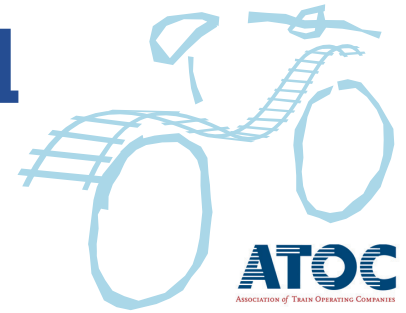


# National Cycle-Rail Awards 2011



## Announcement

ATOC National Cycle Rail Awards - sponsored by **broxap**

The 2011 ATOC National Cycle Rail Awards, sponsored by Broxap, will be held on 2nd November in the House of Commons Members' Dining Room, in conjunction with the All Party Parliamentary Cycling Group.

### Awards background

Now in their seventh year in this format, the awards recognise the progress made by the rail industry and associated organisations towards 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 spreading of best practice across the industry, enable ATOC and its partners to move closer towards fulfilling that aim.

### Who attends the awards?

The awards are supported by the All Party Cycling Group and attended by Ministers, Members of Parliament, Lords and key players in the cycle and rail industries.

### Media coverage

The awards are held in high esteem by the industry and often lead to coverage in general media and specialised industry press in the cycle and rail sectors.

### Award categories

This year there are eight categories, with the addition of one new award to recognise the benefits provided to cycle-rail integration by Station Travel Plans.

ATOC National Cycle Rail Awards - sponsored by Broxap

1. Best Customer Service – sponsored by Brompton Dock
2. Best Local Government Scheme
3. Innovation – sponsored by First Group
4. Cycling Champion
5. Station of the Year
6. Operator of the Year – sponsored by Cycle Pods
7. Best Station Travel Plan Measure for Cycling
8. Partnership Working - sponsored by Abellio

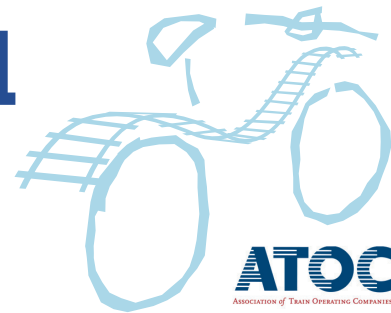
### Winners toast - sponsored by First Capital Connect

Application forms will be available from ATOC ([cycle-railawards@atoc.org](mailto:cycle-railawards@atoc.org))

Entry Form can be downloaded from:  
[http://cyclerrail.com/images/generic/NCRA\\_entryform11.pdf](http://cyclerrail.com/images/generic/NCRA_entryform11.pdf)

# National Cycle-Rail Awards 2011

## Announcement



### ATOC National Cycle Rail Awards sponsored by Broxap

#### The background

The Association of Train Operating Companies' (ATOC) Cycle Rail Awards, sponsored by Broxap, recognise the progress made by the rail industry and associated organisations towards encouraging the integrated use of bikes and train travel.

The rail industry has held similar awards since 1997, when the Cycle Mark award was launched. They ran in that form for three years and, following a break in 2000, were re-started in 2001 with the support of the Strategic Rail Authority (SRA). Another break in 2003 was followed in 2004 by the creation of the Connections Awards, which were sponsored by the SRA and ATOC. 2011 is the seventh year of the National Cycle-Rail Awards co-ordinated by ATOC. The numbers of entries and nominations have risen since ATOC's involvement, reflecting the industry's changing approach to cycles and trains

#### Categories & criteria

##### Categories

The award categories for the 2011 Cycle-Rail Awards were as follows:

• Please click the category name to show criteria (opens in separate window) and for case study information (click on 'case study' to view a case study for that category PDF format).

The categories are:

1. Best Customer Service – sponsored by Brompton Dock
2. Best Local Government Scheme
3. Innovation – sponsored by First Group
4. Cycling Champion
5. Station of the Year
6. Operator of the Year – sponsored by Cycle Pods
7. Best Station Travel Plan Measure for Cycling
8. Partnership Working - sponsored by Abellio

Entry forms will be available from 1st August 2011 and the closing date for entries is 30th September 2011.

