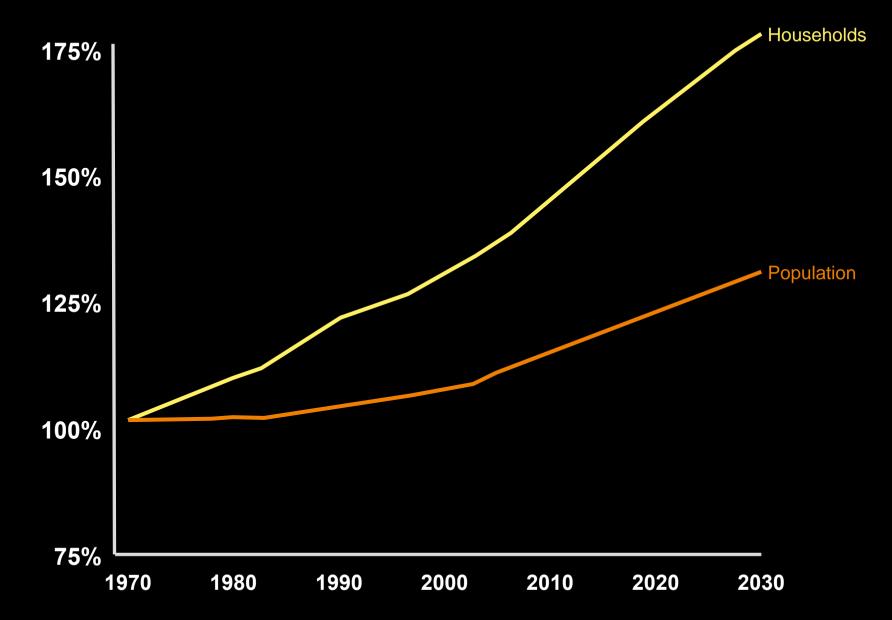
Buildings don't arise out of thin air. They are generated by needs, the needs of people.

Norman Foster

Population growth in the UK – where will everyone live?



Department of Communities and Local Government

Changing nature of UK employment = changing infrastructure need

Predominant Industry



agriculture

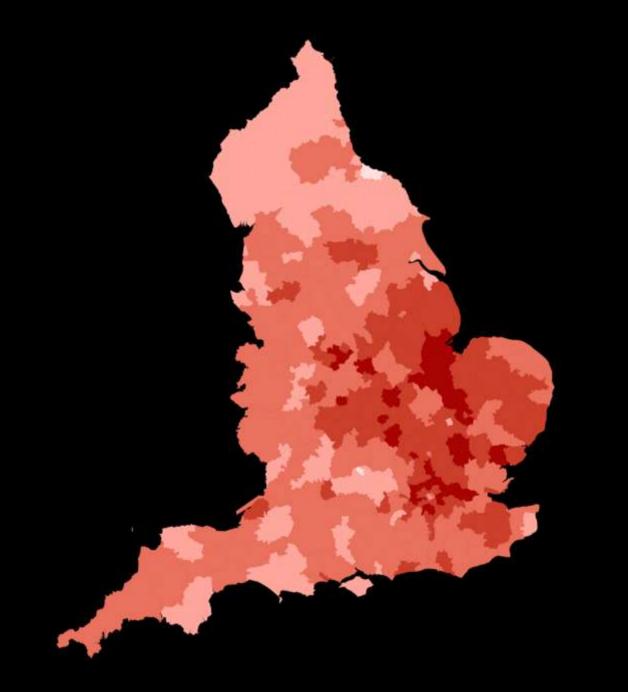
construction, light and heavy industry

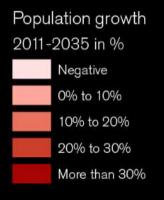
tourism, banking, retail, education

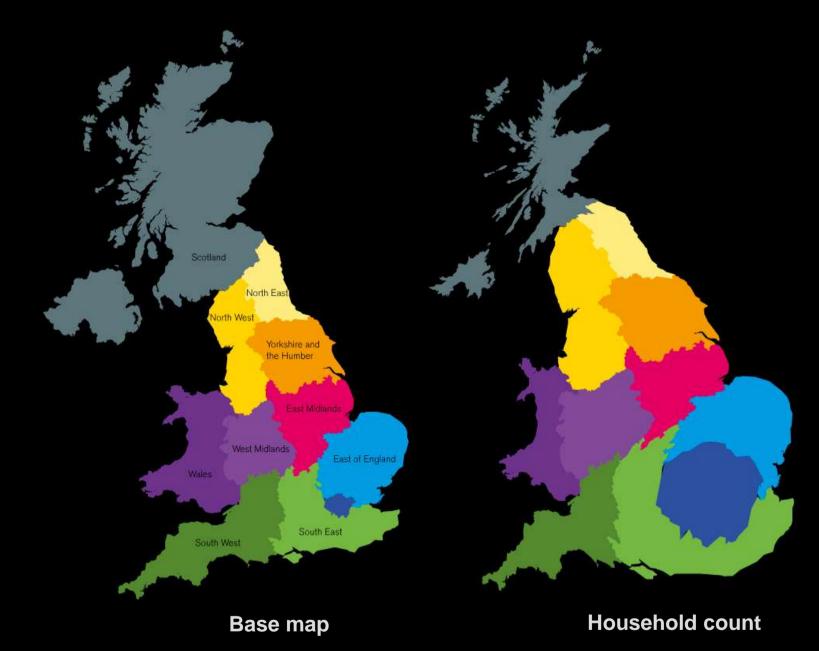
nano, advanced manufacturing consulting, media & entertainment, branding, security



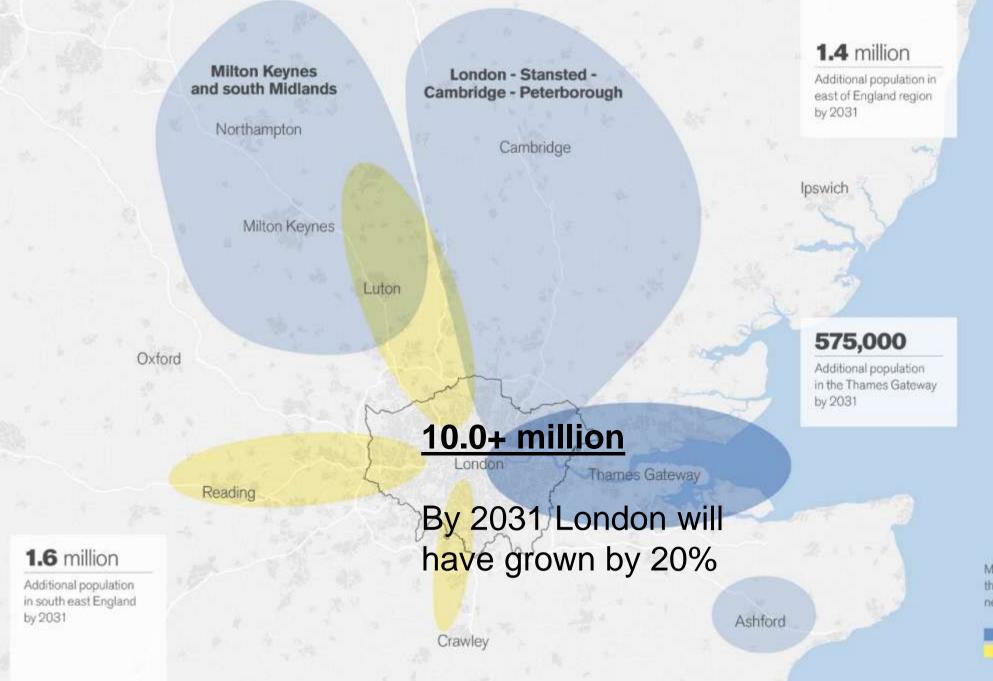






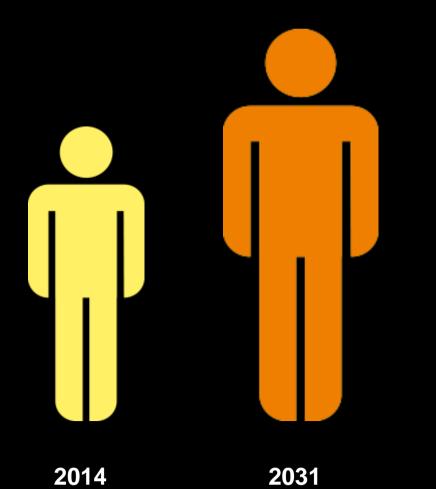


The South East dominates growth



Map showing locations in London that have significant capacity for new homes and jobs on a large-scale.

