

# A120 Meeting notes

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Essex County Council

|                 |                                       |                    |                                |
|-----------------|---------------------------------------|--------------------|--------------------------------|
| <b>Purpose</b>  | <b>A120 Economic and Legacy Forum</b> |                    |                                |
| <b>Project</b>  | A120 Feasibility Study                | <b>Date/Time</b>   | 22 <sup>nd</sup> February 2016 |
| <b>Location</b> | County Hall, Chelmsford               | <b>Prepared by</b> | Philippa Garden                |

| <b>Attendance</b> |          |            |    |  |  |
|-------------------|----------|------------|----|--|--|
| Mr                | Steve    | Clarke     |    | Director                                     | Haven Gateway Partnership  |
| Mr                | Dave     | McCullough |    | Communications Director                      | Riverside Communications, representing Haven Gateway Partnership |
| Mr                | Peter    | Smith      |    | Head of Economic Development                 | Braintree District Council                                       |
| Mr                | Jeffrey  | Roberts    |    | Communications Officer                       | Essex County Council   |
| Ms                | Zoe      | Gordon     |    | Business Engagement & Communications Manager | South East Local Enterprise Partnership                          |
| Mr                | Alistair | Andrews    |    | Principal planner                            | Stansted Airport (MAG)   |
| Mr                | Nigel    | Mines      |    | Economic Development                         | Colchester Borough Council                                       |
| Ms                | Helen    | Code       |    | Economic Growth & Regeneration Manager       | Essex County Council   |
| Mr                | Alan     | Lindsay    | AL | Transport Strategy & Engagement Manager      | Essex County Council   |
| Ms                | Philippa | Garden     | PG | A120 Engagement lead                         | Jacobs   |
| Mr                | Rob      | Davenport  | RD | A120 Project Manager                         | Jacobs   |



| Agenda item     | Notes   | Action ref no.         |
|-----------------|---|------------------------|
| <p><b>1</b></p> | <p><b>Welcome and introduction to the A120 Braintree District Community Forum</b></p> <p>Chris Stevenson provided apologies in advance of the meeting. Alan Lindsay stood in as Chair of the forum.</p> <p>AL thanked forum members for attending the first A120 Economic Forum. After introduction AL briefing covered background to the study. ECC had been successful in reaching agreement with the Government to kick start the study with £5million of ECC funding. The study would normally be undertaken by Highway England (HE) – as part of the national strategic road network, given the A120 is maintained by HE. The aim is to undertake a study of possible route options between now and 2017 such that Government can ask HE to process the scheme subsequently with it being included in the second Roads Investment Strategy period 2020 to 2025.</p> <p>AL set out the agenda and emphasised the need for Members to influence future meetings and make recommendations for additional memberships.</p> |                        |
| <p><b>2</b></p> | <p><b>Purpose of Forum &amp; Terms of Reference</b></p> <p>PG delivered the presentation. Noting the importance of building a working relationship with local businesses and representative organisations to ensure that this traditionally passive consultees group is effectively engaged in the consultation.</p> <p>PG stated that the purpose of the forum was primarily about communications and engagement. PG also explained the other forums that exist, including a Member Forum and Community Forums.</p> <p><b>PG to distribute detailed ToR to forum members via email.</b></p>  | <p><b>Action 1</b></p> |
| <p><b>3</b></p> | <p><b>How best to engage businesses</b></p> <p>PG delivered introduction / presentation.</p> <p>PG put forward that forum members had the best insight into how to engage local businesses and support them to participate in the consultation. PG asked forum members to discuss the following:</p> <ul style="list-style-type: none"> <li>• <b>How</b> to engage with local businesses?</li> <li>• <b>What</b> are the main issues for us to consider?</li> </ul>   |                        |



|                 |  |   |
|-----------------|--|---|
|                 | <ul style="list-style-type: none"> <li>• Are there any <b>others to engage</b> with?</li> <li>• <b>What</b> sort of updates do you want?</li> </ul> <p>DMcC suggested that the <a href="http://www.a120essex.co.uk">www.a120essex.co.uk</a> website could link with the Haven Gateway Partnership (HGP) A120 campaign website, and vice versa. He provided an outline of the HGP plan for business events in 2016. Dates were still tbc. Events would provide an excellent opportunity to raise profile of study and importance of participating in the consultation.</p> <p>SC commented that the HGP had a lot of success with business case studies when meeting with senior representatives.</p> <p>The group discussed the value of case studies and agreed that this format clearly showed the real impact of infrastructure on businesses in a very personal format.</p> <p>ZG commented that she had seen business events where there was the opportunity for business members to complete consultation responses, and observed that many individual businesses seemed to utilise this opportunity.</p> <p>The group discussed the importance of making sure engagement and consultation activities suited businesses. It was felt that the project might struggle to get businesses to a dedicated event.</p> <p>PS suggested that each forum member maps out their 'network' or interaction with businesses to create a group network to help communication study messages.</p> <p><b>ACTION: Forum Members for provide a list of their networks</b></p> <p>The group agreed that the Freight Transport Association and Road Haulage Association should be invited to participate in the forum.</p> <p><b>Action: Invite Freight Transport Association, and Road Haulage Association to the next forum</b></p> | <p><b>ACTION 2</b></p> <p><b>ACTION 3</b></p> |
| <p><b>4</b></p> | <p><b>A120 today – the challenges and opportunities</b></p> <p>PG delivered presentation</p> <p>The group discussed the challenges of road surrounding the A120, which experience rat running and high traffic volumes, especially when A120 is heavily congested. This rerouting traffic impacts businesses.</p>  |   |

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|          | The group discussed future changes in traffic, usage and requirements of different users, car, pedestrians, cyclists.  |          |
| <b>6</b> | <p><b>Any other business</b></p> <p>The group discussed what was required for forum members.</p> <p>AL and PG explained that the role of forum members was to give advice and recommendation on how to communicate and engage businesses.</p> <p>The group discussed the added opportunity of large employers who had internal communications channels for hundreds or thousands of staff to cascade project information, especially during the consultation and encourage their staff to take part.</p> |          |
| <b>7</b> | <p><b>Date of the next meeting</b></p> <p><b>PG to confirm next meeting – via correspondence.</b></p>  | Action 4 |

| <b>Actions</b> |  |                |                         |
|----------------|--|----------------|-------------------------|
| <b>No.</b>     | <b>Action</b>  | <b>By whom</b> | <b>Completion date</b>  |
| 1              | Circulate the ToR  | CS / PG        | 1 <sup>st</sup> May '16 |
| 2              | Forum Members to map their existing business networks and share at next meeting      | ALL            | 1 <sup>st</sup> May '16 |
| 3              | Invite Freight Transport Association, and Road Haulage Association to the next forum | PG             | 1 <sup>st</sup> May '16 |
| 4              | Confirm date of next meeting   | PG             | ASAP                    |