

M5 Junction 10 Improvements Scheme

Environmental Management Plan Annex B15 Community Engagement Plan TR010063 - APP 9.100

Regulation 5 (2) (q)

Planning Act 2008

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

Volume 9

March 2024



Gloucestershire
COUNTY COUNCIL

THIS PAGE IS LEFT INTENTIONALLY BLANK

Infrastructure Planning Planning Act 2008

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

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

Environmental Management Plan

Annex B.15 – Community Engagement Plan

Regulation Number:	Regulation 5 (2) (q)
Planning Inspectorate Scheme Reference	TR010063
Application Document Reference	TR010063/APP/9.10
Author:	M5 Junction 10 Improvements Scheme Project Team

Version	Date	Status of Version
Rev 0	March 2024	Section 51

Contents

Chapter	Page
B.15. Community Engagement Plan	5
B.15.1. Introduction	5
B.15.2. Methodology	6
B.15.3. Management measures	10
Appendix A. List of Stakeholders and Stakeholder Categories	14
Appendix B. Engagement Mechanisms by Stakeholder Typologies	15
Tables	
Table B 15 -1 Community Engagement Plan REAC	11

B.15. Community Engagement Plan

B.15.1. Introduction

Purpose

- B.15.1.1. This document forms Annex B.15 of the Environmental Management Plan (EMP) (Application document TR010063/APP/7.3). Annex B.15 is a Community Engagement Plan (CEP) (1st iteration) for the M5 Junction 10 Improvements Scheme (the Scheme). This CEP (1st iteration) will be updated by the Public Liaison Officer (PLO) into a CEP (2nd iteration), as required by Requirement 3 of the DCO, prior to commencement of works.
- B.15.1.2. The purpose of this CEP (1st iteration) is to set out the approach to identifying the level of communication and engagement with identified stakeholders; and a high level list of engagement approaches to be established and delivered by the PLO. These will enable the delivery of requisite mitigation outlined within the Register of Environmental Actions and Commitments (REAC) (Application document TR010063/APP/7.4).
- B.15.1.3. The CEP (2nd iteration) will describe the approach to managing engagement with the local and surrounding community during construction of the Scheme, which is to include publicising contact details for key site management. The purpose of this CEP (1st iteration) is to outline the expectations on the PLO and to inform the basis of detailed iterations of the CEP, which are to be prepared by the appointed PLO prior to construction commencing and updated during the construction phase as appropriate.

Structure of the community engagement management plan

- B.15.1.4. This CEP (1st iteration) is structured as follows:
- Project team roles and responsibilities relevant to the development and implementation of the CEP are set out.
 - The methodology for developing the more detailed proposals for the CEP is outlined.
 - Management measures to be delivered through the CEP or in conjunction with the CEP are set out, highlighting the means of delivering the environmental actions and commitments that the ES requires (REAC - Application document TR010063/ APP/7.4).

Project team roles and responsibilities

- B.15.1.5. The Principal Contractor (PC) will be responsible for appointing the PLO and ensuring that all expectations of the role are delivered. The PLO will be responsible for the development, implementation and delivery of the CEP, such that all relevant actions contained within the Register of Environmental Actions and Commitments (REAC) (Application document TR010063/ APP/7.4) are undertaken.
- B.15.1.6. The PC will be responsible for the co-ordination and implementation of the EMP (Application document TR010063/ APP/7.3) as a whole, which includes Annex B. The PC will work directly with the PLO on the delivery of the CEP. The following management plans within Annex B must also be implemented during construction to aid the delivery of the CEP:
- Annex B2 – Soil handling management plan (Application document TR010063/APP/9.2).

- Annex B3 – Noise and vibration management plan (Application document TR010063/APP/9.3).
- Annex B5 – Landscape and ecology management plan (Application document TR010063/APP/9.5).
- Annex B11 – Traffic management plan (Application document TR010063/APP/9.12).
- Annex B13 – Public rights of way management plan (Application document TR010063/APP/9.12).
- Annex B14 – Emergency vehicle movement management plan (Application document TR010063/APP/9.14).

