



Strategic Planning and Engaging Young People: Shaping the Next 200 Years of Rail

November 2025

Rail Delivery Group

 National Rail

About Rail Delivery Group

Rail Delivery Group (RDG) partners with Britain's train operators to put customers at the heart of everything we do, delivering essential services and dedicated experts who keep the nation's railway running efficiently.

Our railway connects people and places, creates jobs, boosts the economy, and provides a greener way to travel. Anyone who has travelled by train or booked a journey for friends or family, will have used our services. We are integral to the running of the railway and play a crucial part at every stage of the customer journey.

From journey information, reservations and Railcards to improving performance, safety and accessibility, we drive the services and people that keep the railway moving – making sure we are delivering a better railway for all our customers, now and in the future.

Acknowledgements

This project was funded through RDG and was led by the Railway Strategy and Policy Team. The project involved collaboration and support from the People Strategy and Strategic Communications Teams, for which our thanks is given.

The project would not have been possible without the generous support from the London Transport Museum for the use of their Acton Depot, which provided an excellent backdrop for the project's main workshop. RDG extends its thanks to the London Transport Museum, in particular Elin Kaemmer-Bailey for their support throughout the project.

Rail Delivery Group



Supported by:



Foreword	4
Executive Summary	6
Introduction	8
What is strategic planning?	8
About Railway200	9
Report purpose	10
Report structure	10
Methodology	11
First Workshop	11
Second Workshop	11
Inclusivity	12
Key Findings	14
Infrastructure	14
Passenger Experience	15
Environment	16
Rolling Stock	17
Analysis	18
Ideas aligned to current customer needs	18
Opportunities for ‘quick wins’	19
Value in staff-customer interface	20
Future customers care about railway planning outcomes	21
Analysis Summary: Key Findings	22
Analysis Summary: Our Analysis	23
Conclusion	24

Foreword



“ As we mark 200 years of the modern railway, this report reflects our continued commitment to creating a better railway for the future. It highlights how putting customers, in this case school children, at the heart of strategic planning helps to drive innovation, with their ideas helping to shape a fresh and imaginative vision for the railway of tomorrow.

As Great British Railways is being stood up, it is an opportunity to re-evaluate how to deliver a customer-focused railway. ”

Jacqueline Starr
Executive Chair & CEO,
Rail Delivery Group





Manchester Airport

195 125

AVANTI WEST COAST

20

15

20

Executive Summary

The 200th anniversary of the modern railway offers an opportunity for the railway industry to celebrate the proud heritage of the sector and how it has connected places, people, and communities. Furthermore, Railway200 invites us to reflect on the future of the railway, and how it could continue to offer social and economic benefits for generations to come.

Rail Delivery Group's Strategic Planning Team led a project exploring how the railway's future customers would like the railway to grow and change, and how strategic planning could facilitate those desires and needs. In so doing, it is hoped that Rail Delivery Group (RDG) will help to facilitate a culture shift which empowers people to see the railways as a dynamic and vital public asset, in which everyone has a stake and voice.

To realise this, RDG arranged a series of workshops with students from school years 10-11, asking them their views of the current railway system and how they

might like to see it change in the future. The sessions encouraged students to be creative and innovative, and not to be too concerned about whether their ideas were unrealistic or difficult to implement; the principal aim of the session was to engage young people in the process of railway planning.

Our engagement with students revealed thoughtful, well-informed ideas about how to make rail travel better. Many of their suggestions, like further electrification for more frequent services, simplified ticketing, and enhanced biodiversity at stations, align with existing industry ambitions. This alignment is encouraging, but it also highlights the need for greater momentum and delivery.



“ **Young people are the future of the railway and are passionate about its future success. The industry needs to reflect on how it listens to the ideas of our future customers, and meaningfully engages them as we plan the railway of the future.** ”



Strategic planning offers the best route to achieve these goals in a joined-up, future-facing way. By embedding effective strategic planning practices into rail development, the full potential of the network can be unlocked to ensure the rail industry continues to serve the evolving needs of society.

Fundamentally, our findings demonstrate that young people are genuinely engaged and interested in the railway. They see the railway as a public asset and are passionate about making sure that the railway of the future will meet their needs.

