



M54 to M6 Link Road

TR010054

**Statement of Community Consultation
(SoCC)**

APFP Regulation 5(2)(q)

Planning Act 2008

Infrastructure Planning (Applications: Prescribed
Forms and Procedure) Regulations 2009

May 2019

M54 to M6 Link Road Statement of Community Consultation (SoCC)

About us

We operate, maintain and improve England's motorways and major A-roads. The M54 to M6 Link Road is a critical part of our ongoing investment. It will improve journeys between Shrewsbury, Telford and Wolverhampton in the west, and the M6 northbound and the West Midlands, which will bring benefits to the area.

We are publishing this Statement of Community Consultation (SoCC) to outline our approach to consulting with the local community for the above scheme. It provides details about how you (the local community) can take part and how feedback will be used to influence our proposed design.

To make sure we approach our consultation in the very best way for the local community, we've consulted on this document with Staffordshire County Council, South Staffordshire District Council and Wolverhampton City Council. Staffordshire County Council and South Staffordshire District Councils are the authorities in the area in which the scheme is proposed to be built. Wolverhampton City Council has been included as there is the potential for a small area of the scheme to be within the Wolverhampton City Council boundary should there be a requirement to include new signage along existing roads within the area for the scheme.

This document gives you the background to the scheme and how our application to build it will progress. This document also provides a brief introduction to the scheme and consultation carried out to date. We will provide further information on the scheme in the consultation materials, with consultation due to start on 24 May 2019.

Our application

The scheme is being developed under the Planning Act 2008 and we are publishing this statement under Section 47 (duty to consult local community) of that Act.

Under the Planning Act 2008, we are required to make an application to the Secretary of State through the Planning Inspectorate for a Development Consent Order (DCO) to build the scheme. The Planning Inspectorate will examine our application and the Secretary of State will decide on whether the scheme should go ahead based on a recommendation made by the Planning Inspectorate. We anticipate that our DCO application for the scheme will be submitted in 2020.

When we submit our application, the Planning Inspectorate must consider whether our consultation has been adequate.

The best time for you to have your say to inform our final design on the scheme is now, by taking part in this consultation.

You can find more information about the Planning Inspectorate and the Planning Act 2008 on their National Infrastructure Planning website:

<http://infrastructure.planninginspectorate.gov.uk> or by calling the Planning Inspectorate on 0303 444 5000.

The scheme

The scheme involves the construction of a new link road between Junction 1 of the M54 and Junction 11 of the M6 in South Staffordshire. There is currently no direct motorway link from the M54 to the M6 north or the M6 toll. This means high volumes of both long- distance and local traffic use the local roads to travel this route. In particular, a large volume of local and long-distance traffic uses the A460, which passes through the villages of Featherstone, Hilton and Shareshill. The A460 road has just one lane in each direction with numerous junctions and stretches of road with a 30mph limit and was not designed for the amount and type of traffic currently using it. This results in delays, congestion and high accident rates due to the high traffic volumes. The high volume of traffic also reduces the safety and attractiveness of the route for pedestrian and cyclists, as well as creating noise and air pollution for residents living along the route.

The significant reduction in traffic along the A460 will create a safer and less congested environment for local road users, including pedestrians, cyclists and horse riders.

The scheme will provide a new link road that will improve journey times and reliability on the motorway and local road networks.

The scheme will include:

- a new link road of approximately 2.5 km (1.6 miles) in length between the M54 junction 1 and the M6 junction 11
- a new junction at M54 junction 1 to provide direct links to and from the M54; and to maintain the connections to the local road network
- realignment of Hilton Lane over the new link road
- a new junction at M6 junction 11 with junction capacity improvements and changes proposed to Mill Lane

We are carrying out an Environmental Impact Assessment for the scheme. The scheme is an Environmental Impact Assessment development, and therefore we are publishing

the Preliminary Environmental Information Report as part of the consultation material. This report will provide information about the potential environmental effects of the scheme such as noise, air quality and visual intrusion, and the measures proposed to reduce those effects. This report aims to help the local community understand potential impacts and enable them to provide well-informed responses to the consultation in advance of the completion of the Environmental Impact Assessment.

