

**A66 Northern Trans-Pennine Project  
TR010062**

**2.7 Environmental Management Plan  
Annex B11 Community Engagement  
Plan**

**APFP Regulations 5(2)(a)**

**Planning Act 2008**

**Infrastructure Planning (Applications: Prescribed Forms and  
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A66 Northern Trans-Pennine Project  
Development Consent Order 202x

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**2.7 ENVIRONMENTAL MANAGEMENT PLAN  
ANNEX B11 COMMUNITY ENGAGEMENT PLAN**

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## **B11 Community engagement plan**

### **B11.1 Introduction**

- B11.1.1 The Project comprises the improvement of the A66 between the M6 at Penrith and the A1(M) at Scotch Corner, comprising the following eight individual schemes:
- M6 Junction 40 to Kemplay Bank
  - Penrith to Temple Sowerby
  - Temple Sowerby to Appleby
  - Appleby to Brough
  - Bowes Bypass
  - Cross Lanes to Rokeby
  - Stephen Bank to Carkin Moor
  - A1(M) Junction 53 Scotch Corner.
- B11.1.2 This Project is classed as a 'Nationally Significant Infrastructure Project' which needs consent to build by way of a Development Consent Order (DCO).
- B11.1.3 There has been considerable communication and consultation, both statutory and non-statutory in respect of the Project throughout the project development. Background on the consultation can be found in the Consultation Report (Application Document 4.4), which is held on the Planning Inspectorate website, as submitted with the DCO application.
- B11.1.4 Over a number of years, the Project has been developed following consultation with a range of stakeholders, and more detailed assessments of traffic, engineering, buildability and environmental factors.
- B11.1.5 The Community Engagement Plan (CEP) will set out the steps to be undertaken by National Highways to make sure that those living in the vicinity of the Project are informed of activities and developments relating to its construction.
- B11.1.6 This CEP sets out:
- The approach for delivering joined up communications and engagement
  - Proposals for recording communications and engagement with identified stakeholder groups
  - How we will deliver stakeholder and community focused communications and engagement.
- B11.1.7 The objectives of the CEP are:
- To ensure the local community feel informed and know where to go for information
  - To continuously improve the customer experience by providing clear and timely information to allow road users to plan their journeys
  - To ensure stakeholders can engage and work with us to promote the benefits of the Project and work through any challenges

- To ensure, through appropriate toolbox talks and training, that everyone working on the Project understands the importance of their contribution to community engagement
- To engage with schools, charities and community groups in the vicinity of the Project, with the aim of leaving a lasting legacy that puts local communities in a better position for the future.

B11.1.8 This CEP forms Annex B11 of the Environmental Management Plan, which will be certified under the DCO.

## **B11.2 Engagement and communication team**

B11.2.1 National Highways' appointed Principal Contractor will appoint a Community Liaison Manager who will implement and develop the CEP throughout development and delivery of the Project. This will focus on customer experience, stakeholder engagement, and opportunities to support the local community.

B11.2.2 The Community Liaison Manager will assist in developing the detailed CEP, including maintaining a comment and enquiries log. As part of maintaining the log, the Community Liaison Manager will disseminate identified comments for response and implementation of action as appropriate.

B11.2.3 Through all communications and engagement activities, the Community Liaison Manager will aim to tell the wider story of the Project, to demonstrate the environmental, safety, economic and social benefits that it will bring to the area and the lasting legacy it will leave.

## **B11.3 Our customers and stakeholders**

B11.3.1 The geographic and economic location of the Project means it impacts a wide range and number of stakeholders, including road users and the local communities along the route.

B11.3.2 The statutory and non-statutory workstreams that form part of the DCO application require communication and engagement with key bodies including the relevant local authorities.

B11.3.3 The Project falls within or near or is closely connected to land within the area of the following local authorities:

- Cumbria County Council
- Durham County Council
- North Yorkshire County Council
- Eden District Council
- Richmondshire District Council.

B11.3.4 Our customers and stakeholders have been categorised by National Highways as follows:

- Road users
- Non road users (walkers, cyclists, and horse-riders)
- Vulnerable road users
- Local businesses

- Landowners and occupiers
- Local residents
- Local community users
- Local government
- Transport
- Political representatives
- Media
- Emergency services
- Statutory
- Operational.

B11.3.5 We want to ensure that our customers (the users of the strategic road network) receive information in an accessible way and to help them plan safe and reliable journeys and that local communities remain fully informed of the planned and ongoing works during the construction phase.

B11.3.6 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.

## **B11.4 Stakeholder engagement**

B11.4.1 The CEP will identify the key stakeholders during the construction phase, with an emphasis on local communities and road user groups. Stakeholder mapping is pivotal to delivering an effective strategy. The mapping of stakeholders will identify all groups that have a direct and relevant interest in the project, and the nature of their interest. This ensures that the CEP identifies the right form and level of engagement with the right groups, depending on their specific interest or concern. An assessment of stakeholders will be undertaken and set out as per the structure shown in Appendix A to this document.

