



# A6 to Manchester Airport Relief Road Communications Strategy



February 2015



## 1. Introduction

The A6 to Manchester Airport Relief Road (A6MARR) has progressed through a number of stages of consultation, a planning application and a Public Inquiry for the Compulsory Purchase and Side Road Orders. Work has commenced on preparing the scheme for construction in advance of the Secretary of State's decision on the outcome of the Public Inquiry. The purpose of this document is to set out the approach to engage with the local community and stakeholders in preparation for and throughout the construction of the scheme. A strategy for engagement with elected members has already been produced by Stockport Council and is included at Appendix A. This strategy for engagement with elected members has been shared with Manchester and Cheshire East Councils and they are tailoring it to fit with their local member structures.

The purpose of this document is to set out a framework for the communications activities that will be taking place in preparation for and during the construction of the scheme. The document will ensure a co-ordinated approach to communications across the whole A6MARR project team, comprising the Stockport Council (SMBC) A6MARR client team, the contractor, Carillion Morgan Sindall (CMS) and the three partner authorities, Stockport Council (SMBC), Cheshire East Council (CEC) and Manchester City Council (MCC).

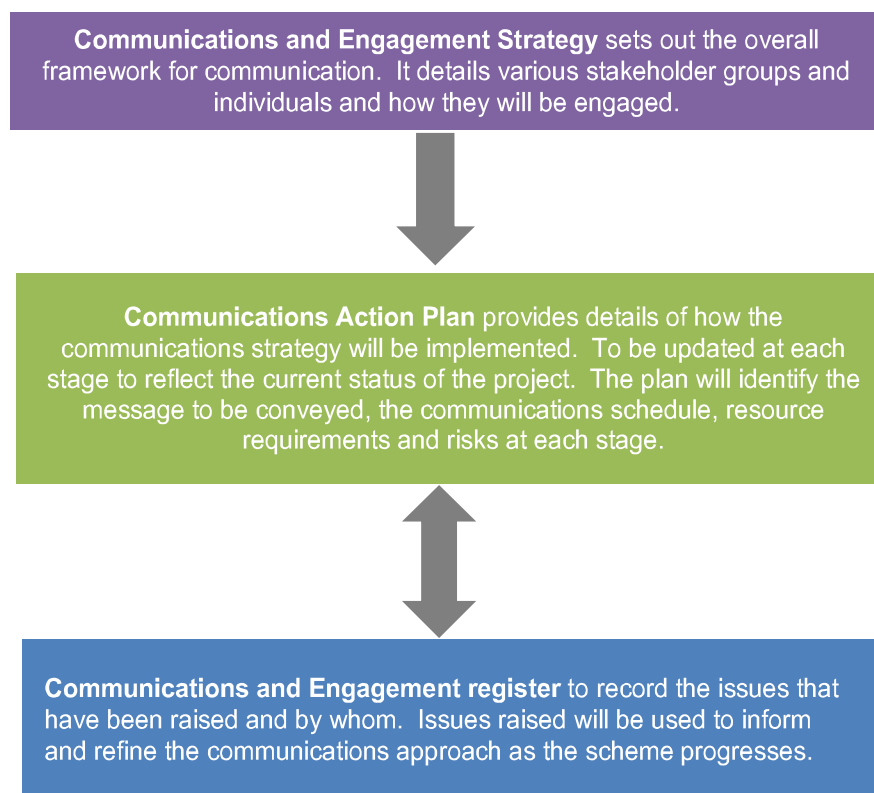
The A6MARR forms part of SMBC's Investing in Growth programme and this document will set out how communications for A6MARR specific to Stockport will be co-ordinated with the wider Investing in Growth communications. The document is supported by a detailed Communications Action Plan, a live document that details the consultation and engagement activities being undertaken with each stakeholder group. The Communications Action Plan will be updated as and when required as the scheme progresses.

The consultation strategy is set within the framework of the Code of Construction Practice and Considerate Constructors principles (Appendix B) to minimise negative impacts of construction activities on the local community.

## 2. Communications and Engagement Approach

This document forms the first tier of a three staged approach to communications for the A6MARR scheme. The approach is set out in Figure 1.

*Figure 1: The A6MARR Communications and Engagement Approach*



This Communication and Engagement Strategy document includes:

- Objectives for the Communications and Engagement activities;
- Audiences for communications and engagement;
- Methods that will be used to deliver communications and engagement;
- A protocol for monitoring, reviewing and addressing issues and concerns that are received during construction works;
- Roles and responsibilities for delivery of communications and engagement;
- Analysis and reporting of communications and engagement activities and feedback;
- Communications and engagement risks; and
- Evaluation of the communications and engagement activities.

The Communications Action Plan will be guided by the strategic approach set out in this document. As we approach the commencement of the main construction works, greater detail will be provided as to the exact timing of communications and engagement, messages for each stakeholder and how it will be delivered. It is important to anticipate potential issues that could arise and from whom as the project progresses to enable them to be dealt with efficiently and effectively. This will limit any

negative impact on public and stakeholder perception and opinion of the scheme. The Communications Action Plans will set out in detail any potential issues that may arise will be addressed.

### 3. Communications objectives

The strategy set out here aims to engender and maintain the support of stakeholders and raise awareness of the scheme among the local community.

The suggested approach is to consider the local community and organisational stakeholders as bodies with different perceptions of and requirements from the scheme which will be reflected in the messages communicated and the methods by which they are delivered.

The local community will be the eventual direct beneficiaries of the investment with potential for experiencing short-term negative impacts from construction activities. The organisational stakeholders have some role and/ or responsibility in the delivery of the scheme.

The tailored approach basically seeks an informative approach with the local community and an involvement strategy with organisational stakeholders.

The objectives for the communications strategy are to:

- Ensure that the local community, road users and interested stakeholders are kept informed about the scheme;
- Keep local members and MPs fully briefed about the scheme;
- Provide appropriate channels for members of the public to contact the A6MARR client team (SMBC) on behalf of partner authorities (MCC and CEC) and the contractor (CMS);
- Ensure that any enquiries about construction works are dealt with efficiently and effectively;
- Effectively manage and minimise disruption caused by the construction works;
- Minimise and refute ill-informed, misleading and inaccurate comments, 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.

### 4. Audience

The audience has been broken down into the following series of groupings, based on their communications and engagement requirements. The impact and influence of each stakeholder and the way in which they will be engaged in provided at Appendix C.

#### Local MPs and Members in directly affected areas

These stakeholders have significant influence in the local community and it is therefore vital that they are proactively engaged and provided with frequent updates at all key stages of the scheme. Customised, detailed information will be directly provided to this group ahead of any activity taking place. Frequent updates will help to maintain their support for the scheme and mitigate any opposition. This group would be provided with copies of all communications materials before they are circulated to the public to ensure that they are made aware in advance of any potential questions that may arise from their constituents.

## Delivery Partners

This group is responsible for delivering the scheme. It includes the Local Authorities (LAs) Stockport, Cheshire East and Manchester City councils, as well as the contractor, CMS. The delivery partners will vary according to the section of the route. Unique to this group is the need to ensure consistent and efficient communication between members. Any communication to the wider community from the delivery partners needs to be carefully co-ordinated so that a consistent message about the scheme is conveyed. Also included within this group is Derbyshire County Council (delivery of complementary and mitigation measures).

## Statutory Consultees/ Approvals

This group includes those whose consents and approvals are required to progress the scheme, such as the Environment Agency, Natural England and statutory undertakers. Members of this group therefore need to be engaged with directly and frequently throughout the delivery of the scheme and their overall support for A6MARR is vital to its success. This group also includes Transport for Greater Manchester/ Greater Manchester Combined Authority (GMCA reporting, part funding for the project and project assurance), the Department for Transport (business case approval and part funding for the project) and the three LAs in their technical approval role. It is also important that Emergency Services are consulted with in respect of Traffic Management during construction.

## Priority stakeholders

This group contains individuals and groups with a known interest in the scheme. This includes members and MPs outwith the directly affected area, identified interest groups, bus operators whose services may be affected by works and parish/town/ community councils and residents' groups within the affected area. Also included within this group are Manchester Airport, Metrolink and neighbouring authorities. Support from this group will play an important role in ensuring the successful delivery of the scheme. Early engagement with this group will help to engender their support. Priority stakeholders should be communicated with and engaged at regular intervals throughout the lifecycle of the project.

## Land owners/ tenants whose land is subject to Compulsory Purchase Order (CPO)/ Side Road Order (SRO)

This group comprises land owners with properties under CPO/ SRO. They require customised communication and need to be able to communicate with the A6MARR team directly. Engagement with affected landowners and tenants on matters of purchase and entry will continue through the A6MARR Lands Team, with close contact with the contractor also required. It is important that contact with this group is maintained following the purchase of land as they are likely to hold land adjacent to the scheme which may be affected by the works. Local residents having access to their properties affected as a result of the SRO will need close contact to minimise inconvenience and ensure that any emergency/24 hour access is maintained.

## Directly affected residents, businesses, landowners and schools

This group contains residents and businesses whose properties/ land and activities will be directly affected by the scheme, for example those fronting or backing onto the A6MARR. It also includes schools in the affected area, the impact upon which must be minimised to avoid disruption to teaching. Proactive, direct contact should be made with this group to ensure that any disruption to them is minimised. Any negative perception of the scheme from this group has the potential to spread wider to local MPs and members and the wider community via the press. Therefore, it is vital

that contact with this group is carefully managed to maintain their support and minimise any potential negativity. For example, efforts should be taken to avoid noisy activities taking place in the vicinity of schools during exam times.

