

# National Cycle-Rail Awards

# 2016

**Rail Delivery Group**



National Rail



BRITAIN  
RUNS  
ON RAIL



**Cyclepods**

Transforming bike storage



**Cycle  
Rail  
Working  
Group**

# Foreword



**Cycle-rail continues to be a great industry success story. In 2015/16, 47 million rail journeys were made involving a bike. The sheer volume proves that there is a significant appetite for smarter travel options that fully encompass**

**our customers' needs while improving the experience of those accessing the railways. The rail industry wholeheartedly recognises the significance of sustainable travel to and from the station and appreciates the benefits that customers receive from faster, more convenient travel, easing congestion on roads, improving air quality and increasing reliability.**

This year we have seen the delivery of the UK's largest cycle hub and parking provision at Cambridge railway station. More than 2,800 cycle parking spaces have been implemented with additional retail facilities and cycle maintenance at the CyclePoint. In total, we have exceeded more than 70,000 cycle parking spaces on the rail network and seen cycle-rail journeys grow exponentially.

This year the Cycle-Rail Awards are being hosted by the Rail Delivery Group (RDG). RDG applauds individuals and organisations within the industry and their partners who encourage integrated cycle-rail travel. RDG has a clear aim to improve the customer experience and encourage the greater use of cycles to access the railway. These awards enable us and our partners to move closer towards fulfilling this ambition, through:

recognising excellence, inspiring better facilities, improving communication and spreading best practice across the industry.

Entries and nominations have increased through the years. From the submissions we have seen quite clearly the industry's intent and ambition to ensure that customers feel that their door to door journey travel requirements are catered for.

Cycle-rail improvements at stations are constantly surpassing expectations and year on year we are seeing not only larger implementations, but those that are of a higher quality, more innovative and customer-focused. Applications this year have been strong and we hope to see more entries that further push the boundaries and champion integrated transport solutions at rail stations. The Cycle Rail Working Group's Cycle-Rail Fund provided by the Department for Transport and managed by RDG is helping to support these changes and secure reaching the target of 75,000 spaces on the network by 2017.

This year our judging panel had the difficult task of selecting winners from some truly outstanding entries. I would like to take the time to thank the panel, as well as our partners and sponsors.

I would also like to thank this year's winners who not only encourage more customers to cycle to and from our railway stations, but help to spread best practice in their field.

**Paul Plummer**  
Chief Executive of RDG

# Awards Background

The Cycle-Rail Awards showcase initiatives, improvements and partnerships taking place across the country that enhance the customer experience for those making cycle-rail journeys. The Awards strive to recognise progress made by the rail industry and associated organisations towards developing innovative solutions to cycle provision and security, individuals paving the way to more sustainable travel, and best practice examples of cycle provision. The 2016 Awards have been judged by a panel of experts from the cycle-rail industry in ten keenly contested categories that recognise the community, partnership, innovation and influence of sustainable travel around the UK.

## **In thanks and recognition:**

We would like to thank the All Party Parliamentary Cycling Group for their continued support and partnering of the event.

## **Thanks to our Headline Sponsor, Cyclepods, and our individual sponsors and supporters:**

Abellio  
Bicycle Association of Great Britain  
East Midlands Trains  
Great Western Railway  
Passenger Transport  
Rail Delivery Group  
Virgin Trains

## **In addition, we would like to thank our partners for their continued support and assistance in the delivery and judging of these awards:**

British Cycling, British Transport Police, Cycling UK, Department for Transport, London Cycling Campaign, Network Rail, Passenger Transport, Sustrans, Transport for London and Urban Transport Group.

