

Tomorrow's Living Station

RDG Stations Summit

10th October 2019

Imagine the future

- **Living** Stations and the value of people's time
- **Living** Stations and the value of health and wellbeing
- **Living** Stations and the quality of transactions

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- **Living Stations** and the value of people's time
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73m

Estimated UK population by 2041

7.8m

consumer drone shipments by 2020

20-50%

increase in choice of seamless mobility

£28bn

size of autonomous & connected vehicle market by 2035

23%

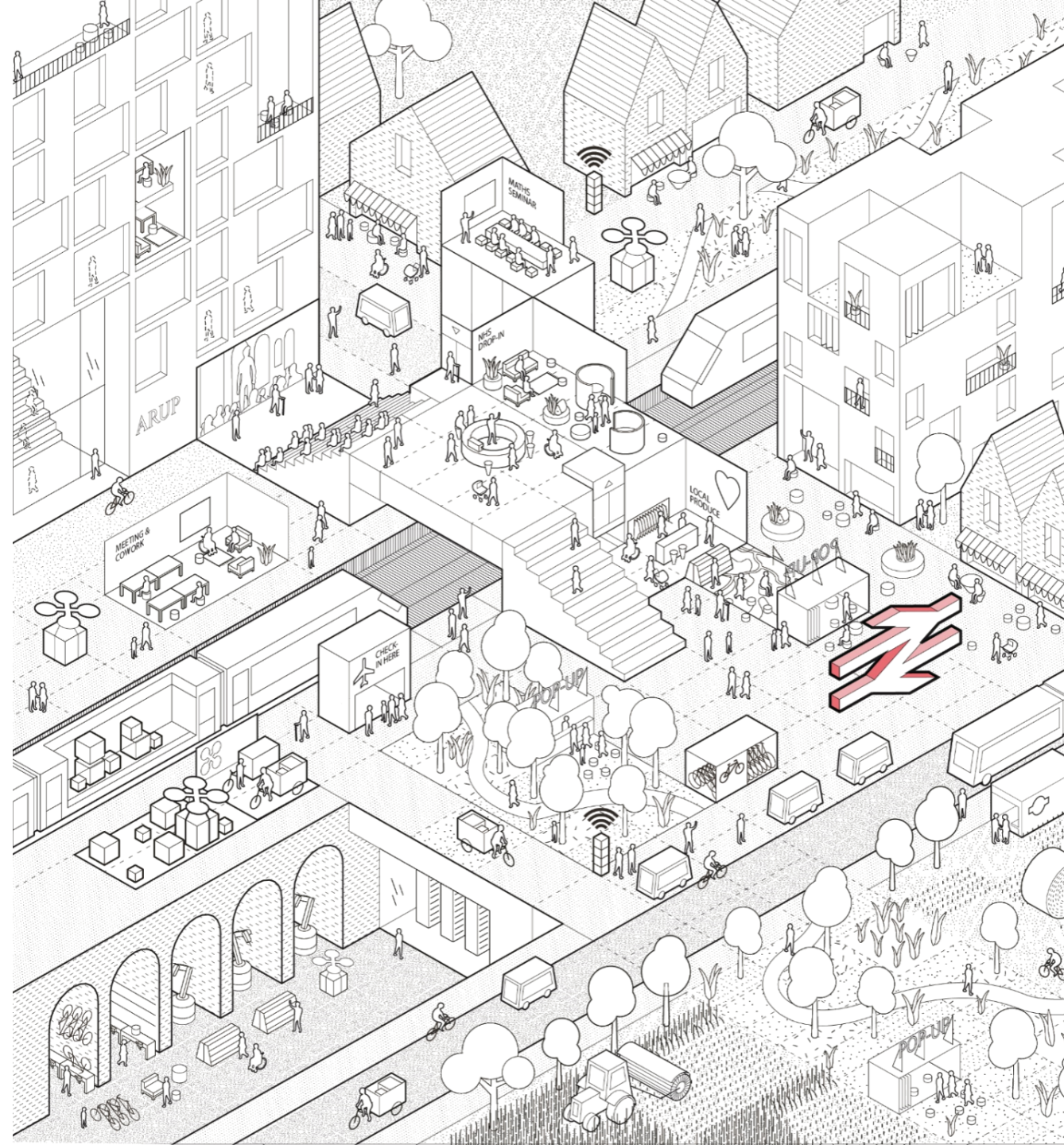
of UK population uses sharing economy more than once / month

54%

consider smartphone as essential to travel experience

People focus

To remain relevant, stations must not only consider the future and the role they can play, but also the people they serve.



