

GOING DUTCH

## Cycling in the UK the Abellio way

### Cycling to lead transformation of door-to-door journeys

At our Northern Rail\*, Merseyrail\* and Abellio Greater Anglia rail franchises, investment programmes are being delivered that have the potential to start a significant shift in the way people travel to and from stations.

The projects currently being progressed are worth around £10m and will provide a step change in the scale and quality of cycling facilities provided by the train operators.

On top of the operator-specific programmes, we have launched a Dutch-style Bike & Go scheme in summer 2013, offering low cost, convenient cycle hire at stations across our three franchises. It is the first large-scale scheme of its kind in the UK and provides a new means for customers to complete their journey.

“My ambition for Abellio is to be the market leader for the delivery of integrated transport solutions and innovative station developments that ease passengers’ overall journey experience”, says Abellio Chief Executive, Jeff Hoogesteger. “We will know we have succeeded when our customers view their journey as a smooth and reliable single trip rather than a series of stages. We can then consider our job well done.” In fulfilling this aim, our Dutch experience in developing partnerships and structured plans to promote new station cycle schemes will provide valuable experience.



Jeff Hoogesteger  
Chief Executive Officer

### National Cycle Rail Awards 2013

The Abellio businesses secured top honours in four of the ten categories at the ATOC National Cycle Rail Awards: an unprecedented record for the company and evidence of Abellio’s determination to promote best practice in this important area for our customers.

The Awards recognise progress by the rail industry in encouraging and developing integrated cycle-rail travel. The awards, which are judged in partnership with cycling stakeholders and campaign groups, play a key role in increasing cycle access to the railways by improving communication and the spread of best practice.

Against strong competition from other train operators, Abellio businesses picked up the following awards:

- Best Customer Service – Abellio Greater Anglia
- Partnership Working and Local Government Schemes – Abellio Greater Anglia
- Station of the Year – Chelmsford, Abellio Greater Anglia
- Innovation – Bike & Go, Merseyrail\*

The 2013 successes followed on from a successful year in 2012 when both Northern Rail and Merseyrail took top prizes at the awards.



\* Merseyrail and Northern Rail are 50-50 joint ventures with Serco



### New cycling facilities will change behaviour

Our investment in cycling facilities at Abellio Greater Anglia are designed to make it easier for customers to cycle to and from their home station, and to increase the proportion of cyclists as a result. The programme provides facilities for customers with an expensive bike to store it in a CyclePoint or secure compound at large and medium sized stations. Customers may then choose to keep a second, inexpensive bike in secure storage or open-access stands at their destination station for cycling to work.

“We know from Abellio’s experience that this is how people use station cycling facilities in the Netherlands,” says Greater Anglia Partnerships Manager Geraint Hughes. “People do not take bikes on trains like they do here.”

Abellio Greater Anglia will also explore the potential to offer new multi-modal end-to-end journey tickets covering train travel plus cycle storage and bus travel, so that customers have a choice of how to travel to and from the station.

### Abellio launched UK’s first major station cycle hire service

Drawing on Dutch best practice, we have introduced a number of innovations for passengers, including the Bike & Go scheme which was launched at over 50 stations on our networks in summer 2013. Bike & Go is part of our drive to improve journeys to and from stations. The scheme is the UK’s first nationwide cycle hire scheme for train stations, and at £3.80/day it gives rail passengers a healthy and enjoyable alternative for continuing their journey to work, to visit family or friends or simply to explore somewhere new. The Dutch version of this scheme has created a modal shift of 2% from car to train.

The initial locations for the Bike & Go scheme have been selected on the basis of station footfall and the density of commuter destinations within a short radius of up to three miles. Stations with Bike & Go facilities include Southport and Liverpool Central at Merseyrail, Colchester and Ely at Abellio Greater Anglia, and Leeds, Harrogate and Blackpool North at Northern Rail.



### Cycle Forum shapes Northern investment plans

Within months of Northern Rail’s inception in 2004, we created a Cycle Forum to help develop new station cycling facilities. The forum’s 100 members include community and cyclists’ groups, specialist organisations, such as Sustrans and CTC, the national cycling charity, and local authorities. Expert input is also provided by our parent company NS (Dutch Railways). The forum meets three times per year at different locations across the North of England to promote best practice in the integration of cycling and rail travel in the Northern Rail Franchise Area.

Northern’s Cycle Users Forum has been an increasingly valuable asset for identifying and discussing the needs of cyclists, achieving the best value from investment in cycle provision. “Everything we propose to do on cycling is shared with the forum and they help our decisions,” says Ian Hall, Northern Rail Marketing Project Manager. “It means that when we make new investments we know that they are facilities cyclists want.”

The Cycle Forum is being rolled out at our other rail operations; Abellio Greater Anglia and Merseyrail. The first meeting of Abellio Greater Anglia Cycle Forum in summer 2014 was attended by members of the Senior Management, and a variety of interested groups and organisations, including local government and tourism organisations.

### Merseyrail aims to create greenest CyclePoint

Merseyrail is developing a new CyclePoint in Liverpool city centre with the aim of setting new standards in environmental performance and service quality. Funded by the rail industry, this facility will feature secure storage in a staffed building, cycle rental, repair, equipment sales and information, as offered by the current CyclePoints at Southport and Leeds. The Liverpool facility also features more advanced environmental technologies and some service innovations. “Leeds particularly is based on Dutch best practice and you won’t find many locations in the Netherlands with better facilities,” says Merseyrail Customer Services Director, Kaj Mook. “The facilities in Liverpool city centre will be just as good, and I would like it to be the ‘greenest’ CyclePoint ever.”