## **Judging for the 2016 awards was carried out by:**

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

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

**Phillip Darnton OBE**  
Executive Director, The Bicycle Association of Great Britain and Chair of the Cycle Rail Working Group

**Martin Key**  
Campaigns Manager, British Cycling

**Conrad Haigh**  
Head of Integrated Transport, Rail Delivery Group

**Carol McKinley**  
Operations Director/ Deputy Chief Executive, Cycling UK

**Mark Peyton**  
Project Manager, TfL Rail, Transport for London

**Andrew Garnett**  
Deputy Editor, Passenger Transport

**Sandra Iles**  
Policy Adviser, Department for Transport

**Dr Tom Ellerton**  
Researcher, Urban Transport Group

**Jimmy Hall**  
Cycling and Walking Policy Advisor, Department for Transport

**Julie Onwukegu**  
Head of Crime Reduction, British Transport Police

## Category 1 | Best Customer Service

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**PASSENGER  
TRANSPORT**

# Winner

## East Midlands Trains: *A Cyclist's Experience*

### A holistic approach

East Midlands Trains have made a success of their Sheffield cycle hub despite some critics saying the hills in the city would deter people from getting on their bikes. In fact, within 2 years the facility had to be extended!

East Midlands Trains now have 7 large, secure hubs on their network. They are free to use, and when a cyclist registers for one hub they also get access to all other East Midlands Trains' hubs. Cycle shops and bike hire facilities have worked so well that there are plans to introduce pop up shops and stands too.

### Going the extra mile

The hubs are just one part of East Midlands Trains' plans to enhance the customer experience for journeys that involve cycles and trains. Improvements have included better signing, staff training and information for cyclists.

East Midlands Trains went one step further by celebrating cycle to work day at all stations. A 'Train Triathlon Challenge' encouraged people to travel by bike to their local station, catch the train (instead of swimming), and finally reach their destination by foot. People who took part also got free bicycle marking, locks, health checks and goodie bags.

### Empowering staff to help customers

Staff and cyclist surveys provided vital information which fed into the company's cycle strategy, and helped create briefs that empowered employees to further improve customer service. Perhaps this is one of the reasons why East Midlands Trains have seen a consistent fall in complaints, with an impressive 54% drop last year.

### A focus on customer experience

East Midlands Trains have focused on creating a good customer experience for everyone, including those making journeys using cycles and trains.

### The judges said their efforts had paid off:

*"There was considerable evidence of providing value-added services here, such as free membership and the use of cycle hubs across the East Midlands Trains network. This demonstrates a holistic approach towards providing cycle-rail improvements and benefits."*



## Category 2 | Partnership Working and Local Government Schemes

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abellio

Winner

Sustrans Scotland:

*Links to Borders Rail and Haymarket Station Cycle Facilities*

### An example of coordination at its best

#### Links to Borders Rail

Judges described the way Sustrans worked with other organisations to make cycling to stations along a new rail line as easy as possible as “an impressive piece of coordination”.

Sustrans formed close partnerships with Midlothian Council, Scottish Borders Council and Network Rail to identify and implement active travel links. These included infrastructure improvements in towns such as new toucan crossings and shared-use paths.

There is now safe and easy access to all the communities along the line, and this ties in with excellent cycle storage facilities at every station.

#### Haymarket Station Cycle Facilities

At Haymarket Station, the partnership between the Network Rail property team, Edinburgh City Council, Sustrans and Abellio, has resulted in a new cycle parking facility, in an area where substantial passenger growth is expected.

#### The judges had high praise for this project:

*“It has turned an unattractive cycle rack into an elegant, multifunctional, high capacity solution, in a location requiring listed building consent, and achieved a 300% increase in capacity.”*

An initial survey found that the facilities were extremely well used. Importantly, it also found that 15% of those questioned would have used a car if cycling racks were not available. Furthermore, all those surveyed were then going on to travel by train to reach their final destination.

