

# National Cycle Rail Awards 2010



**Presented at the Houses of Parliament,  
Westminster, London on Wednesday 3 February 2010**

Host:

**Gwyn Prosser MP**, Chair, All Party Parliamentary Cycling Group

Guest Speaker:

**Chris Green**, DfT Station Champion and co-author  
of *Better Rail Stations*

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# Welcome to the National Cycle Rail Awards 2010



Rail commuter cyclist numbers are at an all-time high as more and more people turn to two wheels as an inexpensive, healthy and environmentally friendly way to travel to and onwards from a train station.

Within the railway industry and the many organisations connected with rail, there is a real desire to improve travelling for the cycling public. The high standard of entrants to this year's National Cycle Rail Awards reflects the enthusiasm and dedication in the industry to achieve this goal.

The benefits of cycling are compelling: it offers low-cost transport in these difficult economic times; it offers significant health benefits – regular cyclists enjoy a fitness level equal to that of a person ten years younger; and of course it is good for the environment.

The Awards are our way of celebrating and promoting the excellent work being done in the rail industry and beyond.

This year we have received a record number of entries not only from train companies and other bodies but, more importantly, from 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 with schemes that answer both the needs of those that have already made the decision to cycle and of those who actively encourage new users to opt for "saddle and train".

We warmly 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 2011.

**Michael Roberts**  
Chief Executive  
Association of Train Operating Companies

## About the awards

With a history stretching back to 1994, the Cycle Rail Awards represent an ongoing determination to integrate the bicycle into the railway infrastructure and continued improvements for rail and bike users.

In its present form for the sixth consecutive year, the National Cycle Rail Awards have gone from strength to strength. Organised and run by the Association of Train Operating Companies (ATOC), the Awards recognise the progress that has been made by the rail industry, associated organisations and all those who work and use the network to integrate 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. 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.

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.

We would like to thank the All Party Parliamentary Cycling Group for its continued support by hosting this year's event and Abellio for sponsoring the 2010 Cycle Rail Awards.

### Judges

Judging for the 2010 Awards was carried out by two independent experts:

**Christian Wolmar** – Railway journalist, author and historian

**Kevin Mayne** – Chief Executive of the CTC, the UK's national cycle organisation

# People Award

## Winner

### Andy Saunders, Integration and Partnerships Manager, First Great Western

#### Andy hailed as a true integrator.

Andy Saunders, Integration and Partnerships Manager at First Great Western, has won the "People Award" for his practical work to deliver innovative solutions for cyclists within the resources available at the train operator.

Judges said he had used his knowledge of tricky ticketing, reservations and train capacity issues to turn barriers into building blocks.

Among his achievements are the setting up of a special cyclist web page and dedicated contact email for stations with high levels of cycle use which, in turn, were used to carry on-line surveys and give cyclists a voice.

Andy was also the brains behind "Meet the Manager" and "Bike Doctor" events run at locations across the First Great Western network connecting CTC's cycling champions and other local cycling initiatives. Through these, cyclists are able to take up local issues with rail staff and highlight solutions.

He was nominated for the award by Dave Holladay, a public transport advisor from cycling organisation, CTC. He said that Andy has great knowledge of the rail network and rolling stock in the West of England and has worked tirelessly to deliver practical and innovative solutions to match the needs of cyclists with the resources available within the rail franchise for many years.

Initiatives from Andy's pioneering approach include Bristol Parkway's "Hour Bike" scheme, housing the Tarka Trail bike hire centre, sponsoring PhD study into cycle-rail integration and investigating two-bike commuters who leave a bike at both journey ends, allowing station staff to distinguish between abandoned bikes and those chained temporarily.

He has helped resolve access routes that the judges believe bring real improvements to cyclists.

# Customer Service Excellence Winner

## South West Trains for Brockenhurst Station

### New information system puts cyclists in the right place.

Brockenhurst station has been voted the best station for "Customer Service Excellence" for this year's Cycle Rail Awards.

The judging panel were impressed with the determined efforts of South West Trains' staff to resolve a long-standing problem to meet the demands of cyclists returning to Brockenhurst station following their riding activities in the New Forest National Park.

