

A6 to Manchester Airport Relief Road

Communications and Consultation Strategy - Phase 2 Consultation

1. BACKGROUND

The South East Manchester Multi-Modal Strategy (SEMMMS) is a 20 year transport strategy covering an area to the south east of Manchester including parts of Cheshire East, Derbyshire, Stockport and Tameside local authority areas.

The SEMMMS Relief Road, M60 to Manchester Airport is a major part of the Strategy and in 2003/2004 two rounds of consultation were undertaken on the principles of the road and junction options for the full Scheme.

In 2008 the Government announced the offer of £165 million to partially fund a 10km section of the road – the A6 to Manchester Airport Relief Road. The remainder of the funding has been identified by the Greater Manchester Transport Fund using the Greater Manchester Earn Back Model.

The Earn Back Model was announced as part of the City Deal for Manchester during the March 2012 budget. The SEMMMS A6 to Manchester Airport Relief Road was identified as a priority Scheme for Greater Manchester and, subject to the approval of the Combined Authority, is one of two Schemes to be funded as part of the first phase of the Earn Back funding regime.

The following additional Schemes, which are not funded as part of the A6 to Manchester Airport Relief Road, are still a priority for funding and delivery:

- A6 Hazel Grove to M60 Bredbury
- A523 Poynton bypass
- Stepping Hill Link Road

Following the Earn Back funding announcement, a new round of consultation took place, the first phase being held between the 22nd October 2012 and the 25th January 2013. The results of this are currently being analysed and a second phase of consultation is programmed for June 2013, which will ask for opinions on the emerging preferred scheme.

The A6 to Manchester Airport Relief Road is a 2-lane dual carriageway, approximately 10km long. New sections of road will link the A6 at Hazel Grove to the eastern end of the existing A555 at Woodford Road, Bramhall and from the western end of the existing A555 at Wilmslow Road, Handforth to Manchester Airport.

A new pedestrian and cycle route is also proposed for the whole length of the scheme including the existing A555.

The Scheme will be delivered by three councils: Stockport, Cheshire East and Manchester City.

Relief Road Benefits

The A6 to Manchester Airport Relief Road will provide significant benefits to Greater Manchester and surrounding areas. These include:

- Economic growth generating additional economic output for the region of up to £2.5 billion and contributing towards the creation of up to 5,000 new jobs;
- Better access to Manchester Airport and other key destinations for employment, education, health, leisure and retail;
- Less traffic on local roads - reducing congestion on local roads in surrounding areas;
- Shorter journey times for pedestrians, cyclists, public transport users, car drivers and freight;
- Improved road safety, particularly for pedestrians and cyclists by reducing the volume of traffic passing through residential areas; and
- Increased investment encouraged in Manchester Airport and Airport City as well as areas of Stockport, Cheshire East and Manchester.

2. ROLES AND RESPONSIBILITIES

1. Stockport Council's Communications and Public Involvement Team

To Provide:

- Lead contact and management of the A6 to Manchester Airport Relief Road Scheme communications and consultation
- Co-ordination of a strategic plan for the communications and consultation process, with sign off of a cohesive branding across all platforms
- Website management including:
 - Uploading of information as provided by the Transportation Policy team
 - Ownership of web address
 - Template development
 - Navigation and look and feel of the site

- Further development of the site
- Social media, including interactive digital TV
- Media Relations management:
 - Both proactive and reactive responses to be prepared
 - Close liaison with Cheshire East Council, Manchester City Council and Manchester Airport communication teams
- Ensuring final sign off from the Project Director for the following:
 - Print materials
 - Website
 - Media releases/enquiries
- Management of external communications and of the consultation company

2. External Consultations Provider (The Supplier)

To Provide:

- Strategic consultation advice using consultation and public information expertise to engage effectively with the community and key stakeholders
- Direct reporting to the A6 to Manchester Airport Relief Road Communications and Public Involvement team leader on all consultation and communications
- Effective delivery of the consultation plan, developing a cohesive branding across all media platforms and processes from initial planning to final analysis and reporting of results, taking on board all legal requirements
- Provision of advice on legislation regarding consultation and engagement
- Provision of advice and guidance, operating within current legislation
- Provision of guidance on internal communications – including meetings with strategic alliance partners
- Provision and organisation of consultation events and project management of those events
- Report back at regular progress meetings with the A6 to Manchester Airport Relief Road Communications and Public Involvement team leader
- Provision of an audit trail and detailed post-consultation analysis in suitable report format to support a subsequent planning application

- Design of communications materials relevant to effective consultation regarding the Scheme – providing design and production of resources including digital, print and displays and assistance with copywriting
- Develop own databases for consultation and communications processes
- Consultation to be undertaken in such a manner that it can inform an Equalities Impact Assessment (E.I.A.) e.g. categorisation of respondents
- Specific support during public consultation periods for telephone, letter, electronic modes including website responses
- Organisation, project management and provision of resources for consultation events. It is anticipated that relevant project team staff will attend these events with advice from the consultation consultant as to what will be required at specific events