This project therefore provides a vital reflection for future railway planners: Young people are the future of the railway and are passionate about its future success. The industry needs to reflect on how it listens to the ideas of our future customers, and meaningfully engages them as we plan the railway of the future. This will be essential to ensuring that railways remain a relevant and prosperous component of our communities and economy for the long term.

Great British Railways offers a genuine opportunity to reset the industry’s approach to its customers; to put them at the heart of our activities, and in particular in how we plan our railways for the future.



Introduction



What is strategic planning?

Strategic planning is the process of managing and shaping development from a whole-system approach to meet finely balanced social, economic, and environmental objectives. Well-planned, connected, and properly maintained spaces profoundly impact people's lives, and transport serves as an essential link in this process, both facilitating mobility and catalysing the creation of new communities.

Strategic planning within the rail sector plays a vital role in ensuring that the benefits of the UK's railways are fully realised in our communities. For example, effective strategic planning ensures that stations are well integrated with their local communities, aligning station development with local needs. It also allows for stations to become destinations in their own rights, supporting developments around an area and allowing for new shops, services, and public spaces to be created. The discipline also plays a crucial role in aligning transport infrastructure with housing development, particularly in light of the government's housing agenda. By placing stations

where people need them most, planning supports sustainable growth and reduces car dependency. Strategic planning is therefore a central and vital part of the rail industry, ensuring that the rail system meets the needs of the customers it serves.

RDG plays an active role within the rail industry's strategic planning processes, providing cross-industry, evidence-based insight and advice to key actors within the rail sector through Planning Oversight Group, a senior cross-industry group dedicated to long-term and strategic planning for rail in the UK. Furthermore, the Strategic Planning Team has proficiencies extending beyond rail-specific strategic planning, with expertise in whole-system strategic planning, recognising rail as a component of broader planning processes.

RDG's Strategic Planning Team is therefore well-placed to consider how rail can meet the needs of our customers in the long-term, particularly in relation to how rail can facilitate benefits beyond the rail sector.

However, we have recognised that strategic planning as a discipline can be misunderstood. Given its importance in achieving long-term objectives in the rail system and beyond, it is essential that the process of strategic planning and its



potential to enable change is understood; not only by the rail industry, but also by our current and future customers. It is in this context that this piece of work was undertaken; to communicate the essential role of strategic planning in enabling more sustainable, connected, and prosperous communities.



About Railway200

This project was timed to coincide with the 200th anniversary of the world's first passenger railway, which opened on 27th September 1825. The Stockton & Darlington Railway kickstarted the railway as a connector of places, people, communities, and ideas, transforming the world. Railway200 is a year-long, nationwide campaign to celebrate 200 years of the modern railway and inspire a new generation of young pioneering talent to choose a career in rail.

Many events in 2025 have rightly celebrated the sector's proud heritage, showcasing the spirit of invention and innovation of rail's early pioneers. However, we saw Railway200 as an opportunity to look towards the future of the railway. Railway200 offers a unique opportunity for the rail industry to reflect on how it can better ensure that the railway of the future responds more effectively to evolving customer needs. Strategic planning is a principal component of translating changing customer demands into effective change on the railway, be that through new services, improved rolling stock, new stations, and others.

Report Purpose

Based on the above context-setting, this report seeks to address the following questions:

What are the needs of our future customers?

How can the railway account for changing needs of our customers over the very long term?

To achieve this, the Strategic Planning Team sought to understand what young people wanted to see from the railway of the future. From that we would identify key themes for the ideas they had, and consider how these ideas, and the needs of young people in general, might be integrated into future planning for the railway.

Report Structure

This report outlines the findings of two rounds of engagement that the Strategic Planning Team undertook with young people aged between school years 10 and 12. It then goes on to provide insights and analysis from those findings, building on the below points:

1 Many of the needs of young people tally with needs already commonly recognised in customer insights, and that through effective strategic planning these long-standing challenges can be addressed systematically.

2 Many of the ideas suggested at the workshops could seemingly be implemented relatively easily. However, a culture of innovation and standards enabling change should be established within strategic planning practices.

3 The findings show that young people place great value on human interactions in customer service, and that technology should support and enhance, rather than replace, the customer-staff interface.

4 The young people had a lot of ambition for the railways, which was reflected in some of their more creative ideas. This demonstrates that young people are genuinely engaged in the future of our railways, and care about its future, and this spirit should be fostered in the railway's strategic plans and culture.

