

J25 Notes of Fifth Steering Group Meeting (Draft)

Date: 19 Jan 2011

Venue: A C Mole , Blackbrook Business Park, Taunton

Present:

Sally Durbin, Peninsula Enterprise

Paul Dunne, Spirit Club/Holiday Inn

Sarah, AC Mole

Chris Keats , Somerset Care

Chris Hawkins; NHS

Polly Hallchurch, PBA

Hannah Fountain, Somerset CC (Chair)

Reggie Tricker, Somerset CC

Mike Ginger HA

Apologies:

Langdons, Kiddi Karu, Knightstone ,BSI., Mike Pinney, ROK, Margaret Coffey, Holiday Inn

Annual Moving Somerset Forward Awards 2010

PBA, A C Mole and BSI were congratulated on their awards. The NHS had been winners in 2009.

Spine Road Parking

HF presented a plan showing Taunton Deane's proposals. This seems to more or less retain the existing level of parking but regulates its use. The scheme is not in a programme. **Action-HF to liaise with TD regarding timescales /consultation process.**

Travel Plan Pledge

A C Mole; PBA; Peninsula Enterprise and Holiday in have signed up to the pledge at leadership level. The NHS and Somerset Care are considering it. **Action: RT to meet CH. CH is able to involve Kate Burton regarding the NHS 2012 initiative.**

Travel Display Plinth

Action: RT to drop off for PH who will display it in the common entrance until until asked to move it. After a few weeks to be transferred into Peninsula's building (SD). All-let RT know if you would like to host this.

October Car Share promotion

Pardoes had fronted this and had sent a template email to the group (prepared by the HA). There was a significant spike in registrations during November, suggesting that this had some success.

September Event

There was disappointment at the poor attendance at the September event and lessons had been learnt. Some good contacts had been made in the morning and evening periods and through the Commuter Challenge. The Repair and ride events were well supported.

Travel Plan

This was adopted in principle by the group with a cooling off period of up to end of January for any further comments.

Feedback from the one to one discussions

MG reviewed these as follows;

- Need to widen business involvement. Concern that without Sainbury's the group's efforts will be negated
- Focus of the group should be on influencing travel demand, although there is a place for more specific issues
- To some extent discussion items are not fully rounded off in meetings due to lack of time and a mechanism for continuing the dialogue would be very helpful
- There is limited engagement amongst the partners outside of the meeting
- The meetings are thought to be important with at least three per year to keep momentum.
- A standing chair would provide better continuity
- There is scope for linking with other business forums such as Taunton Deane Business Forum
- There had been real benefits through access to better information on travel options and materials
- The commuter challenge and prizes had stimulated discussions in some offices.

Future Arrangements for the Group

Agreed that meetings will be held 3 times/year and Dawn's offer to act as chair for the first year was welcomed. It was suggested that Margaret be asked to act as vice chair. The Holiday Inn is able to host meetings subject to there not being clashes with other events. Sally is prepared to take notes of the meetings.

Actions:

PH to speak to DW to confirm dates that she can do in late March; July and November. Check availability with Margaret. Paul to check with

Margaret on vice chairing. One person from SCC will attend future meetings.

Maintaining dialogue between meetings

A number of methods were discussed, including an online discussion forum, video/phone conferencing and breakfast/lunch meetings (perhaps tapping into some existing arrangements).

Action: HF to check if a facility can be set up on <http://www.movingsomersetforward.co.uk/j25> at low cost

If this can't be done, it was agreed that a yahoo or google group would be set up.

Widening business involvement in the group

The following methods were discussed:

Attend one of the business lunchtime network events at the Hankridge Arms

Publicise business involvement in the pledge and invite others to take part.
Action: Group to co-ordinate press release

Invite Sainsbury's to join the group through a letter to HQ. MG had done a draft letter. **Action : letter to Sainsbury's MG/DW**

Mapping of existing contacts and making contacts with them

Action: It was agreed that members would give a supply of the maps to their neighbours e.g. Sally will give a supply to Viridor. This will give a rationale for speaking to neighbours.

Tapping 'grass roots' support

It was clear from the challenge; event and repair and ride that there is a considerable number of staff who are potential advocates for sustainable travel.

Action: RT to do a flyer for bikes and to give to people at the Blackbrook Way bus stop. Further consideration around trying to form a BUG and Bus advocacy group

Increasing car sharing

A co-ordinated campaign based around the following outline was proposed, to help overcome the reticence in signing up to car share somerset:

- Contact as many businesses as possible asking them to establish staff who are interested in sharing through a personalised approach and to provide postcodes
- RT to check the survey data also for information on this.
- Identify some cluster postcode areas
- Set up opportunities for people from similar postcodes (if there are good clusters) to meeting informally over coffee

The idea of a private group was also discussed

On-going projects to support the travel plan and group work

- Tear off maps available next week
- SCC to look into placing J25 logos on the appropriate town centre bus stops. There is an upcoming meeting with Transport Somerset
- RT is looking into electronic website information on 'next buses' from J25 area.
- Signing of walking and cycling routes to/from the town centre

Gritting of cycleways/ footways

Somerset County Council do not currently grit footways/cycleways as standard and policy on providing grit boxes is not clear.

MG wondered if there was scope for business sponsorship of grit boxes . A 280L grit box with rock salt delivered costs around £300-£350. **Action ; would any businesses be interested in sponsoring a grit box?**

AOB

CH suggested that we could look to offering video links for future meetings so to enable people to participate in our meetings because they were unable to be physically away from their business to attend

Pardoes have stood down from the group due to workload on Russell. ROK have withdrawn pending currently financial issues.

HF mentioned potential to run another Repair and Ride session at Blackbrook. Need to discuss possible hosting with Holiday Inn.

Date of next meeting

Late March To be confirmed following liaison with Dawn

