

# M5 Junction 10 Improvements Scheme

Consultation Report  
Appendix D - Statutory consultation  
TR010063 - APP 5.2

Regulation 5 (2) (q)  
✓ Planning Act 2008

Infrastructure Planning (Applications: Prescribed Forms and Procedure) Regulations 2009

Volume 5  
December 2023

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# Infrastructure Planning Planning Act 2008

## The Infrastructure Planning (Applications: Prescribed Forms and Procedure) Regulations 2009

### M5 Junction 10 Improvements Scheme Development Consent Order 202[x]

#### 5.2 Consultation Report

#### Appendix D - Statutory consultation

<b>Regulation Number:</b>	Regulation 5(2)(q)
<b>Planning Inspectorate Scheme Reference</b>	TR010063
<b>Application Document Reference</b>	TR010063/APP/5.2
<b>Author:</b>	M5 Junction 10 Improvements Scheme Project Team

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## Appendix D. Statutory Consultation

### D.1. Statutory consultation engagement planner

D.1.1. The table below outlines the planned statutory consultation and promotional materials that were developed for the statutory consultation, including the channel of engagement, target audience, project lead and timeline for when the material will be available/released.

Channel	Audience	Purpose	Timescale	Lead
Consultation brochure	All audiences	Overview of the scheme, high level environmental information, how to respond to the consultation, details of consultation events, next steps and contact details.	Throughout the consultation	The stakeholder management and communications team.
Feedback survey	All audiences	Opportunity for all stakeholders and the local community to provide feedback on the scheme.	Throughout the consultation	The stakeholder management and communications team.
Face-to-face public consultation events	Local community and stakeholders	To view the proposals, talk with representatives from the project team, ask questions and provide feedback.	Two events: Tuesday 14 December 10am – 7pm Saturday 15 January 10am – 5pm	The stakeholder management and communications and the Applicant's communications teams.

Channel	Audience	Purpose	Timescale	Lead
Virtual public consultation events	Local community and stakeholders	To provide an additional platform for the local community and stakeholders to view the proposals by listening to the project team and a Q&A session.	Four events: Wednesday 15 December 7pm – 8:30pm Thursday 13 January 2pm – 3:30pm Saturday 29 January 2pm – 3:30pm Wednesday 2 February 7pm – 8:30pm	The stakeholder management and communications and the Applicant’s communications teams.
Scheme webpage and portal	Internet users – all audiences	Digital tool serving as the focal point of the consultation by hosting copies of all consultation materials (to view and download), along with interactive scheme maps, FAQs, visualisation of the scheme, feedback survey and contact details.	Will be available from 00:01 Wednesday 8 December 2021 and throughout the consultation	The stakeholder management and communications team.
Postcard	Residents and businesses most affected by the scheme (Consultation target area – see Appendix B for plan)	Postcard will provide details of the consultation start and end dates, consultation events and how to find out more information.	Postcards will be distributed on approx. 6 December, arriving at properties on or before the start of consultation	The stakeholder management and communications team.

Channel	Audience	Purpose	Timescale	Lead
Posters	GCC libraries and key community locations in the proximity of the scheme	A4 and A3 posters advertising the consultation for inclusion on community notice boards and libraries. A list of public information points that will host a poster can be found in Appendix C.	Posters will be displayed from two weeks before the start of the consultation until the end of consultation (24 November to 15 February)	The stakeholder management and communications team.
Emails and letters	<p>MPs in the Gloucestershire area.</p> <p>Elected representatives at the Applicant's local authority, Cheltenham Borough Council and Tewkesbury Borough Council.</p> <p>Local parish councils, including: Boddington Parish Council, Elmstone Hardwicke Parish Council, Stoke Orchard and Tredington Parish Council, Staverton Parish Council, Swindon Parish Council and Uckington Parish Council</p>	Promotion of scheme and statutory consultation and how to get involved.	Pre-consultation notification approximately one week ahead of the start of consultation (Wednesday 01 December).	Atkins Communications Team

Channel	Audience	Purpose	Timescale	Lead
Talking Heads	All audiences	Members of the project team and supporting organisations/councils to talk through certain elements of the scheme to offer a more personalised and transparent approach.	Talking Head video will be available on the scheme website/portal at the start of consultation. The video will be used on social media channels throughout the consultation.	The stakeholder management and communications and the Applicant's communications teams.
Council member briefings	Council Members of the Applicant's local authority, Cheltenham Borough Council and Tewkesbury Borough Council.	To raise awareness amongst council members to provide the opportunity to discuss the proposals.	Pre-consultation briefing approximately one week ahead of the start of consultation (Wednesday 01 December).	The project team.
Partner communications	Directly affected local authorities, National Highways Homes England, parish councils and other organisation (e.g. GFirst LEP)	To provide information so that these audiences can raise awareness of the consultation through their own communications channels.	Information will be sent two weeks before the start of consultation (24 November)	The project team.
Statutory notices	National newspaper Local circulating newspapers	Adhere to the requirements of the Planning Act 2008 as well as to publicise the proposed DCO application (Section 48) and the SoCC and statutory consultation (Section 47).	Section 47 notice two weeks before start of consultation (24 November)  Section 48 notice two weeks before start of consultation (24 November)	The technical team and the Applicant's communications Team



Channel	Audience	Purpose	Timescale	Lead
Media releases	Local Press	To publicise the SoCC and the consultation to the local press as per the guidance outlined in the Planning Act 2008.	<p>First media release one week before the start of consultation (Wednesday 1 December)</p> <p>Second media release two weeks before the end of consultation (Tuesday 1 February)</p>	The Applicant's communications Team

## D.2. Preliminary Environmental Information Report – Non technical Summary (PEIR NTS)

D.2.1. <https://www.gloucestershire.gov.uk/media/2114908/peir-non-technical-summary-nts.pdf%20> (Accessed 07 11 2022)

## D.3. Preliminary Environmental Information Report (PEIR)

D.3.1. Chapters 1-4 Introduction and Assessment Approach :<https://www.gloucestershire.gov.uk/media/2114907/peir-chapters-1-4-introduction-and-assessment-approach.pdf%20> (Accessed 07 11 2022)

D.3.2. Chapter 5 Air Quality: <https://www.gloucestershire.gov.uk/media/2114896/peir-chapter-5-air-quality.pdf%20> (Accessed 07 11 2022)

D.3.3. Chapter 6 Noise and Vibration: <https://www.gloucestershire.gov.uk/media/2114898/peir-chapter-6-noise-and-vibration.pdf%20> (Accessed 07 11 2022)

D.3.4. Chapter 7- Biodiversity: <https://www.gloucestershire.gov.uk/media/2114897/peir-chapter-7-biodiversity-compressed.pdf%20> (Accessed 07 11 2022)

D.3.5. Chapter 8 – Road Drainage and the Water Environment: <https://www.gloucestershire.gov.uk/media/2114899/peir-chapter-8-road-drainage-and-the-water-environment.pdf%20> (Accessed 07 11 2022)

