

Event

# NATIONAL CYCLE RAIL AWARDS 2012

Speaker

Norman Baker MP  
Parliamentary Under  
Secretary of State  
for Transport

Hosts

Dr Julian Huppert, MP  
Joint Chair of the All-Party  
Parliamentary Cycling Group

**ATOC**







NATIONAL CYCLE  
RAIL AWARDS 2012





**Increasingly, people are seeing cycling as a preferred method of transport for short journeys, and the train is its natural long-distance companion. Combining the two provides a cheap, environmentally-friendly and convenient way to travel that delivers access to employment, services and leisure - all of which helps to drive the UK economy.**

ATOC is a founder member of the Cycle-Rail Working group and supports the Ministerial agenda of providing cheaper and easier door-to-door journey solutions to its customers. ATOC and its partners in the Cycle-Rail Working Group are working with government to deliver around 10,000 new cycle parking spaces, as well as new facilities and services including more than 1,000 hire bikes at stations across England. This programme of works represents the biggest single investment in improvements for Cycle-Rail users in the railways' history.

Train companies and the rail industry as a whole are committed to improving and developing Cycle-Rail provision, with an increasing emphasis on customer service and satisfaction, alongside better station and on-board facilities. The high standards and innovative approaches seen from entrants to this year's National Cycle-Rail Awards reflect the enthusiasm and dedication of the rail industry to achieve this goal.

The ATOC National Cycle-Rail Awards are our way of celebrating and promoting the excellent work being done in the area of Cycle-Rail integration. Once again the awards have grown in stature and influence, drawing more partner organisations and in stakeholders as well as delivering a record numbers of entries. This increase in numbers and quality of entries all results in creating an even more difficult role for our panel of judges in selecting the winners and I would like to thank our partner organisations who have assisted in this process.

This year the entries come not only from train companies and other industry organisations but, increasingly and perhaps more importantly, from cyclists themselves. They reflect a real and ongoing commitment to improving station facilities and on-board amenities, with schemes that both respond to the needs of those that have already made the decision to cycle, and encourage those who are yet to try it. In the last two years we have seen around an 18% increase in the use of cycles as a mode of access to rail by our passengers. We congratulate all the highly commended schemes and the winners and look forward to these high standards of facilities resulting even more take-up of Cycle-Rail travel in the future.

**Michael Roberts**  
Chief Executive

**For eight years, the Cycle-Rail Awards have recognised those organisations and initiatives helping to drive the trend towards integrated Cycle-Rail travel.**

In 2012 we have introduced three new awards recognising specific achievements in Cycle-Rail; the provision of cycle parking in London stations, TOC involvement in Summer of Cycling initiatives and a video and photography competition. ATOC is committed to encouraging greater integration of cycling with rail travel and welcomes the opportunity to share best practice and celebrate success at today's event.

As the number of people switching to Cycle-Rail increases, we are seeing so many examples of TOCs, local authorities, private businesses and members of the public realising that this combination of modes creates seamless, convenient 'door-to-door' journeys and an excellent way to travel providing a real sustainable solution. These awards are an opportunity for ATOC and its partners to acknowledge the progress being made and celebrate the ongoing success of nation-wide Cycle-Rail initiatives.

#### **In thanks and recognition:**

We would like to thank the All-Party Parliamentary Cycling Group for its continued support by hosting this year's event and First Capital Connect for sponsoring the 2012 National Cycle Rail Awards.

#### **We would also like to thank our individual sponsors and supporters:**

**Abellio**  
**The Bicycle Association of Great Britain**  
**Brompton Dock**  
**Cycle pods**  
**EasitNetwork**  
**Falco**  
**First Capital Connect**  
**First Great Western**  
**First Group**  
**Landor**  
**Madison**  
**Network Rail**  
**Transport for London**

#### **In addition, we would like to thank our partners:**

All the Members of Cycle-Rail Working Group for their continued endeavours to promote Cycle-Rail integration and for their support of these awards. The All Party Parliamentary Cycling Group, British Cycling, CTC, London Cycling Campaign, Sustrans, the Department for Transport, Transport for London, Carlton Reid, Local Transport Today, the Bicycle Association of Great Britain and Christian Wolmar for their continued support and assistance in delivering and in the judging of these awards.

#### **Judging for the 2012 Awards was carried out by:**

**Lord Tony Berkley**  
All Party Parliamentary  
Cycling Group

**Tom Bogdanowicz**  
Senior Policy and  
Development Manager, London  
Cycling Campaign

**Martyn Brunt**  
National Cycle Network  
Development Manager, Sustrans

**Phillip Darnton**  
The Bicycle Association of  
Great Britain and Chair of the  
Cycle-Rail Working Group

**Andrew Forster**  
Editor, Local Transport Today

**Martin Gibb**  
British Cycling

**Sharon Goodsell**  
Department for Transport

**Conrad Haigh**  
Integrated Transport Manager,  
Association of Train Operating  
Companies

**Mark Peyton**  
Transport for London

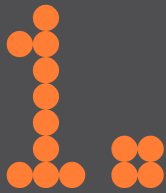
**Carlton Reid**  
Travel / cycling editor and author of  
Bike to Work Book

**Gordon Seabright**  
Chief Executive, CTC

**Hannah White**  
Transport for London

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





Category

BEST CUSTOMER SERVICE  
SPONSORED BY BROMPTON DOCK

Winner

SOUTH WEST TRAINS

BROMPTON dock

THE JUDGES WERE IMPRESSED WITH SOUTH WEST TRAINS' SERVICE DURING THE OLYMPIC AND PARALYMPIC GAMES AND SAW A MARKED EVOLUTION IN THE COMPANY'S LEVEL AND SCOPE OF CUSTOMER SERVICE.

