

South East Blackburn Growth Corridor

Communications Strategy
November 2019



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1. Scheme Context and Background

1.1 Scheme Context

The Council is progressing with the Growth Deal 3 “Pennine Gateways” project which will invest in transport infrastructure across the borough between 2018 and 2021 following a successful funding bid by Blackburn with Darwen Borough Council (BwDBC) to the Lancashire Local Enterprise Partnership (LEP). The Lancashire LEP represents the body responsible for administering allocated Growth Deal 3 (GD3) funding, the latest round of Growth Deal funding made available by central government.

The Pennine Gateways project will deliver key transport infrastructure improvements at three of the main gateways into Blackburn with Darwen off the M65 motorway at junctions 4, 5 and 6. Investment at these adjoining gateways will extend the concept of the Hyndburn – Burnley – Pendle Growth Corridor to the M65 Growth Corridor and will release the potential of a number of adjacent strategic sites to attract and accelerate new development opportunities. Major transport improvements will act as the catalyst for new housing and commercial development, contributing to the delivery of the Council’s adopted Local Plan targets for new housing, businesses and jobs.

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1.2 Objectives

The South East Blackburn Growth Corridor, promoted by BwDBC is one of the priority schemes within Blackburn with Darwen Council’s Local Plan (December 2015) and includes three distinctive infrastructure interventions as follows:

- Widening of the A6077 Haslingden Road between Lions Drive and Shadsworth Road to four lanes with associated geometric improvements at junctions;
- Delivery of the Blackamoor Link Road including two new junctions at Roman Road and Blackamoor Road and associated changes at the existing Roman Road / Blackamoor Road junction; and
- Improvements to the Haslingden Road / Old Bank Lane junction to also include a new access to the Royal Blackburn Teaching Hospital.

1.3 Aims

Works are proposed to start in early 2020 and be complete by 16th April 2021.

The project aims to:

- Enable Blackburn with Darwen Borough Councils growth ambitions to be realised without adversely impacting on the existing level of service (congestion) provided by the Haslingden Road corridor and adjoining local highway network;
- Improve air quality at the Blackamoor Road / Roman Road junction to bring nitrogen dioxide levels within the (annual mean) objective as specified in the Air Quality (England) Regulations 2000 (as amended) to enable the revocation of the Blackamoor AQMA;
- Enable further development of employment opportunities by facilitating the delivery of over 47,894sqm of new commercial floorspace creating approximately 3,862 jobs;
- Supporting future housing growth by enabling the delivery of approximately 643 additional houses within the borough; and
- Improve the facilities for walking and cycling along Haslingden Road, providing a safer environment to encourage participation in active travel.

1.4 Target Audience

The general public, residents and businesses in the Haslingden Road, Blackamoor Road and Roman Road areas.

1.5 Key Messages

1. Why the Council is doing it: to improve the local road network and a key highways intersection/gateway,
2. To enable development and additional employment opportunities, in line with the Council's Growth objectives,
3. Benefits for existing residents in terms of congestion, road safety and air quality,
4. Better journeys in terms of reliability/congestion/time from Blackburn to the Ribble Valley / Preston / M65 J5,
5. All improvements are on Council Highways Land – scheme will happen,
6. Previous consultation with local people as part of Housing Masterplan discussions – Council recognises the need to improve highways,
7. Timescales for delivery: The Council has secured £13m of Local Growth Fund 3 funding from the Lancashire Enterprise Partnership to deliver this piece of infrastructure from January 2019.

2. Strategy and Approach

2.1 Approach

The proposed scheme has been the subject of discussions at Council / Residents meetings.

Two information events took place at the Innovation Centre on Tuesday 29th January and at St James' Church, Lower Darwen on Thursday 7th February 2019 where residents and businesses were invited to give their views on the project. The full consultation responses can be found in Appendix A.

During the planning and implementation stages, a variety of channels will be used to deliver the communications strategy and get information on programme and milestones to local residents, businesses and visitors.

An information portal on the Council's [website](#)¹ will give ongoing information to local residents, businesses, Councillors and MPs. Social media will all be used to ensure the success of the PR side of the project and get information to local people.

An Action Plan setting out the detailed delivery, teams involved and timings is provided in Appendix B with an Activity Report provided as Appendix C.

2.2 Targets

- Successful completion of the project packages by April 2021
- Ongoing updates to internal and external stakeholders and publishing of a regular online newsletter (led by the scheme's main contractor)

2.3 Timescale/Budget

- January 2020 – April 2021 for scheme delivery.
- Circa £11.56m budget.

