



Games traffic – local needs and safety come first

At the time of going to press the council was set to consider plans for four temporary park and ride sites, to be open exclusively for next year's Olympic and Paralympic rowing events at Dorney Lake.

They are part of a bigger traffic plan made with residents in mind, including temporary parking zones to help protect residents from spectators parking in their streets.

The council wants to do all it can to keep local roads running freely during next year's Games and is right behind the aim to have 100% of spectators arrive at the lake by public transport – or to walk or cycle there.

Plans being discussed by the council's development control panel would set up temporary park and ride sites at:

- Braywick Park and Stafferton Way, Maidenhead
- Windsor Great Park

- Upton Court Park (dual planning application with Slough). There will be regular shuttle buses to take spectators to and from the events.

Big plan

Encouraging drivers and cyclists to park and ride is all part of the bigger traffic management plan, designed to keep disruption for local people to a minimum while making it easy for spectators to get to and from the event and visitors to get in and out of Windsor.

Cllr Phil Bicknell, cabinet member for highways, transport and the environment said: "Residents' needs and visitor safety are at the forefront of our plans. We are working closely with Games organisers to set up a comprehensive traffic plan, while urging resi-

dents and would-be spectators and visitors to get behind the spirit of the Games and enjoy this once-in-a-lifetime experience."

Arrangements already in place include:

- Windsor Racecourse as the traffic hub for park and ride and rail station shuttle buses.
- Rail travellers arriving at Windsor and Eton Riverside and Maidenhead and Slough stations will be taken to the hub by shuttle bus.
- Cyclists will be encouraged to use the enhanced cycle network with temporary cycle parking at the hub.
- Private boating companies will run frequent river boat services.
- Once there, spectators will walk from the racecourse to the rowing lake across a temporary pedestrian bridge over the Thames.
- the hub will provide some parking for private coach operators and a drop-off point for taxis.

Businesses get Games information

Businesses from across the Borough have been alerted to the opportunities presented by the 2012 events at Eton Dorney – and the need to plan ahead.

A special event in the Town Hall, organised by the council in conjunction with both Maidenhead and Windsor chambers of commerce, gave businesses an insight into how they can make the most of the Games on their doorstep and also make plans for the temporary disruption on local roads.

Cllr Simon Dudley, the borough's lead member for the Games, said: "It is vitally important that owners and managers are clued up about how they can capitalise on the business potential by capturing the economic benefits to be had from the many thousands of visitors heading our way next summer.

"With Maidenhead as a designated transport hub (see above) and the events themselves on Windsor's doorstep, there will be inevitable pressure on our roads and changes to parking and traffic management. The council is working hard to minimise this disruption to our community but businesses must plan ahead to make sure their employees and suppliers are up to speed."



To ease congestion on local roads businesses are being advised by the Olympic Delivery Authority (ODA) to maximise flexible working and working from home during Games time, vary operating hours where possible, encourage staff to use public transport and suppliers to use alternative routes away from the busiest roads.

More information about traffic

and transport is available at www.london2012.com/traveladviceforbusiness

■ **WORKING TOGETHER: Taking part in the council's Olympics event for local businesses are, from left: Rebecca Dengler, Olympic Delivery Authority transport planning team; Mike Walker, president Maidenhead and District Chamber of**

Commerce; Paul Roach, Windsor and Eton town manager; Sue Watts, president Windsor and District Chamber of Commerce; Julia White, Royal Borough visitor manager; Simon Matthews, Business Link; Steph James, Maidenhead town manager, and Cllr Simon Dudley, the borough's cabinet member with responsibility for the 2012 Games.

More volunteers needed to be Eton Dorney ambassadors

More than 300 volunteers have signed up to provide a warm welcome to visitors coming here to watch the Olympic and Paralympic rowing and canoeing events at Eton Dorney.

A total of 500 volunteers from Berkshire and Buckinghamshire are needed for the Eton Dorney Ambassador Programme which is recruiting local residents to extend the hand of friendship to visitors next summer.

Volunteers will be given NVQ training in spectator safety and be meeters and greeters at 14 places including railway stations, park and ride sites and town centres.

Cllr Simon Dudley, the Royal Borough's deputy leader and lead member for the 2012 Games, said: "I am delighted that so many residents have stepped forward for this once-in-a-lifetime opportunity. The programme offers volunteers a pathway to a national qualification which is a major bonus.

"The programme reflects the growing national appreciation of volunteering. Ambassadors will



LOCAL AMBASSADORS: Cllr Simon Dudley pictured at the launch of the Eton Dorney Ambassadors programme with council staff and Dorney volunteers.

play a key role throughout the community at a time when Eton Dorney will be the focus of global attention. In many instances they will be the first contact visitors will have in our area and we will be depending on them to make a very positive first impression."

Volunteers aged 18 and over will be key points of contact for visitors before, during and after the Olympic competitions from 28 July to 11 August and the Paralympic events from 1 to 3 September.

To find out more about the Eton Dorney Ambassador Programme and to get involved visit www.windsor.gov.uk/2012/volunteering

Key role for taxi drivers

Taxi drivers will be in the front line for the 2012 Games – often the first to meet and greet visitors and 'set the tone' for their stay.

That's why the Royal Borough is working with Tourism South East to provide training that will equip local drivers to be proud ambassadors for our borough, understand the needs of visitors and be knowledgeable about the area.

Driver training is now under way, including: greeting and communicating with passengers from overseas, dealing with difficult situations, helping people with particular needs and creating a positive impression.

Cllr Alan Mellins, chairman of the visitor management forum, said: "With the Games only months away we have a strong focus on setting even higher standards in tourism.

"Taxi drivers are key to the welcome we offer to ensure that visitors feel at home, comfortable and confident in the knowledge that they are our valued guests."