People focus

Ben, 78 & Dillon, 73

Retired, active couple living locally, still interested in travel and new experiences with some spending power



Paul & Isla, 37 & 5

Health and budget conscious, highly mobile single parent with daughter who is growing up with digital tools



Barbara, 49

Local councillor, focussed on social inclusion of her constituents and instrumental in connecting community and station



Adaugo, 58

Family-orientated station manager, still defined by work and career, but defies the traditional idea of age



Adrian & Lara, 28 & 31

Day visitors, aspiring to a flexible, nomadic lifestyle and expecting easy and fast access to information



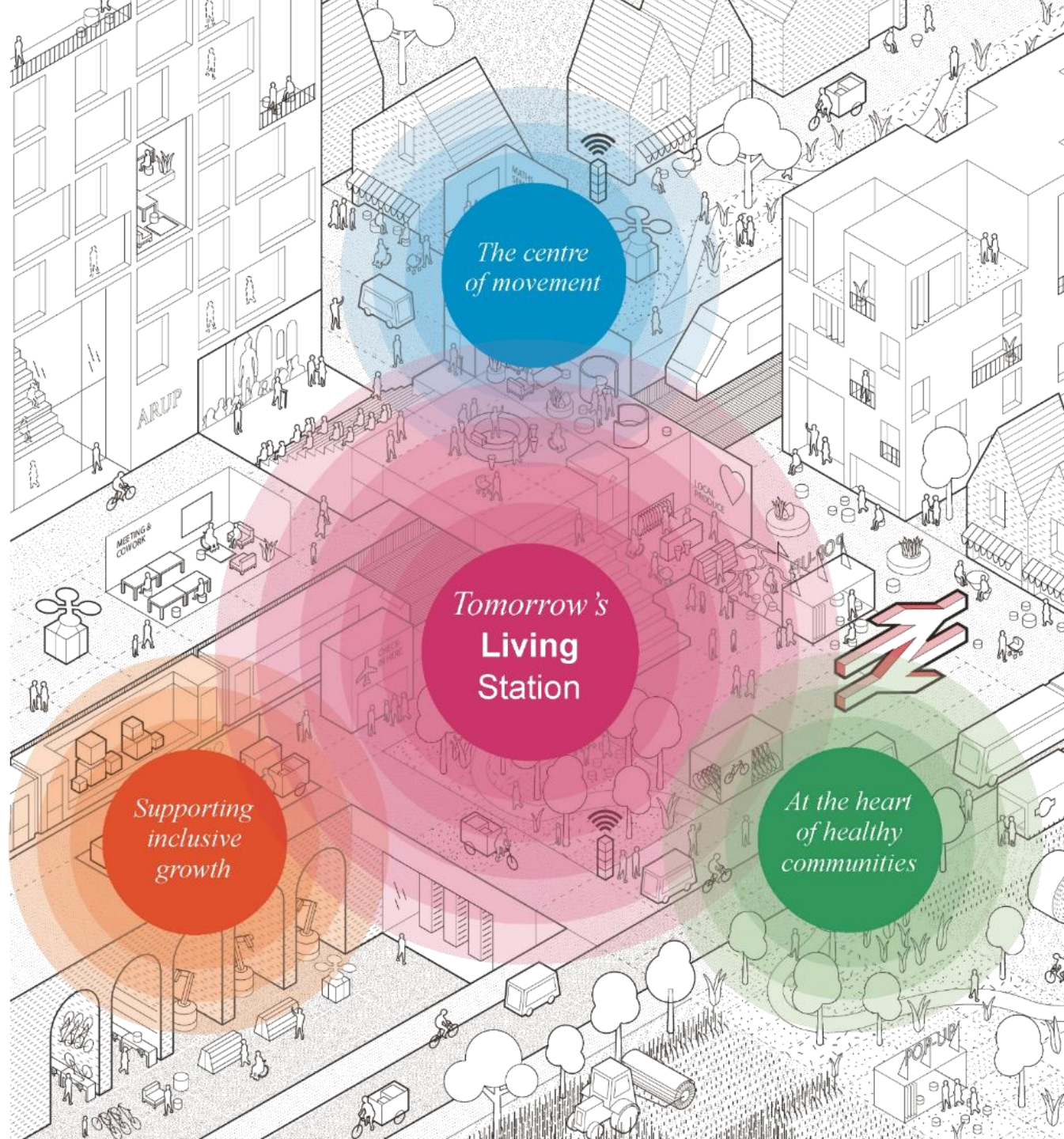
Nayan, 20

Local student and maker, environmentally and socially aware, wants to play an active role in her community



