

NedRailways

Cyclepoint: a NedRailways concept

Leeds **Cyclepoint**

A New Way of Continuing the Journey



Foreword

Cycling plays an important role in supporting sustainable transport and facilitating efficient door to door journeys. In the Netherlands we have long understood the transport benefits of a fully integrated cycle system, as well as the personal benefits to be derived from improved health and even the simple pleasure that cycling brings.

It is exciting to see that the popularity of cycling in the UK has now reached a tipping point. The Department for Transport has increased its cycle budget by 500%, and TfL has announced £10 million of further investment on 2007/08 levels to accommodate growth of over 90% in the capital since 2000.

It is important now that the rail industry prepares to play its role in serving this growing demand. In keeping with our commitment to innovation and sharing best practice, NedRailways has been exploring opportunities to improve cycle facilities at the cycle/rail interface in UK stations, based on Dutch experience.

Cyclepoint is based on a proven Dutch concept which combines manned and secure cycle storage with retail, repair and hire facilities at major stations. I'm delighted that the first of these will be piloted at Leeds station by Northern Rail, and I hope this will pave the way for further Cyclepoints at major stations across the UK.



Anton Valk
Chief Executive,
NedRailways

Since the Northern Franchise began in 2004, two key areas of focus have been to ensure that we

- Make it easier to use Northern services through improved access to and from the network
- Offer the most environmentally friendly, sustainable transport option possible

It has long been clear to us that by developing and implementing a comprehensive cycling strategy we could go some way to addressing both these objectives. Our award-winning cycle strategy was extremely well received, and through our Cycle Users Forum we continue to make excellent progress in meeting the needs of cyclists, both at our stations and on our trains.

In keeping with this approach we have been working with NedRailways to explore innovative cycle concepts

for the UK based on examples of best practice from the cycling nation of the Netherlands. One of the concepts, Cyclepoint, provides a comprehensive facility for cycle users at major destination stations. The time is right to apply this same concept in the UK and this document outlines Northern Rail's plans for its first Cyclepoint which will be piloted at Leeds station.

Cyclepoint will not only provide passengers with a new option to continue their journey, but will also give Leeds residents and commuters a high-quality cycle rental and retail facility. The scheme complements perfectly local and national government policies to increase cycle usage. This document reports on progress with the pilot scheme and outlines the benefits that Cyclepoint will bring to our customers and the Leeds City region as a whole.



Heidi Mottram
Managing Director,
Northern

Introduction

Northern Rail is committed to delivering a sustainable, integrated means of transport across the whole of the North of England.

We work closely with our key stakeholders to ensure that our passengers are able to start and complete their journeys in ways which are right for them, right for local communities and right for the environment.

We want to connect people to opportunities by the most sustainable means, and in many instances this is best delivered through integration of our services with facilities for cycling.

Northern Rail is well placed to deliver such facilities as we are part-owned by NedRailways, a wholly-owned subsidiary of Dutch Railways (NS). An astonishing 39% of all rail passengers in The Netherlands arrive at their local station by cycle – with about 10% leaving their destination station by the same mode.

We have looked carefully at the Dutch approach to cycle provision at stations, and this has enabled us to develop our strategies in ways that are tried and tested, but still innovative within

the UK rail environment. This new approach has been welcomed by passengers and stakeholders alike – in October 2007 we won the 'Train Operator of the Year' title at the National Cycle-Rail Awards.

