

AREA-WIDE TRAVEL PLANNING

WEST OF JUNCTION 25, M5

(Draft) Notes of Second Steering Group Meeting

Date: 20 April 2010

Venue: Pardoes, Heron Gate Business Park, Taunton

Present:

Mike Ginger	Highways Agency
Hannah Fountain	Somerset County Council
Reggie Tricker	Somerset County Council
Richard Adams	JMP Consultants Ltd
Mark Pedlar	Somerset County Council
Andy Bevins	Pardoes Solicitors
Russell Pearce (chair)	Pardoes Solicitors
Chris Hawkins	NHS South West
Steve Cavill	Somerset Care Ltd
Chris Keates	Somerset Care Ltd
Sheila Sutherland	Milsted Langdon LLP

Apologies:

Dawn Wylie	Peter Brett Associates
Sally Durbin	BL Peninsula
Margaret Coffey	Holiday Inn
Wendy Lewis	Knightstone Housing Assoc.
Jo Richmond	Alder King
Paul Harewood	Somerset Skills & Learning
Mike Pinney	ROK
Claire Blenkinsop	Kiddi Caru
Jonathan Langdon	Milsted Langdon LLP
Kelly Hopwood	Somerset Waste Partnership

Item	Action
<p>1. Welcome and Introductions</p> <p>Russell welcomed everyone to the meeting for which Pardoes had provided the venue and lunch.</p> <p>All present introduced themselves.</p>	
<p>2. Notes of the previous meeting – 19th January 2010</p> <p>The draft terms of reference and project objectives as amended following the January meeting were agreed and adopted.</p> <p>Russell stated that Pardoes will continue to ‘rattle the cage’ in terms of getting more new employers involved. Andy had been talking to Sainsbury’s and B&Q, who unfortunately</p>	<p>RT to add to website</p> <p>All employers to continue to try and engage neighbours</p>

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<p>were unable to send a representative.</p>	<p>where possible</p>
<p>3. Results of the employee travel survey</p> <p>Richard gave an overview of the survey results [available at http://www.movingsomersetforward.co.uk/business/business-networks/west-junction-25/travel-trends].</p> <p>Discussion:</p> <p>Issue of building in visitor travel and using different survey methodologies such focus groups identified by Margaret. Mike mentioned HA travel information services and circulated leaflet.</p> <p>Milsted Langdon had not taken part in the survey when it was issued, but would still like to.</p> <p>Advertising of new jobs and induction could be assisted by travel information pack.</p> <p>Timing of survey overlapped with other surveys e.g. Times 100, general staff surveys, in some companies</p>	<p>RT to add summary presentation to website</p> <p>SCC/HA/Holiday Inn to consider how this could be picked up</p> <p>SCC/Milsted Langdon</p> <p>SCC/HA to consider</p>
<p>4. Park & Ride Update</p> <p>Mark Pedlar of Transporting Somerset at SCC outlined the issues for the P&R buses stopping at Blackbrook:</p> <ul style="list-style-type: none"> • By law P&R is not allowed to compete with commercially registered services, which would be the case here as First run regular bus services into town • The P&R service could drop off at Blackbrook from the P&R site. A premium fare would be needed to prevent people from using it from Blackbrook as a route into town • Current P&R usage = approx. 1000 cars per week, and increasing • Webberbus will be taking over the contract from Stagecoach in October, with newer vehicles. In the meantime there will be a transition period • Details over an additional amended public bus route will be released before June 1st 	<p>SCC will consider how to better market existing bus routes in the J25 area through travel information</p> <p>SCC public transport team to continue to be involved in steering group</p>
<p>5. Future development of the travel plan</p> <p>What target figures for how people travel should we adopt and for what time periods (e.g. 2 years and 5 years):</p> <ul style="list-style-type: none"> • Steering group set a challenging initial target to reduce the existing number of cars containing only one person arriving on-site by 20% over two years (approximate 14 	

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<p>percentage point reduction). Envisaged progress would be more difficult as numbers reduced.</p> <p>What activities can employers be actively involved in:</p> <ul style="list-style-type: none"> • Support and coordination available from the project team (SCC/HA), but recognising the need for companies to facilitate and provide travel choice for their own staff. Many employers had good examples which could be shared. • Potential for series of events, e.g. 8 week intervals, with strong promotion to staff through internal communications • Discussion around campaign messaging based on the one-trip-a-week concept, and introducing identified from the survey. 	<p>SCC/HA to integrate into Action Plan for next meeting</p>
<p>6. Update on implementation of early projects</p> <ul style="list-style-type: none"> • communications plan being drafted – Mike circulated examples of using J25 graphic for different types of products • travel map and directions – being prepared • website – ongoing updates • notice boards – due to be installed soon 	<p>HA/SCC to progress all projects</p>
<p>7. Any Other Business</p> <p>AC Mole, BSI, Clarke Willmott, Peter Brett Associates, Somerset Care, Somerset Waste Partnership and NHS South West had obtained the greatest proportion of survey responses.</p> <p>NHS South West was awarded with the Survey Challenge prize of a glass Smarter Travel Management Award for a combination of getting the most and greatest proportion responses. Somerset Care were awarded as runners up with communal Moving Forward umbrellas for their reception area.</p> <p>Survey award winners were chosen at random electronically by Russell for the shopping voucher prizes.</p>	<p>SCC to complete prize draw, and contact and announce prize winners.</p>
<p>8. Next Meeting</p> <p>The next meeting will be:</p> <p>6th July, 13:00 hosted by Somerset Care</p>	