B11.4.2 Community engagement will be tailored dependant on the nature of the works planned or ongoing in a particular area and on the nature of the interest of specific groups, 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.

B11.4.3 To ensure we deliver on all commitments made, a community engagement commitments log will be maintained and regularly reviewed.

- B11.4.4 The Project and its construction will have an impact on affected landowners, necessitating land acquisition and temporary occupation. Landowners, lessees, tenants, occupiers and those with an interest in the land affected are therefore a significant group of stakeholders.
- B11.4.5 Those who are not directly affected by the Project but may still have an interest in it will be engaged through the monthly newsletters, webpage and social media.

## **B11.5 Our approach to stakeholder engagement and communication**

- B11.5.1 The CEP aims to ensure that the benefits of the Project are well known and understood by local, regional and national stakeholders.
- B11.5.2 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.
- B11.5.3 The Project 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 Project. Social media will be monitored daily (Monday to Friday) and comments from the public will be responded to promptly.
- B11.5.4 All customers and stakeholders can get in contact at any time during development and delivery of the Project if they have any questions or concerns, either by calling the National Highways Customer Contact Centre on 0300 123 5000 or by email at [info@nationalhighways.co.uk](mailto:info@nationalhighways.co.uk).
- B11.5.5 Correspondence will be logged and managed by National Highways project support staff, who will forward on any correspondence that requires a response to the Community Liaison Manager. The Community Liaison Manager will work with the appropriate subject specialists to provide a response.
- B11.5.6 Stakeholder responses are assessed each month by National Highways Public Liaison Officer for the North West using the Road Investment Programme scorecard which looks at ensuring all responses adhere to such matters as tone of voice, style guide, and customer service.
- B11.5.7 The National Highways Engagement Van will be located at several locations along the route of the existing A66 and local settlements prior to the start of construction to highlight how customers can access the website and how they can contact us if they have any questions. Specific locations and times will be determined depending on the timing of construction work and identification of key locations and events locally to maximise visibility.
- B11.5.8 A number of channels and platforms have been identified as methods of engaging with the public pre/during/post construction. The list will be reviewed and developed as further opportunities arise.
- B11.5.9 Table 1: Proposed engagement channels sets out the proposed channels for informing customers and stakeholders of construction plans, progress or related information.

Table 1: Proposed engagement channels

Product	Product summary	Target Audience
Project web page	National Highways Project webpage will be used to communicate information about the Project, 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 Where possible, stakeholder websites will also be used to communicate information about the Project	All
Bi-monthly newsletters	Bi-monthly Project wide newsletters providing an overall update on the Project will be shared by email (or post where requested) Customers will need to sign up to alerts via the Project webpage above to receive a copy	All
Local and community briefings	Quarterly briefings arranged (either online or as part of ongoing meetings such as Parish Council meetings) to provide updates on the Project and developments	Local authorities Parish councils Community/resident groups
Engagement van	The Highways England engagement van will be located, prior to the start of works, in key locations around the Project to raise awareness of the Project	Local residents Communities Road Users
Social media	Social media will be used, working with local government and community groups, to maximise the reach of communication, specifically to reach communities that may not be aware of the Project	Local residents Communities Road Users
Information boards and signs	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	Local residents Communities Road Users
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 of the Community Liaison Manager (or nominated local Public Liaison Officers)	Properties 50m from the works and directly affected properties

Product	Product summary	Target Audience
Community deposit points	Seek to use the same venues as were used for the deposit of consultation materials and the DCO application (mainly libraries and community centres) to display Project updates (either letters, signs or newsletters). Additional locations of a similar nature (e.g. local community centres) will be sought as alternatives should those used previously be unavailable	Local residents Communities
Media	Media releases to local and national newspapers and other media outlets at appropriate stages of the construction programme (updating on progress or highlighting any key stages which could lead to disruption for road users)	All
Outreach and education	Ongoing engagement with schools, colleges and community groups and including seldom groups (such as the travelling community)	All

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## **B11.6 Evaluation**

- B11.6.1 The success of the CEP will be regularly reviewed to ensure objectives are achieved and opportunities for improvement are identified.
- B11.6.2 We will request feedback from stakeholders to help us measure and improve our engagement. This will be gathered by qualitative evaluation forms, to help us measure and improve our communications.
- B11.6.3 This information will allow us to analyse impact, review lessons from completed activities and inform future planning as well as share insight with other communications teams within National Highways.

## Appendix A - Community engagement plan stakeholders

[To completed before Project delivery after an integrated team mapping session]

<b>Host local authorities</b>
<b>District, town and parish councils</b>
<b>Businesses</b>
<b>Communities</b>
<b>Emergency services</b>
<b>Environmental bodies</b>
<b>Health</b>
<b>Walkers, cyclists and horse-riders (WCHs)</b>

<b>Residents/landowner</b>
<b>Road users</b>
<b>Transport</b>
<b>Utilities</b>
<b>Equalities groups</b>