

Powering new performance:
Irisys counts 1 billion people
annually with Network Rail






Network Rail

Industry sector:	Transportation
Geography:	United Kingdom
Service solution:	People Counting
Project:	1,700 sensors
Strategic partner:	PFM Footfall Intelligence www.pfm-intelligence.com

Organisation

Network Rail is the not-for-dividend owner and operator of the majority of Britain's railway infrastructure, which includes the tracks, signals, tunnels, bridges, viaducts, level crossings and stations – the largest of which they also manage. Network Rail also aims to provide a safe, reliable and efficient rail infrastructure for freight and passenger trains to use. It also:

- Is one of the largest land and property owners in the UK. During the five-year period that ended 31st March 2014, it generated £1.4bn from commercial activities for re-investment in its real estate - enough to put in place 5,000 km of new railway.
 - Has over 510,000 square feet of retail space at 18 of the largest stations across the country, showcasing many leading high-street brands.
 - Is the country's largest provider of commercial property to small and medium-sized businesses, with over 7,000 properties nationwide.
 - Works in partnership to develop railway land and property no longer required for operational use, including multi-million-pound commercial schemes above the station at Birmingham New Street and joint ventures with the likes of Ballymore, Bloc, Kier and The Office Group.
 - Owns and manages 18 of Britain's biggest and busiest stations, as well as managing St Pancras International on behalf of HS1 Ltd.
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Business issue

Train stations are lucrative trading environments for all types of retailers, and they attract people who aren't necessarily travelling. Network Rail sought to capitalise upon this opportunity by creating 'must visit' retail destinations across its portfolio of stations. Income from retail is vital to Network Rail, and strong results allow it to deliver even greater value for Britain. By investing in Irisys' people counting technology, Network Rail was able to analyse the footfall patterns across its stations, identifying new areas for retail opportunities and finding conclusive evidence that they are some of the most successful and competitive retail areas in the UK.

This data was invaluable both to Network Rail and their retail partners, giving them an evidence-based method to improve their facilities, and formed the basis for the strong sales growth experienced at Network Rail stations.

Many stations on the network have seen massive investment in recent years and inhabit a special place at the hearts of towns and cities. Stations such as King's Cross and St. Pancras have been given major facelifts that combine Victorian and contemporary architecture to create destinations, not just places to pass through.

The Company is also known for its ambitious projects, including Crossrail, the largest civil engineering project in Europe. Network Rail is a major investor in new capacity and new technologies, and it is through this policy that the Company came to work with Irisys' partner PFM Footfall Intelligence.

Solution

PFM Footfall Intelligence deployed Irisys' people counters to uncover how many people enter Network Rail's busiest stations to shop, eat and drink, work, or use connected transport services without taking the train.

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Business benefits

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- London's Liverpool Street station expects 119 million visitors in 2014 – half of those are anticipated to be non-passenger visits;
- Birmingham New Street predicts an additional 10 million non-passenger visits;
- Edinburgh Waverley estimates a further 6 million non-passenger visitors; and
- Manchester Piccadilly foresees an extra 5.6 million non-passenger visitors.

With evidence its stations are utilised for much more than travel, Network Rail has been able to make strategic, revenue-focused improvements that truly leverage:

- Areas of high footfall;
- The ways people naturally utilise each station's space; and
- How people use transport options that are available.

For example, at Waterloo station, London, data from Irisys' sensors informed the design of a new retail balcony that moved shopping areas away from a crowded concourse to deliver a safer, more pleasant environment that encourages shopping. Decisions like this allow Network Rail and its retail partners to reap huge benefits – bringing additional lines of revenue, quantifiable data to attract new retail partners and more cost-effective facilities management.

The improvements are also returning business results. Quarterly retail sales figures from January - March 2014, for example, demonstrated 5.6% growth. Annually, Network Rail station retailers reported like-for-like sales growth of 6.1%.

The trading figures were compiled from the sales results of retailers operating from more than 500,000 square feet of retail space across 16 of Britain's biggest and busiest Network Rail stations.

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Top performing stations include King's Cross (+23.3%), followed by Cannon Street (+21.3%) and Manchester Piccadilly (+8.4%) when compared to the same period last year. Specialist food brands performed best in stations during this period (+22.5%), followed closely by cards and stationery (+14.9%), and pubs and bars (+12.6%).

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This intelligence gives Network Rail further insight into its visitors' preferences and an evidence-based approach to attract specific types of tenants to its stations.

David Sturdy, Managing Director of PFM Footfall Intelligence, which supplied and now maintains the footfall system, said: “We were very excited to be given this fantastic opportunity to work with Network Rail on this project. It has been very challenging due to the exacting requirements for installation in a station environment but through close co-operation with the client, we developed a very efficient working partnership. I am glad to see, from the figures being quoted, that the project is delivering the return on investment that was originally envisaged by Network Rail.”

About Irisys

Irisys is a high-tech innovator pioneering new solutions to bring strategic insight and expanded capabilities to an array of industries worldwide. Combining discreet infrared technology and intelligent software, Irisys technology provides actionable information that can be used to drive operational efficiencies and improve business performance. Delivering faster checkout lines, cleaner facilities, higher-security perimeters, and more, Irisys' solutions are deployed throughout the globe's leading retail operations, publicly and privately owned buildings, airports, security systems, quick-serve restaurants and other facilities. For more information, visit www.irisys.co.uk

About PFM Footfall Intelligence

PFM is the oldest counting company in the world offering a unique range of equipment and bespoke software. Designing and manufacturing in house, PFM is able to offer a cost effective solution to any customer requirements backed up with high quality after sale support. www.pfm-intelligence.com



STATION INFORMATION

- 1001 Left Luggage
- ← 1002 Ticket & information
- 1003 Bus services
- ← 1004 Underground
- 1005 Way out
- 1006 Staircase
- ← 1007 Customer Service
- 1008 Cycle hire
- ← 1009 Post Office
- 1010 Left Luggage
- ← 1011 Bikes



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