

Capturing the *spirit* of the West Coast

PHOTOGRAPHY
COMPETITION

TOGETHER WE ROLL

AVANTI
WEST COAST



Together We Roll



Together We Roll train wrap, by digital artist **Baraka Carberry**

As the UK marks the 200th anniversary of its railway, Avanti West Coast is recognising the important role it plays in connecting people and places with the Together We Roll Photography Competition, designed to celebrate local communities across our route through photography.

We invited professional, emerging and amateur photographers to submit an image that captures the spirit of a community local to the West Coast Main Line, serving major cities and towns in England, Scotland and Wales.

The competition followed the launch of Avanti West Coast's Together We Roll train wrap, a bespoke artwork created by digital artist Baraka Carberry, celebrating the ethnicity of employees and communities across our network and underpinned by our Equality, Diversity and Inclusion strategy.

The winning and highly commended photographers featured in this book were awarded their prizes at a private event hosted by Avanti West Coast at The National Gallery in London.

Amateur photographers

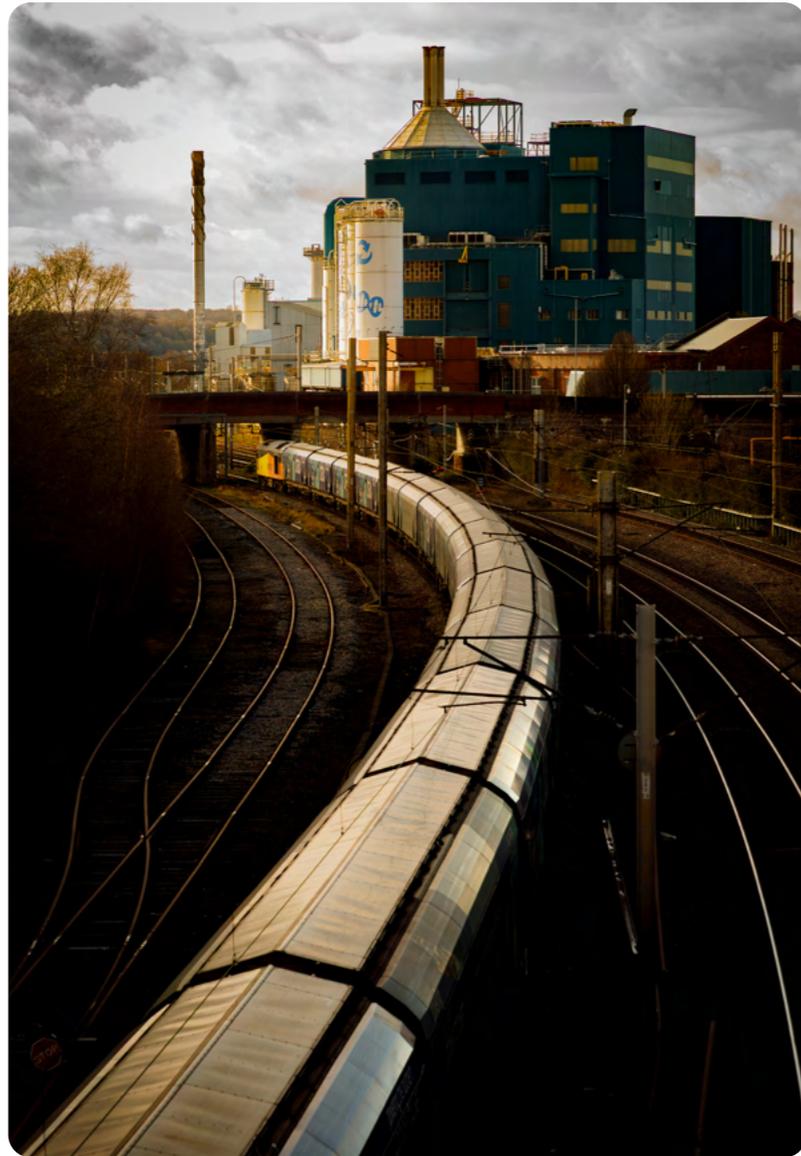
This category was for adults who pursue photography as a passion or hobby – not for profit, but for the love of capturing moments, places and people that inspire them.

Winner Jane Jones, Snowdonia at Dusk

 Llanberis, North Wales

Photographed in Llyn Padarn Lake in Snowdonia, close to the North Wales Coast Line, which connects into the West Coast Main Line at **Crewe**. Avanti services link **Holyhead, Bangor** and **Llandudno Junction** with **Crewe, Chester, Birmingham** and **London**, bringing customers within reach of landscapes like this.





Commended

CJ Rich, Curving into the North West

 *Warrington Bank Quay, Cheshire*

Captured on the approach to **Warrington Bank Quay**, this image shows the West Coast Main Line as it curves through the North West town. The station is a key stop on Avanti's route, connecting **London Euston** with **Lancashire, Cumbria** and **Scotland**.

Commended

Tim Rogers, Across the Weaver Valley

 *Dutton Viaduct, Cheshire*

Built in the 1830s, Dutton Viaduct has carried the railway across the Weaver Valley for almost two centuries. Today it remains a vital part of the West Coast Main Line, supporting fast, long-distance services while standing as a lasting example of Britain's railway engineering heritage.



Our people

An internal category for Avanti West Coast employees – inviting entries from across the business to reflect their own view of the West Coast community.