B.15.1.7. The PLO will work directly with the PC (and sub-contractors as appropriate), Gloucestershire County Council (GCC); the Scheme Promoter and nominated individuals representing the local community. The activities of the PLO are to include (but not be limited to):

- Responsibility for development, implementation, monitoring and updating of the CEP (2nd iteration).
- Proactive engagement with the local community, to include face to face introductions for directly affected stakeholders.
- Physical and regular presence within the community.
- Establishing the feedback loop, process and governance around implementing change in response to feedback during construction, where appropriate.
- Commitment to responding to all communications, within agreed timescales and on an equitable basis, in cognisance of the GCC values in both representing and engaging with the local community.
- Responsibility for managing communications, including Frequently Asked Questions (FAQ).
- The PLO would be expected to provide regular updates and support at the Scheme's steering groups/board, in addition to the regular board updates that would be provided by the PC.

B.15.2. Methodology

B.15.2.1. The appointment of the PLO is to be implemented through the PC procurement process, led by GCC.

B.15.2.2. Following appointment, the PLO must implement the following actions in sequence:

- Review the Stakeholder and Engagement Communication Plan developed as part of Detailed Design.
- Undertake a stakeholder mapping exercise to identify typologies that will underpin consultation and engagement activities. The exercise will describe the manner in which stakeholders have been identified and indicate what level of interest and influence each typology is anticipated to have in relation to the Scheme.
- Identify and establish engagement and communication mechanisms during the construction period, and clarification of which mechanisms will be used for each stakeholder type. The mechanisms will need to reflect GCC values in both representing and engaging with the local community and be approved by the Scheme Promoter (GCC).

B.15.2.3. The development of a CEP (2nd iteration) as an iteration of and informed by this CEP (1st iteration), the stakeholder mapping and agreed engagement and communication

mechanisms. The CEP (2nd iteration) will set out in detail the communication and engagement approach including messaging and key purposes of the various mechanisms; an indicative frequency / sequence or programme for engagement and; include contact details.

- The PLO will be responsible for the implementation, monitoring and updating of the CEP.

Stakeholder Mapping

B.15.2.4. Stakeholder mapping is pivotal to delivering an effective CEP. It involves the identification of stakeholders and the consideration of the level and type of engagement that may be most appropriate for each stakeholder.

B.15.2.5. A stakeholder list should be identified from previous consultation and engagement activities throughout the development of the Scheme, identified in the Stakeholder and Engagement Plan) supplemented by stakeholders identified within the Chapter 13 Population and Human Health (Application document TR010063/APP/6.11) of the Environmental Statement; and those who have participated or been put forward by other stakeholders. Stakeholders should be identified for each of the categories listed below. It should be recognised that an individual may be part of several identified stakeholder typologies.

- Local authorities:
 - Gloucestershire County Council (GCC)
 - Cheltenham Borough Council (CBC)
 - Tewkesbury Borough Council (TBC).
- District, town and parish councils.
- Local residents.
- Landowners and occupiers.
- Local community users.
- Business owners / organisations.
- Emergency services.
- Environmental bodies.
- Health.
- Walkers, cyclists and horseriders (WCH).
- Road users.
- Transport services.
- Utility providers.

B.15.2.6. In addition to the typologies listed above, the PLO will take responsibility for managing engagement between the Scheme (on behalf of and representing the Scheme Promoter and PC) and developers that come forward to progress the strategic development sites at Elms Park (North West Cheltenham Development Area), West Cheltenham Development Area and safeguarded land to the north-west of Cheltenham.

B.15.2.7. This third-party developer liaison aspect of the PLO role is directly linked to the potential for significant cumulative inter-project effects to arise between the Scheme and the development at the sites listed above. This is considered a separate category of stakeholder and will require a bespoke approach to engagement to be developed – further information is provided in sub-section B15.2.13 (PLO discussions within developers).

- B.15.2.8. The amount of engagement considered necessary will depend on the combination of a stakeholder's level and type of interest, and their likelihood of being affected by the Scheme. The geographical location of stakeholders will affect their views on differential elements of the Scheme as the location of impacts is not equally distributed in either time or space.
- B.15.2.9. Each stakeholder type should be categorised as follows:
- Strong buy- in Need to consult
 - Maintain interest
 - Keep informed
- B.15.2.10. It is expected that stakeholder engagement will be a cyclical process and that by engaging with people, the list of stakeholders and the degree of influence and interaction managed by the PLO may need to change.
- B.15.2.11. Appendix A provides a template that can be used for listing stakeholder typologies and categories.

Engagement Mechanisms

- B.15.2.12. Different stakeholder typologies need to be matched with an engagement mechanism. A range of mechanisms are required to reflect the different stakeholder typologies identified for the Scheme and to ensure mechanisms are inclusive and accessible. Communication methods must be utilised fully and, in addition to matching typologies to mechanisms, will also need to be adapted to the needs of individuals with protected characteristics, which are defined in the Equality Act 2010 as follows:
- Age.
 - Gender reassignment.
 - Being married or in a civil partnership.
 - Being pregnant or on maternity leave.
 - Disability.
 - Race including colour, nationality, ethnic or national origin.
 - Religion or belief.
 - Sex.
 - Sexual orientation.
- B.15.2.13. Detailed information on this can be found in the Equality Impact Assessment, which should be made available to the PLO prior to engagement commencing.
- B.15.2.14. The following engagement mechanisms will need to be established by the PLO:
- Contractor-led 'Meet the Contractor' events for supply chain to cover pre-planning and planning stages.
 - Contractor-led 'Meet the Contractor' share events for the local community. A valuable way of establishing a local 'face' to the Scheme, building consensus within host communities.
 - Dedicated PLO contact routes for public and stakeholders to include email mailbox, postal address and telephone line. These details should be shared with identified stakeholders and publicly shared via digital platforms and Scheme bulletins.
 - Frequent and regular presence of the PLO and key Project personnel within the community, through public drop-in surgeries or similar. This offers an informal setting where people can access Project Team members to discuss

aspects of the Scheme or construction works. A valuable way of establishing a local 'face' to the Scheme, building consensus within host communities.

- Mechanisms for the supply of frequent and regular updates on traffic management and closures, including signed diversion routes, throughout the construction phase, which should be developed to reflect all relevant planned traffic works (i.e. from other GCC projects).
- Commitment to maintain/input to Scheme website with latest information throughout the construction phase.
- Commitment to input to Scheme bulletins on a frequent and regular basis throughout the construction phase, covering progress, upcoming activities and traffic management and closures. This should be in the form of information panels and posters sited on public noticeboards and locations regularly frequented by the local communities, and through digital distribution lists.
- Process for generating change within the Scheme in response to feedback, using the Compensation Event procedure.
- Commitment to facilitate discussions with the developers of the strategic development sites (see below for details).

PLO discussions with developers

- B.15.2.15. The PLO will lead the facilitation of discussions with the developers of the strategic development sites that require transport improvements (which are to be delivered by the Scheme) to meet policy requirements for their own progression – Elms Park (North West Cheltenham Development Area), West Cheltenham Development Area and safeguarded land to the north-west of Cheltenham. The need for these discussions has arisen from the cumulative effects assessment, reported in Chapter 15 Assessment of Cumulative Effects (Application document TR010063/APP/6.13), which has identified this as a means of mitigating the potential for significant adverse inter-project cumulative adverse effects to arise.
- B.15.2.16. The PLO will be responsible for opening up dialogue with the relevant developers. The PLO will seek the support of suitably qualified and experienced members of the Project team to engage with the developers, seeking to generate and sustain productive and collaborative working relationships. The support to the PLO should include (but not be limited to) representatives of the Scheme Promoter, the PC and environmental specialists engaged on the Scheme.
- B.15.2.17. The principal aim of the discussions will be to achieve the following two things:
- Ensure that the design of each of the strategic development sites is progressed in a manner that ensures the Scheme mitigation measures will operate as intended, into the operational future baseline timeframe and beyond. This will involve ongoing liaison through the detailed design stage(s) of all relevant proposals (i.e. the Scheme and each of the strategic development sites). Of particular interest are the biodiversity enhancement and flood management proposals; however, the PLO should remain alert to other coordination matters arising and seek specialist support for discussions as appropriate.
 - Managing the interproject cumulative construction impacts of the Scheme, with the addition of activities from strategic development sites, on residential communities at Uckington, along the A4019, B4634 and at Withybridge Lane. This will involve ensuring that there is clarity in how the impacts of the Scheme and the strategic development projects will interact in terms of timings of activities that may cause adverse effects for identified receptor groups. The PLO will be responsible for managing the delivery of information about construction activities relating to the Scheme and, where it is possible and appropriate, this should include explaining cumulative impacts – this is a core

element of reducing the magnitude of potential health impacts such as community anxiety.

Approach and Indicative Programme for Engagement

- B.15.2.18. Once engagement mechanisms have been established, the PLO will need to set out the approach to engagement and communication within the CEP (2nd iteration). The PLO will need to identify which stakeholder typologies are considered best suited to each engagement mechanism. The communication methods should be tailored to meet the requirements of each stakeholder to ensure their inclusivity and accessibility and to accord with GCC requirements.
- B.15.2.19. Appendix B provides a template that can be used to map proposed engagement and communication activities by stakeholder typologies and needs.

Monitoring and Evaluation

- B.15.2.20. Establishing the feedback loop, process and governance around implementing change in response to feedback during construction will be important in order to address any unforeseen issues that may arise, including any issues associated with access disruptions to residential properties, businesses and community receptors.
- B.15.2.21. A stakeholder log will be maintained and regularly reviewed to ensure the response and delivery of all stakeholder commitments.
- B.15.2.22. Qualitative feedback from stakeholders via evaluation forms will help to measure and improve communications throughout the construction of the Scheme. This will also inform the triggering of any Compensation Event procedures (B15.2.12, penultimate bullet).

B.15.3. Management measures

- B.15.3.1. The preparation, delivery and implementation of the Detailed CEP is essential to ensuring the mitigation measures related to consultation, committed to within Chapter 13 Population and Human Health (Application document TR010063/ APP/6.11) and Chapter 15 Assessment of Cumulative Effects (Application document TR010063/ APP/6.13) of the ES and the REAC (Application document TR010063/APP/7.4), are effectively delivered.
- B.15.3.2. In delivering these commitments, the PLO is responsible for managing the magnitude of impacts relating to the following:
- The development, implementation, monitoring and updating of the Community Engagement Plan (this document); and pro-active engagement with the local community through physical and regular presence will ensure the community is kept informed about planned works, which is essential to allow individuals to plan and adapt to changes and thus manage mental health effects such as individual and community anxiety.
 - Physical presence within the community and responding to all communications, within agreed timescales and on an equitable basis will establish trust between the PLO and the local community, which is important in supporting mental health and well-being.
 - Establishing the feedback loop, process and governance around implementing change in response to feedback during construction, where appropriate, will ensure that corrective actions are implemented to respond to unforeseen effects to the community, reducing anxiety or stress for those who experience difficulty adapting to change.
 - The PLO would be expected to provide regular updates and support at Scheme steering groups/board and board updates by the PC to ensure there

is a co-ordinated response in areas of change. This will ensure that there will be a co-ordinated approach to help people to prepare and adapt to changes.

Register of Environmental Actions and Commitments

B.15.3.3. The following are the Environmental Actions and Commitments that relate to the Community Engagement Plan, as set out in the REAC (Application document TR010063/APP/7.4). Table B15-1 indicates where additional detail on their implementation is set out. Bold text is used to identify the commitments that will principally be delivered through this CEP.

