

Case Study:



Community Engagement | Supporting the Taunton Area Cycling Campaign

The Challenge

The Nerrols School project lies on the Taunton Area Cycle Network. As the site team includes a number of keen cyclists, they wanted to do something to both support the local Taunton Area Cycling Campaign.

The Key Objectives

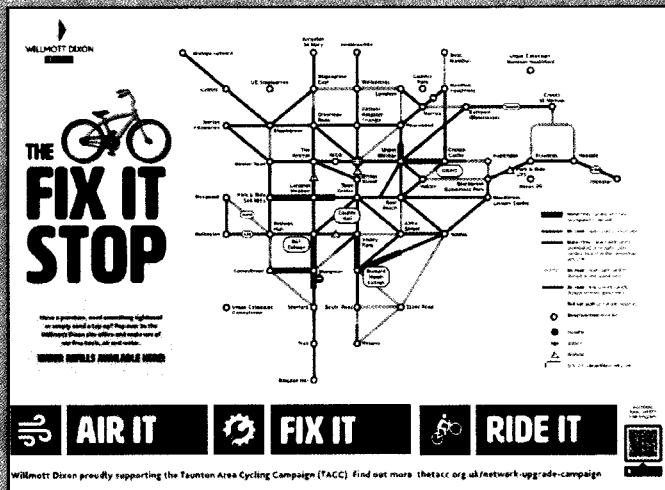
After making contact with the campaign, the site team decided on three courses of action. The first is they thought it would be useful to display the Campaign's cycle network tubemap on the site hoarding adjacent the cycle path to both raise awareness of the campaign and offer cyclists the chance to stop and plan their route.

The second is to offer passing cyclists a 'fix it' station on site should they have an issue with their bike. The fix it station comprises all essential bike maintenance tools, spare inner tubes, a tyre pump and a bottle refill point. Between the site team there is enough bike expertise to fix most bike maintenance issues to at least get the rider back on the road.

The third course of action was to add Willmott Dixon's formal support to the campaign, with our Regional Director signing the campaign's 'Turn the Network Blue' pledge, calling for the local Council to apply for major Government funding to improve the cycle network.

The Results

The scheme is currently being set up, with the tube map signage on order from our supplier and the fix it station a work in progress. The site team aims to get initiative up and running by end of January 2019.



Key Facts

- Willmott Dixon are proudly supporting the Taunton Area Cycling Network
- Cycle Network tubemap displayed on site hoarding
- 'Fix it' station located on site
- Bottle refill station located on site
- WD have pledged support for the Taunton Area Cycling Campaign's 'Turn the network blue' campaign