

ATOC

National Cycle Rail Awards 2011

Presented at the Houses of Parliament,
Westminster, London, 2nd November, 2011

Hosts:

**Dr Julian Huppert, MP
and Ian Austin, MP**
Chairs of the All Party Parliamentary
Cycling Group

Speakers:

Rt Hon Theresa Villiers MP,
Minister of State, Department for Transport

Sponsored by:

broxap[®]
design & build



**Please walk your
bicycle when in or
around the station**

Foreword



As more and more rail passengers opt for two wheels to get to and from the station, cycling is playing an ever more important role in Britain's growing railway. 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 benefits of cycle and rail integration are compelling:

For the passenger, combining cycle and rail offers convenience, speed, affordability and transport that has a low impact on the environment, alongside clear health benefits.

For the train company, it provides a sustainable and practical way of getting passengers to and from the station, creating a model for increasing passenger numbers and accessibility to stations.

For the local authority, cycle-rail provides a long distance form of sustainable transport, providing mobility with low environmental impact. That in turn provides access to jobs and services, helping to support councils' efforts of improving quality of life for their communities and supporting economic growth.

The ATOC National Cycle Rail Awards are our way of celebrating and promoting the excellent work being done to promote cycle-rail integration. This year, we have received a record number of entries, doubling the number received in previous years. These come not only from train companies and other industry organisations but, more importantly, from cyclists themselves. The entries 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 more people to opt for "saddle and train".

We warmly congratulate all the finalists and winners and look forward to the high standards and increased take up of cycle-rail travel continuing in 2012.

Michael Roberts
Chief Executive
Association of Train Operating Companies (ATOC)

Awards background

Winners Toast sponsored by:



Now in their seventh year in this format, the awards recognise the progress made by the rail industry and associated organisations in encouraging integrated cycle-rail travel. ATOC has a clear aim to encourage the greater use of cycles to access the railway and the awards, by improving communication and the spread of best practice across the industry, enable ATOC and its partners to move closer towards fulfilling that aim.

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 ATOC National Cycle Rail Awards have gone from strength to strength and this year's field of entries were the best yet.

In thanks and recognition:

We would like to thank our speakers for their contribution and their ongoing support for cycle-rail integration:

Rt Hon Theresa Villiers MP,
Minister of State, Department for Transport

We would like to thank the All-Party Parliamentary Cycling Group for its continued support by hosting this year's event and Broxap for sponsoring the 2011 National Cycle Rail Awards.

We would also like to thank the individual sponsors:

Brompton Dock
First Group
Cyclepods
Abellio
First Capital Connect

In addition, we would like to thank our partners:

The All Party Parliamentary Cycling Group, CTC and Sustrans for their continued support and assistance in delivering the awards.

Judging for the 2011 Awards was carried out by:

Christian Wolmar
Railway journalist, author and historian

Martyn Brunt
National Cycle Network
Development Manager, Sustrans

Conrad Haigh
Integrated Transport Manager, Association
of Train Operating Companies

1.

Best Customer Service – sponsored by Brompton Dock Winner: Merseyrail

BROMPTON dock

Merseyrail has won the Best Customer Service Award because of its approach to and delivery of first class services for cyclists, and willingness to promote these services.

The judges were not just impressed with the scale of the changes implemented, but the evidence of success and personal testimonials of both stakeholders and customers. Merseyrail has made a strategic decision that cycling can play a part in its business plan and that customer service and satisfaction in this area will be integral to its success.

Merseyrail has traditionally been a cycle-friendly train company, the only one to offer unrestricted cycle carriage on train. Winning the DfT/Cycling England money provided an opportunity to extend cyclists' choice to include secure cycle storage. Merseyrail received very positive results from the July 2011 Bike 'n Ride evaluation. They have an enthusiastic senior team, excellent staff engagement, and a partnership approach to working with stakeholders.

Their Southport Cycle Centre offers secure parking for 122 cycles, plus a hire and repair facility. There is a high level of commitment and enthusiasm from the staff, who help to make it a pleasant experience to visit. They work closely with Sefton Council, British Transport Police and Merseytravel, the local Passenger Transport Executive, to deliver a high level of service.

