

# **A66 Northern Trans-Pennine project** TR010062

## 8.2 Change Application: Consultation Report – Appendix F: Social Media Promotion of the Proposed Changes

**Planning Act 2008** 

Infrastructure Planning (Examination Procedure) Rules 2010

Volume 8

24 March 2023



#### Infrastructure Planning

Planning Act 2008

## The Infrastructure Planning (Examination Procedure) Rules 2010

## A66 Northern Trans-Pennine project Development Consent Order 202x

8.2 CHANGE APPLICATION: CONSULTATION REPORT

**APPENDIX F: Social Media Promotion of the Proposed Changes** 

Planning Inspectorate	TR010062
Scheme Reference	
Application Document Reference	8.2
Author:	A66 Northern Trans-Pennine Project Team, National Highways

Version	Date	Status of Version
Rev 1	24 March 2023	Change Application



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**1 Social Media Promotion of the Proposed Changes** 

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During the consultation period, there were a total of 14 social media posts (7 on Twitter and 7 on Facebook) on the project specific feeds, raising awareness and encouraging people to have their say. A selection of these posts at key points before and during the consultation are included below.

Dates of consultation, relevant web page links and details of public information events were promoted. Many of the social media posts were also shared via the regional National Highways feeds as well as stakeholder communication channels such as Local Authorities, Transport for the North and regional tourism bodies, gaining thousands of views.



### 1 Social Media Promotion of the Proposed Changes

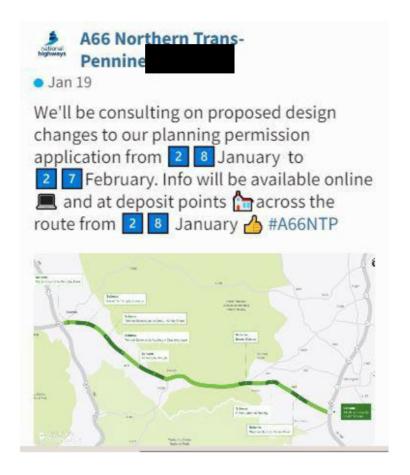


Figure 1: Prior notice of the consultation

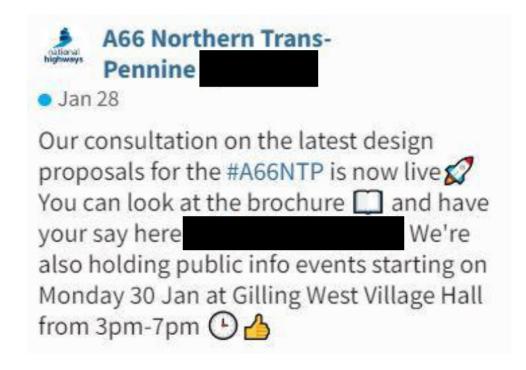
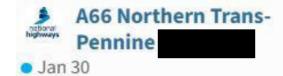


Figure 2: Consultation Starts





We've launched consultation into our design change proposals. Our first public info event is today at Gilling West Village Hall. We'll be at Kirkby Thore Memorial Hall tomorrow, Warcop Village Hall Wednesday & Penrith Methodist Church Monday 6 Feb. All events are 3pm-7pm. #A66NTP

Figure 3: Consultation Event Promotion

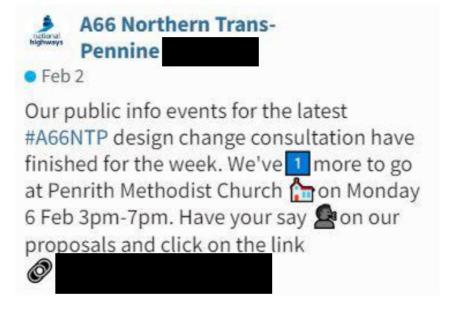


Figure 4: Consultation Event Promotion



### A66 Northern Trans-Pennine project

• Feb 13

There are two weeks to go until our latest consultation on #A66NTP design change proposals end. Have your say by

5 9 pm on 27 February 🙅 🕛

Read more



Figure 5: Mid-consultation reminder of deadline

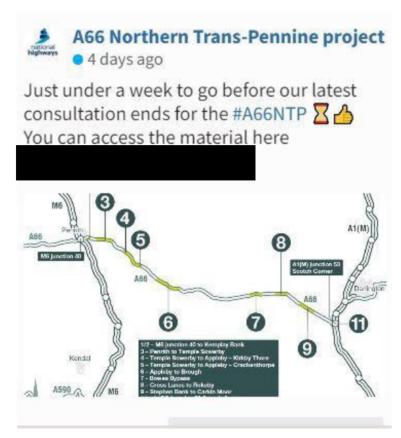


Figure 6: One week reminder of consultation deadline



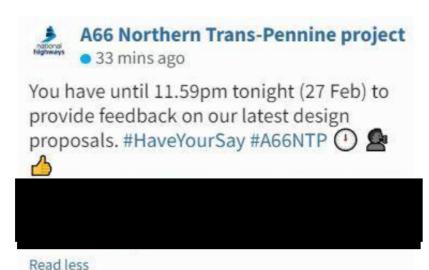




Figure 7: Consultation Reminder on Deadline Day