Nominations can be submitted by train companies or by individuals, local government and other organisations.

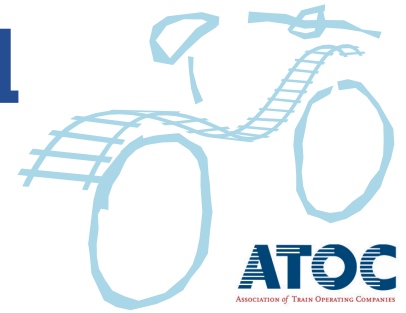
The categories are:

#### 1. Best Customer Service – sponsored by Brompton Dock

This category is open to train companies, local authorities and station managers and welcomes nominations from individual users who have experienced quality in a rail journey with their cycle. It will reward improvements or excellence in overall customer service for people wishing to make journeys using cycle and train. Train companies, local authorities, station operators or members of the public may nominate individual members of staff who have provided outstanding service for the cyclist.

Continued...

# National Cycle-Rail Awards 2011



## Announcement

### Criteria:

The judges, taking into account user experience, will look for improvements that might include:

- Staff knowledge and helpfulness
- Signage inside and outside trains
- The extent and quality of on train cycle carriage
- Cycle reservation systems
- Information provision
- Value added services, such as bike rental, repair or rescue
- Genuine long term innovation in services to cycle users

## 2. Best Local Government Scheme

This category is open to local authorities, who have developed specific plans to encourage the use of cycles and who have made a contribution to improving integration of cycle and rail.

### Criteria:

The judges will look for improvements that might include:

- Introduction of bike lanes around railway stations
- Provision of information, including marketing initiatives
- Investment in bike shelters or storage facilities
- Partnerships with train operators

## 3. Innovation – sponsored by First Group

This category is open to train companies, station managers, local authorities, cycle groups and anyone else involved in providing services that integrate cycling and rail travel.

### Criteria:

The judges will be looking for any initiative that aids or encourages integrated bike and rail journeys in an original and creative way. Nominations and entries should demonstrate:

- The uniqueness of the project in question which should not simply be a rehash of approaches adopted elsewhere
- How the initiative makes integrated cycling and train travel easier
- How the project opens up or encourages cycle-rail journeys to new markets or passenger groups by either removing obstacles or providing a needed facility or service.

## 4. Cycling Champion

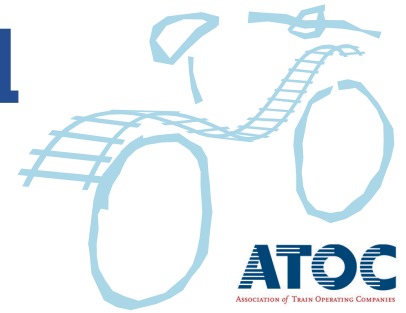
This category recognises the people who have done more than most to help and encourage those who use trains and cycles to make a journey. The category is open to staff from train operators and station managers, local and regional authorities, national government, cycle campaigners and anyone else involved in the integration of cycle and train travel.

Representatives from all of the above and members of the public may nominate individuals who have gone above and beyond the call of duty.

Nominations are particularly encouraged from individuals who know of someone who deserves to be recognised for their efforts to improve cycle rail integration.

Continued...

# National Cycle-Rail Awards 2011



## Announcement

### Criteria:

The judges will be looking for:

- Examples of how an individual has gone above and beyond the call of duty when dealing with person or persons involved in a journey including trains and cycles
- Any individual that has shown unique initiative or implemented a scheme that has made a significant difference to the integrated use of cycles and trains
- Expressions of gratitude or praise from members of the public or from the individual's supervisor or manager.

## 5. Station of the Year

This category recognises a station that has improved the most relative to its size. Entries and nominations are encouraged for stations of any size.

Judges will consider evidence of sustained improvements that will include one or more of the following:

- Station access for cyclists
- Cycle friendly station areas
- Station cycle parking facilities
- Cycle passenger information at or about the station
- Station and platform signage
- Overall ease of use

## 6. Operator of the Year – sponsored by Cycle Pods

This category recognises train companies who have achieved excellence in the consistent delivery of services, facilities and information to encourage the integrated use of cycles and trains.