### Highly Commended:

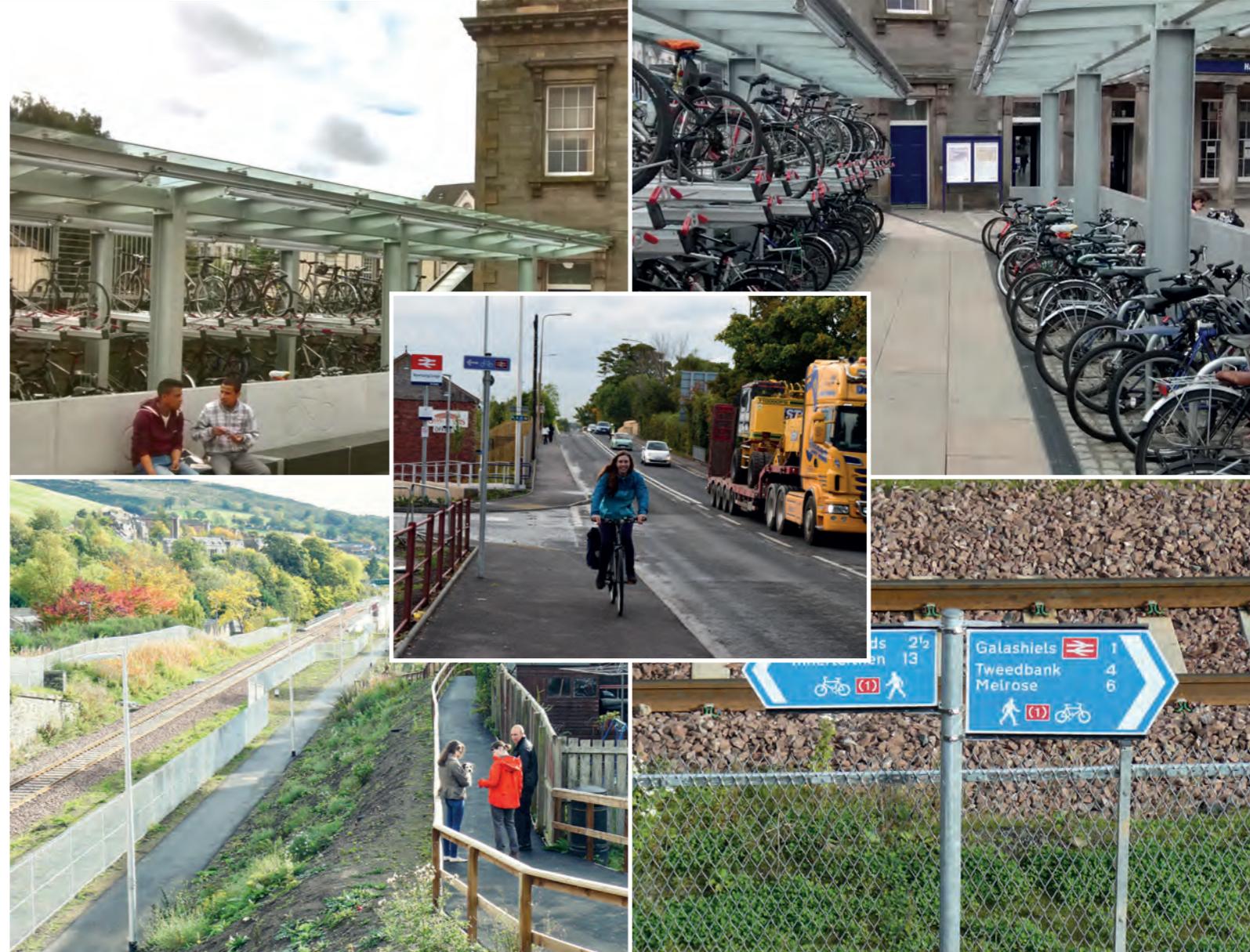
#### Southeastern Railway: Partnership working delivers results

#### A good range of partners

Southeastern have worked with a range of partners to achieve success on a variety of projects. Notably, by collaborating with Kent County Council they have been able to work together on a number of successful funding bids. Jointly, they were also able to identify transport hubs and stations that would benefit from improvements.

The train operating company has also worked in local partnership with two steering groups on schemes that will improve air quality, reduce congestion and improve cycle and walking routes to stations, as well as deliver better cycle parking.