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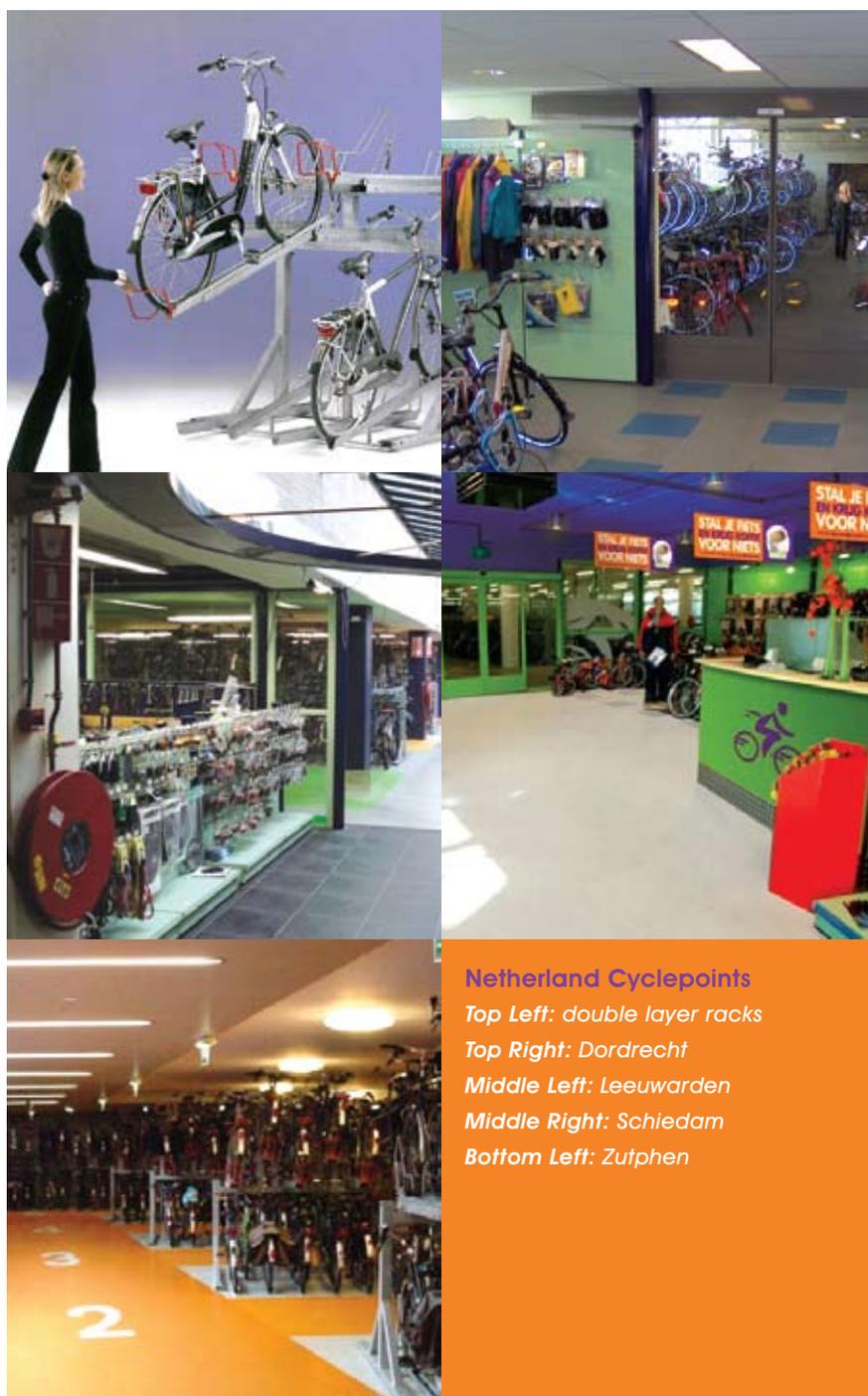
We continue to develop our cycling strategy through the Northern Rail Cycle Users Forum, which brings together Sustrans, the sustainable transport charity, the Cyclists Touring Club, local cycling clubs, Passenger Transport Executives and Local Authorities. However, we are now developing an established NS concept based on offering cycling opportunities at both origin and destination stations, and the first example of this will be the development of a NedRailways Cyclepoint at Leeds Station.



What is a Cyclepoint?

The **Cyclepoint** concept is well established in the Netherlands.

Although general usage of cycles is higher than in Britain, Dutch Railways knew that an attractive, integrated cycle solution would be required at stations if their passengers were to fully embrace the concept of continuing their journey on a cycle. Their Cyclepoints, which offer secure, staffed storage, rental, repair and sales, met an existing customer need, and have proven to be extremely popular with passengers.