D.3.6. Chapter 9 – Landscape and Visual: <https://www.gloucestershire.gov.uk/media/2114900/peir-chapter-9-landscape-and-visual.pdf%20> (Accessed 07 11 2022)

D.3.7. Chapter 10- Geology and Soils: <https://www.gloucestershire.gov.uk/media/2114901/peir-chapter-10-geology-and-soils.pdf%20> (Accessed 07 11 2022)

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- D.3.8. Chapter 11- Cultural Heritage: [https://www.gloucestershire.gov.uk/media/2114902/peir-chapter-11-cultural-heritage.pdf%20\(Accessed 07 11 2022\)](https://www.gloucestershire.gov.uk/media/2114902/peir-chapter-11-cultural-heritage.pdf%20(Accessed%2007%2011%202022))
- D.3.9. Chapter 12 -Materials and Waste: [https://www.gloucestershire.gov.uk/media/2114903/peir-chapter-12-materials-and-waste.pdf%20\(Accessed 07 11 2022\)](https://www.gloucestershire.gov.uk/media/2114903/peir-chapter-12-materials-and-waste.pdf%20(Accessed%2007%2011%202022))
- D.3.10. Chapter 13 – Population and Human Health: [https://www.gloucestershire.gov.uk/media/2114904/peir-chapter-13-population-and-human-health.pdf%20\(Accessed 07 11 2022\)](https://www.gloucestershire.gov.uk/media/2114904/peir-chapter-13-population-and-human-health.pdf%20(Accessed%2007%2011%202022))
- D.3.11. Chapter 14 – Climate: [https://www.gloucestershire.gov.uk/media/2114905/peir-chapter-14-climate.pdf%20\(Accessed 07 11 2022\)](https://www.gloucestershire.gov.uk/media/2114905/peir-chapter-14-climate.pdf%20(Accessed%2007%2011%202022))
- D.3.12. Chapter 15 – Cumulative Effects Assessment: [https://www.gloucestershire.gov.uk/media/2114906/peir-chapter-15-cumulative-effects-assessment.pdf%20\(Accessed 07 11 2022\)](https://www.gloucestershire.gov.uk/media/2114906/peir-chapter-15-cumulative-effects-assessment.pdf%20(Accessed%2007%2011%202022))
- D.4. M5 J10 DCO Statutory consultation Privacy Notice**
- D.4.1. [https://www.gloucestershire.gov.uk/media/2111721/2021-12-01-m5-j10-dco-statutory-consultation-privacy-notice.pdf%20\(Accessed 07 11 2022\)](https://www.gloucestershire.gov.uk/media/2111721/2021-12-01-m5-j10-dco-statutory-consultation-privacy-notice.pdf%20(Accessed%2007%2011%202022))
- D.5. Statutory consultation leaflet**
- D.5.1. [https://www.gloucestershire.gov.uk/media/2116518/m5-junction-10-improvements-scheme-statutory-consultation-a5-leaflet.pdf\(Accessed 18/10/2022\)](https://www.gloucestershire.gov.uk/media/2116518/m5-junction-10-improvements-scheme-statutory-consultation-a5-leaflet.pdf(Accessed%2018/10/2022))

## D.6. Statutory consultation poster

- D.6.1. <https://www.gloucestershire.gov.uk/media/2116516/m5-junction-10-improvements-scheme-statutory-consultation-a3-poster.pdf> (Accessed 18/10/2022)

## D.7. Statutory consultation brochure

- D.7.1. <https://www.gloucestershire.gov.uk/media/2111703/m5-junction-10-statutory-public-consultation-brochure-081221-150222.pdf> (Accessed 18/10/2022)

## D.8. Statutory consultation survey

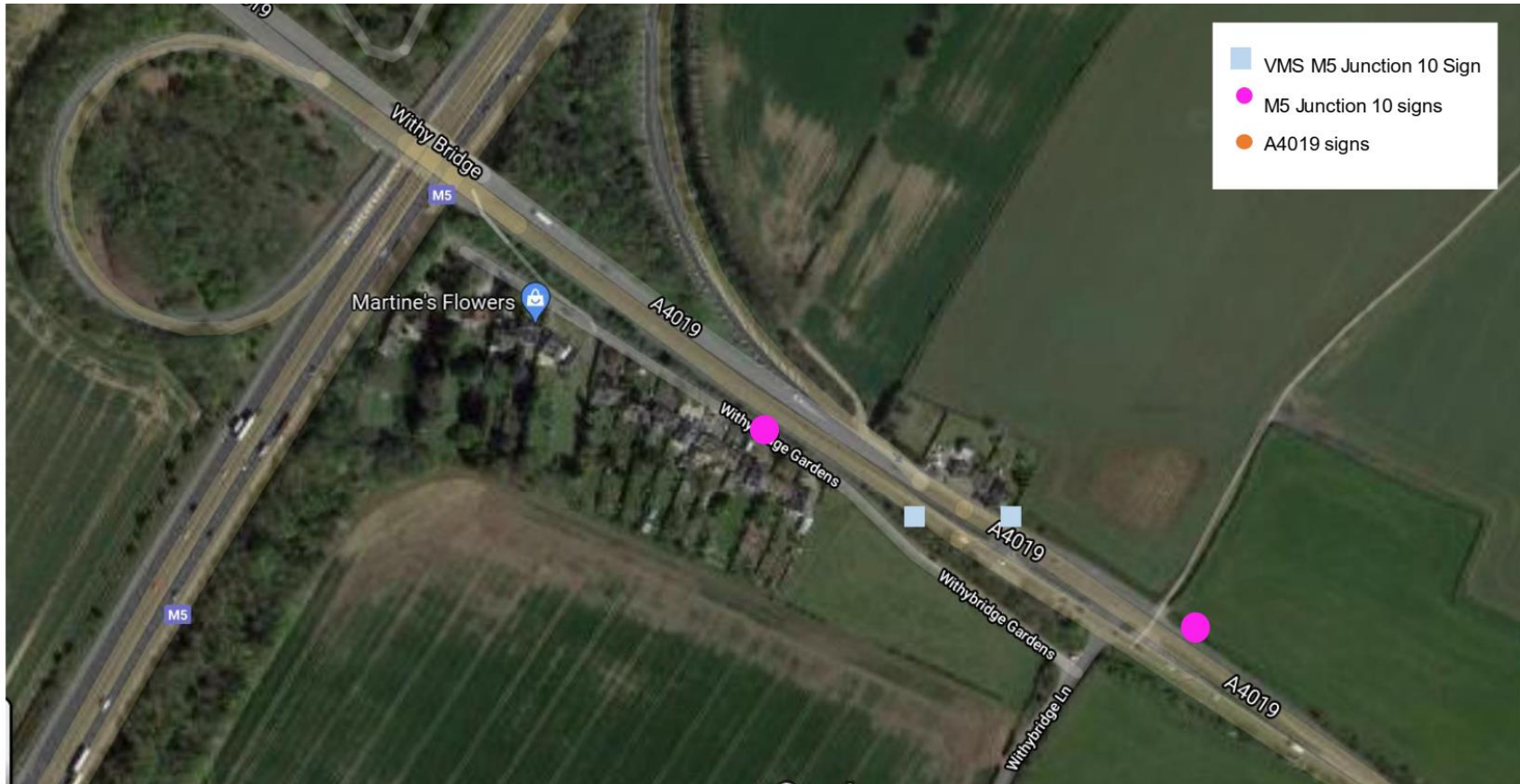
- D.8.1. <https://www.gloucestershire.gov.uk/media/2116517/m5-junction-10-improvements-scheme-statutory-consultation-consultation-feedback-survey.pdf> (Accessed 18/10/2022)