3. Stockport Council A6 to Manchester Airport Relief Road Project Director

To Provide:

- Key liaison with Councillors, MPs and stakeholders along with key influencers
- Advice to the A6 to Manchester Airport Relief Road Communications team leader on key messages and objectives of the programme
- Political advice and guidance
- Final sign off on
 - Print (a copy of the Branding & Communications Rules can be found in Appendix A of this document)
 - Website
 - Media releases/enquiries (a copy of the Media Protocol can be found in Appendix B of this document)
 - Consultation

4. Stockport Council A6 to Manchester Airport Relief Road Project Manager

To Provide:

- Advice on overall plans and timescales
- Management of risk analysis/social impact assessment

- Responsibility for operating within the current legislative agreements
- Effective liaison with and advice to the Transportation Policy team

5. Stockport Council Transportation Policy Team

To Provide:

- Website content – supply accurate and up to date content to the Council's Communications and Public Involvement team in order to achieve project deadlines, in discussion with supplier to maximise effective communication
- Content for public information messages and publications
- Answering telephone line enquiries, as required
- Responses to correspondence relating to the Scheme, by letter, telephone and electronic mail, communicating the project's key messages
- Dealing with resident enquiries, communicating the projects key messages
- A political stakeholder map (local and national government) to pinpoint affected and interested/influential parties in discussion with appointed consultation consultant

3. PURPOSE

As part of the submission of a planning application for the A6 to Manchester Airport Relief Road, it is essential to have consulted with relevant stakeholders.

Communications and Consultation on the A6 to Manchester Airport Relief Road Scheme is being carried out in two distinct phases, guided by the overall project plan for the Scheme and in advance of the submission of a planning application.

Communications and Consultation will remain flexible to meet the needs of the project as it develops and responds to public feedback.

The first phase of consultation took place between 22nd October 2012 and 25th January 2013 and asked for views on the overall scheme, as well as more specific comments on the different junction options along the proposed route.

The results of this consultation are being used to inform the development of a preferred design option for the scheme which will be subject to a second phase of communications and consultation, which this document relates to.

Key Messages

The key messages for proactive Communications and Consultation may change at different phases of the project. The short to medium-term messages for Phase 2 of the project are that;

- An emerging preferred scheme for the A6 to Manchester Airport Relief Road has been designed based on the feedback from Phase 1 of the consultation
- Give us your views - We are listening to residents and businesses within Greater Manchester, Cheshire East and beyond to help shape a final preferred scheme design for the submission of a planning application
- The A6 to Manchester Airport Relief Road will contribute to the creation of up to 5,000 jobs in Greater Manchester and Cheshire East through the construction of the Scheme and increased investment into the area due to improved transport links. The Scheme will also directly generate an economic output for the region of up to £2.5 billion
- The A6 to Manchester Airport Relief Road will assist in the potential growth of Manchester Airport and Airport City as well as areas of Manchester, Stockport and Cheshire East
- Call to action - where to go for further information and to give views on the scheme

There will be times when specific media enquiries become a theme for further communications. In this case Stockport Council's Communications and Public Involvement Team will tailor the key messages to respond to particular queries and to form a rebuttal if required.

4. PHASE 2: WHAT WE ARE CONSULTING ON

1. Overall opinion on the emerging preferred scheme design for the A6 to Manchester Airport Relief Road Scheme
2. Opinion on whether the emerging preferred scheme addresses environmental issues, changes to traffic flows, changes to Public Rights of Way and meets the needs of pedestrians and cyclists

The consultation will inform our understanding of the views of the public and other stakeholders on the emerging preferred scheme in order to design a final scheme for the submission of a planning application.

5. PHASE 2: WHO WE ARE CONSULTING WITH

There are five main groups to consult with:

1. Residents and landowners adjacent to the route of the A6 to Manchester Airport Relief Road within the Leaflet Drop Zone (set by the Project Team, see Appendix F)
2. Non Residential Stakeholders, including businesses adjacent to the A6 to Manchester Airport Relief Road within the Leaflet Drop Zone
3. Those living or based outside the Leaflet Drop Zone of the A6 to Manchester Airport Relief Road but using the route (determined from cordon survey / traffic modelling)
4. Other parties with a possible interest in the scheme e.g. business organisations, media, not for profit, advice organisations, local authorities (see Appendix C)

The Scheme's appointed consultation consultant will manage and maintain a database of affected landowners, stakeholders and groups of interest. They will identify and detail all key target audiences and stakeholders with an interest in the A6 to Manchester Airport Relief Road to ensure they are kept informed and have the opportunity to give their views during the consultation phases.

