

National Cycle-Rail Awards

NewsWheel

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www.cyclerrail.co.uk

Cycle + train = winning combination



Cycling is a great way to travel and the health and environmental benefits are fantastic; however it can be impractical for long journeys. The railway is perfect for travelling long distances in a short space of time but only delivers passengers to very specific station stops. However, a combination of the two offers the best of both worlds – cycle and rail travel is fast over long distances, a good form of exercise, great for the environment and allows users to reach their final destination with ease.

Now in their seventh year, the National Cycle-Rail Awards were established to celebrate and reward the individuals, organisations, train operators and government communities who are making this form of integrated travel a reality. Thanks to them, more and more people are getting on their bikes and getting their bikes on trains, to reduce not only the size of their waistbands but also the number of cars on the roads.

The Awards, which are attended by train operators and cycle groups alike, recognise a wide spectrum of contributors – from individuals running special cycle hire schemes for rail users to city councils constructing designated cycle paths between train stations and town centres.

This year the Awards will be held at the Novotel, London Euston on Friday 24 October and we would like to hear who you think is making a significant contribution to increasing and promoting integrated bike and train travel.

You can make a nomination on behalf of a colleague, an employer, an organisation or even yourself. We are interested in hearing about every link in the cycle-rail chain – from the installation of cycle facilities at stations to individuals who go that extra mile to ensure cyclists using the rail network have a more pleasant experience.



Entries can be submitted online at www.cyclerrail.co.uk before Friday 5 September.

For more information about the Awards contact Simon King on 01444 473588 or email simon@woodhousecommunications.co.uk. See inside for award categories.

Giving the awards a push

We meet some of the organisations supporting this year's Awards

Five in a row for ATOC



ASSOCIATION OF TRAIN OPERATING COMPANIES

The Association of Train Operating Companies (ATOC) first became involved with

the National Cycle-Rail Awards in 2002 and this is their fifth year as the Awards' main sponsor. ATOC's communications director Edward Funnell explains: "We started supporting the Awards in 2002 because we realised just how important it was to make rail travel as compatible as possible with other forms of transport. Few people's journeys begin or end at the station, so recognising initiatives that encourage more cycle journeys to and from stations is a priority for us."

Pindar backs greener travel



Pindar Graphics has a long history of working with the transport sector, for both train operating companies, local authorities and cycling organisations, so supporting

an awards ceremony which celebrates their integration made perfect sense to them.

Sponsoring the Customer Service Excellence category at this year's Awards, Graham North, Pindar's Marketing Executive said: "We are delighted to be supporting an award that not only encourages and rewards excellence in customer service but also helps to promote more environmentally friendly forms of transport."

There are six award categories:

- Train Operator of the Year
- *Cycling England* Best Local Government Contribution
- CTC Station of the Year
- Most Innovative Approach to Cycle-Rail Integration
- *Pindar Graphics* Customer Service Excellence
- People Award

Helping cyclists travel further



Cycling England has been a keen supporter of the National Cycle-

Rail Awards since 2001. As the independent expert body whose aim it is to get more people cycling, more safely, more often, Cycling England believes that linking cycling with public transport for medium and long distances provides a viable alternative to the private car for many.

Phillip Darnton, Chairman of Cycling England, said: "We are sure that cycling can contribute considerably to tackling some of the biggest challenges facing society today; congestion, pollution, a lack of healthy exercise and childhood obesity. By combining cycling with rail, cyclists are able to travel longer distances more easily, without having to rely on their cars. We are therefore very happy to support the National Cycle-Rail Awards for the seventh year to encourage more people make the switch to more sustainable transport."

Phillip also chairs the Cycle Rail Taskforce, which comprises ATOC, Network Rail, Passenger Focus, DfT and TfL.



Winning tips

NCRA judges and past winners share their tips for submitting a successful entry.

Last year's 'Train Operator of the Year', Northern Rail, impressed judges with its commitment to promoting cycling through free carriage and a 'no need to reserve' policy. **Dr Paul Salvesson MBE**, Head of Government and Community Strategies who helped put the award nomination together, offers some advice:

1. To make your award entry really stand out, make sure you have done something truly special and distinctive, and ensure your application highlights its success.
2. Don't forget supporting documentation. Strong endorsement from cycling organisations will speak volumes and make your award entry a thousand times more persuasive.

Daniel Wright, Rail Development Officer from Transport for Surrey who were highly commended at last year's Awards, says:

1. Results speak for themselves – Try and include statistics, graphics, testimonials or research findings wherever possible, indicating why these will help the judges to assess the entry.

2. A picture tells a thousand stories – providing photographs adds a visual dimension to your entry and often says more than words alone ever could. Use pictures to your advantage – let the judging panel see for themselves your project or initiative in action.
3. Size matters – Keep your entry to the length specified. The judges set a word limit for a reason so make sure you stick to it.

National Cycle-Rail Awards judge and leading transport commentator **Christian Wolmar** says:

1. Do not be discouraged by the size of your project; sometimes very surprising and modest schemes win awards, especially if they have been well thought through and put together.
2. Remember it is the quality of the scheme that counts, not the sophistication of the entry – don't spend hours making a DVD if it's not relevant.

New judge comes aboard



Malcolm Shepherd, Chief Executive of leading sustainable transport charity Sustrans joins the panel of judges for the 2008 National Cycle-Rail Awards.

With nearly fifteen years experience in the sustainable transport sector,

Malcolm, 59, has considerable expertise when it comes to travelling on two wheels.

He joined Sustrans in 1994 and was part of the team that developed the successful bid to the

Millennium Commission for the creation of the National Cycle Network.

Since then he has been central to the continued success of the charity, helping establish the organisation as leader on sustainable transport issues.

Malcolm commented: "I am delighted to be asked to join the judging panel for the National Cycle-Rail Awards. At Sustrans our vision is a world in which people choose to travel in ways that benefit their health and the environment. It is great to be involved in an awards scheme which not only shares this aim but recognises and supports the key people and organisations who are making this possible."

Award entry form

Please use this form if you wish to enter an individual or organisation for an initiative or project.

This is an entry/nomination (circle one) for:

..... (company/individual)

Your contact details:

Name:

Company/organisation:

Address:

.....

Postcode:

Telephone:

Email:

I would like to enter/nominate for one or more of the following categories:

- Train Operator of the Year
- Cycling England* Best Local Government Contribution
- CTC Station of the Year
- Most Innovative Approach to Cycle-Rail Integration
- Pindar Graphics* Customer Service Excellence
- People Award

Please keep your award applications to a maximum of two pages of A4.

Clearly labelled photographs and other printed material are welcomed.
Material will not be returned unless requested and paid for.

Please send your award entries to:

National Cycle-Rail Awards

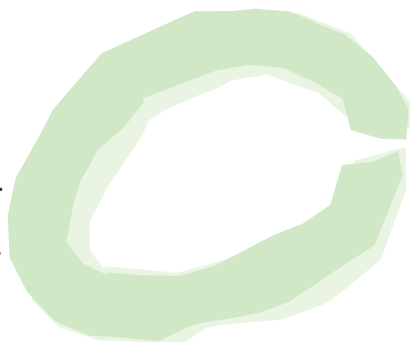
C/o Woodhouse Communications

1st Floor, Progress House, 141 Western Road, Haywards Heath, West Sussex, RH16 3LH

T: 01444 473588 - F: 01444 473599 - E: simon@cyclerail.co.uk - www.cyclerail.co.uk

Electronic versions of these forms can be found on the Awards website.

Entries must be received no later than Friday 5th September 2008.



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