

M42 Weekend Closure

Junctions 6 and 7A (northbound) and junctions 9 and 6 (southbound)



Friday 7 August at 10pm until 5am Monday 10 August 2020

Organisation	Document consultees	Date
HS2 Ltd	Jonathan Lord (Senior Engagement Manager)	18/05/2020
Highways England	Tim Coffey (Divisional Director, Heathrow Expansion & HS2 Regional Investment Programme South)	18/05/2020
	Tim Ward (Head of Communications and Engagement, Projects and Programmes South)	18/05/2020
LMJV	Katrien Goossens (Community Engagement Lead)	18/05/2020
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HS2

 **highways**
england

 **LM**

Working on
behalf of

HS2

Overview

High Speed Two (HS2) is the new high-speed railway for Britain.

HS2, phase 1, the route from London to Birmingham, has several direct interfaces with Highways England's Strategic Road Network (SRN) and major A roads in the West Midlands, East Midlands and the South East. Construction of new structures, and road widening and realignment, are required so that the high-speed railway route, and its associated road networks, can effectively operate within the existing network.

To make HS2 possible in the West Midlands, it is necessary to build a number of new highways bridges. These bridges will link to new road networks being created by HS2. These new routes will ensure that when the future HS2 stations are operational, the network is fit for purpose.

Early works are now underway in preparation for HS2 to build four new highways bridges in and around what is known as the 'Interchange area'. This area is located between the M42, A452 Chester Road, A446 Stonebridge Road and the A45 Coventry Road, which surrounds the future HS2 Interchange Station. The first of the new bridges to be built will be across the M42, then another over the A446, as well as two bridges on HS2 land near to where the future Interchange station will be built. In the future, these bridges will connect to the existing road network, and to new routes that will be created over the next two years by HS2. This project will ensure that the future road network is fit for purpose when the Interchange Station is operational.

Introduction

This plan outlines the stakeholders and communities engagement approach, which will be collaboratively developed and delivered by HS2, LM and Highways England (HE).

Early works for HS2 in the Interchange area are being carried out by a joint venture between contractors Laing O'Rourke and J. Murphy & Sons, known as LM.

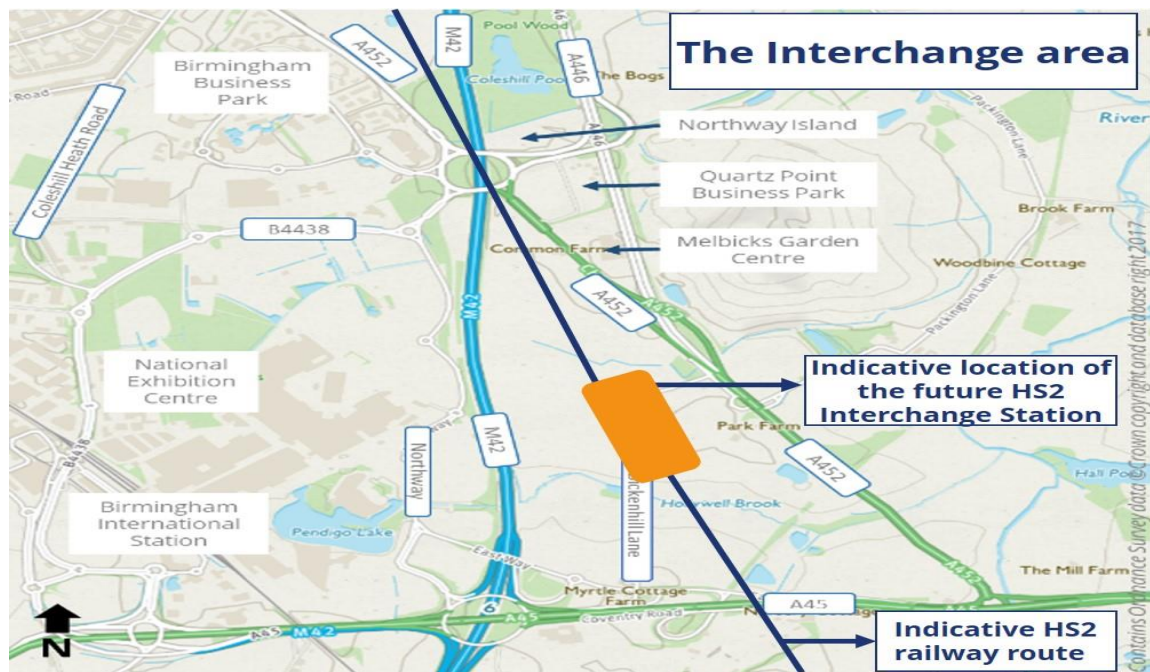
HS2, LM and Highways England recognise that stakeholder engagement with customers, communities and businesses is crucial to the success of communicating the plans for the closure and ensuring that wherever possible people are informed. They are collectively working in partnership to make sure that their respective stakeholders are aware of the works and the potential impact these may have.

The M42 closure will have visual and traffic impacts on local residents and businesses, as well as regional and international commuters travelling through the Interchange area. This communications plan includes details on how all partners will deliver bespoke engagement and communications to specific groups. This will help keep people updated and informed in advance of works to minimise the impact of the closure, and adequately prepare all those affected including commuters, hauliers and other road users to help them plan their journeys.

Context

For the purposes of this plan, the Interchange consists of the area within and beyond the Interchange triangle, which comprises sections of three interlinking roads – the M42, A452 and A45.

See map below.



Since summer 2018, a compelling narrative has been built around LM's early works in the Interchange, as outlined in LM's wider *Interchange Plus Engagement Plan*. This plan will continue to inform how stakeholders and communities will be taken on the closure journey, by building this work package (WP) into the scheme's full development story. This WP will be seen as one of many steps towards the completion of the future HS2 Interchange Station, rather than an isolated piece of work.

