

Rail Business Awards 2005

Recognising business excellence

HSBC 

Enter the competition to find the best examples of railway industry business during 2005.

RBA

The 8th annual Rail Business Awards, sponsored by HSBC Rail, will take place at London's Grosvenor House Hotel on Tuesday 28 February 2006.

Rail Business Awards 2005

The awards are open to any company, large or small, which is associated with the UK rail industry.

The awards will recognise and reward excellence in 12 business categories:

Two new categories!

- Information Technology
- Internal communication

Grosvenor House Hotel
Park Lane, London
Tuesday
28 February 2006

Book now
for the Awards dinner

Interfleet Technology Rail Business of the Year

SSP Train Operator of the Year

Rail Marketing Campaign of the Year

Rolling Stock Excellence of the Year

Rail Business Manager of the Year

Rail Safety and Security Excellence of the Year

Fraser Eagle Management Services Rail Supplier of the Year

Mane Rail Engineering Excellence of the Year

Central Parking System Station Excellence of the Year

Rail PR Campaign of the Year

Internal Communications Excellence of the Year

Information Technology Excellence of the Year

Contact Tatjana Hauer at Woodhouse Communications on 01444 473588 for full details of the RBA categories, criteria and how to enter, sponsorship and the awards dinner.
email: tatjana@woodhousecommunications.co.uk

Or visit the RBA web site at www.railbusinessawards.com. Entry deadline – 4 November 2005



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SPONSORING THE AWARDS

The Rail Business Awards are now in their eighth year, and for most of this time they have been sponsored by HSBC Rail. As the lead sponsor, HSBC has given the Awards tremendous support.

Support for the Awards also comes from a number of companies that sponsor individual categories – Interfleet Technology, SSP, Central Parking Systems, Fraser Eagle Management Services and Mane Rail. Most of these have been with the Awards for a number of years.

Paul Lawson, who heads Woodhouse Communications, organisers of the Awards, commented: 'We are delighted that so many of our sponsors have continued to support the Awards each year.'

When asked why a company should sponsor the Awards, Paul said: 'Sponsors get a profile unprecedented in any other rail awards programme.'

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He explained that the sponsorship package includes coverage in *Rail Professional* magazine, and a profile in both the preview and review magazines as well as on the website.

On the night, sponsors are also given a unique opportunity to present the award they sponsor, and tell top industry professionals about their own company.

Paul said: 'We expect the 2005 Awards to be the biggest and the best yet. The dinner will be attended by more than 800 of the top people from within the rail industry and from companies associated with the rail industry.'

He continued, 'The master of ceremonies for the event will again be Jeff Randall, currently BBC business editor. This reflects our belief that the Awards main aim is to promote and reward business excellence.'

'The dinner at the Grosvenor House Hotel is also a great rail industry networking event, one which has established itself as a not-to-be missed event in the rail industry calendar.'

If you would like to find out more about our sponsorship packages contact Tatjana Hauer at Woodhouse Communications. Tel: 01444 473588.



FORECASTING THE FUTURE IS A RISKY BUSINESS

As the strife-torn 1970s drew to a close and a new decade dawned, heralding sweeping industrial and commercial change, the railway was popularly perceived as having come to the end of the line, a spent force from another era soon to become as much part of history as the stagecoach.

But tomorrow's world is a notoriously fickle destination. A quarter-century on, those predictions of railway doom are convincingly proved wrong; the network is currently moving more passengers than at any time since 1959 and a thoroughly modernised rail freight industry is grabbing more and more business from the clogged and congested road system.

Both pundits and public clearly got it wrong. Can we learn from their mistaken view of the future, look at things in a more rational and experienced light, and this time get the prediction right?

Scientists and economists now have better tools to do this; so the answer is yes we can, if we identify and address the right issues.

Looking back at the developments of the past 20-or-so years, it's obvious that the issues influencing the further development of our transport system, and especially the rail network, over the coming half-century will be many and varied.

So, drawing on our collective experience and bearing in mind the skewed prophesies of our predecessors in the prediction business, let's take a cool and calculating look ahead to see whether an intelligent plan can be formed for the future.

The key factors governing any plan for the future are, I believe, sustainability and technological impact. Sustainability, 'green speak' for simply not damaging or depleting our



PETER ALDRIDGE
HEAD OF HSBC RAIL

natural resources, is obviously of prime importance in the development of any forward-looking project. But sustainability is not just about the environment and issues such as climate change and pollution, it has relevance across the entire scope of economic and social issues. It will have a significant influence not only on environmental decisions but on economic matters such as road and congestion charging, investment in infrastructure, logistics and economic growth.

A failure to take sustainability into account could have catastrophic consequences, as the recent devastation in New Orleans has clearly demonstrated. Much of what happened could have been foreseen and planned for. It is clear that climate change across the globe will make such events ever more likely even in parts of the

world that have, until now, rarely experienced extreme weather. We must learn the Louisiana lesson.

The resulting temporary interruption to our taken-for-granted supplies of cheap oil will hopefully act as a timely wake-up call, which brings me to the other key factor I mentioned – technology impact. This raises questions about such things as the cost of hydrocarbons, the further development of more efficient engines, smart cars and satellite systems; all things we should continue to develop.

On the other hand, perhaps we should simply be aiming for no wasted movement of people or goods, people travelling less but faster and more efficiently! However, that would largely depend on social and economic factors. Will we have a country working 24/7? A decade or more ago it was said that, by now, we would all be enjoying unimagined leisure time but in fact we now work the longest hours in Europe, many of us by choice! Will we see further oil price shocks impacting on local economies and making personal transport so costly it leads to social exclusion?

There is little doubt that these questions, and the associated uncertainty, mean it is time now to take courageous decisions to change travel behaviour and enable sustainable living. If we make that start now we should be able to form the long-term, well-informed policies that will deliver an integrated transport network with rail as a key service provider. If the railway industry doesn't start to contribute to this debate now, a major opportunity will be lost.