

# M5 Junction 10 Improvements Scheme

## Consultation Report

### Appendix C - Non statutory consultation materials and technical documents

### TR010063 - APP 5.2

Regulation 5 (2) (q)

Planning Act 2008

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

Volume 5

December 2023



**Gloucestershire**  
COUNTY COUNCIL

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# Infrastructure Planning Planning Act 2008

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

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

#### 5.2 Consultation Report

#### Appendix C - Non statutory consultation materials and technical documents

<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

<b>Version</b>	<b>Date</b>	<b>Status of Version</b>
Rev 0	December 2023	DCO Application

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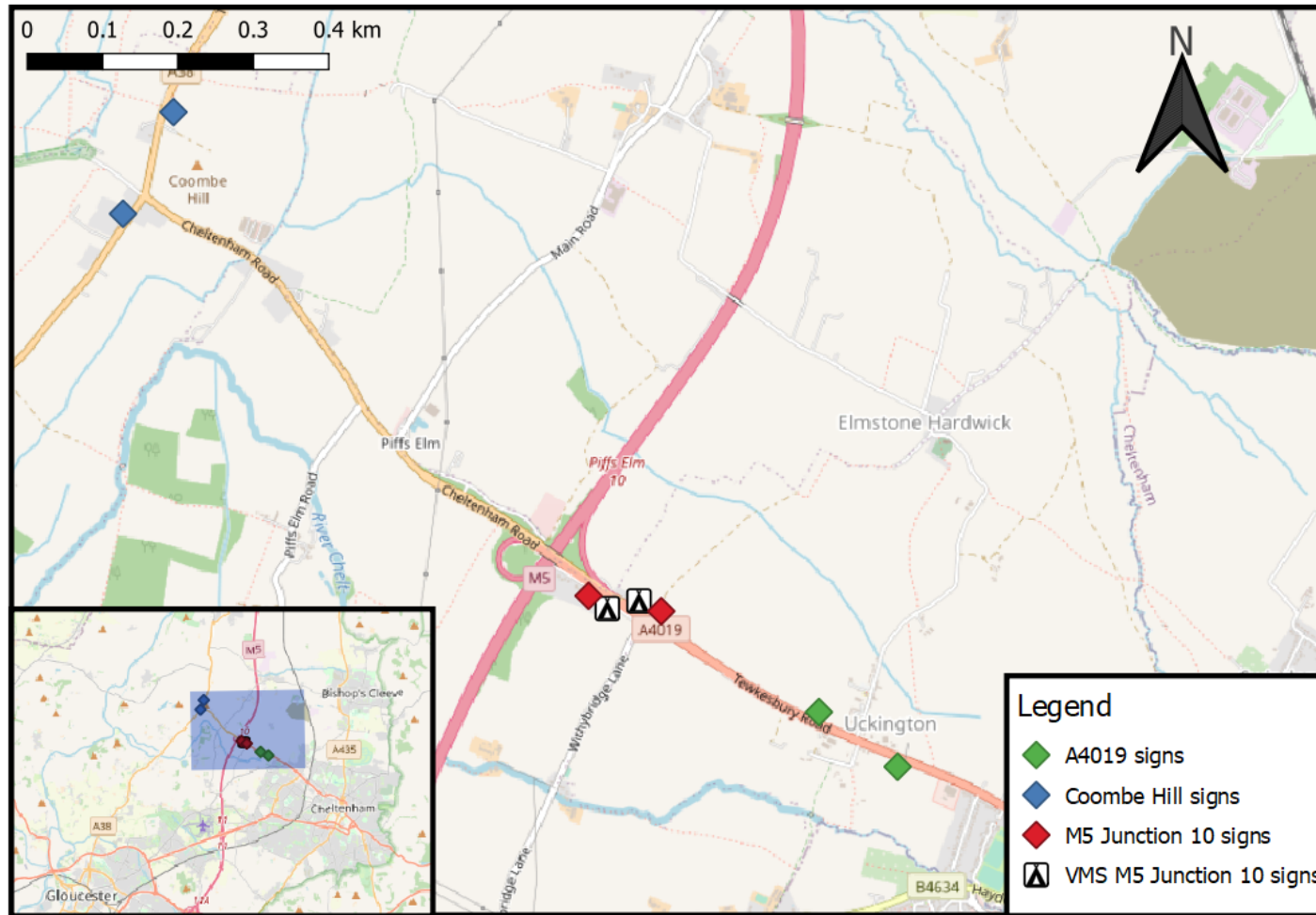
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# Appendix C. Non statutory consultation materials and technical documents

