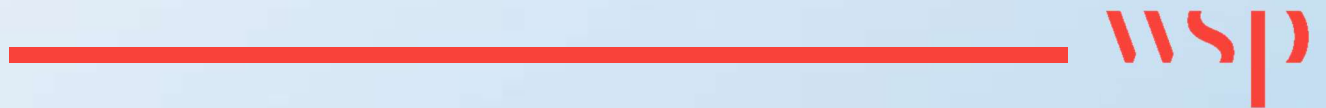


Appendix O

COMMUNICATION PLAN



Leicestershire County Council Communications Plan North & East Melton Mowbray Distributor Road

Status: Issued

Original Prepared by: Gino Salvatore

Amended by: Callum Wallace

Version 14

Date 19/07/22

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1. Document Control

1.1 Control Details

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Author: Gino Salvatore Galliford Try

1.2 Document Amendment Record

Issue	Amendment Detail	Author	Date	Approved
9.01	Initial Draft	Gino Salvatore	08/04/2019	AJ
10.01	Review and amendments to include COVID related issues	AH	06/04/20	AJ
13	Various updates and programme amendments	AT	28/03/22	AL
14	Updates and alignment with strategic comms plan	CW	19/07/22	AT/AL

1.3 Document Sign-off

LCC Project Manager:

Signature: 

Printed Name: Adam Lakin

Position: Senior Project Manager

Date: 19/07/22

Galliford Try Project Manager:

Signature: 

Printed Name: Jamie Missenden

Position: Regional Manager

Date: 19/07/22

Project Sponsor:

Signature: 

Printed Name: Janna Walker

Position: Assistant Director

Date: 19/07/22

2. Background

Congestion in the centre of Melton Mowbray has been a long-standing issue recognised by both Leicestershire County Council and Melton Borough Council; this can be dated back to the late 1990's and early 2000's, and through successive Local Transport Plans. However, the issue has become increasingly pronounced and is likely to be exacerbated further, both in terms of recent trends in traffic growth, and in light of the significant levels of growth planned for the town as part of the emerging Local Plan.

Historically, options considered have generally been developed to tackle existing congestion issues, rather than simultaneously focusing on improving network conditions and accommodating and accelerating the high levels of housing and employment growth now proposed in the town.

The North and East Melton Mowbray Distributor Road scheme has been developed as the best performing option to overcome existing traffic congestion and traffic-related problems and tackle future traffic issues to enable the town's future growth. The scheme has been developed from evidence and objective led optioneering process, assessing a range of options across modes, and different scales and route(s) of highway intervention in coming to the final preferred scheme. It is both the current levels of congestion in Melton Mowbray, and the active nature of these applications that make the scheme a priority, and why it is needed now.

Of all routes, the largest concentration of through traffic movement is along the A606 axis, constituting more than 40% of total traffic on that route. This is also the most congested on a delay/mile basis and is highly susceptible to variability given it is the only recognised northbound route through the town. The percentage of through traffic in the east-west direction is also high, at over 30% on these routes.

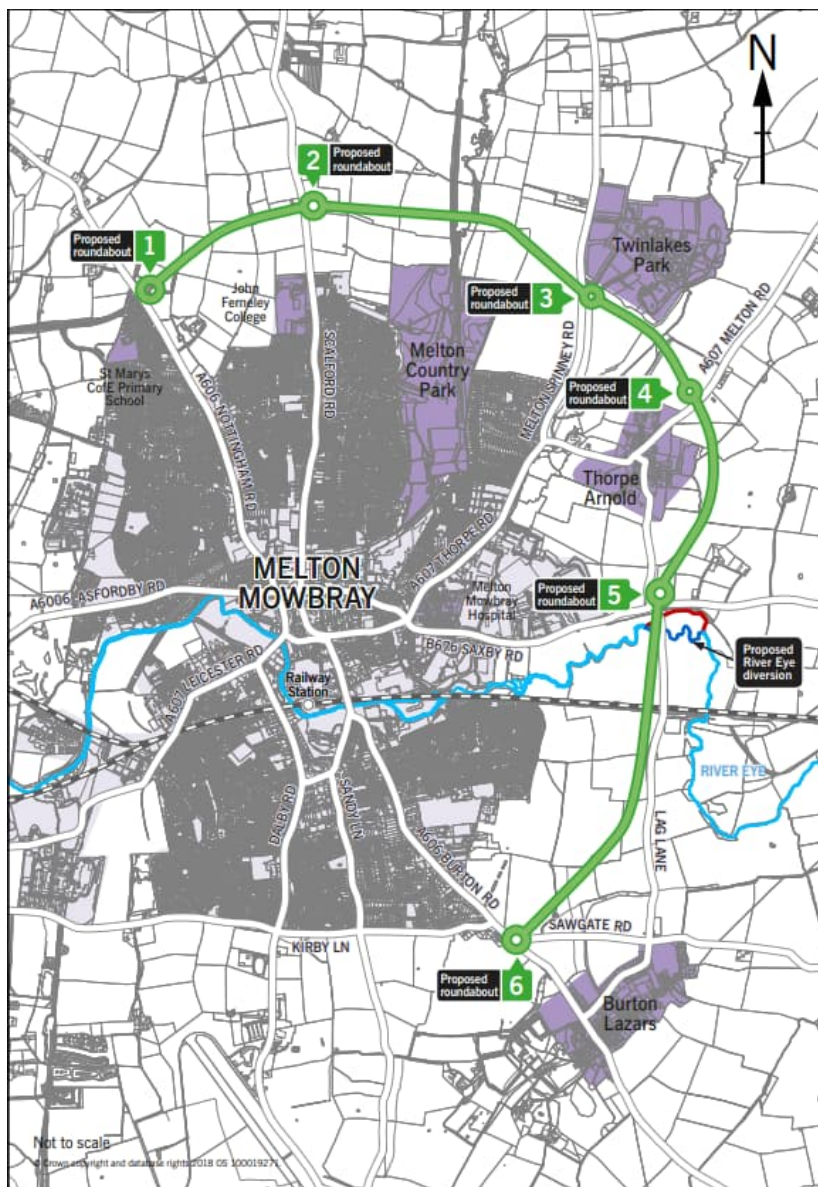
Problems are exacerbated by the significant number of HGV and LGV movements through the town. LGV and HGV proportions of through traffic are typically between 50-90% of through traffic, depending on the corridor, but again with the A606 Axis as the corridor with the highest levels of through traffic movements.