In recent years there have been delays to trains and disappointment for passengers because of problems boarding and finding space to bring their bikes home. But the introduction of a new reporting system for incoming services after they have left Bournemouth has radically improved the situation.



The new system alerts Brockenhurst staff of the availability and location of cycle spaces. Bike users are then marshalled to be ready to board at the correct doors on the incoming train. This approach, using the most effective use of available resources and information, ensures that previous problems are avoided.

And capacity for weekend travel with bikes has also been increased on the Lymington branch line with the addition of a Class 450 unit to trains where they are not required for commuter peak-hour operation on Saturdays and Sundays.

South West Trains has also introduced a partnership with major local bike hire companies – who have a presence at the station – to promote a further option of renting a cycle for their day out rather than bringing their own to the New Forest National Park, which is the most recently designated national park, and the one closest to London.

Judges were highly impressed with the efforts of South West Trains' staff to go the extra mile and make the service better for cycle rail customers.

The solution helped cyclists returning from the New Forest National Park

# Customer Service Excellence

## Highly Commended

### Cumbria County Council for cycle links to Workington's temporary station

#### New station set up in just six days.

The devastating floods in Cumbria last November were the backdrop to attracting a "Highly Commended" award by the judges for Cumbria County Council's efforts at Workington's temporary station.

Workington was cut in half after the one road bridge collapsed and others were closed due to safety concerns. Only the rail bridge remained and travel by road required an 18-mile detour via Cockermouth.

Many local authorities have built cycle routes to rail stations, but the judges agreed that very few have built stations next to a developed cycle network to provide an alternative transport network as an emergency response.

Cumbria County Council requested Network Rail to construct a new halt at Workington North, which serves the communities cut off on the north side of the River Derwent. Made out of scaffolding and planks of wood covered with a non-slip surface, the station was assembled in just six days.

The new station is located next to a traffic-free section of Hadrian's Cycleway and is within a mile of the C2C national cycle route, using traffic-free sections of disused railway line, allowing residents to access the new station on cycle and foot.

Within a week of the flooding signage had been put in place to direct cyclists and pedestrians to the new station. And with the demand for cycle access to the new station likely to increase with the advent of longer days and better weather, the Council has commissioned a local contractor to design and build covered cycle parking for 16 cycles at the station.

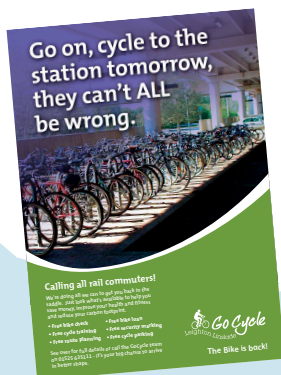
The flooding has highlighted that both cycling and walking are viable transport options and the town is committed to build upon this modal shift as new road infrastructure is put in place.



Just six days to build  
Workington North station

# Best Local Government Contribution Winner

## Central Bedfordshire Council for cycle improvements and marketing at Leighton Buzzard Station



Promotion put Leighton Buzzard in a league of its own.

High-quality promotional activities at the Bedfordshire station were just one of the many notable cycle-rail initiatives that caught the eye of the judges in the Best Local Government category.

Already well-known in the rail industry for its comprehensive station travel plan, Leighton Buzzard has continued to impress with its efforts to promote cycling at the busy station that is used by almost 1.5 million commuters a year.

A calendar of publicity events, including drop-off surveys, bikers breakfasts and a cycle security event, kept the attraction of cycle-rail commuting in the public eye and helped stimulate the demand for cycling provision.

The judging panel was particularly impressed with a security event that offered free bike engraving and free immobilising tags and stickers that significantly reduce the risk of theft.

Leighton Buzzard's multi-partnership approach with local councils, rail operators and local bike and community groups, has created significant modal shift and led to a doubling of capacity. Nearly 75

new cycle parking spaces have been constructed in the last two years – all sheltered and covered by CCTV in convenient locations on platforms and around the station entrances.

Go Cycle and London Midland have agreed to recycle abandoned bikes that are refurbished and loaned to interested commuters. An industrial unit has been leased, offering commuters a same-day repair service.