## C.1. Non Statutory consultation materials and technical documents timeline and hyperlinks

Month published	Consultation material/technical document	Consultation materials and technical documents
October 2020	Non statutory Consultation Brochure	<a href="https://www.gloucestershire.gov.uk/media/2103883/options-consultation-brochure.pdf">https://www.gloucestershire.gov.uk/media/2103883/options-consultation-brochure.pdf</a> (Accessed 18/10/2022)
October 2020	Non statutory Consultation Survey	<a href="https://www.gloucestershire.gov.uk/media/2103884/options-consultation-survey.pdf">https://www.gloucestershire.gov.uk/media/2103884/options-consultation-survey.pdf</a> (Accessed 18/10/2022)
October 2020	Technical Appraisal Report - Volume 1	<a href="https://www.gloucestershire.gov.uk/media/2103800/technical-appraisal-report-volume-1.pdf">https://www.gloucestershire.gov.uk/media/2103800/technical-appraisal-report-volume-1.pdf</a> (Accessed 18/10/2022)
October 2020	Technical Appraisal Report - Coombe Hill Junction/A4019 Widening	<a href="https://www.gloucestershire.gov.uk/media/2103881/technical-appraisal-report-coombe-hill-junction-and-a4019-widening.pdf">https://www.gloucestershire.gov.uk/media/2103881/technical-appraisal-report-coombe-hill-junction-and-a4019-widening.pdf</a> (Accessed 18/10/2022)
October 2020	Preliminary Environmental Assessment of Options Report - Non Technical summary	<a href="https://www.gloucestershire.gov.uk/media/2103882/preliminary-environmental-assessment-of-options-report-non-technical-summary.pdf">https://www.gloucestershire.gov.uk/media/2103882/preliminary-environmental-assessment-of-options-report-non-technical-summary.pdf</a> (Accessed 18/10/2022)
March 2021	Non Statutory consultation summary report	<a href="https://www.gloucestershire.gov.uk/media/2103884/options-consultation-survey.pdf">https://www.gloucestershire.gov.uk/media/2103884/options-consultation-survey.pdf</a> (Accessed 18/10/2022)
June 2021	Public Consultation Report	<a href="https://www.gloucestershire.gov.uk/media/2107749/public-consultation-report-june-2021.pdf">https://www.gloucestershire.gov.uk/media/2107749/public-consultation-report-june-2021.pdf</a> (Accessed 18/10/2022)
June 2021	Staged Overview of Assessment Report (SOAR)	<a href="https://www.gloucestershire.gov.uk/media/2107750/staged-overview-of-assessment-report-june-2021.pdf">https://www.gloucestershire.gov.uk/media/2107750/staged-overview-of-assessment-report-june-2021.pdf</a> (Accessed 18/10/2022)
June 2021	Preferred Route Announcement (PRA)	<a href="https://www.gloucestershire.gov.uk/media/2107751/m5j10-pra-leaflet.pdf">https://www.gloucestershire.gov.uk/media/2107751/m5j10-pra-leaflet.pdf</a> (Accessed 18/20/2022)

