



The Modern Age of Travel

Case Study

Client: The White Feather Coffee Co.

Location: Bath Spa Train Station

Industry: Hospitality and Leisure

Project Time Frame: 4 Week Fitout inc. 1 Week Training

The White Feather Coffee Co. was founded in Somerset. Their roots are based in providing a sustainable food and drink offer which reflects the essence and the food culture of the towns in which their cafés are based. MYA worked with Holly and the team to help win the contract to open a café at Bath Spa Train Station, and went on to act as Principal Designer and Project Manager.

It Starts With The Numbers

The winning bid included a business plan, which MYA created using transactional data to anticipate the throughputs of the typical 6 million commuters and an average spend-per-head based on like-for-like retail travel sites. The MYA team also took into consideration current and future external factors and how these may impact the footfall and sales. This data was used to inform the catering design and menu choices.

Building A Unique Style

The concept for Bath Spa looked at creating a contemporary food and drink offer to reflect the new modern age of travel. MYA designers Catherine and Martha knew Bath Spa well, and recognised there was a strong commuter customer base as well as the leisure and tourist opportunity. The railway is an important transport infrastructure link, so the look and feel of the brand centred on combining the railway's heritage with its sustainable future. Bold botanical prints were picked for the front of house, echoing White Feather's eco credentials, while the modern equipment specified in the kitchen offer sustainable solutions to speedy cooking.



Responding To A Historic Setting...

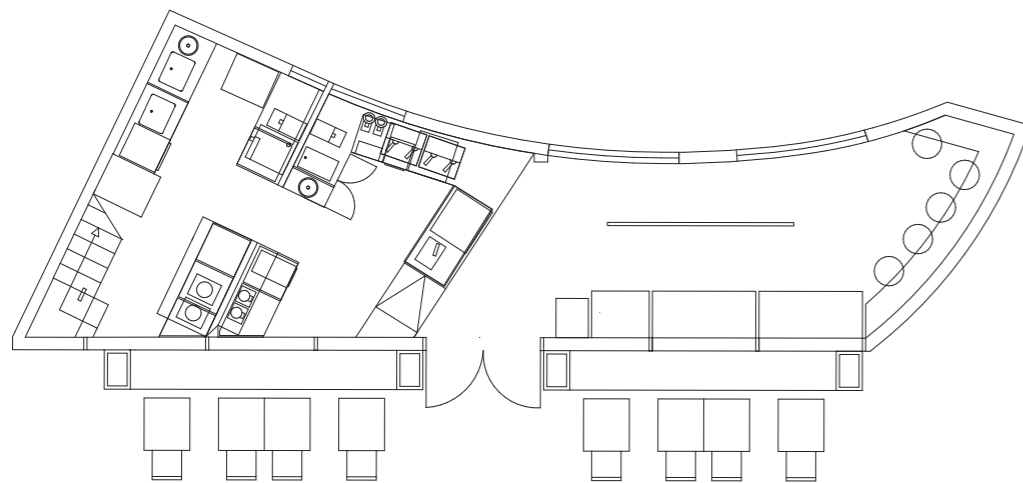
Bath Spa is a Grade 2 Star Listed Building, situated within the commercial core of the Bath conservation area and World Heritage Site. Fortunately the team at MYA have long experience at working in historic buildings, so this became an opportunity rather than a challenge. The playful colour scheme is sensitive to the traditional features of Georgian Bath - and reflected in modern paint techniques.

... While The Trains Kept Running

The café is located on the main platform at the station, which remained fully operational all through the four-week working period. Ben, Project Manager at MYA, managed the successful delivery by co-operative working with the station operators GWR, Amey TPT, and Bath & NE Somerset Conservation Officers. A system of rigorous work permits was upheld to protect the contractors, commuters, and station personnel.

Improving The Customer Experience

The end result is a beautiful store that allows the customer to take a moment to pause, whilst grabbing their coffee and sandwich before travelling on to their next destination. Finishes are paired with flexible furniture, which accommodates the high numbers of customers queueing at peak times, whilst the servery counter acts as a focal point to the space and showcases what White Feather is best at - really great coffee!



Plan layout at Bath Spa Train Station



Elevation view at Bath Spa Train Station

