

Approach to communicating the Preferred Route Announcement

Introduction

This document sets out how National Highways intends to communicate the preferred route announcement (PRA) for the A46 Newark Bypass scheme.

The PRA will be made on 24 February 2022.

Who we will communicate the PRA to

We have engaged and communicated with the following stakeholders and will continue to do so on this scheme. They are:

- local authorities
- statutory environmental bodies
- landowners
- MPs
- local businesses and organisations
- local residents

How we will communicate the PRA

Table 1 shows how the PRA will be communicated to stakeholders. We will consult with local authorities to make sure the methods outlined here effectively communicate the PRA decision.

Table 1 - Methods to communicate the PRA

Method	Detail
Scheme webpage	We will provide information about the PRA and include links to all of our materials on the webpage. This includes our brochure, maps of the preferred route, the Report on Public Consultation, Staged Overview of Assessment Report and Development Consent Order leaflet. The webpage will also provide details on the timing and location of events.
Engagement Events	Our team will be in Newark shortly after the PRA. Members of the public will have the opportunity to meet face-to-face with the project team to ask questions and find out more information about the preferred route. We intend to hold three events over weekdays and weekends in accessible areas of Newark with our engagement van. Events will be publicised on the scheme webpage, as well as on postcards and letters which will accompany the brochures. This will ensure events are accessible to people without access to the internet. The current intention, subject to confirmation from the venues, is to hold outdoor events between 2 nd and 6 th March, at the following locations: <ul style="list-style-type: none">• Winthorpe• A location near to Farndon roundabout• A central location in Newark Town Centre
Social media	We'll use our social media channels, including Twitter and Facebook, to advertise the PRA. Links to our channels are below: https://twitter.com/HighwaysEMIDS

	https://www.facebook.com/HighwaysEMids/ We'll also ask the local authorities who helped promote the A46 Newark Bypass options consultation to promote the PRA on their own channels.
Letters and brochure	The distribution area for our PRA materials will be the same as the area used for the public consultation (December 2020 – February 2021). The PRA inner target area, and people who requested to receive scheme updates by post, will receive a letter and brochure which will contain information on the PRA and how to contact the project team to ask questions.
Postcards	The PRA outer target area will receive PRA information postcards which will explain the preferred route and signpost people to more information.
Posters	Posters with details about the PRA will be available to display at public locations, we will contact some locations directly and can deliver digital or physical copies to other locations upon request.
Email	All businesses and people who requested to receive scheme updates will be sent an email notifying them of the PRA, and signposting them to the webpage.
Press release	We'll issue a press release to a variety of media outlets to publicise the PRA.
Consultation with Local authorities (LAs) ahead of the PRA	We've previously consulted with LAs to discuss our planned engagement, particularly with hard-to-reach groups, to ensure we reach everyone who could be affected by the scheme. We've asked councils to promote the PRA through their existing communications channels.
Briefing with Political Stakeholders including local MP's, LAs, Town Council, Parish Councils	We'll offer local MP's, LAs, the Town Council and Parish Councils an online briefing to preview the preferred route ahead of the public announcement, envisaged to be late afternoon or early evening on Wednesday 23 rd February, details for the briefing will be sent to these stakeholders by email.
Online Public Information Event	An online public information event will be available to members of the public after the PRA who cannot attend the face-to-face events. The details will be published on the scheme website, with reference to the event made in the postcards and letters which will be sent to the inner and outer target areas as shown in figure 1.

Figure 1 – PRA Target Areas