## C.2. A frame and VMS sign locations



### C.3. Non statutory consultation distribution list

Tier	Organisation
1 - strong buy-in	Bishop's Cleeve Parish Council
1 - strong buy-in	Bloor (NW Chelt Strategic Allocation)
1 - strong buy-in	Boddington Parish Council
1 - strong buy-in	Cheltenham Borough Council
1 - strong buy-in	Deerhurst Parish Council
1 - strong buy-in	Elmstone Hardwicke Parish Council
1 - strong buy-in	Environment Agency
1 - strong buy-in	GCHQ
1 - strong buy-in	Gfirst LEP
1 - strong buy-in	Gloucester City Council
1 - strong buy-in	Gloucestershire County Council
1 - strong buy-in	Highways England
1 - strong buy-in	Historic England
1 - strong buy-in	Leigh Parish Council
1 - strong buy-in	Midlands Land Portfolio
1 - strong buy-in	Natural England
1 - strong buy-in	Northern Trust (West Chelt Strat Allocation)
1 - strong buy-in	Persimmon Homes
1 - strong buy-in	Persimmon Homes (NW Chelt)
1 - strong buy-in	Robert Hitchins
1 - strong buy-in	Staverton Parish Council
1 - strong buy-in	Swindon Parish Council
1 - strong buy-in	Tewkesbury Borough Council
1 - strong buy-in	Uckington Parish Council
1 - strong buy-in	Highways England Company Limited
1 - strong buy-in	National Property Management and Disposal
1 - strong buy-in	Elmstone Hardwicke Parish Council
1 - strong buy-in	Midlands Land Portfolio Limited
1 - strong buy-in	Gloucestershire County Council
1 - strong buy-in	Robert Hitchins Limited
1 - strong buy-in	Approved Car Buying Centre
1 - strong buy-in	The Gloucester Old Spot Trading Limited
1 - strong buy-in	Cheltenham Borough Council
1 - strong buy-in	Asheights Ltd.

Tier	Organisation
1 - strong buy-in	Charlton Motor Co
1 - strong buy-in	MPKGARAGES LTD
1 - strong buy-in	St. Modwen
1 - strong buy-in	Persons with an Interest in Land (PwIL)*
2 - need to consult	Cheltenham & Tewkesbury Cycling Campaign / GCC Cycle Advisory and Liaison Group
2 - need to consult	Cheltenham & Tewkesbury Cycling Campaign
2 - need to consult	Cotswold District Council
2 - need to consult	Department for Transport
2 - need to consult	DfT Roads Minister
2 - need to consult	Forest of Dean District Council
2 - need to consult	Hesters Way & Springbank
2 - need to consult	Hesters Way Local Ward Member
2 - need to consult	Highnam Local Ward Member
2 - need to consult	Springbank Local Ward Member
2 - need to consult	St. Paul's Local Ward Member
2 - need to consult	Stroud District Council
2 - need to consult	Swindon Village Local Ward Member
2 - need to consult	Aldi Stores Limited
2 - need to consult	Cotswold Area Civil Service Sports Association
2 - need to consult	Trustees of the MCTPP re: C L Mitchell
2 - need to consult	T Booth Engineering Ltd.
2 - need to consult	Ei Group Plc
2 - need to consult	JH Lewis and Sons
2 - need to consult	T Booth Engineering Ltd.
2 - need to consult	Knightsbridge Business Centre (Gloucester) Limited
2 - need to consult	Lloyds Pharmacy Limited
2 - need to consult	Trustees of the MCTPP re: C L Mitchell
2 - need to consult	New House Farm Estates
2 - need to consult	Out & Out Inns Limited (Co. Regn. No. 03742476)
2 - need to consult	Persimmon Homes Limited
2 - need to consult	Trustees of the Harris Retirement Fund
2 - need to consult	Pither Agriculture Limited
2 - need to consult	Pointview Limited
2 - need to consult	Mill House (Uckington) Llp
2 - need to consult	Sainsbury's Supermarkets Limited



Tier	Organisation
2 - need to consult	Sportsdirect.Com Fitness Limited
2 - need to consult	T Booth Engineering Ltd.
2 - need to consult	Tewkesbury Borough Council
2 - need to consult	the Crown Estate Commissioners
2 - need to consult	the Salvation Army Trustee Company
2 - need to consult	Wales & West Utilities Limited
2 - need to consult	Walford Timber Limited
3 - maintain interest	Active Gloucestershire
3 - maintain interest	BAME network university of Gloucestershire
3 - maintain interest	Black South West Network
3 - maintain interest	British Horse Society
3 - maintain interest	Cheltenham Business Improvement District (BID)
3 - maintain interest	Cheltenham Chamber of Commerce
3 - maintain interest	Cheltenham Civic Society
3 - maintain interest	Cheltenham EHO
3 - maintain interest	GCC Carer Partnership Board and GCC Autism Spectrum Conditions Partnership Board
3 - maintain interest	GCC Cycle Advisory and Liaison Group
3 - maintain interest	GCC Learning Disability Partnership Board
3 - maintain interest	GCC Mental Health and Wellbeing Partnership Board and GCC Physical Disability and Sensory Impairment Partnership Board
3 - maintain interest	Gloucestershire Live
3 - maintain interest	Pulhams Coaches
3 - maintain interest	Save the Countryside
3 - maintain interest	Sustrans
4 - keep informed	Age UK
4 - keep informed	Alder King
4 - keep informed	Aldi
4 - keep informed	Association of British Drivers
4 - keep informed	Barnwood Construction
4 - keep informed	Barton Willmore Planning
4 - keep informed	Bicycle Hub
4 - keep informed	BPE
4 - keep informed	Bristol Street Motors Ford Cheltenham
4 - keep informed	British Geological Survey
4 - keep informed	British Motorcyclists Federation
4 - keep informed	Bruton Knowles