2.4 Evaluation

The success of the communication will be measured through:

- Regular updates on the information portal
- The number of comments in the local media (negative and positive)

¹ <https://www.blackburn.gov.uk/Pages/growthdeal.aspx>

Appendix A – Consultation Responses



GROWTH DEAL 3 – SOUTH EAST BLACKBURN – SEPTEMBER 2019 UPDATE

Two information events for residents and businesses took place at Evolution Park on Tuesday 29th January 2019 and at St James’ Church, Lower Darwen on Thursday 7th February 2019. Approximately 300 people took the time to attend the events to speak to representatives from the Council. This document provides a summary of comments made by the general public and how the Council intends to respond to them. This document has been uploaded to the Council’s website and information portal for the scheme at <https://www.blackburn.gov.uk/transport-and-travel/transport-and-streets-policies-and-strategies/transport-infrastructure-growth>

You said	Council’s response
<p>What is the main reason behind the scheme?</p>	<p>The scheme seeks to:</p> <ul style="list-style-type: none"> • Improve congestion on the Haslingden Road corridor to / from Royal Blackburn Hospital and M65 Junction 5 • Improve air quality and pedestrian facilities at Blackamoor Junction (which is a designated Air Quality Management Area) • Enable further development of employment opportunities on the Borough’s major growth corridor, as set out in the Council’s Local Plan 2 • Support future housing growth in the Borough, both by way of family housing and housing associated with Royal Blackburn Hospital <p>Major transport improvements will act as the catalyst for new housing and commercial development, contributing to the delivery of the Council’s adopted Local Plan targets for new housing, businesses and jobs.</p> <p>The packages of works (planned to start in the early part of 2020 in stages) consists of:</p> <ul style="list-style-type: none"> • The widening of Haslingden Road • The creation of a new Royal Blackburn Hospital entrance at Old Bank Lane • The creation of the Blackamoor Link Road and associated junction improvements
<p>Where are the future employment opportunities which will be released by the scheme?</p>	<p>There are a number of sites adjacent to the new link road which have been identified for development within the Council’s Adopted Local Plan.</p> <p>Employment sites:</p> <ul style="list-style-type: none"> • Site 13/6 Evolution Park, Shadsworth Road, Blackburn

	<ul style="list-style-type: none"> • Site 13/7 Plot C, Shadsworth Business Park, Blackburn • Site 13/8 Waterside Employment Site, Haslingden Road • Site 13/9 Premier Way, Walker Park, Blackburn <p>Housing sites:</p> <ul style="list-style-type: none"> • Site 16/7 Haslingden Road Development Site (SE Blackburn) • Site 16/8 Blackamoor Road Development Site (SE Blackburn) <p>Details on the Local Plan can be accessed via the following weblink: https://www.blackburn.gov.uk/planning/planning-policies-strategies-and-guides/local-plan-part-2</p>
<p>What previous consultation has been undertaken with local people?</p>	<p>The Council ran two information events for residents and businesses which took place at Evolution Park on Tuesday 29th January 2019 and at St James' Church, Lower Darwen on Thursday 7th February 2019. Approximately 300 people took the time to attend the events to speak to representatives from the Council.</p> <p>A further statutory period of consultation will follow on as part of the submission for planning, which will run from 13th September 2019.</p>
<p>What stage is the project at?</p>	<p>The Lancashire Enterprise Partnership (LEP) prioritised the “Pennine Gateways” project, put forward by Blackburn with Darwen Borough Council in January 2017, and has approved in principle £12m of funding to deliver it. The Lancashire Enterprise Partnership has secured £320 million from the Government's Local Growth Fund to support economic growth in the area through the Growth Deal. The Lancashire Growth Deal as agreed with Government aims to realise the growth potential of the whole of Lancashire, building on key local economic assets and high-value business clusters. The deal will help to:</p> <ul style="list-style-type: none"> • Create up to 11,000 jobs and 3,900 new homes • Attract £1.2 billion of new private sector investment to Lancashire <p>The Pennine Gateways project contributes significantly to the “Releasing Growth Potential” priority of the LEP, through essential transport improvements to motorway junctions and railway lines as well as building new roads which support job creation and enable the release of more land for homes and businesses.</p> <p>The LEP's website provides further details on transport infrastructure schemes at: https://lancashirelep.co.uk/key-initiatives/transport/</p> <p>The Council's Executive Board considered an update report in relation to the scheme in March 2018: https://democracy.blackburn.gov.uk/Data/Executive%20Board/201803081800/Agenda/Document%2013.pdf</p>