#### Local community and businesses

This group includes local residents and businesses, road users, cyclists, pedestrians and equestrians. It also includes local schools who may be engaged as part of the scheme's community benefits programme. It is important that support from the local community and businesses is engendered from the outset as they will be the eventual end users, and therefore beneficiaries, of the scheme. Therefore, the benefits of the scheme need to be conveyed to this group and regular communications and engagement are also required to maintain their interest. However, as this group also has the potential to experience some disruption during construction works, in particular through traffic management, therefore appropriate channels need to be made available to provide information on the impact of construction activity and carefully manage the message during this period.

#### Large Retailers and Business Groups

This group includes large retail areas such as Stanley Green Retail Park, local centres across the three local authorities and local business groups such as District Centre Partnerships and Chambers of Commerce. The businesses community is likely to have concerns about the impact of traffic management on customer and servicing access to their business. There must be close engagement with this group is undertaken to ensure that they are kept fully aware of traffic management that is required for the scheme.

#### Media and wider public

The media and wider public have been grouped together, as the communication with one will directly influence the other. Maintaining positive press coverage will enable a positive message to be conveyed to the public. Any significant opposition to the scheme among the wider public is likely to be picked up by the media, potentially further embedding a negative viewpoint within the local community. Positive messages need to be proactively conveyed to this group ahead of any activity taking place. The A6MARR Project Team will need to be in a position to quickly react to any negative publicity by anticipating issues that may arise and have messages in place to deal with them. These will be set out in the more detailed Communications Action Plan and updated as the scheme progresses. A media protocol for the scheme is included at Appendix D.

#### Community Interest Groups

Community interest groups can have significant influence within the local community. Regular contact should be made with these groups to enable their opinion to be gauged. They are also an important vehicle for enabling targeted messages about the scheme to be conveyed to specific segments of the community. Use of existing networks within this group is an important vehicle in disseminating information. Such groups include Public Rights of Way (PRoW), walking, cycling, equestrian and environmental groups.

## 5. Methods

A range of methods will be used to communicate with the local community to ensure that they are appropriate to the audience and message that is being conveyed. The methods that will be used as part of the communications strategy are summarised in Table 5.1.

*Table 5.1 Communications Techniques*

Technique	Purpose	Audience	Timing
Website (www.semmms.info)	Primary source of information about the scheme Owned and managed by A6MARR Client Team with materials provided as required from CMS. Signposted from SMBC, CEC and MCC websites and SMBC's Investing in Growth programme website.	All	Ongoing
Dedicated phone (0161 474 2055)/ email (semmms.relief.road@stockport.gov.uk)	Responding to questions/ concerns raised about the scheme 24hr emergency number	Residents, businesses, landowners  Community Interest Groups  Priority Stakeholders	Ongoing for general information line. 24hr emergency number during construction only.
Facebook/ Twitter (Twitter: @SEMMMSA555 Facebook: www.facebook.com/SEMMSA555)	Information/ awareness raising Messaging provided by CMS in line with SMBC comms strategy. Regular updates provided about Traffic Management and progress to date. Ad hoc messages about community engagement, public events and key success stories.	Residents, businesses, landowners  Community Interest Groups  Priority Stakeholders	Ongoing
Road signs and site notifications	Information/ awareness raising	Local Community and Businesses  Through users of the affected road, pedestrian, cycle and PRow network	As and when required during construction

Local Liaison Forums	Engagement with most directly affected local residents	Directly affected residents, businesses and landowners	Before construction starts and no less frequent than 6 month intervals thereafter.
Community Drop-In Sessions	Information/ awareness raising  Responding to questions/ concerns raised about the scheme	Local community and businesses	At key milestones
Newsletter (online and hard copy in public buildings e.g. libraries)	Information/ awareness raising	All interested parties	Monthly during construction
Localised letter drops	Information/ awareness raising about specific construction activities in close proximity to properties.  Issued at least 7 days in advance of works starting as courtesy to local residents	Affected properties (residential and business) within approximately 400 metres of works (exact letter drop area confirmed on a case by case basis).	As and when required during construction
Contractor compound drop-in	Information/ awareness raising Regular opportunity to speak directly with contractor	All interested parties	Ongoing throughout construction
Online members' briefing portal	Provide information on the construction programme, the code of construction conduct, key contacts for the project, environmental and ecological programmes, delivery routes, site compounds and contractor parking arrangements. Information will also be provided on the complimentary and mitigation measures programme.	Executive / Portfolio Members, local councillor groups including Area Committees, Regeneration Partnerships, Town and Parish Councils.	Throughout construction
Executive Members'/ Portfolio Holders' Consultative Group	Update on the scheme's progress and future programme from the contractor and client's project manager;	Executive Members and Portfolio Holders and senior officers	Quarterly throughout construction



	Update on progress with the complimentary and mitigation measures from the LA officers; Review of any significant issues that have been raised by local residents, businesses and the public around the construction process.	from the three LAs	
Quarterly Members' Liaison Forum	Update report on progress and a more detailed report on the future programme including anticipated impacts on the local highway network and significant construction phases; Predicted impacts and planned mitigation measures; Opportunity to raise and discuss any local issues arising from the scheme's construction process.	Representatives of the ward councillors from Cheshire East, Stockport and Manchester Councils whose wards are adjacent to the scheme. Relevant Area Committee, Town and Parish Council or Partnership to nominate their representative to this Forum.	Quarterly throughout construction
Presentation at stakeholder meetings	Stakeholder engagement Information/ awareness raising	Priority Stakeholders  Community Interest Groups  Large Retailers and Business Groups	Ongoing - as and when required  At key milestones
One to one meetings	Opportunity for detailed discussions	Delivery Partners  Statutory Consultees/ Approvals  Landowners/ tenants of land subject to CPO  Any other interested parties upon request	Ongoing - as and when required

Formal stakeholder contact	Formal written contact to agree relevant consents and approvals to deliver the scheme.	Statutory Consultees/ Approvals	Ongoing - as and when required
Press releases/ articles	Proactive engagement with the local and regional media to inform and raise awareness about the scheme	Media Local community and businesses	Ongoing at key milestones
Traffic Management Liaison Group	Inform and agree traffic management strategies for the construction works	Statutory Consultees/ Approvals (transport companies, LA network managers, emergency services)	Ongoing throughout construction
Articles in existing LA publications	Opportunity to raise awareness of the scheme, provide an update on progress and sign post to sources of additional information	All	Ongoing throughout construction
Environmental Liaison Group	Engagement with statutory environmental bodies	Statutory Consultees/ Approvals (environmental consents)	As and when required
Historical Forum	Engagement with non-statutory historical interest groups.	Community Interest Groups (non-statutory historical interest groups).	In advance of start on site
Environment Forum	Engagement with non-statutory environmental interest groups.	Community Interest Groups (non-statutory environmental interest groups).	In advance of start on site and at key milestones during construction.
Manchester Airport, Manchester City Council, Metrolink A6MARR Interface Meeting	Management of the interface between the A6MARR, Manchester Airport and Metrolink	Priority Stakeholders (Manchester Airport Group, Metrolink) and Delivery Partner (Manchester City Council)	Quarterly
Technical working groups (structures, highways,	- Collaboration - Early and ongoing involvement	Statutory Consultees/ Approvals	Ongoing

environment)	<ul style="list-style-type: none"> <li>- Early resolution of CMS alternative proposals or other issues through regular liaison</li> <li>- Consult on preferred options to be adopted to suit future maintenance requirements by LA's</li> <li>- Ensure consistency along new relief road within different LA areas</li> </ul>	(Stockport, Cheshire East and Manchester City Council technical approvals).	
Vulnerable Road User Group	The Vulnerable Road User Group (VRUG) played an important role in the development of the design for the A6 to Manchester Airport Relief Road. Once construction commences and the design is fixed, there will be limited requirement for liaison with the VRUG. Due statutory process will be followed in advertising diversions to PRoWs and traffic management and works will be managed to ensure that the needs of vulnerable road users are accommodated.		As and when required
Community benefits/schools engagement	A separate strategy for the community benefits package is currently in development and will be referenced in the detailed Communications Action Plan as and when appropriate.		

A branding strategy has been developed for the A6 to Manchester Airport Relief Road to create a visual identity which will assist in communicating to residents that work being carried out relates to the A6 to Manchester Airport Relief Road. The branding strategy is included at Appendix E. The branding is being updated to include the CMS logo and developed for use on contractor vehicles, hoardings and clothing. The A6MARR is one of SMBC's Investing in Growth projects, intended to stimulate economic growth in the borough. The communications for the A6MARR specific to Stockport, eg. articles in the Stockport Review or press releases to Stockport publications, will be co-ordinated as part of the overall Investing in Growth framework. As noted in Table 5.1, the Investing in Growth website will include a signpost to the A6MARR website.

Complementary and Mitigation Measures (CMM) are being delivered by the three LAs in accordance with their standard procedure in the design, consultation and approval of highway schemes. Links to the relevant sections of the three LA website from the SEMMMS website will be provided and updates provided by the 3 LAs to the A6MARR project team on the progress of the CMM at key milestones.

#### 6. Responding to enquiries made during construction

It is vital that any issues or concerns about construction activities are dealt with efficiently and effectively. To this end, a clear protocol is required to respond to any enquiries that may be made through a variety of channels.

Currently, all enquiries through the A6MARR email and phone line are logged and responded to via the A6MARR Client Team and responded to within 10-15 working days. Once construction

activities commence, the A6MARR enquiries will be managed on behalf of the A6MARR client team by a dedicated resource provided by CMS. For consistency, the same phone number and email will be retained from the pre-construction phase of the scheme.

All enquiries that are made will be logged and assigned a red, amber, green status which will be used to prioritise enquiries as required. For all enquiries received, the team will work to a maximum 10 days turnaround time for response, however, response to enquiries deemed to be emergencies or high priority will be accelerated.

There are a number of scenarios where by issues or concerns may be made about the scheme, each requiring its own specific protocol, as set out below.

