

**INTEGRATED TRANSPORT STAKEHOLDER GROUP (ITSG)
MINUTES OF THE 5th MEETING
TUESDAY 29 November 2005, EUROPA HOTEL, BELFAST.**

Present:

Doreen Brown	Deputy Secretary, Department for Regional Development (DRD), Chair
Eddie Burns	The Automobile Association
Mark Dunn	Northern Ireland Local Government Association
Lisa Fagan	Friends of the Earth
John Gillvray OBE	Construction Employers Federation
Luke Kelleher	Transport Research Institute
Michael Lorimer	Transport Advisory Committee
Eddie Lynch	General Consumer Council
Keith Moffatt	Chief Executive, Translink
Bryan Myles	Community Transport Association
Seamus McAleavey	Northern Ireland Council for Voluntary Action
Carla McCambridge	Irish Congress of Trade Unions
Catherine McCambridge	Northern Ireland Local Government Association
Tom McClelland	Cycling Forum
Geoffrey Perrin	Institution of Civil Engineers

In attendance:

David Carson	Director, Ports and Public Transport Division, DRD
Roddy Crilly	Roads Service, DRD
Angus Kerr	Planning Service, DOE
Ciaran Rogan	Marketing Executive, Translink
Elaine Rosscraig	Research & Development Manager, Stagecoach UK Bus
Wesley Shannon	Director, Road Safety and Vehicle Standards Division, DOE
Mike Thompson	Director, Regional Planning and Transportation Division, DRD
Brian White	Director, Ports and Public Transport Division, DRD

Apologies:

Shaun Woodward MP	Minister with responsibility for the Department for Regional Development
Barbara Anderson	Confederation of British Industry
Peter Bunting	Irish Congress of Trade Unions
Stephen Costello MBE	General Consumer Council
Frank Hewitt	Northern Ireland Chamber of Commerce and Industry
Professor Julian Hine	University of Ulster
Chief Inspector Brian Kee	Police Service of Northern Ireland
Karen Magill	NI Independent Coach Operators Association
Joe Murphy	Irish Congress of trade Unions
Eamonn O'Donnell	NW Taxi Proprietors
Eric Porter	Institution of Highways and Transportation
Rajesh Rana	Transport 2000
Sinead Rice	Royal Town Planning Institute
Prof Austin Smyth	Transport Research
Tom Wilson	Freight Transport Association Ltd

ITSG Secretariat:

Mary Carnaghan
Gregor Kerr
Janet Watson

1 Opening Remarks

Doreen Brown, DRD, welcomed members, including two new members Mark Dunn and Catherine McCambridge who will represent the Northern Ireland Local Government Association [NILGA], to the fifth meeting of ITSG. Mrs Brown thanked John Matthews, the previous NILGA representative, for his contribution to the work of this group.

Unfortunately, because of other commitments, Shaun Woodward was unable to attend.

2 Minutes of the Last Meeting

The minutes of the fourth meeting were agreed. There were no matters arising.

The group agreed that the minutes of the June meeting and the three previous ITSG meetings should be placed on the Internet.

3 Roddy Crilly [Roads Service] and David Carson [Ports and Public Transport Division] gave a presentation on the implications of the Draft Priorities and Budget 2006-08 currently out for consultation.

Mr Crilly advised that the Draft Budget has allocated additional resources for Health and Education and this inevitably has had some implications for other programmes including reduced funding for roads structural maintenance. The proposed funding, in the region of £60million for 2005/06, £45m for 2006/07 and £60m for 2007/08 would permit motorways and trunk roads to be maintained at defined levels of structural condition and would ensure that the overall quality of this element of the road network is maintained. Other roads would receive resurfacing treatments as far as budget allocations permit. A system of regular inspections is in place to ensure that serious road defects are detected and repaired.

Mr Gillvray referred to the future loss of jobs in the quarry industry because of the proposal to cut spending on roads maintenance and asked what employment implications there are for the quarries in the public sector. Mr Crilly advised that he was not aware of any planned cuts.

Mr Perrin expressed concern at the lack of money for roads maintenance and emphasised that the existing road network needs to be kept in good condition.

Mr McAleavey stated that it was difficult to see the merits in reducing a front line service such as roads structural maintenance and asked what other efforts had been made by the Department to deal with reduced funding. Mrs Brown confirmed that all areas within the Department had been considered and that Ministers had put forward cases for competing priorities. Mrs Brown added that there would be opportunities in-year to bid for additional funding as part of the normal budget process.