Importantly, a significant number of dwellings (totalling more than 2,500) are currently part of active planning applications in the town - as part of the emerging Local Plan delivery of over 4,500 dwellings in Melton Mowbray.

Without the scheme, the problems and issues identified will continue and likely worsen. This means that roads will remain congested, with some of the highest levels of delay per mile in the County - impacting on both local residents, and those from a wider catchment seeking to make longer distance movements to/from Leicester, Nottingham, Loughborough, the M1 or A1.

Without the scheme Melton Mowbray will continue to have high levels of through traffic - through traffic that impacts on residents as a result of the routes that such traffic is forced to take, as well as additional rat-running, and further impacts on the attractiveness of the town to the visitor economy, curtailing the extent and attractiveness of the historic market town centre. This is particularly the case given the proportion of traffic that is HGV and LGV.

3. The Scheme and its Objectives



The N&E MMDR scheme will deliver a 7.1 km long, single carriageway road to the north and east of Melton Mowbray. This route links the A606 Nottingham Road (at St. Bartholomew's way) with the A606 Burton Road (North of Burton Lazars), with new junctions at Scaford Road, Melton Spinney Road, A607 Melton Road and the B676 Saxby Road. It crosses six watercourses, the River Eye flood plain and the Leicester to Peterborough railway line. The total site area within the red line boundary is approximately 200 hectares.

The North and East Melton Mowbray Distributor Road will reduce congestion and help remove through traffic from the town. The assessment of town centre traffic flows before and after the scheme forecasts that across all routes there is an average decrease in traffic of over 18%.

The Institute for Environmental Assessment (IEA) guidelines state that: "At a basic level, it should...be assumed that projected changes in traffic of less than 10%

North & East Melton Mowbray Distributor Road

Last Updated: 20/07/2022

create no discernible environmental impact.” It can be seen that several routes within Melton Mowbray town centre are expected to experience decreases in traffic volumes of between 10% and 30%. This should therefore represent a material improvement to environmental conditions related to traffic, including improvements in noise, air quality, pedestrian delay and intimidation.

Noise levels are forecast to reduce throughout a large proportion of the town with an expected change of between 0 and ≤ -5.0 dB

The scheme will help to enable, accelerate and sustain housing growth in Melton and the wider Borough, and provide access to important development sites which would bring more opportunities for affordable housing for local residents and help to attract new businesses to the area through enhanced accessibility to and from Melton. The scheme will facilitate and accelerate the delivery of over 4,500 dwellings and 6,000 jobs located to the North and South Melton Mowbray.

Completion of the Distributor Road will also enable complementary improvements to the centre of Melton Mowbray. Study work and public consultation will be undertaken to establish the details in order to achieve the following objectives:-

- Improve and expand accessible sustainable travel networks;
- Maximise network performance and resilience in order to alleviate severe congestion and journey time unreliability in peak times;
- Promote a quality space in the town centre;
- Reduce vehicular air and noise pollution in environmentally sensitive locations;
- Improve highway safety for all highway users within Melton Mowbray.

Melton Mowbray Southern Distributor Road

The Melton South Sustainable Neighbourhood, south of Kirby Lane, proposes the development of a minimum of 2,000 homes by 2036, (with the longer-term potential for 2,000 further in LCC’s Strategic Growth Plan to 2050), alongside 20ha employment, a new local centre and primary school.

The proposed southern road scheme unlocks and accelerates adjacent housing proposals and, on full completion, would also directly connect to the NEMMDR scheme, linking up the A607 with the A606.

Leicestershire County Council has been successful in bidding for funding from Homes England for delivery of the southern phase which will be combined with developer contributions. This section of the MMDR is currently expected to be delivered by early 2026.

