

National Cycle-Rail Awards

Case Study: Most Innovative Approach to Cycle-Rail Integration

South West Trains - 2006 Winner

i) Background

There is a very high rate of cycle crime in the UK and commuters' cycles at stations are often targeted simply because the perpetrator knows the owner will be away for the majority of the day. We, along with the British Transport Police wanted to raise awareness of cycle crime and show our passengers what steps they could take to make sure they don't become a victim of this type of crime. It wasn't obligatory for South West Trains and BTP to run this project but we felt it would be of benefit to our passengers.

ii) Project description

The cycle roadshow visited key stations across South West Trains' network to raise awareness as to the risk of cycle crime across our network. The BTP's Crime Reduction Officer and South West Trains' staff were available to give advice on the best locks to use for example.

iii) Project objectives

To deter potential thieves by making cycles traceable through a national database, as well as making people aware of the best locks and the best way to lock their bikes in our station facilities. We put together an information pack, consisting of a cycle security recommendations leaflet, frame marking labels and information on registering your bike at a Home Office approved website.

iv) Project partners and responsibilities

BTP officers, South West Trains' managers and TravelSafe Officers and, where available, local authority/Home Office Police Officers all staffed the roadshows. All attendees were responsible for helping passengers and explaining what we were doing and why and how we can help them to help themselves.

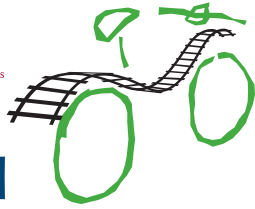
v) Project financing

The project was set up with minimal costs to all organising parties. The only costs incurred were the printing of the information leaflets, the protective marking labels and the cost of providing staff to run the roadshows. The beauty of this project is that we were able to inform our passengers about the risk of cycle crime without incurring any excessive costs.

vi) Success measures

It is difficult to measure the success of the project as the aim wasn't to directly reduce the number of incidents, rather to raise awareness to the issue in to make people more conscious and careful when leaving cycles at our stations in the hope that they would heed our advice and purchase the locks we recommended and to actually add their cycle to the database we recommended. In terms of raising awareness we definitely did this as the roadshows were well attended and we even rolled it out to more stations. Cycle crime on the whole is on the rise but through this roadshow we gave people advice on how best to make sure they didn't become a victim. Whether people actually took that advice cannot strictly be measured but the levels of attendance at the shows suggests cyclists are keen to find out how they could best protect their cycles.

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vii) Reflections

The one thing that we could have benefited from was a strict way of determining the success of the project. Once the show was over we were reliant on the individual to take the steps we recommended to make their cycle secure. The project is on going though and should we run the roadshow again it will be something we look at carefully. We received very positive feedback from the CTC, the national cyclists association, so when looking at how we would run the roadshow again it would be worth holding some consultation with the group again to see what further aspects they would add to the show.

viii) Summary

Working with the BTP we came up with an action plan to proactively reduce cycle thefts on South West Trains' network. We identified the best stations to visit through BTP crime figures for cycle crimes at those stations. The shows were held between 6-9am to target the times when most cyclists arrive at those stations.

ix) Contact and further information details

www.ctc.org.uk

www.southwesttrains.co.uk