Growth areas Growth corridors



Projected rail passenger growth in London by 2031

+36%

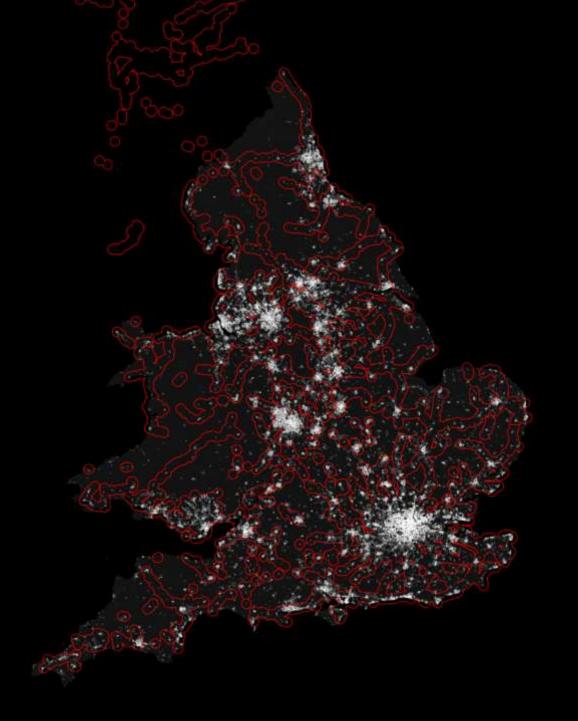
Source: Network Rail

[stey-shuh n]

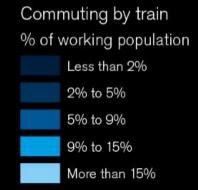
a stopping place for trains or other land conveyances, for the transfer of freight or passengers.

