

# Just Dual It

Campaign update  
08 October 2021



# Strategy

# Background

Ahead of the 2021 Comprehensive Spending Review, which we predict will be in November, the A47 Alliance has an opportunity to campaign for the dualling of the A47, with the ambition of achieving funding for one of the schemes in the review.

The schemes we will campaign for are those prioritised by the A47 Alliance for the Road Investment Strategy 2 (RIS2) funding. These are:

- Acle Straight dualling
- Tinley to East Winch dualling
- Peterborough to Wisbech dualling

**These schemes were not included in the RIS2 announcement in March 2020**

# Goals & objectives

## Business objective

1. Secure funding for whole route dualling in the comprehensive spending review
2. For National Highways to deliver, promptly, each section as it is approved by planning

## Campaign objectives

1. Generate PR coverage to raise awareness that the dualling of the A47 is still a priority
2. Help mobilise local political, business and public support for dualling of the A47

# Tactics

- Partnership with EDP
- PR / media coverage
- Social media campaign
- Day of Action

w/c	Theme / Call to action
13 Sept	Complete the National Highways survey
20 Sept	Travel and Safety
27 Sept	Economy and Environment
4 Oct	Business and Investment
11 Oct	Social Media Day of Action (13 October)