

# The station seating that is driving passenger satisfaction

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When Network Rail polled their passengers and realised that waiting areas were below 30 per cent satisfaction, they knew they couldn't just sit around and do nothing.

Instead management quickly reacted and comfortable and modern seating was rolled out at London Victoria and London Bridge stations, a move that saw satisfaction rocket to 80 per cent.

The furniture was created by acclaimed designer Johan Berhin, from [Green Furniture Concept](#), representing a significant upgrade in comfort, style and convenience, with tables and USB charging points built in to improve the journey experience for passengers.

From the success of those projects, which saw seating increase from 150 at each station to 400 at each station, Network Rail has rolled out Green Furniture over more London stations – Waterloo, Liverpool Street and Paddington.

Adele Kamel, Head of Global Marketing at Green Furniture Concept, said: "Travelling is a part of our life, but in a pandemic context there are some that feel it is unsafe, which is why extra attention to detail is

given to create a feeling of both safety – including technical safety with things such as touches and cleaning – and harmony. We think about how we can create a smooth, relaxing and enjoyable journey through a safe and inviting place.

“Our ethos is to make nice and engaging places using placemaking seating concept and biophilic design furniture to boost passenger experience and passenger satisfaction, important at any time of the year, but particularly during the coronavirus pandemic.

“We offer efficiently tailored, modular solutions that will create a feeling of safety, not just sustainable and long lasting but also with a short payoff time.”



The station furniture comes with outstanding green credentials. At Liverpool Street the wooden seats themselves are oak and beech from 100 per cent FSC certified sources, the legs are 85 per cent recycled steel and the feet are made from recycled ocean plastic.

In addition, the seats are treated with natural wax rather than synthetic varnishes, and they can be cleaned effectively with ordinary soap and water instead of chemical detergents.

Adele said: “People shouldn’t underestimate the importance of that safe, attractive space in transport hubs. As well as the passenger satisfaction lift, it is also proven to increase retail sales and the spaces we create are timeless and easily maintainable.

“In the space of our work at London Victoria Station, using natural materials in a biophilic design effect to increase the number of seats from 150 to 419, passenger satisfaction increased from 23 per cent to 80 per cent.”

When lockdown is over and as more and more people are vaccinated, the seating could also prove a vital lifeline for retailers based in transport hubs in the UK.



Adele said: “Our aim is to create a place that people want to spend more time in, in keeping with the station and the locality of the station.

“After installing 1,300 seats at Edinburgh Airport we saw retail and food and beverage takings increase by 13 per cent. If people are wanting to spend more time in stations, they are more likely to spend more time shopping in stations and seeing what is on offer – the retail effect.”

The company prides itself on using natural and upcycled materials crafted in an ecologically sound way, providing stations a design and layout process.

Johan Berhin, designer and founder at Green Furniture, said: “We are delighted that passengers have been so happy with our seating installations and the reaction from passengers.

“You can find our furniture all over the world, in airports, shopping malls, schools and healthcare facilities, but we have a system that can be tailored to provide unique solutions for each location.

“Sustainability is the heart and soul of what we do and in addition our seats can be easily maintained.”

Visit [www.greenfc.com](http://www.greenfc.com) for more details.



*Photo credit: Green Furniture Concept*