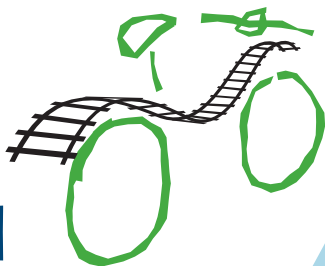


ATOC

ASSOCIATION of TRAIN OPERATING COMPANIES



National Cycle-Rail Awards 2008

www.cyclerrailawards.com

Presented at the Novotel London Euston
on Friday 7th November 2008



ATOC

ASSOCIATION of TRAIN OPERATING COMPANIES

cycling **england**



working for cycling

sustrans
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Welcome

to the National Cycle-Rail Awards 2008

“In every area of our lives we are being encouraged to reduce our carbon footprint, from re-using carrier bags at the supermarket to making greener choices in the products, food, cars and houses we buy.

Travelling by rail is one area where we can make a positive difference. Recent figures show that train travel contributes just 2% of the total carbon emissions from transport.

And while this is good news, at the Association of Train Operating Companies we are looking at ways to reduce this figure even further, which is why we support the National Cycle-Rail Awards.

Cycling is an environmentally friendly form of transportation and swapping four wheels for two when travelling to or onwards from a railway station can also bring considerable health and financial benefits.

However, it's not always easy to just 'get on your bike', which is why we seek to reward and promote, through the Awards, the excellent work being done within the rail industry and beyond to make cycling an easy addition to rail travel.

This year we have received a record number of entries not only from train companies and other bodies but, more importantly, cyclists themselves, who have nominated the people, organisations and initiatives that are improving cycle-rail integration.

The entries reflect a real and ongoing commitment to improving not only station facilities but on-board amenities too, schemes that both answer the needs of those that have already made the decision to cycle and those who actively encourage new users to opt for 'saddle and train'.

We congratulate all the finalists and winners and look forward to the high standard of entries and increased take up of cycle rail travel continuing in 2009.”



Michael Roberts
Chief Executive
Association of Train Operating
Companies





About the awards

The Association of Train Operating Companies' (ATOC) National Cycle-Rail Awards recognise the progress made by the rail industry and associated organisations towards encouraging integrated cycle-rail travel.

Though only in its present guise since 2004, the rail industry has held similar awards since 1997, when the Cycle Mark award was first launched.

2008 marks the fourth year running that ATOC have been overall sponsors of the Awards, which have moved from strength to strength as organisations concentrate more resources, time and thought into improving the experience of cyclists using the railways.

This is reflected in the standard and scope of entries and nominations the Awards receive, which have continued to rise year-on-year since ATOC became involved.

In recognition of this, the Awards were broadened in 2006 to acknowledge the best train operators, local government initiatives, cycle parking and facilities, information provision, the most innovative schemes and the best people.

CTC, Sustrans and Cycling England have provided invaluable support not just in the direction that the Awards take, but in the judging process too, helping to ensure the most worthy winners are selected each year. This year Pindar Graphics joined the team as a category sponsor for Customer Service Excellence.

ATOC has a clear aim to encourage the greater use of cycles to access the railway. The Awards, by improving communication and the spread of best practice across the industry, enable ATOC to move closer towards fulfilling that aim.

ATOC National Cycle-Rail Awards 2008 Winners

Pindar Customer Service Excellence



Winner Eurostar

During 2007 Eurostar entered into a dialogue with cycling groups who were concerned that the lack of a system to pre-book bicycles on specific trains was discouraging cyclists from using their services. In response to their concerns, Eurostar launched a new reservation system in April 2008, guaranteeing that cyclists could travel in the same train as their bikes. Following the launch the new system has increased the number of bikes carried to 1,377, an increase of 300% on last year's figures.