Tier	Organisation
4 - keep informed	BT Openreach
4 - keep informed	Byways & Bridleways Trust
4 - keep informed	Campaign to Protect Rural England
4 - keep informed	Canal & River Trust
4 - keep informed	Charles Russell Transport UK Ltd
4 - keep informed	Cheltenham Borough Homes
4 - keep informed	Cheltenham festivals
4 - keep informed	Cheltenham Friends of the Earth
4 - keep informed	Cheltenham Racecourse
4 - keep informed	Cheltenham Racecourse Jockey Club
4 - keep informed	Cheltenham Tree Group
4 - keep informed	Cheltenham West End Partnership
4 - keep informed	City Fibre
4 - keep informed	Clinical Commissioning Group (NHS Gloucestershire CCG)
4 - keep informed	Coal Authority
4 - keep informed	Community Connexions
4 - keep informed	Confederation of British Industry
4 - keep informed	Confederation Of Passenger Transport UK
4 - keep informed	Cotswold group
4 - keep informed	Cotswold Motor Group
4 - keep informed	Cotswolds Energy and Environmental Management Group
4 - keep informed	Council for British Archaeology
4 - keep informed	Country Land and Business Association
4 - keep informed	Cycling UK
4 - keep informed	English Tourist Board
4 - keep informed	Extinction Rebellion
4 - keep informed	FairShares Cheltenham
4 - keep informed	Federation of Small Businesses
4 - keep informed	First Great Western
4 - keep informed	Forestry Commission
4 - keep informed	Formal Investments
4 - keep informed	Freight Transport Association
4 - keep informed	Friends of the Earth
4 - keep informed	G I Barnett & Son Ltd
4 - keep informed	GE Aviation Systems
4 - keep informed	Geographers A-Z Map Company Ltd

Tier	Organisation
4 - keep informed	George Bence & Co
4 - keep informed	Gigaclear
4 - keep informed	Glosfire
4 - keep informed	Gloucestershire Local Resilience Forum (Gloucestershire Prepared)
4 - keep informed	Gloucestershire Airport
4 - keep informed	Gloucestershire Bike Project
4 - keep informed	Gloucestershire College
4 - keep informed	Gloucestershire Community Foundation
4 - keep informed	Gloucestershire Constabulary
4 - keep informed	Gloucestershire EV Owners Group (GEVO)
4 - keep informed	Gloucestershire Local History Association
4 - keep informed	Gloucestershire Local Nature Partnership
4 - keep informed	Gloucestershire Orchard Trust
4 - keep informed	Gloucestershire VCS Alliance
4 - keep informed	Gloucestershire Walking Group
4 - keep informed	Gloucestershire Wheels For All
4 - keep informed	Gloucestershire Wildlife Trust
4 - keep informed	Green Lane Association
4 - keep informed	Harper Collins Cartographic
4 - keep informed	Harrison Clark Rickerby
4 - keep informed	Hesters Way Neighbourhood Project
4 - keep informed	Hesters Way Partnership
4 - keep informed	IAM Motoring Trust
4 - keep informed	Inchbald Maxted
4 - keep informed	Inland Waterways Association
4 - keep informed	John Lewis
4 - keep informed	KBW
4 - keep informed	Kier
4 - keep informed	LARA (Land Access and Recreation Association)
4 - keep informed	Living Streets
4 - keep informed	Mainline Pipelines Limited
4 - keep informed	Martin Commercial
4 - keep informed	Megabus
4 - keep informed	Mencap
4 - keep informed	Michelin Maps and Guides
4 - keep informed	Midas

