

**COMMUNICATIONS PLAN**

**A614-A6097 Major Road Network**

**Scheme Timetable**

* **December 2019** – Planning Application submitted.
* **March 2020** – Making of CPO
* **January 2020** – Full Business Case Submission
* **April 2021** – Ollerton Roundabout construction commences (first scheme to be constructed).
* **April 2022** – Ollerton Roundabout opens to traffic
* **Summer 2023** – Lowdham Roundabout construction commences (last scheme to be constructed).
* **Summer 2024** – Lowdham Roundabout opens to traffic

1. **Objectives**

**Business Objectives**

* Reduce traffic congestion along this MRN corridor
* Support economic growth
* Support Strategic Road Network
* Reduce journey time delays and improve journey time reliability
* Improve road network resilience and connectivity.
* Support all road users – pedestrians etc

**Communication Objectives**

* To raise awareness of the A614-A6097 Major Road Network with local residents and businesses
* Majority of stakeholders and local residents feel informed and aware of benefits of scheme
* Communicate the benefits of the improvement scheme at every opportunity to ensure the scheme is widely welcomed.
* Secure a succession of positive media coverage with lead stories in Nottingham Post, other print titles, and interviews with broadcast media
* Generate views on A614-A6097 scheme web page
* Effectively utilise all relevant available NCC communication channels to support the plan.

1. **Key Messages**

* The A614-A6097 corridor will benefit from an improved road network in part from Spring 2022 and in full from Summer 2024
* Brought to you by Nottinghamshire County Council in partnership with Via East Midlands with funding from DfT
* The project will help support the economic growth of the area, new residential developments and businesses
* The £22m scheme is largely funded by DfT with contributions from Nottinghamshire County Council and other key stakeholders.
* Long awaited scheme at Ollerton. COMING SOON

1. **Target audience/stakeholders**

* Residents in Lowdham, Ollerton, Bilsthorpe and surrounding area
* Key stakeholders – local businesses, road users and transport companies, County Councillors, District Councillors, Parish Council’s, MPs, businesses, and other key public facing organisations.

1. **Branding**

All communications, including presentations, letters, exhibitions and web pages will be jointly branded Nottinghamshire County Council in partnership with Via East Midlands & main contractor. Department for Transport branding will be included in appropriate material but only with the prior approval of the DfT.

1. **Media Schedule**

A robust media programme is required to support the progress of the scheme. Press releases will be issued proactively at key stages of the project. Press releases and statements will also be issued reactively as required in line with the key messages and risk mitigation.

Key spokespeople at Nottinghamshire County Council and Via EM for interviews on the A614-A6097 scheme include:

* County Councillor John Cottee, Chairman of Communities and Place Committee
* Neil Hodgson, Head of Design Consultancy, Via EM
* Kevin Sharman, Team Manager, Transport Planning and Programme Development, NCC
* Tom Boylan, Project Manager, Via EM

1. **Potential Risks and Mitigation**

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| **Risk** | **Mitigation** |
| Traffic delays | Provide advance warning of construction and publicise alternative diversionary routes |
| Inconvenience of works to businesses / residents during works | Focus on long-term gain and benefits of scheme.  Communicate works at stakeholder meetings and via letter drop. |
| Delays to construction / delivery | Keep media, stakeholders and public informed about timetable via contractor |

1. **Timeline/activity**

Communications activity will broadly fall into three distinct phases:

* Phase 1: Pre start of works
* Phase 2: Construction (bulk of activity)
* Phase 3: Opening and immediate post opening

1. **Evaluation**

An evaluation report will be produced for the overall project detailing the performance of the Communications Plan. This will include:

* Positive or balanced media coverage
* Number of hits on appropriate web pages
* Good attendance and positive outcome from events
* Evidence of support for the scheme including MP, elected Members, resident and business support
* Number of Twitter and Facebook message updates and re-tweets/reposts.
* Resident survey before and after scheme.

