



Project Briefing and Team Formation

iRail Enterprise Project – Lesson 1
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>>>>> Session Outcomes

- >>>>> Find out about your project brief
- >>>>> Get to know your team
- >>>>> Discover careers in the rail industry
- >>>>> Complete a series of team challenges

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Project Brief

Over a series of 5 sessions, you will design a new railway station to be called at by Porterbrook's HydroFLEX as well as other trains.

You will need to consider:

- >>>> The location of the station
- >>>> The customers and their needs
- >>>> Innovations in the rail industry
- >>>> The budget and layout of the station

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>>>>> HydroFLEX

- HydroFLEX is a repurposed 30-year-old train.
- It is the world's first tri-mode train – it can operate on electric, battery and hydrogen power!
- It is emission free, and tables, workshops and seats are made from recycled materials.
- Top speed 100mph.



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>>>>> Team Formation

- Working in teams of 3-5
- Using the project submission, establish your team identity
- Identify who will take on each project role:

Project Manager

Responsible for planning and execution of the project.

Vital skills:

Leadership, communication

Market Researcher

Gathers information from current and past ideas.

Vital skills:

Time management, Problem solving

Designer

Creates visual assets to show how the project will look.

Vital skills:

Creativity, listening

Admin and Finance

Responsible for the monetary aspects of the project.

Vital skills:

Problem solving, teamwork

Marketer

Promote the project to members of the public.

Vital skills:

Creativity, presenting



Careers in Rail

Project Manager - Plan and organize people, tasks and resources to complete a project on time and within budget

[Click here for videos from people in the rail industry!](#)

Data Scientist - Uses coding and statistics to analyse information to assist with developing company strategies

Human Resources Officer - Hire, develop and look after employees in a company

Textiles Designer - Create fabric designs and patterns for woven, knitted and printed materials for clothes and interior furnishings

Marketer - Plan how to promote products, services or brands and oversee all marketing activity

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Location, Location, Location

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>>>>> Jobs Linked to Route Planning

For each job that appears on the screen, you will have 1 minute to discuss with your team and try to establish what they do within their role!

What skills do you think they will need to use?

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>>>>> Jobs Linked to Route Planning

ROUTE PLANNER

Considers infrastructure and geographical landscape to choose the best route. They often work with engineers and environmental specialists.

Key Skills: Communication, Teamwork, Problem Solving



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>>>>> **Jobs Linked to Route Planning****ECOLOGIST**

Explores how the local environment will be affected. Studies both plants and animals to establish any changes in biodiversity before, during and after the construction of the new route

Key Skills: Staying Positive, Problem Solving, Creativity



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Route Planning Challenge

Plan a route to extend an existing trainline.

Within the time limit, as a team you need to:

- Draw your route on the map using the information provided to work out the cost of your new trainline.
- Consider the environmental impacts of building the new trainline
- Answer the questions about the target market for your new station

Pages 6 -10

You have 40 minutes.

Make sure to consider your time management skills as a team!

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Future Thinking

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>>>>> Session Outcomes

- >>>>> Understand the concept of innovation how it is important in the rail industry.
- >>>>> Understand the concept of sustainability and its connection to the built environment and to transport solutions in the rail industry.
- >>>>> Demonstrate a good level of teamwork and communication skills to complete a challenge.

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What is Innovation?

What is Sustainability?

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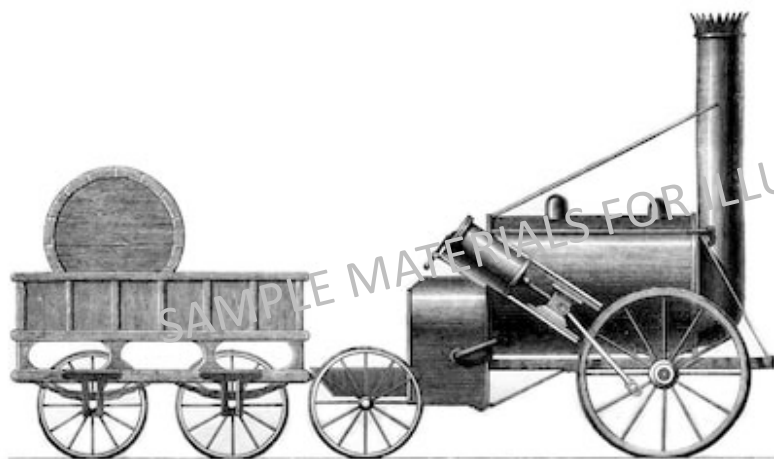
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>>>>> Innovation in Rail

George Stephenson's 'Rocket' train travelled at a record breaking **28pmh**.