NE MMDR Objectives Summary



3.1 Strategic objectives

- To be proactive and structured with our communication
- To keep all stakeholders informed in an appropriate and timely way about the process and progress of the project, ensuring they are aware of the benefits of the proposed scheme.
- To ensure accurate and timely information is provided to stakeholders and the wider public to ensure they understand the need for change
- To raise awareness of LCC's role and leadership as we take forward this and other projects to encourage inward investment and improve the look and feel of the town centre
- To engage with key partners and stakeholders to ensure their positive support for the project
- To keep a sense of impetus about the project to maintain interest and enthusiasm

3.2 Tactical objectives

- To ensure that the scheme is promoted as part of wider improvements in Leicestershire
- To be clear about the process for minimising disruption during the construction period
- To publish successes and regularly report on progress against targets
- To effectively manage a two-way dialogue between the project managers and all stakeholders to keep interested parties informed of changes as well as gathering views on proposed changes

Success will be judged by monitoring feedback about and awareness of the scheme throughout the project. It will also be judged by seeking feedback from stakeholders, including staff, about the range, quality and accessibility of the communication material issued.

4. Spokes people

Lead Spokesperson

- Councillor Ozzy O'Shea
 - County Council Cabinet Member for Highways, Transportation and Flooding
 - Ozzy.OShea@leics.gov.uk
 - Ext: 0116 2394336

Secondary Lead

- Janna Walker
 - Assistant Director, Environment & Transport
 - janna.walker@leics.gov.uk
 - Ext: 0116 305 0785

Local Elected Members

- Mrs Pam Posnett MBE, County Councillor for Melton East division
- Mr Mark Frisby, County Councillor for Melton West division
- Mr Joe Orson, County Councillor for Melton Wolds division
- Mr Bryan Lovegrove, County Councillor for Melton Belvoir division

Contacts for agreement of communications, quotes within partner organisations and agreed protocols will be:

- DfT – Robert Fox - Roberts.fox@dft.gov.uk
- LCC Communications Lead – Steve Pumfrey, (Senior Media Officer) Steve.Pumfrey@leics.gov.uk - 0116 305 3984; Press Office (general enquiries): 0116 305 6274 (out-of-hours service on 0788 763 4474)
- Melton Borough Council Communications Officer: TBC
- GallifordTry Press Officer – Ben Kunicki: ben.kunicki@gallifordtry.co.uk
- Galliford try – Gino Salvatore CLO 07918640481
- AECOM – Martyn Glossop 01246 218381

5. Key Message

5.1 High level

- The North and East Melton Mowbray Distributor Road will reduce congestion and improve reliability of the transport network by helping to remove through traffic from the town.
- The scheme will help to enable, accelerate and sustain housing growth in Melton and the wider Borough, and provide access to important development sites which would bring more opportunities for affordable housing for local residents and help to attract new businesses to the area through enhanced accessibility to and from Melton.
- The scheme facilitates measures to address air pollution, public transport improvements and provide increased walking and cycling options.
- The above measures will help towards achieving the council's strategic plan objectives of:
 - Great communities
 - A clean, green future
 - Affordable and Quality homes
 - A Strong Economy
 - Wellbeing and Opportunity
- The scheme is currently forecast to cost up to £89.7m as of April 2022. The LLEP have also approved £4m of funding.
- £49.5m of funding has been agreed in principle by Department of Transport (DfT) through Large Local Major programme
- The remainder of the scheme cost will be forward funded by Leicestershire County Council and it is expected this cost will be recovered in part through Section 106 funding raised through developer contributions.
- Construction will begin in early 2023 with completion in mid 2025.
- The scheme forms a significant part of the county council's ambition to ensure that economic growth and the scale of new housing planned are matched by new roads, schools, transport and other infrastructure needed to support development.

5.2 Detailed

- The scheme has been in development since 2015 and is the culmination of substantial design, consultation and survey work.
- A successful application for funding from DfT to produce an Outline Business Case was submitted in November 2016. The Outline Business Case resulted in the production of further design and traffic assessment work that formed an application for further funding from DfT's Large Local Major programme to support construction of the scheme. In May 2018 we were awarded programme entry, in principle funding.

- Funding is subject to DfT's approval of the Full Business Case, which is to be formally submitted in October 2022.
- Consultation on a Recommended Route took place in September/October 2017. The majority of responses were in favour of the proposal. A full report on the consultation is available on the MMDR webpage. <https://www.leicestershire.gov.uk/roads-and-travel/road-maintenance/melton-mowbray-distributor-road-scheme/mmdr-updates>
- The route of the proposed road to the north of Melton Mowbray (between roundabouts 1 and 3) bounds the outer edge of the Northern Sustainable Neighbourhood (NSN). The project team has been working closely with the developers of the NSN throughout the development of the scheme.
- A full planning application to Leicestershire County Council Planning Department for the N&EMMDR was submitted in October 2018. The development was permitted by Development Control and Regulatory Board in May 2019.
- Drop in events regarding the detail of the planning submission were held in October 2018. This included an interactive 3D visualisation of the route.
- Land is to be acquired through a General Vesting Declaration. Legal notices for the CPO process were issued to landowners. Following a number of objections, a Public Inquiry was held in September 2021. The Secretary of State announced in a decision dated 31 March 2022 that the proposed Compulsory Purchase Order and Side Roads Orders (including modifications) have now been confirmed. This was being advertised on site and in the local press dated 28 April 2022 with affected landowners being notified directly.
- The scheme involves the diversion of the River Eye and the extension of the Site of Special Scientific Interest and associated habitat creation and enhancement work.
- Construction of the road is expected to commence in early 2023 and be completed by mid 2025. However, various on-site preparatory work and contractor mobilisation will start before this commencement date.
- Throughout the works, businesses and local people will have access to a Community Liaison Officer from Galliford Try, who will manage any queries (details of the can be found in chapter 7.6.1).