The panel noted ongoing improvements for cyclists at Waterloo and Richmond, highlighted the TOC's combination of cyclist-focused measures including clear signage, promotion of initiatives and links with local routes and attractions and considered the company's cyclist-specific customer service provision exemplary.

During the past twelve months, South West Trains has evolved its cycle initiatives, introduced new and innovative facilities and ensured its cycle policy is clear, consistent and understood by the vast majority of customers. Specific projects have included additional cycle stands, eight new secure compounds, development of the popular and pioneering Brompton Dock at Guildford and a new cycle centre at Richmond.

Ongoing measures to extend Cycle-Rail provision include new cycle signage on highways linked to stations, bike surgeries held at a number of stations and improved marketing and communication, linking up with visitor attractions and major cycle routes.

A major theme in South West Trains' activities saw it collaborate with the Tour of Britain and the London-to-Windsor bike ride to accommodate over 400 cyclists travelling to and from these events. SWT proved itself capable of scaling up its service without disruption by providing extra trains and carriages to cope with demand.

The London 2012 Olympic and Paralympic Games were seen as other such opportunities and saw a boost in take-up of the TOC's three cycle hire schemes. This tie-in to local events has proved to be a tangible measure in the ongoing success of SWT's Cycle-Rail provision, with customers recognising its support of and desire to assist with these activities rather than impose a ban on bikes. The Olympic and Paralympic Games saw SWT ensure a consistency of service for its regular passengers and provide a good level of customer support for all.

SWT's Cycle-Rail provision is funded through partnership working between ATOC, DfT, TfL, local authorities, Network Rail and SWT and it has recently been successful in a Local Sustainable Transport Fund bid for cycle improvements with six local authorities, proving a desire to improve customer service for local residents as well as its passengers.

### Highly Commended Greater Anglia's Cycle-Friendly Strategy

A great start...the judges were impressed with Greater Anglia's variety of services, demonstrating a commitment to customer service and an understanding of cycling. They noted improvements in GA's customer service and anticipate a positive impact from its forthcoming cycle strategy and forum. The fact that this was achieved less than a year into its franchise, deserved recognition.

Greater Anglia has been a subsidiary of Abellio since February 2012. Since then, it has delivered a number of cycle-focused enhancements to upgrade its existing services without disruption to customers. In addition, a new cycle strategy has been implemented with arrangements for special cycle events. Other highlights include boosting cycle parking so now over 86% of GA stations offer some provision, amounting to more than 6,000 bike parking spaces across the Greater Anglia network.

Greater Anglia's next ambition is to improve integrated transport facilities. There are plans in place for Cycle Points in Cambridge and Chelmsford, a Cycle Hire scheme launching in November 2012 and additional cycle parking at 15 stations.

Recognition was also given to the support and customer service provided to cyclists during the Dunwich Dynamo event and the positive customer feedback received by users. Other services include a cycle rescue service for train journeys in Norfolk, Suffolk and Cambridgeshire, extra spaces provided on trains for regional bike ride events and support of partner cycle-friendly initiatives including Norwich's new city cycle network.







Category

BEST LOCAL GOVERNMENT SCHEME  
SPONSORED BY LANDOR

Winner

EALING BROADWAY HUB

landor  
LINKS

THE JUDGES CONSIDERED THIS AN IMPRESSIVE PROJECT, PROVIDING TWO TYPES OF FACILITY IN A LIMITED SPACE. THEY ALSO APPLAUDED EALING'S JOINED-UP MARKETING AND COMMUNICATION WITH LOCAL RETAILERS AND BIKE SHOPS.

As London's first borough biking Hub, Ealing Broadway had no blueprint to follow. Although principally intended to facilitate Cycle-Rail travel, the plan was for it to work with, and for, all rail passengers, by integrating with the station's design, widening paved areas to improve pedestrian circulation, providing secure Brompton docks to encourage cycling and giving space for local bike businesses and authorities to provide advice and promote their services.

Intrinsically linked with local government, the development of the hub was envisioned to fit with plans to introduce enhanced cycle links as part of the Ealing Broadway Interchange Scheme. In addition, the Council handed out leaflets to promote the features and services of the Hub to station users and residents, held a Haven Green Open Day to promote cycling and joined forces with Brompton to highlight the suitability of their cycles for onwards travel by tube and rail.

The Council invested £600,000 on four new cycle shelters giving 232 square metres of cover, a new integrated taxi shelter, a Brompton cycle hide dock and 129 new cycle parking spaces – boosting bike parking on the site by 89%. In fitting with its aim to boost the security at the station, the shelters have low-energy curtain down-lighting system, full CCTV coverage and a bespoke single bike lock design.

The Hub's design was directly influenced via regular engagement and liaison with local stakeholders, including frequent meetings with the train operators and independent customer research, which revealed that 83% of those arriving by bicycle at Ealing Broadway then used the station.

