

Retail and commercial advisory services



Background

Increasing pressure on funding for public transport and the need to keep rail fare increases as low as possible, mean that rail and transit authorities need to maximise their revenue from other sources. Realising the full potential of station retail and commercial development around stations provide vital additional funding to support the development of rail infrastructure.

Network Rail's property and commercial team has an in depth understanding of the travel point retail, food & beverage and advertising sectors, gained through the management of the commercial activities at Britain's 17 largest stations.

We have strong relationships with key global players in the sector such as Select Service Partner, WH Smith, Starbucks, Costa, JC Decaux; and a deep understanding of retail profit margins, enabling maximisation of rental terms – typically based on a share of turnover.

Our team comprises an effective mix of skills drawn from rail operations, high street retail and the airport sector.

The Challenge

Stations can be busy confusing places for passengers – regular commuters want to get from A to B without distraction, whilst leisure and business travellers may have more time to wait.

Poorly placed or inappropriate retail offers will not attract customers and can detract from the overall environment – a well designed retail offer with brands matched to the customer demographics and located adjacent to key passenger flows will enhance the station environment and experience and can drive footfall in its own right outside of peak travel times resulting in strong revenues.

In addition railway infrastructure can cut through urban areas in the form of viaducts that can act as barriers

dividing communities – these spaces if handled sensitively can provide effective business space. In high footfall city centre locations they can become unique retail and catering destinations, whilst in secondary locations they offer cost effective and flexible space for small and medium sized enterprises.

How We Can Help

Our team can provide the following advisory services:

- ▶ space planning and optimisation to balance passenger flows with retail footfall
- ▶ development of optimal brand mix to match customer demographics to maximise sales potential
- ▶ translation of planning, demographic and brand principles to other high footfall locations adjacent to rail infrastructure such as architecturally interesting arch space under railway viaducts in city centre locations.



London King's Cross

Development and implementation of retail strategy for new western concourse comprising 2,500sqm (27,000sqft) retail space.

London Waterloo

Development and implementation of retail strategy for new 220m (720ft) balcony comprising 2,000sqm (20,000sqft) retail space.

London Euston

Development and implementation of award winning digital media installation.

London St Pancras International

Development and implementation of retail strategy for 8,000sqm (85,000sqft) retail and ongoing management on behalf of High Speed 1.

Manchester Piccadilly

Development and implementation of retail strategy for reconfigured retail mezzanine of 1,100sqm (12,000sqft).

London Victoria

Acquisition of adjacent Victoria Place shopping centre and development of scheme to reconfigure and expand space, reconfigure brand mix and centre profile and integrate into station – planned for completion in 2013.

London Southbank area

Development of business space for both small and medium sized enterprises and architecturally interesting space for retail and catering offers – large and expanding portfolio, repeated in other major cities across Britain.

London Euston

Planned 1,200sqm (13,000sqft) balcony scheme

London Bridge

Planned 5,100sqm (55,000sqft) new retail concourse

Birmingham New Street

Planned 1,500sqm (16,000sqft) new retail concourse and shopping centre redevelopment.