Merseyrail's objectives are:

- To continue to promote cycle-rail integration through an improved offering of choice
- To create new journey opportunities for cyclists
- To encourage staff and passengers to lead healthier lives through exercise
- To demonstrate through actions of its leadership team a corporate approach to increase cycling patronage and make money for charity
- To have fun

186 customers have signed up to their "Go Cycle" scheme at Southport. The MVA report identified Merseyrail as the best performing train company in terms of percentage growth, with an increase in cycling patronage of 123%.

"It's great that you can use the bicycles anytime on the train and it's easy to use and convenient. The staff are always friendly and helpful."

(Lisa, passenger on Southport – Hunts Cross service, September 2011)

"The cycle centre at Southport is a fantastic facility and I now have the confidence to leave my bike all day, knowing it is safe and protected from the elements. It's also handy to have the repair facility in the centre, the staff are really knowledgeable and helpful and I have already used them to service my bike."

(Irene, Southport station, August 2011)

Highly Commended: Virgin Trains

Virgin Trains' approach to the promotion of folding bike hire on the network where the conveyance of conventional bicycles is limited and problematic, has earned them a commendation. The judges felt this represented a significant and innovative commitment to making the choice of cycle-rail easier for the commuter.

As a part of Bike 'N' Ride scheme, Virgin Trains has worked with Brompton Bicycles to bring folding bikes to its West Coast Main Line services out of Stoke on Trent. The project, branded 'Easy, Rider', created a brand new, state-of-the-art cycle parking and bike hire facility at Stoke on Trent station. The secure facility for 66 conventional bikes and 50 folding hire bikes was created out of disused station buildings with particular care to conserve the Grade II Star listed features.





2.

Best Local Government Scheme Winner: Eastleigh Borough Council

Eastleigh Borough Council has won the Best Local Government Scheme Award for its work with South West Trains on their strategic and integrated approach to station access and cycling issues.

The judges were very impressed not just with how the council took a holistic view of how cycling should be integrated at one station, but that this was part of a strategic approach to transport interchange across the borough.

During 2010-11, the council and South West Trains undertook a number of initiatives to improve access and facilities on or adjacent to stations. A range of cycle improvements has taken place such as:

Southampton Airport Parkway received 175 additional cycle parking spaces, a new cycle route linking Eastleigh to Southampton running through the station, complemented by a Station Travel Plan to promote sustainable means of travel. This included cycle stands adjacent to the new bus stop within the station to encourage cycle-bus integration.

Chandler's Ford Station has a new cycle gully on the footbridge, new cycle routes linking the station to schools and industrial estates, plus use of a redundant bus shelter for cycle parking.

Eastleigh Station has a new secure cycle compound being built, and will be linked to a new proposed cycle route to Bishopstoke complementing the additional 86 cycle spaces at the station.

Hedge End Station has had lockers installed, a new cycle route to the Rose Bowl cricket ground through a new housing development and the Rose Ball itself has had a realtime rail information display installed.

Netley Station has a new cycle route linking it to Hamble College plus promotion of the facilities via travel packs which have been created for the new housing development next to the station.

These schemes have been supported by ATOC, Hampshire County Council, Southampton City Council, BAA Southampton with assistance from the Three Rivers Rail Partnership. Eastleigh Council has ensured every station within the borough has received some level of cycle improvements and have complemented all of these with Station Travel Plans to promote sustainable access to rail services.

Passenger Mike Gregg said:

"The new facilities are excellent compared to what was there before. They now have a roof and space for 100 bikes which will encourage people to cycle and use them. I like the extra space and security with fencing and it's all on the platform."

Highly Commended: London Borough of Richmond

The judges felt that the London Borough of Richmond had provided good cycle parking facilities that had increased cycling to the station and that the wider facilities at Richmond had good potential for success in the future. A whole range of cycle improvements and initiatives have taken place within the borough. These include additional cycle stands at Richmond, Teddington and Mortlake stations plus a new secure cycle compound at Mortlake. The council has further supported these initiatives by working with South West Trains on introducing a cycle hire scheme at Richmond Station with 50 traditional and 20 folding bikes.

