

# Passenger Information Points for St Pancras International

**RailPoint.**

# Context.

**Built to the designs of prominent railway architect William Henry Barlow, St Pancras station was originally opened in 1868 to serve as the London terminus of the Midland Railway.**

Regarded as a landmark development in Victorian engineering, the train shed was at the time the largest enclosed space in the world and the station was quickly dubbed 'the cathedral of the railways'.

Following an award-winning £800m renovation, completed in 2007, the station is today a major hub for both domestic and international journeys, used by over 48 million passengers annually.



# The client and their needs.

Situated at key high footfall locations throughout St Pancras International, Network Rail (High Speed) Ltd sought to replace 10 existing Passenger Information Points (PIPs) in order to meet rising customer expectations.

As well as providing vital live travel information to passengers, the PIPs are also an integral part of station furniture; functioning as wayfinders, help and emergency contact points, wifi antennae and providing revenue through the provision of retail advertising space.





↑ Platforms 1-4  
International trains  
Underground  
↑

St Paul's

Destination	Platform	Train	Arrival	Departure
London	1	1234	10:15	10:30
London	2	1234	10:15	10:30
London	3	1234	10:15	10:30
London	4	1234	10:15	10:30
London	1	1234	10:15	10:30
London	2	1234	10:15	10:30
London	3	1234	10:15	10:30
London	4	1234	10:15	10:30
London	1	1234	10:15	10:30
London	2	1234	10:15	10:30
London	3	1234	10:15	10:30
London	4	1234	10:15	10:30

eat  
drink  
shop  
all under ONE roof

Platforms 1-4  
International trains  
Underground

Platforms 1-4  
International trains  
Underground

St Paul's  
Lift

# The RailPoint solution.

Enhancing the experience of station users is at the forefront of RailPoint's innovation. With installations stretching from Southampton to Carlisle, we have developed a strong reputation within the rail industry for delivering a robust product which provides accurate, dynamic travel information in an accessible and user-friendly manner.

The initial phase of the St Pancras project saw the removal and decommissioning of all redundant hardware which was refreshed with our own RailPoint hardware and software. This covered 20 large format screens in the totems as well as 17 overhead departure screens in retail units. All of these screens are now running a bespoke version of RailPoint which is managed by a CMS built by Kadfire specifically for the RailPoint estate.

The installation of the new systems was completed in two overnight sessions, ensuring a seamless transition with minimal disruption to station users. Additionally, care was taken so as not to interrupt the functionality of the advertising screens attached to the totems. Doing so would result in a loss of revenue for the client.



# A custom presentation.

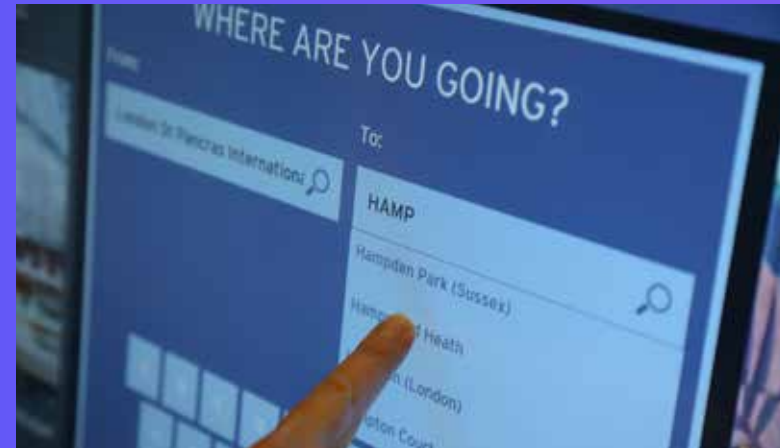
The station is a destination in its own right, and the client was keen that the public-facing system also reflected its vibrant retail and leisure offer.

Whilst the upper screen contains a live departures board, the lower screen is interactive, featuring onward travel information and wayfinding, as well as a retail catalogue with useful information about the stores and eateries at St Pancras International.

Several new features were also incorporated into the RailPoint Content Management System, giving station staff total control over the lower screen's advertising spaces. In order to ensure the continuity of a seamless brand experience at St Pancras International, a custom user interface was developed by our design team, consistent with the station's own visual identity.

Across the ten installation points, the PIPs are now averaging nearly 50,000 active user sessions per month\*.

\* 'Active' implies physical interaction with the lower screen, but does not account for users who make use of the upper screen for live departure information. Figures correct as of October 2016.



**"We required a supplier who would work with the incumbent supplier, develop an enhanced product and do this whilst maintaining a consistent service.**

**Kadfire did this and more. They have brought a new product to St Pancras, with added customer information options and, importantly, a back-suite of data analysis reports. These insight reports help identify customer needs and will help the station further strive to meet their requirements."**

**Andy Daley**

Contracts & Procurement Manager,  
Network Rail

being  
talk  
necessary



JOURNEY PLANNER



DEPARTURES / ARRIVALS



SERVICE DISRUPTION



STATION INFORMATION



CONTINUING YOUR JOURNEY





# Who we're working with.



greateranglia



South Western Railway



ThamesLink/



## Our content partners.

Google Maps



worldline  
e-payment services

# Where are we?

Ashford International  
Berwick-upon-Tweed  
Bicester Village  
Birmingham International  
Bishops Stortford  
Bristol Temple Meads  
Brondesbury  
Bromley South  
Carlisle  
City Thameslink  
Clapham Junction  
Coventry  
Crewe  
Darlington  
Doncaster  
Durham  
Elephant & Castle  
Elstree & Borehamwood  
Finsbury Park  
Gatwick Airport

Gerrards Cross  
Grantham  
Hitchin  
Lancaster  
Leeds  
London Blackfriars  
London City Thameslink  
London Euston  
London Marylebone  
London St Pancras Int'l  
Luton  
Macclesfield  
Newark North Gate  
Newcastle  
Oxenholme  
Oxford Parkway  
Penrith  
Peterborough  
Potters Bar  
Preston

Putney  
Retford  
Rugby  
Runcorn  
Southampton Central  
St Albans City  
Stafford  
Stansted Airport  
Stevenage  
Stockport  
Strood  
Tonbridge  
Wakefield Westgate  
Warrington Bank Quay  
Waterloo East  
Welwyn Garden City  
Wigan  
Wolverhampton  
York

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