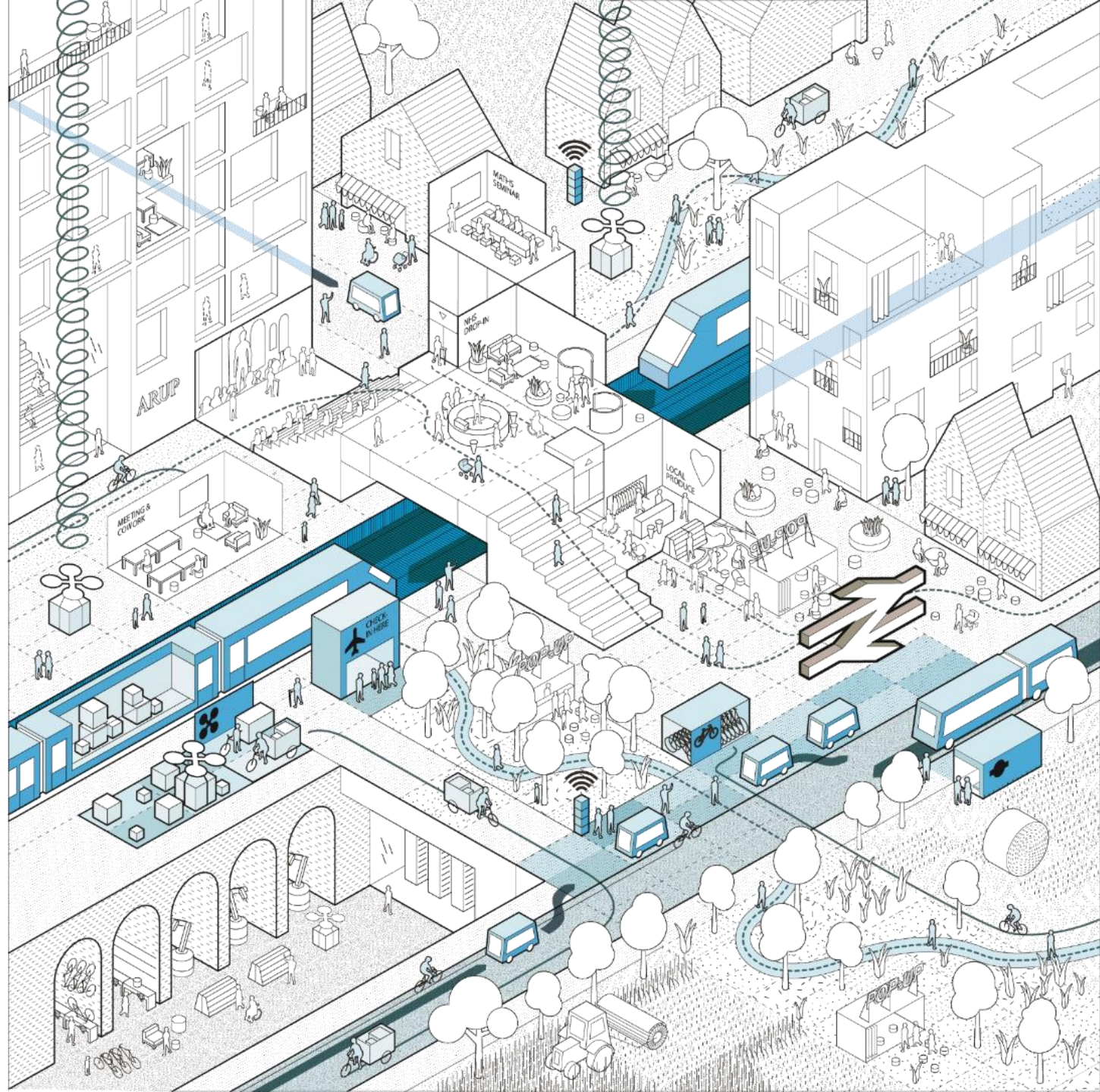
Themes

1. As the centre of movement for people
2. Supporting inclusive growth
3. As the heart of healthy communities



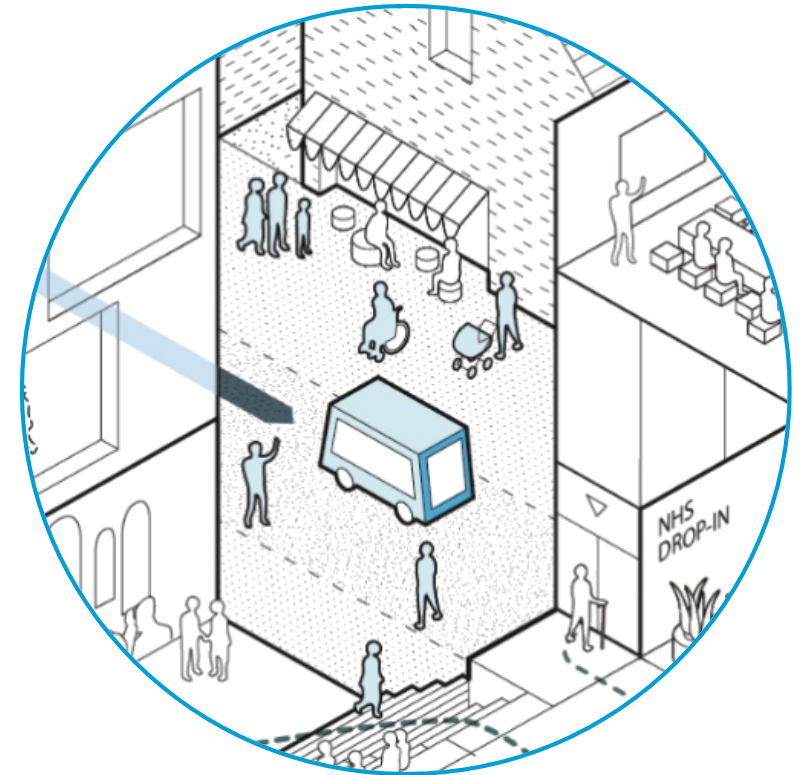
Stations as the centre of movement for people