The report concludes with a final reflection for key actors within the rail strategic planning discipline; that young people are the future of the railways and that the industry should account for their ideas and meaningfully engage young people as we plan the railway of the future.

The project featured two rounds of engagement to inform this report, detailed below.

First Workshop

On 15th July 2025 a session was held as part of RDG's wider work experience programme, in which five students from years 10 and 12 spent a week learning about RDG and the wider rail industry. The session focussed on educating the students on strategic planning and its role in the rail industry. The session then ran a university seminar-style discussion exploring ideas for the railway of the future. The students created a collaborative mind map based on individual themes from the material presented, which were expanded upon following a discussion, simulating a university-style educational experience.



Five students visited RDG in July for a week's work experience, which included a visit to Railway200's Inspiration exhibition train.

Second Workshop

On 26th September 2025, RDG convened a group of 23 students between school years 10 and 12 from three schools to participate in a workshop focused on strategic planning. This workshop comprises the primary input for this report.

The workshop was split into two halves. The first half featured an introduction to the railways, with a session on careers, showcasing the upcoming Railway Careers Map. This map is an interactive web page which provides individual profiles and information on different careers from across the rail industry.

The first half also included an introduction to strategic planning in general, with examples of good and bad urban planning practices. This session then introduced strategic planning in the railways as a related concept. By way of introducing planning concepts in the railway, the students played an interactive game where they were tasked with connecting two railway stations while simultaneously balancing connectivity, cost, and environmental impact of the railway.

The second half of the day comprised an interactive session where students reflected on their use of the railways and from that provided ideas on how the railways could change in the future. We encouraged students to be creative and innovative, and not to be too concerned about whether their ideas were unrealistic or difficult to implement; the principal aim of the session was to engage young people in the process of long-term railway planning.

The session comprised five tables with approximately five students per table, and one or two facilitators on each table. At each table the following resources were provided:

- A set of pre-prepared 'idea cards', the aim of which was to get the students thinking about various aspects of the railway. These varied from questions to more abstract prompts:

How often do you use the train?

High-speed

Animal room

If you could add one feature on trains, what would it be and why?

- Paper, scissors, pencils, and other materials to facilitate the students expressing and visualising their ideas.
- Rail industry newspapers and magazines, again to inspire ideas in the students and also to source additional images for visual aids of their ideas.

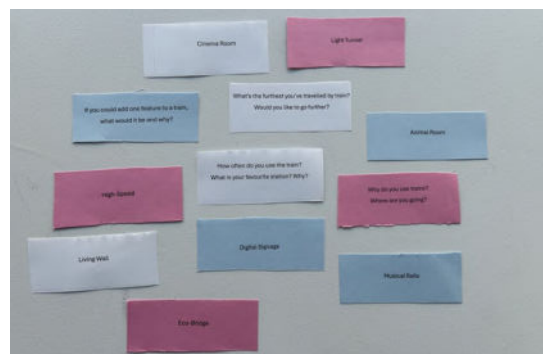
In line with our ambition for the students to be creative and innovative, students were invited to be creative, using the resources provided to create visual representations of their ideas for the railways of the future.

After the session, students were given a tour of the venue, the London Transport Museum Depot, which provided an engaging backdrop for our workshop. The ideas given by the students have been collected and are presented under 'Key Findings'.

Inclusivity

A key aim of this project was to ensure that the young people participating reflect the diversity of the customers who use rail. Designing a rail system that is responsive to the specific needs of all its users is essential. To achieve this, we invited students from across London, a city defined by its vibrant mix of communities, to ensure our sessions included a wide range of backgrounds and lived experiences.

If we are to improve our rail network for the future, it must reflect and celebrate the multicultural, dynamic, and open society we serve. Of course, there is more we can do to ensure we are listening to those who can be excluded from traditional decision-making structures. As some of the ideas from these sessions are taken forward, it is vital that the voices of marginalised groups continue to be heard and acted on.



A sample of some of the 'idea cards' to help generate different ideas.



Key Findings



Overall, we found that students produced insightful and imaginative responses. Their ideas reflected a strong sense of ambition, combining practical improvements with long-term transformations across the network. Below, the results are summarised and outlined, with a short discussion on implementing their suggestions. The results have been collated into four themes that emerged from their contributions.