Judges will consider evidence of consistent delivery of one or more of the following:

- A clear strategic policy to encourage the integrated use of cycles and trains
- Evidence that relevant staff have been briefed thoroughly about the policy
- Evidence that the policy has been implemented consistently throughout the company
- Evidence of user satisfaction of the company's services, information, employees and facilities

## 7. Best Station Travel Plan Measure for Cycling

This award recognises the role that station travel plans can play in promoting cycling as an access and egress mode to stations and in encouraging cycle-rail as a preferred option of travel.

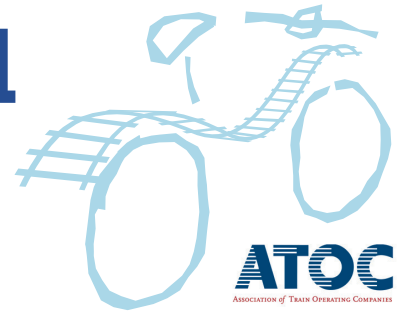
- Details of measure taken (physical, psychological or promotional)
- Reason for implementation
- Output of measure (what was created?)
- Outcome of measure (what was the result?)
- Evidence of mode shift and how that was measured
- Added value (where there any additional benefits outcomes?)

## 8. Partnership Working - sponsored by Abellio

Most cycle-rail activities would not be possible or effective if left to be delivered by one organisation alone. This award recognises the importance of partnership working to produce many of the facilities and activities that lead to cycle-rail integration.

Continued...

# National Cycle-Rail Awards 2011



## Announcement

The partnership could be between train companies and a local authority, several rail industry stakeholders such as TOC, ATOC, Network Rail, RSSB, TRANSEC, Office of the Rail Regulator (DfT) etc, local authority and local stakeholders and partner organisation, or any other multiple stakeholder groups.

The submission must show how the partnership has led to a level of co-operation or output that has produced facilities, service or change in activity that would not have happened had it been left to one organisation to deliver on their own.

## Sponsors & supporters

### Headline Sponsors

The headline sponsors of this year's event are Broxap



Broxap is a family owned and operated business, established in 1946. As a specialist supplier and installer, Broxap design & build covered areas, including; link walkways; platform & concourse canopies; passenger shelters & enclosures; and entrance canopies. Covered cycle storage solutions is also a major part of the business, and many areas installations have been provided for use in rail, with a view to improving facilities for the growing numbers of commuters using the rail service(s).

Broxap also designs, manufactures and installs pedestrian parapet systems & architectural balustrade, as well as nylon coated "warm to touch" handrail systems. Furthering their portfolio of products Broxap also supply; security bollards & access control equipment; litter bins & recycling units; seating & benches; signage systems; and, other public realm furniture.

As suppliers to contractors, local authorities, passenger interchanges, education & health sectors, M.o.D, retail & leisure parks, as well as private, residential and many others, Broxap promotes itself as the single source solution for beautifying outdoor spaces.

### Corporate Objective

Our dream is to see Broxap products in every town and village, as well as every organisation throughout our wonderful United Kingdom.

### Award Sponsors

Best Customer Service – sponsored by Brompton Dock



### Brompton Dock

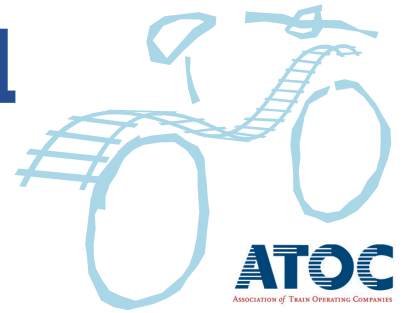
#### Unfold travel freedom

Brompton Dock is a new automated folding bike hire system. Simple, convenient folding bike hire. Brompton consider it a new concept in flexible personal travel. The automated unit which is accessed by a smartcard, gives members the freedom of a Brompton bike whenever needed and for as long as they want. There's no maintenance, no lugging heavy security locks around the bikes can be folded and stored almost anywhere.

Continued...

# National Cycle-Rail Awards 2011

## Announcement



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.

