



Cycle Strategy

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Our Vision for Cycling

The Abellio Group, and Greater Anglia in particular, is a vigorous supporter of the development of cycling as a sustainable transport mode with strong health, environmental and societal benefits. Our operating territory is in many ways ideally suited to cycling, witnessed by the fact that increasing numbers of our customers are using their bikes for the journey to and from the station. At the same time, London is leading the way in providing efficient and affordable cycle hire on a large scale, so that the bike is now a hugely influential part of the overall 'door to door' journey. As a company with strong Dutch connections, we are also able to draw on extensive experience from various parts of Europe, where the cycling culture is somewhat different. Our aim is to strengthen our strategy by incorporating good practice from these sources.

This document is not intended to be purely a reflection of what others are contributing to this process. Greater Anglia wants to be a positive force in making this culture change happen and is therefore setting out a strategy for the short and medium term in this document in order to stimulate that change. Investment within our current short franchise will allow us to make a positive start in this process, but inevitably the success of this commitment will be seen more in the medium term, when the programme has been able to influence a behavioural change. We are therefore committing to the foundations of a strategy that can be continued into the longer term Greater Anglia franchise.

Our intention is to bring innovation to the relationship between the cycle and the railway, firstly by increasing the priority given to cycles in the development and presentation of our stations, secondly through the products and services that we can offer to cycle users, and thirdly through the way that we communicate with our customers on cycling issues.

However, we have to bear in mind that cyclists are only part of our overall customer base and in most cases make up a small, if very important, percentage of our passengers. We must be mindful of the impact of cyclists and their cycles on the majority of rail users, particularly at busy stations and on trains, where there are rising concerns about conflicts. The safety of our customers must remain our first priority. We therefore need to find a new approach, which reduces these conflicts and allows growth in passenger numbers to be accommodated safely.

This document therefore sets out some new ideas and principles in an overarching strategy, which we will use to shape the delivery of our various commitments on cycling. In particular, you will find:

- New services to the customer, including Cycle Point, the potential for local cycle hubs, and hire through the proposed Abellio Bike&Go scheme.
- Proposals to increase the capacity for cycle parking at many stations, to meet the growing demand.
- A renewed emphasis on security within our proposals for cycle parking, developed through an active partnership with British Transport Police.
- Clarity in our communication with customers about the facilities they should expect at stations, and the presentation of them.
- Clarity in our policy on carriage of cycles on trains and how we propose to tackle the conflict between this and growth in passenger numbers overall.
- A commitment to partnership working, with cycling groups at a national and local level, and with local authorities, through the Greater Anglia Cycle Forum. This will help to shape the delivery of our strategy.

Our vision is simply to be a leading train operating company in the field of Cycle-Rail integration, but this vision can only be achieved through close working in partnership with the organisations outlined above. We are committed to the process of engagement, consensus, development and delivery of an exciting cycle programme that will have benefits across all of our operating area.

Meeting the needs of our customers

At Greater Anglia we have made it one of the core objectives of our franchise to improve customer service across all facets of the business. We recognise that the numbers of our customers who cycle to the station are increasing daily, and we therefore want to ensure that they are able to communicate their needs to us and we are able to respond wherever possible.

We also recognise that a balance has to be struck between the need to present cycle facilities in a consistent way across our network, and the specific needs of an individual station. What is clear however is that cycling needs a higher priority as it becomes the mode of choice for a greater proportion of our customers.

At the heart of this new understanding is the development of an effective partnership with certain key groups:

- Local cycling groups and campaigns, who will represent the interests of customers at one or more stations
- National groups such as Sustrans and CTC

- British Transport Police, who advise us and our customers on safety and security and help us to reduce cycle crime
- Local authorities, to ensure consistency with their cycle policies and maximise the opportunity for partnership funding of improvements to cycle parking and station access.

