Management of passengers

Stratford Station in London during a period of substantial growth in patronage

Stephen Watson, Principal, Arthur D. Little
Stratford Station – East London
Significant investment pre-London 2012 Olympics

Stratford station

This modernisation of London's transport infrastructure keeps us on track to host a fantastic Games in 2012. It is also delivering a great transport legacy that will benefit Londoners for decades to come.

Stephen Watson, Treasury of Work for Transport, June 2011
Major redevelopment of whole area
Future Crossrail service will be transformative
Stratford Station – Internal Layout

Management of passengers | Stephen Watson, Arthur D. Little
Two incidents of significant over-crowding
Over-crowding throughout the whole station
Challenges – physical layout
Signage not helping

Lack of directions

Most predominant sign
Good practice exists – but not picked-up

**Escalation triggers**

- **No Customer Crowding**
  - All Body Visible – no Crowding Issues
  - Large Spaces, free standing and movement

- **Low to Moderate Customer Crowding**
  - Only body and head visible – possible overcrowding
  - Some restricted circulation but personal contact avoidable.
  - Minimal queues near stairs, escalators and automatic ticket gates

- **Severe Customer Crowding**
  - Only shoulder and head visible – crowded.
  - Customers severely restricting circulation, personal contact unavoidable.
  - Long queues start to form at start of escalators or near automatic ticket gates.

- **Unacceptable Customer Crowding**
  - Only head visible – Crowding unacceptable
  - Very crowded with personal space equivalent to area of body ellipse.
  - Standing wrong side of yellow line on platform.

Source: Crowd Management at Stations – A good practice guide (October 2004) RSSB
Practical trials undertaken – and monitored

Personnel and temporary signage in place to maintain a two-way flow

Personnel in place to maintain a two-way flow and equipped with megaphone

Personnel on the platform wearing high-vis vest

Passenger flow from the Western subway left-hand side stairs

‘Keep Left’ signage and barriers to access Western subway from concourse

Source: Arthur D. Little
Conclusions

Following these trials, the changes in measures to manage passengers at Stratford Station have had a positive impact on crowd regulation and management across the station in general.

- All of these measures are only short to medium-term solutions. External changes are expected to further increase passenger numbers using Stratford Station;
- There is a need for multi-stakeholder cooperation (including both local and national government, railway infrastructure managers and landlords) to develop a “master plan” to improve the passenger capacity at Stratford Station.
- This needs to model the flows through and around the Stratford Station – integrating the train services.