In the future, stations could become the hub for our mobility experience, connecting multiple modes and services seamlessly.



More personalised movement

- One virtual ticket for all travel needs
- Digital information platforms
- Customer loyalty programmes and transport on subscription
- Integrated AI data gathering
- Personalised mobility services



Better choices and more of them

- Multi-modal connectivity
- Just-in-time interchange
- Interchange for people and freight
- Drone ports
- Combine transport with other services
- Personalised mobility services



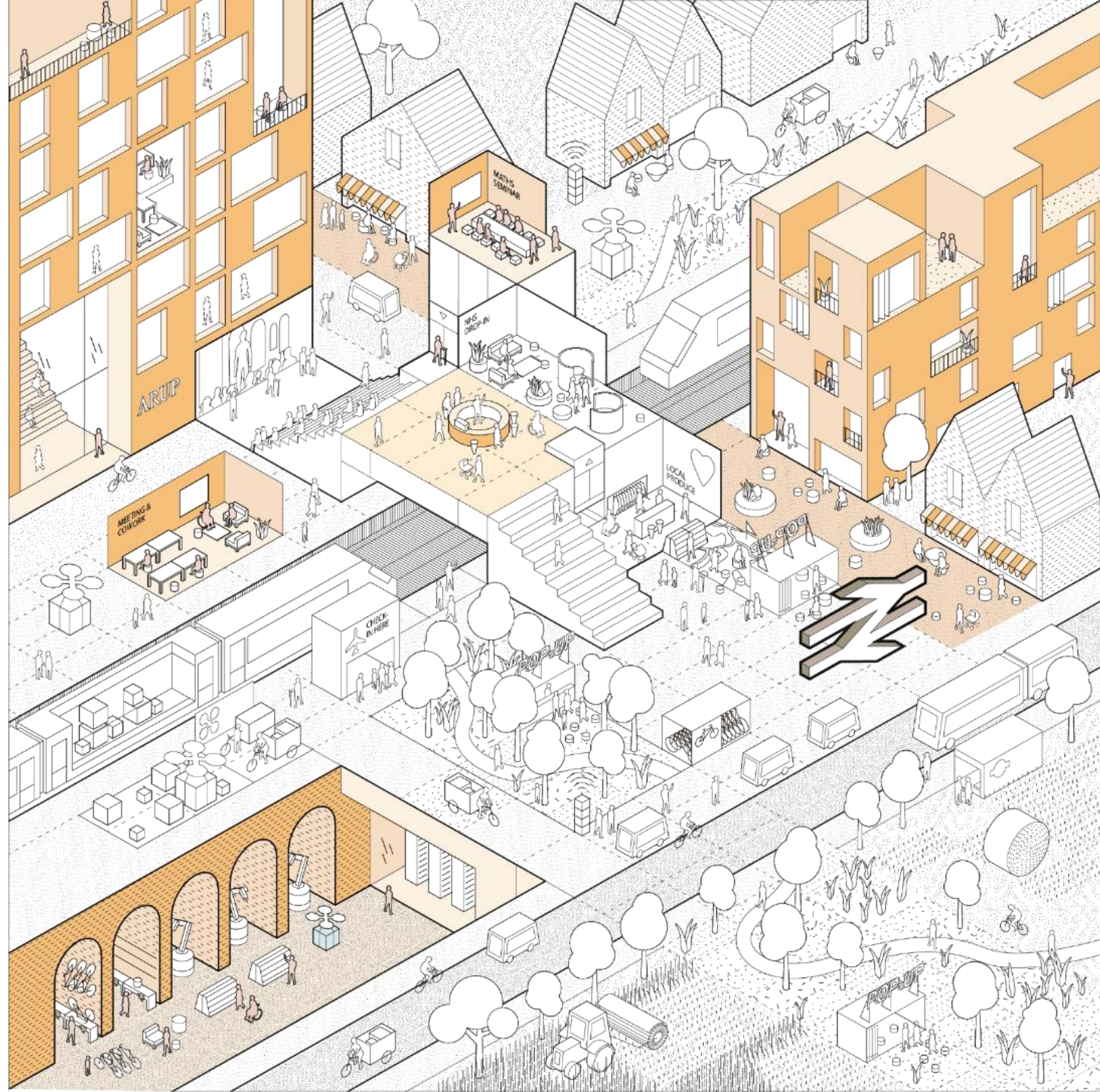
Partnership and collaboration

- Partner in integrated development
- Shared risks and future-proofing
- Collaborative approach to enhance user experience
- Sharing resources and skills for better local outcomes.