#### Scenario A: Enquiry via A6MARR Phone line/ email address

The primary method for contacting the A6MARR project team (both SMBC and CMS) will be via the dedicated phone line and email for the scheme.

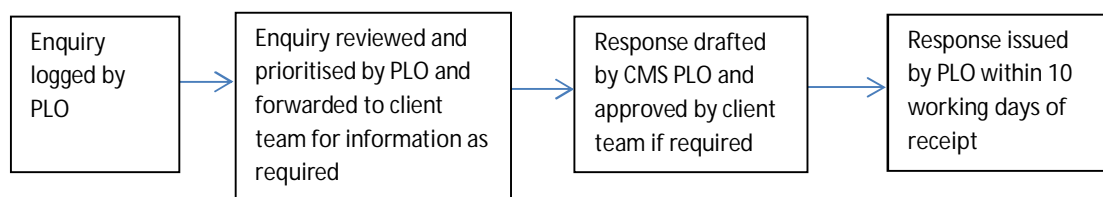
During construction, the Public Liaison Officer (PLO) will be responsible for responding to enquiries about the scheme. Where issues raised are particularly sensitive or have been made by a number of individuals, they will be identified as being high priority, the PLO will forward them to the A6MARR client team for information and seek approval from the A6MARR client team on the response.

Phone line: this will operate where by callers are given a choice of 2 options: 1 – general enquiries about the scheme (directed to client team) and 2 – construction/ site specific enquiries (directed to PLO). The site emergency number will be in operation 24hrs a day for any emergencies that may arise as a result of construction activities. CMS and the A6MARR client team will use the same log to record calls that have been received.

Email: CMS will be responsible for managing all emails to the [semmms.relief.road@stockport.gov.uk](mailto:semmms.relief.road@stockport.gov.uk) inbox. This will include logging all emails, issuing to relevant individuals for information or inputs to the response, co-ordinating the drafting of responses and issuing the response.

The PLO will be responsible for collating the log of phone calls and emails, including those taken by the SMBC client team, so that a comprehensive record of all contact is captured.

The process for dealing with enquiries received via the A6MARR contact mechanisms can be summarised as follows:



Where enquiries received fall outside of the scope of the A6MARR works, the PLO will inform the complainant and provide them with the general contact details of the relevant LA.

#### Scenario B: Enquiry directly to Local Authority

In some instances, enquiries may be made to the LAs' general contact centre, rather than via the specific A6MARR contact mechanisms. Each LA's contact centre will therefore be briefed about the scheme in advance of construction starting and provided with the A6MARR's contact details so that all relevant enquiries can be forwarded on to the A6MARR project team for logging and response. Once received by the A6MARR project team, the enquiry will be dealt with as per Scenario A and will be responded to within 10 working days of being received by the LA.

#### Scenario C: Enquiry to Environmental Health Officer

There are two scenarios whereby the three LAs' Environmental Health Officers (EHOs) may become involved in concerns raised relating to the scheme:

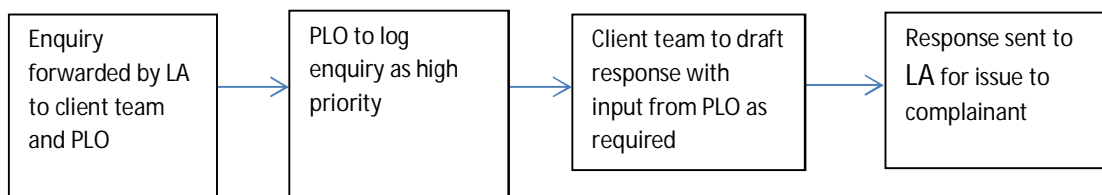
1. Concern raised with the EHO that they themselves are dealing with: in this instance, the EHO is requested to contact the A6MARR project team (lead client contact) and advise them of the nature of the concern and how the EHO intends to deal with it; and
2. Concern raised with the EHO that should be directed to the project team: where this is the case, the EHO should provide the complainant with the A6MARR contact details and the issue will be dealt with as per Scenario A.

#### Scenario D1: Enquiry by Member/ MP to Local Authority

Enquiries may be made by local members/ MPs to one of the three LAs. Any enquiry received by a local member/ MP will be treated as high priority. The enquiry will be forwarded by the LA to the A6MARR client team who will seek input from the PLO in drafting the response. The A6MARR client team will then forward the response to the relevant LA for issue to the member/ MP.

The A6MARR Senior Responsible Owner (SRO), Eamonn Boylan, SMBC Chief Executive, and Programme Board will be kept informed of enquiries/ issues raised by Members / MPs with respect to the scheme. Where appropriate, the SRO and/or respective Programme Board LA representative will be requested for input/ approval to the response.

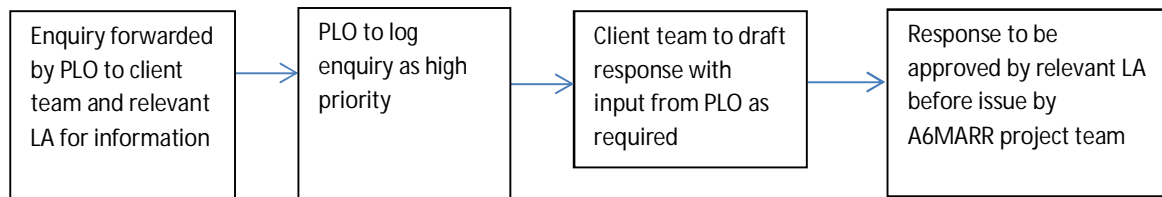
The process for dealing with enquiries from local members/ MPs to an LA can be summarised as follows:



#### Scenario D2: Enquiry by Member/ MP to A6MARR Project Team

Local members/ MPs may also complain directly via the A6MARR contact mechanisms. When this is the case, the relevant LA will be informed immediately. The A6MARR client team will take the lead in responding and seek approval from the relevant LA before issuing the response.

The process for dealing with enquiries from local members/ MPs directly to the A6MARR project team can be summarised as follows:



## 7. Roles and Responsibilities

### A6MARR Client Team:

- 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;
- Response to phone calls/ emails about the scheme directed to the Lead Authority prior to the start of construction and on general issues relating to the scheme during construction;
- Attendance at quarterly members' Consultative Group and Liaison Forum;
- Presentation at residents' group, parish, town and community councils and other stakeholder meetings as and when required;
- Input to and final sign off on:
  - Print e.g. monthly newsletters, letters to the public;
  - Website format and materials;
  - Media releases/enquiries (a copy of the Media Protocol can be found in Appendix D of this document);
  - Format and content of public events e.g. LLFs, community drop in sessions; and
  - Response to enquiries from key stakeholders/ elected members/ MPs.

### CMS:

- Day to day engagement with affected residents, business and landowners on issues relating to construction activities – land entry, traffic management, mitigation of impacts;
- Direct reporting to the A6MARR client team on all communications;
- Provision and organisation of community events (e.g. community drop in sessions, Local Liaison Forums) and project management of those events;
- Management of [semmms.relief.road@stockport.gov.uk](mailto:semmms.relief.road@stockport.gov.uk) inbox;
- Logging of all enquiries made about the scheme by members of the public and stakeholders;
- Monthly reporting to Programme Board on communications and public engagement activities;
- Production of monthly newsletters, website materials, letters to the public;
- Inputs to briefings for elected members and information for online members' briefing portal;

- Social media messaging;
- Attendance at quarterly members' Consultative Group and Liaison Forum;
- Presentation at residents' group, parish, town and community councils and other stakeholder meetings as and when required;
- Ownership of the Communications Action Plan.

Stockport Council's Information and Communication Team:

Communications:

- Website management including:
  - Uploading of information as provided by the A6MARR project team;
  - Ownership of web address;
  - Navigation and look and feel of the site; and
  - Further development of the site
- Social media strategy;
- Media Relations management;
- Preparation of both proactive and reactive media responses;
- Liaison with Cheshire East Council, Manchester City Council and Manchester Airport communication teams; and
- Review of communications materials.

Development:

- Website template development.

Partner Authorities:

- Ongoing contact with lead authority to ensure consistent and co-ordinated approach to communications and engagement across the three LAs;
- Updates regarding progress of complementary and mitigation measures;
- Engagement with local members/ MPs;
- Attendance at community events as and when necessary.

## 8. Analysis and Reporting

A monthly report summarising the communications activities and feedback from the local community will be submitted to A6MARR Contract Board and escalated to A6MARR Programme Board as appropriate. The report will include:

- Public engagement activities undertaken - Local Liaison Forums, residents' association meetings etc);
- Volume of contact – number of phone calls, emails, letters etc;
- Nature of enquiries – traffic management, noise, dust etc;
- Number of website visits;
- Turn around time for responses;
- Headline issues raised

## 9. Risks

Risks to the communications and engagement exercise have been identified and remedial action set out in Table 9.2 below. These represent the strategic risks to the project. The Communications and Engagement Plans will set out the specific risks at each stage.

*Table 9.2 – Strategic Communications and Engagement Risks*

Risk (Event / Result)	Likelihood H=High M=Medium L=Low	Impact H=High M=Medium L=Low	Remedial action
Lack of local knowledge about scheme or programme - not prepared for construction impacts	M	H	Ensure effective and timely communication with all stakeholders
Negative publicity around cost and benefit of the project	M	M	Ensure media are aware of funding source, and benefits of project
Community and/or stakeholder criticism of project.	M	M	Ensure clear messages around the improvements to public transport
Local members criticise the project because of the disruption	M	M	Ensure members are fully briefed about the project and its benefits
Political sensitivities leading to complaints about communications and engagement exercise	M	H	Ensure information is issued to all members at the same time
Environmental protests on- site, either pre or post start – generates negative publicity, increased costs and delays	M	H	Ensure good contact is maintained with local and community groups, particularly in run-up to start of works.