<p>Has the project got planning approval?</p>	<p>Two planning applications will be submitted on 13th September 2019, one for the Haslingden Road widening and one for the Blackamoor Link Road elements. Site notices will be posted and further statutory correspondence will be sent to properties directly adjacent to the proposed works.</p> <p>Following receipt, the applications will be validated with details and plans uploaded to the Council's website. For more details and to view the applications please visit https://www.blackburn.gov.uk/planning from 18th September 2019 and then click on "search for a planning application". Access to the Internet is also available at Council Libraries, Darwen Town Hall and Blackburn Town Hall.</p> <p>A statutory period of consultation will follow, and views are invited on the applications by the Council as part of the process. The Council's Planning Committee will consider the applications in December 2019.</p>
<p>What are the benefits for residents and businesses?</p>	<p>The Haslingden Road corridor is the Borough's major growth corridor, containing a number of key businesses, some of which have expanded in recent years. The Council's Local Plan 2 focusses on targeted growth in the Borough, and demands on the Haslingden Road corridor will grow. Infrastructure is being improved to accommodate this growth and to address traffic issues.</p> <p>Blackamoor Road is different in terms of the new infrastructure primarily being required to enable development but will also address longstanding congestion problems on Roman Road, Blackamoor Road and Stopes Brow. The closure of the Blackamoor Road junction arm has been considered in further detail following the two public events, and has been subject to further transport modelling. This has shown that the full benefits of the scheme in terms of traffic, congestion and air quality are best delivered by the closure of the Blackamoor junction arm for general traffic. The closure will be progressed via a Traffic Regulation Order will restrict entry for all traffic bar pedestrians and cyclists.</p>
<p>How is the scheme going to be funded?</p>	<p>The Council has secured £12m of Local Growth Fund 3 funding from the Lancashire Enterprise Partnership to deliver highways infrastructure between Summer 2018 and March 2021 for the "Pennine Gateways" project. The South East Blackburn project is programmed to commence construction on a phased basis from early 2020.</p>
<p>Will there be disruption?</p>	<p>The project involves the diversion of a number of statutory utilities in particular BT and Electricity. There will be disruption caused by the project, but the Council will work closely with residents, businesses and the emergency services to phase and co-ordinate construction works.</p>
<p>How has the Council responded to comments received as part of the process so far?</p>	<p>The Council has been receptive to comments from the public and has sought, where possible, to include suggestions within the scheme. These include:</p> <ul style="list-style-type: none"> • Retaining parking outside "Fancy Row" properties on Haslingden Road and not progressing with new parking areas at the back of the row • Extending solid islands to facilitate easier pedestrian crossing movements across Haslingden Road

	<ul style="list-style-type: none"> • Creating additional parking at the front of Roman Road “cottage” properties south of Newfield Drive with a new lay-by area • Ensuring access to/from future Blackamoor development sites will be from the new Blackamoor Link Road only
What are the next steps?	The Council is looking to go out to tender for prices to deliver the scheme in Autumn 2019, through the Council’s Civil Engineering Framework. The scheme will then be submitted to the Lancashire Enterprise Partnership for Full Approval. The Council will then be able to appoint the Main Contractor and construction works are programmed to follow in the early part of 2020. The project has been designed in a way that it can be delivered on a phased basis.
Will you be keeping residents informed on next steps and how will you do this?	The Council will ensure that residents are kept informed at every stage of development and will prepare a newsletter which will be published at key stages as the project is delivered. The Council will be updating the information portal for the project at regular intervals throughout the progression of the project (as has been done for the previous Growth Deal 3 schemes) at the following webpages: https://www.blackburn.gov.uk/transport-and-travel/transport-and-streets-policies-and-strategies/transport-infrastructure-growth
Where can more information on the proposed developments on Haslingden Road and Blackamoor Road be found?	The Council’s Local Plan Part 2 (adopted December 2015) includes the proposed additional transport infrastructure at Blackamoor: https://www.blackburn.gov.uk/index.php/planning/planning-policies-strategies-and-guides/local-plan-part-2 Local Plan Part 2 Adopted policies map: https://www.blackburn.gov.uk/sites/default/files/media/pdfs/Local%20plan%202-Blackburn%20map%20Council%20forum%20version.pdf Local Plan Part 2 - Page 123 - Policy 45 Major Road Schemes: https://www.blackburn.gov.uk/sites/default/files/media/pdfs/Local%20plan%202-Local%20Plan%20Part%202%20-%20Adoption%20Version%20Dec%202015.pdf