The M42 closure plan will consider the cumulative impact of other infrastructure projects that are being planned and delivered in the Interchange area, as well as LM's works to date in the vicinity and how they have been perceived by stakeholders and communities.

LM will ensure all engagement related to the M42 closure complies with Undertaking & Assurances (U&A) held by stakeholders in the Interchange.

Scope

The M42 closure is currently scheduled to be carried out from 10pm on Friday 7 August to 5am on Monday 10 August 2020 to enable LM to install the highways bridge deck. This is part of a wider structure and road scheme, to be delivered by LM and Balfour Beatty VINCI (BBV), to improve future connectivity in the area.

Piling works for the construction of the M42 bridge commenced in summer 2019, following the completion of LM's compounds off the B4438 and A452. WP63 consists of the construction of a standalone highways bridge over the M42, which will connect to the future roundabout north and south bridges in the Interchange Triangle; this roundabout will link new and existing roads to the future HS2 Interchange Station.

There will be no traffic management requirements to construct the bridge abutments; however, intermittent single lane closures on the M42 will be required prior to the closure for activities such as surveys (these will predominately take place overnight).

Details of the bridge deck installation

The proposal for the bridge deck installation, and the required partial closure of the M42, was presented to the Highways England Regional Performance Board who approved these dates in November 2019.

The bridge deck will be installed from 10pm on Friday 7 August to late Sunday 9 August 2020 with a contingency for latest opening at 5am on Monday 10 August.

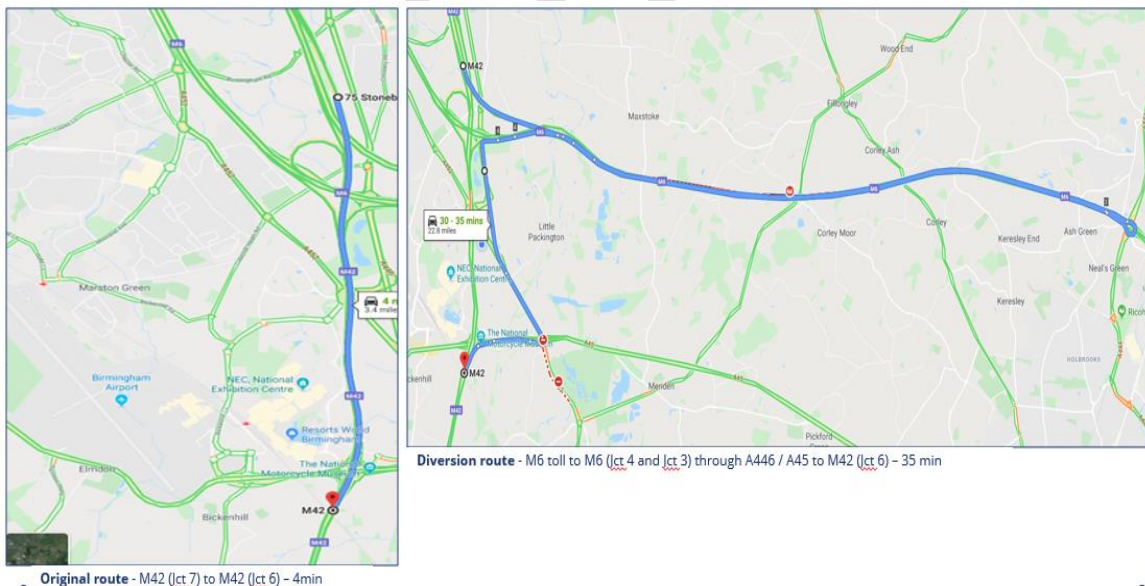
The approved programme of works for the bridge deck installation sets out the following key dates and times:

- Friday 7 August 2020 @ 10pm - Closure of the M42 between junctions 6 and 7A (northbound) and junctions 9 and 6 (southbound)
- Saturday 8 August 2020 - M42 remains closed in both directions
- Sunday 9 August 2020 @ 10pm - M42 reopens (target opening time)
- Monday 10 August 2020 @ 5am - Opening time (allowing for contingencies)

If LM is unable to install the bridge on this weekend, the contingency weekend will be utilised from Friday 14 August to Monday 17 August. The Crisis Management Plan will outline how engagement will be managed in the result of this eventuality. The M42 bridge will be completed in its entirety by the end of 2020.

Bridge deck installation diversion routes

M42 southbound toll

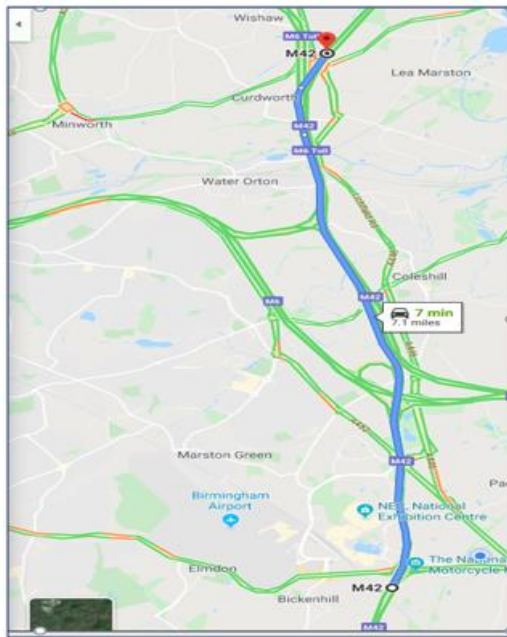


Diverting traffic from the M6 toll, which runs along the M42 (Jct 7), through to M6 Jct 4 - Jct 3, coming back west towards A446, A45 and M42 (Jct 6). Difference of 19.4miles.