## 10. Evaluation

A series of indicators to monitor the effectiveness of the communications and engagement exercise have been identified. These are as follows:

- Amount of positive and negative coverage – log of media coverage to be recorded;
- Accurate media coverage – through log of media coverage;
- Amount of positive and negative member feedback – through recording member feedback;
- Amount of complaints relating to communications 'issue' – log of all public feedback to be recorded;
- Take-up of communications services – number of hits to website;

## **1. Introduction**

- 1.1.** The A6 to Manchester Airport Relief Road scheme has progressed through a number of stages of consultation, a planning application and a Public Inquiry for the Compulsory Purchase and Side Road Orders. Work has commenced on preparing the scheme for construction in advance of the Secretary of State's decision on the outcome of the Public Inquiry
- 1.2.** As part of the scheme development the communication strategy is being updated to reflect that the main focus will be on informing Members, local residents, businesses and the public about the schemes progress and timescales and managing/mitigating construction impacts, further information on this wider strategy will be available soon.
- 1.3.** The three local authorities will take the lead on developing the agreed mitigation and complementary measures in their areas and will consult on the details of these in 2015 and 2016.
- 1.4.** Elected Members have been identified as key stakeholders for the A6 to Manchester Airport Relief Road scheme and have been involved during its development. The general public will perceive that Members are a first point of contact and will expect that they will continue to be a key source of local information and a point of contact to resolve local issues as construction commences.

## **2. Member Engagement.**

- 2.1.** Along the route of the proposed scheme there are three Executive / Portfolio Members and a significant number of local councillor groups including Area Committees, Regeneration Partnerships, Town and Parish Councils. The following proposal seeks to ensure that all Members interests are represented.
- 2.2.** A number of measures are proposed to support Members to ensure that they are kept informed about the construction programme and schemes progress. These measures include information packs, contact lists, monthly progress reports, quarterly briefing sessions, complaints protocols and a Members Consultative Group and Liaison Forum.
- 2.3.** The web based Members Information Pack will be updated as required and will provide information on the construction programme, the code of construction conduct, key contacts for the project, environmental and ecological programmes, traffic management arrangements, delivery routes, site compounds and contractor parking arrangements. Information will also be provided on the complimentary and mitigation measures programme.
- 2.4.** Monthly progress reports will be provided by the contractor as an email update and be posted on the schemes website. These reports will include

progress in the preceding month and the next three months anticipated work programme.

- 2.5. A complaints protocol will be developed to ensure people understand who to contact to resolve issues.
- 2.6. It is proposed to create an Executive Members/ Portfolio Holders Consultative Group which includes the Executive Members and Portfolio Holders and senior officers from the three local authorities to meet quarterly with the CMS (Carillion Morgan Sindall) the principal contractors. The Executive Members and Portfolio Holders will receive a report on the schemes progress and future programme from the contractor and client's project manager, an update on progress with the complimentary and mitigation measures from the local authority officers and a review of any significant issues that have been raised by local residents, businesses and the public around the construction process.
- 2.7. A quarterly Member's Liaison Forum will be created with representatives of the ward councillors from Cheshire East, Stockport and Manchester Councils whose wards are adjacent to the scheme. It is expected that the relevant Area Committee, Town and Parish Council or Partnership will nominate their representative to this Forum. The Liaison Forum will be supported by the project team and will be attended by the principal contractor. The Forum will receive an update report on progress and a more detailed report on the future programme including anticipated impacts on the local highway network and significant construction phases, predicted impacts and planned mitigation measures. Members will have the opportunity to raise and discuss any local issues arising from the schemes construction process.

### **3. Public Information**

- 3.1. As part of the communications strategy a number of contact methods are being developed for the public who want information about the scheme's progress or to complain about the impacts of the construction process.
- 3.2. The website will provide an efficient communication tool for Members, local residents, businesses and the public as the scheme progresses through its construction phase and an email address will remain available for the public to raise any concerns over the construction process etc. Updates will also be provided via the scheme's Twitter account where appropriate.
- 3.3. A phone number will be provided for the public to contact the contractors to raise any immediate concerns about construction impacts.
- 3.4. The Local Liaison Forums for the residents and businesses adjacent to the scheme will continue to be held throughout the schemes construction and monthly updates on the schemes progress and programme will be sent to them. The Environmental, historical and Vulnerable Road User Forums will also continue to meet.

**3.5.** A complaints protocol will be agreed with the three local authorities to ensure a consistent approach from officers contacted by the public as the scheme progresses.

**Contact Officer** Sue Stevenson 0161 474 4351

Appendix B: Code of Construction Practice and Considerate Constructors Code of Considerate Practice

## Considerate Constructors

### Code of Considerate Practice

Considerate constructors seek to improve the image of the construction industry by striving to promote and achieve best practice under the Code.

The Code of Considerate Practice outlines the Scheme's expectations and describes those areas that are considered fundamental for registration with the Scheme.

Each section of the Code contains an aspirational supporting statement and four bullet points which represent the basic expectations of registration with the Scheme.

The Code of Considerate Practice applies to all registered sites, companies and suppliers, regardless of size, type or location.

## Care about **Appearance**

### **Constructors should ensure sites appear professional and well managed**

- Ensuring that the external appearance of sites enhances the image of the industry.
- Being organised, clean and tidy.
- Enhancing the appearance of facilities, stored materials, vehicles and plant.
- Raising the image of the workforce by their appearance.

## Respect the **Community**

### **Constructors should give utmost consideration to their impact on neighbours and the public**

- Informing, respecting and showing courtesy to those affected by the work.
- Minimising the impact of deliveries, parking and work on the public highway.
- Contributing to and supporting the local community and economy.
- Working to create a positive and enduring impression, and promoting the Code.

## Protect the **Environment**

### Constructors should protect and enhance the environment

- Identifying, managing and promoting environmental issues.
- Seeking sustainable solutions, and minimising waste, the carbon footprint and resources.
- Minimising the impact of vibration, and air, light and noise pollution.
- Protecting the ecology, the landscape, wildlife, vegetation and water courses.

## Secure everyone's **Safety**

### Constructors should attain the highest levels of safety performance

- Having systems that care for the safety of the public, visitors and the workforce.
- Minimising security risks to neighbours.
- Having initiatives for continuous safety improvement.
- Embedding attitudes and behaviours that enhance safety performance.

## Value their **Workforce**

### Constructors should provide a supportive and caring working environment

- Providing a workplace where everyone is respected, treated fairly, encouraged and supported.
- Identifying personal development needs and promoting training.
- Caring for the health and wellbeing of the workforce.
- Providing and maintaining high standards of welfare.

For further details see <http://www.ccscheme.org.uk/index.php/ccs-ltd/code-of-considerate-practice>.