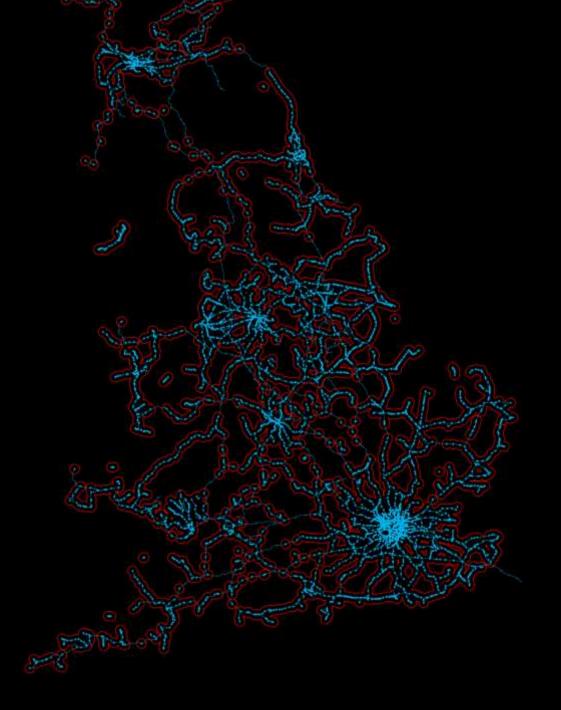


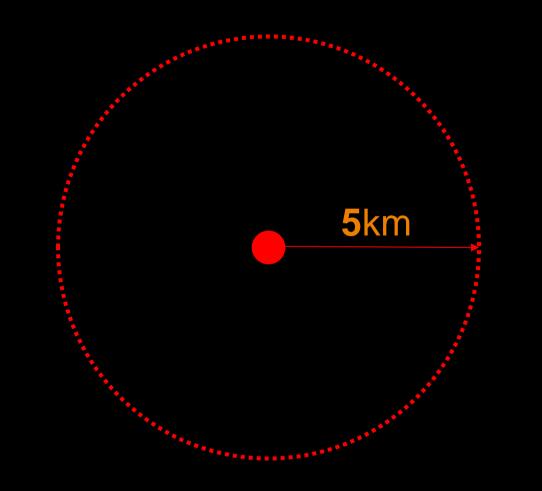














of the population live and work within **5 kilometres** of a railway station



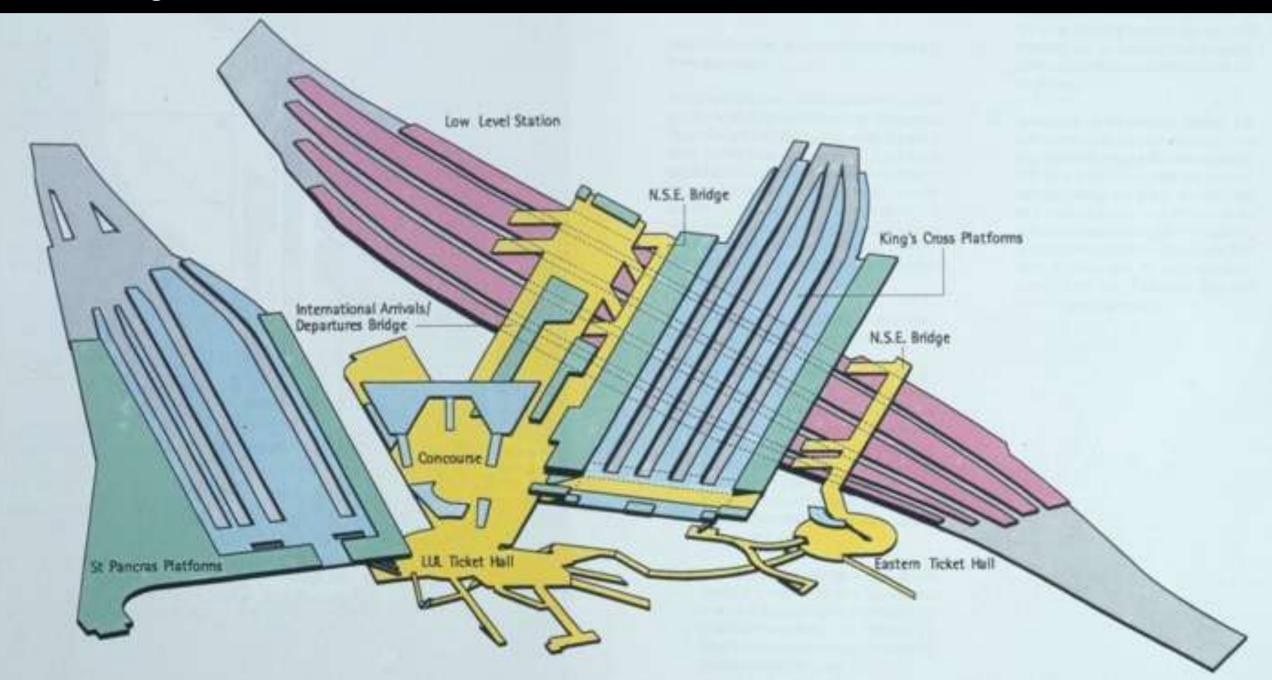
Urban decay



Kings Cross Masterplan



Station arrangement



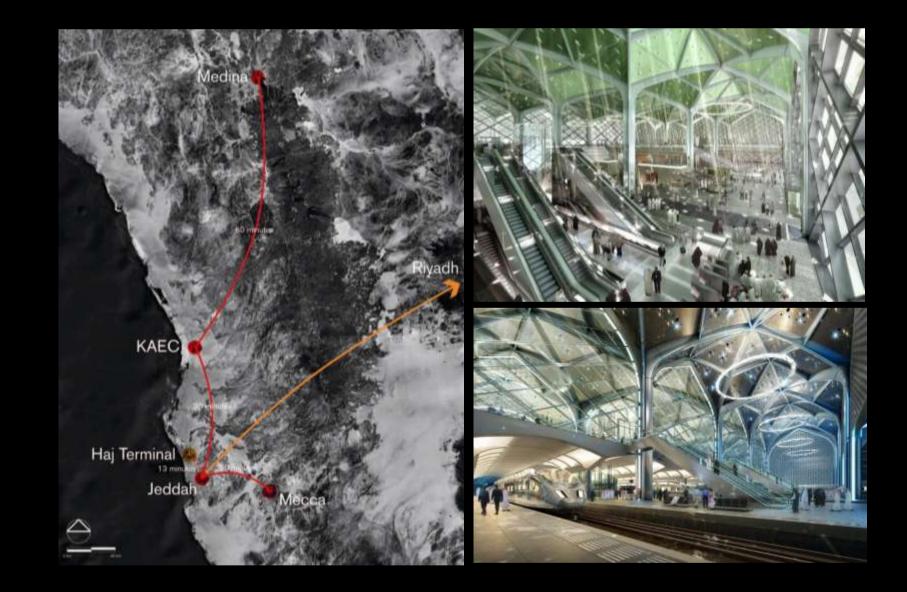
St Pancras - extended station



