

M25 junction 28 improvement scheme

TR010029

9.110 Response to Action Point 4 from ISH3 Outline Community Engagement Plan

Rules 5(2)(q)

Planning Act 2008

Infrastructure Planning (Examination Procedure) Rules 2010

Volume 9

June 2021

Infrastructure Planning

Planning Act 2008

The Infrastructure Planning (Examination Procedure) Rules 2010

M25 junction 28 scheme

Development Consent Order 202[x]

9.110 Response to Action Point 4 from ISH3 Outline Community Engagement Plan

Rule Number:	Rule 5(2)(q)
Planning Inspectorate Scheme Reference	TR010029
Application Document Reference	TR010029/APP/9.110
Author:	M25 junction 28 scheme, Project Team, Highways England

Version	Date	Status of Version
0	9 June 2021	Deadline 8

Table of contents

Chapter	Pages
1. Introduction	4

1. Introduction

- 1.1.1 This document provides the Outline Community Engagement Plan requested by the Examining Authority at the Issue Specific Hearing 3.
- 1.1.2 This plan will form part of Appendix F in the Outline Construction Environmental Management Plan (CEMP) which will be submitted at a future deadline.
- 1.1.3 This plan is secured through Requirement 4 of the draft Development Consent Order (TR010029/APP/3.1(7)).

**M25 junction 28 improvement scheme
Outline Construction Environmental
Management Plan
Appendix F: Outline Community Engagement Plan
(CEP)**

Table of contents

Chapter	Pages
1. Introduction	3
2. Engagement and communication team	5
3. Our customers	6
4. Our approach to customer engagement and communication	8
5. Stakeholder engagement	11
6. Evaluation	12
Appendices	13
Appendix A: Community Engagement Plan stakeholders	14

1. Introduction

- 1.1.1 The M25 junction 28 scheme is located between Brentwood and Romford in Essex. It falls within the administrative areas of the London Borough of Havering and Brentwood Borough Council along with the Greater London Authority and Essex County Council.
- 1.1.2 The improvement of junction 28 by Highways England (the “Scheme”) is one of the major improvement projects planned for the southeast region and will provide better access towards Essex and London, as well as connecting Brentwood, Chelmsford, Colchester and Suffolk with London and other key destinations. The Scheme was announced by Highways England in July 2017 and construction is expected to commence in spring 2022, if a development consent order (DCO) to authorise the Scheme is made by the Secretary of State.
- 1.1.3 There has been considerable communication and consultation, both statutory and non-statutory in respect of the Scheme. Background on the consultation can be found in the M25 junction 28 [Consultation Report](#) which is held on the Planning Inspectorate website, as submitted with the DCO application.
- 1.1.4 Over five years, the Scheme has been developed following consultation with a range of stakeholders, and more detailed assessments of traffic, engineering, buildability and environmental factors.
- 1.1.5 The Outline Community Engagement Plan (CEP) will set out the steps to be undertaken by Highways England to make sure that those living in the vicinity of the scheme are informed of activities and developments relating to its construction.
- 1.1.6 This Outline CEP sets out:
- The approach for delivering joined up communications and engagement.
 - Communications and engagement with identified stakeholders and customer groups.
 - How we will work with all parties involved with the scheme collaboratively to deliver customer focused communications and engagement.
- 1.1.7 The objectives of the Outline CEP are:
- To ensure our customers feel informed and know where to go for information.
 - To continuously improve the customer experience by providing clear and timely information to allow customers to plan their journeys.
 - To ensure stakeholders can engage and work with us to promote the benefits of the scheme and work through any challenges.
 - To ensure everyone working on the scheme understands the importance of their contribution to customer service and that we put the customer at the heart of everything we do.

- We drive a lasting legacy and leave the community better placed for the future through engagement with local schools, charities and community groups.

1.1.8 This Outline CEP will form the basis of the CEP to be prepared by Highways England as part of its Highways England into Construction Environmental Management Plan (CEMP) to be prepared under Requirement 4 of the DCO and approved thereunder by the Secretary of State.

2. Engagement and communication team

- 2.1.1 Prior to, and during construction, Highways England's Principal Contractor will have a Stakeholder and Communications Officer in place to focus on the customer experience, stakeholder's engagement, communications, correspondence and opportunities to support the local community.
- 2.1.2 The Stakeholder and Communications Officer will assist in developing the final CEP, and maintain a comment and enquiries log, disseminate identified comments for response and implementation of action.
- 2.1.3 Through all our communications and engagement activities, the Stakeholder and Communications Officer will aim to tell the wider story of the Scheme, to demonstrate the environmental, safety, economic and social benefits that it will bring to the area and the lasting legacy it will leave.

