Press Release

17 October 2024

Rugby station blooms to win prestigious award

- *Avanti West Coast's Rugby station recognised by Rugby in Bloom 2024*
- *Station wins the 'Industrial' category for the third consecutive year*
- *Summer blooms bring extra colour to key West Coast Main Line station*

Avanti West Coast's Rugby station has been victorious again in a contest recognising efforts to brighten the area with floral displays.

The station won a first prize in this year's Rugby in Bloom competition, coming tops in the 'Industrial' category. It's the third consecutive year the team have won in Rugby Borough Council's annual event.

Located on the West Coast Main Line, 82 miles north of London, and 30 miles south of Birmingham, the station is used by over two million passengers each year.

The flowers featured in both hanging baskets and garden displays, with new 'insect hotels' for the increasing number of bugs attracted to the station by the floral offerings.

The passion behind the project comes from Customer Service Team Leaders Yunus Sanders and Marlon Golding.

"It's great that Rugby station has once again been acknowledged," said Yunus. "The displays have certainly added a splash of colour to the platforms, and we've had some really nice comments from customers.

"We're both keen gardeners and we're learning each year as the station does present challenges, with some areas getting lots of sun and others mainly in the shade. But it's amazing what can be done, and it's great to experiment and even better when you see the results."

Sarah Sheldon, Station Manager for Rugby at Avanti West Coast said: "We're super proud to have won the award for the third year running. We want our stations to be more than just a place where you catch a train. The displays are testimony to the team's hard work, and I know they are already thinking about next year."

WEST COAST PARTNERSHIP

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Ends

Notes to Editors

About Avanti West Coast

Avanti West Coast, operator of intercity rail services on the West Coast Main Line, is a joint venture between FirstGroup and Trenitalia, delivering a cleaner, greener railway that drives the West Coast forward.

We're on a mission to revolutionise train travel. Our refurbed Pendolinos returned to the rails in June 2024 following a £117m investment programme that's delivered the best in class comfort. Known as the UK's hardest working fleet, all 56 of these iconic trains have been transformed and now boast better seats, improved lighting, new interior carpets, customer-friendly passenger information screens, additional luggage space, power points at every seat and refurbished toilets.

Our new Evero fleet was introduced in June 2024 and will replace our Voyagers. Built by Hitachi, the 23-strong fleet, consisting of 10 seven-carriage electric trains and 13 five-carriage bi-modes, will serve routes from London to the Midlands, Chester, North Wales and the North West, leading to a substantial cut in carbon emissions with an increase in seats, and offering improved comfort. Quieter and roomier, with more reliable Wi-Fi, wireless charging for electrical devices and a real-time customer information system, these new trains are the result of a £350m investment in sustainable travel.

We're tackling climate change wherever we can, from reducing energy and water use to training drivers in eco-driving techniques and sourcing food and drink from local suppliers. Our goal is to be net zero carbon by 2031. We're on track.

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https://newsdesk.avantiwestcoast.co.uk/

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