Projects currently being delivered include the creation of secure cycle hubs at Dartford and Gravesend, as well as a number of schemes that will improve cycle parking and cycle routes. Southeastern are also working with Sustrans to identify and improve access to the station by bike.



### An extremely novel scheme

Great Western Railway and Bainton Bikes have made it easy for people to hire cycles, simply by using a mobile phone app. No additional infrastructure at the railway station is needed, and the user benefits too, as they just have to access their phone to unlock their bike.

Bainton Bikes have adopted the pioneering app, which was developed in Copenhagen, but it is the first time that such a scheme has been used in the UK. It allows cycles to be booked day and night and collected from existing cycle racks.

The bike is unlocked using a bluetooth code sent to the mobile phone. Bikes can be ordered to suit the rider and, as they use the existing station cycle racks, there is no need for any specialised parking area. The scheme means that any station with a cycle hoop can become a cycle hire outlet.

### A low cost, effective option

The cost to Great Western Railway has been very low and limited to marketing and signing. Bainton Bikes invested in the development of the app, but now benefits from the growing market from tourists, students and commuters coming into Oxford.

This scheme was launched in June, yet already there have been occasions when all 20 bikes were hired out. Bainton are already looking at adding more bikes to the station stock and a further 100 bikes have been ordered for delivery.

### Scope for more bike hires by app

The system is highly replicable and Great Western Railway are in discussions about the possibility of operating the scheme at more Cotswold stations, and possibly Didcot and Henley-on-Thames.

The system has the potential to revolutionise bike hire schemes at stations, helping customers and giving train companies an extra option so that they can support cycle-rail without impacting on space within the train.

### Positive feedback

Feedback from users so far has been very favourable, with many commenting on the ease of hiring.

### The judges particularly liked the element of fun combined with efficiency:

*"This is actually a fun scheme! In a world of tightened budgets, particularly in the rail industry, it's good to see that this was delivered with no financing requirement on the train operator. Nice work!"*



## Category 4 | Cycle Champion

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# Winner

Sarah Deakin: Kent Community Rail Partnership

### Helping children be superheroes!

Sarah Deakin has embraced her role, promoting rail use to schools around the Medway Valley and Swale Rail Lines, working closely with the local community and children of all ages and abilities.

One of her projects as the Kent Community Rail Partnership (KCRP) Engagement Officer was to deliver an exciting and inspiring programme for Year 5/6 pupils called Smarter Journeys. The aim was to give them the skills and confidence to plan their own journey to school and to choose active and sustainable travel over the car. The programme included a number of activities including school visits, cycle training and bike repair, a free train journey and a station visit, plus safety talks.

### Encouraging and motivating

This year Sarah has also been working with a special school, where she has been encouraging the children, who have a variety of disabilities, to learn to ride. She has faced lots of challenges along the way, but worked sensitively with the children, encouraging and motivating them every step (or pedal) of the way.

With Sarah's support, all the children successfully completed their Superheroes Mission – part of a Superheroes Awards scheme – and were presented with their certificates and badges.

Sarah has had some clear successes over the year, including the results of a survey which found 100% of children who took part in the Smarter Journey programme said they were now more confident using the railway and catching a train.

### Highly Commended:

#### Ross Kempson: Cyclexperience

#### Passion and determination

Ross Kempson has been highly commended due to his dedication and determination to develop a facility that offers visitors to the New Forest the best possible experience when hiring a bike.

Starting out with funding from the The Prince's Trust in 1993, Cyclexperience, has grown from 2 shipping containers and a portacabin with no mains services, to a space that includes a workshop, retail outlet, toilets, showers and a baby changing area at Brockenhurst railway station.

The business, which operates in close partnership with South West Trains, also gives visitors information about the area, helps them plan their trip and more.