Infrastructure

Increased frequency of train services with modern signalling

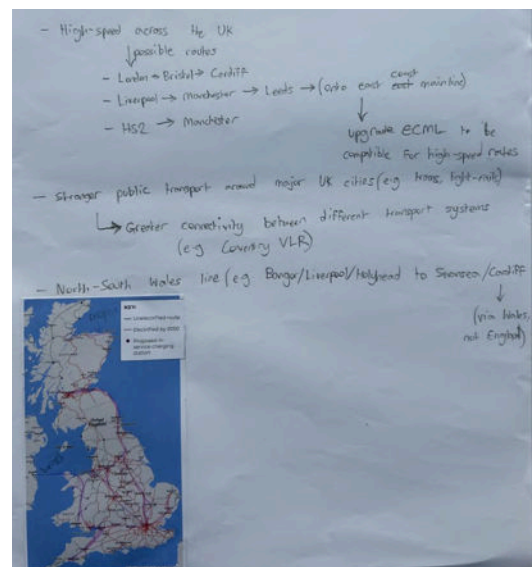
Build high-speed rail corridors (London–Cardiff, Liverpool–Leeds, HS2–Manchester)

Expanded light rail systems in major towns and cities

Improved regional connectivity

The workshop showed that there is strong demand for fast, frequent, reliable services. This is, in part, to be expected, given that the workshop engaged people who live in a highly connected urban area.

The expansion of light rail systems in UK cities has progressed, most recently with government approval to Leeds. However, the wider expansion of national rail



One table focused on the provision of new rail lines across the UK, from a North/South Wales Line to more high-speed services.

services to other regions represents a considerably larger undertaking. Beyond projects like HS2 and East-West Rail, there is currently limited planned expansion. Expansion would entail significant financial and logistical commitments but hold the potential to expand network capacity while addressing the UK's geographic economic imbalance. Such developments would broaden job opportunities and enhance productivity across the national economy.



Customer Experience

Clearer ticketing, mapping, and multimodal connectivity

Improved comfort with designated and enforced quiet areas in stations and trains.

Interactive AI screens to help navigation

Enhanced inclusivity with better accessibility and space for group travel and bikes

Provision of amenities on trains, including libraries, vending machines, and free wifi



These students took a strong focus on customer experience on trains, with improved signage and free wifi.

The students surveyed anticipate and expect being able to easily navigate the network once they are on it. Several students reported difficulties and inconsistencies in wayfinding, highlighting the need for clear, consistent messaging and signage. An effective example of this would be the national rail network in the Netherlands, which is explored later in this report.

Ease of travel is also closely linked to multimodal connectivity. There is considerable demand for seamless movement between different modes of transport. TfL's Overground Network, which has gradually expanded since 2007, is a prime example of what can be achieved when passengers feel confident and informed within a more interconnected and integrated transport network. The expansion of contactless ticketing will play a pivotal role in this measure, and this is detailed later in the report.

Moreover, our customers desire quiet and safe spaces in the rail network. Strategic planning balances diverse perspectives to deliver solutions that best optimise the majority's needs. This is explored later in the report.

Environment

Use of AI monitoring to help reduce anti-social behaviour

Increase staff visibility to improve safety and foster a sense of care for the network

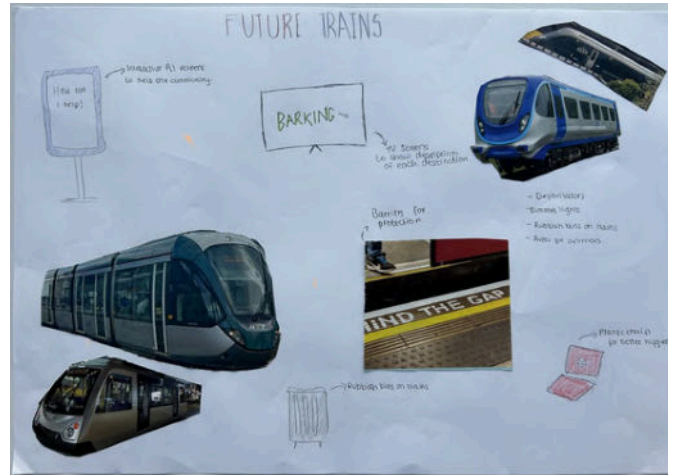
Advanced environmental resilience with improved weatherproofing, and well maintained biodiversity