Efforts put into the project are mirrored in the impressive results. Up to 80 bikes have been recorded parked with an average increase of one third since the new parking was installed. New cycle parking usage often exceed 90 per cent in front of the ticket office compared to 35 per cent in the old cycle shed.

At present, 21 loan bicycles are currently being provided to commuters as part of the Go Cycle rail station commuter promotion and a further 20 people have also committed to cycling to the station every day as a result of the bikers breakfast and drop-off promotion.

The judging panel said it was a "comprehensive, well-thought out and ongoing approach that increases the numbers cycling and improves their experience".



# Best Local Government Contribution

## Highly Commended

### Seltrans and Southeastern for a programme of improvements at a number of stations

#### **Ambitious package benefits thousands of cyclists.**

An ambitious £70 million improvement package that aims to improve access, integration and security at more than 20 stations has been "highly commended" by judges in the "Best Local Government" category for the benefits to cycle rail integration.

Seltrans and Southeasterns' improvement programme is described as a holistic master-plan and has delivered almost 600 new cycle parking spaces across South London and the adjacent counties.

Judges said it was an ambitious package that is delivering real benefits to many thousands of cycling commuters.

The highly-commended entry boasts joint working with a host of partner groups that range from Network Rail and local councils across a swathe of South London, to the Probation Service, the NHS, the Rambler's Association, conservation trusts and local station users groups.

Judges agreed that it had improved the provision of secure, well-lit cycle parking and led to integration with the wider local sub-regional and London-wide cycle network.

More than 20 stations across the London boroughs of Bexley, Bromley, Greenwich, Lambeth, Lewisham and Southwark have benefited from a range of improvements that include cycle parking, CCTV, cycle rails on bridge stairs and other integration works, including better station access and cycle route access.

Just one of the access routes refurbished as part of the £70 million package





# Most Innovative Approach to Cycle Rail Integration

## Winner

### National Rail Enquiries/ATOC Disability and Inclusion Team for Stations Made Easy

### Stations made easy

#### New online cycle parking guide is a world first.

A new online guide that involved photographing every railway station in Britain bowled over the judges in the Innovation category for the 2010 Cycle Rail Awards.

National Rail Enquiries and the Disability and Inclusion Team at ATOC, were praised for their Stations Made Easy website.

The new interactive web guide enables passengers to explore the accessibility of any British rail station from the comfort of their own home. And the new system – the first of its kind for a national rail network anywhere in the world – has been designed so that rail users can see the facilities at stations before they travel.

Every rail station in Britain was photographed to give passengers a step-by-step guide of how to get around when they travel by train. The images allow people to pick the route through a station that best suits their needs. There are interactive maps of every station pointing out facilities, such as ticket machines, lavatories, taxi points, shops, bars and parking.

Judges were taken by the interactive maps that also include photographs of cycle parking facilities at each station, and a short description detailing the number of spaces, whether it is sheltered and the easiest way to get to them.

Train operating companies have signaled their intention to keep details up to date so changes and improvements to parking provision will be displayed as soon as they happen. This also means investment in local cycle facilities will be widely publicised.

Judges said that: "Stations Made Easy has the information to give even more bicycle users the confidence to ride to stations. This is just the type of thinking that the innovation award is made for."

So far, as part of the project, 700,000 photos were taken of over 2,500 stations in Great Britain and an average of seven stations were photographed each day for a year.

Among the thousands of routes, plotted, more than 44,000 were identified within London Bridge station alone.

A total of £1.2 million has been invested in the new guide, which has been paid for by the Train Operating Companies, Network Rail, the Department for Transport and Transport Scotland.

# Most Innovative Approach to Cycle Rail Integration

## Highly Commended

### South West Trains for Brompton Bike Hire Initiative

#### New partnership peddles change.

A unique partnership between South West Trains and Brompton Bicycle to hire out bikes from London's Waterloo Station has earned the train operator a "Highly Commended" award in the Innovation category.



Established last year, the partnership aims to get more people cycling to and from railway stations following travel research showing environmental concerns are causing passengers to look at reducing their carbon footprint.

South West Trains invited a number of its season ticket holders to take part in a free three-month trial where they were provided with a Brompton bike. A total of 50 Brompton bikes have been purchased by South West Trains and painted with its livery and logo.