## D.9. Statutory consultation Frequently Asked Questions (FAQs) – December 2021

- D.9.1. <https://www.gloucestershire.gov.uk/media/2111702/m5-junction-10-faqs-december-2021.pdf> (Accessed 18/10/2022)

## D.10. Statutory consultation A frame and VMS sign locations

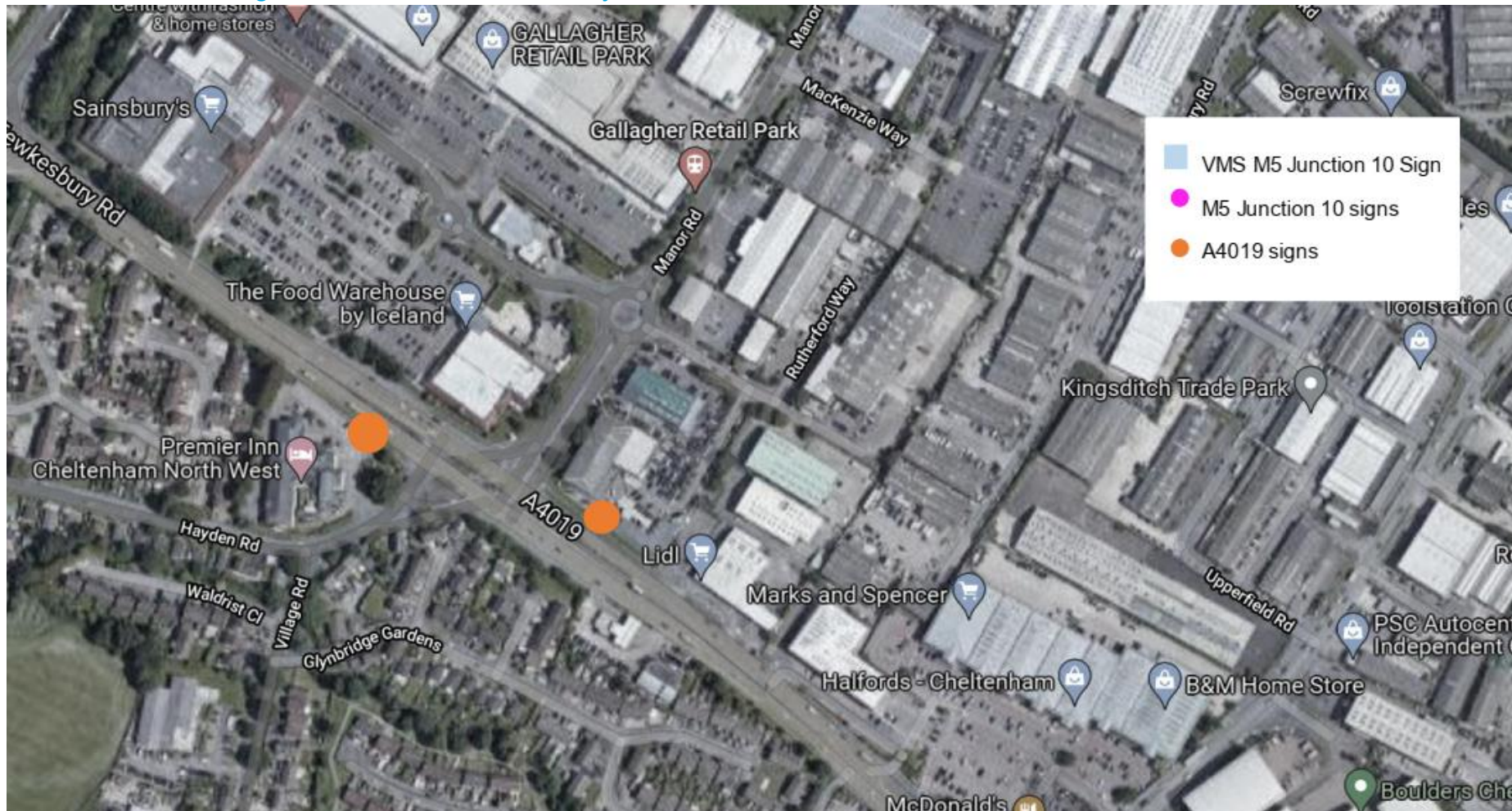
### D.10.1. Location of signs near the M5 Junction 10