The statistics speak volumes about the way the Ealing Broadway Hub supports local cyclists and station users. The level of bike thefts has plummeted by 32%, there are 55 registered users of Brompton Dock with average 50% use and the new cycle parking attracts 88% occupancy, with cycle parking up a staggering 78%. In addition, the Hub is also having a positive influence on local businesses, for example, Halfords has reported an increase in trade of around 10 customers per week and the new layout to improve pedestrian and cyclist circulation has boosted footfall on the site by 20%.

### Highly Commended

#### Milton Keynes Central - Station Square

Our judges dubbed the redevelopment of Milton Keynes's Station Square: "a great project, obviously responding to a clear need." This initiative, delivered with Milton Keynes and Central Milton Keynes town councils had a dual ambition; to transform the provision of cycle parking and to extend the Redway to improve the onwards journey for Cycle-Rail customers and all residents. Milton Keynes's Station Square used to be dominated by car and taxi users and disjointed from the city centre. Cycle parking provision was small, dark and cluttered on narrow, congested tarmacked islands between one-way traffic lanes. This not only offered very little shelter and security, but also proved hazardous with buses, cars and motorcyclists fighting for space.

The redevelopment has given cyclists a large paved and pedestrianised area of the Square. It's smart, secure, safe and well lit, with excellent visibility, CCTV coverage and at 800, more than double the number of cycle parking spaces. Incidences of cyclists "flyparking" have all but been eradicated and Milton Keynes has also reported a reduction in bike theft and vandalism. Proving an increased take-up of Cycle-Rail travel, the station car park is no longer full to capacity by 9am on weekdays.

The second part of the project extended the Redway, part of the National Cycle Network Route, from Station Square into the city centre. This has made cycling more integral to the council's travel plan, with cycle-friendly dropped kerbs, resurfacing of paved surfaces and improved street lighting.

EALING BROADWAY





Category

INNOVATION  
SPONSORED BY ABELLIO

Winner

BROMPTON DOCK HIRE

abellio

BROMPTON DOCK HIRE IS HELPING TO REVOLUTIONISE CYCLE-RAIL TRAVEL AND PUBLIC PERCEPTIONS TOO. OUR JUDGING PANEL ACKNOWLEDGED THE WAY THIS SOLUTION EXTENDS BROMPTON'S TRADITIONAL APPEAL BY MAKING THE BIKE'S PORTABILITY A FEATURE OF MANY TOC CYCLE-RAIL STRATEGIES

The fact the facility is fully automated means it can operate around the clock – without staffing – for supreme flexibility and customer convenience. The panel also remarked on the scalability of the project – completely driven by local demand.

Cycle hire is not a new concept, but Brompton's portability makes it a very viable choice regardless of space available at the train station.

The project brief was to develop a fully-automated docking station that would house 40 Brompton folding bikes in a single car park space. An integrated, fully-automated billing system would calculate hire charges and debit the scheme member's credit or debit card following a simple online registration process. Trials revealed that a mobile phone text messaging system was the most appealing and effective way of accessing the docks and other features included pre-reservation of bikes and empty bays and an automated fault reporting system.

The first docking station was trialled in conjunction with South West Trains at Guildford to gauge demand and test the functionality of the equipment. Once this was completed in July 2012, further docks were tested at Manchester Piccadilly, Stoke on Trent, the University of Greenwich (the first scheme of three docking stations at multiple sites) and the London Borough of Ealing, which trialled the text messaging capability too. The next phase will see further docking stations in towns throughout the UK from Exeter in the west to Canterbury in the east, the Isle of Wight in the south to Manchester in the north by summer 2013.

### Highly Commended Highlands Bike Hire Scheme

Our judges praised the Highlands Bike Hire Scheme for innovation in the ways it has broken down barriers to cycling and encouraged people to take part via partnership with multiple private companies. They considered it a win-win situation for cycle shops, the TOC and passengers and visitors to the area who are realising very tangible benefits without having to finance the initiative.

ScotRail's Highland Bike Hire Scheme was launched in May 2012 to promote rail and cycling in this beautiful UK region. It unites three of the area's outdoor capitals – Fort William, Inverness and Oban, offering visitors the unique opportunity to enjoy scenic journeys between these destinations by leaving their hired bike at any location before making their onward journeys by rail. Passengers with a Freedom of Scotland Travelpass can enjoy a 15% discount at Nevis Cycle shops, and other ScotRail ticket holders get 10% off. But the opportunity to enjoy one-way travel between stations is the real highlight – both for tourism and for Cycle-Rail.

Cyclists can see more of this beautiful region, including the 73-mile off-road Great Glen Way between Fort William and Inverness and 22-mile sections of cycleway between Fort William and Oban without having to retrace their tracks. They can access challenging terrain with minimal travel hassle and also bypass long rail journeys between the three destinations where the landscape cannot accommodate a railway.







Category

CYCLING CHAMPION  
SPONSORED BY FIRST GROUP

Winner

PAUL BEST – SOUTHERN RAILWAY

First

PAUL BEST FROM SOUTHERN RAILWAYS HAD THE JUDGES IN UNANIMOUS AGREEMENT ABOUT HIS SUITABILITY FOR THE TITLE OF CYCLING CHAMPION. THEY COMMENDED THE SHEER SCOPE OF BENEFITS PAUL HAS SECURED FOR CYCLISTS, MOST OF THIS WITHOUT HELP FROM ATOC OR DFT AND HE HAS BEEN EXTREMELY CREATIVE AND PROACTIVE IN SOURCING HIS OWN FUNDING STREAMS.