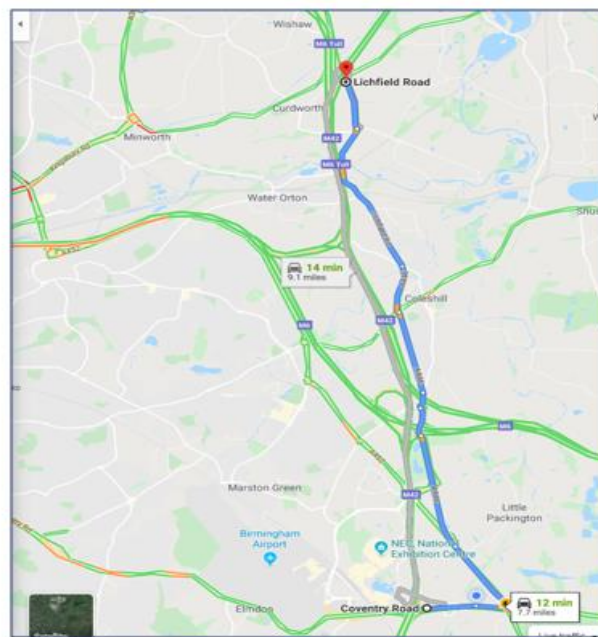
Difference Distance: 19.4 miles

Difference Time: 30mins (approx.)

M42 northbound and southbound



Original route - M42 (Jct 9 to Jct 6) - 7min



Diversion route - A446 / A45 route (Jct 9 to Jct 6) - 14min

Diverting traffic from the M42 Jct 9 and Jct 6 towards the A446/A45.

Difference Distance: 2 miles

Difference Time: 7mins (approx.)

Communications strategy

Approach

A joint communications and engagement plan will require close coordination between HS2, LM and Highways England. This plan will be shared with the relevant local authorities and transport groups, as well as key stakeholders, to ensure that all available channels are utilised. This plan will inform and raise awareness of the M42 weekend closure, and ensure that a consistent, and joined up communications approach promoting the closure and alternative routes is shared widely.

Objectives

A joint communications and engagement plan is required to:

- Inform a significant portion of stakeholders, communities, businesses, commuters/customers and visitors to the West Midlands, about the M42 closure
- Provide a consistent and joined up message for all stakeholders affected by the closure
- Raise awareness of the diversion routes available
- Equip people with the correct information to plan their journeys effectively
- Demonstrate that HS2, LM and HE are considerate neighbours, and that the closure has been well planned, taking into account wherever possible impact on stakeholders
- Showcase successful collaborative working between HS2, LM and HE, and in conjunction with other key partners, to the public

Commitments to collaborative working

To provide the right information, at the right time, so that people are informed and can plan their journeys effectively, HS2, LM and HE will:

- Agree the communication principles and joint working practices needed to develop and deliver communication strategies and communication plans for the M42 closure
- Minimise the potential for conflicting or contradictory closure messages to be disseminated publicly, due to lack of communication between the relevant organisations;
- Ensure effectiveness, transparency, clarity and timeliness of actions, and set out the areas of responsibility and associated working practices across all organisations;
- Agree the timing of the proposed launch date, details of stakeholder briefing events, content of publicity materials and press briefings to make sure they are consistent;
- Work together to maximise the opportunity to promote and enhance awareness with up to date information and coordinated digital content to help people plan their journeys effectively; and
- Provide a coherent and informed response about the works, to ensure communities and stakeholders, as well as the media, understand the need and impact of the works.

Key messages

Key messages will be adapted depending on the stakeholder or community group and will fall into two categories:

1. How to plan your journey effectively
2. What measures have been put in place by HS2, LM and HE to minimise disruption

Measuring success

To determine the success of the activities undertaken by HS2, LM and HE, we will measure against the following benchmarks:

- Provide stakeholders with a communications toolkit to share M42 closure information across their internal and external channels
- Produce a range of communications collateral to increase awareness of the M42 closure
- Increase knowledge and inform about the M42 closure and diversion route among stakeholders, communities, businesses, commuters/customers and visitors
- Deliver a media engagement as part of the M42 closure campaign
- Reduce the number of HS2 Helpdesk enquires related specifically to the M42 closure (particularly after the event)

An end of campaign report will be produced by HS2, LM and HE to capture successes.

Key roles and responsibilities

HS2

HS2 Media team to lead on proactive media regarding construction of the bridge, and to respond to media enquiries regarding works in the Interchange area.

HS2 Community Engagement to highlight potential site or stakeholder issues that could result in negative publicity, and contribute to a Q&A document to ensure messaging consistency.

HS2 Interface team to lead on Gold (U&A holder) stakeholder and community engagement and communications in the Interchange area.

LM

LM Community Engagement to lead on stakeholder and community engagement and communications in the Interchange area, and along the line of route, where appropriate.

LM Community Engagement to highlight potential site or stakeholder issues that could result in negative publicity, and contribute to a Q&A document to ensure messaging consistency.

HE

HE Partnership team and West Midlands Regional Operational Centre (WMROC) utilising existing channels assist in notifying road users/customers of the M42 weekend closure

West Midlands Regional Operational Centre (WMROC) to lead on overseeing and managing the active SRN during the closure and diversion, working in collaboration with LM and HS2.

HE West Midlands Press Office to contribute to a Q&A document to ensure messaging consistency and to respond to media enquiries regarding works that impact the SRN.

HE Website to help promote the closure in advance and include details of the closure on the Roadworks section of the HE website.

Although these are the key roles and responsibilities of each organisation, all communications collateral produced will be reviewed and approved by each party. Each organisation can request support from the other as required to complete lead tasks.

HS2

The HS2 Helpdesk will be briefed on the closure of the M42, and given appropriate lines to take regarding the closure and answers to any likely questions. If a query comes in that is not answered by this information, the HS2 Enquiries team will forward this to the HS2 Community Engagement team. The query will then be answered, within the appropriate timescales, with the support of the LM and HE teams. The approved response will be issued via the HS2 Helpdesk.