A spokesman for the New Forest National Park Authority said:

*"As well as supporting new and existing jobs in the local economy, this centre will also provide visitors with a wealth of information about the area. This ensures that anyone hiring a bike is made aware that the New Forest is a unique landscape and that their actions can help to keep it special for future generations."*



## Category 5 | Door to Door Journeys including Station Travel Plans

Sponsored by



# Winner

## Waltham Forest Council: *Cycle Hubs*

### Making people want to cycle to the station

The judges were impressed with the scope of this ambitious project and commented that the 'Cycle, Park and Go' hubs were so appealing they 'make you want to cycle to the station'.

The London Borough of Waltham Forest is the first London borough to provide a network of commuter cycle hubs, enabling sustainable door to door journeys while providing a range of modern facilities. They are part of the Enjoy Waltham Forest Programme, a £27 million project aimed at encouraging more people to cycle. This in turn, supports the wider, Mini-Holland programme, to boost walking and cycling as main modes of transport.

### Providing best practice

A key element of the project is to provide best practice cycle routes from residential areas to railway stations and high quality cycle parking facilities at these vital transport interchanges. Ultimately, the aim is to make cycling to the station a natural choice for anyone who wants to do so.

### Impressive delivery

The usage of the hubs has steadily increased, with 585 members, and 350 people using their fobs daily. The Brompton Cycle Hire has over 250 local members and registered users from the US, Sweden and Germany. Walthamstow Station is consistently one of the top performing docks in the country.

### The judges believe it's an excellent scheme:

*"We're really impressed with the look and design of the hubs...bright, clean, modern, high quality, and, most importantly, appealing. They are the kind of infrastructure that makes you want to cycle to the station."*

### Highly Commended:

Merseyrail Electrics:  
Signing and monolith project

### A well thought out scheme

Merseyrail has prioritised an often overlooked part of cycle-rail infrastructure - signing - and should be applauded for doing so.

After investing in cycle shelters and hire facilities, the objective of improved signs was to create awareness of these services, and encourage cycle-rail as a preferred option of travel, thereby increasing the number of sustainable door to door journeys.

The improved signs, which were introduced to 55 Merseyrail stations, were described by judges as "clear, modern, informative and well situated". In addition to signs, ten flagship stations were also chosen to house monoliths. These structures were placed in highly visible positions to help people find the cycle rental and storage facilities, as well as showing a cycling map with the main attractions in the area and how to get to them by bike.



## Category 6 | London Cycle Parking

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# Winner

## Waltham Forest Council: *Cycle Hubs*

### Clear evidence of a commitment to everyday cycling

This is Waltham Forest Council's second winning entry for their cycle hubs. They were praised for their role in increasing door to door journeys, but in this category they have been recognised specifically for their design, positioning and overall high standard.

### Making cycling the natural choice

A key aim of the project was to make cycling to the station a natural choice for anyone who wants to use their bike to travel. To enable this to happen, the facilities had to be up to a high enough standard so people wanted to use them, and meet all their needs. To this effect, market research was included in the commission to design and manufacture the hubs, including the engagement of people who do cycle normally, as well as those who might consider it.

The Cycle, Park and Go network provides secure cycle parking (and Brompton cycle hire) at all underground and mainline rail stations in the borough, designed to meet the needs of users. Other features include seating for cyclists to change clothes/shoes on, repair stands, and cycle pumps.

### Low ongoing costs

The hubs are designed to be maintenance-free, meaning there is a minimal cost of upkeep, and additionally should there be any unforeseen damage, the modular nature of the structure means that replacing any damaged items is simple to undertake.

### Judges said that the Waltham Forest Cycle Hubs were a great example of what can be achieved:

*"This is an ambitious, showcase programme, executed to a high standard, well designed and well sited. It is a 'living proof' of a borough-wide commitment to everyday cycling."*

Once complete the whole programme will provide an additional 432 secure cycle spaces over and above the current amount of cycle racks within the borough.



## Category 7 | Cycle Security

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**Rail Delivery Group**



# Winner

## Transport for West Midlands: *Cycle Crime Action Plan*

### An innovative and creative approach

The judges loved the idea of having a straightforward, succinct cycle crime action plan that provided clear, precise expectations of how and what was going to be achieved.