Netherlands Cyclepoints

Top Left: double layer racks

Top Right: Dordrecht

Middle Left: Leeuwarden

Middle Right: Schiedam

Bottom Left: Zutphen

BICYCLE SHARE (in all journeys)	NATIONAL FIGURE: Approx (recent years)
The Netherlands	27%
Denmark	19%
Germany	10%
Austria	9%
Switzerland	9%
Belgium	8%
Sweden	7%
Italy	5%
France	5%
Ireland	3%
Czech Republic	3%
Great Britain	2%

The Netherlands Cyclepoint experience

- Applied to 40 stations
- 500 to 3,000 cycles per station
- Secure smartcard access and comprehensive CCTV coverage
- Use of double layer cycle racks (more space-efficient)
- Staffed 06:00 – 20:00 weekdays / 08:00 – 18:00 weekends
- Unstaffed hours access via automated door and CCTV

Shop offers:

- Cycle rental
- Cycle repair (bring it in the morning, take home in the evening)
- Cycle and accessories sales
- Information and demonstration area



The Leeds Cyclepoint

Northern Rail's established policy of carrying cycles on our services free of charge, without the need for reservations, has proven to be extremely popular.

However, we have seen demand for our services grow by 31% since the start of the franchise, and whilst we continue to work with the Department for Transport to deliver future capacity to the Northern network, it is becoming increasingly difficult to accommodate passengers' cycles on our trains.

Providing secure cycling facilities at origin stations is part of the solution, but we want to offer sustainable options at both the start and end of the journey. The Dutch solution of

locating Cyclepoints at major hub stations to facilitate onward travel is equally valid in the UK.

Usage of bicycles is lower in Britain than most European Countries, but it is growing significantly. Cyclepoint in Leeds will form a key part of Northern's contribution to increasing usage of cycles. In doing so we will play our part in the delivery of sustainable, affordable and healthy travel in the North of England.



Benefits of the Cyclepoint concept

We believe that the Cyclepoint concept is the right approach at the right time. It fully reflects the following considerations:

- Increased customer consideration of environmental and health issues
- Increasing congestion problems in and around our city centres
- Wider government cycling policies
- Increasing demand / loadings on all Northern rail services
- Complementary to Northern's wider cycling policy
- Supports further development of Station Travel Plans
- The growing incidence of cycle theft from stations

We see the Cyclepoint concept working particularly well at larger city centre stations, such as Leeds, Manchester Victoria, Bradford Interchange, Harrogate and Liverpool Lime Street.

Why Leeds?

Leeds is an ideal first location for the application of the Cyclepoint concept for the following reasons:

Very high footfall

Leeds is Northern's busiest station, with 110,000 passengers passing through the station on an average weekday.

Central location

The Cyclepoint at Leeds station will also be attractive to non-rail users, for both retailing and rental.

Strong local stakeholder support

It is critical that the Cyclepoint is part of a wider local strategy of encouraging the use of cycles. The location and scope of the plan is fully consistent with Local Transport Plan and Leeds station Travel Plan objectives.

Existing demand

More than 100 cyclists already use Leeds station despite the limited facilities currently offered. These form our initial existing market, and will generate additional usage through word of mouth alone. Use of cycles in Leeds city centre has doubled over the past decade, and continues to increase.

Wider regional considerations

Complementary 'satellite' cycle points at other nearby Northern stations (such as Bradford, Harrogate and Skipton) could be created to offer an integrated 'start and finish' solution for passengers.

Leeds development as a cycling city

Plans are in place to introduce radial cycling routes from the suburbs into the city centre by 2011, all aimed at people 3 to 4 miles out of the city centre. The West and South bound routes will touch the station area.

The right demographic

Leeds is a vibrant, modern city, and a modern cycling solution will be attractive to many of its residents and commuters. For example, Leeds University has over 30,000 students, many of whom already choose to travel by rail and cycle. Further integrating these modes of transport will encourage a greater uptake of public transport by students. Ultimately, Cyclepoint will

support a widening of catchments for education, business and retailing.

No similar facilities

Currently no comparable hire, sales and repairs facilities exist in the city centre. Indeed, there is currently no cycle hire facility of any kind in Leeds at all, and no sales/repair shop within 1.5 miles of the station.

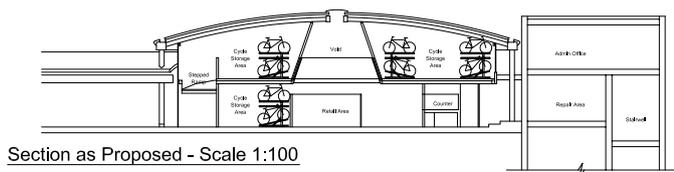
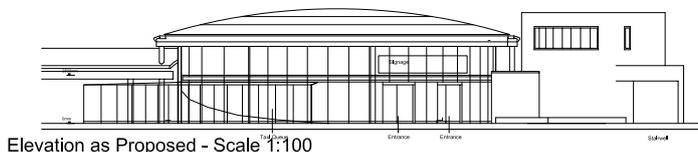
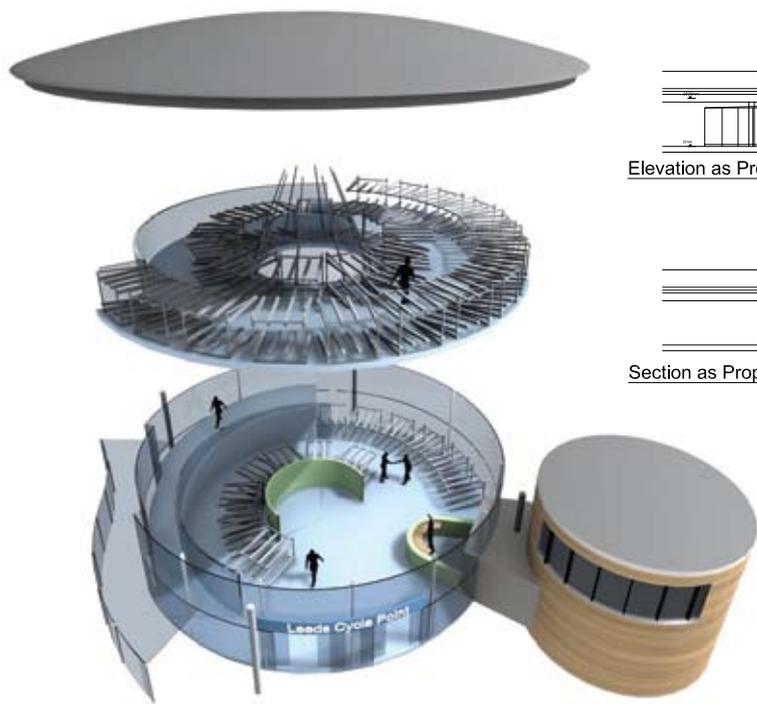
Potential smartcard integration

As the Cyclepoint concept includes the use of smartcards to access the facilities offered, a real potential exists to integrate this with any future ITSO smartcard schemes delivered on rail or bus services into Leeds station, offering full integration of all aspects of a passenger's journey into the city centre.

Station travel plan

Leeds station has been selected as a pilot for the Department for Transport's station travel planning initiative. This is aimed at improving station access and egress through stronger integration with other transport modes.

Our plans for the Leeds Cyclepoint



We are still finalising the implementation plan for Leeds Cyclepoint, but we believe that the scheme will meet the following key objectives:

Affordable
Accessible
Visible
Secure
Fully Integrated



The location of the Cyclepoint will be at the front of the station, and passengers leaving the station will therefore be offered a clear choice of modes for onward travel, including bus, taxi and cycle rental. It is envisaged that the development will integrate fully with Network Rail's plans to enhance the taxi rank facilities in the area, and the overall scheme will deliver a marked improvement to the appearance of this gateway to the city.

Detailed feasibility work is underway to confirm the viability of the location, but alternative nearby locations within the overall station footprint are available should they be needed.

Commercial Considerations

A Partnership Approach

A Cyclepoint at Leeds Station cannot be delivered by Northern Rail alone. It requires close partnership working with a number of key stakeholders, such as:



Network Rail:

As landlord of Leeds Station, Network Rail will play a fundamental role in the delivery of the scheme. They will ensure that the scheme is delivered in a manner that is fully consistent with their own plans to develop the exterior of Leeds station.



Leeds City Council:

The Cyclepoint will provide a central hub for all cyclists within Leeds. The proposition complements the City Council plans to further encourage the use of cycles in the city centre.



The Department for Transport:

The Cyclepoint fully reflects the Department's aspirations for further integration of all forms of public transport, and supports the wish to encourage greater use of cycles in order to capture the significant environmental and public health benefits. The Department will ensure that this scheme benefits Leeds beyond the end of the current Northern Franchise.



CTC, the National Cyclists' Association:

The Cyclepoint must fully meet the needs of cyclists, and the CTC will be fully engaged to ensure that this is the case.



West Yorkshire PTE:

Metro's vision is to develop a high quality integrated public transport system that is reliable, easy to understand and use, accessible and attractive to all, affordable, safe, secure and efficient. Leeds station is at the centre of this integrated network, and the Cyclepoint concept offers a high quality complementary addition to the existing public transport opportunities.

The Cyclepoint at Leeds will be delivered through close working with all the above groups, and this partnership is already in place and working to deliver the scheme by early 2010.

Scalability and Future Revenues

Northern Rail is passionate about delivering sustainable, integrated transport across the North of England. Our aspiration to deliver Cyclepoints is primarily driven by a real customer and environmental need. So, whilst this concept has not been developed specifically to generate revenue, it is crucial that Cyclepoints are commercially sustainable beyond the end of the Northern Franchise.

In order to ensure this, the initial facility at Leeds will be scaleable, with storage increasing as demand increases. A detailed financial and demand appraisal indicates that, by 2012, operating costs of the Cyclepoint will be covered by revenue generated. This will ensure a secure future for the facility. It is envisaged that the Cyclepoint will be declared a primary franchise asset to reflect this.

Investments at the delivery stage of the concept include the following:

Cycle 'Shed', including storage and racks	approx £250k*
Cycle shop, including stock and rental cycles	approx £150k*

Ongoing costs will include:

- Staff for retailing / storage / repairs
- Maintenance and repair costs
- Marketing initiatives



**robust site specific costs will be available in May 2009*

Summary – the Benefits of Leeds Cyclepoint

- *Leeds Cyclepoint will offer a completely new way for passengers to continue their journey from Leeds station. It will not only offer an integrated cycling solution for rail users, but also bus passengers or indeed anybody within the city centre.*
- *The Cyclepoint will enable Northern and other Train Operating Companies to offer transport to cyclists in a way that reflects growing demand for rail services.*
- *The Cyclepoint will be an attractive addition to the front of Leeds station, brightening this key gateway to the city.*
- *The Cyclepoint will offer a modern 'one stop shop' for cyclists, incorporating modern technologies such as smartcards.*
- *The Cyclepoint will support Northern's wider, award-winning cycling strategy, and thereby encourage greater use of cycles within the North of England.*
- *The Cyclepoint concept is fully consistent with Local Transport Plan objectives.*
- *The Leeds Cyclepoint is the first of a planned series of similar initiatives, and can be replicated at a number of other locations.*

All these benefits and more support Northern's view that the time is right to apply the Cyclepoint concept within the UK. We will now work together with all relevant stakeholders to deliver this important initiative.

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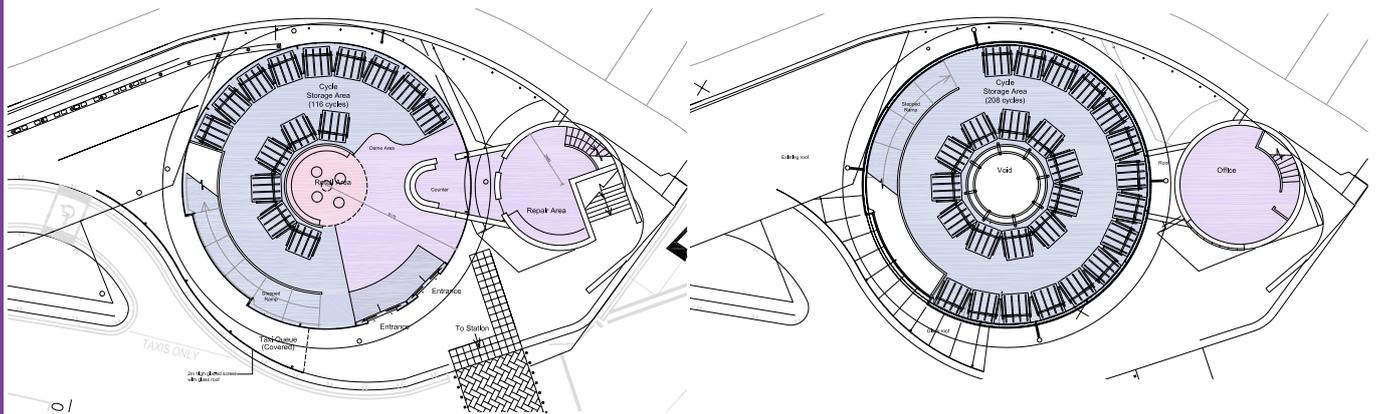
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Photomontage – View from station entrance



Ground Floor Plan

First Floor Plan