3.

Innovation – sponsored by First Group Winner Leeds Cycle point



The judges felt Leeds Cycle Point deserved the award for Innovation as it spearheaded a new approach to first-class provision for cyclists. It was also the delivery of one man's vision of how railways should provide for cyclists. If this was not enough, it was delivered in partnership, quickly and efficiently.

Feedback from cycle user groups show that they really value the facility and the statement it makes about how the operator values their custom and cycling's role as a feeder service to the railways.

Leeds CyclePoint, opened in September 2010, was the first facility of its kind in the UK. It is a striking new building dedicated to the needs of cyclists using Northern Rail's Leeds Station, and offers five core services:

- secure cycle storage
- cycle repair
- cycle hire
- equipment sales
- cycling information

CyclePoint is not just a unique integrated service, individually the five core services have many innovative, high-quality aspects including:

CyclePoint is staffed 7am-7pm and has access by secure swipe cards at other times.

The bespoke double-deck racks alongside permanent staff presence maximise security.

Information covers all passengers' requirements for planning journeys to or from the station, including a large wall map highlighting Leeds cycle routes, leaflets, and a train departure screen.

Customers receive expert help from Evans Cycles staff. CyclePoint is used to promote cycling safety courses and offers repair demonstrations.

CyclePoint is aligned with wider health and sustainable development policies, and integrated into local authorities' Local Transport Plans. It is also the hub of Northern Rail's new Leeds City region cycling network covering 111 stations.

The aim is to demonstrate an innovative new concept that promotes cycling to stations, helping to encourage additional passengers. The project included research on how to unblock barriers to cycle-rail journeys. Superior security, bike rental for onward journeys, detailed local cycling information and repair and retail facilities were designed to address concerns expressed by cycle users.

In September, 100 people had season tickets and on average a further 10 walk-up tickets were sold each day. CyclePoint complements the 150 free-to-use bike stands at the station. Abellio is committed to rolling out this concept and potential new sites are being explored across its franchises.

Highly Commended

Virgin Trains received a second commendation from the judges for its high quality cycle hub provision at Stoke on Trent. The judges felt that the emphasis on folding bike provision built on the Cycle Hub concept, enabling end to end travel and facilitating onward journeys. As a part of the "Bike 'n' Ride" scheme, Virgin Trains has worked with Brompton Bicycles to bring folding bikes to its West Coast Main Line services out of Stoke on Trent.



4.

Cycling Champion Winners Ian Hall & Phil Dominey



This year's Cycling Champion award was fiercely contended with nine nominations for five candidates, all of whom were worthy winners. In the end the judges were unable to distinguish between the final two candidates and we have two joint winners.

Ian Hall, Northern Rail

Ian Hall is an enthusiastic advocate of cycling both within the Northern Rail Cycle Forum and in his dealings with members of the public interested in cycling issues.

Ian became joint chair of the Forum with Paul Salvesson in late 2009, taking over as Chair in January 2010. During late 2009, he acquired responsibility for managing the Northern Rail Bike 'n' Ride project, under which better cycle parking facilities have been installed at 111 stations in the Leeds area.

Both as Chair of the Forum and in his stewardship of the project, Ian has demonstrated more than a duty of commitment to the work and, in particular, to seeking solutions to questions and issues raised by Forum members, customers and partners. A few examples of Ian's work in the past couple of years illustrate the extent to which he has gone out of his way to promote cycle-rail integration:

Soon after taking over as Forum chair, Ian extended the Northern Rail website to include a "Cycling" link. Within this he has set out resources useful to cycle users and established a link to the voluntary Northern Rail Cycle Forum.

When it became clear that the Bike 'n' Ride project could not provide facilities at Hornbeam Station because of a lack of space, Ian contacted the local authority and agreed to site facilities on local authority land adjacent to the platform. When a Forum member in mid-Cheshire raised the problem of local children wanting to take bikes on trains to school, Ian pioneered the first UK school cycle registration scheme.