With the creation of a 5-point plan, divided into enforcement, education, environment, engagement and evaluation, Transport for West Midlands set out goals to reduce crime at its stations. It also heralded the introduction of the innovative 'Love Your Bike' sessions which seek to actively encourage and support cycling to rail stations, and to reduce cycle thefts, by engaging with the public.

Working together, the Safer Travel Partnership - an umbrella organisation comprising Transport for West Midlands, West Midlands Police and British Transport Police - have implemented a range of initiatives to reduce cycle crime as well as the perception of crime, these include:

- Secure smartcard access cycle hubs, with no reported thefts since opening in 2014
- Intelligence led patrols at cycle crime hotspots
- Subsidised gold standard D-locks for £10 at their stations
- A cycle crime victim support programme offering 1-1 advice on locking
- Decoy bike tracking – to catch and deter bicycle thieves
- Visual deterrents at station cycle parking, highlighting CCTV and bike tracker in operation messaging

Working in partnership with British Transport Police, BikeRight! and train operators, Transport for West Midlands also offer a programme of two-hour free drop-in sessions at stations throughout the region. Additional sessions at cycle crime hotspot stations offer journey planning advice, Dr Bike cycle checks and more.

The Safer Travel Partnership has helped cut crime on the network by 66% over the last five years. As part of that reduction, cycle crime fell by 6%, due in large part to excellent intelligence gained by patrols and the 'See Something, Say Something' campaign which urges public transport users to text police anonymously when they see crime or anti-social behaviour.

### Judges were impressed with the scope of work that has been carried out:

*"This is an innovative and creative approach to tackling cycle crime, and showcases an impressive array of services and facilities to reduce crime and enhance the customer experience (e.g. victim support post-theft, plus low cost/free preventative advice). This project demonstrates a fully holistic view of crime prevention."*

Another indication of the success of the Cycle Crime Action Plan, is the fact it was presented at the National Cycle Crime Conference as being a good example of best practice and partnership working.



## Category 8 | Station of the Year

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# Winner

## Abellio Greater Anglia: Cambridge CyclePoint

### An impressive project with a long-term aim

Cambridge CyclePoint is the largest, purpose-built cycle park at any UK rail station, serving a population that has the highest propensity to cycle in the country. Abellio set out with an ambitious aim: to provide a landmark site in the city's cycle network with enough cycle parking to meet or exceed demand for the next 10 years.

The project offers a high capacity, secure parking facility, within a purpose built structure in a prime position. The choice of location is designed to give cycling the prominence it deserves at a station which already enjoys a 14% modal share, and where significant growth is expected.

There is parking for 2850 cycles and sufficient capacity for a 7-10 year period, based on current growth rate figures. The CyclePoint also has a bike shop offering sales, maintenance, hire facilities and advice.

### Aiming high

Throughout the development, Abellio aimed to meet best practice from other European destinations, and has had high aims. One of these is to encourage more commuters to Cambridge to adopt the European concept of having a bike at both ends of the rail journey, rather than taking their bikes on the train.

The overall response of users has been excellent. The Cambridge Cycling Campaign is of the opinion that it is "the first, best and largest cycle parking facility of its kind".

### Judges agreed that Cambridge CyclePoint was an impressive project:

*"It is the flagship station for UK cycle-rail at this period of time and our first entry into the scale of facilities seen in Northern Europe...It speaks for itself and Greater Anglia should be proud of what they have achieved."*

### Highly Commended:

Virgin Trains: Preston Cycle Hub

### A benchmark for tackling crime

Preston railway station had a problem: cycle theft. Thieves were taking cycles from isolated bike racks near multiple entrances/exits for quick egress. They were also locking lower quality, stolen bikes to the racks, not only providing cover for their crime, but also forcing people to lock their bikes up in the more secluded spots.