6. Stakeholders

A list of Stakeholders is maintained separately to this document and is currently under review. Some of the stakeholders include: -

- Local Residents
- Local Members
- Local MP
- District and Parish Councils
- All Melton Borough residents, and those who travel through Melton regularly
- Melton based business owners and their staff
- Key community groups
- Galliford Try
- National Highways
- Network Rail
- Environment Agency

6.1 Impact on the Community

The scheme will have both positive and negative impacts on the community both during the construction and operational phases. A full Equalities and Human Rights Impact Assessment has been conducted and impacts have been assessed through the production of the Environmental Impact Assessment submitted as part of the planning application. This can be viewed using the following link:

<http://leicestershire.planning-register.co.uk/Document/Download?recordNumber=10230&imageNumber=15&fileName=Equalities%20and%20Human%20Rights%20Impact%20Assessment%20Report%281%29.pdf&module=PLA>

6.1.1 Construction Phase Impacts

- Mitigation of traffic, noise, vibration and other environmental impacts resulting from construction of the scheme is set out in the Construction Traffic Management Plan (CTMP), which has recently been signed off by LCC Planning. The CTMP can be viewed using the following link: <http://leicestershire.planning-register.co.uk/Document/Download?recordNumber=10230&imageNumber=9&fileName=Construction%20Traffic%20Management%20Plan.pdf&module=PLA>
- Construction impacts in the vicinity of Melton Country Park and communication with their representatives will require careful consideration.
- The impact of increased traffic flows following an incident on the A1 need to be considered. Whether the traffic is formally diverted or chooses to find its own way, traffic flows will be increased.
- Impacts on businesses will also need to be carefully considered. Twinlakes theme park will be particularly sensitive to impacts during construction. As Twinlakes is

such a major local business and attractor of out of town traffic, we have maintained extensive engagement with them and will be maintaining access at all times.

- Traffic management during construction is of utmost importance in terms of minimising impacts on residents, drivers and businesses. Modelling will be used to understand any traffic issues related to the construction phase and identify how we can mitigate those impacts where possible. It is currently proposed to restrict construction traffic from travelling through the town.
- The scheme has been designed to minimise community impacts. However, there are locations that will be particularly sensitive both during construction and operational phases. These locations include:
 - Residents near to roundabout 1 (Southwell Close)
 - Residents of Grammar School Farmhouse
 - Students and staff at John Ferneley College
 - Residents of properties to the north of roundabout 4.
 - Residents at Thorpe Arnold
 - Resident near to roundabout 5
 - Residents at Burton Road (roundabout 6).

6.1.2 Operational Phase Impacts

- Impacts following construction of the road, both positive and negative and any associated mitigations, have been assessed during the preparation of the Environmental Impact Assessment and Environmental Statement. Mitigations include:
 - Substantial landscaping to screen views of the road and enhance the biodiversity value of the scheme;
 - Use of noise barriers where necessary;
 - Use of low noise surfacing where appropriate;
 - Ensuring the continuation of accessibility of public rights of way and limiting community severance;
 - Amendments to the alignment of the road.
- The proposal will take through traffic out of Melton Mowbray and so will result in environmental benefits (noise, air pollution, traffic) for residents and visitors to the town.
- As stated above, some residents will be nearer to the proposed road than others and mitigations have been considered and will continue to be developed through the detailed design phase of the scheme.
- Although efforts have been made to limit impacts on the farming community, for example, designing the scheme to follow land boundaries, it has been necessary in some instances to mitigate impacts through proposing new accesses for landowners.

- Other positive impacts of the scheme include the construction of a 3m wide shared cycle/footway, the creation of a new bridleway route from the north to the south of the town and the creation of new habitats for wildlife.

6.2 Stakeholder champions

Where engaged stakeholders offer to support the scheme publicly, they will be used to support communication throughout the campaign, where appropriate. As communication with stakeholders develops and champions are identified these will be listed within this document.

7. Communications Tools

One of the major reasons for the failure of projects introducing change to the working culture of organisations is lack of open and honest communication. This results in rumour, uncertainty and ultimately a reluctance to change. Consequently, the delivery of communications will be carried out through a wide variety of tools, particularly given the diverse range of stakeholders, thereby enabling people to choose the medium that is most accessible and appropriate for them.

7.1 Contact Management

7.1.1 Sponsor Briefing

Monthly briefings are provided to the project sponsors through the Board Highlights Report. Regular “Key Projects Meetings” are held to provide a short update on progress to Heads of Service and Assistant Directors for Development and Growth and for Highways and Transport Operations.

The Project Officer will ensure the timely submission of DfT’s quarterly monitoring reports and handle any other communications necessary at key milestones.

7.1.2 Contractors Update Report

Contractor’s monthly Update Reports will be produced by the contractor. It gives advice about changes to the Traffic Management (TM) layouts or working hours in the coming weeks and briefly details what has been done and what will be done next. It can include maps and photos. In this case, they would be circulated using the email database and LCC webpage.