A further indicative Stakeholder map is included in Appendix C of this document.

6. PHASE 2: COMMUNICATIONS AND CONSULTATION OBJECTIVES

Communications Objectives

- To raise awareness and inform stakeholders, road users and residents about the A6 to Manchester Airport Relief Road;
- Demonstrate we have listened and acted following the Phase 1 consultation, and where possible adopting the approach "you said ... we did";
- Feedback on the outcomes of the Phase 1 consultation and inform people of the emerging preferred scheme;
- Promote the public consultation to ensure everyone who wants to have their say has the opportunity to do so;
- To engage all stakeholders, road users and residents with an interest in the Scheme;

- To minimise and refute ill-informed, misleading and inaccurate comments and complaints, achieving understanding and communicating the three Councils' and their partners' position on the Scheme; and
- Ensure consistency of message across the Greater Manchester Combined Authority;
- Inform people of the next steps for the Scheme.

To avoid legal challenge consultation must be carried out properly using the Gunning Principles (R v Brent London Borough Council, ex parte Gunning - 1985). In order to achieve this, consultation must be undertaken at a time when proposals are still at a formative stage and must include sufficient reasons for particular proposals to allow those consulted to give intelligent consideration and an intelligent response. The consultation must allow adequate time to be given for this purpose. The feedback given during the consultation must also be conscientiously taken into account when the ultimate decision is taken.

Consultation Objectives

- To ensure consultation activity complies with all relevant legislation to narrow down the planning issues;
- Conduct meaningful consultation with all stakeholders and the public and ensure all audiences have an opportunity to have their say;
- To demonstrate what the key issues are, and enable stakeholders to maintain an accurate understanding of the Scheme;
- Demonstrate that the consultation can help inform decision making; and
- Ensure feedback is available to all taking part, evidencing impact of consultation outcomes on the revised final Scheme.

7. PHASE 2: HOW WE WILL CONSULT - TACTICS

Building on the communications and consultation carried out in Phase 1, we will consult by involving the public and other stakeholders in taking on board their views about the emerging preferred scheme. This will comprise three main component parts:

1. Awareness
2. Engagement
3. Consultation

Tools	Outcomes	Awareness	Engagement	Consultation
Letters to Affected Residents and Landowners	<p>Letters to inform affected landowners and residents that the Scheme is being progressed and a second phase of consultation will be taking place.</p> <p>Gives information of where to go for further information, respond to the consultation and where appropriate requests a face to face meeting for more detailed discussions.</p>	✓	✓	✓
Dedicated Information Line	To provide a source of information on the Scheme, answer enquiries and direct callers on how to take part in the consultation.		✓	✓

<p>Dedicated website www.semmms.info</p>	<p>The most comprehensive resource available to the public including history of the scheme, reports and past consultations (including the recent Phase 1 consultation). The website will be regularly updated and will feature on the homepage the online consultation with questionnaire (as per paper version see below).</p> <p>The website will also include the flythrough and interactive consultation mapping tool (see below).</p> <p>An online advertorial/feature button designed for the three Council websites directing residents to semmms.info. This will provide the wider community within the three local authority areas with information about opportunities to be involved.</p> <p>Reciprocal links to partner websites will also be included on the site.</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>
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<p>Draft 3D Visualisation (YouTube)</p>	<p>To provide consultees with the opportunity to see what it would be like to drive down the preferred option of the road.</p> <p>Disclaimer must be used 'DRAFT indicative scheme only' as the final design is undergoing consultation.</p> <p>This will give consultees a better understanding of what the road could look like and help enable them to make an informed decision.</p> <p>The flythrough will be available on the semmms.info website and via YouTube.</p>	<p>✓</p>	<p>✓</p>	
<p>Interactive map</p>	<p>The map will be available on the website showing where the proposed Scheme will be and will allow visitors to zoom into specific areas in more detail.</p> <p>It will give people the opportunity to post a comment and will redirect people back to the website and online questionnaire to find out more information about the Scheme and give their views.</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>

Social Media	<p>Dedicated Facebook and Twitter pages which include factual information on the Scheme and the latest news, such as locations of the exhibitions.</p> <p>Questions directed to the Project Team for response or to the website for relevant information.</p> <p>The external consultation provider to assist with the responses in times of high volume.</p>	✓	✓	✓
Media	<p>A full media schedule prepared and timely news releases issued throughout the consultation to local, regional and national media as appropriate.</p> <p>This will include the key messages outlined in the Communications and Consultation Strategy and will provide factual information on the Scheme.</p> <p>Evaluation of tone and key messages.</p>	✓	✓	
Member Briefing Packs	<p>To provide Members with briefing packs, including the consultation material prior to it being made available to the public. This will help keep Members informed for when dealing with the public.</p>	✓	✓	✓

