Next Station

2ème conférence internationale sur les gares ferroviaires

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2ème CONFÉRENCE INTERNATIONALE SUR LES GARES FERROVIAIRES
Optimisation of Sale of Spaces in Stations

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What does the customer expect?

1. Information
2. Staff
3. Security
4. Navigation
5. Facilities
6. Environment
7. Catering + Retail
Ways to make commercial revenue?

- Retail
- Cash machines
- Vending (leaflet distribution)
- Advertising
- Filming / exhibition space
- Left Luggage
- Car parks
- TOC / office space
Retail Hierarchy of Needs

- Luxury/Premium/niche
- Fashion
- Impulse
- Convenience
- Distress
Retail Strategy

- Holistic management of concourse
- Flow manipulation
- Customer hierarchy of needs
- Innovative brands and concepts
- Turnover rents / benchmark concession fees
- Category management / clarity of offer
- Relationship management
How to reconcile transport space against commercial space

- Relocation / minimisation of ticket offices
- Relocation of ground floor station management offices to first floor areas
- Conversion of waiting rooms
- Integration of facilities
Success Factors - Financial Growth

- Non-retail
- Advertising
- Retail

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Challenges

- Different train operators want different things and serve different needs
- How should the additional costs of increased retail activity be allocated
- Growth in railway travel provides increased passenger flow – good for retail spend but increases congestion on concourses and results in loss of retail space
Summary

- Know passenger needs and expectations
- Plan the station long term
- Locate facilities in line with passenger type requirements
- Coordinate all developments on a station
- Use station income to reinvest in station
- Never forget that operational capacity and efficiency are paramount