He has arranged for voluntary 'Pedal Ready' cycle trainers to have railway passes to enable them to get round the region to do their work.

Ian has enhanced the three-times a year Forum meetings by introducing a regular social bike ride, usually after the meeting. This unites members and reminds everyone why they volunteer.

As well as initiating the Summer Series of bike events to promote new Bike 'N' Ride facilities, Ian took part in some events, notably the evening social ride at Garforth timed to coincide with the Tour de France. Ian appeared on his bike wearing beret and striped T-shirt to lead the way.

His actions and work have raised the profile of cycling within Northern Rail, enhanced the status and influence of the Forum and promoted the message to all those who have come in contact with the company and the Forum that there is a "can-do" mentality towards cycling. While it is not always possible to achieve precisely the outcome that complainants and enthusiasts want, Ian communicates willingness to work to find a solution.

Nominated by Les Webb & Simon Geller, Joint Secretaries,
Northern Rail Cycle Forum



Phil Dominey, Stakeholder Manager, South West Trains

Cycling is not the main part of Phil Dominey's role within South West Trains (SWT). However, through partnership working with local authorities, ATOC, Transport for London (TfL), Sustrans and cycle companies, SWT has transformed cycle access to stations with three cycle hire schemes, six new secure cycle compounds and 1,500 new bike spaces across their network.

Phil wrote the successful bid for the DfT Bike 'n' Ride project, which formed the basis for the cycle transformation. This was further developed through partnership working to not only raise additional funds for the projects but also to link up to complementary schemes such as cycle networks and routes to and from stations and to deliver improved and secure cycle parking provision at those stations.

Phil has looked wherever possible to link up with new cycle routes such as Hilsea and St Denys and to engage with cycle initiatives such as a new mobile cycle repair facility at Southampton Central and Salisbury.

All of these initiatives have resulted in a 10% growth in overall usage, and the Bike 'n' Ride evaluation also shows how much passengers are delighted with the new facilities. This has resulted in Local Transport Fund bids submitted by local authorities including future working with SWT to continue the partnership working – all have cited the successful relationship with SWT to meet their Local Transport Plan and Station Travel Plan objectives.

"Eastleigh Borough Council has been working with Phil Dominey for many years. Over this period of time, his commitment to encouraging cycling to railway stations has been full of enthusiasm. Locally he sits on the Three River Rail Partnership, playing a fundamental role within the group and he has also helped in the creation of station travel plans for Eastleigh, Southampton Airport Parkway and Chandler's Ford stations, working with us to deliver actions within the plans."

Sarah Wallbridge, Eastleigh Borough Council

"Phil was given the unenviable task of being lumped with the first Brompton hire pilot in Waterloo some three years ago. From the start, Phil took the time to understand what we were trying to achieve both with the Waterloo pilot and with the project in the widest sense. He got what we hoped to achieve and his incredible passion, energy and enthusiasm slowly began to win over all the sceptics and by some miracle the pilot got off the ground."

"From the first days at Waterloo to the stage we are now at with the first Dock in Guildford, one soon to go in to Manchester and others to follow in Ealing, Hounslow and Greenwich, Phil has been the man who, not for personal gain, has put in time and effort to support us to get the project off the ground. All in all he has gone well beyond the call of duty in supporting our project and I strongly believe that his motivation is that he believes in the principles and wants to see integrated transport and more people on bikes."

Will Butler-Adams, Managing Director, Brompton Bicycle Ltd

5.

Station of the Year Winner: York Station, East Coast Trains

The judges were very impressed with the lengths gone to and the scale of the works delivered to make York truly accessible from all approaches. Real thought has gone into the facilities at York to ensure that they deliver all that cyclists require.

York has a traditionally high level of cycle use for commuting and was one of 13 'Cycle Demonstration Towns' in the UK. As part of its route-wide station improvements programme, East Coast has worked in partnership with the City of York Council to develop York Station into a cycle-rail hub by improving facilities and access to rail services to encourage more cycle-rail commuting and leisure travel, and in turn supporting the council's sustainable travel plan.