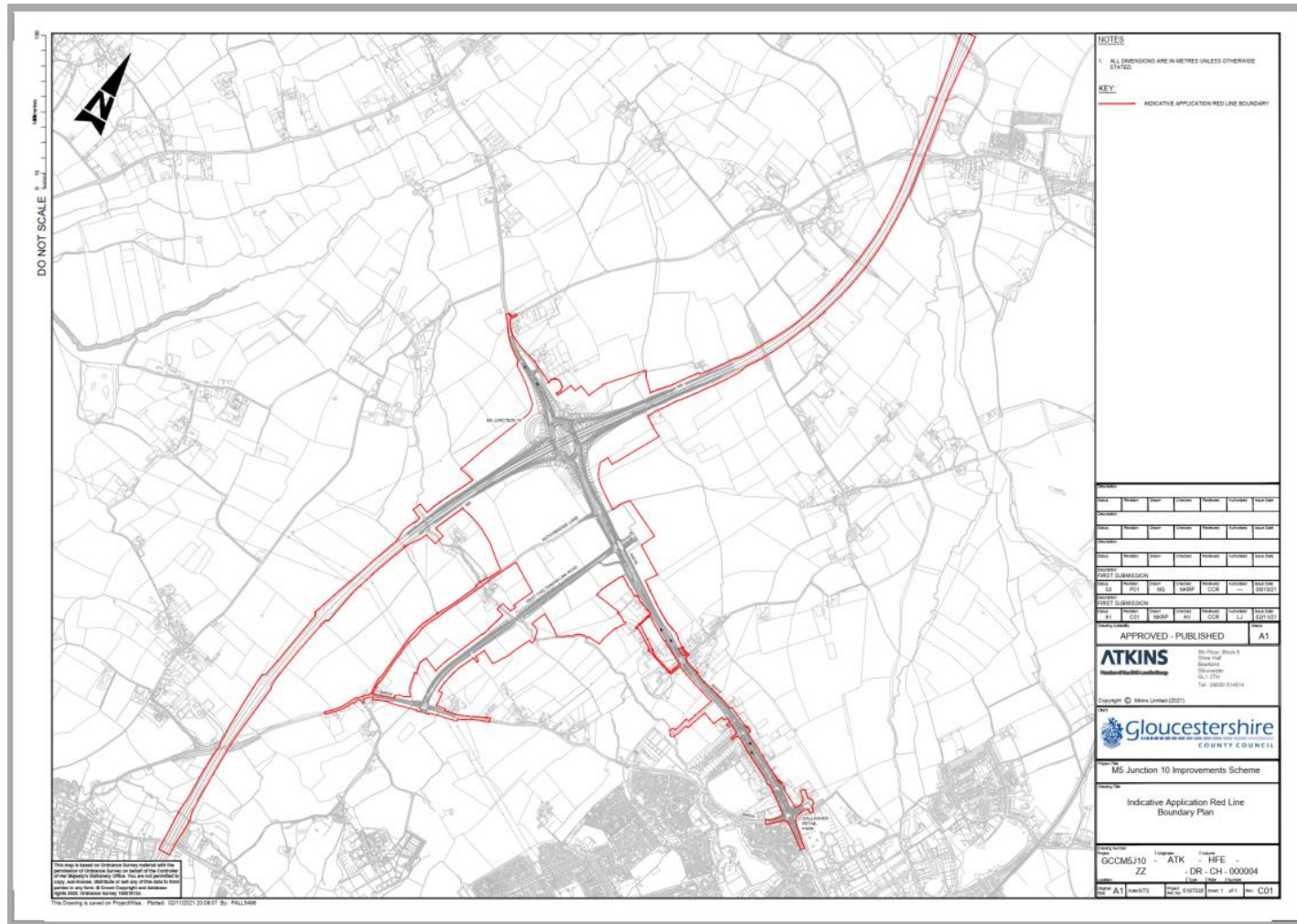
D.10.2. Location of signs along A4019 Tewkesbury Road Subsection 1