**A6 MARR - Stakeholder Communications Action Plan**

Workshop assigned Project Team Owner	Stakeholder Group	Message What you are telling people?	Audience The (groups of) people you are trying to reach	Priority This relates to your stakeholder analysis exercise. (1) = High Interest/High Power, (2) = High Interest/Low Power, (3) = Low Interest, High Power, (4) = Low Interest/Low Power	Channel How you will communicate the message (specific media)	Message delivery responsibility The person taking responsibility for delivering the message	Action What is the activity taking place?	Timing When the communications activity is scheduled to take place?	Section of the Scheme					Status/Status of engagement (RAG)		Wider issues that could be raised during engagement
									All	1 WCML to A6	2 Existing AS55 to WCML	3 Existing AS55	4 Airport to existing AS55	Planned / Current	Informal / Formal	
<b>Governance</b>																
J/McM	SMBC + Area Committees (Marple, Stepping Hill, Bramhall South and Cheadle Hulme and Cheadle)	- Approval procedures for the scheme - Collaboration - Overall programme with milestones and updates - Briefings about ongoing public engagement activities in advance of it taking place - Construction impacts in their area and how they will be mitigated - Details of traffic management requirements - Response to specific enquiries/issues relating to the scheme	Local members General public	1 - High Interest / High Power	Attendance at Area Committee meetings Meetings with officers/ members as and when required Proactive member briefings (issued via SMBC officer contacts) Ad hoc response to officer/ member enquiries Executive Members/ Portfolio Holders' Consultative Group Quarterly Members' Liaison Forum	GM	Briefings to be provided to local members in advance of any wider public engagement Programme of communications to be developed in advance in preparation for planning approval confirmation. Ongoing engagement as and when required	Ongoing	1	1	1	1		Future meetings arranged	Formal	- Handforth East Development - Woodford Aerodrome development - A6 to M60 Link - A6 Corridor Study
J/McM	MCC + Wythenshawe Area Committee	- Approval procedures for the scheme - Collaboration - Overall programme with milestones and updates - Briefings about ongoing public engagement activities in advance of it taking place - Construction impacts in their area and how they will be mitigated - Details of traffic management requirements - Response to specific enquiries/issues relating to the scheme	Local members General public	1 - High Interest / High Power	Attendance at Area Committee meetings Meetings with officers/ members as and when required Proactive member briefings (issued via MCC officer contacts) Ad hoc response to officer/ member enquiries Executive Members/ Portfolio Holders' Consultative Group Quarterly Members' Liaison Forum	GM	Briefings to be provided to local members in advance of any wider public engagement Programme of communications to be developed in advance in preparation for planning approval confirmation. Ongoing engagement as and when required	Ongoing				1		Future meetings arranged	Formal	- Manchester Airport car park expansion - Airport City - Metrolink Works
J/McM	CEC + Town and Parish Councils (in particular Styal Parish Council)	- Approval procedures for the scheme - Collaboration - Overall programme with milestones and updates - Briefings about ongoing public engagement activities in advance of it taking place - Construction impacts in their area and how they will be mitigated - Details of traffic management requirements - Response to specific enquiries/issues relating to the scheme - Consistency of message, objectives, timescales relating to PRR	Local members General public	1 - High Interest / High Power	Attendance at Town and Parish Council meetings Meetings with officers/ members as and when required Proactive member briefings (issued via CEC officer contacts) Ad hoc response to officer/ member enquiries Executive Members/ Portfolio Holders' Consultative Group Quarterly Members' Liaison Forum	GM	Briefings to be provided to local members in advance of any wider public engagement Programme of comms to be developed in advance in preparation for planning approval confirmation Ongoing Programme Board meetings Ongoing engagement as and when required	Ongoing	1					Future meetings arranged	Formal	- Poynton Relief Road - Handforth East Development - Woodford Aerodrome development - A6 to M60 Link (in relation to traffic impact on Disley) - A6 Corridor Study (in relation to traffic impact on Disley)
J/McM	TIGM/ GMCA	- Ongoing engagement regarding scheme financing and project governance	TIGM officers TIGM Committee Members GMCA members	1 - High Interest / High Power	A6MARR Programme Board (Bob Morris Chief Operating Officer, TIGM, Steve Wainman, TIGM Finance and Corporate Services Director, and Richard Paver GMCA Treasurer). Written communications/ Briefings Ad hoc meetings as and when required Chief executive briefings	GM	Programme of communications to be developed in advance in preparation for planning approval confirmation. Ongoing Programme Board meetings Ongoing engagement as and when required Updates regarding finance and programme	At least annually	1					Future meetings arranged	Formal	
J/McM	Department for Transport	- Progress and updates of the business case development - CPO and SRD process	Department for Transport officers/ decision makers	1 - High Interest / High Power	Meeting Written communications Financial quarterly reports	GM	Ongoing engagement with DfT officers Public Inquiry, SOB Decision	Ongoing Quarterly financial reporting CPO/ SRD Inquiry in September 2014	1					Current	Formal	
J/McM	MPs (Wythenshawe, Macclesfield, Tatton, Cheadle, Hazel Grove)	- Approval status of the scheme - Overall programme with milestones and updates - Key issues arising throughout scheme delivery that may be raised with MPs by members of the public - Engendering continued support	MPs General Public	2 - High Power/ Low Interest	Letters Meetings as and when required Briefings	GM	Ad hoc correspondence as and when enquiries are made/ issues arise Proactive briefing regarding key project milestones	Upon scheme approval and at key project milestones Ad hoc as and when requested	1					Current	Formal	
<b>Neighbouring Authorities</b>																
J/McM	Derbyshire County Council	- Approval status of the scheme - Overall programme with milestones and updates - Construction traffic impacts in their area - Consistency of message and programme mitigation measures	Local members Council officers General public	2 - High Power/ Low Interest	Direct contact with relevant officers Website	GM	Ad hoc correspondence as and when enquiries are made/ issues arise Ongoing dialogue regarding delivery of mitigation measures Proactive briefing regarding key project milestones	Upon scheme approval and at key project milestones Ad hoc as and when requested When required in relation to mitigation	1					Ongoing	Formal	
J/McM	Trafford Council	- Approval status of the scheme - Overall programme with milestones and updates - Construction traffic impacts in their area	Local members Council officers General public	4 - Low Power/ Low Interest	Direct contact with relevant officers Website	GM	Ad hoc correspondence as and when enquiries are made/ issues arise Proactive briefing regarding key project milestones	Upon scheme approval and at key project milestones Ad hoc as and when requested	1					Ongoing	Formal	
J/McM	High Peak	- Approval status of the scheme - Overall programme with milestones and updates - Construction traffic impacts in their area - Consistency of message about mitigation measures	Local members Council officers General public	2 - High Power/ Low Interest	Direct contact with relevant officers Website	GM	Ongoing dialogue regarding delivery of mitigation measures Ad hoc correspondence as and when enquiries are made/ issues arise Proactive briefing regarding key project milestones	When required in relation to mitigation measures Upon scheme approval and at key project milestones	1					Ongoing	Formal	
J/McM	Peak Park	- Approval status of the scheme - Overall programme with milestones and updates - Construction traffic impacts in their area - Consistency of message about mitigation measures	Local members Council officers General public	2 - High Power/ Low Interest	Direct contact with relevant officers Website	GM	Ongoing dialogue regarding delivery of mitigation measures Ad hoc correspondence as and when enquiries are made/ issues arise Proactive briefing regarding key project milestones	When required in relation to mitigation measures Upon scheme approval and at key project milestones	1					Ongoing	Formal	
<b>Technical Delivery</b>																
RS	TAA - SMBC	- Collaboration - Early and ongoing involvement to ensure timely sign off of AIP's - Early resolution of CMS alternative proposals or other issues through regular liaison - Consult on preferred options to be adopted to suit future maintenance requirements by LA's - Ensure consistency along new relief road within different LA areas	Nominated Local Authority reps	2 - High Power/ Low Interest	Regular Technical Working Group (Structures, highways, environment) meetings	RS	Meetings ongoing	Ongoing	1					Future meetings arranged	Formal	
RS	TAA - MCC	- Collaboration - Early and ongoing involvement to ensure timely sign off of AIP's - Early resolution of CMS alternative proposals or other issues through regular liaison - Consult on preferred options to be adopted to suit future maintenance requirements by LA's - Ensure consistency along new relief road within different LA areas	Nominated Local Authority reps	2 - High Power/ Low Interest	Regular Technical Working Group (Structures, highways, environment) meetings	RS	Meetings ongoing	Ongoing				1		Future meetings arranged	Formal	
RS	TAA - CEC	- Collaboration - Early and ongoing involvement to ensure timely sign off of AIP's - Early resolution of CMS alternative proposals or other issues through regular liaison - Consult on preferred options to be adopted to suit future maintenance requirements by LA's - Ensure consistency along new relief road within different LA areas	Nominated Local Authority reps	2 - High Power/ Low Interest	Regular Technical Working Group (Structures, highways, environment) meetings	RS	Meetings ongoing	Ongoing	1					Future meetings arranged	Formal	
JB	Environment Agency	- Confirming contents of the ES, our general pollution prevention controls and over all programme. - Details about any contaminated land and works around water courses. - Issue of consents and permits. - Discharging of EA planning conditions - Drainage strategy approval - Watercourse diversions	EA	1 - High Interest / High Power	Initially through Environmental Liaison Group, then face to face, emails, telephone etc.	JB	Internal meetings to get our approach right and ensure we have designs on the table	Environmental Liaison Group 7th April 2014	1					Ongoing	Formal	
JB	Natural England	- Confirming contents of the ES and see if they agree with the Mouchel masterplan for the works - Will require details of the entire scheme and they will issue various wildlife licences - Discharging planning conditions	Natural England & Wildlife Groups such as GMEU	1 - High Interest / High Power	Initially through Environmental Liaison Group, then face to face, emails, telephone etc. One on one meetings	JB	Internal meetings to get our approach right and ensure we have designs on the table Need to engage with separately rather than as part of ELG - inaugural meeting setting out how we will engage with them, TOR for dealings with NE	Environmental Liaison Group 7th April 2014	1					Ongoing	Formal	
NR	Health & Safety Executive	- Proactive engagement at the beginning of the job - Liaison with HSE representatives - Assistance with any investigations etc - Maintain CMS safety standards	HSE	2 - High Power/ Low Interest	Occasional meetings/ site visits Keeping in touch with HSE initiatives	NR and project Safety Advisor (when appointed)	Site visits and investigations following incidents etc	Meeting in advance of commencement of site. As and when required. An invitation to visit site will be issued in early spring 2015	1					Prior to commencement on site	Formal/ informal	
PL	Fuel Line Operators	- Collaboration - Right people at meetings - Application of licences - OPA Governance and structure - Interface between ecological mitigation for both schemes	OPA Designers OPA Contractor Network Rail Landowners and residents	1 - High Interest / High Power	Ongoing meetings	PL	Ongoing meetings	Ongoing	1	1				Ongoing	Formal	
BE	Highways Agency	- General Consultation - Design input e.g. signing on trunk roads - Agreement to purchase required land - Awareness of programme, particularly in relation to western end - Signing of legal agreements	Bramhall Oil Terminal HA Network Services Local network managers Land purchase agents	3 - High Interest / Low Power	Meetings in K56 Ongoing in relation to land purchase	AECOM Designer SMBC in respect of land	To be determined in K56 Ongoing in respect of land	K56 Ongoing in respect of land	1					Planned	Formal	
BE	Network Rail NR agreements	- Signing of legal agreements	NR Project Manager & Project Sponsor	1 - High Interest / High Power	Formal progress meetings arranged (monthly)	BE	Legal Agreement	Ongoing	1					Ongoing	Formal	Involvement of MCC in Transfer Bridge Ownership
RS	Network Rail Design	- Collaboration - Early and ongoing involvement to ensure timely sign off of Form 1, 2 and 3 (Bridge B02) - Early resolution of CMS alternative proposals or other issues through regular liaison	Nominated NR Representatives	1 - High Interest / High Power	Regular liaison meetings	RS	Meetings ongoing	Ongoing	1	1		1		Ongoing meetings	Formal	
JE/ RS	Network Rail	- Booking of possessions	Dave Murphy (NR Planner) Paul Schofield (NR Construction Manager) Nigel Downes (NR Project Manager)	2 - High Power/ Low Interest	One-to-One calls, Ad-hoc meetings as required. E-Mails	JE	Booking of Possessions for Surveys. K56 planner to develop links with Dave Murphy.	Ongoing	1	1				Ongoing engagement	Formal	
JE/ RS	Network Rail	- Day to day access arrangements	Paul Schofield (NR Construction Manager) Nigel Downes (NR Project Manager)	2 - High Power/ Low Interest	One-to-One calls, Ad-hoc meetings as required. E-Mails. Monthly Communications meeting or scheduled call with Nigel Downes during K56 to ensure all satisfied with communications and arrangements being put in place.	JE	Access arrangements for GI and supervision whilst working on NR assets. Ongoing to arrange surveys adjacent to NR structures/assets.	Ongoing	1	1		1		Ongoing engagement	Formal	Exchange of best practice. Invite to Safety action Group Meetings.
NH	Network Resilience	- Right people from TIGM, and LAs - Traffic management on side roads - Opportunities (resurfacing of existing AS55) - PRoW diversions - Wider enhancement to the PRoW network - Impact on public transport network (TIGM) - We will manage off site parking	TIGM, LAs, public transport operators, winter maintenance plans	1 - High Interest / High Power	Meetings to be arranged in K56	NH	Meetings as required	K56	1					Planned	Formal	