Comments	Council Response
Haslingden Road	
Concerned about two bus stops heading north west into Blackburn. 1 st bus stop is positioned as traffic filters into one lane! The 2 nd bus stop after KFC is positioned in a single lane! Bus stops would be better in two lane areas or in a layby (bus stops are positioned in 2 lane zones heading South east)	The Council will look at the positioning of the Blackburn bound bus stop and the Hopsital bound bus stops as part of the detailed design of the scheme.

The new roundabout at KFC providing a new hospital entrance is in a very good position	The new roundabout replaces the current Royal Blackburn Hospital “Entrance B” priority give way with a fit for purpose way in and out of the major sub-regional hospital facility.
If it improves the gridlock around the hospital. Great!	The major transport scheme is being modelled to determine future benefits. Transport modelling on the Haslingden Road corridor will inform the decision to Fully Approve the scheme.
The roundabout at the observatory corner (Old Bank Lane) is inspired. Can't wait! It will be a great improvement.	Current sightlines and pedestrian facilities at the current junction of Haslingden Road and Old Bank Lane are noted – and will be much improved by the major scheme.
Keep Haslingden Road open. Just restrict HGV's. Stagger the existing traffic lights at the top of Stopes Brow to allow vehicles to turn across the flow of traffic.	Given the nature of businesses on Haslingden Road and into Blackburn Town Centre it isn't part of the Council's plans to weight restrict Haslingden Road. The direct route into Blackburn Town Centre from M65 Junction 4 is height restricted for HGVs, hence the need for alternative access.
Traffic congestion nightmare at peak times now will only get worse. Nothing learnt from previous build.	Haslingden Road widening will increase capacity on the corridor. The Council does promote a range of sustainable transport alternatives via the East Lancashire Connect project: https://www.bwdconnect.org.uk/
I have lived here for 15 years. There needs to be: <ul style="list-style-type: none"> - Planting by my housing on Link Road from J5 to Willows lights. - Crossing on School Lane urgently! - Speed cameras requires as the dual carriageway is moving way too fast through a built up area. We are still a village. Speed calming measures required. Try installing fixed speed cameras. You'll make enough in the first 6 months to cover recent setbacks. - Yellow boxes on junctions to prevent people blocking off exists especially at the end of Haslingden road in front of King Edward. 	<p>The Wainhomes development (45 dwellings) – approved by Planning reference # 10/19/0520 contains a developer contribution which will deliver a pedestrian crossing and associated road markings on School Lane.</p> <p>The Council is aware of speeds in Guide Village and is looking at options to slow traffic down as part of the scheme.</p>
Won't make any difference to traffic coming on or off the industrial site at peak times. Needs a direct link to and from the motorway like Red Scar Business Park at Preston. This will take pressure off the other A&B Roads. The junction with The Observatory off Haslingden Rd also needs looking at, at the same time as Blackamoor Link Road rather than later.	Roundabouts on Haslingden Road will be upgraded and enlarged as part of the project, to accommodate turning movements down Shadsworth Road and accesses. A direct access from M65 into Shadsworth Industrial estate would be problematic given potential cost, developments already in situ, and close proximity of M65 Junctions 4, 5 and 6.
Great idea! Should have been created before the super hospital was built.	The Local Growth Fund seeks to align development with investment in infrastructure.
Blackamoor Link Road	
I am very concerned that it is already difficult for pedestrians to cross the Blackamoor/Roman Road junction and I would like reassurances that a	The current Blackamoor Road / Roman Road junction does not contain any pedestrian facilities or phases. Crossing is particularly difficult from Blackamoor Road across