Tier	Organisation
4 - keep informed	Midlands Connect
4 - keep informed	Ministry of Defence (Defence Estates Organisation)
4 - keep informed	Mobilise Organisation
4 - keep informed	National Express Group
4 - keep informed	National Farmers Union
4 - keep informed	National Federation of Women's Institutes
4 - keep informed	National Grid
4 - keep informed	National Playing Fields Association
4 - keep informed	Network Rail
4 - keep informed	NHS Gloucestershire Sustainability and Transformation Partnerships (STP)
4 - keep informed	OFGEM
4 - keep informed	OFWAT
4 - keep informed	Oil and Pipelines Agency
4 - keep informed	Open Spaces Society
4 - keep informed	Ordnance Survey
4 - keep informed	Pegasus Planning
4 - keep informed	RA.Bennett & Partners
4 - keep informed	Regent Arcade
4 - keep informed	Ridge and Partners LLP
4 - keep informed	Road Haulage Association
4 - keep informed	Roberts Limbrick
4 - keep informed	Royal Mail Group Plc
4 - keep informed	Royal National Institute of Blind People (RNIB)
4 - keep informed	Royal Society for Prevention of Accidents
4 - keep informed	RSPB
4 - keep informed	Sainsburys
4 - keep informed	Serco Gulf Engineering Ltd
4 - keep informed	Severn Trent (Water)
4 - keep informed	South Western Ambulance Service
4 - keep informed	Southwest EV Owners Group
4 - keep informed	Spirax Sarco
4 - keep informed	Sport England
4 - keep informed	Sports Direct Fitness Cheltenham
4 - keep informed	St Peter's & The Moors Big Local
4 - keep informed	Stagecoach West
4 - keep informed	Staverton Airfield


Tier	Organisation
4 - keep informed	Superdry
4 - keep informed	Supergroup
4 - keep informed	The Alliance of British Drivers
4 - keep informed	The Brewery Retail
4 - keep informed	The Civil Aviation Authority
4 - keep informed	The Crown Estate
4 - keep informed	The Disabled Persons Transport Advisory Committee
4 - keep informed	The Equality and Human Rights Commission
4 - keep informed	The Garden History Society
4 - keep informed	The Georgian Group
4 - keep informed	The Health and Safety Executive
4 - keep informed	The House in the Tree
4 - keep informed	The National Trust
4 - keep informed	The Ramblers Association
4 - keep informed	Thinktravel
4 - keep informed	Trades Union Congress
4 - keep informed	Transport Action Network
4 - keep informed	TravelWatch South West
4 - keep informed	UK Youth Parliament in Gloucestershire
4 - keep informed	University of Gloucestershire
4 - keep informed	Vehicle Inspectorate
4 - keep informed	Vision 21
4 - keep informed	Wales and West (Gas)
4 - keep informed	Western Gateway SNTB
4 - keep informed	White Peak Planning
4 - keep informed	Willans LLP Solicitors
4 - keep informed	WPD (Elec)
4 - keep informed	Youth Hostels Association
4 - keep informed	Zurich
4 - keep informed	Tewkesbury Community Fire and Rescue Station
4 - keep informed	Gloucestershire Constabulary
4 - keep informed	PJ driver hire
4 - keep informed	Stoke Orchard and Tredington Parish Council
4 - keep informed	Green Chip Solutions
4 - keep informed	Grimshaw Group
4 - keep informed	Ar dev Ltd

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Tier	Organisation
4 - keep informed	Gloucester City Cycling Club
4 - keep informed	Tirley Parish Council

2. \*Landowners within 1km of the Red Line Boundary at the time of non statutory optional stage.

## C.4. Non statutory consultation leaflet



### M5 Junction 10 Improvements Scheme Consultation

**Gloucestershire County Council is consulting on an improvements scheme around M5 Junction 10.**

The scheme's objective is to remove constraints on the highway network, this will support growth plans both locally and throughout Gloucestershire, as well as help to solve long-standing traffic and travel issues, helping to keep our county moving.