Members e-Brief	<p>To advise Members about the briefing packs and the website. This will help keep Members informed for when dealing with the public.</p> <p>This will be forwarded to Communications Officers at Manchester (MCC) and Cheshire East councils (CEC) for inclusion in their equivalent communications to Members.</p>	✓	✓	
Email	Alternative means by which those responding to the consultation can provide their comments.	✓	✓	✓
Public information - Programme	<p>A range of public information materials to raise awareness of the consultation. These will primarily signpost people to the website and, where possible, other ways in which the public can give their views.</p> <ul style="list-style-type: none"> • Road Signs • Radio Advertisements • Bus Advertisements • Press Advertisement • QR Codes (Signpost to the semmms.info website) 	✓	✓	

<p>The Stockport Review (distributed to all households in Stockport)</p>	<p>Dedicated features giving details of the Scheme, consultation and where to go for further information.</p> <p>This will be forwarded to Communications Officers at MMC and CEC for inclusion in their equivalent publication.</p>	<p>✓</p>		
<p>Other AGMA council newspapers / publications</p>	<p>Opportunity for features in other AGMA publications as deemed appropriate by relevant communications teams. To help engage and involve residents in the consultation.</p>	<p>✓</p>		

<p>4page Consultation leaflet</p>	<p>To feedback results of the Phase 1 consultation to residents and non-residential stakeholders included in the previous leaflet drop zone (approximately 85,000).</p> <p>The leaflet will provide summary information on the preferred design for the scheme and sign post people to the website or an exhibition for more detailed information.</p> <p>A postal self-completion questionnaire is also included along with an enclosed FREEPOST envelope. This includes questions on the preferred design, traffic flows, environmental impacts and public rights of way.</p> <p>The leaflet and FREEPOST envelope will also be available at public venues such as libraries and advice centres, at the staffed exhibitions and can be requested via the telephone helpline.</p> <p>This will be available in alternative formats and other languages on request.</p> <p>The website will be made prominent in the leaflet for further information and an online version of the questionnaire.</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>
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<p>Exhibitions (see Appendix D)</p>	<p>Nine exhibition events to be held, weekdays 10am to 8pm.</p> <p>Exhibition stands to be used at the exhibitions with supporting plans / drawings and documents.</p> <p>List of information to be provided at exhibitions:</p> <ul style="list-style-type: none"> • Scheme drawings with mitigation • Cross-sections • Public Right of Way (PRoW) proposals • Traffic data • Environmental constraints / mitigation • Noise • Air quality • Off line mitigation / complementary measures • Other information e.g. compensation update and construction code of practice <p>Response form (same as in the leaflet) to be provided for comments.</p>		<p style="text-align: center;">✓</p>	<p style="text-align: center;">✓</p>
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<p>Local Liaison Forums (LLFs) (see Appendix E)</p>	<p>As per Phase 1 consultation -</p> <p>Meet with the 12 LLF groups i.e. affected local residents and businesses, situated close to the proposed scheme in advance of the Phase 2 consultation.</p> <p>Aim: To provide more detailed feedback from Phase 1 and advance information in relation to the emerging preferred scheme to assist with the design process.</p> <p>Number of LLF meetings may change depending on requirements/demand.</p>		<p>✓</p>	<p>✓</p>
<p>Consultation Forums</p>	<p>As part of the on-going liaison, we will continue to meet forum groups to engage with:</p> <ul style="list-style-type: none"> • Vulnerable Road User Group • Environmental Liaison Forum • Local Business forums and networking groups 		<p>✓</p>	<p>✓</p>
<p>Key Stakeholder Meetings</p>	<p>As per Phase 1, meetings with various stakeholders e.g. adjacent local authorities, business and chambers of commerce.</p>		<p>✓</p>	<p>✓</p>
<p>Individual meetings</p>	<p>Will be held with some stakeholders e.g. Parish Councils, Community Councils and Resident Associations.</p>		<p>✓</p>	<p>✓</p>

Letters and position statements received from stakeholders	Any correspondence received giving a view on the Scheme will be reported on separately but included in the overall analysis of responses to the consultation.			✓
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8. PHASE 2: CONSULTATION ANALYSIS & REPORTING

Analysis

A feedback form will be provided with the leaflet, available online and will also be made available at exhibitions. The feedback form will be structured to guide the respondent to provide their comments under a series of topic headings.

A detailed coding frame will be developed by the appointed consultants through a sample of responses and codes added to reflect the issues raised in those responses. The coding frame will be structured around a number of key themes derived from issues covered on the form (e.g. concerns about construction works, environmental impacts), with a number of response codes to reflect specific concerns and comments within each theme.

