

Press release

26 November 2012

CrossCountry is recognised for excellence

CrossCountry has been awarded 5 stars by the British Quality Foundation (BQF) in the 'Recognised for Excellence' (R4E) programme.

The award of this top-level accreditation followed an intensive programme of assessment by the BQF, including detailed evaluation of company practices alongside group discussions and one to one interviews with managers and frontline staff to understand the organisation's journey towards excellence. The R4E programme is assessed against the EFQM (formerly the European Foundation for Quality Management) model, Europe's leading recognition programme for high levels of organisational performance. Companies achieving R4E status have demonstrated they are well on the way to achieving sustainable excellence, and 5 stars is the highest award in the R4E categories.

CrossCountry's managing director, Andy Cooper, said: "We are delighted to have achieved five stars at our first try at accreditation. This achievement is testimony to the hard work, commitment and dedication of everyone at CrossCountry over the last five years and reflects our drive to deliver continuous improvement and customer service excellence."

Joe Goasdoué, Chief Executive of the BQF, said: "Being Recognised for Excellence at 5 star level is a tremendous result for any organisation. The CrossCountry team's hard work has paid off and they should all feel very proud of their achievement."

CrossCountry is Britain's geographically-largest passenger rail franchise, providing services from Scotland to Cornwall, the North West to the South Coast, Wales to the East Midlands and the West Midlands to East Anglia. CrossCountry is part of Arriva UK Trains, which is committed to the R4E process of performance improvement and quality benchmarking. Arriva Trains Wales has already achieved R4E recognition and other Arriva rail businesses are currently undergoing accreditation.

Notes to editors

CrossCountry started operating on 11 November 2007. The franchise, which is the most extensive in the UK, will run until 31 March 2016. For further information on CrossCountry services and future franchise plans log on to www.crosscountrytrains.co.uk.

CrossCountry is part of the Arriva group, which is owned by Deutsche Bahn. Arriva is a leading pan-European public transport operators with more than 42,000 employees and operations across 12 European countries. The link to Arriva is www.arriva.co.uk. The link to Deutsche Bahn is www.deutschebahn.com.

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CrossCountry bookings - passengers can book any rail journey, with any train operator for anywhere in Britain with no booking fee through CrossCountry's website and also their free Train Tickets app. Visit your app store to download the CrossCountry app.

CrossCountry facts and figures

STATIONS SERVED: 119

ROUTE MILES: 1,490

WEEKDAY SERVICES: 295

PASSENGERS CARRIED: Over 30 million passenger journeys a year anticipated

ANNUAL TRAIN MILEAGE: Approximately 16 million

EMPLOYEES: Approximately 1,600

LONGEST TRAIN SERVICE: 08.20 Aberdeen to Penzance (774 miles)

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