St Pancras - taking away the tracks



Haramain High Speed Rail Moving fast to move faster



Exterior - Madinah

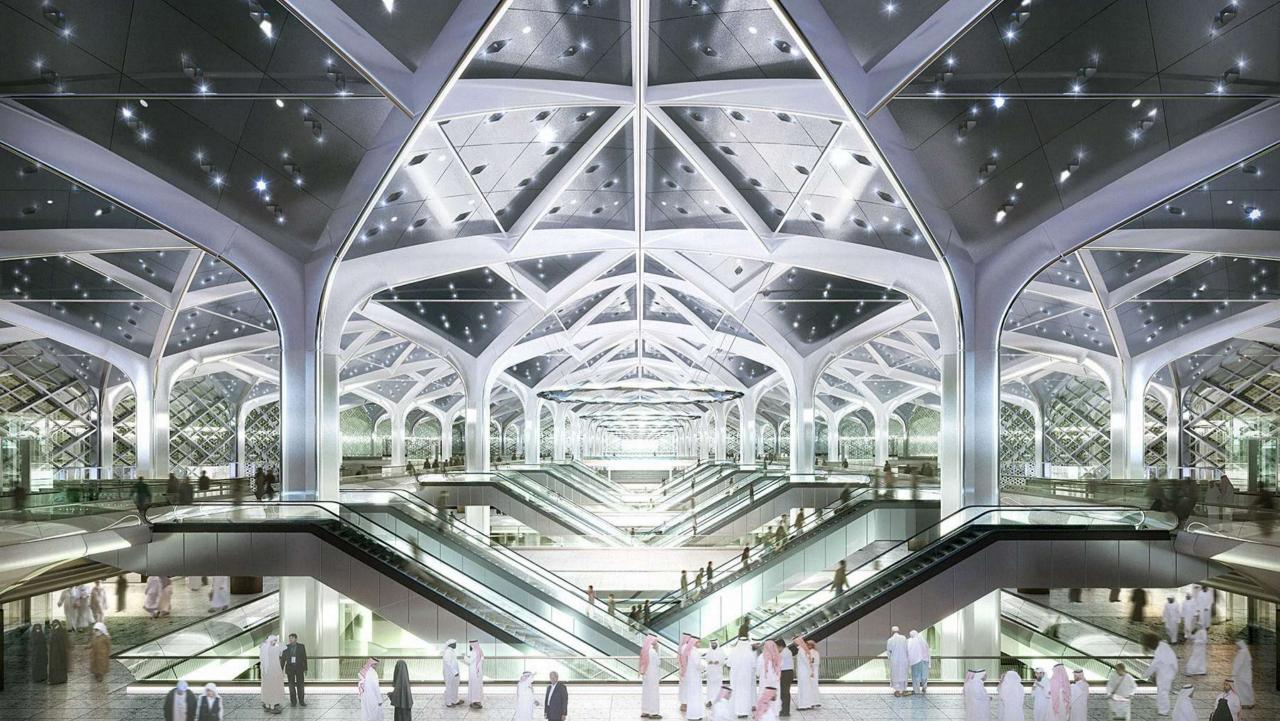


Haramain High Speed Rail | September 2010

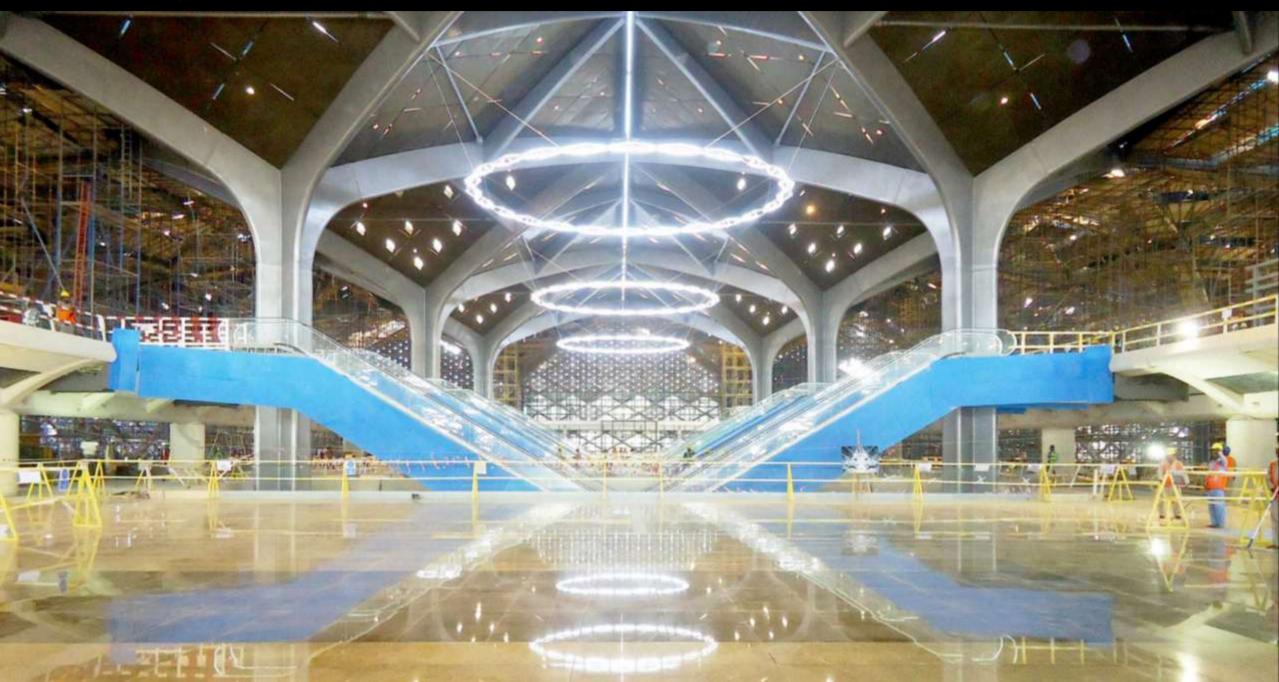
Exterior - Jeddah



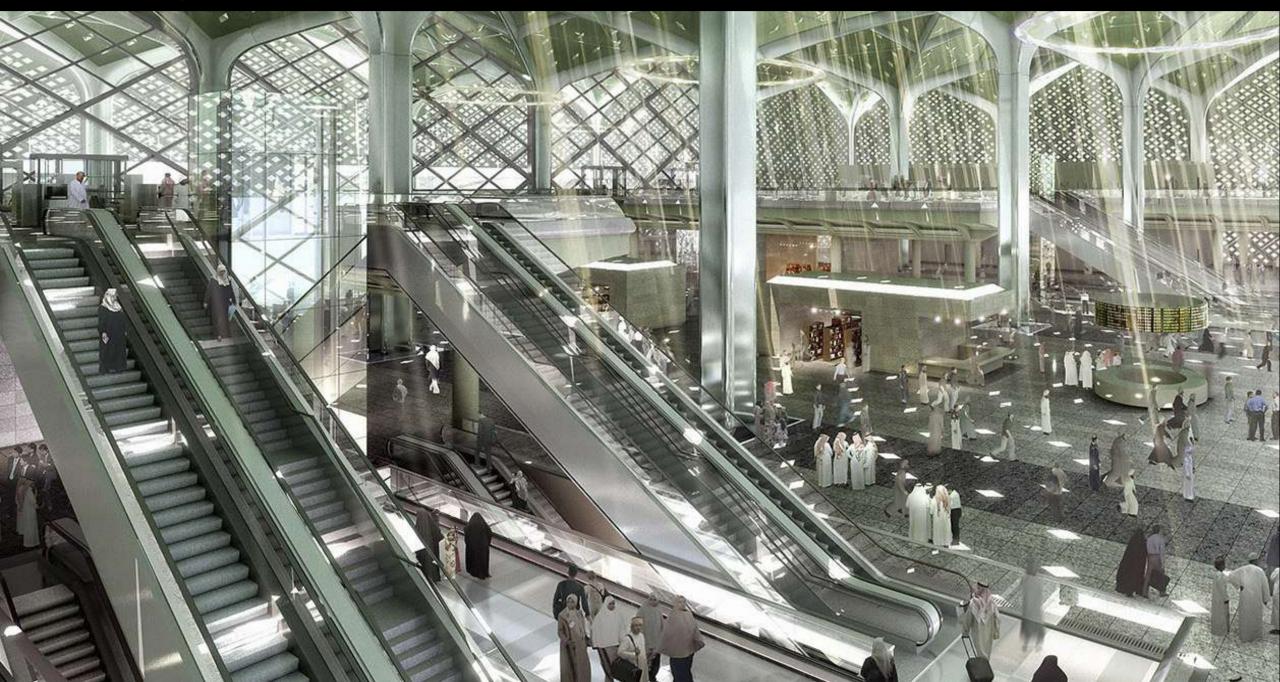
Haramain High Speed Rail | September 2010



