Network Rail has worked on the development of all waiting areas around King’s Cross Station, using a circular, state of the art sustainable solution that provides wellbeing in the station of a whole other scale. The level of waiting area satisfaction has gone from around 30% to above 80%. The business effect of this is remarkable:

- The pace has slowed down
- Passengers come a little bit earlier, have a coffee and a newspaper and sit down for a little while
- Passengers increasingly choose to eat at the station before boarding the train rather than in town.
- Passengers identify with ‘their’ station, being more loyal and respectful → lower maintenance costs.

All while communicating a change to a more sustainable track.

All with the use of a circular and state of the art sustainable solution:

- The Nova C series from Green Furniture Concept (source Green Furniture Concept)
- Made of circular materials - FSC marked wood treated with natural wax (natural loop), recycled (85% recycled content) steel and ocean plastic that both can be recycled again
- Maintainable to be as new over time, on the spot
- Circular business model - Green offers to buy the seating back and reuse the parts if needs would change during the 15 year warranty period
- Climate positive impact (3rd party verified, source Reprofit) - Clearly visible sustainability from the natural materials and natural shape

Keywords: Waiting Areas, Green Furniture