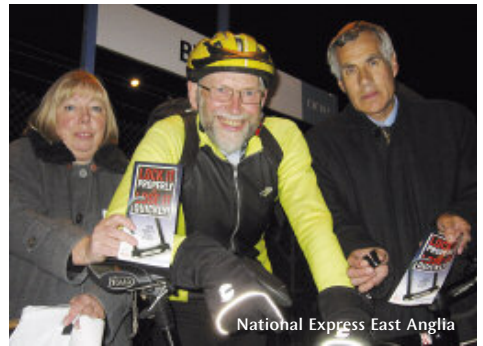
The judges selected Eurostar: "...In recognition of the fact that following years of growing demand, they have listened to customers, responded to increased demand for cycle tourism and interacted with cycle user groups in providing an improved service for cyclists."

Highly Commended National Express East Anglia

Over the past twelve months NXEA has enhanced its service offering to cyclists with three new projects – a trial scheme with the British Transport Police which involved

giving transponders to cyclists to help them track the location of their bike to discourage theft, a joint initiative with Hertfordshire County Council to increase cycle parking at railway stations and proactive support for the successful bids from Colchester and Southend to be chosen as Cycling Demonstration Towns.

The judges were particularly impressed with NXEA's ability to maintain exceptional standards of customer service. They said: "NXEA have demonstrated continuing and sustained best practice, which is an example for other Train Operating Companies to follow. They have also shown a long-term commitment to integrated travel, which has been built into their business development process."



Cycling England Best Local Government Contribution

Winner

Surrey County Council

Surrey's rail network is heavily biased towards commuter travel and train operators have had to restrict passengers to only carrying folding bicycles during peak hours. Therefore, Surrey Council has been continuing its programme of expanding cycle parking facilities at stations with its flagship project successfully equipping every First Great Western station on the North Downs Line in Surrey with sheltered parking.



Surrey County Council

Surrey County Council is to be applauded, said the judges, for their development scope and thoroughness of joined-up thinking at the local level, and in an area with high cycle ridership levels.

Highly Commended

Milton Keynes Borough Council

The Borough Council has invested over £250,000 to improve cycling facilities at Milton Keynes railway station. It now boasts sheltered space for almost 400 cycles and, through a strong partnership with the station itself and Thames Valley Police, 56 bespoke cycle storage lockers have been installed to reduce cycle theft.

This is an excellent example, the judges said, of a well thought through and expertly executed scheme to encourage more rail travellers to travel to and from the station by bike.

Most Innovative Approach To Cycle-Rail Integration

Winners

Hitrans

Recognising the economic, environmental and health benefits of combined cycle-rail use and following the increase in sustainable tourism, Hitrans, in partnership with First ScotRail and Transport Scotland, have worked against current trends by removing seats on trains in favour of bikes on the Scottish network. Cycle lockers and cycle stands are also being installed at Dingwall, Inverness and Keith railway stations.

The judging panel concluded the scheme was: "A good model for the future."

Highly Commended

First Great Western & OYBike

Growing numbers of passengers are choosing to cycle to the station due to higher fuel costs, resulting in the demand for cycle spaces on high speed trains outstripping supply. To rectify this, First Great Western joined forces with OYBike in piloting a bike hire scheme at Reading station, which was subsequently launched in May 2008 providing cyclists with a trouble free way of travelling by bike.

The judges said: "An innovative and imaginative initiative which shows a fresh perspective to integrated cycle-rail travel. The scheme also has the potential to attract those who don't own a bicycle to travel by bike for journeys to and from the station."

People Award

Winner

Dave Holladay

Dave is a tireless and well-respected campaigner for the Cycle Touring Club (CTC) and has been promoting and encouraging better cycle-rail integration for many years. He uses his impressive knowledge of the rail industry to great effect – a recent example includes the innovative proposal he suggested to help increase cycle capacity for passengers using rail to return home from the 2009 London – Brighton bike ride.

The judges commented: “Working for Tramsol and as a long running consultant to CTC, Dave is one of the best known figures campaigning for cycle rail integration. He has worked closely with Eurostar on their recent improvements and in helping to develop rolling stock redesigns.”

CTC Station of the Year

Winner

St Albans (First Capital Connect)

For nearly a year, St Albans station has been the focus of major work during a massive redevelopment programme. During this time FCC has not only maintained its existing cycle facilities but significantly improved them with 150 additional parking spaces, additional shelter for cycle stands and increased staff visibility, all of which have led to a 29% reduction in cycle crime in the most at-risk parts of the station.