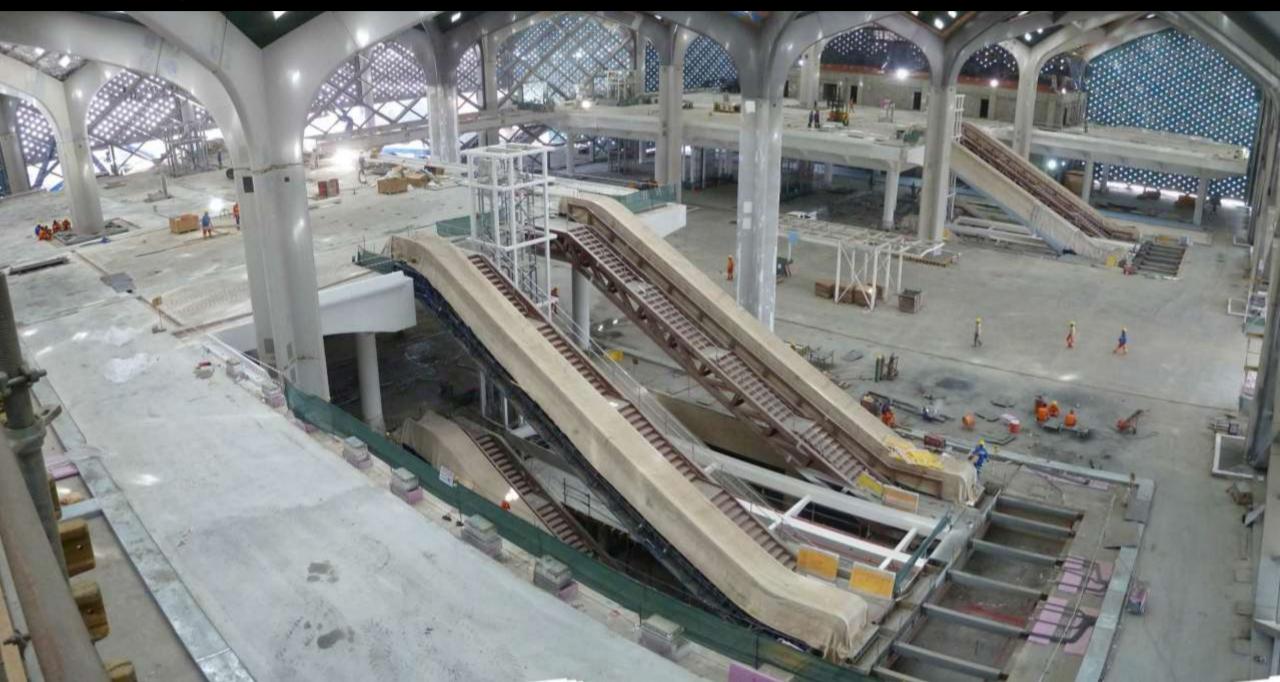
Escalator Design - Jeddah



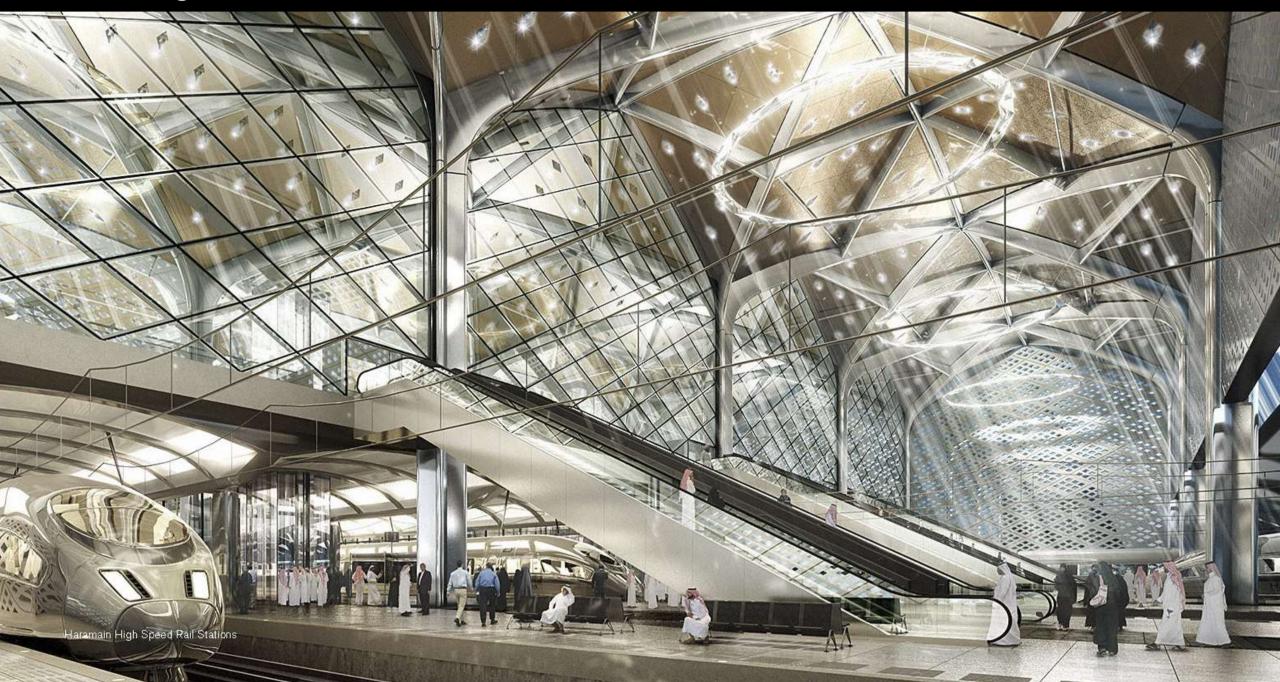
Escalator Design



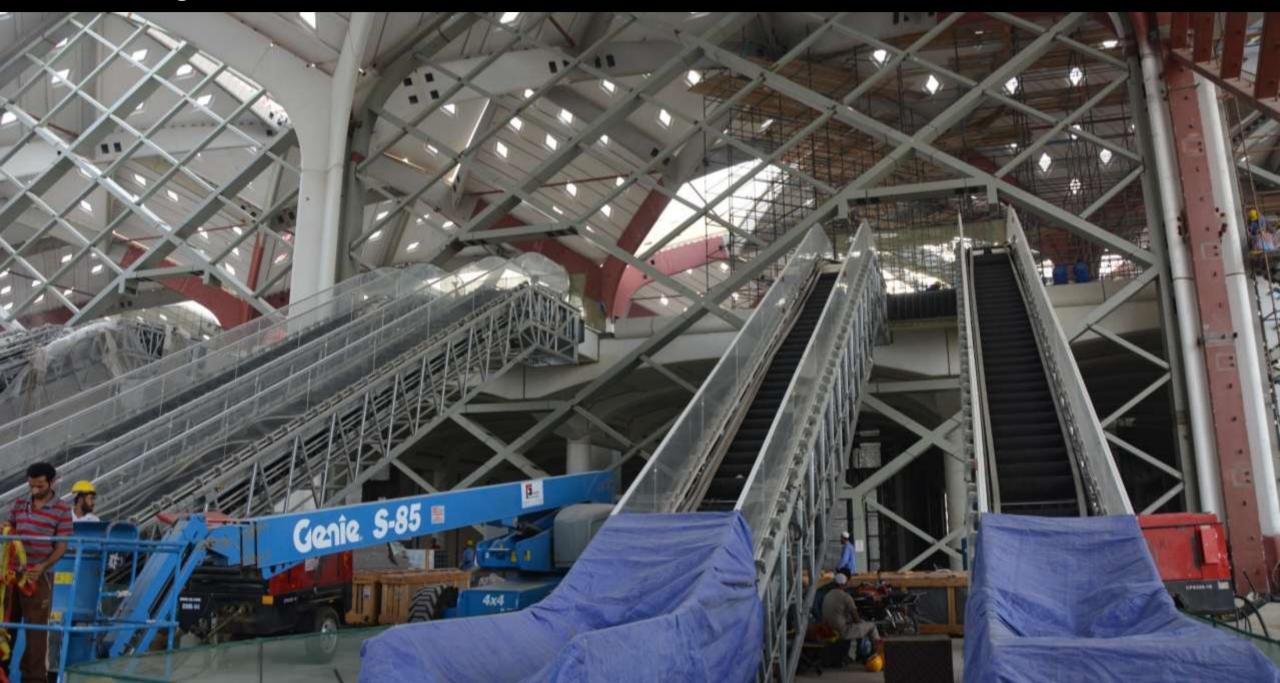
Escalator Design - Madinah

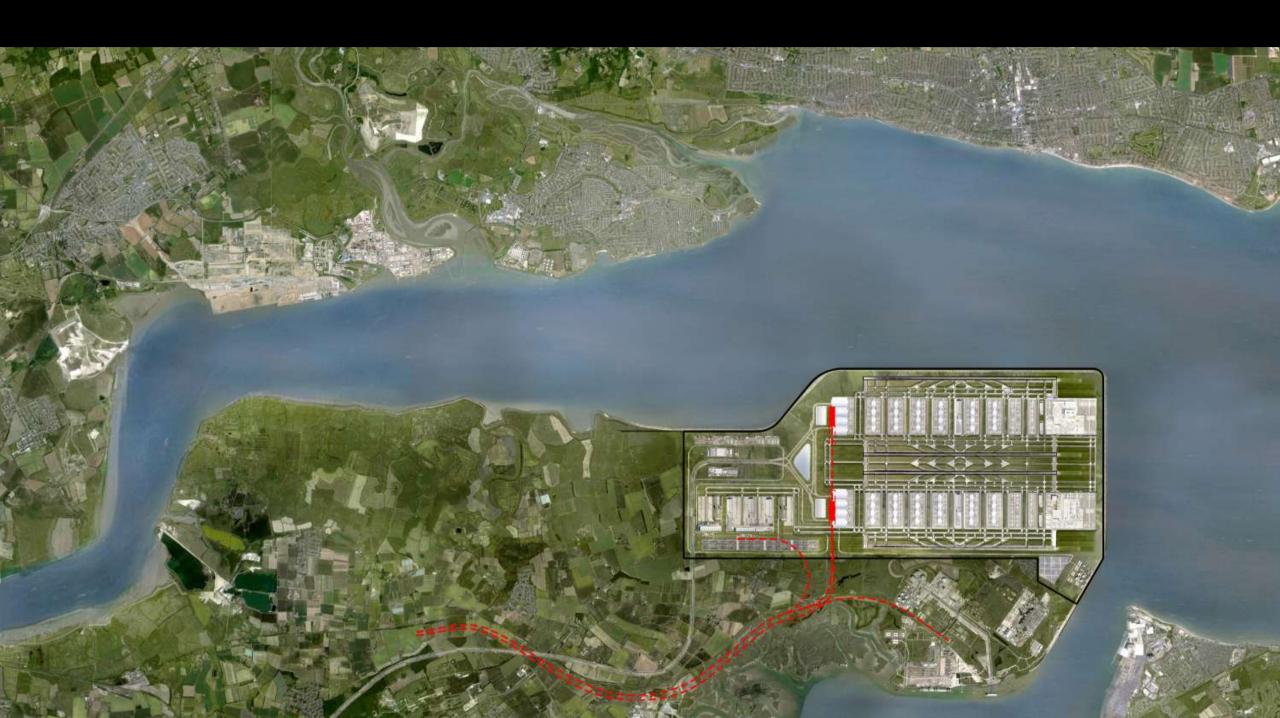


Escalator Design - Makkah

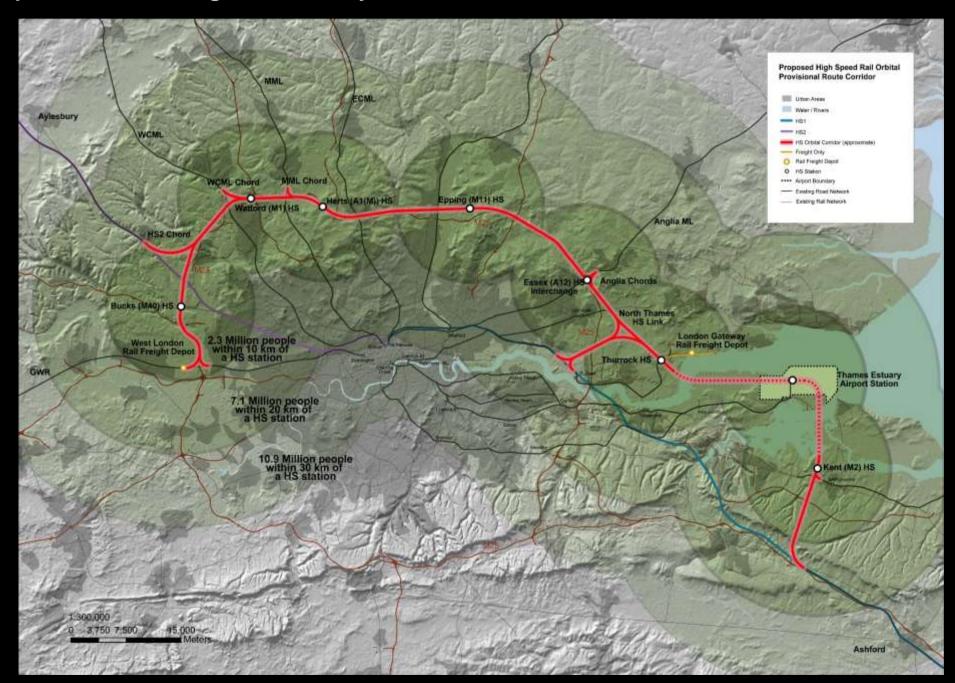


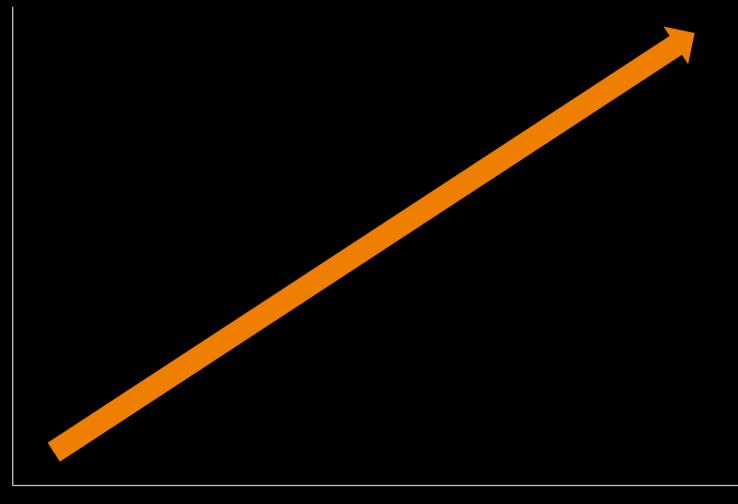
Escalator Design - Makkah





Minimising impact – maximising accessibility



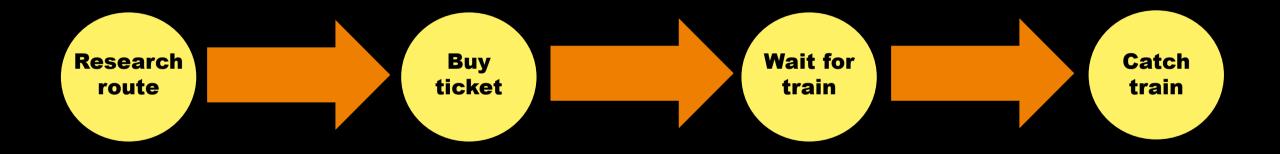


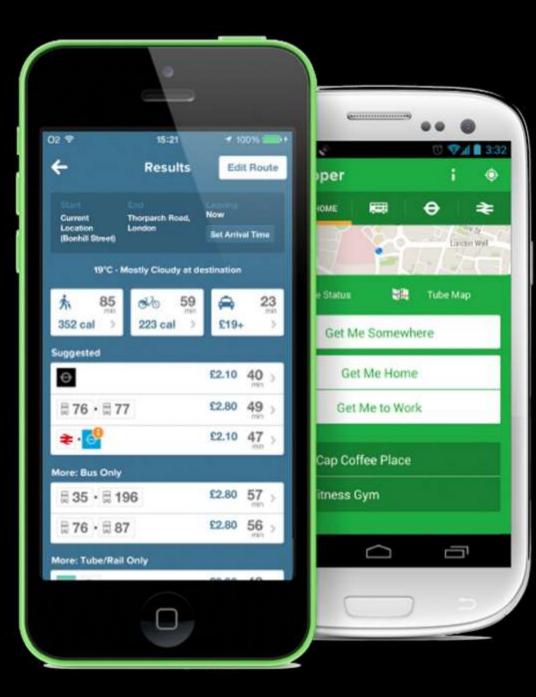
+400 million

By 2020 another 400 million journeys will be made every year

Now

Traditional passenger experience of the railway station





The way we connect has changed



		₹⊿ 🖬 13:3
Aller Paris → Av	ignon TGV	
00		×
† Charger les tra	ajets précéd	lents †
nar. 1 avr.	2nde	1ère
15:07 17:46 02:39	55,00€	61,00€
15:07 18:49 iDTGV 03:42	49,30€	61,00€
15:41 19:47 04:06	<u>35,00€</u>	56,00€
16:49 19:27 IDTGV 02:38	49,90€	57,00€
16:49		
ý c	\Box	

		13:
Option Avi	gnon → Paris	1
Aller simple	le ven. 18 avr.	73,00€
vendredi 18 avril		
15:33 Avigno	n TGV	
2nde	Voiture 16, place 84 Haut, côte à côte, fenêtre	TGV 6170
18:18 Paris G	Bare-de-Lyon	158344
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an wetten and the second	résenter lors du co	
Voyageur à p Passagers e	résenter lors du co t conditions	ontrôle.
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Voyageur à pi Passagers e Edouard Marc BILLET CARTE JE Carte Jeune en opur Billet échangeable e welle du départ et as	résenter lors du co et conditions quez EUNE s de validité à présenter à t t remboursatile sans trais j rec une retenue de 3 euros u départ. Après le départ, b	73,00€
Voyageur à pi Passagers e Edouard Mare BILLET CARTE JE Carte Jeune en cour Billet échangeable e veille du départ et av et par trajet le jour d	résenter lors du co et conditions quez EUNE s de validité à présenter à t t remboursatile sans trais j rec une retenue de 3 euros u départ. Après le départ, b	73,00€ vord du train. usqu'à la par personne
Voyageur à pr Passagers e Edouard Mare BILLET CARTE JE Carte Jeune en our Billet échangeable et veille du départ et av et par trajet le jour d échangeable et non	résenter lors du co et conditions quez EUNE s de validité à présenter à t t remboursatile sans trais j rec une retenue de 3 euros u départ. Après le départ, b	ontrôle. 73,00 (sord du train, usqu'à la par personne illet non