The HS2 Community Engagement team will lead on briefings for:

The West Midlands Mayor (Andy Street)
 Craig Tracey MP
 Saqib Bhatti MP
 Solihull Metropolitan Borough Council, including the Leader of the Council (Ian Courts)
 Warwickshire County Council
 North Warwickshire Borough Council
 Coventry City Council

The LM Community Engagement team will be responsible for the production of M42 closure materials and collateral, which will be shared with HE and for which the HS2 Community Engagement team will be responsible for providing final approval. HS2 will continue to lead on communications with U&A stakeholders and ensure compliance.

LM

Engagement approach

The background information on stakeholders and communities, which is provided in LM's wider *Interchange Plus Engagement Plan*, gained through two and a half years of active engagement with these groups, has informed the communications and engagement approach outlined in this plan.

LM's approach will consider and build on current understanding of key priorities and concerns, which stakeholders and communities have expressed over the last 2.5 years, to ensure the tactics and messaging selected are apt for their audience. This approach will be under constant review as the closure approaches, and the plan will be revised to reflect any changes in stakeholder and community perception because of engagement.

LM Community Engagement will continue to lead on engagement and communications with silver and bronze stakeholders and communities in the Interchange area, and along the line of route, where appropriate. HS2 will continue to lead engagement with gold (U&A holders) stakeholders with support by the Community Engagement team.

Information on a future closure of the M42 has been discussed with key Interchange stakeholders since June 2019. This is a good foundation for continued engagement in 2020.

Engagement tools and tactics - 2019

Prior to the approval of LM's proposed closure dates by the Highways England Regional Performance Board in November 2019, LM engaged with U&A holders, Birmingham International Airport and the National Exhibition Centre, to find out the best dates that would accommodate their operations.

Both organisations agreed to the proposed closure dates prior to November 2019. See table below for evidence of engagement and approval.

	Birmingham International Airport (BAL)	National Exhibition Centre (NEC)
Engagement	Two specific meetings Met with BAL's Communications Lead . Presented at the <i>Flying in Formation Forum</i> (included BAL representatives, airline providers and BAL service providers).	Monthly meetings to discuss closure and LM's wider works. Closure discussed as early as 2018 . Final 2019 monthly meetings (x2) .

Positive stakeholder response	Both meetings successful in gaining approval . Key mitigation discussed, and now being progressed by LM. No negative feedback received at <i>Forum</i> .	No events scheduled for 7-10 August 2020 ; NEC confirmed approval as August is a quiet period . NEC has conference booked on proposed contingency weekend; but it is not a nominated Key Event. It is unlikely the contingency weekend will be used .
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Information on a future closure on the M42 was also shared in advance with communities and businesses in the Interchange area. See table below for evidence of engagement.

June to December 2019
9 Community drop-in events (<i>up to 15 people per event</i>) including Bickenhill, Marston Green, Chelmsley Wood, Hampton-in-Arden, Birmingham International Railway station, & Solihull Town Centre.
22 Business staff presentations & involvement in existing forums (<i>up to, and over, 100 people per event</i>) including Solihull Metropolitan Borough Council's (SMBC) Tourism Forum and Solihull North Business Forum, Fujitsu, Rolls-Royce, Birmingham Business Park, and Quartz Point Business Park.
26 Face-to-face stakeholder meetings (<i>specific senior representatives</i>) including Birmingham Business Park, Jaguar Land Rover, Melbicks Garden Centre, Resorts World, Holiday Inn (NEC) and neighbouring Parish Councils.

This preliminary engagement will help to ensure that key stakeholders and communities will not be surprised by the formal closure announcement, and ensure that they are well prepared in advance to inform their employees, customers and/or occupiers. This pre-emptive communication has also developed a strong support base across the Interchange area for LM's future works and methodology. This engagement will increase in variety and regularity throughout 2020 to ensure messaging reaches the greatest number of people.

Engagement tools and tactics – 2020

Interchange stakeholders and communities impacted by the M42 closure will be engaged through a range of tools and tactics, which will be selected and tailored dependent upon the group. M42 closure engagement will commence from June 2020 and will increase in regularity as the closure reaches 6 weeks from commencement.

LM will utilise route-wide communications tools, as well as tailored tactics based on stakeholder and communities' priorities and communication preferences in the Interchange area. A proactive, tiered approach to engagement will be undertaken with key stakeholders to assist with cascading key messages. Therefore, U&A stakeholders and key groups will receive the greatest level and variety of engagement, in comparison to those with lower risk levels.

As advised by the Highways England Delivery Team, no external communications or engagement will explain the exact closing and opening times of the M42 to avoid confusion if site operations do not align precisely. Alternatively, phrasing such as 'Friday evening...' will be used.

LM's wider *Interchange Plus Engagement Plan* outlines various engagement tools and tactics, which will continue to be developed and delivered by LM to communicate the M42 closure.

See table below for tailored tools and tactics and how M42 closure information will be incorporated.

