London Bridge Best Practice

Case Study Title: Bedford to Brighton
Month/Year: 2\textsuperscript{nd} October 2015

Key Benefits

✓ Team building
✓ Positive promotion of The London Bridge Project through community engagement

Objectives and Targets

✓ Hold annual charity fundraising events

Overview

In 2015, to mark a history spanning over 150 years, Costain Group set up their first major national fund raising campaign, 'The Costain 150 Challenge'.

The aim of this initiative would be to raise £1 million in one year, through a variety of fund raising events arranged and participated by Costain employees. All money raised would then be equally split between four major national charities: The British Heart Foundation, Macmillan Cancer Support, The Princes Trust, and the Samaritans.

Event – Bedford to Brighton

On the 2\textsuperscript{nd} October 2015 the London Bridge Station Redevelopment Project hosted its Bedford to Brighton challenge – raising just over £20,000 for the *150 Challenge.

The day involved a 120-mile relay race which required team members to check into every Thameslink station along the Bedford to Brighton rail route - all 30 stations.

Not only that, they had to cycle the first and last quarters. For the middle section between St Albans and East Croydon, team members had to use any means of transport as long as they didn’t use a motorised vehicle or any other form of energy consuming transport.

Participants were split into five teams, each with a minimum of 10 people, including two cyclists and eight further team members to complete the non-cycle sections.

The teams and Captains were:

- Anna Hunter – Fitties and Finishers
- Polly Bowman – Pain Station
- James Elford – Senior Moments
- Clive Williamson – Big, Bald, Bailey Boys & Bird
- Jess Andrews – Chapter 8's

Every single station on the Thameslink line had to be reached and, as proof of progress, a photo had to be taken under the station sign at each changeover to another runner.

The first runner to reach Brighton, and then take a photo under the Costain 150 banner, won the day. The eventual winners were Polly Bowman’s team Pain Station, who pipped early pace setters the Senior Moments after a strong push in the last couple of legs.

The challenge was the brainchild of Anna Hunter, Senior Engineer at London Bridge.

"The day went really well and everyone was really enthusiastic and quite competitive, which was great. The spirit of the event was brilliant and we all managed a few celebratory drinks at the last station," said Anna.