

AREA-WIDE TRAVEL PLANNING

WEST OF JUNCTION 25, M5

(Draft) Notes of Inaugural Steering Group Meeting

Date: 19 January 2010

Venue: Peter Brett Associates, Blackbrook Business Park, Taunton

Present:

Mike Ginger (chair)	Highways Agency
Hannah Fountain	Somerset County Council
Reggie Tricker	Somerset County Council
Richard Adams	JMP Consultants Ltd
Richard Swinden	Peter Brett Associates
Jo Richmond	Alder King
Andy Bevan	Pardoes Solicitors
Russell Pearce	Pardoes Solicitors
Chris Hawkins	NHS South West
Steve Cavill	Somerset Care Ltd
Chris Keates	Somerset Care Ltd
Jonathon Langdon	Milstead Langdon LLP

Apologies:

Dawn Wylie	Peter Brett Associates
Clare Dransfield	NHS South West
Sally Durbin	BL Peninsula
Margaret Coffey	Holiday Inn
Paul Harewood	Somerset Skills and Learning

Item	Action
<p>1. Welcome and Introductions</p> <p>Mike Ginger opened the meeting and welcomed all for coming; he thanked Richard Swinden and PBA for hosting the meeting and providing lunch.</p> <p>All present introduced themselves. Some individuals gave an indication of the motivations for their organisations involvement; these included factors such as a desire for the project to foster greater cohesion between organisations at the Hankridge and Blackbrook sites, tackle congestion, manage parking and to assist achievement of ISO14001. Mike Ginger, Hannah Fountain, Reggie Tricker and Richard Adams introduced themselves as the project team and MG outlined the agenda.</p>	
<p>2. Project Refresher</p> <p>RT outlined the origins of the project for those that had been unable to make the first launch meeting (19</p>	

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<p>November 2009) and gave an overview of the project plan which the project team developed to guide the project (attachment 1).</p> <p>RT identified that the project team have made significant progress against the project plan and had reached the stage where they were seeking involvement of J25 organisations.</p>	
<p>3. Travel Plan Development</p> <p>For the benefit of all, RT summarised the function of a travel plan as a management strategy for managing access, supported by a selection of actions or measures to enable access by all modes, with a mechanism for monitoring and review to ensure the measures are achieving the objectives one is trying to achieve. At sites such as Hankridge and Blackbrook, it is possible to develop area-wide travel plan strategies to provide benefit to all.</p> <p>He indicated that a brief audit of companies attending the launch event in November provided basic information about travel plan activities; the responses indicate that many organisations have ITC tools and working practices to facilitate so-called ‘smarter working’ practices, but that many have scope to consider introducing physical measures and supporting measures, such as cycle purchase schemes.</p> <p>The project team have undertaken a site audit of the travel options available to access Hankridge and Blackbrook, which will be useful in developing travel plan measures for the area.</p> <p>The next task is to undertake staff travel surveys with all organisations at Hankridge and Blackbrook; Somerset County Council (SCC) have a standard web-based survey tool which is being updated to include additional car-share and Park and Ride questions. RT identified that the inclusion of Park and Ride would enable capture of data for colleagues within SCC.</p> <p>Discussion then focussed upon the Park and Ride, in particular the decision to not provide a stop adjacent to Blackbrook to enable staff to park off-site and reduce movements through the motorway junction which is recognised by all to be heavily congested. The need for a Park and Ride stop at Blackbrook was strongly made. It was observed that one function of the travel survey was to</p>	

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<p>produce an evidence base in order that a demand-based assessment could be made by SCC; furthermore, such an assessment would need to consider other pressures, such as to preserve space for travellers into Taunton and to avoid the Park and Ride becoming an 'overspill' parking resource for organisations at Hankridge and Blackbrook. JL observed that the Park and Ride issue was a priority for the group.</p> <p>It was agreed that the SCC Public Transport Team would be invited to the next meeting.</p> <p>Survey dissemination was confirmed as being online, with SCC and JR forwarding hyperlink and suggested email text for contacts to cascade to staff. Paper copies will be made available, CH agreeing to hold a central stock at NHS South West. Incentives, by way of 10 x £20 high street vouchers, were agreed.</p> <p>The survey should be available for testing from 25th January, with a view to going live from Monday 1st February for two weeks. Survey will include a question regarding links to the railway station.</p>	
<p>4. Terms of Reference</p> <p>MG tabled draft Terms of Reference and project objectives (Attachment 2).</p> <p>Discussion focussed on agreeing what the project outcome(s) should be, and therefore identifying how the project will get there. There was general agreement that reducing the volume of cars would be beneficial, but not at the expense of creating a 'ghost town.' JL observed that a commercial focus (delivering business efficiencies) typically drives most organisations; he felt many already operate to minimise costs and cited matching office space occupancy to productivity – any staff in the office would therefore be there due to commercial need.</p> <p>MG asked whether the group could support the Terms of Reference, and asked for any specific points to be provided post-meeting. It was identified that it was important for the project to engage with all organisations at Hankridge and Blackbrook, and this could be a further marker of success.</p> <p>Discussion about arrangements for a Steering Group chair identified no clear consensus for a fixed position; RS proposed Dawn Wylie (in her absence) to chair the next</p>	<p>All to consider terms of reference and offer comment</p>