The improvements carried out at York Station have been designed to encourage more cycle-rail commuting by:

- providing better access to and from the station
- making optimum use of existing cycle rack capacity
- offering safe, secure cycle parking provision
- creating superior links to the National Cycle Network in the vicinity, for arriving and departing touring cyclists
- working with local businesses and charities to introduce complementary facilities for cyclists in one central location

Along with its partners, East Coast has brought the following cycling improvements to York Station over the last year:

- Improved access: two new ramped gateways have been installed, making access easier and quicker for cyclists to and from both the north and south ends of the station
- Cycle Heaven: a local retailer has opened a new repair, cycle hire and shop at the station
- Increased capacity: East Coast works with local recycling initiative, the Bike Rescue Project CIC, to remove abandoned bikes and recycle them
- Safety: all cycle racks within the station are monitored by CCTV providing safe, secure parking facilities.
- In partnership with British Transport Police, East Coast also operates a number of security initiatives

Success measures:

- Safer access for cyclists to/from routes around the station
- The works complement other cycling improvements made in the city
- The 400 secure cycle parking spaces have resulted in increased use of the station and services

- Increase in capacity as a result of cycle recycling scheme freeing up 47 spaces this year.

"We've been waiting for this for 30 years, it's fantastic."
(York resident on opening of new access ramps).

"Makes life so much easier and provides better access to the National Railway Museum, not just for cyclists but also pedestrians and those with restricted mobility."
(York resident)

Highly Commended: Purley Railway Station, Southern Railways

The judges were very impressed with the lengths and measures that had been gone to, to provide for cyclists both in the station and on the forecourt. This was made even more impressive because it was delivered in a very confined area.

The station has recently gone through a large regeneration programme with Network Rail which included the station becoming step free with installation of lifts to all platforms. The new cycle area was designed to increase cycle parking availability by increasing the number of spaces from 10 to 60.

The Purley Station scheme has only just been completed but has already made a significant difference to transport integration at the station. The improved and extended cycle parking facility is well used and blends well with the taxi rank, drop off point and accessibility parking. With so many modes of transport integrating on one station forecourt, it is a credit to the design that it works so seamlessly. This project brought together local stakeholders to bring real benefits to local residents, passengers and the environment.



6.

Operator of the Year – sponsored by Cyclepods Winner: South West Trains



The judges were impressed with the lengths South West Trains go to, both on and off trains, to accommodate cyclists and deliver a great service to them.

Through partnership working, they have delivered more cycling facilities than any other train company and have shown innovation with new concepts such as Brompton Dock, a vending machine for hiring folding cycles at Guildford Station.

South West Trains has always been proactive in encouraging cycle-rail integration and this year has worked to encourage greater use at stations by delivering additional facilities, opportunities and linking these into local authority highway schemes.

Through partnership working with ATOC and local authorities, South West Trains has delivered around 1,500 additional bike spaces, introduced three cycle hire schemes and installed six new secure cycle compounds. There have been improvements at 30 stations which have resulted in approximately 50% of passengers coming through South West Trains stations benefiting from improved facilities. The infrastructure schemes are complemented by behavioural change initiatives such as security tagging, Bike Breakfasts and Bike Surgeries.

South West Trains aim to encourage greater cycle usage to and from stations and to give people an opportunity to consider cycling as their preferred choice of travel to the station.

This has been achieved by:

- Identifying new opportunities to promote cycling such as extending trains and carrying out on-board and station announcements for major cycling events
- Working with local authorities to improve cycle signage around stations
- Ensure that cycle areas on trains and stations are kept clear of luggage, signed and available for use

- Re-issue Cycle Policy to ensure passengers have a clear understanding of provision
- Making the most of funding through partnership working including ATOC, TfL, local authorities and Brompton Dock.

There has been a transformation of cycle facilities and cycle usage to the stations as a result of these measures. Through Bike 'n' Ride, South West Trains has seen a 10% growth in overall usage and a 9% modal shift to cycles increasing on what were already high usage figures. The Bike 'n' Ride report also shows how much the passengers are delighted with the new facilities and South West Trains states that it intends to continue working in partnership to deliver further infrastructure schemes and new initiatives to continue the modal shift towards cycling.