Tools/tactics	How
Face-to-face stakeholder meetings (<i>senior representatives</i>)	<p>Depending on the stakeholder, LM hosts regular (monthly or quarterly) face-to-face meetings where updates on works are provided, mitigations are discussed, concerns raised, and communications and engagements planned.</p> <p>In 2020, LM will provide an ongoing update on M42 closure preparation activities and the final closure times at these stakeholder meetings.</p>
Business presentations and drop-in events (<i>up to, and over, 100 people per event</i>)	<p>LM generally hosts quarterly presentations and/or drop-in events at various businesses across the Interchange to provide information on LM's works, and HS2 initiatives and contact channels, to employees.</p> <p>Businesses include Birmingham Business Park, Rolls-Royce, Fujitsu, West Midlands Police and Quartz Point Business Park.</p> <p>In 2020, LM will provide an ongoing update on M42 closure preparation activities and the final closure times at these presentations and drop-in events. Event follow up information, including this information, will also be distributed to employees.</p>
Site visits including information packs	<p>Site visits are organised on an ad-hoc basis to demonstrate to key stakeholders the progress of LM works and the mitigations being taken.</p> <p>In 2020, LM will select specific stakeholders to take to the M42 site to build confidence and trust in the programme, and demonstrate that they are a valued stakeholder to maintain support.</p>
Custom content for stakeholders' communication channels	<p>Depending on the stakeholder, LM produces a range of custom content to be distributed on their internal and external communication channels. This content can include newsletters, website and Intranets etc.</p> <p>In 2020, LM will incorporate information on M42 closure preparation activities and the final closure times in this content.</p>

See table below for routewide tools and tactics and how M42 closure information will be incorporated.

Tools/tactics	How
<p>Advance notices (distributed via email to approx. 150 organisations, via post to over 300 local addresses, and the HS2 Solihull Commonplace mailing list)</p>	<p>LM distributes advance notices two weeks prior to works commencing in the Interchange area, and route wide via email, post and the HS2 Commonplace mailing list. When distributed to organisations and businesses, they are then circulated to their employees, occupiers and/or customers as required.</p> <p>In 2020, in the Interchange area, LM will distribute specific advance notices outlining the M42 closure preparation activities two weeks prior to commencement. LM will also incorporate information on the closure in unrelated advance notices, as part of the filler page, throughout the year. A specific advance notice, four weeks prior to the closure, will also be distributed.</p> <p>LM will incorporate information on the closure in route wide advance notices, outside the Interchange area, to increase the reach of the message.</p>
<p>Quarterly Updates (distributed via email to approx. 150 organisations, via post to over 300 local addresses, and the HS2 Solihull Commonplace mailing list)</p>	<p>LM distributes quarterly updates to provide an overview of LM's works in the Interchange area, and route wide via email, post and the HS2 Commonplace mailing list. When distributed to organisations and businesses, they are then circulated to their employees, occupiers and/or customers as required.</p> <p>In 2020, in the Interchange area, LM will incorporate information on the closure into its Easter edition.</p> <p>LM will also incorporate information on the closure in route wide updates, outside the Interchange area, to increase the reach of the message.</p>
<p>Community drop-in events (up to 15 people per event)</p>	<p>LM hosts monthly community drop-in events across the Interchange area and neighbouring communities to provide information on LM's works, and HS2 initiatives and contact channels, to members of the public.</p> <p>In 2020, LM will provide an ongoing update on M42 closure preparation activities and the final closure times at these drop-in events.</p>
<p>Involvement in existing forums (up to, and over, 100 people per event)</p>	<p>LM presents at a number of quarterly forums in the Interchange area, including the Solihull North Business Forum and Tourism Forum, to provide business and regional authorities information on LM's works, and HS2 initiatives and contact channels.</p> <p>In 2020, LM will provide an ongoing update on M42 closure preparation activities and the final closure times at these forums. Forum follow up information,</p>

	including this information, will also be distributed to attendees.
HS2 Commonplace content (distributed via the HS2 Solihull Commonplace mailing list)	<p>The Interchange area has its own section on the HS2 Solihull Commonplace website, which is regularly updated with information on LM's works and community drop-in events, as well as advance notices and updates.</p> <p>In 2020, LM will upload, review and update information on an ongoing basis on the M42 closure preparation activities and closure to the main Interchange area homepage, and other relevant subsections.</p>

Stakeholders and communities

Over the last 2.5 years, LM has engaged with a range of stakeholders and communities affected by its works in the Interchange area. As part of the M42 closure communications and engagement plan, LM will continue to be responsible for interacting with those groups. Closure communication to new audiences, particularly regional and international groups, and commuters, will be developed and delivered in collaboration with HE and regional authorities.

This table outlines stakeholders and communities that LM currently engage with. This list continuously evolves depending on the needs and requests of existing stakeholders, and the incorporation of new organisations who have reached out to LM to request direct engagement. As new stakeholders are engaged with, content on the M42 closure will be incorporated wherever possible.

See table below for stakeholders and the communications whom LM are responsible for and engagement tools/tactics which will be utilised.

Stakeholder/ Community	U&A	Rationale	Communications and engagement tools/tactics
Solihull Metropolitan Borough Council (SMBC)	✓	<p>Local Authority and decision maker; highways authority for some roads affected by LM works. SMBC is a community link via Councillors so officers need to be kept well informed to ensure they can brief the relevant members. SMBC owns several existing channels for communicating with residents and communities, which LM (and HS2) will work with officers to utilise. SMBC is an affected landowner.</p>	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Involvement in existing forums • Site visits including information packs • Custom content for stakeholders' communication channels
Parish Councils		Bickenhill and Marston Green PC	<ul style="list-style-type: none"> • Advance notices • Quarterly updates

		Hampton-in-Arden PC Chelmsley Wood PC Meriden PC	<ul style="list-style-type: none"> • Face-to-face stakeholder meetings • Community drop-in events • Site visits including information packs • Custom content for stakeholders' communication channels
National Exhibition Centre (NEC)	✓	Key stakeholder to the Interchange Plus works who relies heavily on the surrounding highways to provide access route to and from the centre. Concerned with works and traffic management programme on A45, A452, A446 and B4438, as well as impact on their car parking facilities.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Involvement in existing forums • Site visits including information packs • Custom content for stakeholders' communication channels
Birmingham Business Park		Proximal stakeholder with multiple companies. Works on the surrounding highways will directly impact their day-to-day business and trade. Major companies include Rolls Royce and Fujitsu. Concerned with works and traffic management programme on A45, A452, A446 and B4438.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Business presentations and drop-in events • Community drop-in events • Involvement in existing forums • Site visits including information packs • Custom content for stakeholders' communication channels
Jaguar Land Rover (and supply chain)	✓	Key stakeholder business using local highway system as an integral part of their production process. Concerned with works and traffic management programme on A45, A452, A446 and B4438.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Involvement in existing forums • Site visits including information packs • Custom content for stakeholders' communication channels
The Motorcycle Museum	✓	Proximal stakeholder who relies heavily on the A45. Works on the surrounding highways and traffic management programme will impact their access routes.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Community drop-in events • Custom content for stakeholders' communication channels

Birmingham International Airport	✓	<p>Key stakeholder and international transport hub for the city and West Midlands region. Relies heavily on surrounding highways for access to the station.</p> <p>Will be affected by works and traffic management programme on A45, A452, A446 and B4438.</p>	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Business presentations and drop-in events • Involvement in existing forums • Community drop-in events • Site visits including information packs • Custom content for stakeholders' communication channels
Genting Arena/Resorts World	✓	<p>Proximal stakeholder to the works who relies heavily on the surrounding highways to provide access routes to the centre. Concerned with works and traffic management programme on A45, A452, A446 and B4438.</p>	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Involvement in existing forums • Community drop-in events • Site visits including information packs • Custom content for stakeholders' communication channels
Toby Carvery, Stonebridge Island		<p>Proximal stakeholder to the works who relies heavily on the surrounding highways to provide access routes to the restaurant.</p> <p>Direct impact on their existing access.</p> <p>Concerned with works and traffic management programme on A45 and A452.</p>	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholders' communication channels
The Little Owl Public House		<p>Proximal stakeholder to the works who relies heavily on the surrounding highways.</p> <p>Concerned with works and traffic management programme on A452, A446 and B4438.</p> <p>Direct impact on their existing access.</p>	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholders' communication channels

Holiday Inn NEC		Proximal stakeholder to the works who relies heavily on the surrounding highways to provide access routes to the hotels. Concerned with works and traffic management programme on A452, A446 and B4438.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Custom content for stakeholders' communication channels
Melbicks Garden Centre	✓	Proximal stakeholder to the works who relies heavily on the surrounding highways to provide access routes to the centre. Concerned with works and traffic management programme on A452, A446 and B4438.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Community drop-in events • Custom content for stakeholder's communication channels
Quartz Point Business Park		Proximal stakeholder to the works who relies heavily on the surrounding highways to provide access routes to the centre. Concerned with works and traffic management programme on A452, A446 and B4438. LM construction compound to be located opposite Park entrance	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Business presentations and drop-in events • Involvement in existing forums • Custom content for stakeholders' communication channels
Urban Growth Company (UK Central)	✓	Supported by SMBC and the WMCA, the UGC is a critical catalyst for growth in the Interchange Plus area. UGC does not have direct U&As but are covered by SMBC U&As. UGC's main aim is to unlock the potential of <i>The Hub</i> , which includes HS2's Interchange Station. There is a vision to create a vibrant, exciting and bustling community comprising high quality homes, commercial space, retail and leisure facilities with HS2's Interchange Station at its	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Involvement in existing forums • Site visits including information packs • Custom content for stakeholder's communication channels

		centre. UGC has a series of 'asks' it is currently negotiating with HS2.	
Residents and businesses of Marston Green and Bickenhill		Proximal stakeholders to the works who rely on the surrounding highways, in particular the A45. LM is already engaging with residents of Middle Bickenhill Lane and will continue one-to-one meetings with these residents.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Business presentations and drop-in events • Community drop-in events • Custom content for stakeholders' communication channels
Residents and businesses of Chelmsley Wood		Stakeholders in the wider vicinity of the works who rely on the surrounding highways, in particular the M42 and A452.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Business presentations and drop-in events • Community drop-in events • Custom content for stakeholders' communication channels
Residents and businesses of Hampton-in-Arden		Stakeholders in the wider vicinity of the works who rely on the surrounding highways, in particular the A452.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Business presentations and drop-in events • Community drop-in events • Custom content for stakeholders' communication channels
Residents and businesses of Meriden		Stakeholders in the wider vicinity of the works who rely on the surrounding highways, in particular the A452.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Business presentations and drop-in events • Community drop-in events • Custom content for stakeholders' communication channels
Birmingham International Station		Key stakeholder and transport network for the airport and NEC area. Relies heavily on surrounding highways for access to the station. Will be affected by works and traffic management programme on A45, A452, A446 and B4438.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Community drop-in events • Involvement in existing forums • Custom content for stakeholder's communication channels
Suez Recycling and Recovery UK Ltd	✓	Proximal stakeholder to the works who relies heavily on the surrounding highways to provide access routes to the	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholders' communication channels

		recycling facility. Concerned with works and traffic management programme on A45, A452, A446 and B4438.	
Stonebridge Golf Club		Proximal stakeholder to the works who relies on the surrounding highways, in particular the A45.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholder's communication channels
North Warwickshire Golf Club		Proximal stakeholder to the works who relies on the surrounding highways, in particular the A452.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholder's communication channels
Arden Hotel & Leisure Club		Proximal stakeholder to the works who relies on the surrounding highways, in particular the A45.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Community drop-in events • Involvement in existing forums • Custom content for stakeholder's communication channels
Industrial Units south of A45		Proximal stakeholders to the works who rely on the surrounding highways, in particular the A45 and A452.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholders' communication channels
Elmdon Trading Estate and Starley Way businesses		Proximal stakeholders to the works who rely on the surrounding highways, in particular the B4438.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholders' communication channels
Somers Wood Caravan Park		Proximal stakeholder to the works who relies on the surrounding highways, in particular the A452.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholders' communication channels
Meriden Archery Club		Proximal stakeholder to the works who relies on the surrounding highways, in particular the A45.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholders' communication channels
Birmingham Exiles RFC		Stakeholders in the wider vicinity of the works who relies on the surrounding highways, in particular the A45.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Custom content for stakeholders' communication channels

Other nearby hotels and businesses (Tri Star Hotel, Gables Hotel, Elmdon Guest House and those within the airport)		Stakeholders in the wider vicinity of the works who rely on the surrounding highways, in particular the A45.	<ul style="list-style-type: none"> • Advance notices • Quarterly updates • Face-to-face stakeholder meetings • Custom content for stakeholders' communication channels

Highways England

Engagement approach

Highways England have been supportive of the preparatory stakeholder and community engagement that HS2 and LM have undertaken.

