

Communication Plan for Local Pinch Point Funding of Milton Interchange Capacity Improvements Project Delivery

Project objectives

What are your overall project objectives?

This is *what* you aim to achieve, not *how* you are going to do it.

If Oxfordshire County Council is successful in securing funding from the Department for Transport (DfT) through the Local Pinch Point Funding bid then the following communication plan would be adopted and followed:

The project is focused on achieving three overarching goals:

- greater access to employment, facilities, and services within Science Vale UK
- releasing pressure on 'pinch points' within the Science Vale UK highway network
- the facilitation of sustainable development and helping to create an effective transport network fit for purpose

The project objective is to deliver capacity improvements at Milton Interchange to enable:

- More effective use of the transport network by reducing traffic congestion at the key pinch point of Milton Interchange.
- Sustainable economic growth to occur and encourage/enable economic growth in the SVUK area, especially at the enterprise zones.
- A comprehensive, safe and attractive highway network within SVUK.

Communications objectives

What do you want to achieve through communications? Again, this is *what* you aim to achieve, not *how* you are going to do it.

It is hoped that the following will be achieved through communications:

- Establish a co-ordinated approach and formal communication channel and procedure for contacting external partnership bodies to ensure a record of all correspondence and effective communication throughout the project period.
- Keep local and Cabinet Members informed on project progress.
- Inform those Oxfordshire County Council officers who are directly involved in the project, as well as provide an opportunity for others across the council to be kept up-to-date on the progress of the project throughout the programme period.
- Keep key Stakeholders and external partnership bodies informed on project progress.
- Inform the general public on the progress of the project and the achievement of key milestones.

- Establish a reporting mechanism/template, using DfT guidance (when available) to communicate the progress, expenditure and monitoring of the project to the DfT on an annual basis.
- Enhance public awareness of the scheme being delivered, especially residents of Didcot and employees of Milton Park and Harwell Oxford Campus by working with our partners.
- Create a project brand to be used consistently on all communication material (e.g. 'Milton Interchange Capacity Improvement Scheme') to enhance awareness and recognition of the project.

Key messages

- Delivering strategic and local transport benefits for all users, including much needed key infrastructure.
- Aiding economic development through unlocking pinch points on the transport network.
- Opportunity to roll out tried and tested innovative approaches ('hamburger configuration').
- Clear explanations of the council's Milton Interchange Capacity Improvements project, why we are doing it, the benefits it will bring and how it fits with wider council goals (e.g. LTP3, LEP SVUK Board).
- Tracking the overall progress of the project against key milestones outlined in the project programme. Reporting on any changes to the programme and the anticipated or actual outcomes of the individual package elements, as well as the benefits of the overall project, linking these back to the objectives.

Key audiences

Who do you need to involve in communications? Who will be affected? Whose input and feedback do you need? What contacts have already been made? Tailor messages.

Key audience:

- General public, through the council's website and e-consult portal.
- Key stakeholders and business in the area, especially those directly affected by the construction works including Milton Park, Harwell Oxford and Milton Interchange Services.
- Oxfordshire Local Economic Partnership.
- Local and Cabinet Members, in particular Cabinet Members for Transport and Growth & Infrastructure.
- Key staff from E&E and other directorates.

- Strategy and Infrastructure Planning Leadership Team.
- Growth & Infrastructure Scrutiny Committee.
- DfT.

Input and feedback required from:

- The Highways Agency
- The LEP
- Milton Park
- Harwell Oxford
- Milton Interchange Services
- Various departments within Oxfordshire County Council, including: Network Management, Traffic Signals, Drainage and Bridges.

Contacts made already

- A close working relationship has been established with the business park site management companies at Milton Park (MEPC) and Harwell Oxford (Goodman). This take place one many different levels through the Science Vale UK board (quarterly), Enterprise Zone delivery group (fortnightly) and Transport liaison meetings (quarterly).
- Working with individual businesses at each business park to discuss opportunities and employee transport requirements.
- Consultation with Oxfordshire Local Enterprise Partnership.
- Consultation with Parish Councils and local Councillors.
- Partnership working with South and Vale District Councils both informally and through formal platforms.
- Early discussions with the Highways Agency.

Methods

What are the most appropriate methods of communication for these audiences? How will you get input from them? How will you respond to comments and questions?

- OCC web pages.
- e-consultation web portal.
- Press releases/news features for the media.
- Local Stakeholder events and utilising regular meetings that already take place.
- News headline on InSite (intranet)/Intranet pages.
- Regular progress meetings with the project team.
- Management / staff briefing sessions.
- Progress reports.

- Newsletters (Produced every 3-6 months)
- Reports/briefing notes

All communication material that is publicly available (e.g. promotional signage, advertising, newsletters, website pages, press releases etc) about the elements of the Milton Interchange Improvement project must give due acknowledgement to DfT for providing funding for the project.

Other issues

What issues are likely to be particularly sensitive? What external factors may affect the communications, or will have a significant impact on your overall project? E.g. budget

Budget – unknown at present, likely to be around value for money and that it would be better spent filling in pot holes. Communications will be tailored depending on query.

Timescales – some milestones for completing key tasks for individual components of the project are very tight, particularly where allocated expenditure is concerned.

Communications need to happen in a timely and effective manner to ensure that the overall project timescales are not adversely affected.

Disruption on the roadwork during construction - A number of schemes have taken place over the past few years that have impacted this junction including the closure of Potash Bridge while it was raised due to electrification. To overcome this sensitive issue well thought out traffic management is required and will need to be communicated widely to ensure all users are aware of the works and how long they will take.

Timescale

Clearly identify launch date and assign individual communications deadlines

Please see the detailed Milton Interchange Improvements Programme Plan.

Review

When will you review progress? How will you measure your success?

- Progress will be assessed regularly throughout the programme period through project team meetings and progress reports.
- Progress will be measured against the milestones set out in the programme plan.
- Reporting progress, expenditure and monitoring to the DfT as required.
- The success of the project will be measured through post implementation surveys whereby we will assess the impacts of each of the components, and of the project as a whole, at achieving the desired outcomes.