7.1.3 Progress Meetings

Weekly progress meetings take place with key officers from:

- Leicestershire County Council
- AECOM
- Galliford Try

The meetings cover communications, risk, buildability, health and safety and programme.

7.2 Members

7.2.1 Face to Face meetings

Face to face meetings are a good way of engaging with councillors and ensuring a strong buy-in to the scheme. Meetings can help address any issues raised where

required. Borough council members can be updated at their regular (quarterly) neighbourhood meetings.

7.2.2 Members Bulletins

LCC has a 'Members' News in Brief' which has been used previously to communicate relevant information to all County Councillors.

During overnight road closures, we may want to use this type of communication to ensure Members are aware of timescales and are able to answer basic enquires by their constituents.

7.3 Staff

7.3.1 Customer Service Centre and Network Management Briefing note

Particularly at the beginning of a construction phase it is helpful to provide the facts to the customer service team at LCC and MBC who are often the first point of contact for phone calls and general enquiries by email or the webpage. Customer service staff, including out of hours support, will be given updates and instructed to direct calls straight to the Community Liaison Officer (CLO) in most cases. The CLO can always direct enquiries back to internal staff at LCC and MBC if it isn't a site-based query.

Network Management often receive calls directly relating to specific schemes. It is important that their staff have the contact numbers for the CLO so that calls or emails can be directed efficiently. The National Highways equivalent, in their respective Network Management roles should be notified with the contact details to enable effective communication if traffic is diverted due to an incident on the A1.

7.3.2 Staff Intranet

LCC and MBC will include updates about the scheme and ways that it might affect staff travel plans. It will provide links to 'Choose How You Move' to assist travel choices.

7.3.3 SharePoint Collaboration Space

Sharing of data efficiently achieved using a SharePoint Collaboration Space, to allow internal and external colleagues to share documentation.

7.4 Local Businesses and Residents

7.4.1 Letter Drops

Communication with residents and businesses in the area can be done by letter drop, usually hand delivered. These will be coordinated with any necessary legal advertisement periods and the notices on site and in the local press where appropriate

7.4.2 Email Database

To help achieve quick and efficient communication to more than just the premises that are physically within the vicinity of the site, an email database will be maintained by the contractor having been established with the assistance of LCC and MBC.

7.5 General Public

7.5.1 Project specific Website

This provides an economical way to inform people about the project, including the objectives of the project, the benefits and timescales. The LCC website <https://www.leicestershire.gov.uk/mmdr> will be used to provide updates, legal notices, scheme plans etc. MBC will provide links to the information on the LCC website where appropriate.

7.5.2 Press

The county is covered by TV, online, radio and print outlets, including East Midlands Today, BBC Radio Leicester, Melton Times and the Leicester Mercury. We will use all the available news sites, where relevant to the location, to inform people of key activities such as the start of work and associated road closures. When media releases are issued, there is no control over whether or when they are used by media outlets but the media team will 'sell-in' the positive angles of any developments in the project. There will be a 'good news' pipeline of stories produced during the lifespan of the scheme as part of a strategic communications plan by the

digital and communications team at Leicestershire County Council to support this overarching plan

7.5.3 Radio

BBC Radio Leicester and a number of commercial stations, including Gem, Capital and Smooth radio, provide county wide coverage, to inform people of key activities such as the start of works and associated road closures.

7.5.4 Social Media

The county council's main Twitter account is @LeicsCountyHall and will be widely used to carry updates and engage with the public throughout the process and will be used to share quick reactive updates were appropriate

Twitter accounts under National Highways control will be widely used to share updates on any works that will impact on operation of National Highways network.

7.5.5 Face to face

A face to face, meet the contractor event will be arranged to take place in Melton prior to construction to provide information and answers to queries.

7.6 Contractor

Defined responsibilities for **key individuals** are summarised below but it is important that every member of the project team, including supply chain partners, recognise they have a role in supporting the communities in which they work.


As part of their role in the construction of the project Galliford Try will have a dedicated Community Liaison Officer. This role is required to promptly deal with any comments and complaints as well as promote the scheme within the local community.

Specific Key individuals within Galliford Try and their roles can be defined as below and can be updated as the project evolves.

Position	GT Project Manager Jamie Missenden
Community Responsibilities	Key contributor for all community engagement support and delivery of the project. Control Impact of project on community. Key Area Health and Safety of the public and project delivery team. Provide regular progress reports and key updates and milestones for Public information.
Position	GT Community Liaison Officer Gino Salvatore
Community Responsibilities	Oversee and develop all community activities Ensure regular correspondence and engagement initiatives are achieved Contribute to local community events and arrange volunteer support for any local charities and schools.

7.6.1 Community Liaison Officer (CLO)

Experience has shown that a good public liaison officer is very effective in communicating on behalf of the contractor. The public appreciate having a single point of contact with whom to raise their concerns or seek information.

	<p>Gino Salvatore Community Liaison Officer T: 07918 640 481 E: gino.salvatore@gallifordtry.co.uk</p>
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The CLO will be based at the site compound during the first few weeks of construction, and then regularly throughout the project. He will keep a log of queries to be reported to LCC or MBC via the project manager.

Where appropriate the CLO will direct communication to LCC or MBC.

7.6.2 Comment Forms

The CLO will prepare comment forms to record communication with the public relating to everything from complaints to complements. Data relating to the comments being received will be shared with LCC or MBC.

7.6.3 Emergency out of Hours contact number 0800- TBC & Emergency Planning

The contractor will publicise the relevant contact details for this purpose. It will also ensure that where sub-contractors have publicised out-of-hours numbers, these are serviceable numbers that will provide a response. LCC have internal procedures in place to communicate urgent messages to staff. A stakeholder contact list is

regularly updated and any updates or urgent messages can be published on the MMDR website

7.6.4 Considerate Constructor assessment

Significant highway construction projects are usually registered with the Considerate Constructor Scheme (CSC) by the contractor.

CSC is a national initiative to improve the image of construction through better management and presentation of its sites. Through a voluntary code of conduct it seeks to:

- Minimise any disturbance or negative impact (in terms of noise, dirt and inconvenience) sometimes caused by construction sites to the immediate neighbourhood
- Eradicate offensive behaviour and language from construction projects
- Recognise and reward the constructor's commitment to raising standards of site management, safety and environmental awareness, beyond statutory duties.

It is expected that the level of care and communication by the contractor, LCC and AECOM towards the general public is sufficiently high for the scheme to achieve a good score.

7.6.5 On-site notice boards

These will display information about the proposed scheme, the start date, programmed duration, key organisations involved, point of contact for the public and the most recent copy of the Contractor's Monthly agreed Update Report.

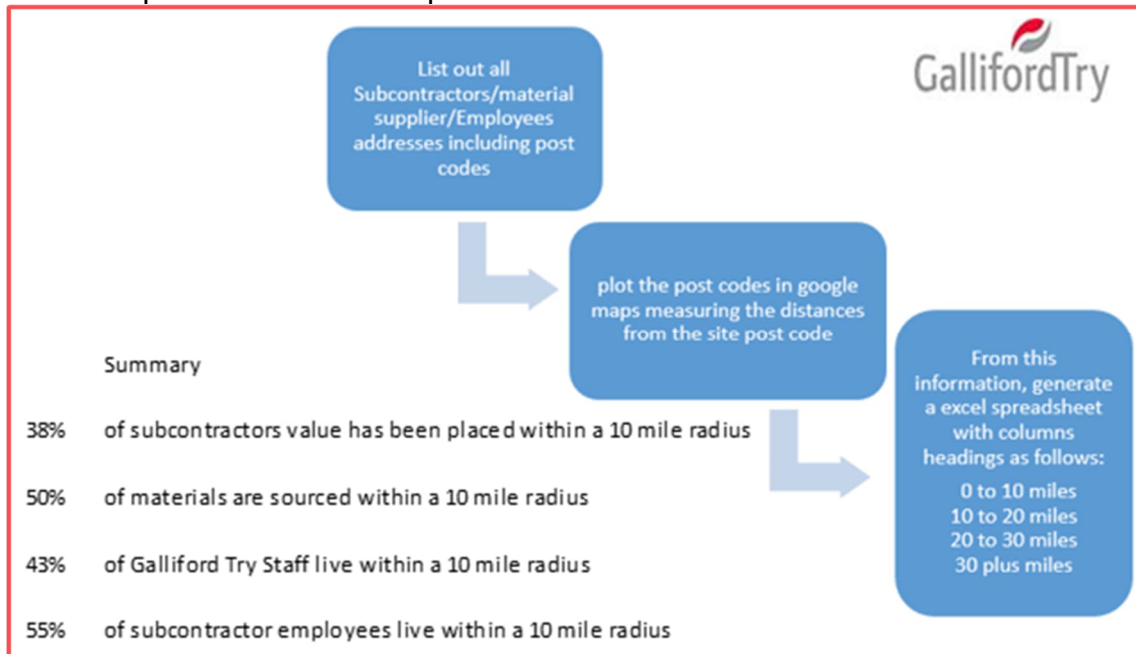
The information on this type of board can be easily changed by the CLO.



7.6.6 Local Spend profile

To capture the impact of the scheme on the local economy, information on the local supply chain – material spend and local employment.

This is expected to follow the process indicated below.



7.6.7 Carbon Footprint and the Natural Environment

To capture how to minimise the impact of the scheme on the natural environment and the community at large, Galliford Try will provide information on its carbon footprint for the scheme.

The Scheme aims to deliver a Net Gain in biodiversity by planting more trees and creating new habitat that exceeds what is there currently. Connectivity between the inside of the Distributor Road and the wider countryside has been given consideration so that wildlife is able to navigate between the two. For example, a

green corridor has been provided under Scafford Brook Bridge north of Melton Country Park.

The Project Team has been working closely with Natural England to deliver a realignment to the River Eye SSSI that not only mitigates the impact of the road but also improves the current habitat condition.

New Public Rights of Way will be created as part of the scheme, with 10km of new bridleway being proposed.

7.6.8 Social Value

Galliford Try is keen to capture the social value of construction projects they are involved in. To capture the social value of this project they have developed a Social Value Calculator, with Key Performance Indicators for 27 Social Value measures.