Highly Commended

The judges were very impressed with the relationship Merseyrail has with its stakeholders and the step change in cycling provision they have achieved this year. They have moved from on-train provision to extending facilities at stations and this has resulted in a significant percentage increase in cyclists using their network.

“Go Cycle is an excellent scheme and fits in well with the County Council's aspiration to see more people cycle as part of their daily commute. Many cyclists are put off by the lack of secure places to leave their bike during the day, so the bike cage is an excellent development and provides a secure and safe place to leave a bike. This project complements the recent refurbishment of Ormskirk station.”

Richard Watts, Rail Projects Manager & Community Rail Partnership Secretary, Lancashire County Council





7.

Best Station Travel Plan Measure for Cycling Winner: Purley Railway Station Travel Plan

The judges liked what Southern Railways are doing at Purley, and thought that the project simply made it easier for cyclists. It was felt that they had given a lot of thought to the end-to-end journey and done all they could to assist the cyclist at every stage.

The station has recently gone through a large regeneration programme, included becoming step free with installation of lifts to all platforms. Before this project, Purley had parking provision for 10 cycles. With an annual footfall of nearly three million passengers and recommendations from the Station Travel Plan centred on improvements to cycling, signage and access, a business case was evident for improvements to the whole passenger experience.

The Station Travel Plan consulted widely with stakeholders and key recommendations included:

- Increase the provision of cycle parking and improvement of current provision
- Improve signage to local destinations
- Promotional campaigns linked to the cost, convenience and speed of using walk and cycle modes
- Improve the pedestrian link to the High Street with additional lighting and surveillance (CCTV)
- Propose the need to improve gyratory system for cyclists to the council
- Improve security at station through CCTV provision

Following these recommendations, the aim of the project was to make access to the station easier. By redesigning the layout of the forecourt to better accommodate all modes of transport, passengers would have improved travel options available to them. The project also went hand in hand with the council's regeneration of the roads and pathways in the area.

Improved cycle parking was a priority in this regeneration scheme. With only 10 spaces available for cycle parking at the front the station, the forecourt regeneration scheme was a key opportunity to improve facilities at the station. The new cycle area was designed to increase cycle parking availability by 600%, from 10 to 60 spaces. To fit in with the station environment, a modern stainless steel and glass

structure was chosen providing space, light and weather cover. In addition to increasing the number of cycle spaces, Southern ensured that the new facility was adequately lit by energy efficient lighting and covered by CCTV.

To complement the structural changes to the station forecourt, £10,000 was invested in signage across the station. The Station Travel Plan identified that way-finding signage was poor and that access around the station could be substantially improved through introducing key location signage. The result was upgraded station signage with a new welcome and local information sign placed at the front of the station.

Highly commended: Leighton Buzzard

The judges were very impressed with the effective use of partnership working and the development of facility provision, implemented in unison with a strategic marketing plan. Robust monitoring showed that even where car parking has been increased, cycling could be encouraged if the marketing and facilities are done well. Combining these initiatives with much wider works to promote cycling in Leighton-Linslade has also helped to develop a local culture of cycling.

The primary aim of this project was to get more people cycling around Leighton Buzzard, of which cycling to the station has been a key part.

On average, there has been a 68% increase on the average number of cycles parked. Up to 80 parked bicycles have been recorded at the station. In addition, there has been a 71% reduction in the number of bicycles chained to fences and lighting columns around the station, and more than 75 bicycles were loaned as part of the Go Cycle Rail Station Commuter Promotion.

8.



Partnership Working - sponsored by Abellio Winner: Northern Rail

Northern Rail's approach to cycle stakeholder engagement is a well known best practice example. Through their work with the Northern Cycle-Rail Forum they have gone well beyond consultation.

The forum is a partnership helping to develop and implement solutions to cycle-rail issues and has been an effective tool to both the train company and cyclists in achieving their goals. The judges were not just impressed with this but with the list of 57 listed partners in the submission. Northern's approach to cycle-rail integration doesn't just focus on a single project. Their approach is at the heart of all cycling projects, engaging with local communities as part of a consultative process to ensure that the delivered results meet expectations.

