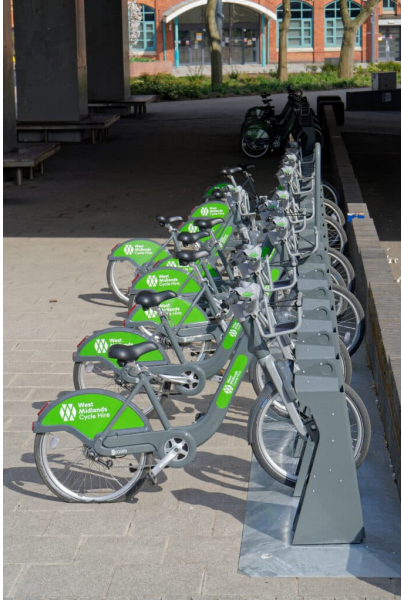


Serco and Transport for West Midlands win public sector award

3 years ago



Serco and Transport for West Midlands have won 'Digital PR Campaign of the Year – Public Sector' at the UK Digital PR Awards 2022, which took place on 5th April at Montcalm Marble Arch, London.

The cycle hire scheme was launched by Transport for West Midlands (TfWM), part of the West Midlands Combined Authority (WMCA), to encourage more people to become active and healthy and offer a convenient and more environmentally-friendly alternative to the car for shorter journeys.

More than 700 bikes were distributed among 83 docking stations placed at key locations in and around the city centre – including bus, train and tram interchanges and popular destinations like Broad Street and Victoria Square – stretching out towards the University of Birmingham.

The launch of the scheme last year in Edgbaston followed successful roll outs of the scheme over the last two months in Coventry, Solihull, Stourbridge, Sutton Coldfield, Walsall and Wolverhampton.

Serco delivers services to governments and other institutions who serve the public or protect vital national interests.

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