



Strategic Review of Station Retail



Project

Strategic Review of Station Retail

Client

Iarnród Éireann (Irish Rail)

Location

Ireland

Start Date

March 2014

End Date

May 2014

Duration

3 months

Services Provided

Station planning

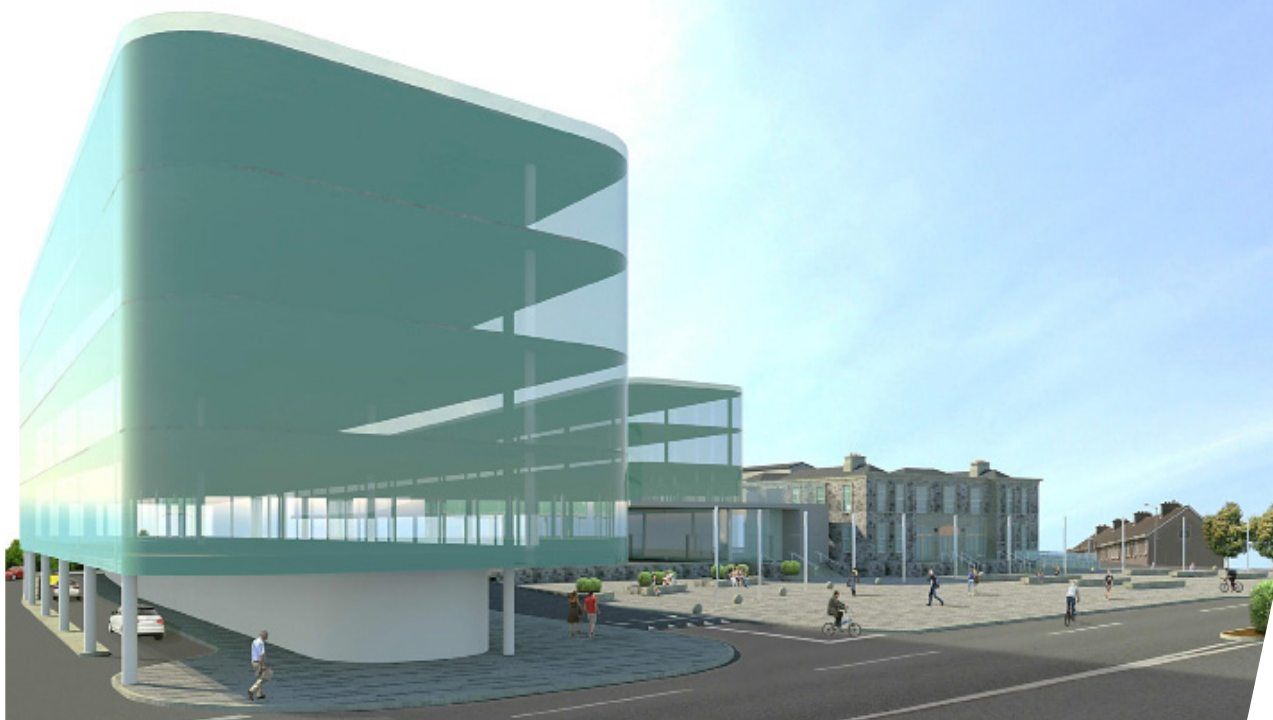
Background

Iarnród Éireann is the national railway system operator of Ireland, and operates Intercity rail passenger services between Dublin and Belfast, Sligo, Ballina, Westport, Galway, Limerick, Ennis, Tralee, Cork, Waterford and Rosslare Europort. Iarnród Éireann jointly operates the Dublin to Belfast Enterprise service with Northern Ireland Railways.

Key regional services include the new Limerick to Galway line and the Cork commuter network. This includes the newly enhanced Cork-Midleton line, Limerick Junction to Waterford, and Limerick to Ballybrophy (via Nenagh) services.

Principal services in the Dublin area include DART (Dublin Area Rapid Transit) services between Greystones and Howth/Malahide, commuter services between Gorey, Drogheda, the M3 Parkway line and Maynooth, as well as services to and from Kildare.

Iarnród Éireann's group property department is responsible for the property portfolio nationwide, including the letting and sale of property which is not required for operational use.



Scope of Works

The challenge facing Iarnród Éireann is to continuously enhance the customer experience whilst creating a compelling retail offer available at their stations.

Iarnród Éireann commissioned Network Rail Consulting to benefit from the depth and breadth of Network Rail's expertise in transforming major stations into leading retail attractions in their own right.

Our experience in redeveloping major stations such as Kings Cross, St Pancras International, Birmingham New Street, Reading, Blackfriars, London Bridge, Edinburgh Waverley, Liverpool Street was of direct benefit to Iarnród Éireann for this project.

To undertake an objective third party strategic review of Iarnród Éireann's station portfolio and facilities, including seven of Iarnród Éireann's key hub locations in Dublin, Cork and Limerick.

The main objective of the study was to develop recommendations on how best to deliver an enhanced customer journey for existing rail customers and to create attractive retail destinations at railway stations.

Key Project Outputs

Network Rail Consulting undertook an intensive review of current retail operations involving desktop research, site visits, stakeholder consultation and benchmarking against UK retail operations:

As part of the study, Network Rail Consulting

- ▶ determined the opportunity to enhance the customer experience for rail passengers

- ▶ determined the opportunity for station retail as a destination point
- ▶ identified opportunities for new improved facilities
- ▶ indicated the potential additional revenues that could be generated
- ▶ developed indicative business cases based on relevant UK experiences
- ▶ identified quick wins for implementation within 12 months.

The study provided Iarnród Éireann with a concise set of recommendations and quick wins to enable them to further develop and enhance their retail.