As a project manager, Paul has many responsibilities, but the area in which he is making a particular impact is cycle parking. Smashing his target to deliver 1,500 new secure cycle spaces by 2013 19 months early, Paul then added a further 500 spaces for good measure. His nomination from Southern says: "Paul has done much more than install cycle parking – he has created a sustainable Cycle-Rail network."

These 2,000 spaces have benefited 89 stations across the Southern network, including 24 sites with previously no cycle parking. Paul has worked in full consultation with station managers, local authorities, cycle groups and passengers, followed Station Travel Plan recommendations and liaised with Council cycle planning departments to improve cycle parking in areas where demand was high while ensuring that new facilities complement cycle parking provision in the local areas.

As well as delivering beyond the brief, Paul has spearheaded some innovative ways to accommodate cycle parking. Under his guidance, Southern now has several double-decker cycle racks at its stations and Paul also opened Southern's first Cycle Hub at Haywards Heath, transforming a vacant valet garage into a comprehensive facility with secure entry, lockers, changing rooms and real-time rail information.

Although Paul's success is supremely quantifiable and easy to evidence, a key element in his strategy has been his close collaboration with stakeholders including Network Rail and local authorities to secure £900,000 third-party funding across the network. This shared funding approach has helped him build strong business cases and provided value for money for local residents and passengers.

### Highly Commended

**Les Webb and Simon Geller**  
**Northern Rail Cycle Forum**

Our judging panel were hugely impressed with these two volunteers who are transforming their local rail provision via the Northern Rail Cycle Forum, saying that the lengths they have gone to implement cycling have made the forum the success it is today.

Les Webb and Simon Geller volunteer two days a week as joint secretariat for the Northern Rail Cycle Forum. The Forum was established as a vehicle for interested parties to exchange views about Cycle-Rail services and drive cyclist-specific programmes and procedures, with members drawn from local authorities, cyclist organisations and voluntary groups interested in sustainable travel and stations.

Since its inception, the Forum has surveyed parking provision at Northern stations, advised on Northern Rail's Cycle Strategy and the placement of cycle stands and shelters, helped promote station parking facilities and assisted in the selection of stations for cycle hire amenities.

Les and Simon's tireless efforts have seen Forum membership increase from 120 to 170 and they have successfully hosted Transport Minister Norman Baker. Other high-profile activities have included speaking at the 2012 ATOC integrated transport conference, testament to the level of trust and respect this partnership commands.







Category

STATION OF THE YEAR  
SPONSORED BY NETWORK RAIL

Winner

SOUTHPORT CYCLE CENTRE

NetworkRail



# Southport

Merseyrail

JUDGES WERE PARTICULARLY IMPRESSED WITH SOUTHPORT'S RELATIONSHIP WITH THE BRITISH TRANSPORT POLICE AND THE ENTHUSIASM OF THE STAFF. THEY ALSO HIGHLIGHTED THE QUANTIFIABLE RESULTS COMING OUT OF THE CYCLE CENTRE PROJECT AND THE USE OF FUNDING TO DRIVE SUCCESSFUL AND PIONEERING INITIATIVES.

Merseyrail has always been a cycle-friendly Train Operating Company – the only one offering unrestricted cycle carriage on trains since 1996. The award of £950,000 Department for Transport funding for the Abellio bike hire scheme and additional secure shelters gave the TOC the opportunity to extend cycle facilities to 80% of its stations – rising to 100% should its latest bid for additional DfT funding be successful.

Southport is Merseyrail's busiest station outside of Liverpool in a popular seaside town with a massive footfall of 3,108,000 people. Many commuters, leisure travellers and visitors enjoy the secure cycle storage and hire facilities on offer, with secure parking for 122 cycles and a hire and repair facility on site.

A key endorsement of the facility is that the Neighbourhood Policing Team (part of the British Transport Police) has started rolling out cycles to many police stations across the North West in a bid to tackle anti-social behaviour issues in and around the network. The new BTP mountain bikes will be maintained in the Southport Cycle Centre.

This initiative is a real example of successful joined-up working, with Merseytravel and Sefton, Wirral, Cheshire West and Chester Councils providing support, advice and funding.

The statistics speak for themselves. Nearly 300 customers have signed up to Merseyrail's "Go Cycle" scheme at Southport and use it on a regular basis - a 40% increase on last year.

### Highly Commended St Albans

Our judges cited St Albans as an impressive example of how a station can build on an existing success story. While massively boosting its cycle facilities to cater for up to 1,000 Cycle-Rail passengers, St Albans heeded the impact on other station users and the environment to deliver a sympathetic redevelopment for the benefit of a large number of its customers.

Over the past year, this popular commuter station has introduced over 450 cycle spaces including two-tier parking for 160 cycles. This has boosted the number of spaces on site by more than 150% to parking for over 1,000 bicycles.

The new bike parking provision was introduced to encourage more people to cycle rather than travel to the station by car. It was funded jointly by Hertfordshire County Council, First Capital Connect and DfT. Space was found for this additional parking by redeveloping lawned areas on two sites around the station. The area was carefully landscaped, taking into consideration sustainable drainage, the protection of existing trees and the planting of new shrubs.

Although the project was only completed in August 2012, take-up has already exceeded expectations. More than half of the new spaces have regular weekday use and the facilities have received considerable positive feedback from local cycling campaign groups and councillors.

The next phase will see additional CCTV cameras installed and at least another 120 spaces created on the other side of the station before the end of March 2013 as almost all the spaces here are occupied on weekdays.