### D.10.3. Location of signs near A4019 Tewkesbury Road Subsection 2

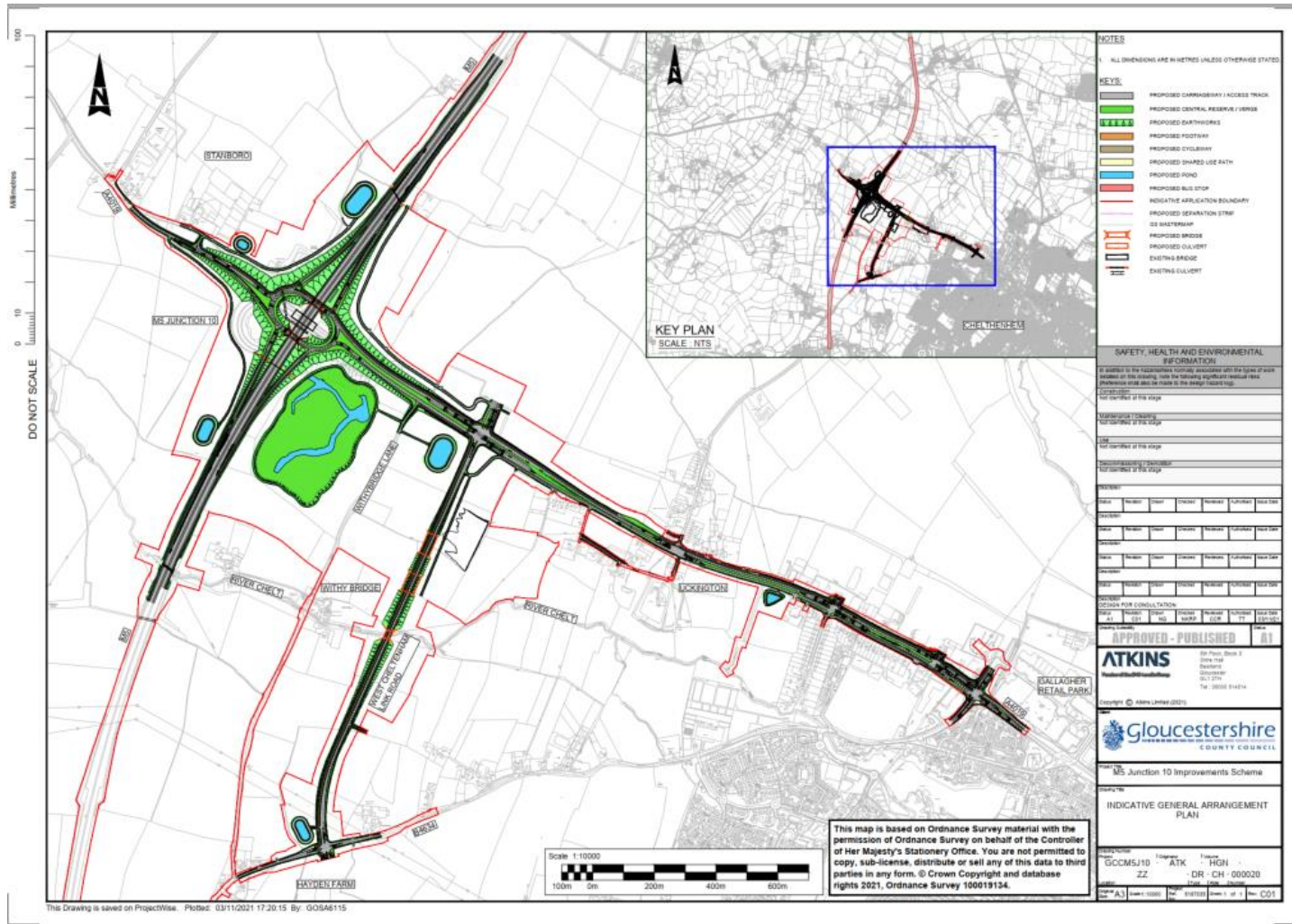


### D.11. Indicative Application Redline Boundary Plan





### D.12. Scheme Plan

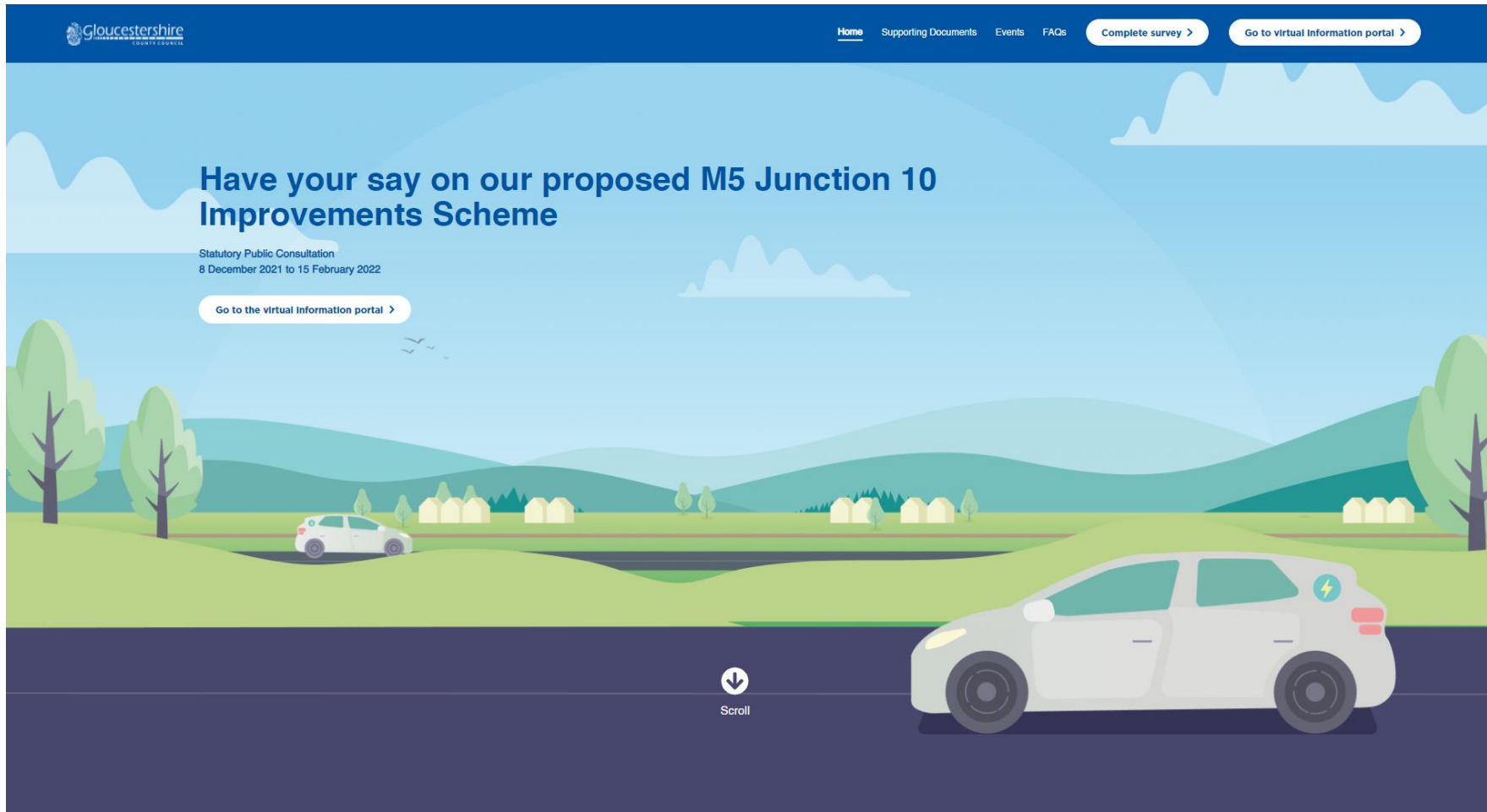


## D.13. Statutory consultation website content

D.13.1. The webpage hosted on the Applicant's website was made publicly available for the ten-week duration of the consultation and provided information such as:

- Background of the scheme and key milestones of the project.
- Summary of the proposed options.
- A dedicated portal that housed interactive drawings/plans and visualisations of the project progression and scheme elements.
- Online consultation survey.
- Set of Frequently Asked Questions.
- Free downloadable electronic copies of.
  - Consultation Brochure.
  - Technical appraisal documents.
  - Consultation survey.
  - Talking head videos.
  - Contact details.

## D.14. M5 Junction 10 Consultation website



### About the consultation

Our ten-week statutory consultation gives you the opportunity to review and provide feedback on our proposals for the M5 Junction 10 Improvements Scheme including:

- Improvements to M5 Junction 10
- A new road linking Junction 10 to West Cheltenham
- Widening of the A4019 Tewkesbury Road

Your feedback will help shape our proposals and inform our final design, before we submit our Development Consent Order (DCO) application.

The image is a graphical representation of what the new M5 Junction 10 will look like when the scheme is complete.



### Need for the scheme

New housing and employment sites are proposed for development close to Junction 10 of the M5, including the West and North-West Cheltenham developments. To unlock these housing and job opportunities, we need to ensure that there is sufficient highway capacity to accommodate the increased motorised and non-motorised traffic these will generate. There is also a need to address existing pressure on the capacity of the local highway network.

The planned housing and economic growth have been included by Cheltenham Borough, Tewkesbury Borough and Gloucester City Councils in their adopted **Joint Core Strategy**.

National Highways has also identified in their **Birmingham to Exeter Route Strategy** that improvements to M5 Junction 10 are a critical requirement to maintain the safe and efficient operation of the M5 corridor, whilst enabling the planned development and economic growth around Cheltenham, Gloucester and Tewkesbury.

More information about the need for the scheme can be found in our **Consultation Brochure** on our Supporting Documents tab.

### The objectives of the scheme are to:

- Support economic growth and facilitate growth in jobs and housing, by providing improved transport network connections in West and North-West Cheltenham.
- Enhance the transport network in the West and North-West of Cheltenham area, with the resilience to meet current and future needs.
- Improve the connectivity between the Strategic Road Network (SRN) and the local transport network in West and North-West Cheltenham.
- Deliver a package of measures which is in keeping with the local environment, establishes biodiversity net gain and meets climate change requirements.
- Provide safe access to services for the local community and for users of sustainable transport modes within and to West and North-West Cheltenham.

## View the latest visualisations for the M5 Junction 10 improvements scheme

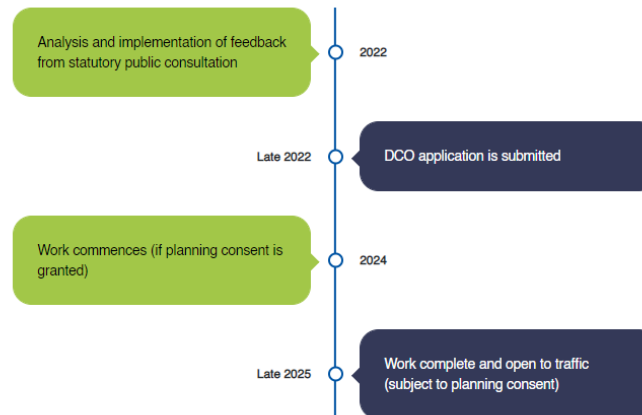
[Go to the virtual information portal](#)