Each bike is fitted with lights, a front carrier luggage system and a security tag which will identify the bike if stolen or lost. The bikes are stored in a purpose-built area where each bike has its own dedicated storage area including the bike helmet, front pannier bag and the hire history.

Following on from the successful trial, South West Trains has now introduced a chargeable scheme with season ticket holders enjoying a discount.

The scheme has attracted considerable interest from other train operators and large cities that are looking to develop cycle-rail integration schemes. South West Trains is looking to develop this scheme further at Waterloo and is currently in discussions with stakeholders to roll it out at other stations.

The panel of judges agreed that partnership has captured the imagination of passengers and the media and given passengers an alternative to using the car.

# Station of the Year

## Winner

### Ashford International Station (Southeastern and Kent County Council)

#### Ashford efforts push up demand.

The huge strides introduced to improve the lot of cyclists using Ashford International station have been so successful that partners developing the station travel plan have already identified the need to increase the amount of cycle parking again.

Judges were highly impressed that even though Southeastern and its partners, Kent County Council and Ashford's Future, had delivered a massive increase in the availability of cycle parking at the station, they were determined to press ahead by introducing more capacity. There were spaces for just 52 bikes when they took over the franchise.

With all of its external cycle parking oversubscribed every workday (cycle commuters are already chaining their bikes to a nearby bridge despite extra bike capacity), innovators at Ashford are already well on target to meet the published aim to increase parking by 150 per cent at the station.

Another aspect of Ashford's approach that swayed the judging panel was improvements to security with the introduction of a new secure cycle compound for 70 cycles that includes a new swipe card entry system. Ashford also followed advice from British Transport Police with an additional 55 M-shaped cycle stands outside the compound.



Working in partnership with Kent County Council and Ashford's Future as part of the Ashford station travel plan, cyclists have also benefited from a more co-ordinated approach to their commuting experience, with improved cycle and walking routes and better links with the local cycle network.

The judges said: "Ashford's focus on increasing cycle parking capacity, ensuring security and determined efforts to improve cycling and promote more sustainable travel options for commuters, meant their bid was a clear cut winner."

The Ashford station travel plan was launched last May 2009 with more than 600 Kent commuters signing up as travel plan "partners", allowing continued contact for future information and initiatives.

Personalised travel plans were rolled out in June last year with almost 80 per cent rating the initiative as "very helpful" or "helpful". Of those polled, nearly half (43 per cent) said they would be interested in participating and finding out more about a cycle hire scheme at the station.

# Station of the Year

## Highly Commended

### South Croydon station (Seltrans and Southern)

#### Security aspect catches eye of judges.

Improvements for cyclists as part of wider access, integration and personal security initiative caught the eye of the judges and earned South Croydon station the accolade of "Highly Commended" in the "Station of the Year" category.

A number of land disputes dating back to the privatisation era were resolved to ensure station access improvements could be introduced. One key objective was the integration of the station within the London Cycle Network. This has been achieved with better linkages between the station and the main A-road running close to the station.

Another cycling element of the South Croydon station scheme was to provide secure cycle parking and introduce CCTV.

A "muggers alley" has been transformed through the widening, tarred surfacing of a path adjacent to the station and the new shared link path shortens the route by 400 metres. Blind corners have been removed and the new station access is well-lit and covered by CCTV.

In South Croydon station itself a new CCTV-monitored cycle shelter is part of a refurbished and pedestrianised forecourt that includes motorbike and disabled parking.

Last year the station was voted Best Station Location by ACoRP, the Association of Community Rail Partnerships.

South Croydon, as one station in a wider initiative, has helped the combined total of new cycle facilities from project inception exceed 450 spaces.

#### 'Before' and 'after' shots of the alley transformation



# Operator of the Year Winner

## National Express East Anglia

### Operator shows 'sustained commitment'.

National Express East Anglia has been designated as the "Operator of the Year" by the judges for its "proactive, ongoing and sustained commitment" to cycle-rail integration.

The panel agreed that NXEA had continued its mission to enhance facilities for cyclists using the rail network and that its determination to find innovative ways to provide a better service for bike users on trains and in stations "had built on the best achievements of previous winners of the award".