Install platform edge doors and additional ticket barriers

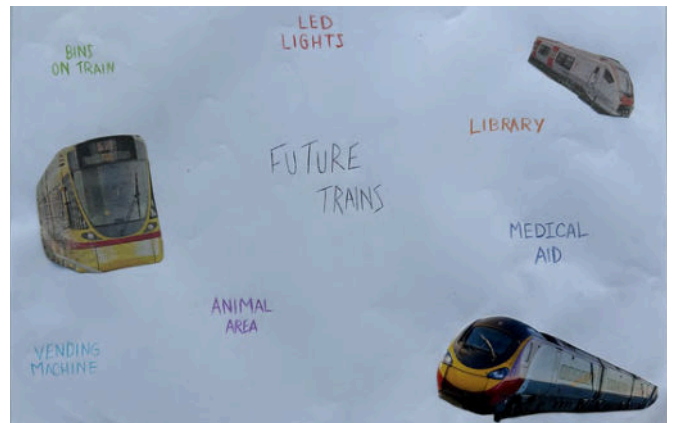
Improved cleanliness, including more bins on trains

The young people surveyed were evidently tech-literate, though it was also clear that many prefer face-to-face help, showing that human support remains important. This indicates that people of all demographics value the knowledge and presence of staff, which is discussed in further detail later in this report.

Furthermore, the students indicated a strong preference for safety measures. Amenities such as platform screen doors are increasingly regarded as essential



This table looked to improving customer environment, for example, incorporating AI into customer information, and platform-edge doors.



This table suggested ideas to improve train environments.

for a safe and reliable transportation network, rather than “modern” conveniences. Clear challenges remain where these features will have to be installed retrospectively on an historic network, nevertheless, our workshops demonstrate that future customers will expect the improvements to be progressive.

Analysis



Ideas aligned to current customer needs

In the workshops, many of the ideas aligned with more conventional, pre-existing demands for how rail should be improved. For example, improved accessibility for disabled users, improved connectivity between transport modes, and clearer ticketing for rail.

Some of these ideas are already championed internationally, for example in the Netherlands with the *OV-chipkaart*, a multi-modal, top-up card that can be used across the whole of the Netherlands. Domestically, the rail industry, including RDG, is addressing some of the ideas suggested, see below:

The existence of the below schemes within RDG in association with industry partners demonstrates that the rail industry is actively improving rail travel for customers in many of the areas suggested. It is important that momentum is maintained in these areas to allow for innovation and improvements in the medium- to long-term. Strategic planning plays a foundational role in facilitating this. When carried out effectively, strategic plans set clear goals and establish clear checkpoints towards those goals. They then provide the industry with the means through which goals can be achieved.

Great British Railways can build on good strategic planning practices present in the industry, ensuring that the long-standing challenges in the railway, also highlighted in our workshops, can be addressed systematically in the short-, medium-, and long-term.

Passenger Assist

RDG is working to improve the customer offer for all, not least those with accessibility requirements. Welcome Points have been trialled across the GB network, with the aim of providing wayfinding and passenger information for those with specific accessibility needs.

Multi-Modal Integration Best Practice Guide

Published in 2025, this document provided best practice for where stations have facilitated exchange with other transport modes, for example through improved signage, better cycle parking facilities, or local ticket offerings.

National Rail Ticketing Strategy

This strategy centres on digital expansion and magstripe ticket replacement, including provision of an alternative physical ticket at stations. The strategy aims to facilitate cohesion across modes through engagement at devolved levels.



Opportunities for ‘quick wins’

Ahead of the workshops taking place, it was assumed that most of the ideas generated would be large and complex. While this was true to an extent, a more intriguing finding was that there were comparatively more simple, smaller-scale suggestions.

Examples of this included; ambient or warmer lighting on trains and more designated quiet areas on trains and in stations. Such changes have been seen on other comparable transport modes; ambient lighting and air-conditioning have been introduced on new London buses, and airlines now dim cabin lights at night. The perceptions of our customers indicate that such changes are achievable and reasonable within a rail context.

However, within rail there are sound reasons why these “simple” changes may be challenging to implement in practice. For example, in relation to lighting, there are established and agreed standards which require lighting in trains to be of a certain colour and intensity, principally to ensure that trains are accessible to the widest range of people as possible.