JE	Metrolink	- Collaboration - Close working - Communications regarding construction, traffic management (Shadowmoor Road)	Metrolink team	4 - Low Power / Low Interest	Monthly interface meetings MAG/SBMC/MCC & TGM	RA	Interface meetings MAG/SBMC/MCC & TGM	Monthly											1			Future meetings arranged	Formal			
MCBH	Emergency services (design)	- Requirements for airport emergency access will be considered in design development	Emergency services MAG	3 - High Interest / Low Power	Meetings/ correspondence Meeting with MAG to discuss interface issues	MCBH	Meetings/ correspondence Meeting with MAG to discuss interface issues	April												1		Future meetings arranged	Formal			
JE	Fire and Ambulance Service	- We will inform them of our rendezvous points for work should assistance be required - Emergency vehicle access will be maintained during works - Emergency services will be informed in advance of any traffic management required during the construction phase	GM and Cheshire Fire Service Representatives North West Ambulance Service Representatives	3 - High Interest / Low Power	Letter/ email contact Meetings as and when required	NR	Ongoing engagement regarding access requirements at the Manchester Airport Updates provided regarding Traffic Management.	KS6		1											1	Ringway Road ac	KS6	Formal		
JE	Police	- Site security issues - Emergency vehicle access will be maintained during works - Emergency services will be informed in advance of any traffic management required during the construction phase	GM and Cheshire Constabulary police representatives	3 - High Interest / Low Power	Letter/ email contact Meetings as and when required	NR	Meeting regarding site security Ongoing contact during scheme development and construction phases	KS6		1													KS6	Formal		
RS	GM Police Architectural Liaison Unit	- Liaison with police architectural liaison unit around safety concerns e.g. Queensgate - The road follow secure by design principles - We will try to accommodate recommendations made	GM Police Architectural Liaison Unit	4 - Low Power / Low Interest	Meeting early in the detailed design process Review meeting prior to construction	RS	Meeting at commencement of detailed design	Meeting at commencement of detailed design																Planned	Formal	
JB	GM Archaeological Advisory Service Cheshire Archaeology Planning Advisory Service	- The scope of works affecting archaeology issues and ensuring they agree to our working methods - Seek agreement for lead archaeology service from CEC and GM	GM Archaeological Advisory Service Cheshire Archaeology Planning Advisory Service	1 - High Interest / High Power	Initially through Environmental Liaison Group, then face to face, emails, telephone etc. Note: Kath is setting up the ELG.	HMCL	Internal meetings to get our approach right and ensure we have designs on the table	Environmental Liaison Group 7th April 2014		1														Ongoing	Formal	
JB	English Heritage	- The scope of works affecting archaeology issues and ensuring they agree to our working methods.	English Heritage Representatives	1 - High Interest / High Power	Initially through Environmental Liaison Group, then face to face, emails, telephone etc. Note: Kath is setting up the ELG.	JB	Internal meetings to get our approach right and ensure we have designs on the table	Environmental Liaison Group 7th April 2014		1														Ongoing	Formal	
JB/ JE	Environmental Health Officers (SBMC, MCC, CEC)	- Seek agreement for lead authority for sign off in advance and regulatory in KS6 - We will communicate clearly site activities - We will abide by the CoCP and measures set out within the CEMP - Discharging of planning conditions	Environmental Health Officers (SBMC, MCC, CEC)	1 - High Interest / High Power	Meeting regarding CEMP Initial set up point with a view to agreeing ToR, responsibilities Informal meetings ongoing	JB	Meeting regarding CEMP	Early detailed design (end of 2014) Must be in place before construction activity starts		1														Planned	Formal	
JE/RS	MOD (Dairy House Lane)	- We will not restrict access to MOD premises. - We will integrate new retaining wall construction with non-adopted access road	Andy Worral, Defence Business Services (MOD Contact) Jon Brown (SBMC Highways - To assure communications in place)	4 - Low Power / Low Interest	One-to-One calls, Ad-hoc meetings as required. E-Mails.	Reg Arathoon/TMSCO	Initial communications complete. RS to review if should be included in review of design for info only. Ensure contact kept until start of KS6	Completed for Design Development (GI), could arrange to show them the design? To be picked up in KS6																Planned	Formal	
<b>Utilities</b>																										
PL	United Utilities	- Collaboration - Right people at meetings - Planning Dates/Project Start Dates - Advised not to contact landowners at this stage	Landowners and residents SU Customers - Residents & Businesses Local Highway Authorities Environment Agency	3 - High Interest / Low Power	Ongoing Meetings	PL	Meetings with undertakers and SBMC	Meetings held on a monthly basis		1														Monthly meetings	Formal	
PL	Electricity NW	- Collaboration - Right people at meetings - Planning Dates/Project Start Dates - Engagement regarding land access - Advised not to contact landowners at this stage	Landowners and residents SU Customers - Residents & Businesses Local Highway Authorities Environment Agency	3 - High Interest / Low Power	Ongoing Meetings	PL	Meetings with undertakers and SBMC	Meetings held on a monthly basis		1														Monthly meetings	Formal	
PL	National Grid	- Collaboration - Right people at meetings - Planning Dates/Project Start Dates - Advised not to contact landowners at this stage	Landowners and residents SU Customers - Residents & Businesses Local Highway Authorities Environment Agency	3 - High Interest / Low Power	Ongoing Meetings	PL	Meetings with undertakers and SBMC	Meetings held on a monthly basis		1														Monthly meetings	Formal	
PL	BT Open Reach	- Collaboration - Right people at meetings - Planning Dates/Project Start Dates - Advised not to contact landowners at this stage	Landowners and residents SU Customers - Residents & Businesses Local Highway Authorities Environment Agency	3 - High Interest / Low Power	Ongoing Meetings	PL	Meetings with undertakers and SBMC	Meetings held on a monthly basis		1														Monthly meetings	Formal	
PL	Virgin Media	- Collaboration - Right people at meetings - Planning Dates/Project Start Dates - Advised not to contact landowners at this stage	Landowners and residents SU Customers - Residents & Businesses Local Highway Authorities Environment Agency	3 - High Interest / Low Power	Ongoing Meetings	PL	Meetings with undertakers and SBMC	Meetings held on a monthly basis		1														Monthly meetings	Formal	
PL	OPA (see also Fuel Line Operators above)	- Collaboration - Right people at meetings - Planning Dates/Project Start Dates	Landowners and residents LPA (SBMC) Bramhall Oil Terminal Local Resilience Forum for GM Network Rail	1 - High Interest / High Power	Meetings to be arranged	PL	Internal meeting with SBMC and CMS Meeting with the OPA	Meeting arranged for 15th April		1														Planned	Formal	
<b>Others</b>																										
BE	MAG Operator	- General Consultation & interface issues - Discharge of planning conditions	Decision makers within MAG	1 - High Interest / High Power	Monthly interface meetings MAG/SBMC/MCC & TGM	BE	Interface meeting	Monthly																Monthly interface meetings	Monthly interface meetings	
BE	MAG Developer of Airport City	- General Consultation & interface issues	Decision makers within MAG	1 - High Interest / High Power	Monthly interface meetings MAG/SBMC/MCC & TGM	BE	Interface meeting	Monthly																Monthly interface meetings	Monthly interface meetings	
BE	MAG Tenant	- General Consultation & interface issues	Decision makers within MAG	1 - High Interest / High Power	Lands team negotiations	BE	Meetings as required	Ongoing																Monthly interface meetings	Monthly interface meetings	
JMCM	Landowners, Leaseholders and Land Agents affected by GI	- GI only - not start of works - Required to inform technical design of scheme - Introduction of the CMS team - Works will be undertaken in line with the CoCP - GI is independent to Land Negotiations for CPO - No worsening of existing conditions and reinstatement if necessary working to mitigate impact of GI works - TM requirements if necessary - Condition surveys (pre and post GI) and agreed with landowners and tenants - GI Contractor fully briefed and updated - GI Contractor briefed on communications with landowners - Keep records of discussions and agreements (i.e. tele con records) - SBMC to serve notice (7 days) for access - imminent. CMS to negotiate land access with landowners	Landowners, Leaseholders and Land Agents specific residential owners (who can 'overlook' GI works) Local Councilors Local MPs - check if informed Environmental Health Officer - contact and inform	1 - High Interest / High Power	Information leaflet SEMMMS website Direct correspondence and meetings with landowners	JE		GI works started 25/2/14																Formal		
Henry Church	Landowners directly affected: Free and Leaseholders, including land agents.	Setting clear consistent expectations. We listen and we care. We know what we are doing. i.e. Follow correct procedure & act competently. No inconsistency of message between CMS and SBMC. Clarity of points of contact, joined up. Able to answer queries promptly and respond in every case. We are seeking to purchase land by agreement in advance of CPO Agreement of any accommodation works.	Individuals. Groups advised by same Agent. Tenants and Occupiers. Family and friends of individuals. Local Councilors (Incl. Parish) Neighbours.	2 - High Power / Low Interest	Through CBRE One to one meetings/phone calls Meetings with Agents Individual tailored correspondence (e-mail and letter) Follow up feedback KS6 - Organise meetings with key team members to put a face to the name.	CBRE	Land negotiations	Ongoing		1														Ongoing	Formal	
Henry Church	Bramhall Oil Terminal - affected landowner	- Setting clear consistent expectations - We listen and we care - We know what we are doing. i.e. Follow correct procedure & act competently - No inconsistency of message between CMS and SBMC - Clarity of points of contact, joined up - Able to answer queries promptly and respond in every case. - Collaboration - Engagement regarding GI works required as part of design process and works relating to Bramhall Oil Terminal Access track - We will maintain access to the terminal	Decision makers within BOT	2 - High Power / Low Interest	Distribute JE phone number for any construction related queries. One to one meetings/phone calls Meetings with Agents Individual tailored correspondence (e-mail and letter) Follow up feedback KS6 - Organise meetings with key team members to put a face to the name.	CBRE	Lands team negotiations	Ongoing																Ongoing	Formal	
JMCM	General Public (Statutory Procedures - Planning & CPO & SRO)	- GI only - not start of works - Overall programme with milestones and updates - what when how and why ? - Information exchange - not consultation - Funding status - Rights to compensation - channels of communications - Sign posts to the SEMMMS website - Wider mitigation measures - Environmental mitigation measures - Messages for adjacent/adjoining schemes - reactive message only - Traffic management will be put in place and disruption minimised - Benefits of the scheme	General Public	4 - Low Power / Low Interest	website email newsletter distributed via email contact list and provided in local community venues letters press releases social media information leaflets exhibitions Local events and visits	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval. Pre-start exhibitions to be held early March 2015.	Pre start exhibitions held early March 2015		1														Upon scheme approval	Formal	
JMCM	Residential owners affected by SRO	- A side road order has been served on your property - The side road order a statutory order necessary allow Stockport Council, on behalf of the partnering Authorities to make alterations to the highways affected by the proposed relief road. - It is thought that your current means of access will be affected by the highway works as a result of the scheme. The side road order provides us with the powers to undertake these works. - Details of the proposed alterations to individual properties as a result of the scheme. - We would seek to undertake works through negotiation with affected landowners, however, the SRO is being served as a precautionary measure to ensure that we have the necessary powers in place to undertake the works required	Landowners/ tenants of properties upon which a side road order has been served.	3 - High Interest / Low Power	Direct written engagement Response to telephone/ email enquiries	SBMC officers	Ongoing contact during construction to arrange time of works affecting private means of access.	As and when required		1														Ongoing	Formal	
RS	Brookside Garden Centre	- Collaboration - Impacts of construction on the operation of the business will be minimised	Brookside Garden Centre Representative	2 - High Power / Low Interest	Ongoing KS6	RS	Ongoing contact and meetings as and when required	As and when required																Future meeting to be arranged	Formal	