Table B 15 -1 Community Engagement Plan REAC

REAC	Commitment Text	Implementation mechanism
G4	Management plans.	EMP (1 st iteration) (Application document TR010063/APP/7.3) Annex B (All)
G10	Effective traffic management.	EMP (2 nd iteration) Annex B11 – Traffic management plan
G11	Working hours.	EMP (2 nd iteration) Annex B11 – Traffic management plan
G13	To minimise impacts from lighting at the construction stage.	EMP (2 nd iteration) Annex B5 – Landscape and ecology management plan
NV1	Manage noise and vibration at construction stage.	EMP (2 nd iteration) Annex B3 Noise and vibration management plan
PHH3, PHH4	Effectively informing people of construction works and traffic arrangements to enable forward planning and manage expectations around nuisance and disruption, in the interests of human health.	EMP (2 nd iteration) This Annex only.
PHH5	Maintaining WCH (Walkers, Cyclists and Horseriders) access, connections to and availability of public transport during construction to avoid severance and loss of access to key services and facilities, in the interests of human health.	EMP (2 nd iteration) Annex B13 – Public rights of way management plan
PHH7	Prevent adverse effects on human health determinants, derived from light pollution nuisance, disturbed sleep/night-time working.	EMP (1 st and 2 nd iterations) Annex B3 – Noise and vibration management plan (1 st iteration (Application document TR010063/APP/9.3) Annex B5 – Landscape and ecology management plan (1 st iteration (Application document TR010063/APP/9.5) Annex B11 – Traffic management plan (1 st iteration (Application document TR010063/APP/9.12)
PHH9	Prevent adverse effects on human health determinants relating to anxiety and	EMP (2nd iteration)

REAC	Commitment Text	Implementation mechanism
	stress and support those who experience difficulty adapting to change.	This Annex only.
PHH10	Minimising impacts on people from temporary land take (see also GS1 in the Soil Handling Management Plan).	EMP (2 nd iteration) Annex B2 – Soil handling management plan
PHH11	Managing impacts on residential receptors (access).	EMP (2 nd iteration) Annex B11 – Traffic management plan
PHH12	Managing impacts on business receptors (access).	EMP (2 nd iteration) Annex B11 – Traffic management plan
PHH13	Managing impacts on community receptors (access).	EMP (2 nd iteration) Annex B11 – Traffic management plan
PHH14	Enhancing opportunities for education and training, including through job creation.	EMP (2nd iteration) This Annex only.
PHH15	Providing accurate information to minimise temporary disruptions to access to development land and businesses	EMP (2nd iteration) This Annex only.
PHH16	Minimising construction stage impacts to local residents in a targeted and responsive manner.	EMP (2nd iteration) This Annex only.
PHH17	Informing the local community of the multimodal transport improvements of the Scheme, for example accessibility and connectivity.	EMP (3rd iteration) This Annex only.
CEA1	Reducing adverse interproject cumulative construction impacts of the Scheme and other GCC and NH highways projects disrupting movement across the strategic and local transport network.	EMP (2 nd iteration) Annex B11 – Traffic management plan
CEA2	Seeking to secure the continued efficacy and realise long term benefits of the Scheme environmental design in the context of strategic development sites, to manage inter-project cumulative effects.	EMP (2nd iteration) This Annex only.
CEA3	Managing the interproject cumulative construction impacts of the Scheme, with the addition of activities from strategic development sites, on residential communities at Uckington, along the A4019, B4634 and at Withybridge Lane.	EMP (2 nd iteration) Annex B11 – Traffic management plan

Appendices



Appendix A. List of Stakeholders and Stakeholder Categories

Stakeholders	Stakeholder Category
Local Authorities	
District, Town and Parish Councils	
Local Residents	
Landowners and Occupiers	

AtkinsRéalis

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

Tel: +44 (0) 8000 514 514