<p>pedestrian crossing will be seriously considered. This is a very busy road to cross and I know many people who can't cross between 8am to 6pm in the day as it is just too busy and unsafe to cross.</p>	<p>Roman Road in the direction of Lower Darwen St James Primary School on the northern side of the junction as visibility is constrained. The scheme will address these issues.</p>
<p>I live at Cotswold mews. How do I get out of my drive? You will increase pollution. Roman Road won't take the weight of the traffic! Why shut Blackamoor Road?</p>	<p>Access from Cotswold Mews will be protected by "keep clear" markings. Vehicle pollution will be modelled, especially in relation to the impact on the Blackamoor Air Quality Management Area, and on a holistic basis, to be considered through the Planning Application.</p>
<p>Concern over access and particularly egress from Pickering Fold at peak traffic times. Need better traffic controls of Blackamoor junction needs to be bigger than present. Almost impossible to get out currently due to volume of traffic – buses and heavy vehicles.</p>	<p>Pickering Fold access / egress will be considered, but won't be significantly different from the current arrangements.</p>
<p>Traffic lights at Newfield are ridiculous. You are making standing traffic, causing even more pollution to the area. The planned traffic lights are right outside a nursery. A child in the London area has had pollution put on her death certificate. The government is supposed to be combatting pollution. You are making it. Take a road for lorries up the back of pickering road to the motorway. When you have built your houses and populated them, where will the children go to school. Where are the extra doctors facilities etc.</p>	<p>The Council has a statutory duty in relation to Air Quality, both in terms of ongoing reporting and planning to deal with the impacts, particular in relation to Nitrogen Dioxide from vehicles. Details can be viewed at: https://www.blackburn.gov.uk/environment/pollution/air-quality</p> <p>Turning movements will be relocated to junction at Newfield Drive on a newly designed junction with increased capacity.</p>
<p>Concerns that existing traffic (heavy) problem is just being made at another location without actually solving anything. Also being moved to a more populated (residential) area</p>	<p>The newly designed junction at Newfield Drive will see the Blackamoor Road / Roman Road turning movements (between Davyfield Road and the M65) be moved away from the constrained Blackamoor Road junction.</p>
<p>Why not block blackamoor road at Walkers Steel so Blackamoor Road is for residents and the wagons. No other traffic. Win Win because the Newfield wouldn't become the new blackamoor junction, but now Newfield junction.</p> <p>I have a lung disease and bronchitis. I will be greatly affected by the fumes. I live just off Newfield and new meadow. I will lose money on my house and I will lose time on my life. My son has cerebral palsy and it will be impossible for home to get across the roads as they will get busier near us. People will use shortcut down Newfield.</p>	<p>The closure of the Blackamoor Road arm of the Roman Road junction enables the bottom section of Blackamoor Road to effectively be residents only (as there is no exit).</p> <p>The plans aim to improve highways infrastructure at both Blackamoor and Haslingden Road, and meet Council Local Transport objectives in terms of supporting growth, improving air quality, accessibility and road safety.</p>

Main one is that I will be breathing emissions and will have effects on my health. Sort the hospital traffic out and blackamoor would be less busy	
I am okay with this. A zebra or pelican crossing by the school would be fab!	Pedestrian facilities will be introduced at Blackamoor Junction as part of the scheme which will improve access to the school. The Council notes the response from residents regarding crossing facilities in the vicinity of Lower Darwen St James' school.
Hopefully will alleviate air pollution at the Blackamoor Junction to some degree.	The Council has a statutory duty in relation to Air Quality, both in terms of ongoing reporting and planning to deal with the impacts, particular in relation to Nitrogen Dioxide from vehicles. Details can be viewed at: https://www.blackburn.gov.uk/environment/pollution/air-quality and be assessed as part of the Planning Application.
How will the access to St James Fold be achieved as traffic flow will be greatly increased in both directions along Roman Road and no improvement in air quality.	The Council is planning on introducing keep clear markings at St James Fold to enable access and egress from houses.
What about crossings when walking up to Walker Park, Guide and the footpaths to Willows and Post Office? Where will the road access be onto the new housing estate that will be built on Blackamoor Road?	Additional crossings will be considered. The originally marked access from Blackamoor Road into new housing has been removed, and access into new housing will be from the new Link Road only.
Heavy traffic will back up on Stopes Brow before and after proposed road. Also, noise pollution from vehicles.	The closure of the Blackamoor Arm of the junction enables signal timings to be altered, and will be reviewed in relation to Stopes Brow on an ongoing basis pre / post scheme.
Would prefer Blackamoor Road to be closed off at the junction with Roman Road to avoid lorries using crossroads. If houses are being built on the land across the road, won't the access road be on the Link road?	Access into new housing will be directly from the new Blackamoor Road Link Road.
I agree with the new road. Please do not build houses across from the slip road. It will spoil the view from our houses which is totally wrong.	Exact details of new housing will be subject to a future separate planning application. Access to new houses will be directly from the new Link Road.
Concerned about the footpath up to Walker Road. As 'I walk to work and have to cross over at Sally's as there is no footpath. If the new road is there, how am I going to walk to work unless I walk on the road?'. Also, have access to the new housing estate on Links Road as there would be more traffic on Blackamoor Road.	The Council will look at crossing facilities as part of the new Link Road / Blackamoor Road junction design. The access into new housing will be from the new Link Road only.
I have suggested not to block off Blackamoor junction and just use it for domestic traffic. No HGVs. They can use Newfield Drive link. Also, a crossing is required for children. If you could do anything with the access up Higher Croft Road to take some flow off Blackamoor Road, that'd be brilliant!	The Council has evaluated the option to weight limit Blackamoor Road whilst keeping it open to general traffic, but this does not deliver the same overall benefits for traffic. The Higher Croft Road option is difficult due to physical constraints at each end.