Additional information about the scheme, including detailed plans, will be included in our public consultation brochure. Copies of the brochure will be available at local display/ deposit locations detailed in this SoCC during the consultation period and on the scheme webpage.

Consulting the community - previous consultations

We held the first round of consultation events from December 2014 to January 2015. This included public engagement events to gauge support, seek feedback on the need for improvements in the area and discuss design options.

Feedback from the consultation identified the need for us to carry out further assessment work on the options to find the best solution. Through this assessment we developed three modified options. In September 2017, we held further consultation events to gain feedback on the modified options, Option B West, Option C West and Option C East. We asked consultees to consider all options, the proposed benefits and impacts, and comment on which one they preferred and why. This information was reviewed and where appropriate, taken into consideration for our design process.

Option B West was the most popular route amongst those responding to questionnaires. Option B West was also the option that was most effective at removing traffic from the A460, providing a shorter route than the other options. Option B West also had the least impact on areas of Ancient Woodland or potential Ancient Woodland of the three options. Following extensive analysis of the options (including consideration of the adverse impacts of Option B and relative merits of other options) we selected Option B West as the preferred option for further design development.

The design of what was Option B West, has evolved since 2017 and our preferred route announcement in September 2018. This includes, but is not limited to, removing a direct link to the M6 toll, introduction of landscaping and measures to minimise visibility of the route and changes to the route alignment to move the road further away from residents living along Dark Lane. We have continued to engage on an ongoing basis in the run-up to the formal consultation period. This included question and answer sessions with the public after the Preferred Route Announcement, presentations to Parish Councilors, a presentation to South Staffordshire District Council's Cabinet and meetings with landowners. This engagement has fed into the designs that we will present during the statutory consultation period. We are now carrying out our statutory consultation on the details of the design of the scheme.

Details of the results of previous consultation and how we decided to progress Option B West, with minor amendments, are included in the Public Consultation Report and Preferred Route Announcement brochure, available to download from www.highwaysengland.co.uk/M54-M6linkroad.

This consultation - why and when

This consultation period is the key opportunity for stakeholders and local communities to influence the scheme prior to designs being finalised, with consultation with key stakeholders been carried out in parallel to consultation with communities.

It is important to us that our consultation will:

- help local people understand the scheme design and how the design has evolved since previous consultation in 2017 and the preferred route announcement in 2018
- provide the opportunity for the public to give feedback on our proposals
- help gather in-depth information that local communities have of the area to shape our assessments on impacts and proposed mitigation measures
- enable members of the public to influence the scheme design to maximise local benefits and minimise impacts
- identify ways in which our proposals can support wider strategic or local objectives

Your comments will help us achieve these objectives. We will listen to and consider everyone's views before we finalise the scheme and submit our DCO application.

Working with Staffordshire County Council and South Staffordshire District Council we have developed a target area for leaflet distribution. This area was also consulted on with Wolverhampton City Council through consultation on the draft SoCC. The area is based on who we think will be most affected by our proposed design taking into account scheme visibility, noise levels and the proximity to the new link road to existing properties. We have ensured the area includes everyone who was consulted in the 2015 and 2017 consultation periods, incorporated comments from the consulted Local Authorities and expanded the boundary to key features in the landscape to create logical boundaries. We have also taken into account comments received from local people during previous consultation events and comments made by Parish Councils. Our area for leaflet distribution is presented in Appendix B.

Who can take part?

Anyone is welcome to take part. We welcome all views and they will be taken into account before we submit our final design.

How will we consult?

We will use the following methods to consult the community on the scheme. In the case of circumstances where an event(s) needs to be cancelled (for example severe weather conditions), it may be substituted with similar event(s) subject to venue(s) availability. We will advertise this locally and on the scheme webpage.