89%

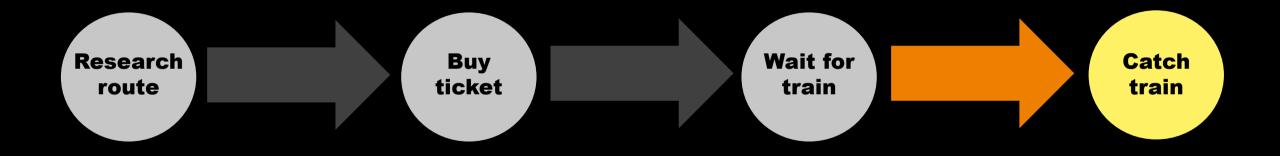
of commuters own a smartphone

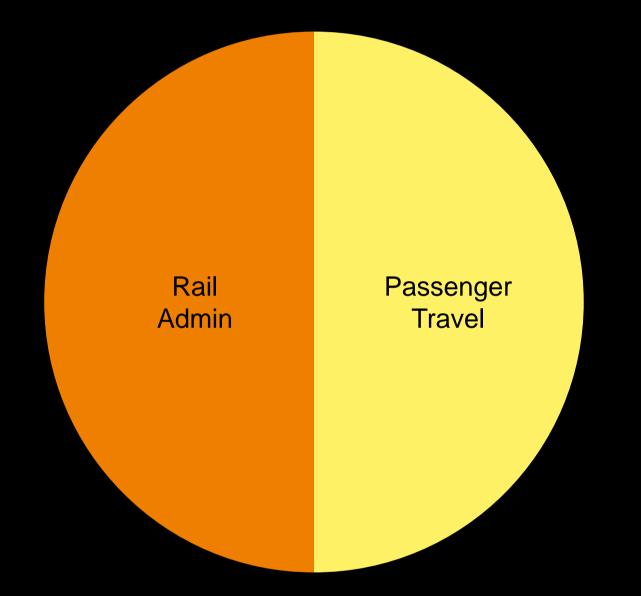
85%

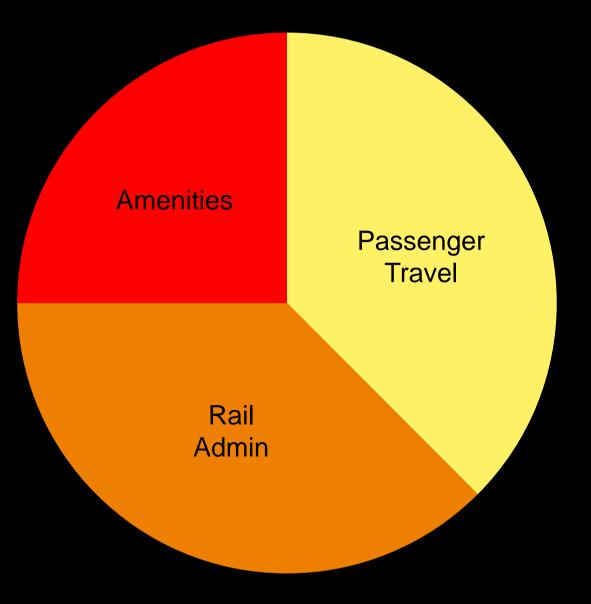
of which use it while travelling by train

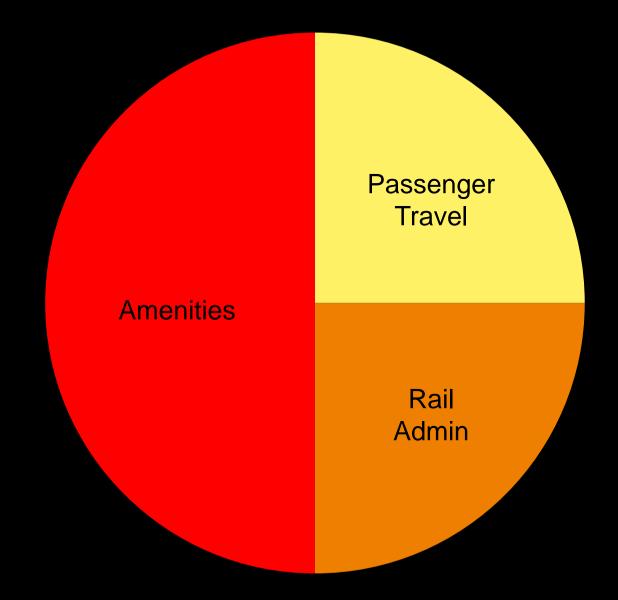
Source: KBH On train media

Today's passenger experience of the railway station









Community Choice Wellbeing

Community Choice Velbeing

Primary purpose

Secondary purpose

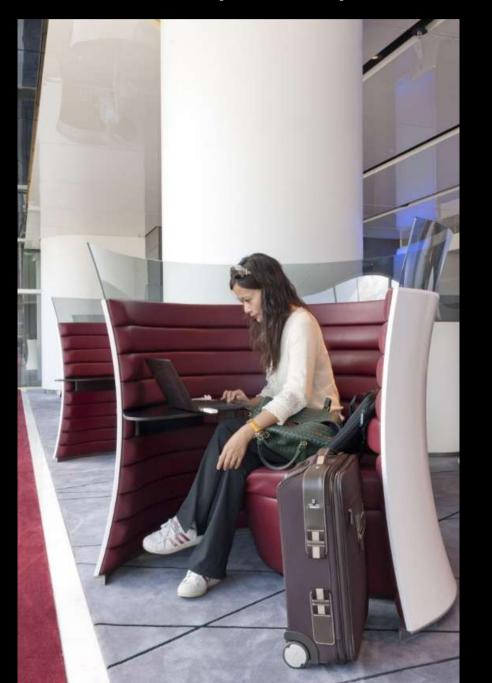


"The Apple Store is much more than a store. We offer free workshops for people of all experience levels — we even offer youth programs like Apple Camp. And when you buy a new Mac, you can sign up for One to One training and take your skills to the next level."