Codes will be attributed to each individual issue or comment raised in a response and the code frame developed iteratively, to avoid 'forcing' comments into categories. The code frame will be updated and reviewed continuously by the project team to ensure that the response codes are not subjective and that results will be understandable when reported back to the public. Each response code is assigned a unique numeric value (1, 2, 3 etc.) which are then entered into the database for analysis.

All data from feedback forms entered into the Communications & Engagement Database (telephone calls, emails, letters, etc.) will be coded to group thematically similar responses for analysis.

As part of the coding exercise verbatim comments will also be recorded. These comments will be analysed and reported in the core report as well as the mitigation / comments log. The coding exercise will also include the ability to review individual comments.

Reporting

The appointed consultants will draft the core report for approval by the project team. This will present the findings from the Phase 2 consultation along with the methodology adopted. The results will be presented in a clear and readily

understandable fashion, supported by high quality graphical outputs (charts, tables and diagrams) to illustrate the findings and GIS mapping to explore the spatial distribution of attitudes towards the emerging preferred scheme.

The report will also outline representative comments made on a range of thematically similar responses, in greater detail than the coding frame provides. Both design and mitigation comments will be provided along with more general comments received through the consultation.

Weekly reports will also be prepared by the appointed consultants, to summarise progress with the consultation, a summary of the main comments and where possible the number of people using the various consultation and communications methods.

In addition, a comments log will be collated jointly by the appointed consultants and the Transport Policy Team at Stockport Council. This will summarise all comments received during the Phase 2 consultation and will outline a design response to the comments raised. In addition to being a record of comments on the emerging preferred scheme, the purpose of this log is to assist the design team in making any potential changes to the preferred scheme prior to the planning application.

9. PHASE 2: WHEN WE WILL CONSULT

Indicative Timings of Consultation (dates subject to change)

Action	Date
Local Liaison Forums	7 th – 11 th June 2013
4pp Leaflet delivered & consultation on the website live	Monday 3 rd June – Friday 19 th July 2013
Exhibitions begin	June 13 th 2013
Analysis of results for Phase 2 consultation	June – August 2013
Reporting outcome of the consultation	August 2013

Submission of the Planning Application	September 2013
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10. PHASE 2: EVALUATION

- The extent to which public and stakeholder opinion have shaped the final design in Phase Two
- The extent to which Phase Two results have helped shape the Planning Application
- The media coverage – key messages proactive monitoring influencing communications across all stakeholder groups – survey to ascertain take out from communications
- The number of visitors to website and social media monitoring
- The number of enquires to the Information Line
- The number of responses to consultation and outcomes
- The number of visitors to exhibitions and attendees at Local Liaison Forums

A key part of the Phase One and Phase Two consultation is the opportunity for those who want to, to give their views and for us to include how we have taken on board feedback and shaped proposals accordingly. The information collected must be in a suitable format to ensure it is understandable to all, in preparation for the eventuality of challenge and defense of any judicial review.

Branding & Communications Rules - A6 to Manchester Airport Relief Road

The A6 to Manchester Airport Relief Road visual identity assists in communicating to residents that work being carried out relates to the A6 to Manchester Airport Relief Road.

Where space allows, the public should be aware that the work is being undertaken for the A6 to Manchester Airport Relief Road Scheme by Stockport Council, Manchester City Council and Cheshire East Council and in visual communications, where feasible, should also carry the logos of the three councils.

The information in this document is intended to give clear and consistent guidance on how to use the A6 to Manchester Airport Relief Road/SEMMMS branding successfully and can be seen applied to this document for visual reference.

Colours & Typeface

The colours are important elements of the A6 to Manchester Airport Relief Road brand. Their values for correct reproduction in different situations are:

A6 to Manchester Airport Relief Road



The Blue

Used for the letters 'semmm'

Pantone 7461

CMYK = 93%C, 42%M, 5%Y, 2%K

HTML = 007AB7

RGB = R0 G122 B183

The Dark Grey

Used for the letter 's' at the end of 'semmmms'

Pantone Cool Grey 7

CMYK = 50%K

HTML = 939598

The multi-coloured circle and header/footer line

Blue

Pantone 7456

CMYK = 60%C, 50%M

HTML = 717DBD

RGB = R113 G125 B189

Yellow

Pantone 1205

CMYK = 10%M, 50%Y

HTML = FFE292

RGB = R255 G226 B146

Green

Pantone 5555

CMYK = 65%C, 35%M, 50%Y

HTML = 698F86

RGB = R105 G143 B134

Red

Pantone 1635

CMYK = 60%M, 60%Y

HTML = F58466

RGB = R245 G132 B102

Essential Rules for Use of the A6 to Manchester Airport Relief Road/SEMMMS Logo

- The logo is unique to the A6 to Manchester Airport Relief Road Scheme.
- The logo should appear and be applied correctly to all letters, publications, signs, vehicles, name badges, etc.
- The logo should be clearly visible on the front of all visual communications about the A6 to Manchester Airport Relief Road Scheme.
- The logo may be used as described in this guidance. It must not be altered in any way. Where another organisation is in partnership in working on the A6 to Manchester Airport Relief Road Scheme and permission has been given to that organisation to use the logo, then they must also be made aware of this guidance.
- The logo must be legible. The minimum size is 30mm wide. There is no maximum size restriction, but it should be appropriate to its application.
- In such cases there should be an 'exclusion zone' surrounding the logo which is kept clear. This area is equal to 50% (half) of the height of the logo all the way around it.