**Phase one – Pre-start of works, June 2019- March 2021** (*Informing public, putting building blocks in place)*

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| **No** | **Activity** | **Cost** | **Who** | | **Deadline** | **RAG** | | | **Evaluation Method** |
| **Marketing materials** | | | | | | | | | |
| 1 | Establish branding / feel to run through all marketing activity | Y  (design time) | Graphics/Via EM | | July ‘19 |  | | | Residents and stakeholders feel informed and are aware of the benefits of the scheme.  Hits to webpage |
| 2 | Consultation events  Showcase final plans and timetable to public and stakeholders  **Scheme Boards**  **Leaflets** (leaflet drop to local houses and businesses). Need to agree postcodes, numbers and costs  **A4 posters** distributed to local municipal buildings and businesses  Display boards can be left at Parish Councils/libraries once completed | Design and print costs  Estd 10,000  50  Y | Graphics/Via EM | | July ‘19 |  | | | 6 consultation events in July/August 19. Residents and stakeholders feel informed and are aware of the benefits of the scheme.  Hits to webpage |
| **External communications and media** | | | | | | | | | |
| 1 | Media Releases; programme of releases detailing milestones ahead of start of works.  A614 -A6097 package is coming soon, including:   * DfT decision announced (whether funding has been approved in principle (DfT programme entry confirmed) * Full Approval submission to the Department for Transport * Detail of final plans, timescales etc * Releases to trade media * Countdown to start of works…   Reactive media relations on any issues arising | n/a | NCC comms | | From June 2019  2019  2020  Ongoing  Ongoing  Ongoing |  | | | Amount and tone of media coverage  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| 2 | Preview tours   * offer to Nottingham Post, local papers and broadcast media (Note initial meetings already held to go over project) | n/a | NCC | | 2020 |  | | | Amount and tone of media coverage  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| 4 | County Life news article/ feature (written Jan / Feb, published April) sent to all households in Notts | n/a | NCC | | Dec 2019 |  | | | Amount and tone of media coverage  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| **Digital Media** | | | | | | | | | |
| 1 | Website   * Regularly update web content with news, info and updates | n/a | | Digital | From July 19 |  | | | Number of visitors to web page  Social media engagement levels  Residents and stakeholders feel informed and are aware of the benefits of the scheme |
| 2 | Social media   * Utilise NCC Twitter accounts for regular updates, news and information | n/a | | Digital | From Dec 19 |  | | | Number of people engaged with social media channels  Residents and stakeholders feel informed and are aware of the benefits of the scheme |
| 4 | Email Me   * Create specific Email Me subscriber newsletter and promote this. * Include major news items within other relevant Email Me topic areas (eg news) | n/a | | Digital | From July ‘19 |  | | | Number of subscribers  Residents and stakeholders feel informed and are aware of the benefits of the scheme |
| **Partner channels** | | | | | | | | | |
| 1 | Newark and Sherwood District Council  Liaise closely with NSDC throughout run up to start of works, including utilising their owned channels, eg:   * Staff newsletter - request for article to be published * Website – link to NCC * Staff intranet * Residents newsletter * Social media | n/a | Via EM | | From July ‘19 | |  | | Number of articles / stories / news items  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| 2 | Engage with other partners / stakeholders to keep informed and leverage comms channels:   * Bus operators * Parish Councils | n/a | Via EM | | From July 19 | |  | | Number of articles / stories / news items  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| 3 | Establish regular stakeholder briefing for Members / MPs to update on progress | n/a | Via EM | | Ongoing | |  | | Stakeholders feel informed and are aware of the benefits of the scheme.  Via EM/ NCC has already met with MP Mark Spencer and all local Members. |
| **Internal comms (NCC)** | | | | | | | | | |
| 1 | Chief Exec’s Bulletin | n/a | NCC | | From July ‘19 | | |  | Number of web visits |
| 2 | Intranet – publish articles with link to web | n/a | NCC | | From July 19 | | |  | Number of web visits |
| 4 | Team talk | n/a | NCC | | July ‘19 | | |  | Number of web visits |

