

**Form 2 - Active Travel Towns**

**Summary form for the establishment of an e-working centre**

<b>Section 1: Project Title: E-Working Centre Mullingar</b>	
Name and Address of Local Authority	Westmeath County Council
Contact person/proposed project manager	Michael Connolly
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Town proposed for the implementation of programme of walking and cycling measures	Mullingar
Population of town	20,000
Planned duration of project/works (months).	6 months
Planned start date	July 2012

**Section 2: Project Detail**

<p>Briefly outline details of proposals for the development of walking and cycling infrastructure.</p> <p>(Detailed schedule of works should be included in your main project proposal)</p>	<p>The offices of Westmeath County Council are located at the centre of Mullingar town (see attached drawing No. EW_12_1). The Council wish to convert an existing building within the office complex for use as an e-working centre in accordance with National and Local Policy for the reduction of commuting distance to work for people living in the Midlands region. This facility is intended for use of people who currently commute to work in Dublin and other major centres.</p> <p>As a first step it is proposed to carry out a feasibility study including market research into the potential customer base and development of a business model.</p>
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Briefly outline details of how proposed infrastructural measures will be supported by allied behavioural change interventions.	This proposal is for the completion of a feasibility study relating to potential demand for an e-working centre which is proposed as a behavioural change intervention initiative.
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<b>Section 3: Project Costs</b>		
For each project element provide (As per Engineer's costing attached)	Estimated Cost €20,000	Requested DTT&S contribution €20,000
Anticipated drawdown date(s) (e.g. Sept. 2012)	December 2012	

<b>Section 4: Evaluation and Delivery reports</b>
<p>Provide proposals for an evidence based assessment of potential demand in terms of local users and potential visitor and tourist user numbers. Assessment should include evidence based estimates of:</p> <ul style="list-style-type: none"> <li>○ Annual user numbers</li> <li>○ Reduction in short distance car journeys</li> </ul> <p><b><i>The current government Smarter Travel Policy Document and Mullingar Smarter Travel Strategy has identified a e-working centres as a desirable objective to reduce work related travel distances.</i></b></p> <p>Evaluation reports will be requested by the Department on completion of the project. Please indicate:</p> <ul style="list-style-type: none"> <li>• How the project deliverables will be measured and assessed.</li> <li>• Details of proposed route user monitoring.</li> </ul>

The completed study will be available to the Department.

## Section 5: Project synergies

In brief outline how the project aligns with other existing transport, tourism and sport programmes/locations (e.g. other infrastructural programmes, Green Schools programme, Work place travel planning, tourist attractions/visitor centres etc.)

The proposed facility will be located at the centre of Mullingar Town where the implementation of a Green Route Strategy is continuing and has already made significant progressed. Existing car-parking and a proposed covered bicycle parking facilities are adjacent to the proposed site. As shown on Drawing No. EW\_12\_1 the Mullingar Railway Station on the Dublin-Sligo line and Mullingar Bus Terminal are located within a convenient walking distance form the proposed facility.

## Section 6: Project promotion and information dissemination

In brief outline proposed project promotion and information dissemination measures.

**This feasibility stage of the project will involve identification of potential customers for the facility and surveys/consultation relating to these customers. It is anticipated that the feasibility study will identify promotion and information measures necessary for the satisfactory implementation of the proposal.**

Please also refer to additional details included in the letter of submission.