Placement of the Council Logos

Where space allows, the three council logos must be placed along the bottom of the document/page or to the right of a shortened coloured line coming from the circle.

The logos should be placed in the following order:

1. (left) Stockport Metropolitan Borough Council

2. (middle) Manchester City Council

3. (right) Cheshire East Council

Authorisation to approve variations in the position of the corporate logos is delegated to Stockport Council's Communications and Public Involvement team.

The logos must be of equal size and spaced evenly.

Advice and Help

If you would like some advice on the correct application of the A6 to Manchester Airport Relief Road logo, or would like to obtain high or low resolution versions of the logos, please contact Helen Burton or Louise Gresty on 0161 474 3076/3061.

Media Protocol – A6 to Manchester Airport Relief Road

Introduction

This protocol will help to provide accurate, up-to-date, consistent information through the effective management of the media for the A6 to Manchester Airport Relief Road Scheme.

The ‘media’ in this context includes a wide variety of communications channels including local, regional, national and international newspapers, TV, radio, trade, technical/specialist publications and online media.

Following this protocol will ensure consistency across all Scheme partners involved with the A6 to Manchester Airport Relief Road Scheme when speaking on its behalf. Good co-ordination with partners and rapid, credible and accurate communication with the media will help to avoid any confusion for journalists and the general public. It will also help to respond to media enquiries and manage proactive communications effectively.

Method

For the A6 to Manchester Airport Relief Road Scheme, the Communications and Public Involvement team at Stockport Council should be the first point of contact with all channels of communication involving the media. This includes communicating accurate information about the Scheme through the media and responding to enquiries from the media. Any media enquiries about the A6 to Manchester Airport Relief Road Scheme should be passed onto Stockport Council’s Communications and Public Involvement team.

Proactive Communications

All requests for publicity involving the media will be evaluated by Stockport Council’s Communications and Public Involvement team to ensure co-ordination across the three authorities and partners in order to maximise positive media coverage.

A schedule of informative news releases will be drawn up, written and issued throughout the project. This schedule will be discussed and agreed by the Project Board. It is the responsibility of Jim McMahan as Project Director for the A6 to Manchester Airport Relief Road Scheme, to discuss the media release schedule at the Project Board and elsewhere, as deemed necessary.

Final sign off on media messages will be given by the Project Director.

At the point of issue, news releases will also be emailed for distribution to each Press Office in Cheshire East Council, Manchester City Council, Stockport Council

and Manchester Airport and all members of the A6 to Manchester Airport Relief Road Scheme Project Board.

Members, or officers, where appropriate, to be quoted in releases or reactive communications should be agreed by the A6 to Manchester Airport Relief Road Scheme Project Board. It is the responsibility of the A6 to Manchester Airport Relief Road Scheme Project Director to determine which Member/officer should give the quote.

Occasionally, Members and officers leading on the A6 to Manchester Airport Relief Road Scheme and speaking on behalf of the project may be interviewed by journalists. This should always be co-ordinated through Stockport Council's Communications and Public Involvement team.

In order to track positive statements on views made, representatives who have spoken on behalf of the A6 to Manchester Airport Relief Road Scheme should let the Communications and Public Involvement team know what key points were made and to which journalist.

Reactive Communications

To ensure factual information on the A6 to Manchester Airport Relief Road Scheme and limit any adverse publicity in the event of an officer being contacted directly by the media on the A6 to Manchester Airport Relief Road Scheme, the person contacted should divert the caller directly to Stockport Council's Communications and Public Involvement team who shall then be responsible for communicating directly with the journalist.

The list of A6 to Manchester Airport Relief Road Scheme spokespeople will be referred to if the media request interviews or a statement.

It is the responsibility of the Project Director to alert Project Board members of media enquiries to ensure they are aware of any potential issues that may arise within the media.

If the journalist should contact an officer by email the recipient should alert the Communications and Public Involvement team by phone: 0161 474 3076/3061 and email: media@semmms.info

External Agencies

Agencies working in partnership or contracted by the Project Board in relation to their work with the A6 to Manchester Airport Relief Road Scheme should liaise with the Communications and Public Involvement team about media enquiries and any other communications or consultation work involving their work on the A6 to Manchester

Airport Relief Road Scheme and must co-ordinate media or photo opportunities with the Communications and Public Involvement team.