Table 1: Consultation Methods

Method	Detail
Scheme webpage	A full summary of the scheme, this SoCC, the consultation brochure, online response form, plan showing the extent of the scheme (red line boundary) and the Preliminary Environmental Impact Report and non-technical summary will be available at: www.highwaysengland.co.uk/M54-M6linkroad
Consultation events	<p>Consultation events will be held at local venues, where information will be available on the scheme and members of the team will be present to answer questions about the proposals. Hard copies of response forms will be available. Dates for events are:</p> <p>Featherstone and Hilton Community Centre, Baneberry Drive, Featherstone, WV10 7TR: 31 May 2019 (1:00pm to 8:00pm) and 1 June 2019 (11:00am to 6:00pm).</p> <p>Shareshill Village Hall, Elms Lane, Shareshill, WV10 7JS: 5 June 2019 (1:00pm to 8:00pm) and 8 June 2019 (11:00am to 6:00pm)</p> <p>Wedges Mills Village Hall, Wolverhampton Road, Wedges Mills, Cannock, WS11 1ST: 11 June 2019 (3:00pm to 8:00pm)</p> <p>Cheslyn Hay Village Hall, Pinfold Lane, Cheslyn Hay, Walsall WS6 7HP: 13 June 2019 (3:00pm to 8:00pm).</p> <p>Essington Community Centre, Hobnock Road, Essington, WV11 2RF: 15 June 2019 (1:00pm to 8:00pm)</p>
Consultation brochure	<p>The consultation brochure contains details of the scheme and consultation events. We will deliver this to those living within the extent of the scheme (red line boundary) i.e. those whose land may be needed for the scheme.</p> <p>Flyers or letters will be sent to local people within the vicinity of the scheme but will not be directly affected (no land take) by the scheme.</p> <p>Copies of both these documents will also be available to view at local display/deposit locations. The suite of documents available at local display/ deposit locations will include a Preliminary Environmental Impact Report and a non-technical summary (more details below), which will set out environmental impacts and possible mitigation measures – all of which we'd like your views on.</p> <p>The Environmental Impact Assessment process is iterative and will assess the final scheme design, which will be influenced by</p>

Method	Detail
	this consultation process. Information provided in the Preliminary Environmental Information Report will be developed and added to following the consultation period.
Leaflet	Consultation events will be publicised through a leaflet on the scheme delivered to all properties within Appendix B. The leaflet will also include a high-level overview of the scheme and signpost further information.
Direct contact with local stakeholders	<p>To ensure key stakeholders are notified of events, we will also send leaflets to these parties listed in Appendix A.</p> <p>We will also provide these stakeholders with a link to the scheme webpage containing consultation information and invite stakeholders to publicise the events on their own websites and e-mail lists to try to reach a wider audience.</p>
Media adverts and press releases	<p>We will also advertise the public consultation events by placing media advertisements in locally circulating newspapers.</p> <p>The publication likely to be used is the West Midlands Express & Star, subject to confirmation that the distribution areas are appropriate. Adverts will be placed in local newspapers to promote the launch of the consultation period and include details of consultation events. Press releases detailing the consultation period and how the community and road users can get involved will be issued.</p>
Social media	The public consultation events will be advertised through Highways England's regional twitter account, @highwaysWMIDS
Stakeholder briefings	<p>The project team will happily attend meetings of local community groups affected by the proposal between 24 May and 21 June where invited and where possible. The timescale is set to provide attendees with sufficient time to respond to the consultation on the scheme following any meeting. At Highways England's discretion, consideration may be given to attendance at events outside this period.</p> <p>If you wish to speak to us about this, please contact the project team using the details provided below.</p>
Council and community / area forum briefings	When invited and where possible, we will speak to local Council forums and community area forums affected or in the vicinity of our scheme.

Statutory notices	<p>Statutory notices to publicise the proposed DCO application and the SoCC will be issued:</p> <ul style="list-style-type: none">• Proposed DCO application: once in a national newspaper and the London Gazette and twice in local circulating newspaper(s)• Publicising the SoCC: once in local circulating newspaper(s) <p>Subject to confirmation on distribution areas, we intend to use the West Midlands Express & Star as the locally circulating paper.</p>
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How to respond to the consultation:

A consultation response form will be produced to help you provide comments on the scheme design. All consultation responses must be made in writing by:

- Completing the online response form at www.highwaysengland.co.uk/M54-M6linkroad:
- Attending a consultation event where you can meet the project team and complete a paper copy
- Picking up a paper copy of the response form at one of our display/deposit locations, which can be posted via freepost to the following address:

Freepost M54 to M6 Link Road

All responses must be received by **Friday 5 July 2019 at 23:59 hours**.

Information available at and details of local display/deposit locations:

The documents listed below will be made available for your information to help inform your consultation response. They will be available to view free of charge at the display/deposit locations during the consultation period:

- public consultation brochure and response form
- map showing the full extent of the proposed scheme including a red line boundary plan
- Preliminary Environmental Impact Report and non-technical summary
- previous public consultation reports and/or public consultation summary documents
- Development Consent Order leaflet, explaining the planning process in more detail

Table 2: Local display and deposit points

Location	Address	Opening hours
Featherstone and Hilton Community Centre	Featherstone and Hilton Community Centre, Baneberry Drive, Featherstone, WV10 7TR	Monday to Friday 7am - 8pm; Saturday closed Sunday closed
Staffordshire Library and Information Service	Cannock Library, Manor Avenue, Cannock, WS11 1 AA	Monday 9am - 5pm; Tuesday 9am - 7pm; Wednesday 9am - 5pm; Thursday 9am - 5pm; Friday 9am - 5pm; Saturday 9am - 4pm; Sunday Closed

South Staffordshire District Council	Council Offices, Wolverhampton Road, Codsall, WZ8 1PX	Monday to Friday 8:45am – 5pm Saturday closed Sunday closed
Codsall Library	South Staffordshire District Council Offices, Wolverhampton Road, Codsall, WV8 1PX	Monday 9am - 5pm; Tuesday 12:30pm - 8pm; Wednesday closed Thursday 9am - 5pm; Friday 9am - 5pm; Saturday 9:30am - 4pm Sunday closed

Location	Address	Opening hours
Staffordshire County Council	No.1 Staffordshire Place, Tipping Street Stafford, ST16 2LP	Monday to Friday 8am - 6pm; Saturday 9am - 5pm Sunday closed
Brewood and Coven Parish Council	35 Stafford Street, Brewood, ST19 9DX	Monday to Friday 9.30am - 12.30pm Saturday closed Sunday closed
Bilbrook Parish Council	Joeys Lane, Bilbrook, WV8 1JL	Monday 10:00am - 12:00 noon Tuesday 10:00am - 12:00 noon Wednesday 10:00am - 12:00 noon Thursday closed Friday 10:00am - 12:00 noon. Saturday closed Sunday closed Bank Holidays closed
Collingwood Library	Northwood Park Road, Bushbury, WV10 8EA	Monday closed Tuesday 10am - 1pm; Wednesday 2pm - 5pm; Thursday 9am - 11am; Friday 1pm - 5pm; Saturday 10am - 1pm. Sunday closed
Cheslyn Hay Library and Village Hall	Pinfold Lane, Cheslyn Hay, WS6 7HP,	Monday 9am - 1pm / 2pm - 5pm; Tuesday closed Wednesday closed Thursday 2pm - 5pm.
Pendeford Library	Whitburn Close, Pendeford, WV9 5NJ	Monday 10am - 1pm; Tuesday 10am - 6pm; Wednesday 1pm - 5pm; Thursday 10am - 1pm; Friday 2pm - 5pm; Saturday 10am to 1pm; Sunday Closed.
Sainsburys, Cannock	Orbital Retail Centre, Voyager Drive, Cannock, WS11 8XP	24 hours a day, 6 days a week. Sunday 10-4
Essington Community Centre	Hobnock Road, Essington, WV11 2RF	Monday to Friday 8.30am – 1pm / 2pm - 4.30pm Saturday closed Sunday closed

Next steps

We will record and carefully consider all responses received during the consultation period. We will take these into account when finalising our application before we submit it to the Planning Inspectorate.

We'll summarise our findings in a Consultation Report, which will include a description of how our application was informed by the responses received, and outline any changes made as a result of consultation. The Consultation Report forms part of our submission to the Planning Inspectorate. The team will not respond individually to each consultation response.

