Case Study

CORETECH SOLUTIONS

Network Rail – Measuring passenger numbers at the busiest UK railway stations

The Client:

Network Rail run the safest major railway in Europe. At the same time, Britain's railway is Europe's fastest growing, with the number of rail journeys doubling in the last 20 years and forecast to increase by another 40% by 2040. Network Rail owns and operates Britain's railway infrastructure -20,000 miles of track, 30,000 bridges and viaducts and thousands of tunnels, signals, level crossings and points. Network Rail also manage rail timetabling and operate 19 of the largest stations.

The Situation

With passenger numbers increasing, retail space expanding and significant investments being made across all stations, Network Rail needed to find a way to measure visitor numbers at key locations around their stations. In addition to understanding passenger numbers, Network Rail wanted to understand how many people were visiting the retail spaces being created within the stations in order to be able to provide performance data to retail tenants and measure the effectiveness of the investments they were making.

The Solution:

CoreTech Solutions deployed over 1,800 Irisys Thermal Counting devices on behalf of PFM Counting Intelligence, which will track changes in footfall numbers as a result of the investment made in the UK Railway Infrastructure.

This network counts over 1 billion movements annually using 1800 counting devices and has helped Network Rail to transform their stations, creating maximum value from the retail space available and attracting in new customers that aren't even there to catch a train.

The trading figures were compiled from the sales results of retailers operating from over 500,000 sq ft of retail space across 18 of Britain's biggest and busiest stations owned and operated by Network Rail and benefiting from a combined annual footfall of over 1 billion people.

Hamish Kiernan, commercial director of retail, Network Rail, said: "These are great results for our retailers and we are delighted that our stations are continuing to give them an edge over the high street. We know that the growing appetite for rail travel and convenience of our locations are key drivers of this trend, and we will continue to capitalise on this by creating 'must-visit' retail destinations across our portfolio of stations. Income from retail is a vital funding stream for Network Rail and strong results will allow us to deliver even greater value for Britain."

The Benefits:

With CoreTech's experience of new site installation and retro fitting of systems into established locations we are able to install the most complex systems without disruption to the sites day to day operations.

We have seamlessly improved the site wide security and therefore improve the client experience

The Expertise:

- 20 years for system design, deployment and support
- PRINCE2 qualified Project Team
- Fully qualified on-site engineers with CSCS, IPAF, UKATA
- Excel data cable manufacturer approved
- Centralised storage and warehousing facility
- Staging and shipping experts
- Electrical approval to the NIC-EIC standards
- ISO9001:2008
- Online client CRM portal with full ticket tracking and stock function

More Information:

While the concept of IoT within property is straightforward, the planning, deployment, implementation and management of the enabling resources can be a challenging journey through both new and existing physical structure, difficult environmental conditions, numerous construction phases while meeting the latest in regulatory compliance.

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