The judges said: “First Capital Connect have demonstrated that it is possible to offer a high standard of cycle facilities to passengers, even during large scale building work.”

Highly Commended

Simon Lloyd, Station Officer, Edinburgh Waverley

Simon has played a leading role on behalf of Network Rail at Edinburgh charity ‘The Bike Station’, which recycles old and abandoned bikes and parts into new bicycles, which are then made available to local charities and community groups.

The Bike Station has recently relocated from Waverley station to larger premises on the south side of town. However, Simon’s affinity and support for the cycle charity has continued. He assisted in the production of a policy document to ensure bike racks at Waverley are regularly monitored, with disused bikes recycled by the charity, freeing up space for bona-fide use.

The judges commended Simon for stepping outside of the station and his day job to promote the cycle-rail combination.

Highly Commended

Bedford (First Capital Connect)

First Capital Connect carried out a series of station surveys in order to establish where money would be best spent improving cycle facilities at Bedford station. The surveys showed cycle parking was severely oversubscribed so FCC increased investment considerably, by securing third party funding from local councils to install a further 58 stands, with room for 116 cycles, to cope with demand.

The judges praised FCC’s insight: “By conducting large scale research with users prior to starting work, FCC have ensured they have not only met but exceeded expectations of cyclists using the station.”



Dave Holladay



National Express
East Anglia



St Albans (First Capital Connect)



Train Operator of the Year First Capital Connect

Train Operator of the Year

Winner

First Capital Connect

First Capital Connect is committed to meeting the needs of cyclists at its stations and has completed surveys at all of its stations to generate feedback from bike users and cycling groups. This has been used to shape a development programme which has resulted in 675 new cycle spaces being provided, a commitment to invest £100k rising to £220k in resources, a reduction in cycle crime and improved facilities at 28 stations.

The judges remarked: "FCC's approach has been softly spoken and pragmatic rather than loud and groundbreaking, but as such has focused on the basic needs of everyday bike-rail customers."

Highly Commended

National Express East Anglia

NXEA has continued its programme to upgrade cycle facilities, which started in 2004.

CCTV coverage at cycle storage areas has been increased, better signage highlighting cycle storage on-board trains added, and over 2000 cycle parking spaces are now available to cyclists using NXEA's services in the East of England.

NXEA provides an excellent example of long term and sustained commitment to improving cycle facilities, which is key to encouraging passengers to make modal shifts in the choice of transport they take to travel to railway stations.

Key facts about bike and rail

- **More than 60% of the population** live within a 15 minute ride of a railway station – around one third of households do not own a car
- **More than 50% of households** possess at least one bike
- **Nearly 4 in 5 stations** have some form of cycle parking – 85% of the busiest stations and 71% of medium sized stations have cycle parking facilities
- **The carriage of bicycles is free** on all train services within Britain – folding bicycles are carried on any train at any time free of charge
- **ATOC publishes a useful National Rail guide** called ‘Cycling by Train’ which provides a summary of each train company’s policy on the carriage of cycles. The leaflet is available at railway stations or online at: www.nationalrail.co.uk
- **First ScotRail and National Express East Anglia** offer their passengers Cycle Rescue services. Working with the Environmental Transport Association, this provides a breakdown service for cyclists travelling by train, and will get them back to their nearest station, a cycle repair shop or home
- **Cycle hire facilities are now available** at a growing number of stations; examples include Bath, Brockenhurst, Cromer, Fort William, North Walsham and Southminster.
- **Most cycle storage facilities** at railway stations are protected by CCTV cameras.
- **ATOC is leading the development** of station travel plans to ensure that passengers have sustainable and convenient access to stations. Pilot schemes include improved access by bike as well as secure storage for cycles at stations
- **In 2008 the government announced** a record £140m investment in cycling to be invested by 2012. The money will be used to promote safe cycling for children and to encourage a new generation of adults to rediscover their bikes (source: DfT)
- **There are over 20,000 cycle racks** at stations in the UK

The National Rail Online Journey Planner provides customers with details of the cycling policies relevant to their journey, as well as details regarding cycling storage available at each station.

