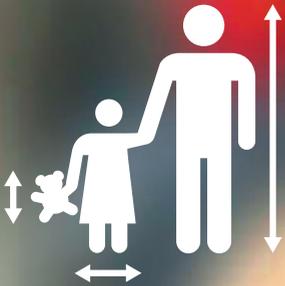


HS2

Design
Vision



HS2

Design Vision

April 2017

Preface

This Design Vision sets out the role that design can play in making High Speed Two a catalyst for growth across Britain.

It sets out our aspiration for designing the UK's new national high-speed rail network. Then it holds us to account with memorable criteria that we have developed with leading designers. It focuses on those things that will lift us beyond the ordinary and provides us with the means to constantly critique and check that we are on course.

Our starting point is that we will deliver value for money by applying the best in worldwide design and construction. We recognise that good design saves resources. Indeed, bad design is a long-term cost to bear for the taxpayer and for our future customers. All the fundamental principles of good design apply. Our high speed infrastructure has to look good, work well and be easily maintained. It must meet rigorous requirements for safety, sustainability and resilience.

But our mandate, is to go beyond good and be an exemplar project. Our goals are about being transformational and this will call for great ingenuity and talent. That is why this Design Vision introduces

every HS2 project brief for our designers, architects and engineers. It informs the guidelines and specifications to our contractors and partners, who are now building the rail system.

Our challenge to every design team is to meet the fundamentals of good design and then go that extra distance to deliver the innovation and the value we are seeking for every citizen in the UK. No project is too small. Everything we create is designed and every discipline is covered in our interpretation of design. To recoin a phrase – we are designing from the pixel to the city – from digital systems to urban infrastructure and so much else besides.

The HS2 Design Vision starts with the idea of designing for everyone to benefit and enjoy. I hope you enjoy reading about it and will help us as we now make it real.

A handwritten signature in black ink, appearing to read 'Mark Thurston', with a stylized, flowing script.

Mark Thurston, Chief Executive Officer

Imagine an advanced high-speed rail network that connects more people quickly, reliably and more pleasurably than ever before in the UK.

Imagine a system of huge scale and complexity, involving new services, trains, stations, townscapes, landscapes, bridges, tunnels, communications and more, that is simple and enjoyable to use.

Imagine the biggest and most important infrastructure project for more than 150 years delivering benefits for future generations in Britain with greater connectivity, new ways to live and work, and new jobs and homes.

This is HS2 – a project that will set designers, from the widest range of disciplines, the challenge of reaching new heights of creativity and innovation in everything they design.

The last big rail journey started in the crucible of the Industrial Revolution. Our Victorian predecessors had the vision and ambition to connect our cities by rail, moving coal and supplies around the country in a capital-intensive economy.

HS2 is the next big journey for Britain – and it will increasingly be about the movement of people and ideas in a knowledge-intensive economy.

Within this context, designers must work expertly and collaboratively to realise the full potential of HS2.

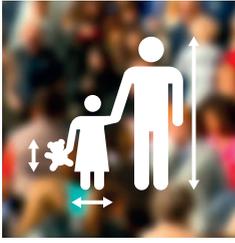
The HS2 Design Vision explains how we will make this happen.

HS2 Design Vision

Summary quick read version

We aim to enhance the lives of future generations of people in Britain by designing a transformational rail system that is admired around the world.

Our work for HS2 is based on three core design principles of people, place and time.



People

Design for everyone to benefit and enjoy

- 1 Design for the needs of our diverse audiences
- 2 Engage with communities over the life of the project
- 3 Inspire excellence through creative talent



Place

Design for a sense of place

- 4 Design places and spaces that support quality of life
- 5 Celebrate the local within a coherent national narrative
- 6 Demonstrate commitment to the natural world



Time

Design to stand the test of time

- 7 Design to adapt for future generations
- 8 Place a premium on the personal time of customers
- 9 Make the most of the time to design