Developing a strong cycle-rail integration proposition helps Northern reinforce its vision of "realising the true potential of local rail as the most sustainable means of connecting people to opportunities".

Partnership working is central to the strategic delivery of all cycle-rail activities at Northern. During this year, Northern has demonstrated how it has involved many organisations to develop their cycling strategy: delivering their Bike 'n' Ride project; launching Leeds CyclePoint and introducing the St Ambrose College school registration scheme.

Examples of partnership working by Northern during 2010-11:

- The Northern Rail Cycle Forum meets three times per year to understand and meet the needs of cyclists across the Northern network. The Forum has 35 regular attendees and was responsible for delivering and publishing Northern's Cycling Strategy
- The Bike 'n' Ride project delivered secure, sheltered cycle parking for 111 stations around Leeds. They adopted a consultative process involving up to 10 people visiting each station to ensure facilities met the needs of local stakeholders
- The Summer Series local marketing campaign, delivered at eight Northern stations, involved the support and help from over 50 organisations and many more volunteers

- A survey of more than 350 people through their Summer Series campaign identifying barriers to cycle-rail issues
- Leeds CyclePoint was delivered with partnership funding and support from Network Rail, Abellio, Northern and Metro
- Working in partnership with St Ambrose College, the Mid-Cheshire Community Rail partnership and Northern conductors, Northern delivered the first school registration scheme to ensure pupils could take their bikes on the train to schools

Highly Commended: First Capital Connect and Hertfordshire County Council

The judges were greatly impressed with the activities of First Capital Connect (FCC) and the County Council in encouraging cycling to station in an area of the country that has traditionally been heavily car dependent. Since the start of the FCC franchise in April 2006, they have worked in partnership with Hertfordshire County Council to improve the integration of train services and other modes, including the provision of good facilities for cyclists. The council has provided substantial funding for several major capital projects including cycle parking. As a result of this partnership working, the quality and quantity of cycle parking at FCC's Hertfordshire stations has improved enormously. In November 2010 the relationship between FCC and Hertfordshire County Council was formalised through the signing of a Quality Rail Partnership Agreement.

Fourteen Hertfordshire stations have benefited this year from additional cycle parking through funding from Hertfordshire County Council. The project was completed in August 2011 and provides racks for an additional 534 cycles, plus new shelters at most stations.



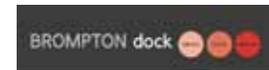
Sponsors & supporters

Headline Sponsors



The headline sponsors of this year's event are Broxap Suppliers & installers of; shelters & cycle storage solutions; covered walkways; platform & concourse canopies; passenger shelters & enclosures; fabric structures and entrance canopies – www.broxap.com

Award Sponsors



Best Customer Service – sponsored by Brompton Dock
Brompton Dock is a new automated folding bike hire system. Simple, convenient folding bike hire.



Innovation – sponsored by First Group
FirstGroup plc is the leading transport operator in the UK and North America with revenues of over £6.4 billion. We employ some 125,000 staff throughout the UK and North America and transport some 2.5 billion passengers a year.



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



Partnership Working - sponsored by Abellio
Abellio is an international public transport company which delivers rail and bus services to 700,000 passengers every day. In the UK Abellio operates the rail companies Merseyrail and Northern Rail, and the bus companies Abellio London & Surrey. For more information visit www.abellio.com



Winners Toast - sponsored by First Capital Connect
First Capital Connect operates trains between London, Brighton, Bedford, Peterborough, Cambridge and King's Lynn over the UK's busiest rail network. Our parent company FirstGroup is the UK's largest rail operator, responsible for around 500 stations and carrying around 400,000 passengers every day.

Partners and supporters



ASSOCIATION OF TRAIN OPERATING COMPANIES

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.



CTC - the national cyclists' organisation was one of the founders of the National Cycle Rail Awards. CTC provides advice to cyclists about the best way to combine bike and rail.



Sustrans makes smarter travel choices possible, desirable and inevitable. We're a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day.

ATOC

broxap[®]
design & build



Designed and printed by
www.be-different.co.uk