<p>There needs to be much improved exit access outside the entrance to St James Fold. Can I suggest that 'Keep Clear' on road markings are implemented immediately. Quite often, I am blocked access into my access road. Please improve the length of yellow lines.</p>	<p>The Council is planning on introducing keep clear markings at St James Fold to enable access and egress from houses.</p>
<p>With the plan to close off the bottom of Blackamoor Road, traffic leaving businesses on Roman Road i.e Accrol, Cicely, Vital etc will most likely avoid using the new road by heading straight ahead at the lights. They'll turn left going through Lower Darwen causing traffic congestion, especially at the mini roundabout. This will also impact traffic with any development on the 'Mill Bank' site. I can understand the need to ease traffic, however, building 100 plus houses will only cause more traffic when already a lot of homes have 2 or 3 cars each! As a pedestrian, I have nearly been hit by a car on several occasions at the traffic lights on the Blackamoor Junction. I would hope that the timing of the lights will be looked at as cars seem to go through red lights.</p>	<p>The new link Road and Newfield junction (and onto Haslingden Road and M65 Junction 5) are designed to modern standards, and as such the Lower Darwen alternative (in its current format to M65 Junction 4) is not a particularly attractive one.</p> <p>The point regarding new houses/employment is noted, hence the need for improved highways infrastructure investment via the Local Growth Fund.</p> <p>The Blackamoor junction in its current format does not have any pedestrian facilities. This issue will be addressed by the scheme.</p>
<p>I don't think your plan will make any difference to the air quality in its present form. I believe you are only moving the problem from Blackamoor Road to Roman Road. Roman Road is already backed up to Manxman Road at peak times and now you are going to move all the Blackamoor Road traffic onto Roman Road just to get to Darwen or Lower Darwen. Also, if there are 3 cars waiting to turn right at Blackamoor traffic lights, no traffic can go straight ahead.</p>	<p>The Council has a statutory duty in relation to Air Quality, both in terms of ongoing reporting and planning to deal with the impacts, particular in relation to Nitrogen Dioxide from vehicles. Details can be viewed at: https://www.blackburn.gov.uk/environment/pollution/air-quality and be assessed as part of the Planning Application.</p> <p>Signal timings and capacity at the Blackamoor Junction will be amended from a 4 arm to a 3 arm junction, with associated improved staging and improved timings.</p>
<p>Please don't block off the junction. Have only domestic traffic going through. Stop HGVS coming up Stopes Brow and direct them to Newfield Drive crossing. Stop pollution near the School and Church. I live at 1 of the 8 cottages going up to the traffic lights at Stopes Brow. We have a narrow pavement outside our properties and it'd be advisable to widen the pavement thus directing the traffic away from 'being outside on the road going up to the lights coming up Stopes Brow after the Church' as the traffic bottle necks at peak times during School runs. Also, we are unable to see outside our downstairs windows as all the natural light is blocked off due to big lorries coming up Stopes Brow outside our premises. Heavy traffic during events at the School and Church restricts us from parking</p>	<p>The Council has evaluated the option to weight limit Blackamoor Road whilst keeping it open to general traffic, but this does not deliver the same overall benefits for traffic.</p> <p>The Council is looking at improving the narrow pavement area at the top of Stopes Brow via the purchase of the Blackamoor Public House, and widening associated pavements.</p> <p>The new link Road and Newfield junction (and onto Haslingden Road and M65 Junction 5) are designed to modern standards, and to cater for HGV movements from further along Roman Road and Davyfield Industrial areas.</p>