What design success looks like

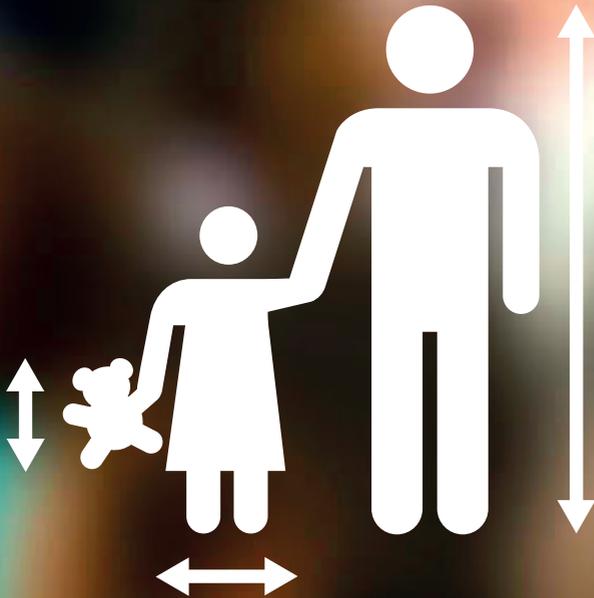
- Everything we make works intuitively and well for all our audiences
- And contributes to one seamless and enjoyable experience
- We deliver above and beyond the design brief
- Bringing benefits of many kinds to UK citizens

- All the elements are fit for purpose and sensitive to their context
- National pride in the system is matched by a sense of local ownership
- Small elements and big schemes meet rigorous environmental standards
- And, collectively, add to our cultural and natural heritage

- Every requirement for a high-speed rail system is met
- And we have designed in the needs of the future too
- We have joined up the nation with a system to last and evolve
- And created a national project to be proud of for many years to come

People

Design for everyone
to benefit and enjoy



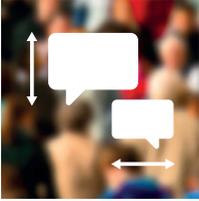
HS2 is for all of us who live and work in the UK and for those who visit too. It is paid for by the taxpayer and must be designed to deliver planned social and economic benefits.

This principle requires that we consider audience, engagement and talent.

We will know we are successful in designing for people when HS2:

- Works intuitively and effectively for all our audiences
- Engages successfully with communities affected by the project
- Works with the best design talent in a truly collaborative way

Audience



1 Designing for the needs of our diverse audiences

The scale and complexity of HS2 means it has many audiences. It must serve everyone in the UK by delivering on requirements set by Government and using taxpayers' money wisely. The challenge that is common to each design project is to go the extra distance to identify, understand and respond to the needs of our diverse audiences.

We are developing our Design Vision to guide decisions on related priorities, including how we are:

- Inclusive
- User-led

Engagement

2 Engaging with communities over the life of the project

HS2 is a project that will affect many communities. There are interests to serve at a national, regional and local level. Designing HS2 is all about meeting social and economic aspiration and opportunity.

Where a particular impact is unwanted, design is there to find the best solution. In order to respond effectively to community concern and need, it is important to have strong design engagement.

We are developing our Design Vision to guide engagement with our audiences, including:

- Community
- Business
- Civic
- Public
- Design outreach



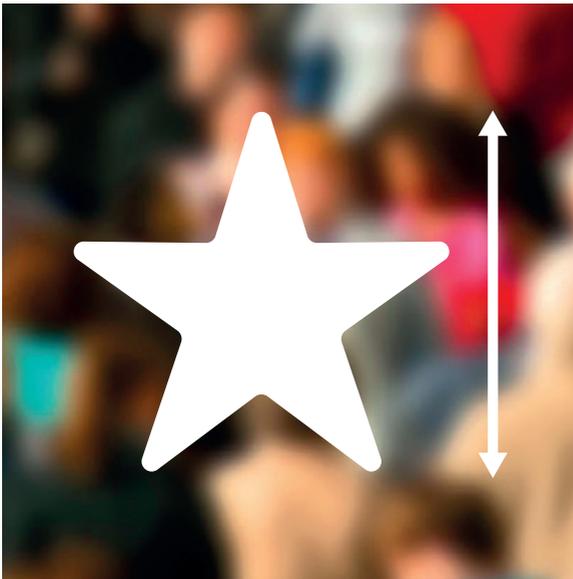
Talent

3 Inspiring excellence through creative talent

HS2 is seeking high levels of creativity and ingenuity in order to achieve the best possible design results. Investing in creative talent and creating the right environment for interdisciplinary teamwork to flourish will be essential prerequisites for the success of each design scheme. The scale of HS2 will also help to develop the skills of the next generation of designers and engineers in Britain.

We are developing our Design Vision to guide decisions on related priorities, including:

- Procurement
- Teamwork
- Education
- International



Place

Design for
a sense
of place



HS2 will expand our choice of where to live, work and visit by connecting our cities with ease and speed.

To do this we are creating many new places and spaces, such as stations, terminals and train environments, as well as restoring and growing natural environments. This principle requires that we consider regeneration, identity and environment.

