

Moving ahead Bikes to banners – our charity work



Between 2008 and 2010 we raised over £450,000 for the NSPCC – money that can now be used to pay for at least 10 child protection experts who will answer calls and deliver support through the NSPCC for a whole year.

All the money raised by last year's Big Bike Ride supported the NSPCC's Child's Voice Appeal to raise £50m for their vital helpline services.

Pedal power

In 2009, we gave the NSPCC £150,000 for their Big Bike Ride campaign. The nationwide event saw people take to their bikes in NSPCC organised events in Buckinghamshire and Sussex, as well as locally organised events. Many of our employees took part, including Chief Executive Iain Coucher, who launched the first event in Buckinghamshire and was the first to cross the finishing line.

Making the best use of our assets

The NSPCC Helpline is a telephone and online service for adults who are concerned about the welfare of a child or young person. It provides adults with advice, guidance and support, and can take action on their behalf if they have concerns about a child who is either being abused or is at risk of abuse.

Promoting the NSPCC Helpline is a key priority for the charity and late last year we earmarked a site at King's Cross station to display an NSPCC advertisement to promote the helpline.

During our two-year partnership we raised over £14,000 through collections at our managed stations.

In December 2009, hoardings carrying the NSPCC advertisement were installed alongside platform 9. We donated the space and produced and installed each advert.

With over 40 million passengers a year passing through King's Cross station, the advert had the potential to reach millions of people, passing on the NSPCC's vital message.

London Bridge

In the run up to the start of construction work at London Bridge station, we donated and displayed a huge NSPCC advertising banner on the main station concourse.

At nearly 20m long the banner was the same length as a train.

Alistair Napier, London Bridge station manager, said: "I'm really proud that our Company was able to offer this lucrative space to such a worthwhile organisation. The advert was seen by tens of thousands of people every day, so it was hugely beneficial for the charity."

Charity collections

Our managed stations have not just helped raise awareness of the charity, but money also. During our two-year partnership we raised over £14,000 through collections at our managed stations. Paddington station proved to be a popular location for our employees, with many giving up their free time to help collect money at the station.

We are very proud of our fundraising and are committed to raising more.

£150k

Network Rail provided £150,000 to sponsor the NSPCC's Big Bike Ride in 2009.