Winner Alistair Campbell, Northern Lights over Loch Lomond

 *Loch Lomond, Scotland*

The Maid of the Loch captured on the shores of Loch Lomond, which is easily accessible from **Glasgow Central** and the northern end of the West Coast Main Line. The railway brings customers into the city, placing landscapes like this within easy reach of Avanti's route.





Commended

**Owain Morgan,
Where the West Coast Meets the Sea**

 *Stanley Embankment, North Wales*

An Avanti service runs across the Stanley Embankment between the Isle of Anglesey and Holy Island as it approaches Holyhead. This striking stretch of railway highlights how the railway sits naturally within the landscape, linking the North Wales Coast Line into the West Coast Main Line.

Emerging artists

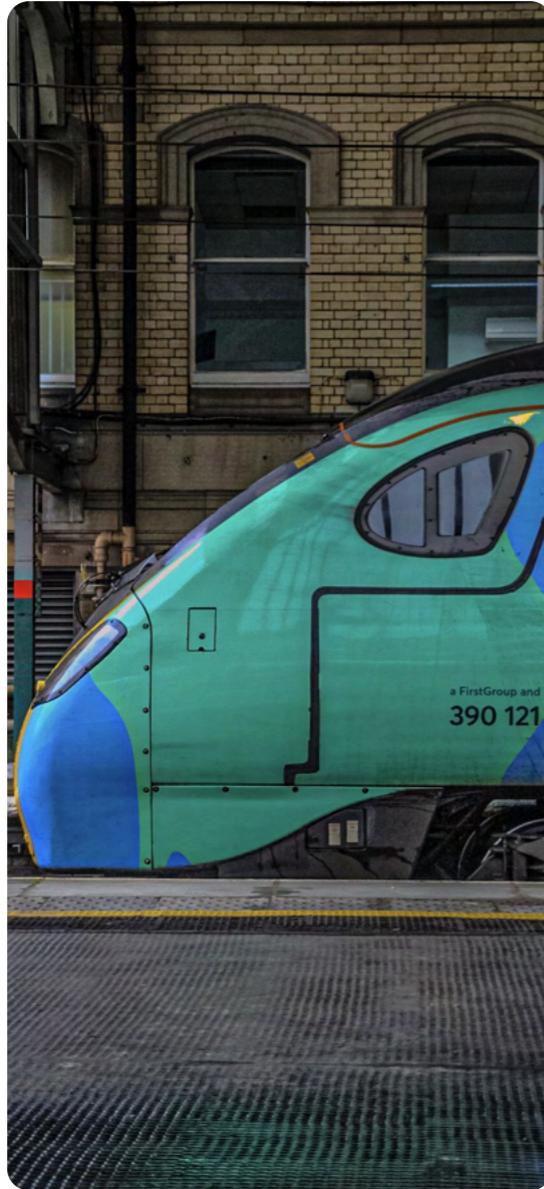
This category was for young creatives under 18 years old – whether it's their first time entering a competition or they're already building their portfolio, this category celebrates fresh talent and new perspectives.

Winner Thomas Hill, *Through the Green Corridor*

 *Tamworth, Staffordshire*

Framed by dense greenery, an Avanti Evero train moves through the landscape on the West Coast Main Line. This image captures how closely nature sits alongside the railway, with trees and vegetation shaping the view as the line connects communities across the route.





Commended

Dalton Gearing, The Climate Train

 *Preston Station, Lancashire*

Designed for **COP26 in Glasgow**, this Avanti train becomes a mobile pledge for climate action. Wrapped with messaging on sustainability and the journey to net zero, it uses the West Coast Main Line to connect people with one of the most important global conversations of our time.

Professional photographers

A category for adults who work in photography professionally – whether that's commercial, editorial, documentary or fine art, this category is for those whose craft is also their career.

Winner James Harding, *Together We Roll*

 *Trent Valley, Staffordshire*

Avanti's *Together We Roll* train moving through **Colwich in the Trent Valley**, wrapped in a bold artwork celebrating ethnicity and the vibrant mix of colleagues and communities connected by the railway. Created with digital artist Baraka Carberry, the design reflects Avanti's commitment to inclusion and the people who bring the route to life every day.



The judges



Baraka Carberry

Digital Artist Baraka designed our Together We Roll train wrap. She goes by art alias Bokiba and is currently based in the Midlands. Other designs include the bus wrap for TfL and Royal Mail stamps celebrating the 75th anniversary of the arrival of the Windrush generation.



Paul Bigland

Paul is a Halifax-based photographer and journalist. His work has appeared in national newspapers, magazines and books for over 25 years. Starting as a travel photographer, Paul's main work is now for the railway industry. Paul is also a judge for the annual Community Rail Awards.



Jas Lehal

Jas is a London-based photographer with over two decades of experience. Her work has been published in national outlets and many other publications and websites. Recent clients have included Net-a-Porter, Amazon, Debenhams, John Lewis, M&S, Sainsbury's, and Discovery Channel.



Matt Pover

Matt is a cheshire-based photographer with over two decades of experience. He specialises in portraiture and has his work featured in various national titles. Recent clients have included Puma, Sony, Hugo Boss, Adidas and Sony.



Richard Clinnick

Richard has been editor of Modern Railways since November 2024 and has been a journalist since 2002. His role involves travelling across Britain (and sometimes further afield) for visits, interviews and research for the magazine - always by rail!

Keep an eye out for more opportunities at:

avantiwestcoast.co.uk

 x.com/avantiwestcoast

 instagram.com/avantiwestcoast

 facebook.com/avantiwestcoastrail

PHOTOGRAPHY COMPETITION

TOGETHER WE ROLL