With more than 1,000 additional cycle parking spaces added to stations bringing the total number across their network to more than 3,000, the judges' panel agreed the operator had demonstrated a real commitment to cyclists and cycle-rail integration consistently during the past five years.

In addition to more cycle parking, in the past 12 months NXEA had promoted cycle-rail opportunities, enhanced cycle security, supported cycling events and increased awareness of the benefits of using the cycle-rail combination to further improve its service.

The operator, which has earmarked a £260,000 investment programme at ten stations that will result in another 450 spaces, now boasts cycle parking facilities at 82 per cent of its 167 stations.

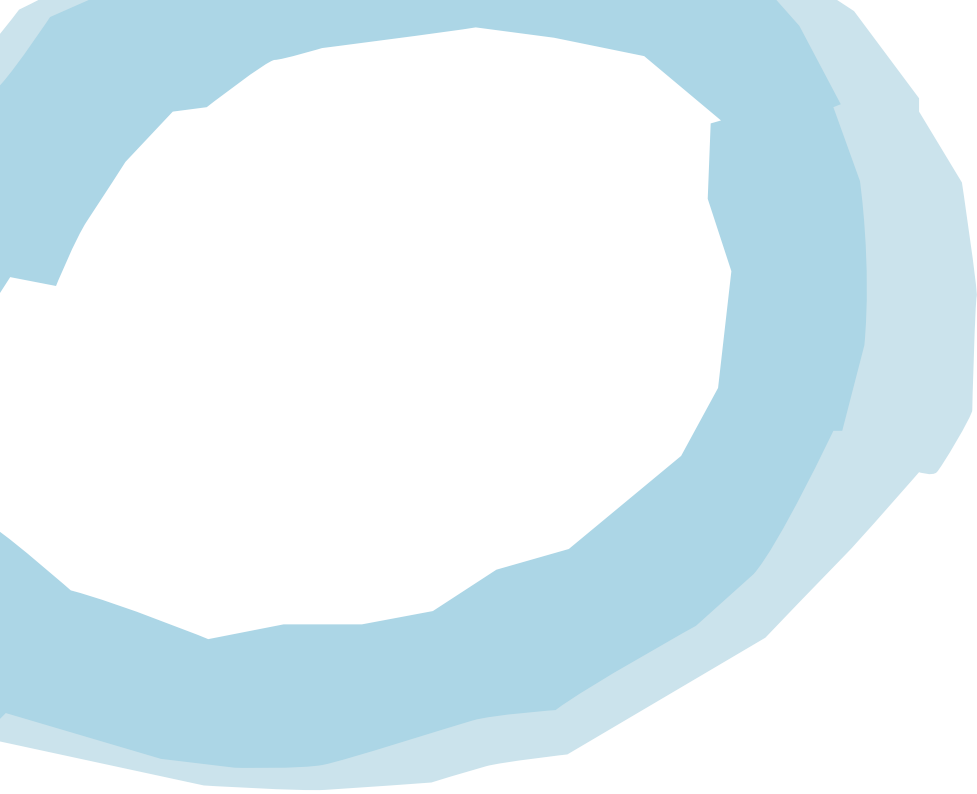


NXEA, who allow cycles to be carried free of charge, have introduced hire facilities at Wroxham and Southminster and has a cycle rescue service for journeys in Norfolk, Suffolk and Cambridgeshire, with plans to extend it to Essex and Hertfordshire.

Over the past year the train operator has enhanced the quality of service at Colchester in a project linked to the town's cycle demonstration status and supported the London bike ride events last summer with special trains and added carriages, a move hailed by bike charity, CTC.

A new cycle-rail leaflet was published last year promoting days out in Norfolk and North Suffolk and NXEA has highlighted its commitment to security with a scheme issuing transponders to deter bike theft at selected stations.

NXEA trains its staff to be helpful and welcoming, making it easier for cyclists to use their trains and highlight possible improvements. Judges were impressed that senior managers with the company act as ambassadors for cycle-rail integration, working with ATOC and the Department for Transport on the advancement of cycle-rail policies and cycle-rail strategy.



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