Japanese bullet train holds a record speed of **375mph**.



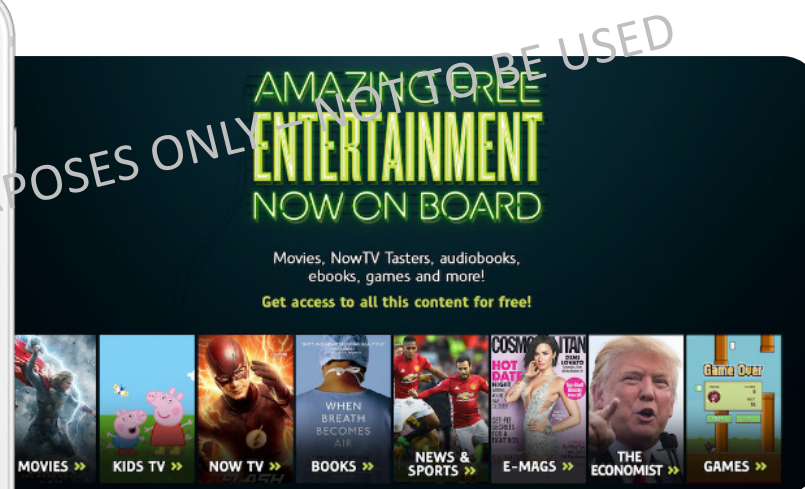
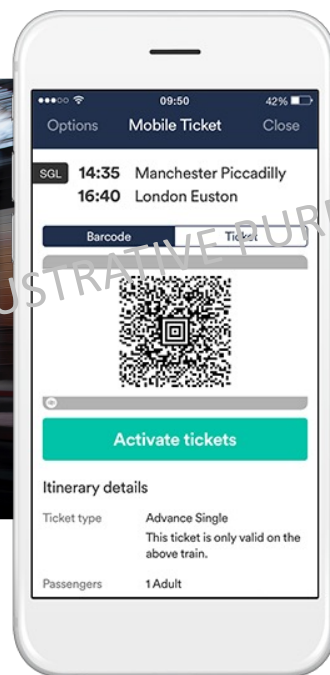
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>>>>> Innovation in Rail

Innovation is the practical implementation of ideas that result in new or improved goods or services.



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Task One

You are working towards designing a station to be called at by **Porterbrook's HydroFLEX trains**.

Discuss and explore new technologies that could be used within your station design to improve customer or employee experience.

Use the mind map to write down your initial ideas.

The product you design will be used in your project presentation



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Task Three

Now you have created an innovative product for your station.

As a team create a **mood board** to represent the colours, materials, look and feel you intend to use in the rest of your station design.

The product you design will be used in your project presentation

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Designing Your Station

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Project Brief

Using what you have learnt in the previous sessions:
Design a new railway station to be called at by
Porterbrook's HydroFLEX trains.

Space in big cities is highly sought after and in demand. That means companies such as Network Rail need to develop transport hubs. This involves building upwards on an existing station, adding developments that would be beneficial for the civic ecosystem as well as considering the impact on the environment.

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Project Brief

The station must be
suitable for all rail users.

Using your station will be:

- Commuters
- Workers
- People with disabilities
- Adults
- Children

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Design Your Station

TASK: Design a multi-purpose over station space that is suitable for all rail users.

The space should be multi-purpose with options for this to change as the needs of the community change.

You must also consider issues of access and make sure the space is accessible for all.

Budget: £5,000,000

In the next session you will present your floor plans along with your innovative product and mood board to the class!

Good luck!

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Project Presentations

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>>>>> Presentation Skills

Dos and Don'ts

Talk immediately

Make eye contact

**Look at the floor when
you're not speaking**

**Start by introducing
yourself**

Say thank you

Use list of three

Make up facts

**Don't worry if
it goes wrong**

**Mumble to your
teammates**

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>>>>> Planning Your Presentation

You are going to pitch your project to the rest of your class.

Explain your developed **ideas, design,** and **ethos** behind their new rail station.

Consider:

- Target audience
- Body Language
- Engaging
- Keep it simple and focused
- Practise!

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