It is in all our interests that we adhere to these procedures and follow the correct channel of communication when dealing with the media.

Contact Details

Communications and Public Involvement team

Phone: 0161 474 3076/3061 / Email: media@semmms.info

APPENDIX C

Working list of Stakeholders - A6 to Manchester Airport Relief Road

Group	Sub-group	Organisation
Delivery partners, key stakeholders & statutory consultees	Local Authorities in which routes lies	Stockport Council
		Manchester City Council
		Cheshire East Council
	Adjacent Local Authorities to Scheme:	Derbyshire County Council
		Trafford Council
		High Peak District Council Derbyshire
		Peak District National Park Authority
		AGMA - Association of Greater Manchester Authorities
		Tameside
	Local, National and EU Politicians	Wythenshawe
		Macclesfield
		Tatton
		Hazel Grove
		Cheadle
		Stockport

		Euro NW MPs
		SMBC Councillors
		MCC Councillors
		CE Councillors
	Chambers of Commerce	Manchester CoC
		Stockport CoC
		Cheshire East CoC
	Statutory Regional and Local Bodies	GMCA
		TfGM
		Emergency Services
		Natural England
		English Heritage
		Network Rail
		Environment Agency
		GMLEP
Highways Agency		
Department for Transport		
Director of Public Health		
Clinical Commissioning Groups		

		Statutory undertakers - telecoms, utilities
Business Interests (strategic)		Manchester Enterprise
		Marketing Manchester
		Stockport Economic Alliance
		Manchester Airport
		Airport Enterprise Zone
		Airlines
		Tourism Bodies
		Large employment centres/ employers
Freight Organisations		FTA - Freight Traffic Association
		RHA - Road Haulage Association
Driver Organisations		AA
		RAC
		Greenflag
Public Transport Operators		Metrolink
		Stagecoach
		High Peak Buses
		Northern Trains
		Trans Pennine Express

		Ariva
		Taxi operators
Local stakeholders (residents and businesses)	Parish & Local Councils and residents' associations	Disley Parish Plan
		Disley Parish Council
		Styal Parish Council
		Poynton Town Council
		Wilmslow Town Council
		Adlington Parish Council
		Prestbury Parish Council
		Wythenshawe Regeneration Team
		Woodford (SMBC)
		Woodford Community Council
		Styal Village Association
	High Lane Residents Association	
	District Centre Partnership / Local Trader Organisations:	Gatley Partnership
		HGBC - Heald Green Business Club
		Hazel Grove DCP
		Cheadle DCP
		Cheadle Hulme DCP

		Bramhall DCP
		Poynton
		Wilmslow
	Business Community (local)	Bramhall oil Terminal
		Large local businesses/ employers
	Education	Schools and Colleges
Directly affected landowners, leaseholders & residents	Land Owners - CPO	Hazel Grove Golf Course
		Brookside Garden Centre
		Styal Golf Course
		Other landowners whose land is required
		Householders whose land/property is required
		Business owners whose land/property is required
	Land Owners -adjacent	Landowners adjacent to the scheme - direct impact
		Householders adjacent to the scheme - direct impact
		Business owners adjacent to the scheme - direct impact
		Tenants/leaseholders adjacent to the scheme - direct impact

	Other land interests	Land agents
		Developers
Commercial Organisations		CECA
Environmental, interest & action groups	Environmental Organisations	National Farmers Union
		Country Landowners Association
		FOE
		PAULA
		Greenpeace
		Butterfly Conservation Cheshire and Peak District Branch
		Campaign for the protection of Rural England
		Cheshire And Wirral Ornithological Society
		Cheshire and Wirral Amphibian and Reptile Group
		Cheshire Bat Group
		Cheshire Mammal Group
		Cheshire Moth Group
		Cheshire Wildlife Trust
Dragonfly Association for Cheshire and Greater Manchester		

		Environment Agency, North West Regional Office
		Forestry Commission England
		Greater Manchester Ecological Unit
		High Lane Residents Association
		Lancashire & Cheshire Entomological Society
		Lancashire and Greater Manchester Mammal Group
		Manchester Field Club
		Manchester Friends of the Earth
		Manchester Geological Association
		Marple Naturalists
		National Trust
		Natural England
		North West Fungus group
		North West Transport Roundtable
		Open Spaces Society
		Pennine Edge Forest
		RECORD Local Biological Records Centre serving Cheshire, Halton, Warrington and