Category

OPERATOR OF THE YEAR  
SPONSORED BY CYCLEPODS

Winner

SOUTHERN RAILWAY



COMMENDING SOUTHERN'S ENTRY FOR OPERATOR OF THE YEAR, THE JUDGES WERE KEEN TO HIGHLIGHT THE PACE OF DELIVERY AND INNOVATION STANDOUT ACROSS THE TOC'S BIKE PARKING FACILITIES.

The promotion of cycling across the network has been a particular priority for Southern in 2012. With the numbers of people cycling to the train station growing rapidly, the operator identified a need to boost the provision of cycle parking spaces.

This would require careful planning due to the very limited availability of land at its stations. Many Southern sites already had shelters, so a very unique solution had to be found to increase their capacity while making the new facilities visually attractive.

Southern met with Cycle-Works to discuss using the Josta two-tier system already found at London Euston and Liverpool Street, Glasgow Central and Edinburgh Waverley stations but not widely used in smaller commuter sites. Considering the space constraints and aesthetic concerns, Cycle-Works designed a new modern shelter and powder coated the two-tier frameworks black to make them more attractive – particularly important at stations like Hove.

Since the shelters have been installed, Southern has met its objectives of increasing the amount and quality of secure cycle parking at many of its stations to cope with mounting demand and encourage even more people to consider Cycle-Rail travel.

The increase in provision is extremely visible at stations like Sutton, Horsham, Brighton and Haywards Heath, while at other sites, like Bognor Regis, existing bike parking has been rationalised, making it more secure and easier to signpost and for customers to locate.

### Highly Commended Greater Anglia's Cycle-Friendly Strategy

The judges particularly recognised the TOC's corporate attitude behind details of the scheme's success. They also mentioned GA's evident understanding of cycling and how this strategy has raised the bar for other operators. Since becoming a subsidiary of Abellio in February 2012, Greater Anglia has implemented a variety of cycle-focused enhancements, upgrades to existing facilities, a new cycle strategy and made arrangements for special cycling events.

Ongoing enhancements include new Cycle Points for Cambridge and Chelmsford, a Cycle Hire scheme opening this autumn in Norwich, participation in a new Plus Cycle hire scheme, additional bike parking at 15 stations and a dedicated cycle forum.

Measures already in place include an increase in cycle parking across the network to cover 86% of Greater Anglia's stations, with schemes at Billericay, Kelvedon and Rayleigh, plus a new, secure cycle compound at Manningtree to bring the total number of cycle spaces at GA stations to 6,000.

Greater Anglia provides extra space on trains to service special cycle events in the region including the Southend-to-London, Cambridge-to-London and "Dunwich Dynamo" bike rides. It is also working closely with local authorities to deliver cycle-friendly initiatives including Norwich's new city cycle network.







Category

BEST STATION TRAVEL PLAN MEASURE FOR CYCLING  
SPONSORED BY EASITNETWORK

Winner

COLCHESTER



WHEN AWARDING THE BEST STATION TRAVEL PLAN, OUR JUDGES FELT COLCHESTER DEMONSTRATED AN EXCELLENT LINK WITH WIDER TRANSPORT NEEDS AND THE LOCAL COMMUNITY. EVIDENCE OF SUCCESS IS EXTREMELY STRONG AND WILL SET THE BLUEPRINT FOR SUCCESSFUL CYCLE-RAIL SCHEMES ACROSS THE GREATER ANGLIA NETWORK AND POSSIBLY BEYOND.

The Colchester Travel Plan is one of 24 national pilots that commenced in 2008. Colchester was chosen because of its sheer scope for improvement in a range of sustainable access modes – particularly for cycling. The project has seen a consistent emphasis on cycling, with activities ranging from new cycle stands to improvements in bicycle routes into the station as well as awareness campaigns and events. As result, at least 50% more people now use bikes compared to in 2008.

Throughout the project, the team at Colchester was determined to expand on the basic methodology developed for station travel plan pilots and use it specifically for cycling. This was boosted by Colchester achieving Cycle Town status with an accompanying funding package. This demonstrates how station travel plans can be successfully coordinated with other programmes and funding sources.

The project has proved to be complex – in part because of the extent to which the main station travel planning has been combined with Colchester's innovative and wide-ranging Cycle Towns development programme. To date, Colchester has delivered on several measures. Parking capacity has been doubled, via a mix of two-tier racks and Sheffield stands and it's home to the first secure cycle parking compound in East Anglia, situated under the main car park deck with key-fob access for up to 200 registered users. Cycle surgeries have been held with British Transport Police and a local cycle retailer and leaflets issued explaining the health, environmental and economic benefits of cycling. Flyers showing key routes from residential areas into the station have also been distributed, and the Colchester Cycle network has seen physical improvements, including access from Highwoods and New Braiswick Park.

Cycle parking availability at Colchester station is now 50% greater, with plans to boost this even further. Use of the secure compound is now at 75% capacity with 150 users registered and cycle crime has been reduced by a third. Lessons learned at Colchester are now being applied to other stations across Essex and the rest of the GA network including new secure compound parking at Southend Victoria, Billericay, Kelvedon and Waltham Cross.

### Highly Commended Haywards Heath Cycle Hub

The judges considered Haywards Heath Cycle Hub a well-designed and well-considered project, with good stakeholder engagement and due consideration given to the environment and aesthetics of its surroundings.