**The scheme proposes:**

- Improvements to Junction 10 on the M5 and a new road linking Junction 10 to west Cheltenham
- A38/A4019 junction improvements at Coombe Hill
- A4019 widening, east of Junction 10

### Have your say...

Our consultation, to identify the best location for the upgraded motorway junction, will be open for six weeks from 00:01 on 14 October 2020 until 23:59 on 25 November 2020.

In response to the COVID-19 pandemic, and in line with social distancing guidelines, we won't be holding any face to face consultation events.

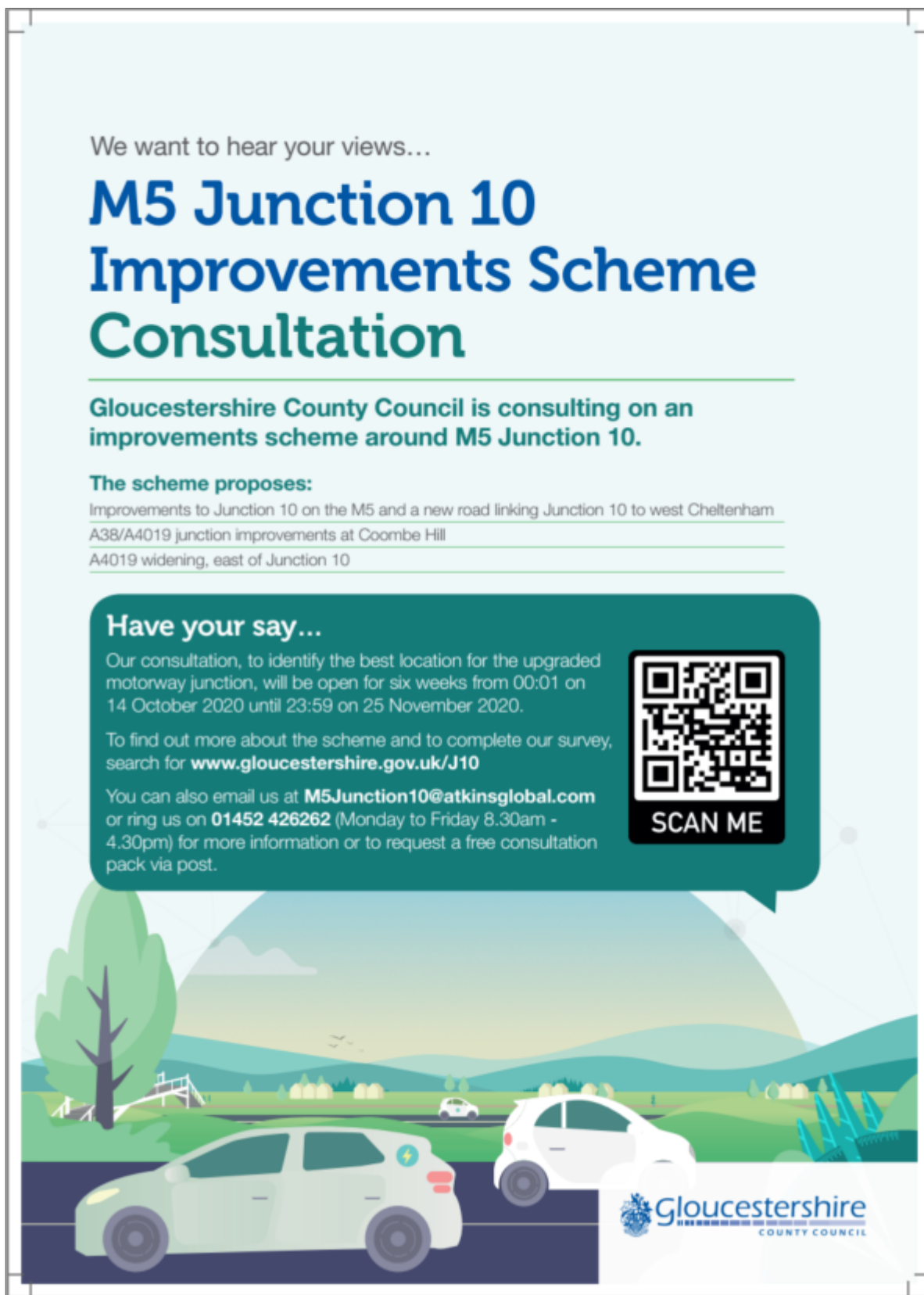


**SCAN ME**

To find out more about the scheme and to complete our survey, search for [www.gloucestershire.gov.uk/J10](http://www.gloucestershire.gov.uk/J10)

You can also email us at [M5Junction10@atkinsglobal.com](mailto:M5Junction10@atkinsglobal.com) or ring us on **01452 426262** (Monday to Friday 8.30am - 4.30pm) for more information or to request a free consultation pack via post.

