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London SW1H 9EA

By email

16 June 2021

Dear

### **Meeting summer demand and keeping road users informed**

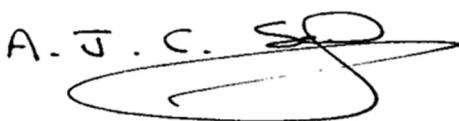
With some restrictions now eased, journeys made by road are increasing and especially for leisure purposes. With opportunities for international travel limited this summer, a boom in domestic travel is likely as people holiday in the UK. Motorway services will play a vital role, as they have done throughout the past 15 months, in ensuring road users can make a safe and comfortable journey.

I am writing to ask about your plans to cope with the likely increase in visitors to your sites and how you will provide information about how busy sites will be.

Transport Focus insight indicates that the ability to maintain social distancing is vital in helping people feel safe in relation to Covid-19. Reliable information about how busy things are right now or are expected to be in future can help visitors plan, avoid busier times and make social distancing easier. The information provided in such situations can also play a key role in ensuring that the visit to services, especially if it is the first for many months, goes well and builds confidence for the future.

We are interested to know how you intend to communicate with your customers about how busy they can expect a site to be ahead of their visit. We would also like to understand your plans for communicating periods of unexpected exceptional busyness. For example, if large numbers head to the coast on a sunny day and sites see high demand that creates queues to enter the building to use facilities such as toilets or to buy food and drink.

I look forward to hearing from you. If we can help by sharing further insight or discussing these issues, please let me know.



**Anthony Smith**  
Chief Executive