



CASE STUDY: Longcross

Encouraging cycling at Longcross' Castle Mill site

At the Castle Mill Phase 2 Site, the site team have been very influenced by the local effect of cycling in and around Oxford. Cycling appears to be a large make up of Oxford, with many people using 'green' transport.

To support the community, the team purchased four bikes to use to travel to and from the construction site location and the Oxford office. This proved a huge success as operatives no longer had to drive into the city centre, sit in traffic and then pay premium prices on parking.

We then acquired an off-site holding area for deliveries to go to before travelling to the construction area. This also means that operatives can park on site but for a small charge which raises money for charity instead of paying premium prices in the centre of Oxford.

The offsite holding area is located a short distance walk away from the site along the canal, however, to make life easier, Longcross offers these bikes to the operatives to allow cycling back and forth to the offsite parking.

Whilst on the project, the management team realised that the junction at the end of the road leading to the site was a busy and demanding turning area to the train station. The team did some research and found out that during the construction of a youth hostel on the corner of the road, a cyclist was knocked over and seriously injured from a turning lorry which resulted in the loss of an unborn child. Longcross therefore implemented traffic marshals for the project and ensured this tragedy would not happen again. The traffic marshals are informed when a delivery is located at the offsite holding area to prepare them to stop traffic and protect the public from lorries exiting the site.