3. Our customers

- 3.1.1 The geographic and economic location of the Scheme means it impacts a wide range and number of customers.
- 3.1.2 The statutory and non-statutory activity to support the DCO application requires communication and engagement with key bodies including the relevant local authorities.
- 3.1.3 The Scheme falls within the area of the following local authorities:
- London Borough of Havering
 - Essex County Council
 - Brentwood Borough Council
 - Greater London Authority.
- 3.1.4 Our customers and stakeholders have been categorised by Highways England as follows:
- Road users
 - Non road users (pedestrians, cyclists, and horse riders)
 - Local government
 - Transport
 - Political representatives
 - Media
 - Emergency services
 - Statutory
 - Operational
 - Vulnerable road users
 - Local businesses
 - Landowners and occupiers
 - Local residents
 - Local community users.
- 3.1.5 We want to ensure that our customers receive information in an accessible way and to help them plan safe and reliable journeys.
- 3.1.6 Within this scope, there is an over-arching awareness of the need to ensure that communication methods are utilised fully and adapted to the needs of the following protected characteristics:
- Age
 - Disability

- Gender reassignment
- Race
- Religion or belief
- Sex
- Sexual orientation
- Marriage and civil partnership
- Pregnancy and maternity.

4. Our approach to customer engagement and communication

- 4.1.1 The CEP aims to ensure that the benefits of the Scheme are well known and understood by local, regional and national stakeholders.
- 4.1.2 We aim to ensure that our customers, stakeholders, local businesses, road users, landowners and communities are given the facts, opportunities, and reassurance they need to plan their journeys.
- 4.1.3 The Scheme webpage and social media channels will be used to inform customers of road closures in advance, diversion routes and to promote the benefits of the Scheme. Social media will be monitored daily (Monday to Friday) and comments from the public will be responded to promptly.
- 4.1.4 All customers and stakeholders will have the ability to get in contact if they have any questions or concerns through the Highways England Customer Contact Centre by calling 0300 123 5000 or by using the designated email address, which is M25j28@highwaysengland.co.uk.
- 4.1.5 Correspondence will be logged and managed by the Highways England project support staff, who will forward on any correspondence that requires a response to those who are best placed to provide a response, copying in the project team's Stakeholder and Communications Officer.
- 4.1.6 Customer responses are marked each month by Highways England Regional Customer Lead for the South East using the Road Investment Programme south correspondence scorecard which looks at ensuring all responses following such matters as tone of voice, style guide, and customer service.
- 4.1.7 The Highways England's Engagement Van will be located at a number of locations prior to the start of works to highlight how customers can access the website and how they can contact us if they have any questions.
- 4.1.8 A number of channels and platforms have been identified as methods of engaging pre/during/post construction. The list will be reviewed and developed as further opportunities arise.
- 4.1.9 Table 4.1 sets out the proposed channels for informing customers and stakeholders of construction plans, progress or related information.

Table 4.1: Proposed engagement channels

Product	Product summary	Target Audience
M25 junction 28 web page	<p>Highways England scheme webpage will be used to communicate information about the Scheme, such as why the works are happening, when they will be taking place and the diversion routes. When required, webpage bulletins will be issued to highlight significant changes to the website content.</p> <p>Where possible, stakeholder websites will also be used to communicate information about the scheme.</p>	All
Bi-monthly newsletters	<p>Bi-monthly scheme wide newsletters providing an overall update on the scheme will be shared by email (or post where requested)</p> <p>Customers will need to sign up to alerts to receive a copy.</p>	All
Local and community briefings	<p>Quarterly briefings arranged (either online or at existing meetings) to provide updates on the Scheme and developments.</p>	<p>Local authorities Parish councils community/ resident groups, including the residents of Putwell Bridge Caravan Park</p>
Engagement van	<p>The Highways England engagement van will be located, prior to the start of works, in key locations around the Scheme to raise awareness of the Scheme.</p>	<p>Local residents Communities Road Users</p>
Social media	<p>Social media will be used, working with local government and community groups, to maximise the reach of communication, specifically to reach pre-existing communities that may not be aware of the Scheme.</p>	<p>Local residents Communities Road Users</p>
Information boards and signs	<p>Where work is taking place in areas of public use, a notice will be placed in a safely accessible location, such as on existing information boards or fencing or use signage.</p>	<p>Local residents Communities Road Users</p>

Product	Product summary	Target Audience
Direct mail	Leaflets or letters will be sent at least one week before works start in any local area. These will include explanation of works, timings and duration as well as contact details.	Properties 50m from the works and directly affected properties
Community deposit points	Using the same venues as we displayed consultation materials and the DCO application, ask for those venues (mainly libraries and community centres) to display Scheme updates (either letters, signs or newsletters)	Local residents Communities
Media	Regular media releases to local and national newspapers and other media outlets	All

5. Stakeholder engagement

- 5.1.1 Stakeholder mapping is pivotal to delivering an effective strategy. The mapping of stakeholders using purely the influence / interest model assumes the level of engagement our stakeholders want/needs/expects.
- 5.1.2 Stakeholder engagement will be tailored to each stakeholders' requirements and to ensure the engagement encourages two-way dialogue, meeting agendas will be proposed in advance of meetings. Meeting minutes and actions will be shared following the meetings for comments and updates.
- 5.1.3 To ensure we deliver on all stakeholder commitments, a stakeholder commitments log will be maintained and regularly reviewed.
- 5.1.4 The Scheme and its construction will have an impact on affected landowners, necessitating land acquisition both permanent and temporary. Landowners, lessees, tenants, occupiers and those with an interest in the land affected are therefore a significant group of stakeholders.
- 5.1.5 Those who are not directly affected by the Scheme but may still have an interest in it will be engaged through the monthly newsletters, webpage and social media.
- 5.1.6 Stakeholder engagement will take place through the following forums:

Stakeholder group	Forums
Key local businesse / attractions	Regular working groups, ad hoc meetings and communication channels
Local authorities	Regular meetings, including a monthly communication working group
Local parish councils	Attendance at parish council meetings when required and ad hoc site visits
Local residents	Ongoing engagement will continue throughout the duration of the scheme through residents working groups and communication channels
Other development schemes in the Scheme area	Regular working groups
Local businesses	Briefing and traffic management clinics
MP's	Letters and site visits
Non-motorised users (NMU)	Regular liaison group, ad hoc meetings and communication channels

6. Evaluation

- 6.1.1 The success of our CEP will be regularly reviewed to ensure we are achieving our objectives and improving our communications approach.
- 6.1.2 We will gather qualitative feedback via evaluation forms to help us measure and improve our communications.
- 6.1.3 We will request feedback from stakeholders to help us measure and improve our engagement.
- 6.1.4 This information helps us analyse impact, review lessons from completed activities and inform future planning as well as share insight with other communications teams within Highways England.

Appendices

Appendix A. Community Engagement Plan stakeholders

[Contact details will be included in the Stakeholder Tracker]

Host local authorities
Brentwood Borough Council
Essex County Council
Greater London Authority
London Borough of Havering
Transport for London
District, town and parish councils
Basildon District Council
Blackmore, Hook End and Wyatts Green Parish Council
Cambridgeshire County Council
Chelmsford City Council
Colchester Borough Council
Doddinghurst Parish Council
Epping Forest District Council
Herongate and Ingrave Parish Council
Hertfordshire County Council
Ingastone and Fryerning Parish Council
Kelvedon Hatch Parish Council
Medway Council
Mountnessing Parish Council
Navestock Parish Council
Southend-on-Sea Borough Council
Stondon Massey Parish Council
Suffolk County Council
Thurrock Borough Council
Waltham Forest Council
West Horndon Parish Council
Businesses

Brentwood Chamber of Commerce
Essex Chamber of Commerce
Great Essex Business Board
Havering Chamber of Industry and Commerce
London Enterprise LEP
South East LEP
The Havering Business Network
Communities
Essex Local Resilience Forum
Emergency services
East of England Ambulance Service
Essex Fire and Rescue
Essex Police
London Ambulance Service NHS Trust
London Fire Brigade
Mayor's Office for Policing and Crime
Metropolitan Police
Ministry of Defence
National Blood and Transplant Authority
Police, Fire and Rescue Commissioner for Essex
Environmental bodies
English Heritage
Environment Agency
Essex Wildlife Trust
Forestry Commission
Historic England - East of England
Natural England
Health
Basildon and Brentwood Clinical Commissioning Group
Havering Clinical Commissioning Group
Mid Essex Clinical Commissioning Group
National Health Service Commissioning Board
NHS Basildon and Brentwood, Clinical Commissioning Group
NHS Business Services Authority

NHS Digital (previously Health and Social Care Information Centre)
NHS Improvement (previously National Patient Safety Agency)
NHS Litigation Authority
NHS Trust Development Authority
Public Health England
The NHS Commissioning Board Authority (NHS England)
Non motorised users (NMUs)
Cycling UK
Ramblers UK
British Horse Society
Cyclists Tourist Club
Fortyplus Cycling Club
Havering Cyclists
Hornchurch Cycle Club
Romford Cycling Club
Residents/landowner
Trustees of the Gardens of Peace Muslim Cemetery
Glebeland Estates Limited
Grove Farm
Luddington Golf Limited
Maylands cottages
Putwell Bridge Caravan Site
Woodstock Avenue residents
Road users
Dynamic Parcel Distribution
Driver and Vehicle Standards Agency
RAC
Royal Mail
Transport
Brentwood Bus and Rail Users Association
Brentwood Community Transport
Caravan and Motorhome Club
Campaign for Better Transport

Disabled Motoring UK
Disabled Persons Transport Advisory Committee
Freight Transport Association
Megabus
National Express
Network Rail
Passenger Transport Executives
Road Haulage Association
Transport for London Buses
Transport Focus
Utilities
British Pipeline Agency Limited
BT Openreach
Cadent Gas
Independent Power Networks Limited
National Grid
UK Power Networks

© Crown copyright (2021).

You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence:

visit www.nationalarchives.gov.uk/doc/open-government-licence/

write to the Information Policy Team, **The National Archives, Kew, London TW9 4DU**,
or email psi@nationalarchives.gsi.gov.uk.

Printed on paper from well-managed forests and other controlled sources.

Registered office Bridge House, 1 Walnut Tree Close, Guildford GU1 4LZ
Highways England Company Limited registered in England and Wales number 09346363