Due to the perception that these ideas are simple and easy to implement, a non-specialist would assume that standards may be blocking innovative ideas. This assumption would be incorrect, as standards exist to make the railway accessible, to run safely, reduce risk, and to help interoperability, and they can adapt to change. Moreover, good strategic planning uses established standards as a foundation from which innovation and change is supported.

Fundamentally, good strategic planning is an enabler of change; it will ensure that the rail industry champions innovation within a wider framework. As the customer base continues to evolve over the long term, key actors should ensure that the concept of strategic planning enabling change is embedded, particularly as the industry embarks on creating GBR.

“ Strategic planning is an enabler of change; it will ensure that the rail industry can champion innovation within a wider framework. ”

Value in staff-customer interface

In light of the emergence of Artificial Intelligence (AI) and Large Language Models, attention has been drawn to how new technologies can improve efficiencies and affordability, all in the interest of benefitting the customer.

Young people are recognised as being at the forefront of this change curve and are maturing in a world in where AI is embedded in everyday activities. This is evidenced in many of the suggestions we have seen from the workshops; with suggestions exploring how AI can help to improve navigation in stations, assist train operations, and even tackle anti-social behaviour.

Indeed, AI is already resulting in tangible changes on our rail network, for example through *Pluto*, a new AI-powered staff information platform and chatbot being trialled that will help



Our railway staff will continue to play an essential role in maintaining an inclusive and accessible network.



Railway staff remain the front line for customer experience.

frontline staff validate day-to-day queries in relation to rail services. This will provide faster, more consistent advice to our customers. There is established momentum behind integrating AI into the operations of the railway, and these innovations will result in a simpler, smoother, better customer experience.

However, a surprising result from the workshop was the emphasis on which the young people surveyed underlined the necessary role of human interactions when using the rail network. The results clearly demonstrated that young people place great value on station staff, and this is noteworthy given that most of the individuals surveyed would not be as confident in using rail services and may want extra support on their journeys. This is a key challenge for the railway industry at large, ensuring that it supports customers with less exposure to the railway or with less confidence using our services. From our workshops it is evident that face-to-face contact will remain central to supporting our customers in the long term.

As mentioned elsewhere in this report, good strategic planning practices will help to foster innovation, ensuring that the railway is efficient and easy to use for our customers. However, such plans should also underline that the railways are a welcoming and inclusive environment, ensuring that, in the words of one of the young people surveyed, there remain 'people who care' on our services. The technological change expected in the future will be rapid and exciting, and this represents an opportunity to create more tailored, bespoke experiences for our customers. However, our staff will remain central to the railway and will continue to be the welcoming and friendly faces providing vital assistance to our customers.

Future customers care about railway planning outcomes

Our analysis has shown that the young people who have taken part in our workshops have a wide range of insightful suggestions for how the railway should change in the future. Furthermore, effective strategic planning will be central in responding to changing customer needs, setting out clear targets and signposts on how to achieve customer-focussed growth in the railway.

However, more fundamentally, our research demonstrates that young people, and by extension our future customers, are genuinely engaged and interested in the railways. They see the railway as a public asset and are passionate about making sure that the railway of the future will meet their needs. This was reflected in the breadth and intricacy of the ideas which were shared, showing that the people in the workshop, when given a voice, had taken time to genuinely consider how they interact with the railway, and where they feel we could be doing better.



We are fortunate that our customers feel the degree of ownership and engagement that they do for the railways, and this should not be taken for granted. Indeed, to maintain this level of engagement, we will need to ensure that we continue to involve and listen to our customers. This not only means our current customers, but our prospective and future customers too. A principal way of ensuring this is through robust and inclusive strategic planning based on a customer-first approach. It is through truly engaging all of our customers in the strategic planning process that we can respond to their needs and embed necessary change in the railways for the long-term.



These pages summarise our key findings and analysis to more clearly demonstrate what good practices will need to be embedded in strategic planning to effectively respond to our customers over the long-term.