Haywards Heath is one of Southern Railway's busiest commuter stations with an annual footfall of four million passengers. Yet before this scheme, it only had 75 cycle parking spaces. With Haywards Heath and its Station Travel Plan giving cycle parking top priority as a way to improve access to the station and wider rail network, the main barrier to expansion was one of space.

Not only was the existing cycle parking full to capacity, but so too was the car park. An adjacent building that once housed a valet firm was identified as the ideal site for a bespoke cycle hub, which could boost the availability of cycle parking to levels identified in the Travel Plan, and provide tailored services for the many commuters who Cycle-Rail.

Thanks to a £300,000 investment by Southern Railway, Network Rail and West Sussex County Council, the new Hub provides ample facilities for people travelling to Haywards Heath station by bike, including 160 cycle spaces, a train departure screen, changing rooms and lockers, plus toilets, CCTV, a Help Point, energy efficient lighting, swipe card access and personal digital pin entry system.

The old cycle parking was also revamped with covered double decker storage systems to quadruple parking provision across the site to 300 cycle spaces. Outdoor CCTV and lighting were also upgraded along with improvements to the cycle route on the approach to the station.

98% of the expanded outdoor parking area is already full as well as 40% of the indoor area and Haywards Heath is being used as the blueprint for similar provision at Worthing Station and a larger scale cycle centre in Brighton, funding has also been secured to install a Hub at Peckham Rye.







Category

PARTNERSHIP WORKING  
SPONSORED BY FALCO

Winner

EAST MIDLANDS TRAINS AND COUNCILS



PARTNERSHIP WORKING IS AT THE HEART OF MOST OF THE INITIATIVES AT EAST MIDLANDS TRAINS. VARIOUS SCHEMES WITH LOCAL AUTHORITIES OF THE CITIES THE TOC SERVES ARE EVIDENCE OF HOW ORGANISATIONS ACROSS THE EMT SERVICE UNDERSTAND THE MERIT OF COLLABORATION TO REALISE COMMON GOALS THROUGH BETTER FACILITIES AND IMPROVED INTEGRATION.

Programmes demonstrating the strength of East Midlands Trains' partnership working include the Nottingham Station Hub and Leicester Station has undergone a multi-million pound redevelopment which will soon see the installation of a Brompton Dock, the first at an EMT station.

In Derby, Network Rail and EMT have worked in partnership to redevelop the interface between the station and the city. The project known as Citiscape, due for completion in early December, features double the previous level of cycle parking provision at the front of the station, a new bus interchange, a public space and artwork to create a fitting gateway to a city that has been at the heart of British railways for generations.

The funding of these three major East Midlands redevelopment initiatives has seen the TOC work creatively and collaboratively.

In Leicester, collaborative working established how the provision of a Brompton Dock would sit within the overall sustainable transport plan for the city. And in Derby, East Midlands supported Derby Council by managing the impact of the wide-reaching Citiscape project on its customers as well as providing general contractor management.

### Highly Commended Southern Railway and Sutton Council

Southern Railway and Sutton Council have teamed up to improve cycle parking in the borough – pooling their funding, local knowledge and experience to deliver 130 new cycle spaces.

The reason this partnership has been such a success is because both parties share objectives to improve cycle parking and access to the rail network. This coordinated approach has delivered Cycle-Rail integration on a scale that either partner was unlikely to realise alone.

Earlier this year, Sutton Council and a local cycle user group approached Southern Railway with proposals for how cycle parking could be improved in their area. Together, the partners identified six stations where benefits could be realised: Carshalton, Carshalton Beeches, Wallington, Sutton, Cheam and Hackbridge. Following research and consultation with the council, station managers and cycle users, three sites were prioritised – Carshalton, Carshalton Beeches and Cheam – due to either a complete lack of facilities or an insufficient provision for the demand.

Sutton Council contributed £10,000 towards transforming these priority stations, translating to ten extra spaces within a shelter at Carshalton (previously no parking), the same at Carshalton Beeches (again previously no parking) and twenty spaces within two shelters at Cheam. Southern Railway funded the other improvements with Surrey County Council to provide thirty spaces in a double-decker rack at Hackbridge, forty in a double-decker rack at Sutton and twenty in two shelters at Wallington.







Category

LONDON CYCLE PARKING AWARD  
SPONSORED BY TRANSPORT FOR LONDON

Winner

EALING BROADWAY CYCLE HUB



Transport  
for London

BESIDES ITS MANY AND VARIED PRACTICAL USES, OUR JUDGES ADMIRERD THE EALING BROADWAY CYCLE HUB FOR ITS AESTHETIC DESIGN, WHICH MAKES IT STAND OUT, YET BLEND IN WITH THE IMMEDIATE ENVIRONMENT.

An emphasis on quality and longevity has made Ealing Broadway Cycle Hub a prominent and popular new facility. It has been crafted with high-grade, long-life sustainable materials, the galvanised steel shelters using post and beam timber frames, and wood is sourced within the UK from managed forests. Wherever possible, materials have been lifted, reclaimed and reused.

The natural environment was given due consideration, taking eight months of planning to design a structure that wouldn't interfere with tree root systems and bespoke grilles were made for individual trees to maximise space while protecting the roots.

The facility's design has been inspired to match the surrounding period architecture, while providing clear, unobstructed views to and from Haven Green and creating more space to improve cyclist and pedestrian movement. In addition, the Hub boasts full lighting and CCTV, a unique cycle parking system and passive surveillance from a variety of sources including local taxi drivers!

