



12 November 2007

## **MORE AWARD SUCCESS AS FASTRACK PICKS UP TWO UK BUS AWARDS**

*Fastrack*, the bus rapid transit (BRT) system in North Kent, has won two prestigious categories at the UK Bus Awards, and has also been awarded runner-up and commended in further categories.

The UK Bus Awards is the original public transport awards scheme. It provides an annual opportunity to recognise excellence and best practice and reward those delivering attractive and effective public transport, and is open to bus operators, local authorities and industry suppliers.

The awards were presented at a special ceremony in London last week, *Fastrack* won the 'Infrastructure Award' and 'Innovation Award', was runner-up in the 'Street Transit Award' and commended in the award category of 'Winning New Customers'.

*Fastrack* Project Manager David George said: "We know from surveys and feedback that *Fastrack* has been a huge success with our customers but these national accolades really are the icing on the cake. We are particularly delighted to have won the Innovation and Infrastructure Awards which underline that *Fastrack* really is the leading UK example of an innovative bus rapid transit system that can attract people from the car. Much more than just a bus, this is exactly what the *Fastrack* bus rapid transit system is designed to do".

Arriva, who operate the *Fastrack* service for Kent County Council, is also delighted. Kevin Hawkins, Commercial Director with Arriva Southern Counties commented: "This fantastic result is testament to the hard work of all of the partners involved in *Fastrack*, and to the dedication and commitment of Arriva staff who operate *Fastrack* day in day out. We would also like to thank our customers for using *Fastrack* and making it so successful."

*Fastrack* has a key role to play in the regeneration and development of Kent Thameside. Exceeding patronage estimates from the outset, *Fastrack* has now carried over 3 million passengers since it was launched in March 2006. Surveys have shown that 19% of passengers had switched from using a car – a very encouraging early success for a system designed to be a credible alternative to the car for local journeys – with extremely high levels of customer satisfaction.



Two *Fastrack* services are now operating – Route A and Route B. Route A, launched earlier this year and serving the innovative Bridge Development, includes a £8.6m bridge over the M25, designed solely for *Fastrack* and funded by developer ProLogis. *Fastrack* Route B services will serve the new Ebbsfleet International Station when Eurostar services commence from Ebbsfleet on 19 November this year.

## **Ends**

**For any further information, please contact Claudia Robinson at FD Thamesis on 020 7269 9361 / [Claudia.robinson@fdtamesis.com](mailto:Claudia.robinson@fdtamesis.com) or the Fastrack Team on 01474 338800. For general information on *Fastrack* please visit [www.go-fastrack.co.uk](http://www.go-fastrack.co.uk)**