## C.5. Non statutory consultation poster



We want to hear your views...

# M5 Junction 10 Improvements Scheme Consultation

**Gloucestershire County Council is consulting on an improvements scheme around M5 Junction 10.**


**The scheme proposes:**  
Improvements to Junction 10 on the M5 and a new road linking Junction 10 to west Cheltenham  
A38/A4019 junction improvements at Coombe Hill  
A4019 widening, east of Junction 10

**Have your say...**


Our consultation, to identify the best location for the upgraded motorway junction, will be open for six weeks from 00:01 on 14 October 2020 until 23:59 on 25 November 2020.


To find out more about the scheme and to complete our survey, search for [www.gloucestershire.gov.uk/J10](http://www.gloucestershire.gov.uk/J10)

You can also email us at [M5Junction10@atkinsglobal.com](mailto:M5Junction10@atkinsglobal.com) or ring us on **01452 426262** (Monday to Friday 8.30am - 4.30pm) for more information or to request a free consultation pack via post.



**SCAN ME**



 Gloucestershire  
COUNTY COUNCIL



## C.6. Non statutory consultation website content

C.6.1. The webpage hosted on the Applicant’s website provided information such as:

- Background of the scheme and key milestones of the project.
- Summary of the proposed options.
- Interactive drawings/plans of the various options 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