We will know we are successful in designing for place when:

- HS2 design supports wider regeneration and connectivity to improve quality of life
- Local projects reflect their context but contribute to HS2's overall identity
- All schemes, large and small, meet rigorous environmental standards

Regeneration



4 Designing places and spaces that support quality of life

Each place and space, designed as part of HS2, is an opportunity to achieve the wider benefits that the UK government is seeking to achieve. Each project is part of a bigger picture that is all about successfully regenerating areas and communities by creating great places to live, work and visit.

We are developing our Design Vision to guide decisions on related priorities, including:

→ Connectivity → Well-being → Public value

Identity

5 Celebrating the local within a coherent national narrative

Each place and space that is created as part of the system will contribute to HS2's own identity.

The design challenge will be to develop a coherent approach, establishing uniformity where it is essential while encouraging one-off expression based on local context where appropriate. HS2 seeks to enhance national and civic pride, while also supporting its own brand to support its operational and commercial objectives. It will therefore include many local design stories within one compelling national narrative.



We are developing our Design Vision to guide decisions on related priorities, including:

→ Visual language → Brand
→ Heritage

Environment

6 Demonstrating commitment to the natural world

HS2 has a positive environmental rationale – that high-speed rail is the most efficient way to transport people between cities.

Building and maintaining the network will nevertheless create adverse environmental impacts. HS2 will use design to help deliver imaginative, appropriate and environmentally sensitive solutions.

We are developing our Design Vision to guide decisions on related priorities, including:

- Sustainability
- Wildlife



Time

Design to
stand the
test of time



HS2 is committed to delivering on time and on budget and without compromise to quality and robustness.

But the project will not stop at the end of the line. Everything that is designed today must be built to endure and evolve over future generations.

This principle requires that we consider adaptability, experience and creativity.

We will know we are successful in designing for time when:

- The system can be adapted to future needs
- The experience demonstrates to customers how their time has been valued
- The time to design has been productive and has delivered the aspiration

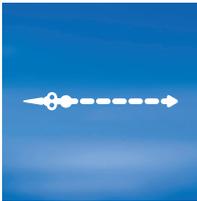
Adaptability

7 Designing to adapt for future generations

HS2 must be designed and built to last.

The system will need to evolve over time in order to meet society's changing needs and take advantage of new technologies. It is important that we make room for technologies that have not yet been invented.

Design decisions should help optimise the value of taxpayers' investment over the short- and long-term.



We are developing our Design Vision to guide decisions on related priorities, including:

- Future-proofing
- Whole life costs

Experience

8 Placing a premium on the personal time of customers

High-speed travel radically reduces journey times for people seeking to move between UK cities. But this is only the starting point for the value that HS2 places on the personal time of each individual who uses the system. Each design decision is an opportunity to enhance that experience – and make it more productive.



We are developing our Design Vision to guide decisions on related priorities, including:

- Interchange
- User experience

Creativity

9 Making the most of time to design

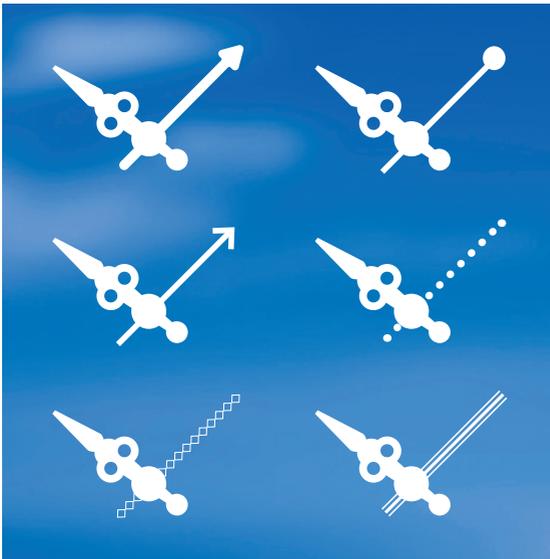
HS2 is operating to a rigorous programme of planning and delivery.

One essential part of that process is design. That means both a commitment to providing talented people with the time to design and also being effective with the time available to design.

HS2 looks to its design leadership to champion design within the decision-making process and for all its design teams collectively to create a productive design.

We are developing our Design Vision to guide decisions on related priorities, including:

- Design thinking
- Leadership
- Creative culture



Acknowledgments

Contributors

The Design Vision developed from a meeting hosted by the Secretary of State on 3 July 2014, involving:

- Ralph Ardill – The Brand Experience Consultancy
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- Tony Burton – HS2
- Cynthia Charwick-Bland – Royal College of Art
- Sir David Chipperfield – David Chipperfield Architects
- Theresa Clarke – HS2
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- Jane Wernick – Jane Wernick Associates
- Professor Chris Wise – Expedition Engineering



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