

LNER to put rail industry at forefront of innovation

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London North Eastern Railway (LNER) is aiming to fast-track digital and tech developments into the rail industry through a ground-breaking new innovation programme, called LNER FutureLabs.

The programme provides a unique opportunity for tech and digital start-ups to put their ideas to the test in an industry that holds a huge amount of potential when it comes to overcoming the challenges of personalisation, encouraging increased usage and improving sustainability.

Three challenges are set as part of the LNER FutureLabs programme:

- More Journeys, More Often-digital services and solutions that encourage more people to travel by train.
- Personalised Customer Experience-innovations which can simplify, personalise and enhance the journey of every passenger.
- Responsible Business Innovation-delivering a railway network that is better for both the natural environment and for our local communities.

Danny Gonzalez, Chief Digital and Innovation Officer at LNER, said: "Our ambition is to truly transform rail

travel for the benefit of our customers and communities.

“We’re not just talking about micro-changes that tinker around the edges. We’re looking to take advantage of some of the world’s latest digital and tech developments to improve our service.

“This is a huge opportunity for brilliant and passionate start-ups to work with us in setting new standards for rail travel in the UK.”

Successful applicants will receive unprecedented access to LNER’s live operational environments, one-to-one mentoring from senior team members, and the opportunity to apply for funding to scale a proof-of-concept.

Shortlisted companies will be contacted from 8th May and invited to pitch their ideas before three are chosen to move forward to the next stage, where the proof-of-concept will be developed in partnership with LNER. A Demo Day will then be held in Central London in September. To find out more about LNER FutureLabs, visit www.lnerfuturelabs.co.uk

Photo credit: LNER