Mr McAleavey asked whether any efficiency savings were planned. Mrs Brown advised there already was an efficiency programme for Water Service that could not be reduced further. Additionally staffing for the Department is also reducing under the 'Fit for Purpose' initiative and could not be reduced further at this stage. **[Action Point: To advise group what planned staffing reductions relate to in terms of money and numbers – ITSG Secretariat]**

Mr Crilly advised that the emerging Sub-Regional Transport Plan [SRTP] draft blueprints would not now be made available to Councils in November. This

decision has been made in view of the impact of the Draft Budget and the impending announcement on the Investment Strategy for Northern Ireland [ISNI]. These have the potential to substantially alter the financial frameworks within which the SRTP is being formulated. It would therefore be premature and potentially misleading to pre-consult with the Councils at this time. Roads Service will review plans for pre-consultation with Councils when the position on ISNI and the Draft Budget becomes clear. Standard formal consultation on the SRTP will follow the publication of the Draft SRTP and EQIA, which remain programmed by end March 2006.

Mr Carson advised that the Ports and Public Transport allocations in the draft budget have been protected despite the reduction in department resources overall. The only material unmet bid is for additional pension contributions. Capital allocations are in line with the Regional Transportation Strategy. Revenue allocations increase overall by 6.7% over the two years with growth in some Revenue Grants – Demand led Concessionary Fares, Transport Programme for People with Disabilities and Rural Transport Fund. The Public Service Obligation for the railways is static across the period.

Mr Myles stated it was good to see Public Transport funding is being protected and he appreciated the growth in revenue grants.

Mr Carson stated that capital funding remains high with the major element going towards railways and buses. It was recognised that in a scenario where there is fierce competition for Revenue and Capital funds and increasing calls for operational efficiencies, it is vital that funds allocated to Public Transport are utilised to optimum effect.

- 4 Keith Moffatt and Ciaran Rogan [Translink] gave a presentation on Translink's activities and plans for raising public awareness of public transport in Northern Ireland.

Mr Moffatt advised that people choose to use public transport because they have no alternative or because it is better for them. He emphasised the importance of making public transport better and more attractive to people. Mr Moffatt stated that the key elements to making public transport better are:

- tell people about it
- get the product right
- make the bus 'car competitive'; and
- get the transport policy right and implement it.

Mr Moffatt further advised that because there is a single highway authority in Northern Ireland we are uniquely well placed to do what needs to be done in Northern Ireland, which is deliver the Regional Transportation Strategy. He

emphasised that the key to raising public awareness is to raise awareness amongst ourselves, leaders, politicians, stakeholders and generate a 'can do' approach.

Mr Rogan advised that Translink is the public face of the public transport network and development in Northern Ireland. He explained that Translink relies on the constant promotion of its various brands - Metro, NI Railways, Goldline and Enterprise - to promote awareness of the possible transport options available. Additionally Translink is involved in a 'Hearts and Minds' campaign to tackle the sometime negative perception of public transport. Mr Rogan also discussed the importance of the Network Map and points of access to plan/confirm trips such as the website and call centres. In conclusion Mr Rogan emphasised that the "awareness job" is more than traditional marketing and the responsibility of many.

Mr McClelland stated that modal shift was difficult when public transport fares are increasing markedly beyond inflation. Mr Moffatt acknowledged that fares are critical and that rising costs are a huge problem. He added every effort is made to keep costs down but, if the right product is created, people will use it.

Mr McClelland asked about the delay in rolling out the Quality Bus Corridors [QBCs]. Mrs Brown advised that a QBC programme has been agreed for the next five years, which the Department will want to assure moves forward. Mr Rogan stated that some progress has been made and a programme of what actually has to go on the ground is to be agreed in January/February.

Mr Lorimer stated it was good to see pictures of disabled people on the recent 'Rural Rover' leaflet but noted that a textphone number for the deaf had been omitted. Mr Lorimer encouraged Translink to work with partners, such as IMTAC, on promotion material. Mr Rogan agreed that accessibility is a key issue and advised that Translink have a strong record in publishing accessible formats.

- 5 Elaine RossCraig [Stagecoach UK Bus] gave a presentation on some of Stagecoach's marketing exercises that have had an impact on public transport use.

Mrs RossCraig gave examples of the various marketing tools used by Stagecoach UK Bus:

- branding
- direct mail
- on-line
- outdoor
- press and TV.

Additionally Mrs RossCraig focused on the advantages of telemarketing and

explained Stagecoach's telemarketing process:

- identify customer needs primary research (optional)
- segment the market
- identify target market
- undertake fieldwork [telesales]
- issue vouchers
- post-campaign research to establish conversion rate; and
- monitor and review.

Mr Myles asked if the Stagecoach on-line Megabus.com initiative could be transferable to Northern Ireland. Mr Moffatt said this initiative was more applicable to long distance journeys rather the short distance journeys that mainly apply in Northern Ireland. However Translink is looking at this type of initiative in relation, for example, to journeys to Dublin. Furthermore Translink want to look at the possibility of developing a single smart card that can be used for any train or bus journey at any time.

6 Any Other Business

Mrs Brown thanked all those who gave presentations and asked members to let the ITSG secretariat know about any issues they want to follow up on.

7 Next Meeting

The next meeting of ITSG will take place in approximately six months on a date to be arranged by the Secretariat.

Mary Carnaghan

Regional Planning and Transportation Division
December 2005