

Norwich Western Link

Options Consultation Plan

Author: Norfolk County Council

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Quality Control

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Prepared by	VAD / SL	VAD		
Signature	Vicky Dale	Vicky Dale		
Checked by	CF	CF		
Signature				
Authorised by	DA	DA		
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1 Introduction

1.1 Introduction

- 1.1.1 The purpose of this plan is to outline what is required for the Norwich Western Link Option Consultation programmed for 2018 / 2019.
- 1.1.2 This plan provides details of the objectives of the consultation, methodology of delivery, proposed venues for exhibitions, exhibition material, stakeholder involvement, list of team members with roles and responsibilities including WSP team members, and the proposed programme.
- 1.1.3 The Norwich Western Link is one of the three key infrastructure projects for Norfolk County Council (NCC). The other two projects are Great Yarmouth Third River Crossing and Long Stratton bypass.

1.2 Why are we consulting?

- 1.2.1 The consultation is required to gain feedback from the public and other stakeholders and gauge support for a shortlist of options.
- 1.2.2 At the end of the consultation, we should be able to make a better informed choice on the preferred option for the project.

1.3 Objectives for Consultation(s)

- 1.3.1 The objectives for the consultation are as follows;
- Understand the degree of public support for each of the four options
 - Understand how each option may rank against one another.
 - Gauge support for each option from statutory & non statutory organisations
 - Gain knowledge of potential scheme risks and local effects of each of the proposed options which may influence design or cost.
 - Inform the development of the Strategic Outline Business Case, in particular seeking to identify additional potential social and economic scheme benefits and opportunities which may arise as a result of each option and any aspects requiring mitigation which may influence the scheme cost.

2 Communications approach

2.1 Overview

- 2.1.1 The consultation and promotion will be designed to encourage widespread participation in order to better inform the project.
- 2.1.2 Information on each of the options and how well they meet the Norwich Western Link project objectives will be presented as part of the consultation and a questionnaire will be developed which members of the public will be directed to complete.
- 2.1.3 The consultation questionnaire will be formulated to meet the consultation objectives and ensure the information gathered will be of most use to the project. The questionnaire is likely to include a combination of multiple choice options and free text boxes so that both quantitative and qualitative data can be gathered.
- 2.1.4 Expert advice on the consultation format will be sought from Norfolk County Council's corporate consultation team and legal counsel.
- 2.1.5 The consultation will be primarily hosted online on the Commonplace platform – this is the same platform upon which the first Norwich Western Link consultation was hosted and will provide continuity between the two consultations. Advice and support will also be sought from Commonplace regarding best practice use of the platform.
- 2.1.6 Paper copies of the consultation questionnaire will be made available upon request, however in order to keep costs down people will be encouraged to fill out the consultation online in the first instance. This will include supporting people, where necessary, to fill out the questionnaire on laptops or iPads at consultation events.
- 2.1.7 Individuals and organisations will also be able to respond to the consultation via email or letter.
- 2.1.8 The consultation questionnaire and relevant information will be available to access via the Norwich Western Link pages on the Norfolk County Council website. People will be driven to the friendly url www.norfolk.gov.uk/nwl on all promotional material to find out more about the project and respond to the consultation.
- 2.1.9 The consultation detail will include visual information relating to each of the options to give people an at-a-glance indication of what is being proposed and, where applicable, where. This is likely to include artist's impressions and map-based images.
- 2.1.10 A communications plan will be devised to guide the promotion of the consultation and provide a schedule of activity.
- 2.1.11 Promotion of the consultation will follow two strands: general, to increase awareness of the options being considered and encourage widespread participation in the consultation; and targeted, to inform key stakeholders about the consultation and why it is important they tell us their views.
- 2.1.12 The general promotion will include: press releases and media briefings; sending information to parish magazines; social media promotion; posters and leaflets in locations including local libraries and parish and village halls; hosting information on

the Norfolk County Council website and key partner websites; articles in Norfolk County Council e-newsletters.

- 2.1.13 The targeted promotion will include: the offer of briefings with selected key stakeholders and letters and emails to all key stakeholders. More details on who these key stakeholders can be found in the next section of the plan.

2.2 Key stakeholders

- 2.2.1 Key stakeholders are those people who have been identified as having a particular interest in the project. It will be particularly important to ensure all key stakeholders are contacted about the consultation and are encouraged to respond.
- 2.2.2 Where key stakeholders are responding in an official capacity or representing an organisation or group, they will be encouraged to respond via letter or email in order that their response can be analysed in the context of their official role.
- 2.2.3 A full list of key stakeholders and their preferred method of contact is held by the Project Team and is updated and maintained periodically.
- 2.2.4 This list of key stakeholders includes: MPs; county, district and parish councilors; council chief executives; businesses and organisations within the Norwich Western Link study area; relevant public sector bodies; environmental agencies; emergency services; haulage companies; walking and cycling groups; representative industry bodies; campaign groups; and organisations who have previously expressed an interest in the project.
- 2.2.5 In addition to this list, once the shortlisted options are determined, work to identify any landowners affected by any of the options will be undertaken and tailored information will be sent to them by letter ahead of the consultation commencing.

