride to the region, such as the suggestion that a tram be named after the late footballer Cyrille Regis (endorsed by TDC at its meeting on 5 February). It is thus imperative that we represent all of the community.