Beyond its immediate service to Cycle-Rail passengers, the Ealing Broadway Cycle Hub is already fulfilling its remit to benefit the wider community. Local Haven Green and nearby greenspaces have been re-seeded and landscaped, the Hub provides weather protection for waiting taxi passengers and pedestrians and also houses restroom facilities for taxi and bus drivers. Besides the depth of support from a wide cross-section of the community, the Hub can boast some very tangible successes. Cycle theft levels have dropped 32%; pedestrian footfall has risen by 20% and cycle parking usage stands at an impressive 88%, while use of the Brompton Dock is at 50%.

### Highly Commended Richmond

The judges found Richmond to be a popular Cycle Station facility, with over-subscribed cycle parking and a variety of effective marketing and sales activities in place. They particularly noted the links to cycle routes beyond the immediate station, clarity of signage and the effective link-up with Visit Richmond.

Richmond is a busy commuter and interchange station with a high flow of incoming visitors. With considerable investment into station facilities, signage and promotional activity in partnership with the London Borough of Richmond, TfL, DfT and ATOC, a whole range of improvements and initiatives have been implemented. These include additional cycle stands, a new Cycle Centre and improved signage. It also works in collaboration with 'Visit Richmond' to provide cycle route information to visitors at key local attractions.

Richmond Station now has 110 additional cycle stands, new cycle signage at the station and on highways and promotional activities at visitor attractions including Ham House, Richmond Park, Thames Towpath and Kew Gardens. The aim of the project was to encourage visitors to explore Richmond using hire bikes as well as encourage commuter cycling to and from the station.







Category

SUMMER OF CYCLING AWARD  
SPONSORED BY FIRST GREAT WESTERN

Winner

SOUTH WEST TRAINS



First Great Western

ON SELECTING SOUTH WEST TRAINS AS THE WINNER OF THE SUMMER OF CYCLING AWARD, THE JUDGES WERE IMPRESSED WITH THE TRAIN OPERATING COMPANY'S WORK TO PROMOTE AND INCREASE CYCLING AND DEEMED IT A VERY POSITIVE MOVE FOR THE FUTURE.

The key element of its strategy was to tie in to the whole host of events taking place around Britain – and the South West – over the course of the summer of 2012. This would give passengers and the public the opportunity to use rail – wherever possible – in conjunction with major cycling events. Where spectacles like the Tour of Britain and the Olympic and Paralympic Games directly touched destinations on the South West Trains network, the company worked to boost local cycling provision and increase awareness of cycling for all of its customers.

The Tour of Britain terminated in Guildford and, as such, South West Trains anticipated a considerable number of cyclists choosing to use the rail service. The standard Sunday service was deemed insufficient, and therefore all Waterloo to Guildford services (via Woking, Leatherhead and Cobham) were strengthened from four to eight cars and Waterloo to Portsmouth from five to ten cars.

The Guildford Station management team worked closely with Guildford Borough Council to ensure the provision of appropriate signage, dedicated cycle lanes and specific cycle loading areas on station platforms to facilitate a steady flow of traffic.

On the day, SWT transported approximately 400 cyclists, everyone associated with the event was moved within three hours with no delays, and up to 20 bikes were carried on each train using the additional carriages.

By linking up with world-class events, South West Trains has harnessed its momentum to create a legacy of successfully managing heavy volumes of its Cycle-Rail traffic.

The Paralympic Games was a second opportunity for South West Trains to hone its major events strategy around the London-to-Windsor bike ride. Again, the TOC provided extra trains, carriages and staff and transported approximately 450 bikes with minimal inconvenience to other passengers.







Category

CYCLE-RAIL PHOTOGRAPH  
SPONSORED BY MADISON

Winner

TRAIN TO SEASCALE



DAVID MARTIN HAD SIGNED UP FOR THE OPEN CYCLING COAST TO COAST IN A DAY SPORTIVE AND FOUND HIMSELF ONE FRIDAY AFTERNOON LAST SUMMER SAT ON A TRAIN HEADING FROM CHESTERFIELD TO SEASCALE TO GET TO THE START OF THE RACE.

David was not looking forward to taking his bike on the train, but he had heeded the warnings on various Train Operators' websites and pre-booked a space on three out of the four stages of his epic rail journey – leaving the Barrow-in-Furness to Seascale leg to chance.

An eleven-minute turnaround in Sheffield to board the Manchester train almost saw his undoing, but safely on board, he resumed his journey in relative comfort. The Barrow train was a different story. Packed to the rafters with Stone Roses fans heading to Heaton Park as part of their Reunion Tour, David was forced to squash into a standing-room-only carriage complete with his trusty bicycle.

On his last train of the day, approaching Seascale, David finally had a chance to relax and enjoy the journey. He says: "The train was slow as it chugged its way along the coast and stopped at most stations. The Cumbrian landscape presented itself outside the train windows and there were quite a few flooded fields from the recent rain. The forecast was not good for the ride and a dry day was not anticipated."

He continues: "My home county of Derbyshire has beautiful countryside, but Cumbria is a little bit more rural, a little bit more rugged and the hills are a little bit bigger. Cumbria is like Derbyshire, but with the volume turned up a bit and it was relaxing to travel through this wonderful landscape in the sunshine by rail." Arriving at his destination bang on time, although perhaps not the most direct route, the trip was a pleasure and provided him with a stress-free build-up to the big event. David says: "A surprisingly straightforward journey with my bike by rail, something I won't hesitate over again!"