NR	Bus Operator Groups	- Commitment to continual engagement throughout the construction of the scheme - Collaboration during traffic management planning - Scheme benefits	Bus operator operations managers	2 - High Power / Low Interest	Ongoing updates throughout the scheme development and construction phases. Meetings as and when required	EH	Ongoing updates and engagement regarding traffic management.	Key project milestones Advanced notice of Traffic Management	1					Future engagement with operators to take place at relevant project milestones	Formal	
JMcM	GM and CEC LEP	- Overall programme with milestones and updates - Economic benefits of the scheme - Job creation and training during the construction phase	GM and CEC LEP Members	3 - High Interest / Low Power	Briefing at key milestones	GM	Update to be provided upon scheme approval	Upon scheme approval	1					Briefing to be provided following approval of the scheme	Formal	
JMcM	Local Liaison Forums	- Commitment to ongoing engagement regarding the scheme at key milestones - Information exchange - not consultation - Ensuring that the most directly affected residents are kept fully updated with the latest scheme developments - Impacts of the scheme will be mitigated as far as is practicable and proportionate - Rights to compensation - Communications channels for residents living closest to the scheme to receive directly with the contractor	Residents with a frontage onto the scheme or where the scheme runs to the rear of property Local members to be invited to LLF meetings	3 - High Interest / Low Power	Local Liaison Forum Meeting Newsletter distributed via email contact list and provided in local community venues Direct mail drop Website Public exhibitions Meetings where required Response to email/ letter/ telephone contact	EH	Local Liaison Forum drop in session held in December 2014 Opportunity to introduce the contractor to the LLF groups, answer questions about programme, construction impacts. Mail drop to advise of preparatory works taking place in February and March 2015 to affected properties. Pre-start exhibitions in early March 2015. Ongoing updates provided via SEMMMS.info website SEMMMS helpline and email kept open to respond to ad hoc enquiries.	December 2014 and at c. 6 month intervals during construction. Pre-start exhibitions to be held w/c 9th and 16th March. Letter re preparatory works issues w/c 2nd February.	1				Pre start exhibitions to be held early March 2015	Formal		
JMcM	Local Liaison Forums Specific for GI	- GI only - not start of works - Required to inform technical design of scheme - Introduction of the CMS team - Works will be undertaken in line with the CoCP - TM requirements if necessary - GI Contractor fully briefed and updated - GI Contractor briefed on communications with landowners - Fortnightly progress meetings with Project Team	Residents living in proximity to the GI works sites to whom works may be	3 - High Interest / Low Power	Direct mail drop Reactive email/ telephone correspondence Conversations with GI contractors on site	SMBC officers	Mail drop issued in advance of works Response to email/ telephone contact as and when required Conversations with FI contractors on site	In advance of and throughout GI works	1				Ongoing contact	Formal		
JMcM	Queensgate Primary School and St James Catholic High School	- Commitment to ongoing engagement regarding the scheme at key milestones - Information exchange - not consultation - Ensuring that the most directly affected residents are kept fully updated with the latest scheme developments - We are working to mitigate the impacts of the scheme as possible - We will work with St James' Catholic High School to mitigate the impact of works affecting their entrance - The scheme offers education opportunities for the school through site visits - presentations to pupils	Teachers Governors Parents Pupils	3 - High Interest / Low Power	Local Liaison Forum Meeting School visits Site visits Public exhibitions Response to email/ letter/ telephone contact Website	EH	Direct engagement with Queensgate Primary School headteacher regarding engagement with teachers, governors and parents. Engagement with St James Catholic High School associated with key milestones and as and when required.	Ongoing	1	1			Ongoing engagement with Queensgate head teacher Ongoing engagement with St James Catholic High School	Formal		
JMcM	High Lane Residents' Association	- Commitment to ongoing engagement throughout scheme development process - Complementary and Mitigation measures (CMM) will be implemented to manage the impact of the scheme on the A6 through High Lane - Stockport Council, the local highway authority, will be responsible for developing and implementing the designs for the CMM - We will work with the local highway authority to manage the impact of construction traffic on the A6 - Local residents will be kept updated as the scheme develops	HLRA members High Lane residents	3 - High Interest / Low Power	Attendance at HLRA meetings Proactive and reactive written communications Public exhibitions	GM	Ongoing engagement with HLRA Update to be made via SEMMMS website, press release and social media upon scheme approval.	Ongoing and associated with scheme approval announcement	1				Upon scheme approval	Formal	- Future link from A6 to the M60 - A6 Corridor Study outcome	
JMcM	Woodford Community Council	- Commitment to ongoing engagement throughout scheme development process - Overall programme with milestones and updates - Information exchange - not consultation - Wider mitigation measures - Environmental mitigation measures - Message for adjacent/adjoining schemes - reactive message only, in particular Woodford Aerodrome Development is not linked to the JMMARR - Traffic management will be put in place and disruption minimised - Management of construction impacts	HLRA members High Lane residents	3 - High Interest / Low Power	Attendance at WCC meetings Proactive and reactive written communications Public exhibitions	GM	Update to be made via SEMMMS website, press release and social media upon scheme approval. Update to be made via SEMMMS website, press release and social media upon scheme approval.	Ongoing and associated with scheme approval announcement	1				Upon scheme approval	Formal	- Woodford Aerodrome Development - Poynton Bypass	
JMcM	Organised Objectors: FoE, CPRE, PAULA, Greenpeace	- Benefits of the scheme - Continued engagement to respond to concerns - with a view to removal of objection to CPO/ SRO - The scheme complies with policy and has been developed in line with law process - The scheme will bring benefits to the local area - Negative impacts of the scheme will be mitigated as far as is practicable and proportionate - Correction of any false assertions of the scheme	Members of objector groups Supporters of objector groups General public (material distributed by groups via their website and leaflets to members of the public)	3 - High Interest / Low Power	Website Letters Press releases Social media Information leaflets Exhibitions Local events and visits Meetings	GM	Update to be made via SEMMMS website, press release and social media upon scheme approval. Response to ad hoc enquiries as and when required Meetings with objection groups to CPO/ SRO in next 6-8 weeks	Upon scheme approval Ad hoc as and when required Meetings with objection groups to CPO/ SRO in next 6-8 weeks	1				Ad hoc in response to enquiries	Formal		
JB	DEFRA	- No planned contact - they will work through their executive agencies. Only direct contact will be to check on foot and mouth sites etc.	Farmers	3 - High Interest / Low Power	Telephone	JB	No planned communications at present	During the target cost phase	1				During target cost phase	Formal		
EH	Stockport Greenspace Forum	- Information about the impact on Woodford Recreation ground and woodland off Old Mill Lane - Replacement open space will be provided - Management of closures to PROW during construction	Stockport Greenspace Forum Members General Public	3 - High Interest / Low Power	Website Letters Press releases Social media Information leaflets Exhibitions Local events and visits Meetings	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval.	Update upon scheme approval	1				Upon scheme approval	Formal		
EH	National Trust (relating to Quarry Bank Mill)	- Construction impacts will be managed to minimise the impact on QBM - Collaboration in development of signage strategy - Advanced notice of TM that may affect access to QBM	QBM Representatives QBM visitors and employees	3 - High Interest / Low Power	Website Newsletter upon key project milestones Proactive and reactive written communications Press releases Exhibitions	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval.	Upon scheme approval	1				Upon scheme approval	Formal		
EH	Woodland Trust	- Overall programme with milestones and updates - Information and updates about environmental impacts and proposed mitigation	Woodland Trust Members Opposition groups (in particular PAULA)	3 - High Interest / Low Power	Newsletter Proactive and reactive written communication Website Social Media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	As and when required	1				Ad hoc in response to enquiries	Formal		
EH	Sustrans	- Continuation of our commitment to engaging with NMUs throughout - Improvement that the scheme will bring to the NMU network	Sustrans representatives Vulnerable Road User Group Walking and cycling groups General public	3 - High Interest / Low Power	Vulnerable Road User Group Updates at key project milestones Newsletter Website Social Media	EH	VRUG meeting held to consult on NMU audit	9th April between 4pm and 7pm	1				VRUG meeting	Formal		
MCBH	Vulnerable Road User Group	- Continuation of our commitment to engaging with NMUs - Consultation on NMU audit	Ramblers, disabled groups, cyclists, equestrians.	3 - High Interest / Low Power	Specific Vulnerable Road User Group Meetings Email/ letter	MCBH	VRUG meeting held to consult on NMU audit	9th April between 4pm and 7pm	1				VRUG meeting	Formal		
MCBH	Cyclist (sub group of Vulnerable Road User Group)	- Continued commitment to liaising with cycle groups with specific reference to the outcome of the COPECAT audit undertaken in 2013 - Improvement that the scheme will bring to the NMU network - Consultation on NMU audit	Cycle groups	3 - High Interest / Low Power	Specific Vulnerable Road User Group Meetings Email/ letter	MCBH	VRUG meeting held to consult on NMU audit	9th April between 4pm and 7pm	1				Ongoing as and when required	Formal	Provision of cycle facilities of the PRR and how they can influence this.	
NR	Taxi Driver Associations	- Overall programme with milestones and updates - Updates regarding TM	Taxi Drivers	3 - High Interest / Low Power	Updates at key project milestones Newsletter Website Exhibitions Social Media	EH	Ongoing updates and engagement regarding traffic management	Upon scheme approval	1				Upon scheme approval	Formal		
EH	Woodford Recreation Ground	- Collaboration - Minimising impact on pitches - Information exchange - Updates at key project milestones	Woodford Recreation Ground representatives Woodford recreation ground users	3 - High Interest / Low Power	Meetings Proactive and reactive written communications Newsletters Exhibitions	EH	Ongoing engagement re land from Woodford Recreation Ground and construction of temporary site compound.	Ongoing	1				Ongoing	Formal		
JMcM	Stockport Economic Alliance	- Overall programme with milestones and updates - Economic benefits of the scheme - Construction impacts and mitigation - Details of Traffic Management measures that will be required - Job creation and training during the construction phase	Stockport business leaders Stockport businesses Employees General public	3 - High Interest / Low Power	Email newsletter Attendance at SEA meetings Local Business Forum Phone and email correspondence	GM?	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1				Planned update upon scheme approval	Formal		
NR	Manchester Enterprise Zone Businesses	- Overall programme with milestones and updates - Economic benefits of the scheme - Construction impacts and mitigation - Details of Traffic Management measures that will be required - Job creation and training during the construction phase	Developers Prospective businesses	3 - High Interest / Low Power	Email newsletter Local Business Forum Public Exhibitions Reactive phone and email correspondence Social media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1				Upon scheme approval	Formal		
NR	Business owners adjacent to scheme	- Overall programme with milestones and updates - Economic benefits of the scheme - Construction impacts and mitigation - Details of Traffic Management measures that will be required - Job creation and training during the construction phase	Businesses/ Employees	3 - High Interest / Low Power	Email newsletter Local Business Forum Public Exhibitions Reactive phone and email correspondence Social media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Pre start exhibitions held early March 2015	1				Upon scheme approval	Formal		
NR	Large Businesses / Employers - Snyal/ Wythenshawe: Manchester Business Park, Manchester International Office Centre	- Overall programme with milestones and updates - Economic benefits of the scheme - Construction impacts and mitigation - Details of Traffic Management measures that will be required - Job creation and training during the construction phase	Businesses/ Employees	3 - High Interest / Low Power	Email newsletter Local Business Forum Public Exhibitions Reactive phone and email correspondence Social media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1				Planned update upon scheme approval	Formal		
NR	Large Businesses/ Employers - Handforth/ Cheadle: Stanley Green Business Park, BASF, Handforth Dean retail park, Cheadle Royal, Stanley Green Office Park.	- Overall programme with milestones and updates - Economic benefits of the scheme - Construction impacts and mitigation - Details of Traffic Management measures that will be required - Job creation and training during the construction phase	Businesses/ Employees	3 - High Interest / Low Power	Email newsletter Local Business Forum Public Exhibitions Reactive phone and email correspondence Social media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1				Planned update upon scheme approval	Formal	Traffic impact of Handforth East development on A34	
JMcM	Marketing Manchester	- Overall programme with milestones and updates - Economic benefits of the scheme - Construction impacts and mitigation - Details of Traffic Management measures that will be required - Job creation and training during the construction phase	Existing and prospective businesses	4 - Low Power/ Low Interest	Email newsletter Local Business Forum Public Exhibitions Reactive phone and email correspondence Social media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1				Planned update upon scheme approval	Formal		
JMcM	District Centre Partnerships/ Local Trader Organisations	- Overall programme with milestones and updates - Economic benefits of the scheme - Construction impacts and mitigation - Details of Traffic Management measures that will be required - Job creation and training during the construction phase	Local businesses Employees General public	4 - Low Power/ Low Interest	Email newsletter Local Business Forum Public Exhibitions Reactive phone and email correspondence Social media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1				Planned update upon scheme approval	Formal		
EH	Historical and civic societies	- Overall programme with milestones and updates - Information and updates about environmental impacts and proposed mitigation	Interest group members General public	4 - Low Power/ Low Interest	Exhibitions Newsletter Proactive and reactive written communication Website Social Media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1				Planned update upon scheme approval	Formal		

