

Broughton Bypass – Communications Strategy & Action Plan*

* This plan is a live document that will be regularly reviewed and amended as required in line with key project milestones.

Background

Broughton has for many years experienced worsening levels of congestion and local environmental conditions and delivering a transport solution at Broughton is a longstanding project that has gained prominence over recent years.

The opportunity exists to unlock substantial developer contributions, secured against the development of the former Whittingham Hospital, for a road bypass of Broughton and associated improvements to M55 Junction 1. Given the extended timeframe for the delivery of the project and the level of funding uncertainty related to the housing economy the county council will adopt a twin track approach to tackling the traffic congestion in the Broughton area.

The current planning permission for constructing the Broughton Bypass runs to 30 July 2013 and work is underway to apply for a renewal. Options have been explored as to what alternatives exist – as an interim or permanent measure – to the Bypass scheme, including the potential for the bypass to be brought forward in phases starting with the north east section between A6 and Whittingham Lane with associated changes to the latter and to the crossroads.

Communications Strategy

This document outlines the proposed communications strategy to support the communication and engagement process required for completion of detailed design, and ultimately construction, of the Broughton Bypass. The plan will broadly follow the timetable of the delivery of the scheme, with specific action plans developed at each stage (planning through to construction), enabling key audiences to be engaged with in a timely and effective manner.

Activity will broadly focus on the following key areas:

Engaging with the media	Engaging with the public	Engaging with stakeholders
Strong relationships with the media are important for cascading information to the varied audiences affected by the scheme.	Effective engagement with communities. More localised engagement to take place with communities affected by the scheme.	Effective engagement with stakeholders will be important in ensuring there is continued support for the bypass.

Key messages and benefits

In maintaining a dialogue with all groups, it is essential to remind them of the project benefits – particularly at any difficult stages – and not allow them to lose sight of the positive end goal. For example, the construction of the bypass will cause disruption to the surrounding communities' day to day lives and it will be important to reassure residents and businesses that attempts will be made to minimise the impact on them.

Benefits include:

- Supports economic growth in central Lancashire (links to Preston City Deal and the Central Lancashire Highways and Transport Masterplan)
- Improved air quality (links to Air Quality Management Area)
- Reduced congestion

Audiences

<ul style="list-style-type: none">• Local communities<ul style="list-style-type: none">• Residents affected by the scheme• Wider public• All landowners potentially affected	<ul style="list-style-type: none">• Key influencers and stakeholders<ul style="list-style-type: none">• County councillors, Preston City Councillors, MPs, MEPs• Town and Parish councils• HCA• Chamber of Commerce• Highways Agency
Other key stakeholders as identified by project team.	

Communications Action Plan

Stage 1: Preparation of application and renewal of planning permission - March – July end 2013

Key dates: 20 March CLHMP post consultation release
 30 July Current planning permission runs out
 June Communications approach signed off by Cabinet Member and Leader
 12 September Preston, South Ribble and Lancashire City Deal awarded

Activity	Lead	Timings/Notes
<p>Stakeholder engagement</p> <ul style="list-style-type: none"> Phased delivery and outcome of options study – include in CLHMP consultation report update to stakeholders. <p>Media relations</p> <ul style="list-style-type: none"> Phased delivery and outcome of options study – include in post consultation CLHMP news release and media briefing Reactive media relations management - environmental/geotechnical surveys currently being carried out. <p>Preparation of planning application</p> <ul style="list-style-type: none"> Brief cabinet member and leader and request sign off on communications approach. Briefing to Cabinet Members, Leader and local member. Briefings to include benefits the bypass will bring, including supporting economic growth in central Lancashire (links to Preston City Deal and the Central Lancashire Highways and Transport Masterplan) and improved air quality (links to Air Quality Management Area). <p>Stakeholder engagement</p> <ul style="list-style-type: none"> Prepare and issue written briefing for stakeholders. Update C-First. Face to face briefing with parish council reps 	<p>Marcus Hudson</p> <p>Marcus Hudson, Mike Warren Comms</p> <p>Project Team/Comms</p> <p>Project Team/Comms</p> <p>Project Team/Comms Project Team</p>	<p>15th March CLHMP cabinet member report submitted</p> <p>June - complete</p> <p>5th July – Leader and cabinet members 8th July – local CCllr</p> <p>4th July - complete 8th July – complete 23rd July - complete</p>

<p>Media relations</p> <ul style="list-style-type: none"> • Issue news release promoting information events. • Media briefing with LEP, Longridge News and Radio Lancashire. • Reactive media relations management. 	Comms	6 th July LEP to attend first event
<p>Community engagement - Awareness events</p> <ul style="list-style-type: none"> • Deliver a series of public awareness events to allow residents to view our plans and ask questions. • Draft, design, print and distribute supporting materials – exhibition boards, posters, questionnaires, leaflets/flyers/letters 	Comms Project team	Events organized for 16 th , 17 th and 20 th July - complete Complete
<p>E-communications</p> <ul style="list-style-type: none"> • Develop website area for Broughton congestion relief (roundabout and bypass). Include FAQs. • Issue social media messages to support awareness events • Update website with information from exhibition boards <p>www3.lancashire.gov.uk/corporate/atoz/a_to_z/service.asp?u_id=3875&tab=1</p>	Comms Comms Comms	Live 8 th July w/c 8 th July 22 nd July - complete

Stage 2: Submission of planning application
31 July – submission date
27 November – application determined