As part of the wider consideration of impacts on HE's Strategic Road network, a range of options were put forward to HE to consider how the M42 bridge could be installed. These were shared with HE and the details discussed before being presented to the Highways England Regional Performance Board. The decision to close a short section of the M42 for one weekend, to facilitate the bridge installation, was the preferred option to minimise disruption to HE's customers and reduce the impact on the network.

HE will help to ensure that the tactics and messages that are conveyed to the public are consistent and reflect those of all parties. Messages will be aligned and updated to ensure that as the closure approaches, the appropriate level of engagement with HE stakeholders is undertaken.

Methods of communication

HE will be responsible for coordinating and delivering the following methods of communication, with support by HS2 and LM where required:

- A letter will be shared with the HE Partnerships team who are responsible for communicating with key stakeholders in the haulage, logistics/just in time deliveries and public transport operators to ensure that they are aware of the works ahead of the closure.
- Advanced warnings on Variable Message Signage (VMS) will be displayed nationally four weeks in advance of the closure.
- The HE website will detail the closure up to three months in advance of the works, and include the customer contact number.
- Emergency Services will be advised by the HE WM Regional Operations Centre (WMROC) about the impact to the Strategic Road Network (SRN). All details of the bridge installation preliminary works, the tactical and remedial actions, and contingency arrangements will be made available to the WMROC in advance. Given the location of the bridge installation, the following emergency services will be contacted by the WMROC to ensure that they are aware of arrangements:

West Midlands Police
Warwickshire Police
Staffordshire Police
West Midlands Ambulance Service

West Midlands Fire Service
Warwickshire Fire Service

However, in the event of a real emergency, the contractor must call 999.

- In the event of the diversion route being compromised due to an accident or incident which causes unforeseen delay and impacts on the journey time reliability, depending on the severity of the unplanned disruption could lead the Duty OM to escalate to Regional Response. Under Regional Response, teleconferences would be held on how best to coordinate the response and resolution; parties such as TfWM would be invited to be part of the call. Included within these calls would be how the incident and its resolution would be communicated out i.e. via media and social media channels. This is referenced in the crisis management plan.
- The HS2 Delivery team will brief the HE CCC in advance (timed to be prior to public communications being sent out). The CCC will share lines to take as agreed in advance with HS2 and LM, so that in the event of an enquiry, the CCC are able to handle it appropriately. In the event of a more detailed reply being required, the CCC will either refer them to the HE HS2 Delivery Team customer enquiry email (HS2CustomerEnquiry@highwaysengland.co.uk) or refer them to the HS2 Helpdesk, should the enquiry be more HS2 specific. The query will be registered and dealt with within the given enquiry deadline.
- Further channels may be utilised, but these decisions will be made as the campaign progresses depending on evolving health measures to combat coronavirus.

See table below for HE stakeholders who will be contacted through the HE Partnerships team.

Partnerships Manager	Partnerships Manager	Partnerships Manager	Partnerships Manager	Asst Partnerships Manager
Brake	Automobile Association (AA)	British Vehicle Rental Leasing Association (BVRLA)	Associated British Ports (ABP)	Camping & Caravanning Club (C&CC)
Det Forenede Dampskibs-Selskab (DFDS)	Confederation of Passenger Transport (CPT)	Campaign for Better Transport	Association for Consultancy & Engineering (ACE)	Caravan & Motorhome Club (CAMC)
DHL	Driver and Vehicle Licensing Agency (DVLA)	Campaign for Protection of Rural England (CPRE)	British Ports Association (BPA)	Cycling UK
Dynamic Parcel Distribution (DPD)	Driver and Vehicle Standards Agency (DVSA)	Friends of the Earth	Business Services Association (BSA)	English Heritage
FedEx	Festival Nation	Motability	Chartered Institute of Highways Engineers (CIHT)	Football Association (FA)
Freight Transport	Football Supporters Federation	Mumsnet	Chartered Institute of Logistics and Transport (CILT)	John Lewis/Waitrose

Association (FTA)				
Hermes	GEM Motoring Assist	Society of Motor Manufactures and Traders (SMMT)	Civil Engineering Contractors Association (CECA)	Legoland
Middlebrook Transport	Green Flag	Woodland Trust (WT)	Construction Industry Council (CIC)	Morrisons
P&O Ferrymasters Ltd	Halfords		Construction Leadership Council (CLC)	National Farmers Union (NFU)
Road Haulage Association (RHA)	IAM Roadsmart		Environment Agency	National Trust
Ryder Ltd	National Express (N.Ex)		Institute of Highway Engineers (IHE)	UPS
Stobart Group	Royal Automobile Club (RAC)		Institution of Civil Engineers (ICE)	XPO Logistics
Wincanton	StageCoach		Institution of Engineering and Technology (IET)	
			Natural England	
			UK Major Ports Group (UKMPG)	

Media Relations

Media releases and lines to take

In conjunction with the press offices from each of organisation, media releases will be prepared and agreed in readiness. These will include a press release about the closure followed by a press release post the event and if required a copy of the time lapse video. In addition, lines to take will be prepared and agreed by all parties in advance to react to either the early completion or the work overrunning.