		Wirral -
		Red Rose Forest
		Royal Society for Protection of Birds (RSPB) Stockport
		RSPB High Peak Group
		Stockport Friends of the Earth
		Stockport Greenspace Forum
		Stockport Nature Network
		The Open spaces society
		The Pondlife Project
		Wildlife Trust for Lancashire, Manchester & North Merseyside
		Wirral & Cheshire badger group
		Woodland Trust
	Amenity Groups	Marple Civic Society
		Altrincham History Society
		Stockport Heritage Trust
		Cheadle Civic Society
		Greater Manchester Archaeological Unit
		Wilmslow Historical Society

		Poynton Local History Society
		The Victorian Society Manchester Group
		Stockport Historical Society
		South Manchester Archaeological Research Team (SMART)
	Vulnerable Road User Groups	Travelling public (all modes)
		British Horse Society
		Alderley Edge, Wilmslow & District Footpaths Preservation Society
		Bollin Valley Partnership
		Byways & Bridleways Trust
		Cheshire East Local Access Forum
		CTC
		CTC NW
		Cycle Stockport
		Cycle User Group
		Cycle Wilmslow
		Cycling Project for the North West
		Cycling Projects
		Dark Peak Bridleway Association

		Disability Stockport
		East Cheshire Ramblers Group
		Greater Manchester / High Peak Area, Ramblers Association
		Greater Manchester Cycle Campaign
		Living Streets
		Macclesfield Wheelers
		Manchester Area Ramblers Association
		Manchester Local Access forum
		Mid-Cheshire Bridleway Association
		North and Mid Cheshire Ramblers' Association
		North Cheshire Riders
		North West Transport Roundtable
		Peak and Northern Footpath Society
		Stockport Access Local forum
		Stockport East Area Bridleways Association
		Stockport Equestrian Group
		Stockport Local Access Forum
		Stockport Group. Ramblers

		Stockport PCT
		Stockport Walking Forum
		Stockport Walking ForumRA (Greater Manchester High Peak Area)
		Sustrans
Media		National
		Regional
		Local
		Trade

APPENDIX D

List of Exhibitions for Phase Two consultation - A6 to Manchester Airport Relief Road

Location	Venue	Date
WYTHENSHAW	Forum Centre, Forum Square, Wythenshawe, Manchester, M22 5RX	Thursday 13th June 2013
HANDFORTH	Handforth Dean Community Centre, Old Road, Handforth, Cheshire, SK9 3AZ	Monday 17th June 2013
HAZEL GROVE	Hazel Grove Civic Hall, A6 London Road / Hatherlow Road, Hazel Grove, Stockport, SK7 4DF	Tuesday 18th June 2013
BRAMHALL	The Bramley Centre, Bramhall Scout Hut (behind Bramhall Health Centre), Bramley Close, Bramhall, Stockport, SK7 2DT	Thursday 20th June 2013
HIGH LANE	High Lane Village Hall, High Lane Park, Off Windlehurst Road, High Lane, Stockport, SK6 8AB	Tuesday 25th June 2013
HEALD GREEN	Heald Green Civic Hall, Outwood Road, Heald Green, SK8 3JL	Thursday 27th June 2013
WOODFORD	Woodford Community Centre, Chester Road, Woodford, Stockport, SK7 1PS	Friday 28th June 2013
POYNTON	Poynton Civic Hall, off Park Lane, Poynton, Cheshire, SK12 1RB	Tuesday 2nd July 2013
DISLEY	Disley Community Centre, 19 Buxton Old Road, Disley, SK12 2BB	Thursday 4th July 2013

APPENDIX E

Local Liaison Forums (LLFs)Date	Location	LLFs included (from Phase 1)	Venue
Tuesday 7th May 2013	HIGH LANE	1	High Lane Village Hall, High Lane Park, Off Windlehurst Road, High Lane, Stockport, SK6 8AB
Wednesday 8th May 2013	WYTHENSHAW	12	Forum Centre, Forum Square, Wythenshawe, Manchester, M22 5RX
Thursday 9th May 2013	POYNTON	4,5,6	Poynton Community Centre, 107 Park Lane, Poynton, SK12 1RB
Monday 13th May 2013 (to be confirmed)	BRAMHALL	9	The Bramley Centre, Bramhall Scout Hut (behind Bramhall Health Centre), Bramley Close, Bramhall, Stockport, SK7 2DT
Tuesday 14th May 2013	HAZEL GROVE	2,3	Hazel Grove Civic Hall, A6 London Road / Hatherlow Road, Hazel Grove, Stockport, SK7 4DF
Monday 20th May 2013	WOODFORD	7,8	Woodford Community Centre, Chester Road, Woodford, Stockport, SK7 1PS
Tuesday 21st May 2013	HEALD GREEN	10, 11	Heald Green Civic Hall, Outwood Road, Heald Green, SK8 3JL
Tuesday 11 th June	QUEENSGATE PRIMARY SCHOOL	Queensgate Primary School	Albany Road, Bramhall, Stockport, SK7 1NE

Leaflet Drop Zone:

