



# RAIL USER GROUP (RUG) AWARDS 2015

Roger Blake  
Railfuture Director and  
Awards Organiser



# RUG AWARDS JUDGING PANEL

## Performed by some of the Railfuture Vice Presidents

They were [in alphabetical order] Vice-Presidents Ian Brown, Roger Ford, Stewart Palmer, and Lorna Slade. Railfuture President Christian Wolmar sat in on the discussion

Modern Railways contributor **Roger Ford** mentioned his involvement in his November 2015 “Informed Sources” column

*“Joining my fellow Vice-Presidents on the judging panel for the Railfuture annual RUG awards is always an enjoyable meeting and provides an insight into the grass roots railway.”*



Roger Ford, former Transport Journalist of the Year, Chartered Institute of Logistics & Transport

# RUG AWARDS PRESENTATION

Seven awards this year  
presented by

Christian Wolmar  
Railfuture President



# RUG AWARDS 2015

Award No. 1

## Best Newsletter

- Two Commendations
- Gold Award

# BEST NEWSLETTER Commendation

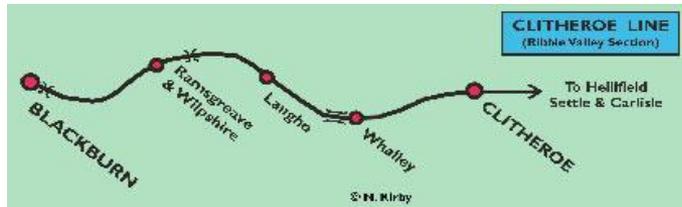


Ribble Valley Rail

*The User Group for the Clitheroe Line*

[www.ribbonvalleyrail.co.uk](http://www.ribbonvalleyrail.co.uk)

Newsletters are 20 pages all in colour



## RIBBLE VALLEY RAILNews



Number 110



August  
2015

# BEST NEWSLETTER Commendation

Lakes Line User Group

[www.llrug.co.uk](http://www.llrug.co.uk)

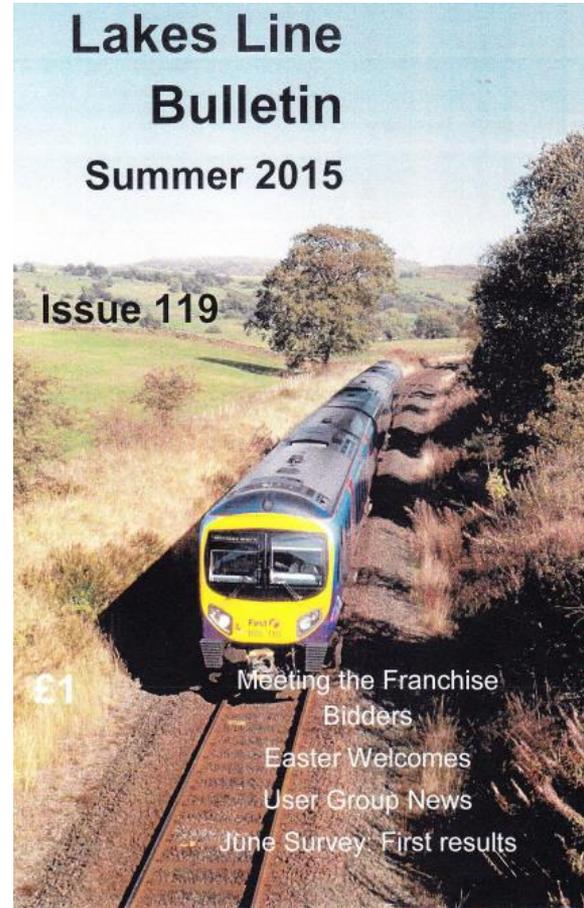
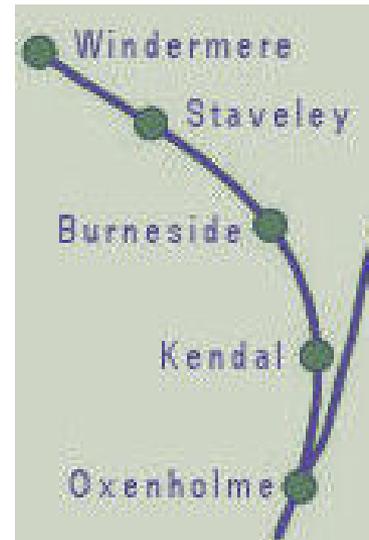
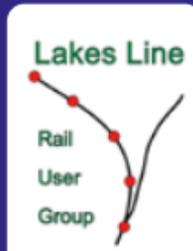
**The Passengers' Voice**

For travellers between Oxenholme & Windermere

## The Lakes Line Rail User Group

was formed in 1984 and since then has been working to improve and promote this important line, the only railway line which runs into the Lake District. We represent passengers using the line, and the junction station at Oxenholme.

We also promote the line as an integral part of the public transport network of the area, playing an important role in keeping local residents mobile, and bringing visitors into the area.



# BEST NEWSLETTER

## Gold Award

Friends of the Settle and Carlisle Line quarterly newsletter

[www.foscl.org.uk](http://www.foscl.org.uk)

Very informative. Packed with news. Campaigning message stands out. Always a stunning photo on the front and back covers. However, many inside pages are in black and white including the version on the web-site



**London - Leeds - Carlisle - Glasgow**

Good value, Good connections  
The Friends of the Settle - Carlisle Line



Why so few S&C diversions?

# RUG AWARDS 2015

Award No. 2

## Best Website

■ Silver Award

■ Gold Award

# BEST WEB-SITE Silver Award

## TransWilts Community Rail Partnership

*Connecting Wiltshire's Communities and Businesses*



Judges said: "It provides easy-to-read information about using the train service."

Contains clear campaigning messages and promotes the service

117%

increase in Melksham station  
passenger journeys in two years

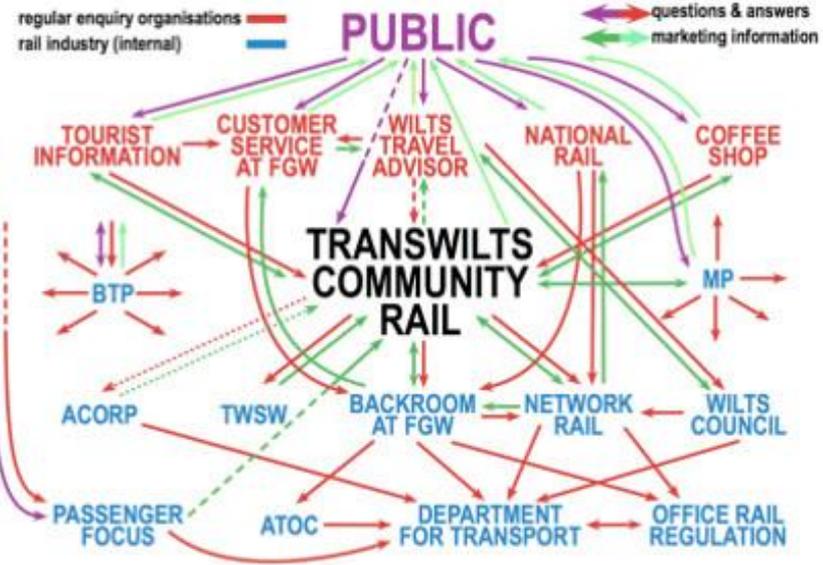
3

new stations central to our 2020  
regional network proposal

183,400

Transwilts passenger journeys in  
2014 reach the three year target in  
year one

It also operates the [www.firstgreatwestern.info](http://www.firstgreatwestern.info) discussion board, which the judges said was "Live and well-used with input from visitors."



# BEST WEB-SITE Gold Award



**ABBEY FLYER USERS' GROUP**

Watford Junction to St Albans Abbey Line [www.abfly.org.uk](http://www.abfly.org.uk)

The Route:

- ↓ Watford Junction
- ↓ Watford North
- ↓ Garston
- ↓ Bricket Wood
- ↓ How Wood
- ↓ Park Street
- ↓ St Albans Abbey



“Clear about its aims and activities, well-designed and user-friendly.”

## SERVICE IMPROVEMENTS

**Lobbying for investment**

Read more about our current campaigns >>

## SUSTAINABILITY

Ensuring the line operates on a sound economic footing, thus ensuring its long-term prosperity

## UPHOLDING QUALITY

Watching for, and challenging, any lowering of standards.

# RUG AWARDS 2015

Award No. 3

## Best Social Media Promotion

■ One Winner

# BEST SOCIAL MEDIA PROMOTION

## THE WEYMOUTH WIZARD

TransWilts Community Rail Partnership



**The Weymouth Wizard returns!**

Bring the bucket, spade and big smiles aboard our special **Summer Saturday trip to Weymouth!** With eight carriages, a buffet car and great value fares from Bristol and Wiltshire we can promise an excellent trip there and back - we just can't guarantee the sunshine!

#weymouthwizard

### Judges' comments:

“Judges comments: Effective with impressive results, and reflecting increasingly wide use of social media across the rail industry.”

### TransWilts CRP gets top ranking

Google

The Weymouth Wizard



[Weymouth Wizard - TransWilts Community Rail Partnership](#)  
[www.twcrp.org.uk/wizard.pdf](http://www.twcrp.org.uk/wizard.pdf)

The Weymouth Wizard returns! Bring the bucket, spade and big smiles aboard our special Summer Saturday trip to Weymouth! With eight carriages, a buffet car ...

[The Weymouth Wizard - Saturdays in August from Wiltshire](#)  
[www.wellho.net/.../4512\\_The-Weymouth-Wizard-Saturdays-in-August-f...](http://www.wellho.net/.../4512_The-Weymouth-Wizard-Saturdays-in-August-f...)  
Jul 31, 2015 - The summer Saturday train service from Bristol and Bath to Weymouth has been strengthened over the past many years by an extra service, ...

[TransWilts - Weymouth Wizard - this year via the...](#)  
<https://www.facebook.com/TransWilts/posts/664984710268241>  
Weymouth Wizard - this year via the TransWilts!! From Swindon at 08:59 and Chippenham at 09:14 - a direct HST (High Speed Train) to Weymouth - every ...

[Take a day out on the Weymouth Wizard | - Swindonlink](#)  
[swindonlink.com](http://swindonlink.com) > Archive  
Apr 7, 2015 - New Sunday direct rail service from Wiltshire to Dorset starts 3 July.

# RUG AWARDS 2015

Award No. 4

## Best Campaign

■ Silver Award

■ Gold Award

# BEST CAMPAIGN Silver Award

## TransWilts Community Rail Partnership

Aim: Transform inadequate service on Chippenham to Trowbridge line via Melksham through a substantial increase in number of daily trains: “*to gain and retain an appropriate service*”

Judges' comments:  
“an impressive achievement.”

Campaign steps:

1. Make people aware the service wasn't appropriate
2. Work out what would be appropriate
3. Implement that appropriate service
4. Market and cherish service to retain appropriate service

Melksham – Peak Time Patronage: 1994 and 2014



### Conclusion

- The line has done well
- Each train on an hourly service would be busier than each current train is on two-hourly
- There is a significant long distance flows and local
- Our customers are making total journeys not just a ride on the TransWilts
- Growth can continue for many years to come just to equal other services, but ducks need to remain in a row



# BEST CAMPAIGN

## Gold Award

### Harrogate Line Supporters Group

[www.harrogatechamber.org/harrogateline.htm](http://www.harrogatechamber.org/harrogateline.htm)



*Successful double campaign to bring major rail improvements to Harrogate*

- Increase the frequency of **direct services between London and Harrogate**, ultimately achieving a two-hourly service in each direction, seven days a week
- Improve services on the **Leeds-York-Harrogate line**, removing dated Pacer trains and increasing frequency by introducing **electrification** and double-tracking

#### Success – Major developments in both campaigns

Virgin-Stagecoach East Coast announced new two-hourly service to and from London Harrogate line has been recommended as a top priority for electrification by government-appointed taskforce

Team of volunteers helped make the difference between a thriving and developing conference trade – and thus a healthy local economy – and the possibility of long-term decline in the town.

Judges' comments: “A clear and well-written nomination for an impressive achievement, based on an outwards-looking partnership targeting a demonstrable output.”



# RUG AWARDS 2015

**Award No. 5**

## Clara Zihali Award - Best Campaigner

In memory of a stalwart Railfuture campaigner who died in 2013

- Two Commendations
- Gold Award

# BEST CAMPAIGNER Commendation

**Dave Horton**  
**Secretary**



**ABBEY FLYER USERS' GROUP**  
Watford Junction to St Albans Abbey Line

[www.abfly.org.uk](http://www.abfly.org.uk)

**no2bus campaign**

**"MUCH-LOVED RAIL LINK UNDER THREAT"**

Hertfordshire Rail Consultation 2015 – say NO to Guided Bus!

Help us put a stop to this nonsense  
Pay peanuts, get monkeys



# BEST CAMPAIGNER

## Commendation

### Bob Morrison

### Great Western Coffee Shop Forum

[www.firstgreatwestern.info](http://www.firstgreatwestern.info)

Forum-based website where (mainly) Great Western Railway customers can access over 170,000 messages to find out about travel by train in the Thames Valley, the West of England and South Wales.

Members can post questions, chat about what's going on, get help with travel plans, and so on. The forum is provided by and moderated by passengers. It has significant rail industry and governmental input. Each day 60-70 messages are posted, and most are readable by any visitor to the site, whether or not they have signed up for membership.

# BEST CAMPAIGNER

## Gold Award

### Brian Dunsby

Harrogate Line Supporters Group

Chief Executive of Harrogate Chamber of Trade and Commerce

[www.harrogatechamber.org/harrogateline.htm](http://www.harrogatechamber.org/harrogateline.htm)

*Successful double campaign to bring major rail improvements to Harrogate*

Judges endorsed the Railfuture Yorkshire branch nomination from Graham Collett and Nina Smith for his **“dedicated efforts to promote and develop the Harrogate line.”**



# RUG AWARDS 2015

**Award No. 6**

## New Group – *Oliver Lovell Award*

in memory of the Cotswold Line Promotion Group founder who died in 2013

■ **One Winner**

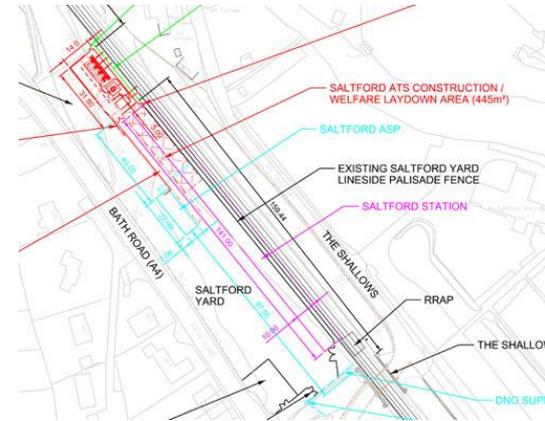
# NEW GROUP



## Saltford Station Campaign

[www.saltfordenvironmentgroup.org.uk/station.html](http://www.saltfordenvironmentgroup.org.uk/station.html)

**Judges' comments:** “Campaign shows a sound knowledge of the rail industry and grasp of technical detail, good engagement with stakeholders' buy-in, cross-party support, a strong environmental message, and a good chance of success.”



# RUG AWARDS 2015

Award No. 7

## Judges' Special Award

■ One Winner

# JUDGES' SPECIAL AWARD

## Railfuture Scotland

[www.railfuturescotland.org.uk/bordersrailway.php](http://www.railfuturescotland.org.uk/bordersrailway.php)

for all who campaigned to reopen **Borders Railway**  
Judges' comments *"Our national branch in Scotland must receive this year's Special Award on behalf of all in Scotland, and beyond, who have achieved this historic campaign milestone"*



Departures	
09:11	On time
Tweedbank	
Page 1 of 1	
Brunstane	
Newcraighall	
Shafair	
Eskbank	
Newtongrange	
Gorebridge	
Stow	
Galashiels & THEEDBANK	
ScotRail	



# RUG AWARDS 2016

Will be announced in Birmingham on  
Saturday 12 November 2016

See: [www.railfuture.org.uk/RUG+Awards](http://www.railfuture.org.uk/RUG+Awards)