Key Findings

Infrastructure

Increased frequency of train services with modern signalling

Build high-speed rail corridors (London–Cardiff, Liverpool–Leeds, HS2–Manchester)

Expanded light rail systems in major towns and cities

Improved regional connectivity

Environment

Use of AI monitoring to help reduce anti-social behaviour

Increase staff visibility to improve safety and foster a sense of care for the network

Advanced environmental resilience with improved weatherproofing, and well maintained biodiversity

Install platform edge doors and additional ticket barriers

Improved cleanliness, including more bins on trains

Customer Experience

Clearer ticketing, mapping, and multimodal connectivity

Improved comfort with designated and enforced quiet areas in stations and trains

Interactive AI screens to help navigation

Enhanced inclusivity with better accessibility and space for group travel and bikes

Provision of amenities on trains, including libraries, vending machines, and free wifi

Rolling Stock

Use of more environmentally friendly trains

Provision of air conditioning, LED ambient & dimmer lighting, better seating for a more comfortable experience

Adaptable rolling stock with automatic operation

Long-term strategy for fleet renewal and lifecycle maintenance

Our Analysis

1 Young people's ideas are aligned to current customer needs

A number of the ideas presented by the young people surveyed aligned to current challenges in railway, many of which are being actively addressed by RDG in association with industry partners.

To continue rolling out improvements for our customers, it is important that momentum is maintained in these areas. Strategic planning plays a foundational role in facilitating this, and the culture of using strategies to roll out continuous improvements over the medium- and long-term should be maintained within GBR.

2 Young people value our front-line staff

A strong outcome of the workshops was that technology will play a bigger role in every day life and within the railway. Nevertheless, it was also clear that the face-to-face customer/staff relationship should continue to play a foundational role in how rail engages with its customers.

Effective strategic planning fosters technological innovation, but it also sets the culture for the industry; one of inclusivity and openness. In this way, our staff endure as the central way in which our customers engage with the railway.

3 There are opportunities for 'quick wins'

Some of the ideas suggested were comparatively small-scale changes, such as warmer lighting on trains. In practice these suggestions are complex to implement, in part because of existing standards, but also because of competing priorities.

Strategic planning offers an opportunity to take a longer-term view, assessing what the priorities of rail are over the next 35 years. This can allow the industry to use existing standards to be the starting point of an innovative process, rather than a perceived blocker.

4 Future customers care about railway planning outcomes

From the workshops, it was clear that our future customers value the railway, and care about its outcomes. To maintain this level of engagement, we will need to ensure that we continue to involve our customers.

A principal way of ensuring this is through robust and inclusive strategic planning based on a customer-first approach. It is through truly engaging all of our customers in the strategic planning process that we can respond to their needs and embed necessary change in the railways for the long-term.

Conclusion



Railway200 offers an opportunity for the rail industry to reflect on its proud heritage which has fundamentally shaped the world in which we live today. However, particularly as we enter a new chapter for the UK rail industry under Great British Railways, Railway200 offers a chance to look ahead and for us to consider what kind of railway we should operate in the future. It is in this spirit that this piece of research was commissioned; to take a valuable forward look at what the future railway should look like from the viewpoint of our customers, and to consider how strategic planning should facilitate future change.

Our research shows that future customers want a clean, fast, and efficient railway which embraces technology, but also one which is inclusive and provides a people-based environment which empowers our customers on every journey they take. While there are many initiatives ongoing which respond to these customer needs (such as the proliferation of contactless PAYG across the rail network and the rollout of Pluto), there is a spirit of innovation and imagination from our customers which should also be embedded in our railways. The starting

point for this is within strategic planning, as it is through strategic planning that a whole-system approach can be taken about what ambitions the railway of the future should strive for, and how these can be achieved.

At its best, strategic planning provides a clear framework which drives improvements and innovation in the railways, with insights based on robust engagement with our customers. Strategic planning is fundamentally forward-looking, and many of the people we are planning for have not yet been born. These people will grow up in a different world to today's, one which embeds technology in all aspects of life and one more interconnected than ever before. To plan for this rapid transition, we need to ensure we are engaging with these people at the earliest opportunity.

This underscores the principal finding of this report; that young people are the future of rail, and the industry therefore needs to listen to their needs and meaningfully engage them as we plan the railway of the future. This will be essential to ensuring that railways remain a relevant and prosperous component of our communities and economy for the long term.



▲ 109

Getting in touch with RDG:

For more information, please email
Barnaby.Garcia@RailDeliveryGroup.com

Rail Delivery Group Limited
First Floor North
1 Puddle Dock
London
EC4V 3DS

www.raildeliverygroup.com
020 7841 8000

Rail Delivery Group



www.raildeliverygroup.com

 [RailDeliveryGroup](https://www.instagram.com/RailDeliveryGroup)

 [@RailDeliveryGrp](https://twitter.com/RailDeliveryGrp)