NR	Schools within 1km of the scheme (not including Queensgate and St. James)	- Commitment to ongoing engagement regarding the scheme at key milestones - The scheme offers education opportunities for the school through site visits, presentations to pupils.	Teachers Governors Parents Pupils	4 - Low Power/ Low Interest	School visits Site visits Public exhibitions Website Social media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval.	Upon scheme approval	1						Planned update upon scheme approval	Formal	
EH	Other Environmental Forum Groups	- Overall programme with milestones and updates - Information and updates about environmental impacts and proposed mitigation	Interest group members General public	4 - Low Power/ Low Interest	Exhibitions Newsletter Proactive and reactive written communication Website Social Media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1						Planned update upon scheme approval	Formal	
NR	Road Hauliers' Association	- Overall programme with milestones and updates - Updates regarding TM	RHA Representatives Road freight industry	4 - Low Power/ Low Interest	Updates at key project milestones Newsletter Website Social Media	NR	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1						Planned update upon scheme approval	Formal	
EH	Drivers' Associations	- Overall programme with milestones and updates - Scheme benefits	Road users in the affected area	4 - Low Power/ Low Interest	Updates at key project milestones Newsletter Website Social Media	EH	Update to be made via SEMMMS website, press release and social media upon scheme approval	Upon scheme approval	1						Planned update upon scheme approval	Formal	
<b>Media</b>																	
LG	Local	Proactive coverage regarding key project milestones and updates Specific messages: - Approval status of the scheme - Benefits of the scheme - Construction impacts - Work being undertaken to mitigate impacts Publicity regarding community engagement activities. Reactive responses arising from unplanned press coverage.	General public Close engagement with MCC, CEC and CMS comms teams in undertaking all comms activities	2 - High Power/ Low Interest	Press Release Press Briefings Response to media enquiries Advertisements	LG	Programme of communications and press release schedule being developed as part of the overarching communications strategy	Upon scheme approval and at key project milestones Ad hoc as and when required	1						As and when required	Formal	
LG	Regional	- No planned coverage. - Reactive responses arising from unplanned press coverage.	General public Close engagement with MCC, CEC and CMS comms teams in undertaking all comms activities	4 - Low Power/ Low Interest	Response to media enquiries	LG	Response to enquiries as and when required	Ad hoc as and when required	1						As and when required	Formal	
LG	National	- No planned coverage. - Reactive responses arising from unplanned press coverage.	General public Close engagement with MCC, CEC and CMS comms teams in undertaking all comms activities	4 - Low Power/ Low Interest	Response to media enquiries	LG	Response to enquiries as and when required	Ad hoc as and when required	1						As and when required	Formal	

Key - JB - Joe Bloggs

## Appendix D: Media Protocol

### 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.

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, the Information and Communication 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 should be passed onto Stockport Council's Information and Communication team.

### Proactive Communications

All requests for publicity involving the media will be evaluated by Stockport Council's Information and Communication 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 the 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 Information and Communication 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 Information and Communication 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 Information and Communication 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 Information and Communication team by phone: 0161 474 3076/3061 and email: [media@semmms.info](mailto: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 Information and Communication 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 Information and Communication 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

Information and Communication team

Phone: 0161 474 3076/3061 / Email: [media@semmms.info](mailto:media@semmms.info)

## Appendix E: Branding & Communications Rules - A6 to Manchester Airport Relief Road

### 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 'semmms'

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 'semmms'

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 Information and Communication 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 Louise Gresty on 0161 474 3076/3061.