A realistic value will be agreed for those measures which are deemed appropriate to this scheme against which the performance of the project can be measured. The actual performance against the target will be updated on a quarterly basis until the construction of the project is complete.

7.6.9 Community Initiatives

In order to further improve the social value of the scheme, Galliford Try will seek to use their own and their supply chain partner's time skill and finance to link up with and work alongside local organisations, charities or volunteer/third sector groups within the local community to raise the quality of life of that community.

7.6.10 Education

Recognising that the construction industry has a poor profile amongst young people, Galliford Try will seek to form personalised links with schools, colleges and other educational establishments in the local area. They will seek to enhance the educational experience and provide opportunities for children and young people to learn more about the construction industry, raising aspirations and improving social inclusion.



7.6.11 Public Opening Ceremony

Once the scheme is near to completion and the Contractor has agreed that the site is safe to do so, Leicestershire County Council will host an official opening event, to showcase the improvements. An event could focus on the unveiling of the general opening of the scheme.

As part of the Opening Ceremony a Community Engagement Plan will be jointly produced to capture the positive work all partners have contributed to the project.

8. Risks

Risk	Mitigation
<p>Covid-19 (and other major disease outbreaks)</p> <ul style="list-style-type: none"> Potential delays for survey works and site visits 	<ul style="list-style-type: none"> LCC will operate within government guidelines. <p>Continuing review of Covid-19 and measures to be taken as appropriate.</p>
<p>Businesses are unhappy about the changes and make these known publicly</p>	<p>Regular updates provided to stakeholders – face to face, email and by letter.</p> <p>Consultation leading up to final design and press updates and other appropriate communications presenting up to date and accurate information.</p> <p>Ongoing communication with traders / commercial operators / service providers. Ability for affected stakeholders to ask questions through a single point of contact (PLO).</p>
<p>Rising cost of scheme</p>	<p>Ongoing communications about the wider financial pressures facing the council as well as the big increases in cost of materials etc</p>
<p>Bus and taxi companies are unclear about the time scales, temporary restrictions etc.</p>	<p>Regular LCC Network Management Briefing note emailed to provide updates. Open invitation to meet when required.</p>
<p>Local people are unsure about the reasons for the scheme</p>	<p>Consistent and accurate messages distributed through all communication channels.</p>
<p>Local people do not understand why they are being disrupted for a development which is not close by</p>	<p>Residents in the vicinity are kept well informed of the process and involved in the opening and early promotional events</p>
<p>LCC and MBC Members are not sufficiently engaged</p>	<p>Ensure members are regularly updated and understand implications of tight deadlines</p> <p>Concerns are raised and dealt with early on</p>
<p>DfT are not satisfied with progress or feel uniformed</p>	<p>LCC to Maintain communication with DfT throughout, raising any key risks and milestones. Contractor and AECOM to be involved as required.</p> <p>Prompt return of QM forms</p>

9. Communication Action Plan

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
Decision from Secretary of State regarding Public Inquiry	April 22	LCC	<p>Press release and NE MMDR website update</p> <p>Possible reactive line should a negative decision be reached.</p>			<ul style="list-style-type: none"> Positive outcome of Public Inquiry process. Scheme can now move forward delivering benefits for town. Preparation for possible negative decision? Timescales 	<ul style="list-style-type: none"> Press release LCC web and social media NE MMDR Website update Bulletin to stakeholders on list.
Cabinet Approval of Vesting of Land for scheme	26/04/22	LCC	<p>Press release and NE MMDR website update</p>			<ul style="list-style-type: none"> Start of legal process to acquire land. Next step in progressing scheme and 	<ul style="list-style-type: none"> Press release NE MMDR Website update LCC web and social media

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
						delivering benefits	<ul style="list-style-type: none"> • Bulletin to stakeholders on list. • Legal letters re vesting process. • Notices on site?
Sysonby Farm Demolition & early Ecology	Late Apr 22	GT/LCC	Lines to take (if required) Press release (if required)			<ul style="list-style-type: none"> • Early works are to imminently to start on site • Limited works – ecology, demolition of Sysonby Farm etc. • Traffic Management (if any) • Duration/Location of works • Expected dates of main works and future 	<ul style="list-style-type: none"> • LCC web and social media • Various – email; formal press release via LCC Press Officer etc • Update on LCC scheme website • Regular newsletter

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
						events (as below)	
Archaeology Works	Sep 22	LCC/GT	Press release and website update			<ul style="list-style-type: none"> • Press release and website update detailing forthcoming archaeological works. • Public may see excavation activity from roads. • Avoid confusion with start of main works. • Care being taken to ensure that archaeology is comprehensively investigated. 	<ul style="list-style-type: none"> • Press Release • Website update • Landowner comms/bulletin ?