<p>outside in the layby as visitors consume them. We would like to request residential parking permits for the small laybys outside the cottages for residents to park during school runs. Traffic flow is horrendous first thing in the morning and at peak times at 5pm. If we were to go out, we'd be unable to park in the laybys as traffic will restrict us into the Church as drivers block off access in and out at peak times since the Keep Clear sign on the road has been removed.</p>	<p>Resident's Parking is not being considered specifically by the Council within the scheme.</p>
<p>Anything diverting traffic away from the School and surrounding area is a good idea. Hopefully, should go a long way helping the constant build-up of traffic. We live at Stopes Brow near the Church. One of my concerns is coming around the corner from the shop turning right off Roman Road onto Stopes Brow as on many occasions, I have nearly been hit by cars cutting the corner to turn left from Stopes Brow onto Roman Road. It's only a matter of time before a child is hit or anyone pushing a pram. Also, residential parking at the layby would be nice for those residing just before the light. The amount of heavy lorries coming up Stopes Brow from Lower Darwen has increased and has become a major concern over the last few years.</p>	<p>Pedestrian facilities will be introduced at Blackamoor Junction as part of the scheme which will improve access to/from the school from the Blackamoor Road side of Roman Road.</p> <p>The Council is looking at improving the narrow pavement area at the top of Stopes Brow via the purchase of the Blackamoor Public House, and widening associated pavements.</p> <p>Resident's Parking is not being considered specifically by the Council within the scheme.</p>
<p>We still need our identity as a community not on emerging industrial site. We still need our countryside and walks especially around the reservoir and would argue for a common for the residents of Blackamoor. Walking with our family around the reservoir area is very important and certainly one reason to still live in Guide. Don't close Blackamoor Road. Make it for domestic traffic only for residents. We don't want our area over industrialised. It's busy enough. Definitely need to balance this by provisions of open spaces for the young to play, families to access and make road marking safer. Perhaps even wild flower meadows but definitely keeping access to our walking routes around the reservoir is important.</p>	<p>The Roman Road area is an established industrial part of Blackburn with Darwen and provides a number of jobs for local people. The reservoir area is key to preserving recreation in the local area, and the Council will work with United Utilities and developers to ensure that access around the reservoir is maintained.</p> <p>Future planning applications for housing will contain an appropriate amount of public open space provision.</p>
<p>A new road would be great running alongside the existing road from the motorway to Stopes Brow. Closing it off will force the already busy Roman Road to back up even further towards Brandy House Brow. The 2 lanes on Roman road is fine but the new road from junction at Newfield Drive is</p>	<p>The design of the scheme has been modelled to ensure that overall benefits are delivered in relation to the local highways network. Parallel improvements to Haslingden Road will ensure that capacity is increased for all traffic.</p>

<p>used mainly to give access to the motorway. With the new road being 1 lane wide and not 2 lanes, the same traffic is going to back up in the same way as present plus most of the traffic is heading towards the motorway. It can only work its best capability if the new road is 2 lanes wide from the off. Even smart traffic lights are going to struggle to keep the flow of traffic moving any better than it is presently.</p> <p>If the new road from Roman Road to the motorway is dual carriageway, I can see this being an effective way to manage traffic flow. If it is a single carriageway, we will only see a need very quickly for it to be widened to a dual carriageway as we are not seeing on Haslingden Road.</p>	
<p>Listed below potential issues on Roman Road including traffic:</p> <ul style="list-style-type: none"> - Vibrations to old properties from passing HGV traffic. - Traffic: This is already extremely heavy especially at peak times & will only increase. - Pollution: Already an issue and will increase. - Road Situation: This is an old road with water pipes running underneath. - Parking & Safety: Extremely difficult currently. Will only get worse. - Pavement at Shop: This is very narrow and will be more dangerous to pedestrians with any increase flow in traffic. - The closure to Blackamoor Road will cause problems as discussed at great lengths at both consultation meetings. - The option of making the section of Roman Road for the Blackamoor crossroads to Newfield Drive were put on the table. This would involve putting a road parallel to take the traffic. - The current suggestion of closing Blackamoor Road will not work as all the congestion is caused by traffic turning right. All that it will do is make the congestion worse on Roman Road. The traffic at peak times already backs up to Observatory Road on most nights. 	<p>The Council has considered all representations made at the two information events held in 2019, and has detailed responses to these issues within this document.</p> <p>The planning application process will also consider views and options and a Transport Statement will be made, in addition to specialist assessments of environment, air quality and ecology.</p>