Media briefing and media platform on site

As part of the media briefing in advance of the closure, it will be discussed and agreed whether a media site event is practical. This must take into account the logistics of the media accessing the site in the evolving health pandemic. Such access will need to ensure that suitable health and safety measures, as well as relevant PPE are provided and arranged in advance. Given the current coronavirus, it may be deemed necessary to 'rethink' the logistics of such a face-to-face event. Such an event would take place in August.

Working with transport bodies and local authorities

Since the commencement of LM's works on behalf of HS2 in the Interchange area, LM's community engagement team have met on a monthly basis with Transport for West Midlands (TfWM) and Solihull Metropolitan Borough Council (SMBC). At these meetings, agreements have been made on how TfWM and SMBC can support LM's communication of

works in Solihull by sharing information through their channels such as social media, websites and briefing notes to council members.

This support will continue to spread the M42 closure information among a wider audience than can be reached by HS2, LM or HE. This will include utilising previously proven channels, and identifying new opportunities. For example, TfWM have confirmed that they will develop and support with a similar TfWM branded regional campaign to that undertaken during the closure of the Five Ways underpass in Birmingham. For the M42 messages will be aligned to reflect those produced by HS2, LM and HE. The dissemination of M42 closure information will be incorporated into the collaborative monthly meetings to ensure that optimal support is agreed.

Crisis Management Plan

A Crisis Management Plan will be prepared as a separate document, this will detail the escalation process and define respective roles of the parties in communication output. As part of that document reference to emergency / contingency planning will be addressed.

Appendix 1

Key communications and engagement activities timeline

To ensure all communication and engagement activities are delivered on time and have clear lines of responsibility, a campaign activity timeline will be reviewed at the monthly HS2, LM and HE's M42 closure communications meetings.

See table below for the key, fixed date activities that will be undertaken as part of the M42 closure campaign.

Date due	Activity	Responsible
29/05/2020	Crisis Management Plan	tbc
29/05/2020	Stakeholder communications toolkit	LM (approval by HS2 & HE)
29/05/2020	Internal communications toolkit	LM (approval by HS2 & HE)
29/05/2020	HS2 Helpdesk briefing session	HS2 & LM
29/05/2020	HE CCC briefing session	LM/HE
29/05/2020	LM Community Engagement team briefing session	LM
Early June	Upload website content for all three organisations	HS2, LM, HE
Early June	Distribute communications toolkits	LM (approval by HS2 & HE)
Early June	Distribute communications to partnership stakeholders	HE (approval by HS2 & LM)
Thursday 11 June	Interchange Construction Working Group	LM (approval by HS2 & HE)
Monday 6 July	HS2 Update (feature on M42 closure)	LM (approval by HS2 & HE)
Friday 10 July	VMS displays go live	HE (approval by HS2 & LM)
<i>w/c Monday 13 July</i>	<i>Review of the delivery/progress to date & Go/No Go from senior HE/HS2 management</i>	<i>Project Team</i>
Friday 24 July	Advance notice (dedicated to M42 closure)	LM (approval by HS2 & HE)
<i>w/c Monday 27 July</i>	<i>Go/No Go from senior HE/HS2 management</i>	<i>Project Team</i>
<i>w/c Monday 3 August</i>	<i>Media event/press release/press briefing (tbc)</i>	<i>HS2 (approval by LM & HE)</i>
<i>Thursday 6 August</i>	<i>Go/No Go from senior HE/HS2 management</i>	<i>Project Team</i>

This table does not include ongoing engagement and communications tools and tactics such as site visits, face-to-face stakeholder meetings, presenting at existing forums and business presentations. Such engagements will be reviewed and assessed as the campaign progresses, in light of health measure to combat coronavirus. Please consult previous sections of this plan for full details of tools and tactics that will be utilise by HS2, LM and HE.

Appendix 2

Branding and signage

There is ongoing dialogue about branding and contact numbers.

Appendix 3

Key spokespeople

As part of the communications plan, key spokespeople from each organisation will be identified. Decisions on the appropriate respondent will be made depending on the nature and scope of the enquiry. All parties will have the opportunity to review and input to enquiry responses before they are distributed by HS2. This includes public or stakeholder enquiries, and formal media requests.

Appendix 4

Protestor disruption

It is recognised that there may be protestor interest and action related to the M42 bridge installation. Considerations about how this will be managed, how the site will be made secure, and responsibilities and resulting actions, will be mapped out in the Crisis Management Plan.

Appendix 5

Responding to coronavirus

Since mid-March 2020, the UK Government implemented health measures to combat the coronavirus pandemic, including a countrywide lockdown and social distancing precautions. This will potentially affect the originally proposed date and engagement platforms for the M42 closure media launch.

During this period, LM are working closely with HS2 to ensure their construction sites are in line with Government and Public Health England (PHE) advice on dealing with coronavirus. The Government's current (April 2020) coronavirus strategy makes clear that construction activity can continue as long as it complies with this guidance. LM's sites in the Interchange area remain operational, because they can work within PHE and construction industry guidelines.

Although the M42 bridge site remains operational, LM may face supply chain and resourcing challenges due to the pandemic. These may be exacerbated the longer social distancing precautions remain in place. LM have, and will continue to take, proactive steps to mitigate issues that arise, however if social distancing is still in place in August, this has the potential to affect the installation of the bridge. A communications crisis plan will be developed to mitigate such risks.

Lockdown measures will also have an effect on originally planned engagement and communications outlined in this plan. Depending on the duration of social distancing precautions, HS2, LM and HE will review and assess tools and tactics as required. This may result in some channels not being utilised, or engagement taking place online. Such decisions will be captured in the campaign activity timeline.