The Planning Inspectorate will decide whether the application meets the required standards to proceed to examination and will determine whether our consultation has been adequate.

For more information visit our scheme webpage, where you can also sign up for email alerts whenever the webpage is updated. If you have any queries about this scheme, please contact us by calling **0300 123 5000**, emailing M54toM6linkroad@highwaysengland.co.uk or writing to us at:

M54 to M6 Link Road

Highways England
2 Colmore Square
Birmingham
B4 6BN

Your data, your rights

On 25 May 2018, the General Data Protection Regulations (GDPR) became law. The law requires Highways England to explain to you – consultees, stakeholders and customers – how your personal data will be used and stored.

Highways England adheres to the government's consultation principles, the Planning Act 2008 and the Highways Act 1980 as required, and may collect personal data to help shape development of highways schemes.

Personal data collected by the project team will be processed and retained by

Highways England and its appointed contractors until the scheme is complete.

Under the GDPR regulations you have the following rights:

- Right of access to the data (Subject Access Request)
- Right for the rectification of errors
- Right to erasure of personal data – this is not an absolute right under the legislation
- Right to restrict processing or to object to processing
- Right to data portability

If, at any point, Highways England plans to process the personal data we hold for a purpose other than that for which it was originally collected, we will tell you what that other purpose is. We will do this prior to any further processing taking place and we will include any relevant additional information, including your right to object to that further processing.

You have the right to lodge a complaint with the supervisory authority, the Information Commissioners Office.



If you'd like more information about how we manage data, or a copy of our privacy notice, please contact: DataProtectionAdvice@highwaysengland.co.uk

Appendix A: List of key local stakeholders to receive leaflets on consultation events

(Nb: this is consultation in addition to organisations consulted under Section 42 of the Planning Act 2008. A longer list of stakeholders will be consulted under Section 42 and this list supplements rather than replaces this list. A selection of key stakeholders will be consulted here and under Section 42 as this is the approach agreed with host local authorities).