Appendix B – Action Plan

Communications Action Plan for Growth Deal 3 South East Blackburn

Objective	Channel	Audience	Activity	Lead	Date	Status
Creation of project portal for the project on the Council's website	https://www.blackburn.gov.uk/Pages/growthdeal.aspx	All	Information portal on the Council's homepage to enable up to date project progress and details to be easily available. Section for South East Blackburn	MC	January 2019	To be updated in January 2020
Project portal linked in with BwD Roads Facebook and Twitter page	BwD Roads Facebook / Twitter	All	Link updates to Council Facebook and Twitter pages	KM	As required	
Initial press release updating on the scheme	Issued to LT etc via PR/Comms	All	Produce press release with appropriate quotations from Exec Member for Regeneration. Advertise 29 th January 4pm-7pm drop in exhibitions at Innovation Centre and 7 th February 4pm-7pm at St James' Church Hall.	MC / Kate Grieves PR	November 2018	
Staffed drop in event at Innovation Centre and at St James' Church Hall	Drop in event	Public and businesses	Detailed engineering plans, annotated maps, images and materials, assessment and evaluation summary of options. Afternoon / evening drop in session manned with Council Officers and Scheme Engineers	MC / AN	As per activity	

			29 th January 4pm-7pm drop in exhibitions at Innovation Centre and 7 th February 4pm-7pm at St James' Church Hall.			
Follow-up web information ("you said we did")	Via the Council's website and local media.	Residents / General public	Following the information session the Council will update the web information portal with a response to questions and issues. Explaining the scope for these to be addressed, and set out the next stages and delivery of the project. http://www.blackburn.gov.uk/Pages/growthdeal.aspx	Council MC	Sep 2019 and updated in Oct 2019 and Nov 2019	
Regular newsletters	Via the Council's website (project information portal)	Residents / General public	Production of a regular newsletter which provides updates on project delivery, disruption and timescales for completion etc. This will emanate from the main contractor and will be issued via the Council.	Council MC	Quarterly	
Notification letter to adjacent properties of works commencing	Letter drop	Residents	Letter drop	Main Contractor	January 2020	
Ongoing information to MPs and Local Councillors re: the works	Early sight of quarterly newsletter via email	Local elected members and MPs.	Early sight of regular newsletter via email.	Council MC	Quarterly	
Updating of project information portal to ensure information is up to date	Via the Council's website (project information portal)	All interested parties	Ownership of information portal to enable up to date project progress and details to be easily available.	Council MC	Quarterly	To be updated in January 2020

Appendix C – Activity Report

Communications activity report - Growth Deal 3 project: South East Blackburn

Key contact: mike.cliffe@blackburn.gov.uk

Completed activities over last three months

Objective	Channel	Audience	Activity	Lead	Date	Status
Inform the general public about the forthcoming Information exercise	via Press Release, Lancashire Telegraph and established Council / Community info channels	Residents / General public	Press release containing information about the scheme, where more information can be found at the information portal and information on the proposed drop-in event.	Council MC	January 2019	
Ensure that information about the scheme (details, timescales and objectives) gets to the general public	Information sessions at held on 29 th January at Innovation Centre and 7 th February 2019 at St James' Church Hall, both at 4pm–7pm	Residents / General public	Drop-in sessions were held at Innovation Centre and St James' Church Hall to discuss the proposed highway improvements. Events allowed local residents and businesses to engage with the Council, in discussing the scheme, identifying issues and addressing concerns. Events was advertised via widely distributed PR, Community meetings and newsletters, and the Council's website.	Council MC	January/ February 2019	
To ensure residents and businesses get up to date information about the project	Project information portal	Residents / Businesses / Members	Information portal for the project and Growth Deal Transport Infrastructure set up at http://www.blackburn.gov.uk/Pages/growthdeal.aspx	Council MC	January 2019	

Planned activities for next three months

Objective	Channel	Audience	Activity	Lead	Date	Status
Follow-up information preparation	Via the Council's website and local media.	Residents / General public	Following the information session the Council will prepare follow up information in the format of "you said, we did" to explain the main issues raised, the scope for these to be addressed, and set out the next stages and delivery of the project. http://www.blackburn.gov.uk/Pages/growthdeal.aspx	Council MC	Sep 2019 and updated in Oct 2019 and Nov 2019	
Regular Newsletters	Via the Council's website (project information portal)	Residents / General public	Production of a regular newsletter which provides updates on project delivery, disruption and timescales for completion etc.		As appropriate.	

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