Our approach to these partnerships will include:

- Convening local discussions to develop improvements for specific stations, in line with the overall strategy and look at how we might increase cycling's modal share in journeys to and from stations
- Using Station Travel Plans, Personalised Travel Planning, or local surveys to ensure that cyclists needs are understood
- Incorporating BTP advice into the design of new facilities
- Holding cycle surgeries at key stations at least once a year

Above all, are establishing an Greater Anglia Cycle Forum. This group will meet at least twice a year, and will bring together representatives of all the key parties outlined above. Its role will be to shape the implementation of this strategy, to act as a consultative body in the development of Greater Anglia's commitments to cycling and to bring about a consensus on the way forward across the dispersed and disparate areas of our franchise.

In the development and implementation of this strategy, we will :

- ***Give a higher priority to the needs of cyclists at our stations and how they access them***
- ***Place a greater emphasis on visibility and security of cycle parking facilities***
- ***Encourage a change in culture concerning the carriage of cycles on trains and the management of cycles on stations to make modal transfer as smooth as possible for all rail travellers***
- ***Consult with cycling groups, local authorities and the British Transport Police to ensure that facilities for cyclists at stations meet customer needs, acceptable standards for design and requirements for security***

Arriving at a Greater Anglia station

A big challenge to cycling in many of our towns and cities is finding the safest and most appropriate route to your destination. We will work with local authorities to ensure that routes to our major stations are well signed and will encourage improvements to these routes through our involvement in station travel plans and our support for wider transportation packages, aiming to increase cycling to/from stations.

However, on arrival at the station, the responsibility to provide acceptable and attractive facilities for cyclists remains that of the train operator. All too often in recent years, investment in cycle parking has been a piecemeal affair, with cycle racks often positioned in less accessible parts of the station. Given the rise in popularity of cycling, we believe that provision for cyclists at our stations should be given a higher priority. This cannot happen overnight, but our strategy is to bring about this change over time, through a number of design changes.

- Locating cycle parking in more visible positions on the station, consistent with a higher priority for access
- Seeking to increase cycle parking where practical, affordable and where demand exists
- Adoption of minimum standards for presentation, parking and security
- Introducing new cycle related services, such as CyclePoint and Bike&Go
- Banding of stations according to facilities provided, so that customers know what to expect from our facilities when they arrive
- Adopting clear and visible branding for cycle facilities at stations to make them more visible and 'mainstream'

Parking locations

We will aim to focus cycle parking wherever possible on the station forecourt, within easy walking distance of the station entrance. Location should reflect the main access routes for cycling, both into and away from the station, and we will aim to reduce the potential conflict with other modes of transport, although this is not always easy!

Improving our standards

Our three themes will be increasing parking capacity, providing facilities that are closer to customers' expectations and improving the security of parking. ATOC has developed a Cycle Rail Toolkit, which sets out good practice and standards for parking at stations. We will use this, supplemented by local guidance where available, to design new provision and specify the type of parking to be provided.

At many of our stations, space is at a premium. It is therefore likely that moves to increase the capacity for cycle parking will include the use of 2-tier racks and other space-saving designs. We will however try to offer cyclists a choice of facilities, in recognition of the different expectations of our customer base. Wherever possible, we will provide parking under cover, most frequently under shelters but occasionally within railway buildings themselves.

Above all, we believe that it is important to safeguard our customers' cycles for the time that they are parked at our stations. For that reason we have formed a partnership with British Transport Police, in which they will advise us on the security measures that are most appropriate for each location. These measures also have to be seen in the light of more important national priorities on the overall security of stations. Our aim is to make CCTV available at those locations that demand it, and we also aim to expand the availability of secure parking compounds at stations, similar to the popular facility at Colchester. We will also offer the possibility of insurance cover for customers' bikes as part of an optional paid 'Premium Parking' service at key stations.

Safety and security needs to be communicated regularly and efficiently to our customers, so we will continue the programme of Cycle Surgeries at our stations with BTP and local cycling groups. Advice will be given on road safety, cycle maintenance, use of equipment, and security. Greater Anglia will continue to be a strong advocate for security marking of cycles, and will work with BTP to demonstrate the benefits of this to its customers.

Finally, we will aim to maintain a high standard of management of these areas, including the removal of abandoned cycles, with notice, on a periodic basis.