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
						<ul style="list-style-type: none"> Work starts Sep 22 and completes Feb 23. Possible follow up comms if significant finds. 	
Project Roadshows and general scheme comms (completion of detailed design & upcoming construction phase)	Roadshow Winter 22/23 Melton Mowbray Library / Market place?	GT supported by LCC/AECOM	Lines to take Press release Materials – TBD but – scheme GAs print outs, leaflets, display boards etc.			<ul style="list-style-type: none"> Meet the Contractor event Opportunity for residents and other interested parties to ask questions of the contractor Likely to be of particular interest – compound locations, traffic impacts, work hours, environmental 	<ul style="list-style-type: none"> Face to face engagement event – Location/date tbc LCC web and social media Various – email; formal press release via LCC Press Officer etc Update on LCC scheme website Regular newsletter

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
						impacts and mitigations.	
Wider signing strategy and MMTS	Throughout delivery Key milestones for consultation on MMTS and signing and delivery of the Strategy.	LCC	<ul style="list-style-type: none"> • Press releases • Consultation related prep • Lines to take regarding the bigger picture – signing through the town, MMTS and sustainable travel initiatives. • Democratic Reports 			<ul style="list-style-type: none"> • We are looking at the bigger picture • We are considering the delivery of signing throughout the town • The wider MMTS will consider other travel issues in the town – sustainable travel, road improvements etc... 	<ul style="list-style-type: none"> • LCC web and social media • Various – email; formal press release via LC Press Officer etc • LCC web and social media • Update on LCC scheme website • Hardcopy posters in key locations • Face to face consultation where possible

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
						<ul style="list-style-type: none"> • Roundabout naming – consultation, competition • We have modelled construction phase traffic – outcomes of this and planned ahead on how we will deal with this. 	<ul style="list-style-type: none"> • Members updates
Scheme cost	Dec 22 / Jan 23	LCC/GT	Internal communication. Lines to take re scheme costs. Cabinet Report approving scheme and progression to Stage 2			<ul style="list-style-type: none"> • To Cabinet for approval Dec 22. • Scheme is to progress to construction • Scheme target cost has been approved by Cabinet and 	<ul style="list-style-type: none"> • Press release? • LCC web update • Members update • Cabinet Report • Dept. comms

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
						scheme given go ahead	
Funding confirmed (approval of Full Business Case)	Dec 22 (DfT approval anticipated late Nov 22)	LCC	Lines to take Press release Cabinet Report – approval of FBC			Outline nature of project and reason. Funding has been secured for the delivery of the Project. Final hurdle from a funding perspective. Scheme benefits	<ul style="list-style-type: none"> • Press release • Members Update • Email to LCC project sponsor • Councillors • Web/Twitter
Mobilisation and Start of Main Works	Feb 23	GT/LCC	Lines to take Press release			Benefits of project Programme of work Construction traffic Road closures	<ul style="list-style-type: none"> • LCC web and social media • Various – email; formal press release via LCC Press Officer etc • Update on LCC scheme website

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
							<ul style="list-style-type: none"> • Regular newsletter
Progress updates during construction (including advance works)	Ongoing Summer 22 onwards	LCC/GT	Lines to take Press release Bulletins and Newsletters Other materials – leaflet with key dates and contacts? Also to go on webpage.			To update people of progress and provide information on any changes to the programme.	<ul style="list-style-type: none"> • Press release • Website – dedicated webpage for scheme updates during construction. • Twitter • CSC Briefing Note • Monthly and weekly bulletins to be produced by GT
Closures and/or night time working	TBC	GT/LCC	Lines to take Press release Bulletins and Newsletters Other materials – leaflet with key dates and			Inform public of road closures so that they can make alternative arrangements.	<ul style="list-style-type: none"> • Press release • Web • Social media • Stakeholder monthly update to include forecast

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
			contacts? Also to go on webpage.				<p>closure details and diversions (email direct/upload website)</p> <ul style="list-style-type: none"> • Local catchment area hand delivered notification letter 2 weeks advanced notice) • Local radio tbc?
Possible Christmas Moretorium	TBC	GT/LCC	<p>Lines to take Press release Bulletins and Newsletters Other materials – leaflet with key dates and contacts? Also to go on webpage.</p>			<p>To keep traffic flowing over the Christmas period work has been reduced and any work carried out will not be on the highway. [A description of any TM still needed to be in place].</p>	<ul style="list-style-type: none"> • Press release • Web • Social media • Customer Service Bulletins • Members Briefing • Staff

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
Completion of main Works	TBC	GT/LCC	Lines to take Press release			Completion of the project and details of an opening event if appropriate. Scheme successes – traffic well managed, scheme completed on time etc...	<ul style="list-style-type: none"> • Press release • Web • Social media • Customer Service Bulletins • Members Briefing • Staff Intranet
Road Opens	TBC	GT/LCC	Lines to take Press release			<ul style="list-style-type: none"> • Road opens • Successful delivery • Scheme benefits 	<ul style="list-style-type: none"> • LCC web and social media • Various – email; formal press release via LCC Press Officer etc • Opening ceremony

Key milestone	Date of milestone	Lead organisation	Comms Prep	LA media release date	GT comm s start date	Message to communicate	Method of communication
Delivering benefits	TBC	GT/LCC/AEC OM	Lines to take Press release Case Study			<ul style="list-style-type: none"> • Delivering benefits • retrospective on the early benefits accruing from the scheme. • chance to remind of the long-term benefits • Including environmental considerations – River Eye, Biodiversity Net gain across the scheme • 10km of new PRoW 	<ul style="list-style-type: none"> • LCC web and social media • Various – email; formal press release via LCC Press Officer etc