

10th November, 12:00 – 14:00

National Museum of Scotland, Edinburgh

THINK RAIL FIRST

LNER
LONDON NORTH EASTERN RAILWAY

transform
scotland

Welcome - our agenda for today



Elsbeth Wray, Transform Scotland

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

Pinar Yilmazer, International Union of Railways - How might we "Design A Better Future" for rail?

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.



STAGECOACH GROUP
greener smarter travel



LNER

• EDINBURGH •
THE CITY OF EDINBURGH COUNCIL

XPLORE
Dundee

sustrans
JOIN THE MOVEMENT



comouk

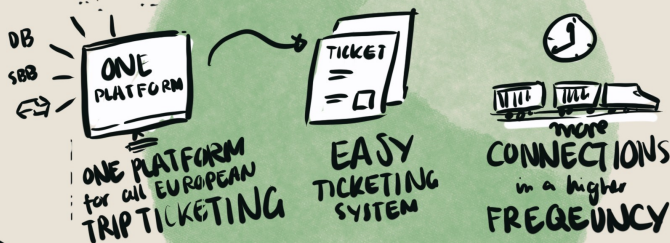


Pinar Yilmazer

International Union of Railways

NIGHT TRAINS

make TRAIN the MODE of CHOICE



TEACH the YOUNG
Learn from the SWISS



CREATE a SEAMLESS
DOOR-TO-DOOR
EXPERIENCE

BIKE SELL or RENTAL
at the TRAINSTATION

INTEGRATED
TICKETING

USE old
AVIATION
parts for
TRAINS

ONE
TRAVEL
app

SYMBIOSIS
between the
FREIGHT & PASSENGERS



IMPROVE the IMAGE
of the TRAIN

How might we...
DESIGN a BETTER
FUTURE

GREEN MILES
SYSTEM AS AN
INCENTIVE

QUI! YES!

IMPROVE
MULTI-LANGUAGE
CUSTOMER SERVICE
at the STATION

GREAT & SAFE
FAMILY
EXPERIENCE at
STATIONS

DIFFERENT COACHES for
DIFFERENT TRAVELLER NEEDS.

NEEDS

LET'S SEE the
CARDRIVERS
as a TARGET GROUP

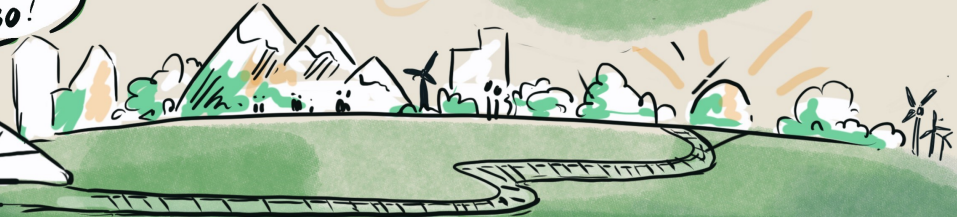


PUT TRAINS
on the POLITICAL
AGENDA



IMPROVE
HOSPITALITY
at the STATION

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

The LNER logo is displayed in a large, bold, red font. The letters 'L' and 'N' are connected, and the 'E' is slightly larger and positioned to the right of the 'N'. The background of the slide features a photograph of an LNER Azuma train at Edinburgh Waverley station, with the station's name visible on a blue sign in the upper left corner.

LNER

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The logo for transform scotland is shown in a blue, lowercase, sans-serif font. The word 'transform' is on the top line, and 'scotland' is on the bottom line, with a small circular graphic element above the 'o' in 'scotland'.

transform scotland

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