

ds 9 designing heathrow express



Heathrow Express stands out not only because of the number of trains it runs, 151 departures every day, but because of its position and the sheer scale of its operation.

It took 7 years of planning & construction including an Act of Parliament and a huge range of engineers, researchers, designers, architects, planners, lawyers, accountants, construction companies and marketing consultants all working on different aspects of the project from the building of tunnels, tracks and trains and redevelopment of stations, to the ticket machines, passenger information, personnel uniforms and colour schemes, all brought together into a corporate image for the company.

researching needs and wants

After research watching the behaviour of tube passengers, the original Heathrow Express was designed to enable passengers to keep luggage close by, and able to watch it throughout their journey. However it was also seen that when people check-in at an airport and their luggage is tagged it becomes someone else's responsibility and they don't even think about it again. So the decision was taken to have baggage handling at Paddington Station. O'Driscoll and her team researched into where the check-in desks could be sited taking into account:

- convenience for rail passengers without interfering with the smooth running of Paddington
- Railtrack's plans for a new food restaurant
- large number of check-in desks
- entrance to the baggage tunnel
- standard model desks
- produced in Scotland.

The need to blend in with the wide use of glass in the station meant that they had to be adapted to include glass surrounds, which also contained the Heathrow Express logo

O'Driscoll concluded "We looked at numerous schemes and many different locations within the station but in the end the rear elevation was the only suitable site"

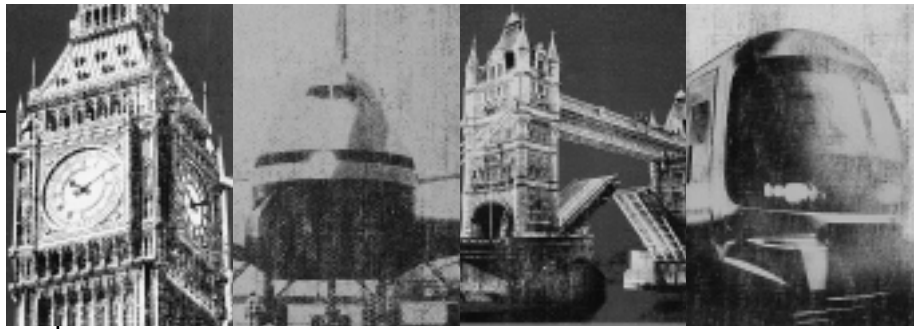
Discuss with others in your class ways you can gather information to help you with your designing.

question ?



## 1 project history

- 1992 New HE rail link plans passed through an Act of Parliament
- 1993 Building work commences
- 1998 First train ran in January  
Heathrow Express launched in June
- 1999 Full check-in service for 27 airlines launched in June
- 2003 Heathrow Express Service to open at St Pancras Station, London



## 2 vision

Paddington Station was built by Isambard Kingdom Brunel in the 1850s. His vision was to connect London to the world by providing rail links to the coast and shipping. Now, 150 years later, this vision is being extended to include air travel. The goal of Heathrow Express is simple - "To be the most successful high-speed airport link to the world".

To undertake such a massive operation a common aim is necessary. This easily understood statement underlies all that happens at Heathrow Express.

A follow-up statement clarifies how this will happen. "To do this we will:

- Create an environment where we all give our best
- Be passionate about the things that matter to our customers
- Ensure that safety is fundamental to everything we do".

This is worked through all the departments each doing a different job.

Discuss the following with others in your class:

- Does your school have a vision statement or motto?
- How do you see this working?
- What is your motivating force?



? question

## 3 design

BAA Design Manager Joanna O'Driscoll oversaw the design of the project from the customers' viewpoint. This included amongst hundreds of things:

- the corporate image
- exterior design of the livery of the rolling stock
- interior design of carriages and stations
- customer information pods
- the graphics information
- marketing image
- siting and design of the customer check-in facility
- web site.

She says "We worked long and hard with our partners for such things as a raised platform to enable a level entrance to the train rather than an eight to ten inch step up. We have done our best to ensure that the check-in area is convenient, bright and modern yet at the same time blends into the truly wonderful building that Brunel designed so long ago."

Decisions over corporate image were taken at a high level including BAA's Chief Executive Sir John Egan.

Customer comfort is a high priority as research showed initial plans for express class only would not cater for those who wanted to travel by first class.

High Tech Innovation included:

- flat screen TVs on trains
- air conditioning
- touch screen ticket machines
- high-tech customer check-in computers.

### research

Visit [www.heathrowexpress.co.uk](http://www.heathrowexpress.co.uk) to see the full range of images in the Heathrow Express corporate image.

- Which artist inspired the style of the marketing material?
- Produce an image board showing the range of products under one corporate image.
- How do you think the corporate image expresses the Heathrow Express vision?