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# Technical note

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<b>Project</b>	Connect 3: DaSTS Taunton Gateway Study	<b>Date</b>	11 March 2010
<b>Note</b>	Website and Publicity Consultation	<b>Ref</b>	CTCAEY302
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## 1. Introduction

1.1 This note outlines how a website and publicity has been used as part of the overall consultation process for the Taunton DaSTS study. Consultation with the public has been identified a critical element in identifying, developing and refining the options.

## 2. Process

2.1 The DaSTS Taunton Gateway Stakeholder Communications Plan details the way in which stakeholders and members of the public will be involved in the development of the DaSTS Taunton Gateway Study. It was recognised that the first stages of the study until March 2010 involved tight timescales that would be difficult to incorporate traditional consultation processes with the public. It was agreed that a website coupled with appropriate publicity provided the most effective way of achieving this.

2.2 One aspect that emerged early on in discussions was the identity of the study. There was potential for confusion with the term “Taunton Gateway”. The main concern was that the study area encompassed a wider geographical area and the recently opened Taunton Gateway park and ride site at Henlade. In addition, the County Council had recently undertaken consultation on the Taunton Transport Strategy and there risk of further confusion and potential for duplication. On the basis of this the study was rebranded publically to ensure the DaSTS goals were being met. The title “Connect 3: Exploring Transport Links between Bridgwater, Taunton and Wellington” was geared around the study objectives particularly the inter-urban links and corridors of the three towns.

2.3 In discussion with Council Officers, a decision was taken to use Somerset County Council’s main website to provide to an overview of the study, regular updates on progress, links to related documents and an opportunity for members of the public to submit comments and contact the project team if need be.

2.4 At the same time as the website being launched, publicity for the study would be undertaken. It was agreed that the publicity would be undertaken by the public relations department at Somerset County Council. A protocol was established whereby the core text would be drafted by Halcrow, approved by the client and then submitted to public relations for final editing and publication.



### 3. Outcomes

- 3.1 The website ([www.somerset.gov.uk/connect3](http://www.somerset.gov.uk/connect3)) went live during February 2010 as shown in appendix 1. At the start of the study, members of the public were invited to submit comments on the most important transport problems and challenges and were also invited to put forward solutions to tackle these in the longer term.
- 3.2 In March 2010, initial options were published on the website together with text indicating the work that had been undertaken to date. Members of the public have been invited to comment on the initial options as presented.
- 3.3 A number of press releases have been issued on Somerset County Council and these have been publicised in the local press such as the Bridgwater Mercury and the Somerset County Gazette. In addition, there was a radio interview with BBC Radio Somerset.



## Appendix 1

### DaSTS Taunton Gateway Study Public Consultation Website

**SOMERSET COUNTY COUNCIL**  
PROVIDING FOR LIFE

Contact us | Accessibility Help | A- | A+ | A-Z

Home Services News Council Jobs

Council > Initiatives > Connect3

### Connect3

**Exploring future transport links into and between Bridgwater, Taunton and Wellington**

The towns of Bridgwater, Taunton and Wellington are all set to grow in the future. "Connect3" is a study to look at the transport implications of this growth, in particular, links between the towns and into these areas of Somerset from elsewhere.

The study will develop proposals for how best to manage additional demand on the transport network. It will concentrate on transport improvements that could be implemented between 2014 and 2019.

The study does **not** include transport proposals for the town centres. Please click on the links on the right hand side of the page to explore other studies and consultations that are looking at future town centre transport plans.

**Priorities**

The priorities for the Connect3 study follow guidance from the Department for Transport. This aims to ensure that transport improvements are focussed on:

- Supporting national **economic competitiveness and growth**, by delivering reliable and efficient transport networks.
- Reducing transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of **tackling climate change**.
- Contributing to **better safety security and health** and longer life-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travel modes that are beneficial to health.
- Promoting greater **equality of opportunity** for all citizens, with the desired outcome of achieving a fairer society.
- Improving **quality of life** for transport users and non-transport users, and to promote a **healthy natural environment**.

**Background**

Somerset County Council has appointed Halcrow to undertake the Connect3 study on behalf of South West Councils and the Department for Transport. The study is supported by a grant from the Department of Transport and is one of six studies - called DaSTS (Developing a Sustainable Transport System) - across the region. Halcrow is one of the UK's leading consultancies delivering planning, design and management services for developing infrastructure and buildings worldwide. Have your say

We welcome any comments that you have about transport priorities and issues in the study area. However, there are three stages of the study when comments will be particularly valuable. These are:

- 1. At the start of the study (February 2010)** - what do you think are the most important transport problems and challenges? What ideas do you have for solutions to tackle these in the longer term?
- 2. During the second stage of the study (March 2010)** - we hope to be able to share with you a list of the possible measures we have identified and we will ask you if you have any further ideas, or whether you have any comments. Your comments are welcomed at any time on this stage but we would particularly appreciate feedback before the end of March. In particular we would welcome views on:

**Information and resources**

The documents on this website can be downloaded and are published using Adobe Portable Document Format (PDF). To view or print these documents, Adobe's Acrobat PDF reader is required which can be downloaded from Adobe System's website <http://get.adobe.com/uk/reader/> (external link)

**Technical papers detailing options that the Connect 3 study is investigating**

- Option A: A38 Package**
- Option B: A358 Package (East of Junction 25)**
- Option C: M5 J25 to Taunton Package**
- Option D: Rail Package**
- Option E: Self containment: Taunton**
- Option F: Self containment: Bridgwater including Hinkley Point**
- Option G: Self Containment Wellington**
- Option H: Area Wide Public Transport Options including Taxis**
- Option I: New approach to supported bus services**
- Option J: Making Better Use**
- Option K: Informed Traveller Strategy**