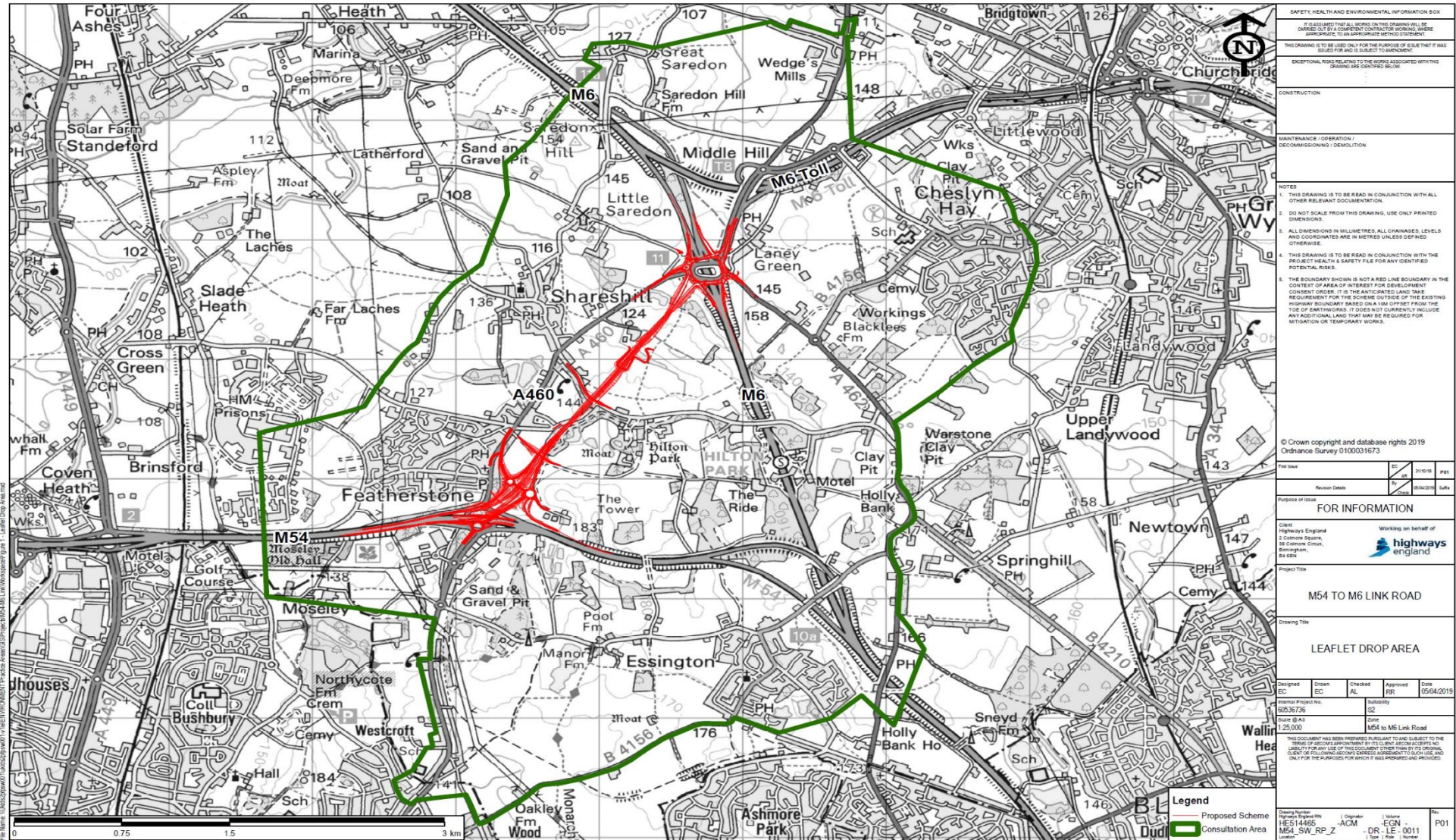
Host Authorities	Additional Local Authorities/ Non-Statutory Authorities	Parish Councils
Staffordshire County Council	Walsall Council	Saredon Parish Council
South Staffordshire District Council	Cannock Chase District Council	Featherstone & Brinsford Parish Council
City of Wolverhampton Council	Lichfield District Council	Shareshill Parish Council
	West Midlands Combined Authority	Hilton Parish Council
		Essington Parish Council

Environmental Stakeholders	Transport Stakeholders
Staffordshire Gardens and Parks Trust	M6 Diesel
The Woodland Trust	Hilton Park Services
Staffordshire Heritage Group	Go Direct Transport
Staffordshire Badger Conservation Group	Majestic Travel
Staffordshire Fungus Group	Manor Minibus
Staffordshire Invertebrate Group	Britannia Taxis & Private Hire
Staffordshire Mammal Group	Arriva (Midlands North)
Staffordshire Moth Group	National Express West Midlands
West Midlands Bird Group	Banga Buses
Staffordshire Archaeological and Historical Society	Coach Tours & Travel of Wolverhampton
	P and D York Coach Travel
	AJ's Private Hire
	The RAC

Businesses Stakeholders	Community Stakeholders
Hilton Hall	Featherstone Family Health Centre
Pendleford Business Park	Willenhall Rugby Union FC Ltd
Jaguar Land Rover	The Community Foundation for Staffordshire
Dave's American Motorhome Services	St Johns Primary Academy
Brookfield Farm (Brookfield Leisure Centre)	Skirmish Paintball Games
Hollybush Garden Centre	South Staffordshire Community and Voluntary Action
Hollies Poultry Farm	Pattingham Church
Kings Repose	Wrekin College
Arthur Hough and Sons Ltd	National Farmers Union
Featherstone Post Office	Havergal C of E Primary School
Hilton Autogas	Midlands Car Boot Sales
Ardel OEM	Featherstone & Hilton Community Centre Association
Essington Farm	Greyhound Trust Wolverhampton
Wolverhampton MMA	Essington Wood Methodist Church
J Banks & Co Ltd	Essington Parish Council
Millride Country Sports	Hawkins Falconry
Bowers and Jones Ltd	AMG Nursing and Care Services
Blakemore Fresh Foods	St Mary & St Luke Church