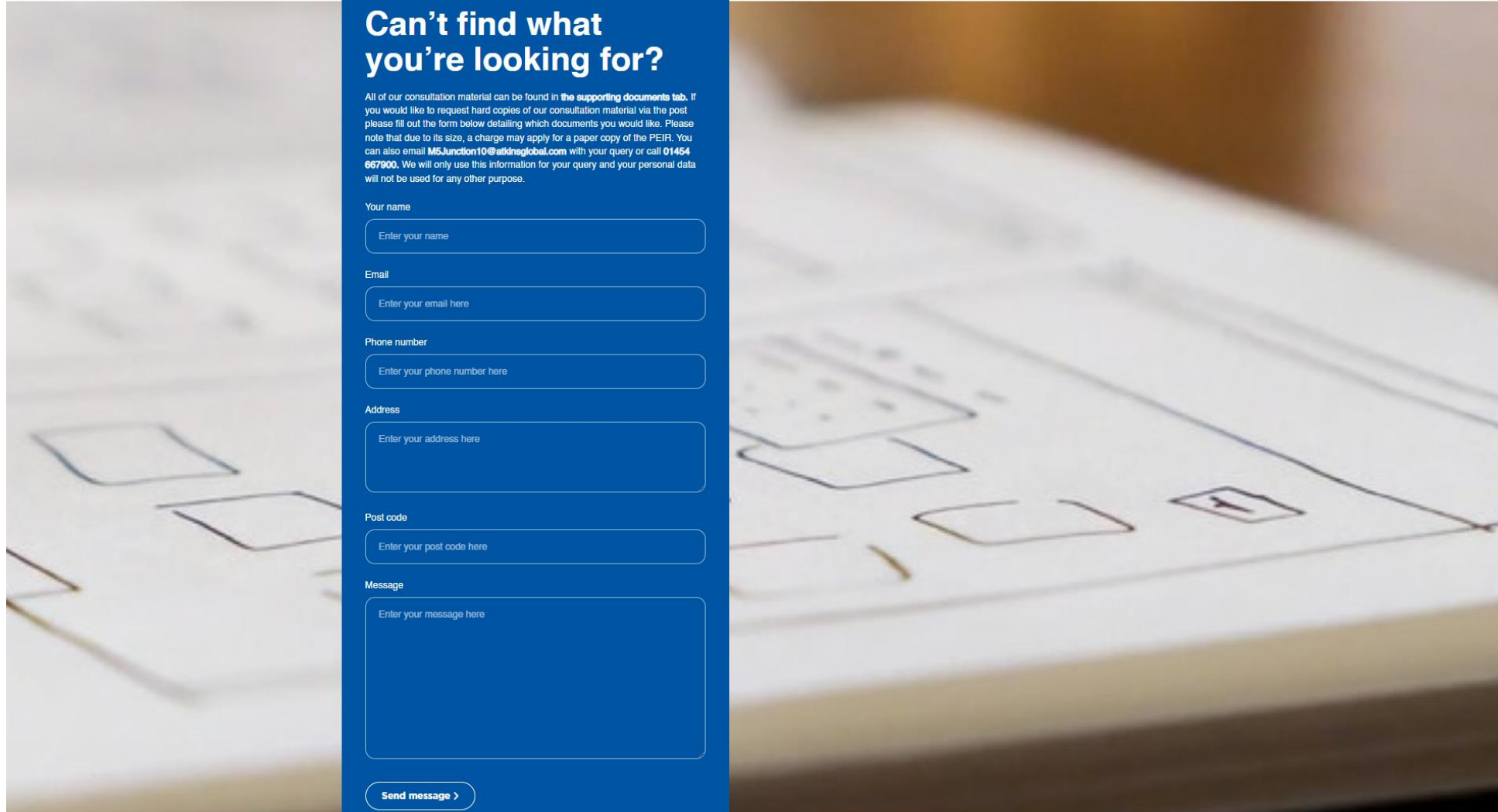
### What happens next?

Your feedback is important to us in shaping our proposals before we submit our Development Consent Order (DCO) application. This is your opportunity to give your feedback and we will consider all the comments we receive during the statutory public consultation as we develop our proposals further.

A DCO is required for any Nationally Significant Infrastructure Project (NSIP), of which the scheme is categorised under the Planning Act 2008.

You can view our next steps below.





## Can't find what you're looking for?

All of our consultation material can be found in **the supporting documents tab**. If you would like to request hard copies of our consultation material via the post please fill out the form below detailing which documents you would like. Please note that due to its size, a charge may apply for a paper copy of the PEIR. You can also email [MSJunction10@atkinsglobal.com](mailto:MSJunction10@atkinsglobal.com) with your query or call **01454 667900**. We will only use this information for your query and your personal data will not be used for any other purpose.

Your name

Email

Phone number

Address

Post code

Message

[Send message >](#)


## D.15. M5 Junction Improvements Scheme Website - Visualisations



### Project overview

Watch the animation to see an overview of the scheme.

[View More >](#)



### Hear from our team

Watch our video on the M5 Junction 10 Improvements Scheme where Gloucestershire County Council and their delivery partners talk about the benefits of the scheme for the local community.

[View More >](#)





[Complete the survey >](#)


[View our events >](#)

[Back to home >](#)

 [switch to map view](#)

[Accessibility statement](#)

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Member of the SNC-Lavalin Group




**M5 Junction 10**

[View more >](#)




**West Cheltenham Link Road**

[View more >](#)



**A4019 Tewkesbury Road Subsection 1**

[View more >](#)



**A4019 Tewkesbury Road Subsection 2**

[View more >](#)



