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MOVE

designing value ...for transport brands on-the-move

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Train interiors - how to specify what you want and how to get what you specify

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Prescription or performance?

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State railways / private railways

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Prescription

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Prescription.....& partnership

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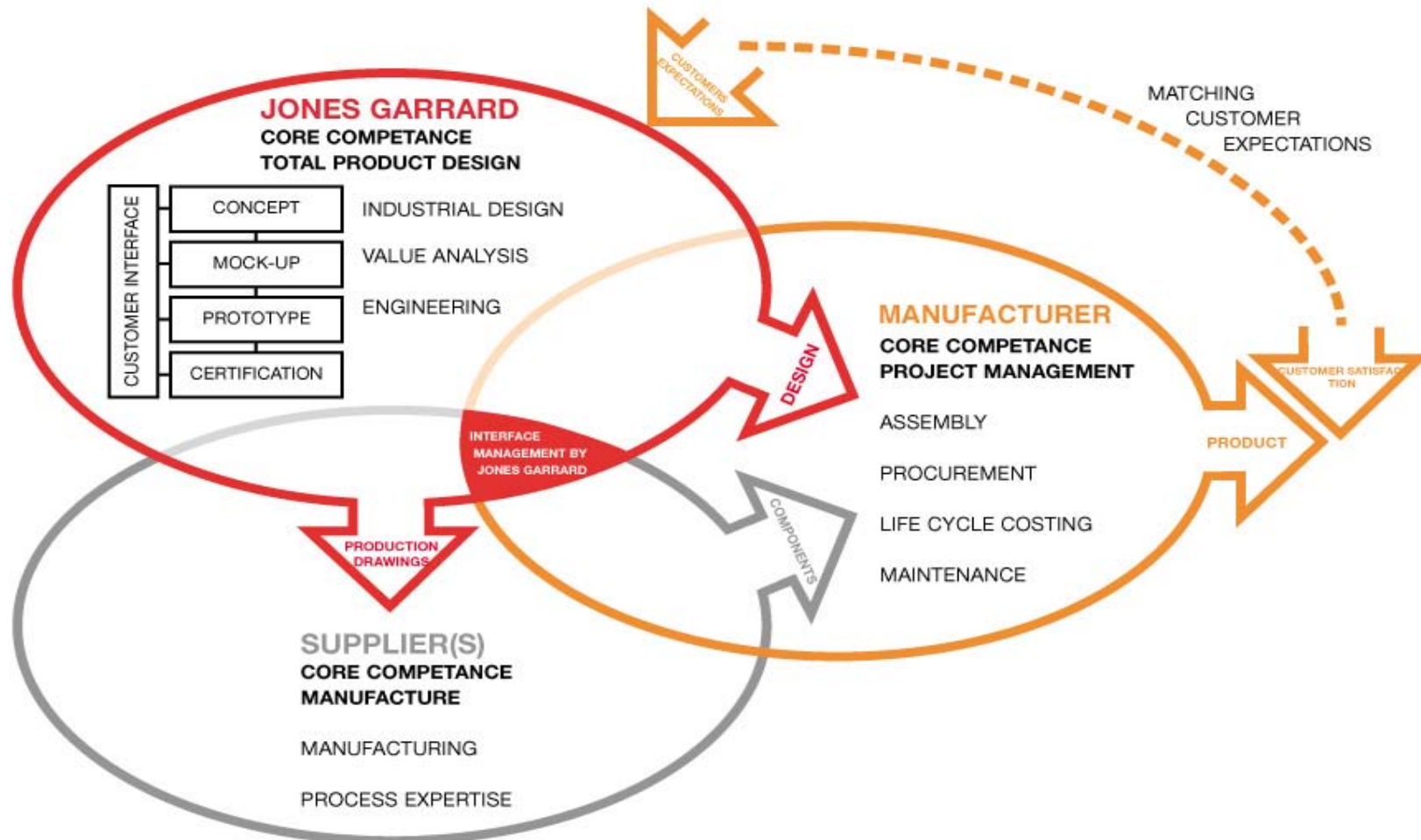
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Performance

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Prescription

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407 coaches

Build contract June 2006

First vehicles December 2006

Launch January 2007

Finish April 2008

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Thameslink - does what it says on the tin but rather stylishly

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Brand vision for the interior design:

support a service operation that ensures the

passenger's needs come first at every stage of the lifecycle

passenger requirements manager

design reference, inform the specification, influenced by:

- standards and regulations, capital cost, whole life cost and residual value
- Passenger Focus/DfTransport/London TravelWatch
- operational needs to meet key brand performance goals

Key brand performance goals:

Top-line requirement - dwell time/capacity

Passenger flow management

Security, flexibility

Maintainability, cleanability, recyclability

Dwell time study

Variables

- Inner suburban/outer suburban
- Articulated/non-articulated
- Step height and distance
- Door throughway - 1300/1500/1800
- Working doors/timing/sound
- Pocketed door/non pocketed door
- Seat layouts to improve flow
- Grabpoles
- Luggage/buggies/bikes/shopping



TOCs' standards

Manufacturers' standards

ISO 9001

Legislative standards - TSI

Noise PRM etc....Conventional rolling stock (draft 2010)

National Notified Rules

- list of Rail Group Standards

Contract

Notified Body

Contracting entity

Takes ultimate responsibility for acceptance and liability in operation

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Design management plan

Mock-ups

Human factors integration

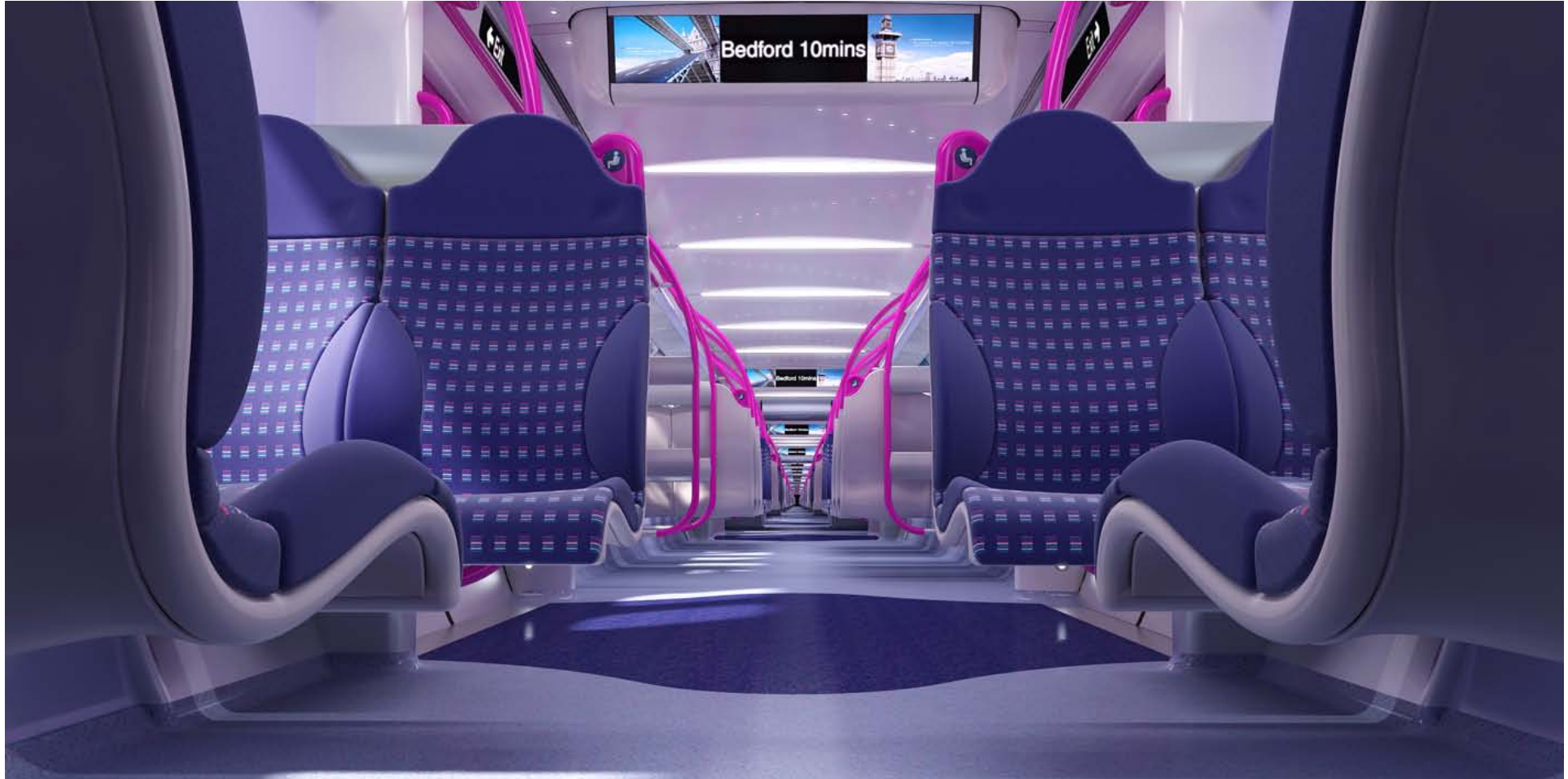
Validation

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