So Virgin Trains worked with Network Rail, the local authority and others, with advice from British Transport Police, to submit a bid for DfT funding for a purpose-built cycle hub. Now Preston boasts clean and welcoming cycle storage for up to 200 bikes. It has CCTV and lighting, secure fob access and importantly, no secluded alcoves. There have been no pedal cycle thefts recorded since the hub opened, and the project has been seen by many as a benchmark for improving cycle storage and security.

### Judges were impressed with the results:

*"A terrifying description of sophisticated cycle theft, well tackled by a secure hub. A really well thought out scheme, that has been highly effective."*



## Category 9 | Operator of the Year

Sponsored by



# Winner

## East Midlands Trains

### Great ambition

This is the second winning entry for East Midlands Trains, and deservedly so. The judges believed the operator showed great ambition with its attitude to cycling, and that its cycle policy took a friendly and helpful approach.

A focus on customer service shines through in the improvements East Midlands Trains have made, including better signing on trains, staff training, and heightened engagement with cyclists and cycle user groups. Those improvements have been implemented across the network so that cyclists can benefit regardless of where they are making their journeys.

On top of this, East Midlands Trains now have a portfolio of 7 large, secure hubs, and the number of people choosing to cycle to their stations is growing every year.

As previously mentioned, the idea of a train 'triathlon', which encouraged people to cycle to the station, take a train, then walk to their final destination, was extremely creative and engaging. Plus, the use of staff and customer surveys to inform the cycle strategy was well thought out. It is no surprise then, that complaints have fallen by 54% in the last year.

East Midlands Trains have now been selected to help market the new PlusBike campaign, which has been designed to provide customers with all the information they need when making a cycle-rail journey.

### *The judges praised the hard work East Midlands Trains have put in:*

*"East Midlands Trains are taking a lot of care over getting the details right. We loved the triathlon idea, and the way they are working hard to engage with their own staff. They offer a good mixture of the practical (bike health checks) and the creative."*

### Highly Commended:

#### South West Trains

#### *Impressive scale of delivery*

With an excess of 14,000 cycle parking spaces, South West Trains have the largest provision of cycle parking by any train operating company in the UK. As our judges said, "They do a good job, on a phenomenal scale".

The need for this amount of parking is due to the sheer number of cycle-rail journeys that take place in the region. It far outweighs all other operating regions, representing over 3% of all journeys on the network.

That's why in 2015/16 South West Trains was granted nearly £3.8m funding for improving cycle facilities via the Cycle-Rail Fund. This was a joint investment from DfT (primary sponsor), local authorities and the National Stations Improvement Programme. Work included the building of 8 cycle hubs, Sheffield stands and double decker racks, with shelters across 22 stations and individual hoops at 6 stations.

Overall the new cycle provision has been well received and well used by cyclists.



## Category 10 | Cycle-Rail Photograph Competition

Sponsored by



# Winner

Steve Smith: *A day out in Winchester*

### A lovely photograph, full of fun and excitement

Making the most of the new Winchester cycling hub, these two children look extremely pleased to be having a day out, starting off with a fun bike ride. The judges thought it captured the excitement of going on a cycle-rail journey and the pure pleasure of it. The fact that their bicycles would be safe and secure, ready for them when they return, is of course something that their grown-ups would be pleased about too!

The £400,000 cycle hub at Winchester station provides 100 new spaces for bikes as well as free maintenance equipment and real time passenger information screens. It is part of a bigger programme by the Cycle Rail Working Group to add 75,000 spaces on to the UK rail network to improve the experience for cycle-rail users.

These youngsters are making the most of this new facility for a fabulous day out. What better way to enjoy a cycle-rail journey?



## Outstanding Contribution

### Pat McCarthy: *Managing Director, Cyclepods*

#### Business Angel

Patrick McCarthy (Pat) came into our lives 11 years ago as an investor at Cyclepods, but the term 'business angel' is more appropriate due to the contributions he made.