Business community



Business traveller needs: connected, wi-fi enabled personal space

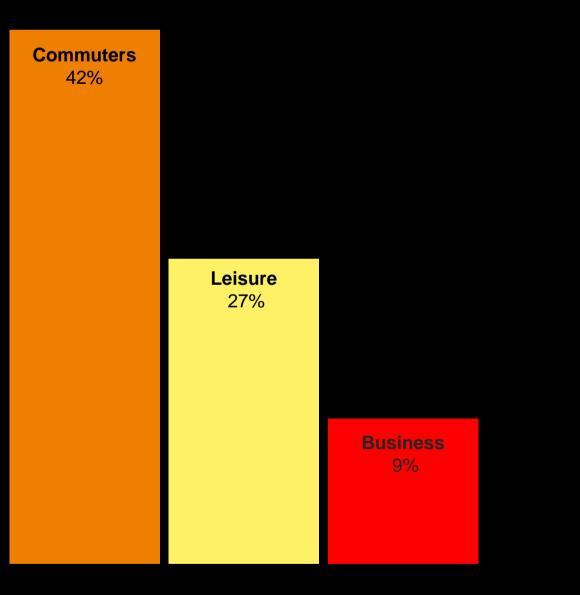


Commuter needs: social centres to connect with friends and colleagues



Community Choice Velbeing

A point of connection for station users

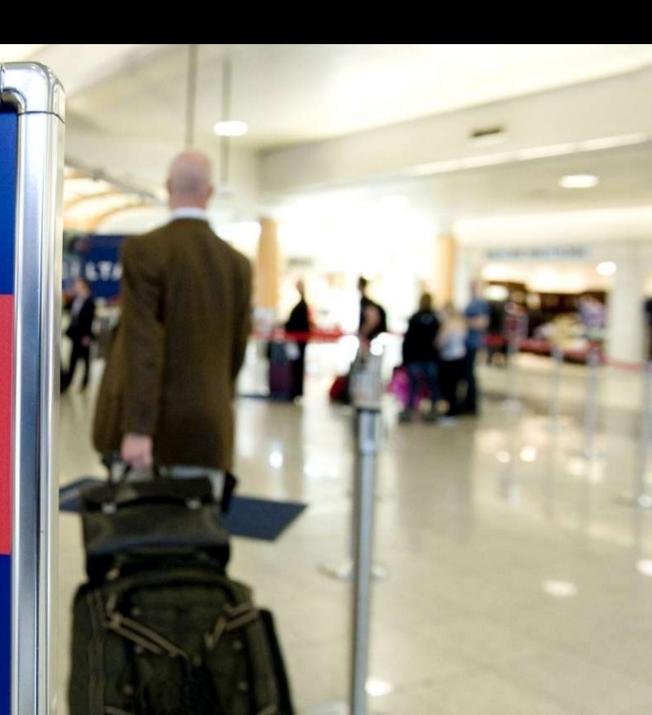


Greater choice of services

DELTA

SKY PRIORITY*

BusinessElite, First & Business Class Diamond, Platinum & Gold Medallion SkyTeam Elite Plus





Access to 'click and collect' shopping services

Greater choice of amenities





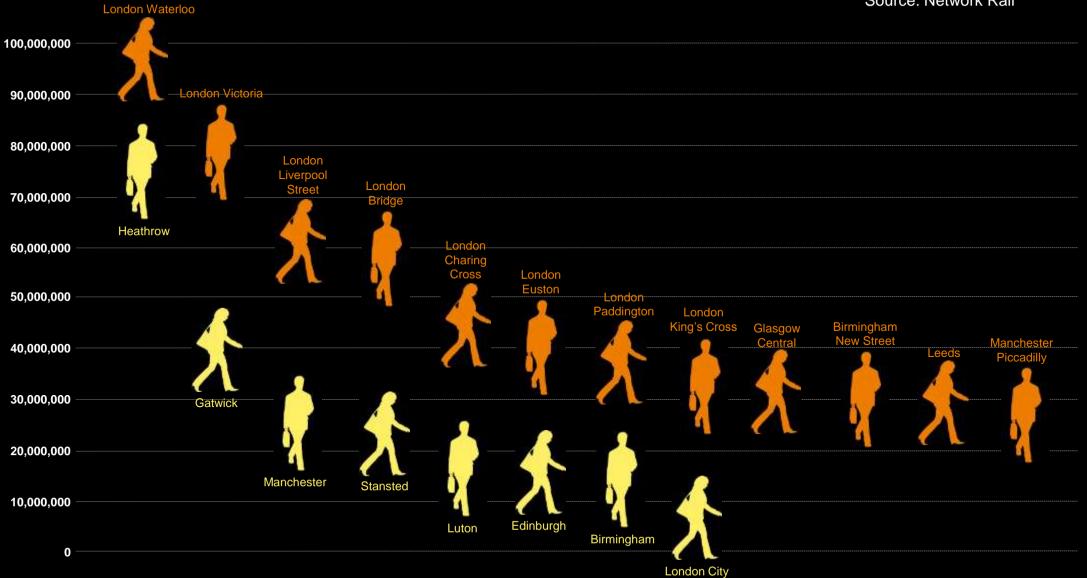


Community Choice Wellbeing

Train stations are busier than airports

Number of passengers per year Airports compared with railway stations

Source: Network Rail





Office for National Statistics





140 bpm



120-160 bpm





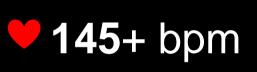


170+ bpm



189 bpm













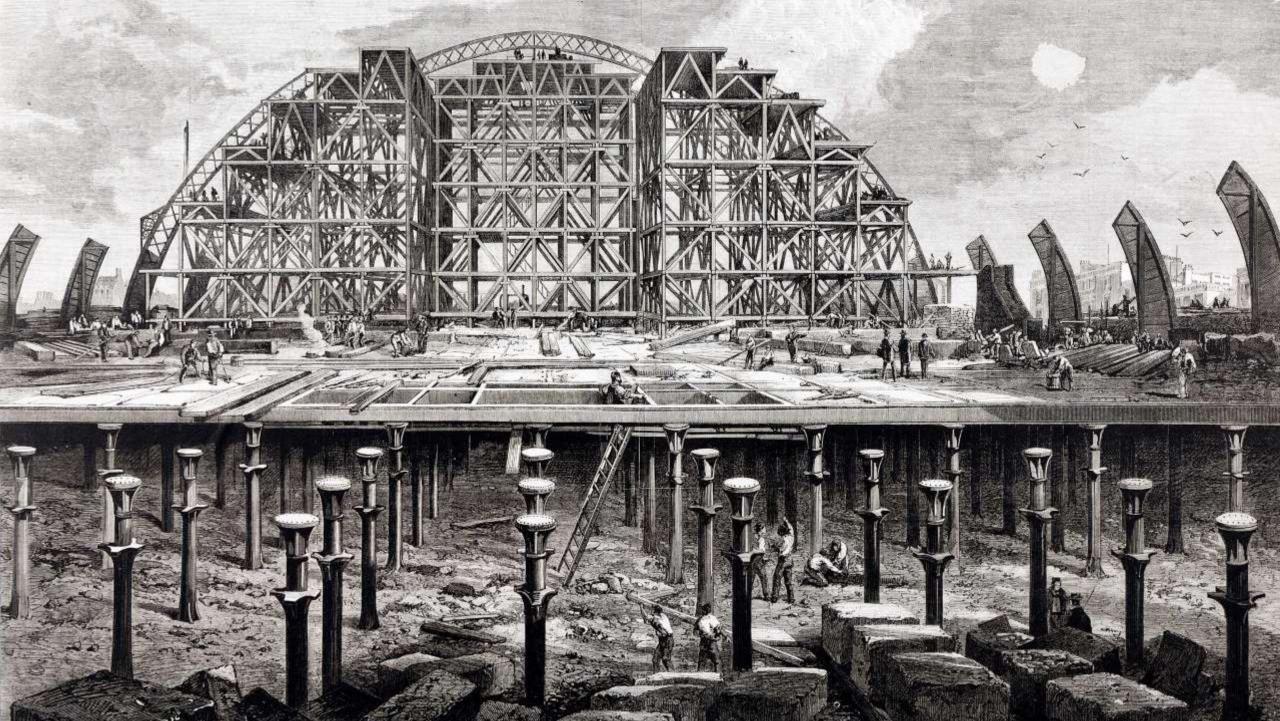






How can the station itself be designed to increase wellbeing?









2007