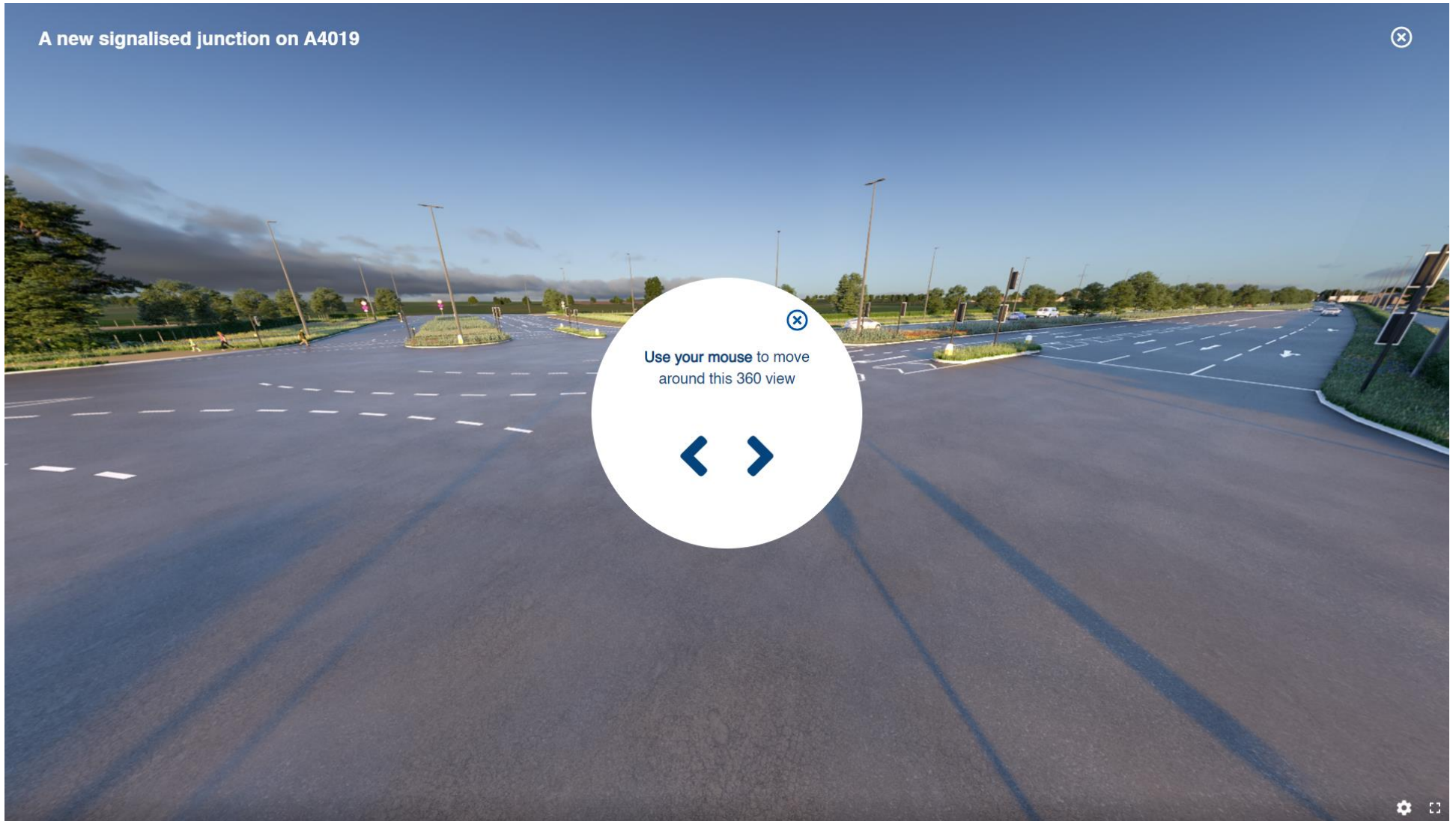


## West Cheltenham Link Road











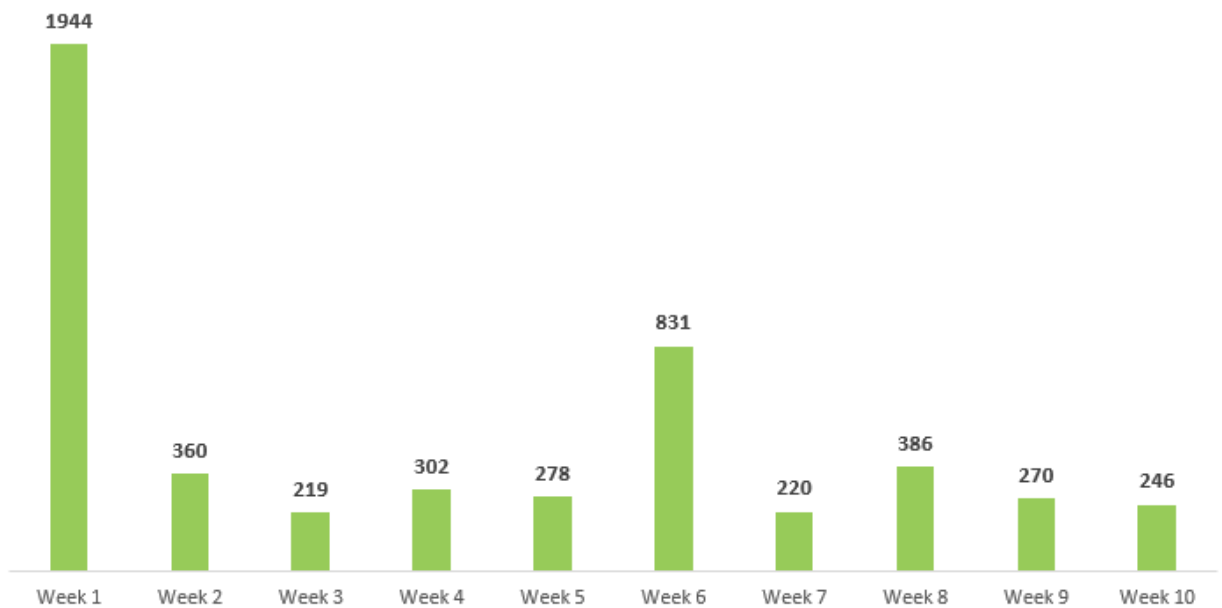
## D.16. Statutory consultation website activity

D.16.1. Table D-1 presents analytics of the number of visitors and average time spent on webpage, collected during the Statutory consultation period.

Table D-1 – Total website hits during 10-weeks consultation

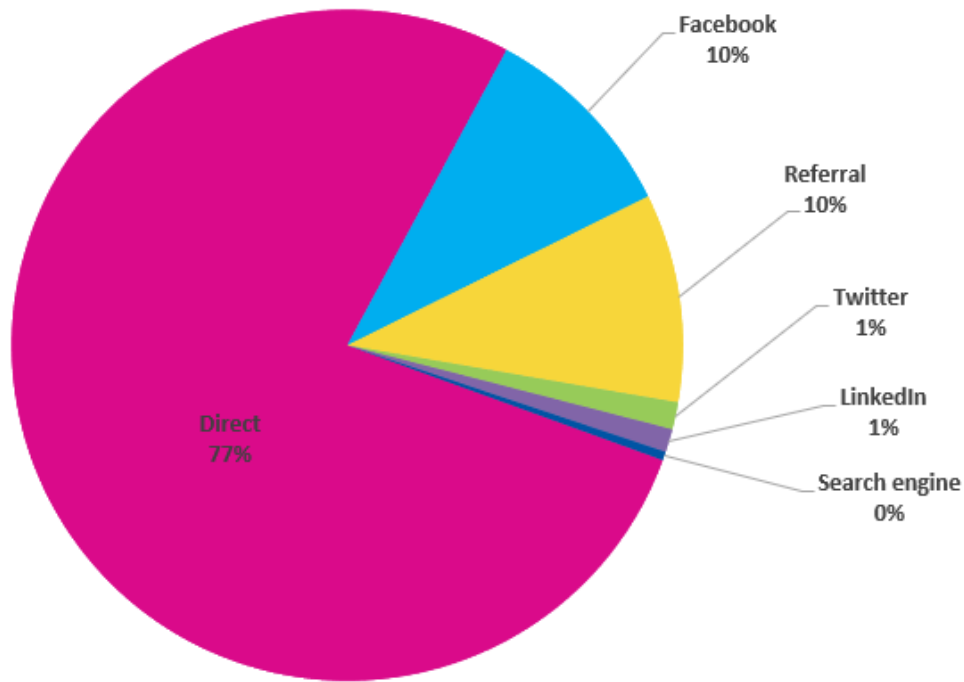
Total Visitors	Unique Visitors	Average Session Durations
5,150	5,056	1 min 26 sec

D.16.2. Figure D-1 presents a weekly breakdown of visitors to the Junction 10 website for each of the 10 weeks of the consultation.



