

## Background

In November 2021 Transport for West Midlands (TfWM) refreshed its tram naming process with the view to name several trams under the new protocol after receiving several recommendations.

Following approval from Councillor Ian Ward, WMCA Transport Portfolio Lead, tram naming activity was originally planned to take place early in 2022, however, due to the carbody repairs that were required and the subsequent suspension of service on more than one occasion, running a public campaign for tram naming would have been inappropriate at the time due to the negative public perception of Metro. As a result, it would not have been an ideal time to successfully engage the public in a positive way due to the ongoing issues.

By the time the Metro service was resumed, the focus, especially for TfWM and the Communications & Engagement Team was directed towards to the lead up of the Commonwealth Games as well as other internal campaigns. The decision was therefore taken to defer tram naming activity until after the Commonwealth Games.

We would like TDC members to be involved in the tram naming process and upon closer discussion with Councillor Richard Worrall, Chair of the Transport Delivery Committee (TDC) we were asked to bring a note to the September TDC meeting to brief members on the tram naming proposals and process and seeking their agreement to be involved.

## Process

In this first tranche of tram naming, it has been agreed to name a total of six trams as highlighted in the list below then on subsequent years we will name two trams per

year, for the latter two (general tram name and Carer of the Year) by way of public campaigns.

It is important to note the naming of the first four trams as per the list below has already been agreed and does not require any further input.

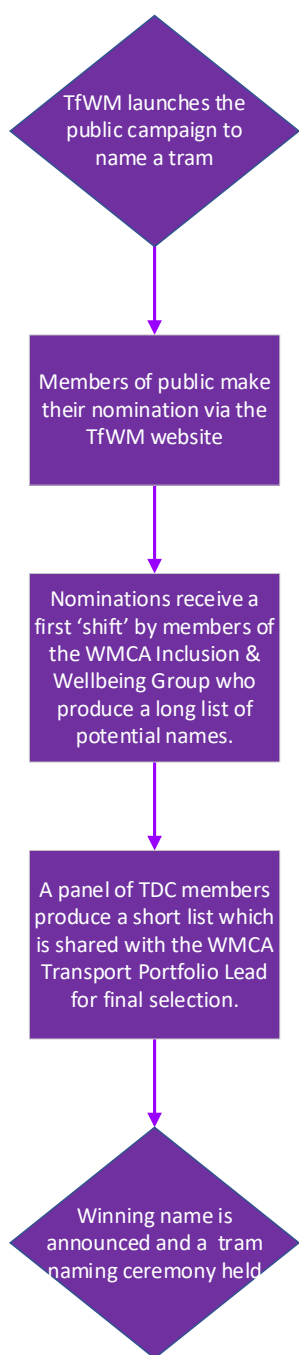
- *A recommendation from Councillor Ian Ward*
- *A recommendation from the Mayor of the West Midlands, Andy Street*
- *Transfer of the name of Councillor Theresa Stewart from the decommissioned T69 vehicle to one of the new third generations Urbos vehicles*
- *Naming of a tram after the Her Late Majesty Queen Elizabeth II (when guidance on memorialisation naming requests is published in due course)*
- *A recommendation from the public following a public campaign; and*
- *A tram named after ‘Carer of the Year’.*

The annual tram naming of one vehicle will be decided following a public campaign launched by TfWM. Members of the public will be able to cast their vote for a person, place, inanimate object, or organisation which is synonymous with our region. As part of the process voters will be asked to provide a short-written justification to support their nomination.

At the end of the public campaign all nominations will be reviewed by a panel made of up members from the WMCA Inclusion & Wellbeing group. The group will produce a long list of potential winning names and help to ensure that we have a diverse range of nominations that fully represent and reflect our region.

For the next stage of the process, the proposal is that a small, diverse group of TDC

members will undertake the second round of shifting, creating a small shortlist. The list will be reviewed by the WMCA Transport Portfolio Lead who will select the winning name. The winning nomination will be announced, and a public tram naming ceremony held.



At present we are still working through the detail of the ‘Carer of the year’ tram and have reached out to the Great British Care Awards organisers to discuss a potential partnership as they are better placed to make the winning judgement in this area than TfWM. We are currently awaiting a reply, but TfWM will update TDC once the process for that has been further defined.

All future tram naming requests will be dealt with through this process, we will be unable to accept individual nominations without the correct procedure being followed.

**Next steps**

Now TDC members have been briefed on the proposal and have reviewed the tram naming process (Appendix A), we are seeking confirmation as to whether they are happy to be involved in the selection process.

TfWM would like to start working on the launch of the public campaign from October onwards. The exact date of the launch is yet to be decided as there are several external factors and interdependencies with other departments and resource availability that need to be fully understood.

There will be an order in which the tram naming activity will commence and the Mayoral and Leader recommendations along with the re-naming of the Theresa Stewart tram will take place first ahead of the public campaign.

As soon as we are in the position to, we will start to arrange dates for the shifting panels with the Chair of TDC.

**Further Information**

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