New services for our customers

In line with our aim of bringing the best in innovative services to our customers, we will be introducing two new facilities for cyclists during this franchise.

CyclePoint

A purpose-built facility that brings secure parking, cycle retail, maintenance, hire and advice, all under one roof. Building on the success of Northern Rail's Cycle Point at Leeds station, we shall be introducing two larger facilities at Cambridge (3000 cycles) and Chelmsford (1000 cycles, opened in July 2013). In addition we shall be working with local authority partners to deliver 3 smaller facilities, each with a capacity of 300-400 cycles, at Colchester, Ely and Norwich. In each case, we will appoint commercial partners to establish and manage the new facilities, and there will be dialogue with local groups to tailor the facilities to customer needs. These will be flagship facilities for our franchise and for stations nationally.



Abellio Bike&Go

Following the lead of the well-known OV-Fiets cycle hire scheme in the Netherlands, Greater Anglia is working alongside sister companies Northern Rail and Merseyrail to implement a similar system in the UK. The project is being funded by the Department for Transport as part of its Cycle Rail programme.

Customers will be able to register for the service and reserve a bike for their onward travel from the station, returning it to the same station later.

Initially, this service will be available from 18 of our stations, including the CyclePoints.

We will also be pleased to talk to potential partners for a roll-out of the scheme to other locations at a later date.





Presenting a hierarchy of station facilities

We are aiming to achieve consistency in the way that our cycle facilities are offered to customers, but clearly what is appropriate for a large commuter station is fundamentally different from that at a small rural station.

With that in mind, we will develop our proposals based on the following hierarchy of station facilities, each with a specific sub-brand attached. This consistent branding is designed to make cycle facilities more visible and give them a higher profile, and will help our customers to understand the facilities that they should expect at each location.

	
Facilities	<ul style="list-style-type: none"> • High security fully enclosed parking (i.e. in separate building) • Parking usually in 2-tier racks • Option for charged premium parking • Staffed facility provided by commercial partner • Retail • Maintenance • Bike&Go Hire service • Advice
Examples	Cambridge, Chelmsford, Colchester, Ely, Norwich

	
Facilities	<ul style="list-style-type: none"> • Secure compound parking with keyfob access for regular users • Parking usually in 2-tier racks with shelters • Option for charged premium parking • Open access stands for less frequent users • CCTV coverage of all parking areas • Option for Bike&Go Hire service
Examples	Bishop's Stortford, Southend Victoria, Kelvedon, Lowestoft

	
Facilities	<ul style="list-style-type: none"> • Open access parking, either 2-tier racks or Sheffield stands • Cycle racks covered • CCTV coverage where feasible
Examples	All other stations not covered by the above categories

A full list of stations and categories can be found in Appendix 2 at the end of this document. We expect that it will take a number of years to upgrade and brand cycle facilities at every station. However, this hierarchy is intended as guidance to stakeholders wishing to promote or invest in cycle parking at their local station.

As we apply this strategy to our delivery programme for cycle improvements, we will:

- ***Improve the presentation and visibility of cycle parking facilities on stations***
- ***Introduce new products – CyclePoint and Abellio Bike&Go – to widen the range of cycle-related facilities offered to our customers***
- ***Adopt a simple hierarchy of stations by facility, so that our customers know the level of services they should expect***

Cycles on trains

Our policy in the short term continues to be that we will try to accommodate the carriage of cycles on trains free of charge wherever we possibly can. However, we have to balance this demand with the views of our customers as a whole, some of whom are beginning to voice understandable concerns about the safety of carrying large numbers of cycles at peak times. Our objective for the medium to long term is therefore to reduce the carriage of cycles on trains by stimulating behavioural change.

Many of our trains carrying commuters into London and regional centres such as Cambridge are becoming increasingly crowded, and it has already become necessary to impose restrictions on the carriage of non-folding cycles at these times. We will keep these restrictions under review, but as the use of our services continues to grow, we believe that we and future franchisees will have to consider a widening of the restrictions to cover other routes and services. Unfortunately, it is not a simple matter to provide additional carriages, and the priority will always be to provide seated or standing accommodation for passengers.

