THINK RAIL FIRST
Welcome - our agenda for today

Elspeth Wray, Transform Scotland

Ben Garratt, LNER, and Duncan Edmondson, Steer - public perceptions about rail travel vs reality


Everyone - how best can we truly encourage people to “Think Rail First?”
About Transform Scotland

- Scotland’s sustainable transport alliance, with around 60 member organisations from private, public and third sectors.
Pinar Yilmazer

International Union of Railways
TRANSFORMING CITIES AND CONNECTING COMMUNITIES

TRANSPORT-ORIENTED DEVELOPMENT, LIGHTER TRAINS AND GREENER CITIES
CREATING LIVEABLE CITIES AND CONNECTED COMMUNITIES

By 2050, cities are expected to house more than half the world’s population. Connecting cities is essential in order to achieve this ambition. Rail is the transport system best placed to help achieve that ambition.

In order to be truly sustainable, rail must be integrated into a wider, multi-modal transport system. Rail needs to be connected to other modes of transport, including roads, buses, and bicycles. This will help to create a more efficient and sustainable transport system.

To achieve this, rail needs to be designed with the needs of its passengers in mind. This means ensuring that the infrastructure is ready for the rail journeys of the future. Rail needs to be designed for the passengers of 2050, not just those of today.

Rail must be designed to be accessible to all. This means ensuring that the infrastructure is designed for the needs of people with disabilities, as well as ensuring that the station design is accessible to people of all ages and abilities.

Rail must also be designed to be efficient. This means ensuring that the infrastructure is designed to be energy-efficient, and that the trains are designed to be as energy-efficient as possible.

In conclusion, rail must be designed for the future. This means ensuring that the infrastructure is designed for the needs of its passengers, and that the trains are designed to be as energy-efficient as possible. Rail must be designed with the needs of people in mind, and with a view to the future.
How might we...

**DESIGN a BETTER FUTURE**

**Improve travel experience**
- One platform for all European trip ticketing
- Easy ticketing system
- Teach young learners from the Swiss

**Improve train travel experience**
- Green miles system as an incentive
- Improve multi-language customer service at stations
- Great and safe family experience at stations
- Different coaches for different traveller needs

**Improve the image of the train**
- Use old aviation lounges for trains
- Improve hospitality at the station
- Put trains on the political agenda
- Let’s see the cardivers as a target group

**Create a seamless door-to-door experience**
- Bike rental or rental at the train station
- Integrated ticketing
- Symbiosis between freight and passengers

**Make train the mode of choice**
- Night trains
- One platform for all European trip ticketing
- Easy ticketing system
- More connections in a higher frequency

**Our vision for 2030!**
How best can we encourage people to “think rail first”? What do you think of the new research? What can we learn from international experiences? What are the barriers to getting more people on the train? What key messages do we need to convey? What can we - rail operators, businesses, politicians, government, rail experts, campaigners - do now?
What next?

• Build upon research to advocate for rail

• Inform campaign messages and influence government policy

• Provide feedback to MSPs
THANK YOU FOR COMING

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