Pat was not just a director but a mentor, inspiration, and a friend. He has had a huge impact on the lives of all at Cyclepods and his involvement in our shared "vision" has been paramount to our continued growth and success.

His sudden death has left us all shocked and devastated, but now more than ever we will make him proud! We are so thankful for the wisdom Pat has passed us, and all that we have learnt from such a fair, generous, caring and loyal man.

A truly great man.



## Sponsors

**Cyclepods** are all about bikes and cyclists. Our total focus is on helping cyclists feel more confident that their bikes are being held securely, and safely, in locations which fit with their travel and commuting plans. We specialise in Secured by Design rated products, state-of-the art Cycle Hubs, shelters and space-saving cycle storage solutions. Our Dutch two-tier bike parking system, the Easylift, is one of the most efficient and user-friendly designs on the market and we have now installed over 8,000 Easylift spaces across the UK Rail Network.

Travel with **Virgin Trains** and you'll arrive refreshed, relaxed and ready for anything. With almost 20 years experience in the rail industry, we know our stuff and are always working to make things even better for you. As a proud sponsor of the Cycle-Rail Awards 2016, if your trip starts on two wheels we've got you covered. We're building brand new Bike Hubs at some of our stations to keep your ride and joy safe. So, whatever your destination, jump on your bike or straight onto our trains and you'll be bound for glory.

**East Midlands Trains** is a long-distance UK train operator. EMT serve passengers travelling to and from London, from South Yorkshire, through the East Midlands, visiting the East of England or the North. Based in Derby, East Midlands Trains was formed on 11 November 2007, when the license to run the franchise for seven years came into operation. Due to a successful renegotiation in 2015, the franchise was extended and will now expire in 2018. EMT will continue to deliver the excellent customer service focusing on the whole customer experience.

**Abellio** is the international passenger transport subsidiary of the Dutch national railway company, Nederlandse Spoorwegen. Every day our people provide rail, bus and tram services to 1.7m customers across the UK, Germany and in the Netherlands. In the UK we operate buses through Abellio London & Surrey, as well as ScotRail and Abellio Greater Anglia train services, and Merseyrail in a joint venture with Serco.

The new **Great Western Railway (GWR)** franchise heralds a return of the historic and iconic branding in the south and west of England. GWR runs more than 9,000 services every week, calling at 277 stations. Its trains cover 70 million miles, carrying 90 million people every year to London, Bristol and Portsmouth, South Wales, the West Country, Cotswolds and Southern England.

Every fortnight, **Passenger Transport** brings you unrivalled coverage of your sector. Frequent and dependable, just like all the best bus, rail and tram services. A regular departure on the route to news, comment and analysis - a vital link for professionals and decision-makers.



## Supporters

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. British Cycling works across all levels and six disciplines of the sport, providing support to all, as well as being home to the hugely successful Great Britain Cycling Team.

The **Bicycle Association of Great Britain (BAGB)** is the national body representing the bicycle industry in the United Kingdom. Members include manufacturers, distributors and wholesalers of cycles, parts and accessories, and some major national retailers.

**Cycling UK**, formerly CTC, the national cycling charity has 67,000 members and has been working to inspire people to cycle and keep cycling for more than a century. It campaigns to protect and promote cycling with the motivation to create a healthier, cleaner world for today and for the future.

**Greentraveller** is a media agency that runs digital marketing campaigns on sustainable transport and tourism and produces consumer-facing products, including visitor guides and videos, and runs social media trips for the press. It also manages the award-winning consumer-facing website greentraveller.co.uk, which promotes green tourism businesses and holidays run by specialist tour operators that can be reached by train.

The **London Cycling Campaign** vision is to transform London into a healthier, cleaner and happier place to live, where cycling is a choice for any Londoner who wants to ride the streets conveniently and without fear.

The **Rail Delivery Group (RDG)** was set up in 2011 to provide leadership to Britain's rail industry, bringing together the owners of Britain's passenger train operating companies, freight operators and Network Rail.

**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.



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