We are therefore conscious that we need to work with stakeholders to find alternative solutions to this problem. These need to be viable alternatives, rather than just more punitive restrictions.

We believe the options are to take a 'corridor approach' where a specific problem exists with cycles on trains, and to provide secure cycle parking and hire at both ends of the train journey so that customers are encouraged to either have a cycle at both stations, or to take advantage of cycle hire or possibly another sustainable mode of transport from their destination. This reflects the culture in force in many parts of Europe and will require considerable resolve on the part of our company and all of our stakeholders if it is to become the norm in this country.

There may also be options around wider use of folding cycles, provided that these are used with sensitivity for the needs of other customers.

We appreciate that there needs to be a considerable amount of partnership working and goodwill from all parties to manage this difficult situation. We undertake to work with other train operators on shared sections of route to manage the problem consistently and as sympathetically as possible. We will also engage with local authorities and cycling groups to implement the 'corridor' approach where it is practical to do so. As an example, we have committed to the provision of Cycle Point facilities at Cambridge and Ely, alongside Cambridgeshire County Council's Local Sustainable Transport Programme, as an innovative approach to capacity issues on the services between the two cities.

Greater Anglia also asks for the cooperation of customers in following the guidance offered for safe carriage of cycles on trains (see Appendix 2).

We recognise that the solution to the difficulties posed by the increasing numbers of cycles carried on trains lies in the longer term. However, we are committed to stimulating a change in culture by implementing innovative projects such as Cycle Point during the period of this franchise.

Cycle rules at peak time

To maximise space for customers, the only cycles you can bring on the following services are ones that fold.

Monday to Friday:

AM – any trains arriving at Stratford or Liverpool Street between 0745 and 0945*

PM – any trains departing from Stratford or Liverpool Street between 1630 and 1830*

If your cycle doesn't fold, please wait until the rush is over.



* Except for reserved spaces on Norwich to/from Liverpool Street services. On the West Anglia region this applies to services south of Broxbourne only. On Stansted Express services only fully folded cycles that have been flat packed in preparation for air travel can be accepted on these trains. Please see sections 48 and 49 of the conditions of carriage. These can be found at nationalrail.co.uk.

For more information about cycling on our network visit greateranglia.co.uk/cycles

Charging Policy

Our underlying principle continues to be that we will, wherever possible, provide free parking for cycles at stations, and free carriage of cycles on trains, where we are able to accommodate them.

Where secure compounds are provided at stations, we will ask for a deposit for the keyfob or smartcard required to access them. This deposit is refunded on safe return of the keyfob or smartcard and no daily charge is made.

However, our regular discussions with cycling customers have suggested that with the value of many cycles increasing, there may be some potential at certain locations for a form of 'premium parking' for cycles, which will incur some element of charge to reflect the investment required to create this kind of facility. The initial feeling is that this would be acceptable, but the principle needs further discussion with customer groups to determine the level of security that would be required and the level of charge that would be regarded as viable at each location. Cycle Points are likely to be the key locations for this type of facility.

Our policy remains that we should provide free cycle parking to our customers wherever possible, but we will establish a dialogue with user groups to determine whether there might be a market for premium cycle parking within proposals at certain key locations. This dialogue will examine the investment required to provide this, and the potential for charges to fund it.

Summary

We are committed to providing the best possible service for cyclists, continuously seeking to improve the facilities and standards we offer. We will consult with our Cycle Forum on developments and priorities and where there are challenges or more complex issues do the best we can to solve them or at least explain the constraints and work in partnership to try and solve them. Our ongoing upgrade programme will focus on stations and access to them, as on-train capacity is likely to remain restricted. The appendices to this document outline our investment programme, our cycle conditions of carriage and the behaviours we ask of cyclists in considering

other rail travellers and helping us continue to improve our service for them. We look forward to working with partners to consistently improve rail-cycle provision.

Appendix 1 – Conditions for the carriage of cycles on trains

Greater Anglia is pleased to accommodate cycles on trains, subject to the National Rail Conditions of Carriage (www.nationalrail.co.uk/nrcc) and subject to the restrictions outlined below.