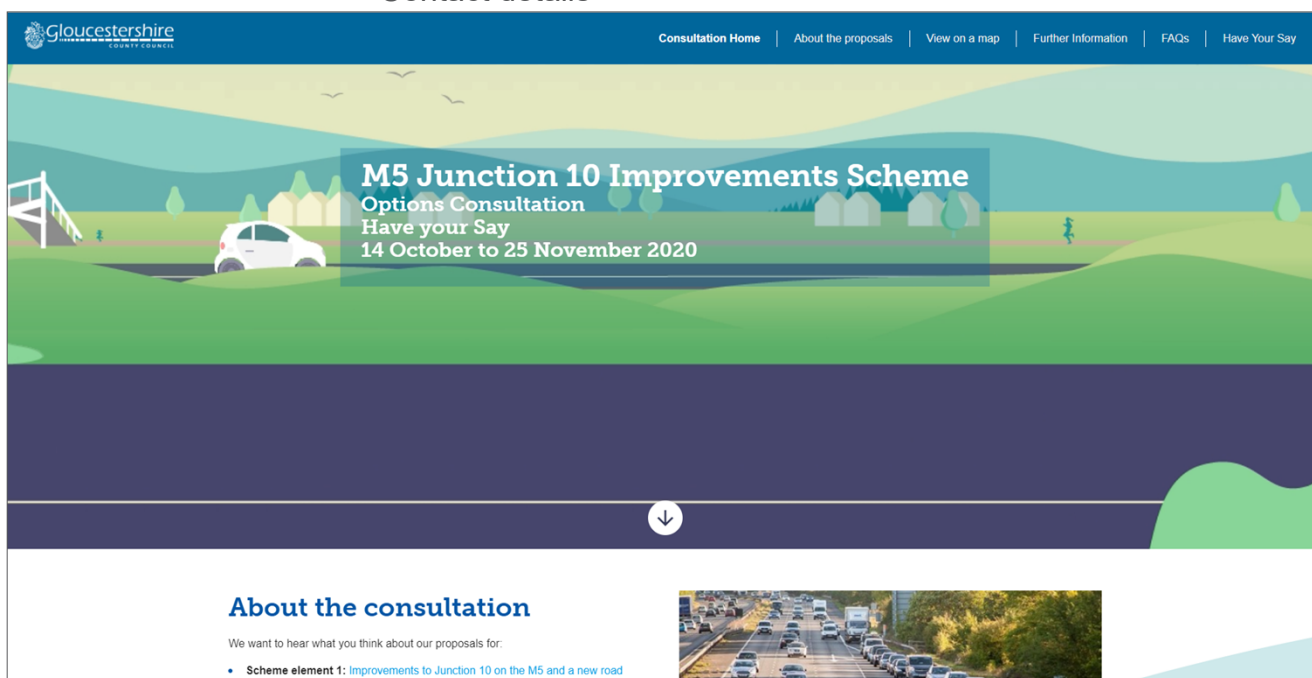


Figure C-1 - User interface of the main consultation website page

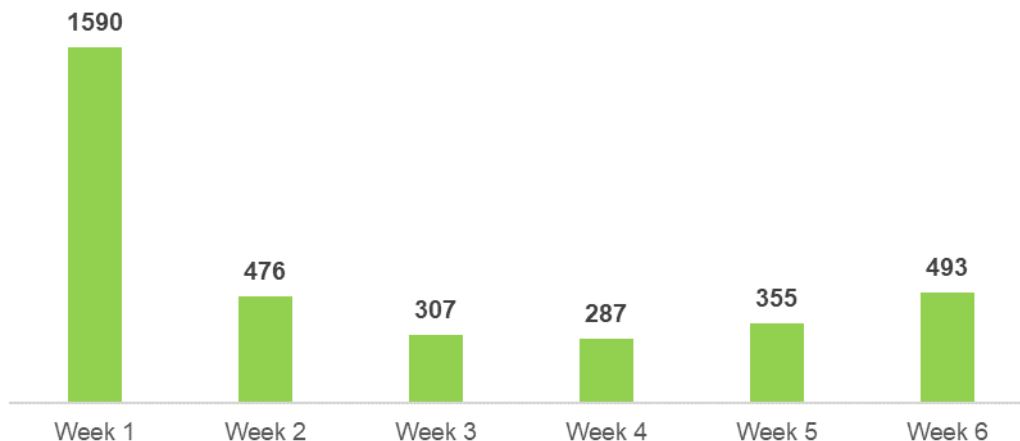
## C.7. Non statutory consultation website activity

C.7.1. Table C-1 presents analytics of the number of visitors and average time spent on webpage, collected during the Public Consultation period.

Table C-1 – Total website hits during 6-week consultation

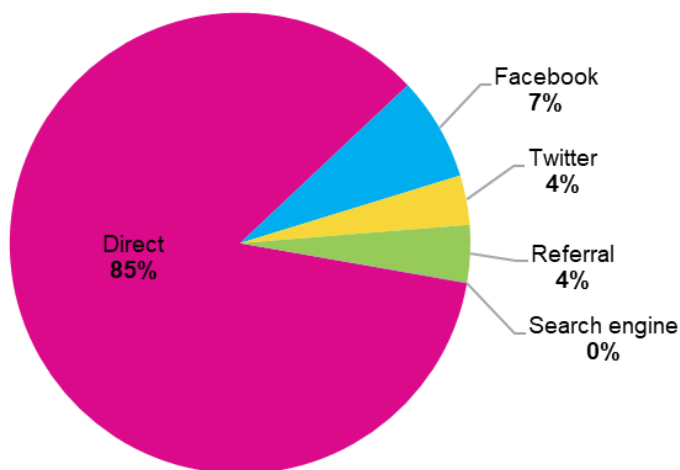
Total Visitors	Unique Visitors	Average Session Durations
4,506	3,508	4 min 7 sec

C.7.2. Figure C-2 presents a weekly breakdown of visitors to the Junction 10 website or each of the 6 weeks of the consultation.



**Figure C-2 - Unique visitors to the consultation webpage during the consultation period**

C.7.3. Figure C-3 summarises the source/medium of access to the webpage, showing that less than 1% of site users accessed the site through a search engine whilst social media activities attracted 11% of views and the remainder either accessed the site directly (85%), by using a known web link (e.g. copied from posters, leaflets, emails, letters), or were referred to the site (4%) by following a link from another page<sup>1</sup>.



**Figure C-3 - Source of website access**

<sup>1</sup> All website analytics were extracted using google analytics. For many reasons, Google cannot track everything that happens on a web site so all numbers presented in this report should be treated as approximations.

5th Floor, Block 5  
Shire Hall  
Bearland  
Gloucester  
GL1 2TH