

Consortium Communications



Link Road delivery underpinned by strong communications

The Southern Link Road in Newark is a £100M project to connect the A46 with the A1, consisting of private and public sector funders and delivery partners. Public relations are critical with a project of this size, especially with £20M of funding from the Levelling Up grant. A joined-up approach was the best way to maximise media engagement and reach, create synergy of messaging, and enable smooth experience for individuals and organisations who engage with the project team.

Early in the project's inception, the CCP Team established a new monthly forum for communications and construction colleagues to manage the complex communications required to meet the needs of our stakeholders. Titled Newark's Infrastructure Communications Group and made up of representatives from Newark and Sherwood District Council's communications team, Nottinghamshire County Councils communications and highways team, contractors Breheny Civil Engineering and ECL Civil Engineering, and Urban&Civic. We also invited colleagues from Highways England and Skanska who represent the team responsible for dualling the A46 – a project set to run concurrently with the SLR.

Our action tracker and minutes ensure that all members are accountable for their actions and Urban&Civic chair the meetings to coordinate project outputs. During the meetings, the agenda touches on branding, resident queries, construction management and activity, risks, media relations and press releases.

Success of the group within its first year include setting up an information event with 400 local attendees, securing regional BBC coverage, establishing agreed PR principles, and managing local stakeholder engagement. We have also managed to use the forum to link partners with sponsorship opportunities within the community for events such as Newark's Half Marathon and the annual Newark Dragon Boat Races.



Partnerships



Physical

Andrew Phillips, Senior Communications Officer, Newark and Sherwood District Council said *'It's not often you say you look forward to project meetings, but the Communications Infrastructure Group meetings organised by Urban&Civic are always a joy to attend! Kyle, Simon and the rest of the team at Urban&Civic are great hosts and we've managed to accomplish lots in the past year. The success of the resident and councillor engagement event was down to great planning and complete communications and the regular meetings made it much easier to plan. I'm looking forward to what the next year has in store.'*