3 Consultation material & venues

3.1 Consultation Material

- 3.1.1 To be able to reach as many people as possible, there will be planned staffed exhibitions at various locations for members of the public to come and speak to members of the project team to discuss options, concerns and get an update.
- 3.1.2 As well as staffed exhibitions, we will offer opportunities for members of the public to look at consultation material which will be displayed on exhibition boards aiding as a visualisation for members of the public. In addition to this, we will also provide consultation brochures outlining proposed options which will also include a consultation questionnaire, which can be completed and left at the exhibition.
- 3.1.3 Exhibition boards will also be installed in several locations for extended periods of time throughout the consultation period, giving people who aren't able to attend the consultation events and can't access the internet the opportunity to view the options.
- 3.1.4 The information included on the exhibition boards and/or in the consultation brochure is likely to include: why we are consulting; project objectives; information on each of the shortlisted options; environmental considerations; traffic impacts for each of the options; and how people can find out more and respond to the consultation.

3.2 Consultation Venues

- 3.2.1 The venues to be selected for the consultation will take account, where relevant, of the geographical location of any option that will be consulted on.
- 3.2.2 Additional venues in central Norwich and at Norwich Research Park will be used. There will also be consideration to holding consultations in Dereham, North Walsham and Fakenham as it is anticipated that these towns would generate traffic that would travel through the study area to destinations in and around Norwich and beyond.
- 3.2.3 Venues need to hold all exhibition boards, leaving enough room for people to look around and ask questions as and when required.
- 3.2.4 Consultations will be held through November 2018 – January 2019 with a break for Christmas and New Year.
- 3.2.5 A potential list of venues can be found below, note this is an indicative list, not all venues may be used and they will be subject to availability.

	Venue	Address	Website
1	Ringland Village Hall	The St, Ringland, Norwich NR8 6JA	http://ringlandparishcouncil.gov.uk/Ringland-Village-Hall.php
2	Main Hall, Hockering Village Hall	4 Heath Rd, Hockering, Dereham NR20 3HY	http://www.hockeringvillagehall.co.uk/
3	Hall for all (Weston Longville/Attlebridge and Morton on Hill)	Weston Longville, Norwich NR9 5JU	hallforall.co.uk
4	Main Hall, Easton Village Hall	Marlingford Rd, Easton, Norwich NR9 5AD	http://eastonparishcouncil.gov.uk/village-hall-bookings
5	Main Hall, Taverham Village Hall	Sandy Lane, Taverham NR8 6JR	www.taverhamvillagehall.org.uk/site.com
6	Zone 4, The Forum, Norwich or the Library in the Forum	The Forum, Millennium Plain, Norwich, NR2 1TF	www.theforumnorwich.gov.uk
7	Stafford Hall, Costessey Community Centre	Longwater Ln, Costessey, Norwich NR8 5AH	costessey.org.uk
8	Parish Chamber Room, Hellesdon Parish Office	Diamond Jubilee Lodge, Wood View Rd, Norwich NR6 5QB	hellesdon-pc.gov.uk
9	Bob Carter Centre	11 School Road, Drayton, NR8 6D'w	www.bobcartercentre.gov.uk
10	South Green Park Enterprise Suite	South Green Park, Matishall, Dereham,	http://www.ravthorpepark.co.uk/meetingsenterenceset/
11	Fakenham Community Centre	Fakenham Community Centre, Oak Street, Fakenham, NR21 3DY	http://www.fakenhamcommunitycentre.org.uk/
12	Norwich Research Park		
13	Jubilee Family Centre	Jubilee Family Centre, Norwich Road, Aylsham, Norfolk, NR11 6JG	http://aylshamcommunitycentre.org.uk/jubilee-family-centre/

- 3.2.6 The consultation exhibitions will also need to be staffed. This will be made up of NCC Infrastructure Delivery Team and WSP team.
- 3.2.7 The Infrastructure Delivery Project Team will be responsible for booking all venues for the consultation, including organising team members to staff the exhibition and transport for all equipment.