Category

CYCLE-RAIL VIDEO  
SPONSORED BY MADISON

Winner

GARFORTH TOUR DE FRANCE

MADISON

NORTHERN RAIL'S SUMMER OF CYCLING ACTIVITIES HAVE BEEN WELL CAPTURED IN THIS ENTERTAINING AND INSPIRING PIECE OF VIDEOGRAPHY. OUR JUDGES HAVE DEEMED IT AN EXCELLENT PROJECT, WITH A GREAT CONCEPT AND WELL EXECUTED.

The video uniquely demonstrates how a well-organised cycling event can have a powerful and unifying effect on a local community, and shows how cycling can appeal to a broad spectrum of people – from the under-fives to the over 75s.

It really captures the spirit of the event, showing how cycling can be fun, a great way to make friends and help you explore new areas right on your doorstep – and of course further afield when linked to rail.

In 2011, Northern Rail was one of over 100 stations awarded £1.25m to improve their facilities under the Bike 'n' Ride scheme. During that summer, it decided to support ten of its stations under the "Summer of Cycling" theme, raising public awareness of the new cycling facilities in place and encouraging the local population to try Cycle-Ride. The station featured in the video is Garforth, and soon it found itself at the centre of a flurry of events, with a locally-led cycle ride culminating in a French picnic to celebrate the Tour de France taking place at the time.

Dubbed the "Tour de Garforth", the event really captured public imagination, attracting 65 cyclists and the support of 10 local organisations including the local bike shop, which helped make some bikes road-worthy ahead of the ride and the local police who managed the traffic at busy junctions during the event. The resulting video is clear evidence of how a structured and inspiring local programme of cycling campaigns can be delivered with the support of local organisations to promote the benefits of cycling and local facilities available. In all, 55 partnerships were involved, from Northern Rail Cycle Forum members to cycling officers, the emergency services and the community of Garforth. Northern Rail hopes the video will serve as a blueprint for best practice and show how a bit of creativity can go a long way to realising your Cycle-Rail ambition.

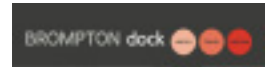




# SPONSORS



This international public transport company delivers rail and bus services to 700,000 passengers every day. Abellio operates the rail companies Merseyrail and Northern Rail and bus companies Abellio London and Surrey.



Brompton Dock is a unique, innovative and highly technological cycle hire scheme developed specifically for Brompton folding bikes. It enables 24/7 access to bikes and encourages long-term hiring.



Secured by Design-approved bike storage, stylish, space-saving, flexible and highly secure. Cyclepods bike parking products use 50% less space than conventional stands and prevent overcrowding and damage to bikes.



easitNETWORK encourages influential businesses to implement and promote alternative and sustainable transport initiatives to their staff and represents over 60 key businesses and 200,000 commuters in the South East.



Falco has designed, manufactured, supplied and installed cycle parking systems for a variety of TOCs including the new Leeds Cycle Point and cycle locker facilities for the Transport for Greater Manchester tram system.



First Capital Connect operates trains between London, Brighton, Bedford, Peterborough, Cambridge and King's Lynn over the UK's busiest rail network.



First Great Western runs 9,079 services every week, calling at 276 stations. Its trains cover 70 million miles, carrying 90 million people every year to London, Bristol and Portsmouth, the West Country, Cotswolds and Southern England.



FirstGroup PLC is the leading transport operator in the UK and North America, employing some 125,000 staff and transporting 2.5 billion passengers a year.



Information, networking and knowledge-sharing specialist Landor LINKS publishes Local Transport Today and Get Britain Cycling, providing independent news and analysis of urban, regional and national transport.



From its modest beginnings as a suburban bike shop in North West London, Madison is now the UK's leading distributor of bicycle parts and accessories and the fastest growing motocross and freesports equipment supplier.



Network Rail is the not-for-dividend owner and operator of Britain's railway infrastructure, which includes the tracks, signals, tunnels, bridges, viaducts, level crossings and stations – the largest of which it also manages.



Transport for London (TfL) is the integrated body responsible for the Capital's transport system. Its role is to implement the Mayor's Transport Strategy and to manage transport services across the Capital.

## Partners and Supporters:



The Association of Train Operating Companies (ATOC) represents train companies to the government, regulatory bodies, the media and other opinion formers on transport policy issues.



The All-Party Parliamentary Cycling Group (APPCG) promotes cycling, both inside and outside the House, with the aim of getting more people using bikes for all activities from everyday journeys to recreation.



British Cycling is the national governing body for cycling as recognised by the UCI, the international federation for the sport. Working across all levels of cycling and six disciplines of the sport, it has 50,000 members and counting.



The Bicycle Association of Great Britain is the national body representing the bicycle industry in the United Kingdom. Members include bicycle manufacturers and manufacturers of bicycle accessories and components.



The Cycle Rail Working Group is a cross industry working group that encourages implementation and best practice development of strategic policy in relation to the delivery of Cycle-Rail integration.



The National Cycling Charity has 70,000 members and has been working to inspire people to cycle and keep cycling for over a century. It campaigns to protect and promote cycling in order to create a healthier, cleaner world both for today and for the future.



Sustrans makes smarter travel choices possible, desirable and inevitable. It is a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys made every day.



# NATIONAL CYCLE RAIL AWARDS 2012