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<p>meeting. This proposal was agreed, subject to her agreement. MG confirmed that the project team would provide technical and administrative support to the Steering Group for the duration of the project.</p> <p>It was suggested and agreed that the Steering Group should meet quarterly, to be hosted by volunteer organisations on a rolling basis.</p>	
<p>5. Setting Objectives</p> <p>The group considered the draft objectives, and identified the following refinements:</p> <ul style="list-style-type: none"> • to be more business-oriented, such as reflect commercial needs and company environmental performance • to reduce car volumes and consider exiting as well as entering traffic • to manage parking • to include the particular issue of the Park and Ride and more generally, improve links to Taunton station (The revised objectives are included as attachment 2). 	<p>Project team to amend draft objectives to reflect comments in meeting or subsequently submitted</p>
<p>6. Implementation – identifying quick win measures</p> <p>RA tabled a shortlist of potential measures for implementation using the project budget available this financial year (attachment 3), followed general discussion.</p> <p>There was consensus for progressing these, which will be taken forward by the project team. The ‘Dr Bike’ sessions are already provided through SCC.</p> <p>Discussion around the importance of website presence. RT reported that initial material have been put on the SCC Moving Forward site:</p> <p>www.movingsomersetforward.co.uk/j25.</p> <p>Richard S suggested using a pre-existing Blackbrook website, set up by AC Mole's, but not yet fully developed:</p> <p>www.blackbrookpark.com/members.html</p> <p>‘Blackbrook Lunch Club’ identified as an opportunity for widening the project involvement.</p> <p><i>Post meeting note: A lunch club meeting was held on Thursday 21st January 2010 at WPA's office. The person</i></p>	<p>Project team to consider web options for next meeting</p> <p>Project team to consider/potentially follow up</p>

Item	Action
<i>to speak to contact about the lunch meetings and the website is Alex Tetley at A.C Mole 01823 624450.</i>	
7. Next Meeting and Any Other Business The next meetings will be: 20 th April, 13:00, hosted by Pardoes Solicitors, Chandos House, Taunton Riverside, Taunton, TA1 2LR. 6 th July, 13:00 hosted by Somerset Care	

Agenda Item 2. Project Plan Tasks

Scoping and Feasibility

- **Task A Agreement on Site Selection**
- **Task B Project Planning**

Establishing Baseline Conditions

- **Task C Collect Baseline Data**

VTP Project Launch

- **Task D Project Launch**
- **Task E Establish Management Framework**

Travel Plan Strategy Development

- **Task F Include a Communication Plan**
- **Task G Detailed Site Audit**
- **Task H Census Analysis**
- **Task I Reporting**
- **Task J Set the Travel Plan Objectives**
- **Task K Set the Travel Plan Targets and Monitoring Strategy**
- **Task L Develop the Travel Plan Measures and Produce and Action Plan**
- **Task M Produce the Travel Plan Report/Strategy**

(Ongoing) Implementation

- **Task N Establish a Travel Plan Co-ordinator/Transport Management Association**
- **Task O Develop a Continuation Strategy**

WOJ25

Draft Terms of Reference

- To identify areas of joint working to promote and enable the use of sustainable travel options
- To enable experience in promoting travel options to be shared
- To provide a forum for discussing and analysing common transport issues
- To receive updates and consultations on local transport planning issues and service proposals
- To provide direct engagement with transport providers
- To receive support from the Highways Agency and Somerset County Council
- To develop a medium travel plan management strategy

Draft Objectives

Outcomes

1. To reduce the volume of cars entering and exiting the site in peak times-primary objective
2. To increase car occupancy levels
3. To increase cycling to the site
4. To increase public transport use to the site
5. To reduce traffic demand at J25 of the M5

Outputs

6. To reduce business costs and overheads
7. To increase knowledge of travel options and the travel plan through clearly provided information
8. To use the area travel plan to support those employers who are working towards improved environment performance
9. To seek more efficient management and use of parking provision
10. To improve the range of travel options for the site including improved links to Taunton station and access to public transport.
11. To maintain the economic vitality of the area.
12. To widen the options for business travel.
13. To establish a long term group of companies who would work together towards these objectives.

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Implementation 2009 -2010 - potential measures

Identification of spending priorities for 'quick win' measures for implementation to support site users in their travel choices. Possible activities include:

Travel Survey

- Survey incentives/prize draw
- Survey feedback

Branding

- Development of a brand/image

Informing travel decisions:

- Production of travel information:
 - General multi-modal travel leaflet incorporating walking, cycling and public transport;
 - Car-specific travel leaflet addressing car sharing, driving technique and maintenance tips;
 - 'business card' journey planner information .
- Production/provision of public domain information boards.
- Reception area information points - production of travel theme 'pop up' displays with supporting travel information dispenser. These can be used loaned to organisations for short periods of four to six weeks for profile raising.

Supporting sustainable choices:

- On-site 'Dr Bike' cycle servicing day(s)