



With special thanks to our host
GlaxoSmithKline



The Association for Commuter Transport and Bike2Work Masterclass in association with GlaxoSmithKline

Integrating Cycling Into Travel Plans

Friday 23 June 2006
GlaxoSmithKline Global HQ London

Focus

This Masterclass is designed to illustrate how cycling fits in to various types of travel planning: what opportunities exist, why they work, and how they work alongside other initiatives, outlining the range of expected impacts; modal shift, social, community, and financial benefits for user and business, showing how they work as part of an organisation's pragmatic transport policy.

It is intended to provide a comprehensive overview of the benefits and current methods of promoting cycling amongst staff at an organisation, providing opportunities to network and discuss the practicalities, especially as applied to participant's local or specialist areas.

Hosted by GlaxoSmithKline, there will be the opportunity to view their state of the art award winning cycling facilities on a site tour at the end of the day.

The keynote speakers are high profile figures, who will give insights into the case for increased cycling at the workplace and an overview of the progress that has been made.

Case studies will illustrate the variety of ways that they work, and what doesn't work and why.

The three case studies have each achieved remarkable results with vastly differing circumstance and budgets, giving the audience a good look at the different methods that are used to promote cycling.

Epsom St. Hillier's NHS Trust were this year's ACT Commuter Initiative Award public sector winner. They have implemented a range of pro-cycling initiatives.

Nottinghamshire County Council was the first local authority to implement a travel plan. Over ten years they have achieved some great results on cycle promotion. With senior management support GSK have implemented one of the most successful cycling policies in the private sector.

Workshops chaired by experts in their fields will provide the opportunity to delve into specific elements of cycling as part of a travel plan.

There will also be opportunities to view a range of products and services available during a mini exhibition of some of the leading providers for the sector.

Audience

People and organisations involved in travel planning. This will include:

- *Facilities and transport management and travel Planners at large and medium sized businesses and public sector organisations: Hospitals, NHS Trusts, and Universities*
- *Local Authority officers (Travel Planners, Transport, Cycling Officers, Spatial Planning, Air Quality)*
- *Consultants*
- *Cycle Charities and organisations*

Location

GlaxoSmithKline, GSK House, Great West Road, Brentford, London TW8 9GS

Fees

Standard Fee £150

ACT Member Fee £95

All fees are plus VAT currently at 17.5%

To register

Please complete the attached registration form and send it to:

ACT, 1 Vernon Mews, Vernon Street, London W14 0RL

Tel: 020 7348 1970

Fax: 020 7348 1989

Email: mail@act-uk.com

Website: www.act-uk.com

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Programme

Samira Khan, GSK Planning Manager, Worldwide Real Estate and ACT Board Member
Nick Harvey, National Coordinator, Bike2Work/ Bike Week

10.00-10.30

Registration, tea and coffee

10.30-10.45

Welcome and Introduction

Session One

Overview of Cycling as part of a travel plan

10.50-11.10

Cycling in the overall policy agenda

Phillip Darnton, Chairman, Cycling England

11.10-11.30

The business benefits of a good cycling strategy

Peter Handcock, Vice President, GSK Worldwide Real Estate

11.30-11.50

Cycle works: how to deliver successful cycling to work schemes in your workplace

Simon Brammer, Director, London Cycling Campaign (LCC)

11.50-12.00

Questions & Discussion

12.00-12.20

Coffee and networking

Session Two

Making it work - Case studies

12.20-12.40

Workplace case study: Private Sector: Cycling promotions at GSK

Samira Khan, GSK Planning Manager, Worldwide Real Estate

12.40-13.00

Workplace Case Study: Public Sector: Cycle promotions at Epsom and St. Helier's NHS trust

Jonathan Burns, Travel Plan Co-ordinator, Epsom and St. Helier's NHS trust

13.00-13.20

Local Authority Case Study: Cycling as part of Nottinghamshire County Council STEPS Travel Plan

Claire Fleming, Traffic and Travel Information Officer, Nottinghamshire County Council

1320-1340

Questions, Discussion and Summary

1340-1440

Lunch and Exhibition:

Hands on the tools: bikes and accessories, bike stands, cycle maintenance and cycle training

Session Three

Workshops

1440-1530

Discounted Cycles: Setting up staff discount salary sacrifice schemes for bicycles, fleet bike sales, and corporate discounts.

Chairs: Paul Bullett, B2B Manager, Halfords and Richard Grigsby, Director, Cyclescheme

The tools for success: What you need and where to find it: advice, training, maintenance, hardware

Chair: Carlton Reid, Editor, www.Bikeforall.net

Marketing: How to successfully promote a cycling scheme

Chair: Trudi Fisher, Travel Plan Advisor, B&Q

15.30-1550

Feedback, Questions and Discussion and close

1550-16.30

Site Visit: Cycling Facilities at GSK

Booking Form

I wish to attend the Integrating Cycling Into Travel Plans Masterclass on Friday 23 June 2006

Title	Surname	Forename

Position _____		
Department _____		
Organisation _____		
Address _____ _____		
		Postcode _____
Telephone	Fax _____	
Email _____		
Signature of Authorisation	Date _____	
Please state any special dietary/access or other requirements _____ _____		

Please email me more details of exhibition and promotional opportunities

Address for Invoice

Purchase order number _____

Title	Surname	Forename

Position _____		
Department _____		
Organisation _____		
Address _____ _____		
		Postcode _____
Telephone	Fax _____	
Email _____		

Registration Fees

ACT Members £95
Non Members £150
(All fees subject to VAT at 17.5%)

I enclose a cheque payable to 'PTRC
re. The Association for Commuter Transport

Please Invoice

Fee	£

VAT @17.5%	£

TOTAL	£

Join ACT and receive the member's discount of £55 per person on this Masterclass!

Find out more about joining ACT and the services members enjoy on our website
www.act-uk.com

Cancellation

Any substitutes or changes in details of delegates must be made in writing. Cancellations received before 10 June 2006 will be subject to an administration fee of £50 + VAT. Cancellation of a confirmed booking after this date, including non-arrival at the event, will be liable for the the full fee.

To register, please post or fax this form to:

The Association
for Commuter Transport (ACT)
1 Vernon Mews
Vernon Street
London W14 ORL

Tel: +44 (0) 20 7348 1970
Fax: +44 (0) 20 7348 1989
Email: jo@ptrc-training.co.uk
Website: www.act-uk.com

ACT is a Membership Association dedicated to the promotion of sustainable transport through Travel Planning.

Our membership includes employers in both the public and private sectors.

ACT events are managed by PTRC Training.