Activity	Lead	Timings/Notes
<p>Stakeholder engagement</p> <ul style="list-style-type: none"> • Prepare and issue written briefing for stakeholders. 	Project team	July/August - complete
<p>Media relations</p> <ul style="list-style-type: none"> • Reactive media relations management 	Comms	Complete
<p>E-Communications</p> <ul style="list-style-type: none"> • Update website and linked to DCC pages 	Comms	complete

**Stage 3: Planning application determined – 27 November 2013
(links to City Deal messages)**

Activity	Lead	Timings/Notes
Stakeholder engagement <ul style="list-style-type: none"> Prepare and issue written briefing for stakeholders. 	Project team	November - complete
Media relations <ul style="list-style-type: none"> Proactive press release – subject to decision Holding statement – whatever the decision Reactive media relations management <ul style="list-style-type: none"> 400 Garstang Road 	Comms	complete complete complete
E-communications <ul style="list-style-type: none"> Update website and linked to DCC Social media messages - – subject to decision 	Comms	Complete Complete

**Stage 4: CPO and land assembly
CPO consultation 21/23 June – 11 July**

Activity	Lead	Timings/Notes
Stakeholder engagement <ul style="list-style-type: none"> Prepare and issue written briefing for stakeholders. 	Comms	Complete
Media relations <ul style="list-style-type: none"> Reactive media statement ready (based on stakeholder update) 	Comms	Complete
E-Communications <ul style="list-style-type: none"> Update website Upload CPO supporting information 	Comms Comms/legal	Complete Complete
Advertising <ul style="list-style-type: none"> Public notices published in local papers to support CPO consultation 	Comms/legal	Complete

**Stage 4: CPO/SRO Public Inquiry and decision period – subject to secretary of state decision
April 2015 onwards**

Activity	Lead	Timings/Notes
Stakeholder engagement <ul style="list-style-type: none"> Stakeholder update about Public Inquiry outcome 	Sarah C	Complete
Community engagement <ul style="list-style-type: none"> Public notices in LEP Letters to affected residents 	Sarah/Legal Project team	Complete Complete
Media relations <ul style="list-style-type: none"> Prepare media statement about Public Inquiry decision 	Mike	Complete
E-Communications <ul style="list-style-type: none"> Website update about outcome of inquiry 	Sarah C	Complete

**Stage 5: A6 corridor improvement consultation
Cabinet Member DMS – 5 March
Drop in event Sat 21 Mar 9am-12pm**

Activity	Lead	Timings/Notes
Report published on LCC website – 5 March Cabinet Member DMS – 5 March		
Stakeholder engagement/consultation to start w/c 16 March <ul style="list-style-type: none"> Inform local member by email (in advance of DMS) and offer face to face briefing Issue press release including date of event Issue stakeholder update Meet with Preston Ward Cllrs Send consultation information to Preston City Council and Parish Council Create (hidden) website page to contain consultation plans/info 	Martin Mike Warren SN/SM MG MG/GL SN/SM	Complete Complete 10 March Complete 19 March 16 March 12 March

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<p>Public consultation event</p> <ul style="list-style-type: none"> • Agree date with PCC and book venue • Design posters – Parish Council, Stakeholders, Social Media messages • Send flyer to stakeholders • Prepare artwork for consultation boards for event • Circulate flyer via In the Know and parish councils asking them to promote the event 	<p>MG MG/GL/SN GL MG/GL SN</p>	<p>Complete w/c 9 March 16 March Comms needs info by 12 March 16 March</p>
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**Stage 6: Contractor appointed and pre construction comms
October 2015 – December 2015**

Activity	Lead	Timings/Notes
<p>Stakeholder engagement</p>		
<ul style="list-style-type: none"> ▪ Letters to directly affected residents/businesses following outcome – with notice and start date on site ▪ Stakeholder information event/meet the contractor ▪ Bitesize briefing 	<p>Project team Project team Project team</p>	<p>October October October</p>
<p>Media relations</p>		
<ul style="list-style-type: none"> ▪ Final press release issued after challenge period (4-6wks) with outcome decision <ul style="list-style-type: none"> ○ TFL value for money statement ○ Appointment of contractor ○ Visualisations of road ○ Pre-construction/start of works date 	<p>Mike</p>	<p>October</p>
<p>E-Communications</p>		
<ul style="list-style-type: none"> ▪ Web update ▪ Update CSC 	<p>Sarah C Sarah C</p>	<p>October October</p>
<p>Contractor/City Deal Comms</p>		
<ul style="list-style-type: none"> ▪ Draft communications protocol for working with contractor and City Deal partners 	<p>Sarah C</p>	<p>Sept/October</p>

Stage 7: Construction start – late 2015/Jan 2016
Ground breaking ceremony
***Ongoing work with appointed contractor on communications/community engagement (Plan to be developed)**

Activity	Lead	Timings/Notes
Stakeholder engagement <ul style="list-style-type: none"> ▪ Stakeholder update about start of works 	Sarah C	Nov 2015/Jan 2016
Media relations <ul style="list-style-type: none"> ▪ Press release and photo of groundbreaking ceremony 	Mike	Nov 2015/Jan 2016
E-Communications <ul style="list-style-type: none"> ▪ Web update ▪ Social media messages 	Sarah C Sarah C	Nov 2015/Jan 2016 Nov 2015/Jan 2016

Key communications contacts

Sarah Cook	Communications Account Executive	Tel: 01772 531349	Email: sarah.cook@lancashire.gov.uk
Saf Munshi	Communications Account Manager	Tel: 01772 538190 / 07585 983921	Email: Saf.munshi@lancashire.gov.uk
Mike Warren	Media Officer	Tel: 01772 533537 / 07766 991870	Email: mike.warren@lancashire.gov.uk