We are Britain's largest bus operator running more than one in five of all local bus services. A fleet of nearly 8,000 buses carries 2.5 million passengers a day in more than 40 major towns and cities. We also operate Greyhound UK providing regular services each way between London and Portsmouth and London and Southampton.

We operate passenger services in the UK, including regional, intercity and commuter services - First Great Western , First ScotRail , First Capital Connect, First TransPennine Express and First Hull Trains , a non-franchised open access operator. We also operate the Croydon Tramlink network on behalf of Transport for London carrying some 28 million passengers per annum.

Operator of the Year – sponsored by Cycle Pods



Cyclepods Ltd launched in 2006 to transform and revolutionise cycle storage. Since inception, Cyclepods Ltd have developed, designed and manufactured new innovative cycle storage solutions.

We believe that cycle storage doesn't need to be ugly! We are the only cycle storage company which is Carbon Neutral providing a range of stylish, secure and space saving solutions, all of which are manufactured in the UK from either 100% recycled or recyclable materials.

Partnership Working - sponsored by Abellio



Abellio is an international public transport company which delivers rail and bus services to over 700,000 passengers every day. In the UK we operate the rail companies Merseyrail and Northern Rail\*, and the bus companies Abellio London & Surrey.

In mainland Europe we operate bus and rail contracts in several federal states in Germany through Abellio Deutschland, and bus contracts in the Czech Republic through Probo Bus.

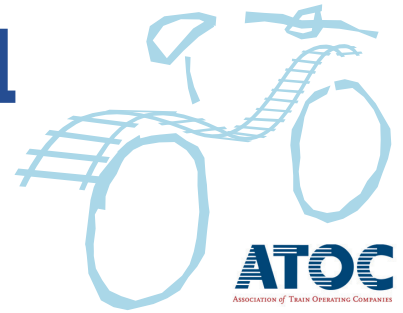
Our parent company Netherlands Railways, operates reliable, punctual and innovative rail and bus services on one of the highest density transport networks in Europe.

\*In a 50:50 joint venture with Serco

[www.abellio.com](http://www.abellio.com)

# National Cycle-Rail Awards 2011

## Announcement



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 on First train services.

Our aim is to get the basics right and provide a train service which is punctual and reliable, clean and safe. Our vision is: Your journey, Your choice, Your railway.

## Partners and supporters



The Association of Train Operating Companies (ATOC) manage, coordinate and support the National Cycle-Rail Awards, a major awards scheme rewarding the work of individuals and companies all over Britain. As the voice of the passenger railway, ATOC represents train companies to the government, regulatory bodies, the media and other opinion formers on transport policy issues.



The All-Party 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. Activities of the APPCG include an annual bike ride in June, regular meetings with invited speakers, an annual reception tea, and study tours to see what other countries are doing to encourage cycling.

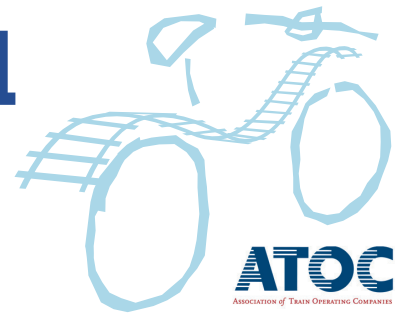


CTC - the national cyclists' organisation was one of the founders of the National Cycle Rail Awards and continues to promote them enthusiastically amongst the cycling community. Director Kevin Mayne says "Celebrating successful cycle rail initiatives is a way of showing what is possible in the sector and setting benchmarks for others to reach."

CTC gives successful entries considerable additional exposure by referring to them in its publications and promotional work with the public, local and national government and the media. It also provides one of the most extensive cycle tourism advice services in the country and recommends public transport options for all its services, bringing more customers to cycle friendly rail operators.

# National Cycle-Rail Awards 2011

## Announcement



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. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

### Contact

National Cycle-Rail Awards  
Conrad Haigh  
ATOC  
3rd Floor  
40 Bernard Street  
London  
WC1N 1BY

T: 020 7841 8052  
E: [conrad.haigh@atoc.org](mailto:conrad.haigh@atoc.org)