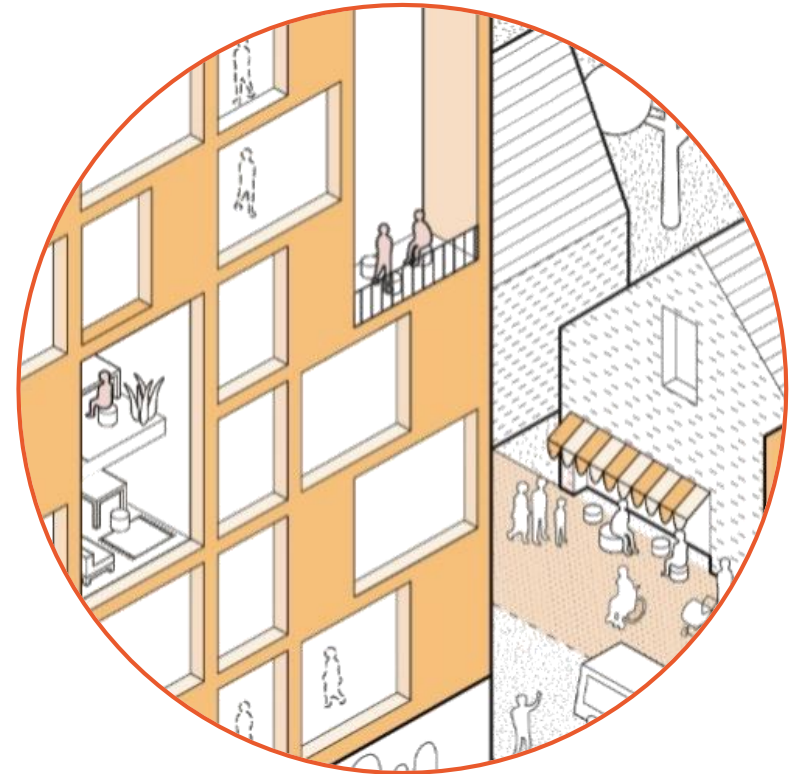
2 Stations supporting inclusive growth

Railways have always been a conduit for commerce. The value gained from physically travelling for work, education and leisure is not likely to diminish.



At the heart of mixed-use places

- Innovative governance to facilitate inclusive growth
- Integrated development strategies
- Connecting jobs to homes
- Reducing dependency on cars
- Station Improvement Districts



Welcome to our community

- Knowledge hubs
- Incubation spaces
- Distance learning
- Income through educational links
- More opportunities for local communities
- Strong links to business, commerce and innovation



Addressing the needs of an evolving neighbourhood

- A central point for skills and exchange
- Supporting skills development for all ages
- Creating opportunities
- New partnerships with local services



Stations as the heart of a healthy community

Efficient buildings, systems and use of space enables stations to connect and engage people with their neighbourhoods. Stations will be the heart of richer, more diverse and healthier communities.



A network of station public spaces

- Enlarged and improved public spaces around stations
- New infrastructure promoting active travel like cycling and walking
- More connected green infrastructure