Our Customer Relations number for enquiries on carriage of cycles is **0345 600 7245**

London Liverpool Street to Norwich inter-city services, and local services in Norfolk, Suffolk and Cambridgeshire.

Cycles are carried free of charge. Reservations are compulsory on intercity services and recommended on local services.

There are six cycle spaces on each intercity train (in the carriage at the country end of the train), and four cycle spaces in each local train (look out for the cycle symbol at the appropriate door on the outside of the train). Carriage of more than the standard number of cycles is at the discretion of the train conductor.

Ticket holders receive the benefit of the unique Greater Anglia / ETA Cycle Recovery Scheme whilst travelling by train and cycle in Norfolk, Suffolk and Cambridgeshire. If your cycle breaks down or is stolen, both you and your cycle (if appropriate) will be recovered and taken to the nearest station.

Tandems may be carried on London – Norwich intercity services, Ipswich – Cambridge / Peterborough services and Norwich – Cambridge services.

London Liverpool Street to Southend Victoria, Colchester and Ipswich

Cycles are carried free of charge. Reservations are not required. Tandems may be carried.

Restrictions apply Monday to Friday between 0745 and 0945 and between 1630 and 1830 on all services to and from London Liverpool Street and Stratford. At these times non-folding cycles cannot be carried on any train.

London Liverpool Street to Chingford, Enfield Town, Hertford East, Stansted Airport, Cambridge and Kings Lynn

Cycles are carried free of charge. Reservations are not required. Tandems may be carried.

Restrictions apply Monday to Friday between 0745 and 0945 and between 1630 and 1830 on all services south of Broxbourne, to and from London Liverpool Street or Stratford.

Restrictions also apply Monday to Friday between 0745 and 0845 on services to/from Audley End, Cambridge and Ely.

Rail Replacement bus services

Full size (i.e.non-folding) cycles may not be carried on rail replacement bus services during engineering work or service disruption, but it should be possible to carry folding cycles on these bus services provided they are folded and covered

Information source – ATOC Cycling by Train leaflet, 2012.

Appendix 2 – What we expect from our customers

Greater Anglia has committed to a significant programme of investment in cycle facilities across its network, and commits to championing the cause of cycling as a sustainable means to access the railway.

In return, we will encourage its customers to observe a number of principles to stimulate behavioural change that will make access and travel easier for all users of rail services in East Anglia:

Parking at the station

- Park your cycle in the racks provided, and don't block any access routes for cyclists or pedestrians.
- Don't attach your bike to any other fence or item of street furniture (including signposts), as this could impair access for others.
- If you are parking in a 2-tier rack, please ensure that the top rack is fully closed before you leave.
- If you regularly use the cycle parking and want to leave your lock at the station, please attach it to the structure of the rack or shelter, but not in a way that obstructs access to a parking space by another user.
- Please follow the local security recommendations of Greater Anglia and British Transport Police – they are there for your benefit.

Use of folding cycles

- On arrival at the station, please fold your bike before you enter the station building and go through the ticket gates. Choose a location away from the main pedestrian route to fold your cycle, apply the cover, and pack away your helmet and lights.
- On the train, please make sure that your cycle is safely stowed in the luggage rack or behind a seat, where this is possible. If you leave your cycle in the train vestibule, please ensure that it is not obstructing other customers as they board or alight. Folded cycles should not be stored in gangways.
- At the end of your train journey, please carry your cycle through the ticket gates and away from the main pedestrian routes before you prepare for your onward journey – unfolding your cycle on the train or platform causes congestion and delays at the ticket gates for yourself and other passengers.

Non-folding cycles on trains

- Please make sure that you are fully aware of any restrictions on carriage of cycles that might apply to your journey, before you travel, including those of other train operators that might provide services on your route.
- Please allow all other passengers to board the train before you, especially if you intend to leave your cycle in the vestibule.

- When you board, park your cycle in such a way that free access along the train is not impeded, for fellow customers and train company staff.
- If the vestibule is full with standing passengers, please try another entrance, or wait for the next train.

