



## AREA-WIDE TRAVEL PLANNING WEST OF JUNCTION 25, M5

### Fourth Steering Group Meeting – Agenda

**Location:** Peter Brett Associates, Blackbrook Park Avenue

**Travel directions:** <http://www.peterbrett.com/offices/taunton-office.php>

**Time:** 1pm-2:30pm, Tuesday 14<sup>th</sup> September

**Contact details:** Reggie Tricker, Smarter Choices Team, Somerset County Council. [RTricker@somerset.gov.uk](mailto:RTricker@somerset.gov.uk), 01823 35 8079

### Agenda:

1. **Welcome, introductions and apologies**
2. **Parking Management** – presentation by John Elliot of [www.johnelliottconsultancy.co.uk](http://www.johnelliottconsultancy.co.uk) (30 mins)
3. **Review and feedback on Employers' Pledge**
4. **Planning for September Events**
  - Ideas for employee engagement in Commuter Challenge and Celebration Day
5. **October Car Share Campaign**
6. **Update on projects**
  - Travel Plan
  - Travel map and directions
  - Website
7. **Notes of the previous meeting**
8. **AOB / Date of next meeting**





## J25 Travel Plan - Employers' Partnership Pledge

Employers and Somerset County Council (SCC)/Highways Agency (HA) are working jointly to meet challenging targets for improving travel to, from and within the J25 area.

SCC and the HA are implementing a range of information materials and developing campaign materials and guidance to employers to support this. They are also developing the business case for improved transport services to the area.

For success, the project will need the commitment of local employers/business and this can be pledged at one of two levels

### Foundation Level **I'm in!**

- Provision of a contact person for the project
- Willingness to promote travel and campaign information to staff (and visitors?)
- Agreement to put to put travel option information onto company websites (using template material to be provided by the project team) and hold/display copies of travel info leaflet
- Host display material in receptions or other high profile areas

### Leadership level **I'm in!**

This will involve implementing at least three measures from the following list, including additional ideas that companies may put forward.

#### *Potential measures*

#### Cycling

'Cycle to work guarantee', e.g.

- Secure cycle parking for staff and visitors
- Provision of showers/drying/changing facilities
- Offer Cycle to work Scheme to staff (Salary Sacrifice)
- Offer of repair and servicing near the site
- Offer of other measures to inspire cycle use e.g. cycle training.



### Car sharing

- Host an incentivised car share matching event and invite the neighbours
- Allowing flexibility of work timings to enable staff to car share
- Guaranteed lift home if lift falls through

### Smarter working-‘trip disposal’

- Provision of lap tops for working away from the office
- Enabling home working for one day a week
- Work life balance arrangements that allow commuting to be reduced e.g. compressed fortnight
- Access to video conferencing or web conferencing
- Look at/document business travel during work policies, e.g. reimbursement rates, working off-site, venues choices, pool bicycle/cars, local hot desking arrangements/hubs, ‘car at work’ requirements etc.

### Car park management

- Allocate spaces on a rational assessment of accessibility options to the site (e.g beyond a 30 minutes travel band by walk; cycle or public transport)
- Provide dedicated spaces for car sharers

### Induction material

- Provide travel options to new staff at recruitment stage

### Public Transport

- Provide discounted tickets

### General

- Coordinate an area-wide campaign day