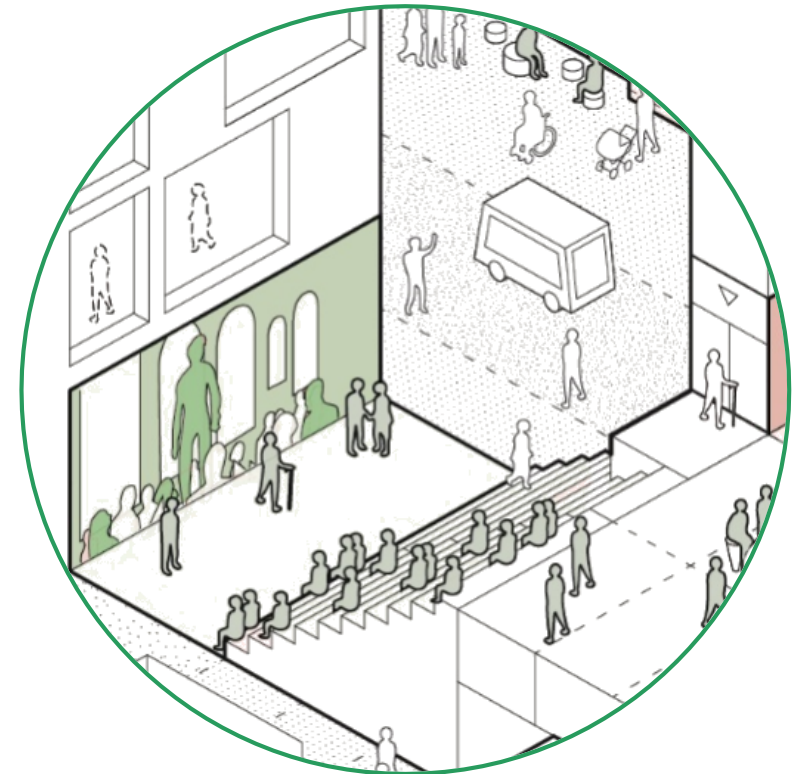
Welcome to our place

- Increased sense of pride in place
- Places that create a sense of arrival
- Opportunities for local retail partnerships
- A focal point for community wellbeing



The needs of an evolving community

- Fully accessible facilities catering for people with diverse abilities and ages
- Integrated skills and training on offer
- Partnerships with educational institutions
- Community engagement

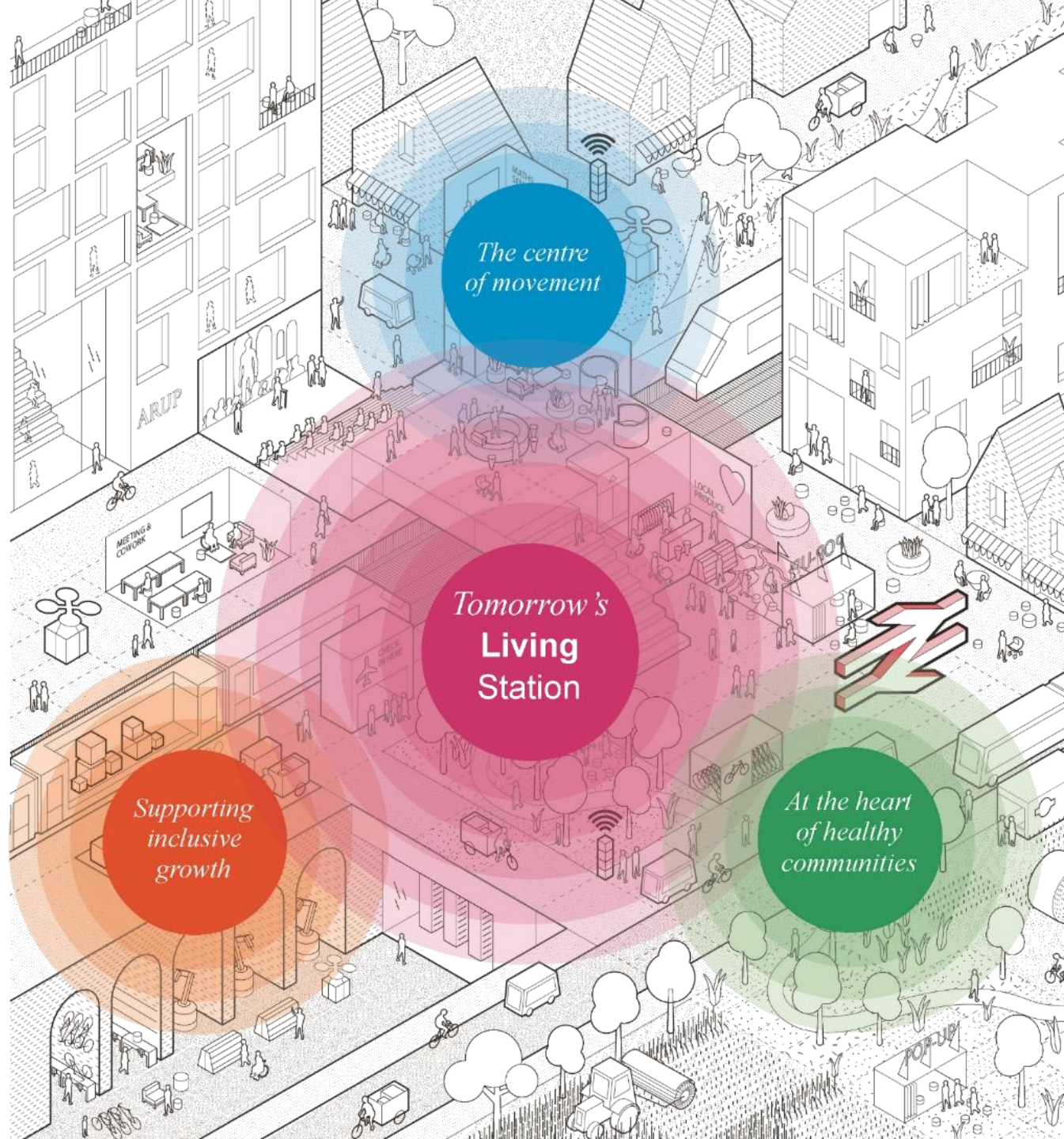


Tomorrow's **Living Station**

As the centre of movement for
people

Supporting inclusive growth

As the heart of healthy
communities





Customer loyalty programmes and membership options with other services such as shared workspaces