**Phase two – Start of works / construction, April 2021-December 2024** (*Launch, keeping people informed)*

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| **No** | **Activity** | | **Cost** | **Who** | **Deadline** | **RAG** | **Evaluation Method** |
| **Marketing materials** | | | | | | | |
| 1 | Continue with marketing material as listed above including banners, scheme boards, posters, leaflets  Materials updated as required to reflect progress of project | | Design and print | Graphics | April 2021 |  | Residents and stakeholders feel informed and are aware of the benefits of the scheme  Hits to webpage |
| 2 | Start of works signage and branding for photocall | | Design and print | Graphics and contractor | April 2021 |  | Residents and stakeholders feel informed and are aware of the benefits of the scheme  Hits to webpage |
| **Advertising** | | | | | | | |
| 2 | N/A | |  |  |  |  |  |
| **External communications and media** | | | | | | | |
| 1 | **Media launch**  Photocall with Committee chair, ceremonial first shovel. Press release and sell in to key media | | n/a | NCC and Via EM | April 21 |  | Amount and tone of media coverage  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| 2 | Media event to launch opening of new roundabout at Ollerton and other junctions as and when these are completed | | n/a | NCC and Via EM | Various |  | Amount and tone of media coverage  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| 3 | **Media releases**  Regular programme of releases throughout works, including close liaison with local papers e,g:   * Ongoing works, traffic management updates, milestones * Benefits to businesses / still open for business * Human interest stories, ‘meet the…’ * Article for trade mags, LGA etc * Community liaison etc (link to contractors)   **Features**  Work with local newspapers and other print and broadcast media for opportunities for features during works  Regular updates as applicable in County Council publications County Life, Family Life and Your Life | | n/a | NCC | Ongoing |  | Amount and tone of media coverage  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| **Digital Media** | | | | | | | |
| 1 | | **NCC Website**  Regularly update web page with latest news, developments and plans | n/a | Digital | Construction period |  | Number of visitors to web page  Social media engagement levels  Residents and stakeholders feel informed and are aware of the benefits of the scheme |
| 2 | | **Social media**  Continued use of Facebook and Twitter as detailed above to engage and interact with public and stakeholders | n/a | Digital | Construction period |  | Number of people engaged with social media channels  Residents and stakeholders feel informed and are aware of the benefits of the scheme |
| 3 | | **Email me**  Regular updates via A614-A6097 MRN Email Me with news, TM updates, items of interest etc  Include major announcements and news in other appropriate Council Email Me bulletins | n/a | Digital | Construction period |  | Number of subscribers  Residents and stakeholders feel informed and are aware of the benefits of the scheme |
| 5 | | **Web Banner**  To be designed and used on NCC website | n/a | Digital | Construction period |  | Hits to webpage  Residents and stakeholders feel informed and are aware of the benefits of the scheme |
| **Partner channels** | | | | | | | |
| 1 | Newark and Sherwood District Council  Liaise closely with NSDC throughout delivery of project, including utilising their owned channels, eg:   * Staff newsletter - request for article to be published * Website – link to NCC * Staff intranet * Residents newsletter * Social media | | n/a | NCC | Construction period |  | Number of articles / stories / news items  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| 2 | Other partners / stakeholders, target intranet, newsletters, bulletins etc:   * Bus operators * Parish Councils | | n/a | NCC | Construction period |  | Number of articles / stories / news items  Number of web visits  Residents and stakeholders feel informed and are aware of the benefits of the scheme  Social media engagement |
| 3 | Maintain regular stakeholder briefing (monthly) for Members / MPs to update on progress | | n/a | Via EM | Construction period |  | Stakeholders feel informed and are aware of the benefits of the scheme |
| **Internal comms** | | | | | | | |
| 1 | Chief Exec’s Bulletin | | n/a | NCC | Construction period |  | Number of web visits |
| 2 | Intranet – publish articles with link to web | | n/a | NCC | Construction period |  | Number of web visits |
| 3 | Frontline staff newsletter article | | n/a | NCC | Construction period |  | Number of web visits |
| 4 | Team talk | | n/a | NCC | Construction period |  | Number of web visits |
| **Business activity (activity led by business area)** | | | | | | | |
| 1 | **All Opening events** | |  |  |  |  |  |
| 2 | **Stakeholder Mailshot**  Letter /invite and flyer from Cabinet Member and Service Manager to inform stakeholders of start of works / opening | |  |  |  |  | Number of attendees |

**Phase three – Grand opening**

Activity can be planned nearer opening to mark completion of scheme, and ongoing to update on success, case studies etc.

Invite Secretary of State for Transport