Businesses Stakeholders
Mann + Hummel
Entnet Ltd
Hilton Park Stables (Ride Farm)
Yells Farm Stables
Stoke and Staffordshire Chamber of Commerce
Wolverhampton Business Park
Esso
Direct Motor Services
Motor Vehicle Services
MVS Diagnostic Solutions
Cannock Clutch Centre
3D Tooling Technologies Limited
Elliott - Hire
The Elms Public House
Senwood Grabhire
Essington Farm
Forest of Mercia

Appendix B - Extent of Leaflet Distribution



SAFETY, HEALTH AND ENVIRONMENTAL INFORMATION BOX				
IT IS ASSUMED THAT ALL WORKS ON THIS DRAWING WILL BE CARRIED OUT BY A COMPETENT CONTRACTOR WORKING UNDER APPROPRIATE, TO AN APPROPRIATE EFFECTIVE SYSTEM.				
THIS DRAWING IS TO BE USED ONLY FOR THE PURPOSES OF WHICH IT WAS ISSUED FOR AND IS SUBJECT TO AMENDMENT.				
EXCEPTIONAL RISKS RELATING TO THE WORKS ASSOCIATED WITH THIS DRAWING ARE LISTED BELOW.				
CONSTRUCTION:				
MAINTENANCE / OPERATION / DECOMMISSIONING / DEMOLITION:				
NOTES:				
1. THIS DRAWING IS TO BE READ IN CONJUNCTION WITH ALL OTHER RELEVANT DOCUMENTATION.				
2. DO NOT SCALE FROM THIS DRAWING, USE ONLY PRINTED DIMENSIONS.				
3. ALL DIMENSIONS IN MILLIMETRES, ALL CHANGES, LEVELS AND COORDINATES ARE IN METRES UNLESS DEFIED OTHERWISE.				
4. THIS DRAWING IS TO BE READ IN CONJUNCTION WITH THE PROJECT HEALTH & SAFETY FILE FOR ANY IDENTIFIED POTENTIAL RISKS.				
5. THE BOUNDARY SHOWN IS NOT A RED LINE BOUNDARY IN THE CONTEXT OF AREA OF INTEREST FOR DEVELOPMENT CONSENT ORDER, IT IS THE ANTICIPATED LAND TAKE REQUIREMENT FOR THE SCHEME OUTSIDE OF THE EXISTING HIGHWAY BOUNDARY BASED ON A 15M OFFSET FROM THE JOE OF EARTHWORKS. IT DOES NOT CURRENTLY INCLUDE ANY ADDITIONAL LAND THAT MAY BE REQUIRED FOR INITIATION OR TEMPORARY WORKS.				
© Crown copyright and database rights 2019 Ordnance Survey 0100031673				
Plan size:	A3			
Revision Details:	Rev No. 01 Date 31/03/19 Issue 01/04/2019			
Purpose of Issue: FOR INFORMATION				
Client: Highways England 2 Colmore Square, Birmingham, B4 6BN	Working on behalf of: 			
Project Title: M54 TO M6 LINK ROAD				
Drawing Title: LEAFLET DROP AREA				
Designed EC	Drawn EC	Checked AL	Approved RFR	Date 05/04/2019
Internal Project No. 80536736	Subsidiary SZ			
Scale 1:25,000	Code M54 to M6 Link Road			
THIS DOCUMENT HAS BEEN PREPARED PURSUANT TO AND SUBJECT TO THE TERMS OF A PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CLIENT AND HIGHWAYS ENGLAND. IT IS NOT TO BE USED FOR ANY OTHER PURPOSES WITHOUT THE WRITTEN PERMISSION OF HIGHWAYS ENGLAND. IT IS NOT TO BE USED FOR ANY OTHER PURPOSES WITHOUT THE WRITTEN PERMISSION OF HIGHWAYS ENGLAND.				
Drawn By: HE514466	Checked By: ACM	Scale: EGN	Drawn By: M54_SW_RP_Z	Date: DR - LE - 0011
Legend				Rev P01
Proposed Scheme				
Consultation Area				