Hub for multi-modal connectivity with just-in-time interchange and personalised scheduling

Interchange for people and interface for freight with integrated drone ports

Partner in integrated development around stations

Partnership and collaboration, to enhance user experience, sharing resources and skills

One virtual ticket for all travel needs, transport on subscription

Knowledge hubs and incubation spaces, enabling distance learning and supporting skills development for all ages

Innovative governance structures and integrated development strategies

Partner in integrated development around stations

Station Improvement Districts, creating strong links to business, commerce and innovation

Customer loyalty programmes and membership options with other services such as shared workspaces

New partnerships with local services, creating new opportunities

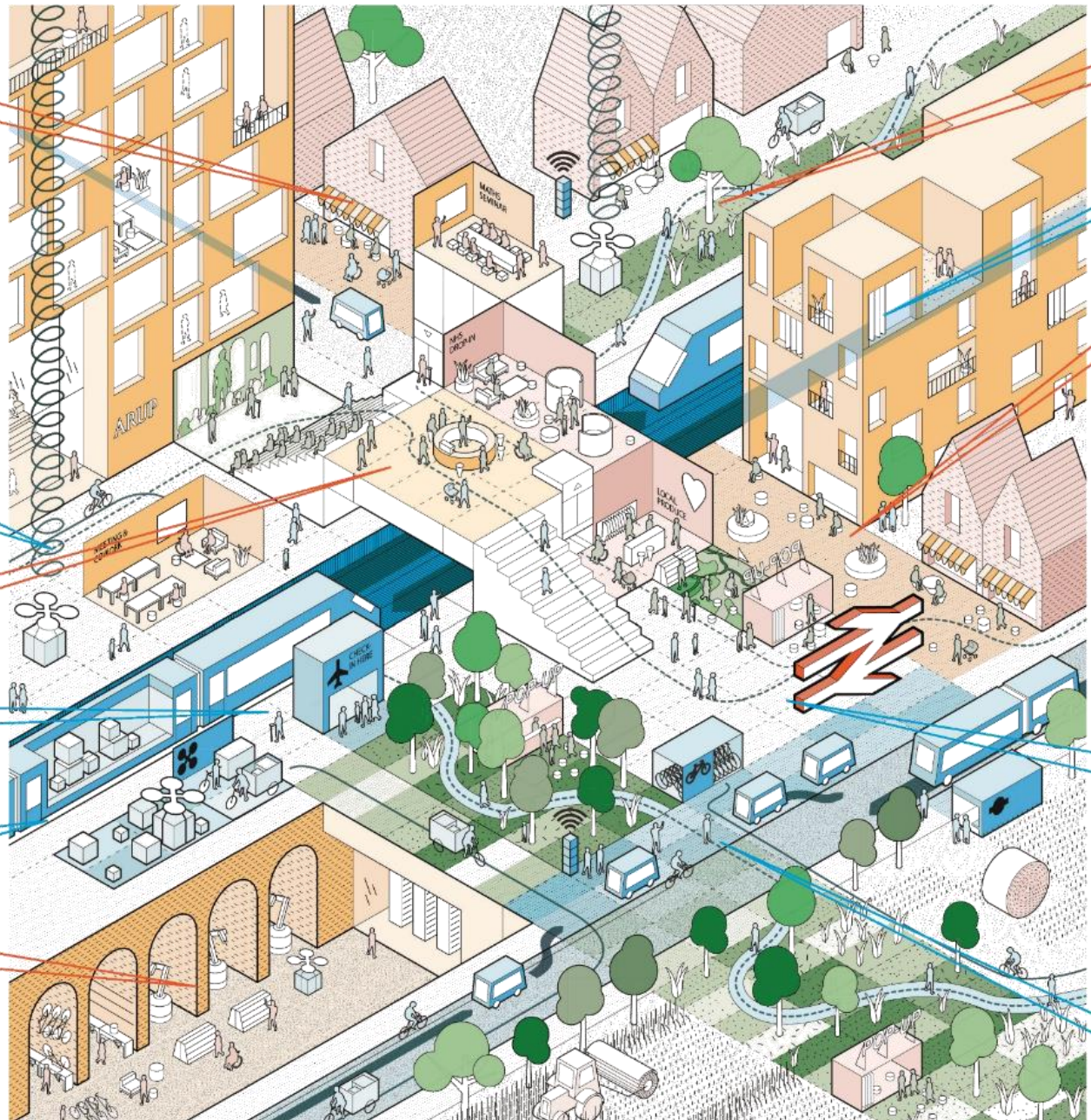
Hub for multi-modal connectivity with just-in-time interchange and personalised scheduling