3.3 Consultation Logistics

- 3.3.1 A van will be arranged to move Consultation material from venue to venue. The driver and 1 other will be required to set up or pack down the exhibition at the beginning or end of exhibition.
- 3.3.2 A Q&A document will need to be produced for all members of staff who will be attending the consultation exhibitions.
- 3.3.3 A consultation briefing pack will be produced for all members of staff who will be attending the consultation exhibitions, which will include emergency contact information, Q&A's, useful information for team members in relation to the project and consultation.
- 3.3.4 A briefing note to be supplied to NCC CSC in relation to the process for taking consultation calls.
- 3.3.5 There will be engagement with NCC Senior Stakeholder and Consultation Officer to make sure there is all appropriate information on external facing documents. Ensure the consultation is meeting all equality processes, including translations and GDPR.
- 3.3.6 External printing contractors will have all printing programmed into work schedules.
- 3.3.7 All consultation material to be produced excluding route options, as soon as October 2018 EDT committee has approved the plan. Route options will be added subject to approval by the November 2018 EDT committee.

4 Programme

4.1 Overall Programme

4.1.1 The project programme is in place and all team members are aware of key milestones for the project. Team members have ownership of the programme and are committed to meet the timescales.

4.1.2 A rolled up version of the project programme can be found in Appendix A.

4.2 Consultation Programme

4.2.1 A consultation programme has been produced in order to “map out” the tasks required and associated timescales in order to prepare for and deliver the consultation. .

4.2.2 The consultation programme plan can be found in Appendix B.

4.2.3 The project will go to October 2018 ETD committee with this plan to seek permission to consult on a shortlist of options for the scheme.

4.2.4 If Committee approves the consultation proposal at October 2018 EDT Committee, the project will then go to November 2018 ETD committee with a shortlist options. The project is unable to go to committee with these in October, as there is still work to be undertaken.

4.2.5 Consultation is due to close in January 2019. A report will be written after this date by Commonplace which outlines all findings from the consultation. The project will then return to Committee in March 2019 to advise findings and seek next steps approval.

Norwich Western Link

Appendix A

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Norwich Western Link
Consultation Plan

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Successors	Deadline	Total Slack	2018		2019		2020		2021		2022		2023		2024		2025	
										H1	H2	H1	H2	H1	H2	H1	H2	H1	H2	H1	H2	H1	H2	H1	H2
1		Norwich Western Link	1785 days	Mon 05/02/18	Wed 22/01/25			NA	0 days																
2																									
3		Option Development and Appraisal	165 days	Mon 05/02/18	Fri 28/09/18			NA	0 days																
10																									
11		October 2018 EDT Committee	30 days	Mon 03/09/18	Fri 12/10/18			NA	1 day																
15																									
16		November 2018 EDT Committee	30 days	Mon 01/10/18	Fri 09/11/18			NA	0 days																
20																									
21		Shortlist Consultation	107 days	Mon 01/10/18	Fri 01/03/19			NA	0 days																
26																									
27		March 2019 EDT Committee	30 days	Mon 28/01/19	Fri 08/03/19			NA	1 day																
31																									
32		Strategic Outline Business Case (SOBC)	164 days	Thu 13/09/18	Wed 08/05/19			NA	0 days																
40																									
41		Outline Business Case (OBC)	135 days	Tue 14/05/19	Wed 20/11/19			NA	0 days																
48																									
49		Full Business Case (FBC)	375 days	Fri 19/02/21	Fri 29/07/22			NA	25 days																
54																									
55		Public and Stakeholder Consultations	657 days	Wed 04/07/18	Thu 04/02/21			NA	0 days																
61																									
62		Land Purchase	575 days	Tue 13/10/20	Tue 03/01/23			NA	70 days																
76																									
77		Preliminary Design	760 days	Mon 05/02/18	Thu 04/02/21			NA	0 days																
83																									
84		Planning Application (T&C)	575 days	Tue 14/05/19	Thu 12/08/21			NA	275 days																
90																									
91		Two Stage D&B Contractor Appointment	1330 days	Thu 21/11/19	Wed 22/01/25			NA	0 days																
92		Prequalification period	75 days	Thu 21/11/19	Mon 09/03/20			NA	0 days																
99		Tender period	100 days	Tue 10/03/20	Fri 31/07/20			NA	0 days																
104		D&B Stage 1 (Design Period)	570 days	Mon 03/08/20	Fri 14/10/22			NA	0 days																
115		D&B Stage 2 (Construction Period)	615 days	Mon 05/09/22	Wed 22/01/25			NA	0 days																
122																									
123		Project completion	0 days	Wed 22/01/25	Wed 22/01/25	121		NA	0 days															22/01	

Project: 180823_NWL_Prog 2 Stag
Date: Tue 25/09/18

Task		Project Summary		Inactive Milestone		Manual Summary Rollup		Deadline	
Split		External Tasks		Inactive Summary		Manual Summary		Critical	
Milestone		External Milestone		Manual Task		Start-only		Critical Split	
Summary		Inactive Task		Duration-only		Finish-only		Progress	

Norwich Western Link

Appendix B

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