**Figure D-1 - Unique visitors to the consultation webpage during the statutory consultation period**

D.16.3. The source/medium of access to the webpage is summarised in Figure D-2, which shows that less than 1% of users accessed the webpage through a search engine, whilst social media activities attracted 12% of views, and the rest accessed the webpage directly (77%) by using a known web link (e.g., copied from posters, leaflets, emails, or letters), or were directed to the site (10%) by following a link from another page.



**Figure D-2 - Source of website access**



## D.17. Email to all registered attendees of M5 J10 virtual event #4 02 February 2022

D.17.1. The following email communication was sent all registered attendees of the fourth virtual consultation event that took place on Wednesday 02 February, providing support and signposting following the technical issue that took place on the event platform. The email was sent via the third-party ticketing platform adopted by the Applicant (Eventbrite).

**Subject:** M5J10 Virtual Event Wednesday 2nd February 2022

---

**From:** M5 Junction 10 Comms team <[noreply@eventbrite.com](mailto:noreply@eventbrite.com)>  
**Sent:** 02 February 2022 20:25  
**To:** attendee email removed due to DP  
**Subject:** M5J10 Virtual Event Wednesday 2nd February 2022

**eventbrite**

A Message from M5 Junction 10 Comms team:

Good evening

Thank you for registering to attend the M5 Junction 10 Improvements Scheme Virtual Event this evening. We understand that there have been some technical issues for people accessing the event and we apologise if you were one of those affected. We will upload the recording of the event onto the consultation website [www.gloucestershire.gov.uk/J10](http://www.gloucestershire.gov.uk/J10) by Friday 04 February for you to view and you can also access this website for all other related consultation material.

Please note the recordings from all of the previous virtual events can be found here:

- M5 Junction 10 Public Consultation Virtual Event 15th Dec 2021: [M5 Junction 10 Public Consultation Virtual Event 15th Dec 2021 \(vimeo.com\)](https://vimeo.com/584444444)
- M5 Junction 10 Public Consultation Virtual Event 13<sup>th</sup> Jan 2022: [M5 J10 Virtual Consultation Virtual Event #2 \(vimeo.com\)](https://vimeo.com/584444444)
- M5 Junction 10 Public Consultation Virtual Event 29<sup>th</sup> Jan 2022: [M5J10 Virtual Consultation Event #3 29 Jan 2022 \(vimeo.com\)](https://vimeo.com/584444444)

We understand if you have been affected this may be disappointing and we are committed to ensuring we have an opportunity to engage with you. For any immediate enquiries please do not hesitate to email [m5junction10@atkinsglobal.com](mailto:m5junction10@atkinsglobal.com) with any questions specific to the scheme and we can arrange a follow-up call or email in order to provide a response to you as quickly as possible.

### [M5 Junction 10 Improvements Scheme – Virtual Statutory Consultation Events](#)

Wednesday, 2 February 2022 from 19:00 to 20:30 (GMT)

[View Order](#)

Organised by [Gloucestershire County Council](#)

**Questions about the event?**

Contact the [organiser](#)

**eventbrite**



This email was sent to [rae.suemu@atkinsglobal.com](mailto:rae.suemu@atkinsglobal.com)  
[Eventbrite](#) | 535 Mission Street, 8th Floor | San Francisco, CA 94105  
Copyright © 2022 Eventbrite. All rights reserved.  
[Privacy Policy](#)

## D.18. Email reminder to all registered attendees of consultation deadline

D.18.1. The following email communication was sent all registered attendees of all virtual statutory consultation events two days prior to the consultation deadline on 14 February 2022. This email was sent via the third-party ticketing platform used for the scheme events management (Eventbrite).

**From:** [M5 Junction 10 Comms Team](#)  
**Sent:** 14 February 2022 08:28  
**To:** [M5 Junction 10 Events](#)  
**Subject:** Message to attendees of M5 Junction 10 Improvements Scheme – Virtual Statutory Consultation Events

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**eventbrite**

A Message from M5 Junction 10 Comms team:

Good morning

Thank you for joining us at the virtual consultation events as part of the statutory consultation for the M5 Junction 10 Improvements Scheme. The event recordings are all available on the consultation website for the duration of the consultation period, and will then be made available on the scheme website: [m5j10webportal \(gloucestershire.gov.uk\)](https://m5j10webportal.gloucestershire.gov.uk). A reminder that our statutory consultation period ends at **11:59pm on Tuesday 15 February 2022**.

#### How to view the event recordings

Please note the recordings from all of the virtual events can be found here:

- M5 Junction 10 Public Consultation Virtual Event 15th Dec 2021: [M5 Junction 10 Public Consultation Virtual Event 15th Dec 2021 \(vimeo.com\)](#)
- M5 Junction 10 Public Consultation Virtual Event 13<sup>th</sup> Jan 2022: [M5 J10 Virtual Consultation Virtual Event #2 \(vimeo.com\)](#)
- M5 Junction 10 Public Consultation Virtual Event 29<sup>th</sup> Jan 2022: [M5J10 Virtual Consultation Event #3 29 Jan 2022 \(vimeo.com\)](#)
- M5 Junction 10 Public Consultation Virtual Event 2<sup>nd</sup> Feb 2022: [M5J10 Virtual Consultation Event #4 2 Feb 2022 \(vimeo.com\)](#)
- M5 Junction 10 Public Consultation Virtual Event presentation PDF file: [PowerPoint Presentation \(firebasestorage.googleapis.com\)](#)

#### Sharing your feedback

We encourage all attendees to have their say by completing the online survey before the consultation deadline on Tuesday 15 February 2022: [m5j10webportal \(gloucestershire.gov.uk\)](https://m5j10webportal.gloucestershire.gov.uk).

#### Further help and information

For assistance completing our survey over the phone, call Gloucestershire County Council Customer Services on 01452 426256 (Monday - Friday 9am - 4pm, excluding bank holidays).

For more information about our statutory public consultation and the overall scheme proposals, please visit: [m5j10webportal \(gloucestershire.gov.uk\)](https://m5j10webportal.gloucestershire.gov.uk).

M5 Junction 10 Comms Team

### M5 Junction 10 Improvements Scheme – Virtual Statutory Consultation Events

Thursday, 13 January 2022 from 14:00 to 15:30 (GMT)

#### Questions about the event?

Contact the [organiser](#)

**eventbrite**



This email was sent to [\[M5Junction10events@atkinsglobal.com\]](mailto:M5Junction10events@atkinsglobal.com)  
[Eventbrite](#) | 10-11 Charterhouse Square | EC1M 6EE London  
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[Privacy Policy](#)

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