Interchange for people and interface for freight with integrated drone ports

Business and innovation opportunities, connecting jobs with homes

Partnership and collaboration, to enhance user experience, sharing resources and skills

One virtual ticket for all travel needs, transport on subscription

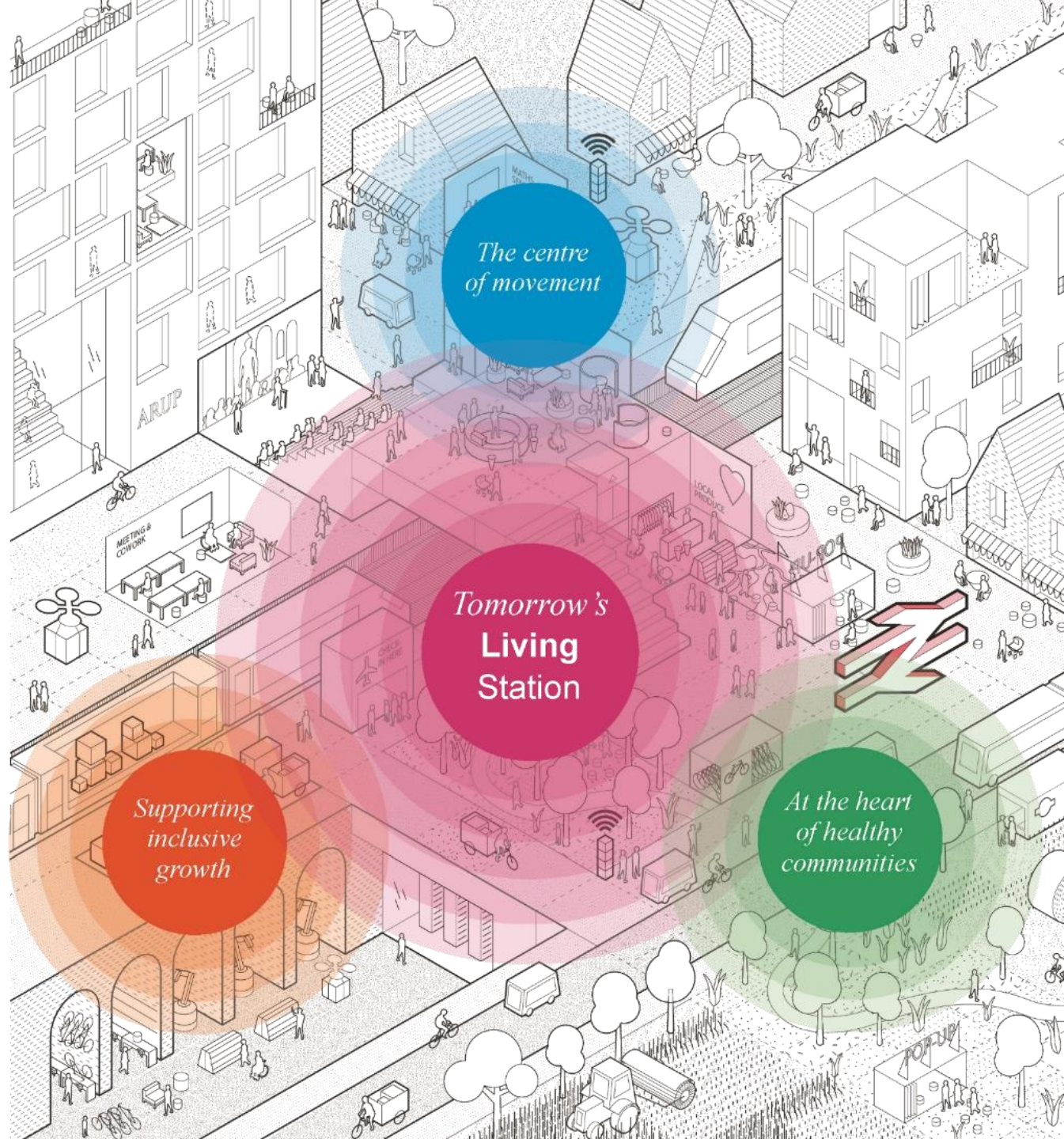




What next?

Tomorrow's Living Station will be ...

- A way of thinking (not just a building)
- Understanding context
- Focussing on people's experiences
- Finding the right balance



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2/7/2019

