

A303 Sparkford to Ilchester dualling scheme

Development Consent Order
stakeholder resource pack

February 2021



What this pack is for:

- On 29 January 2021 Highways England was granted a Development Consent Order to build the A303 Sparkford to Ilchester dualling scheme in Somerset.
- We're planning various activities to publicise this with our stakeholders and local community – some of which are detailed on the following slides.
- We'd really appreciate your support in helping us amplify our messages by sharing some of the content within this pack, through your own channels.
- On the following slides you'll find blocks of text, infographics, advocacy quotes and scheme-related images etc. These can be used in newsletters, on web pages, on social media channels or similar, to help raise awareness of the decision.

Text block

The following text can be cut and pasted and used in newsletters, web updates etc. Photos to accompany this can be found on the following slides.

Highways England has been given the go-ahead by the Secretary of State for the 3-mile A303 Sparkford to Ilchester dualling scheme.

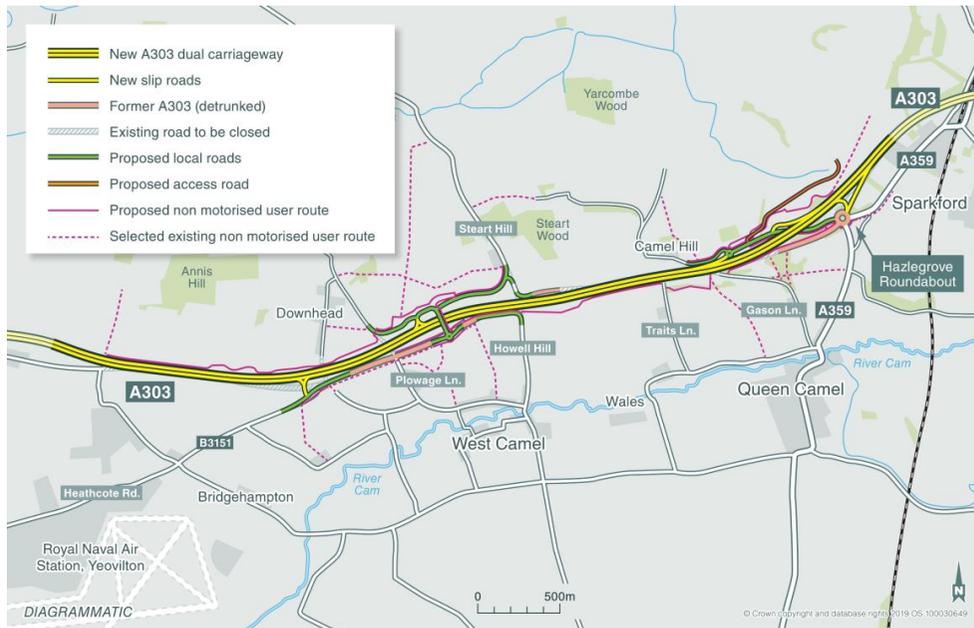
This improvement scheme will help to improve the route between the south west and London and the south east, while also delivering benefits for local people. It aims to:

- reduce congestion
- boost road safety for all, and help cut the number of accidents on the A303
- improve journey times

Highways England is currently working on the detailed design and planning for the construction phase. They expect to start work later this year and will provide more information about the construction process and traffic will be managed nearer the time.

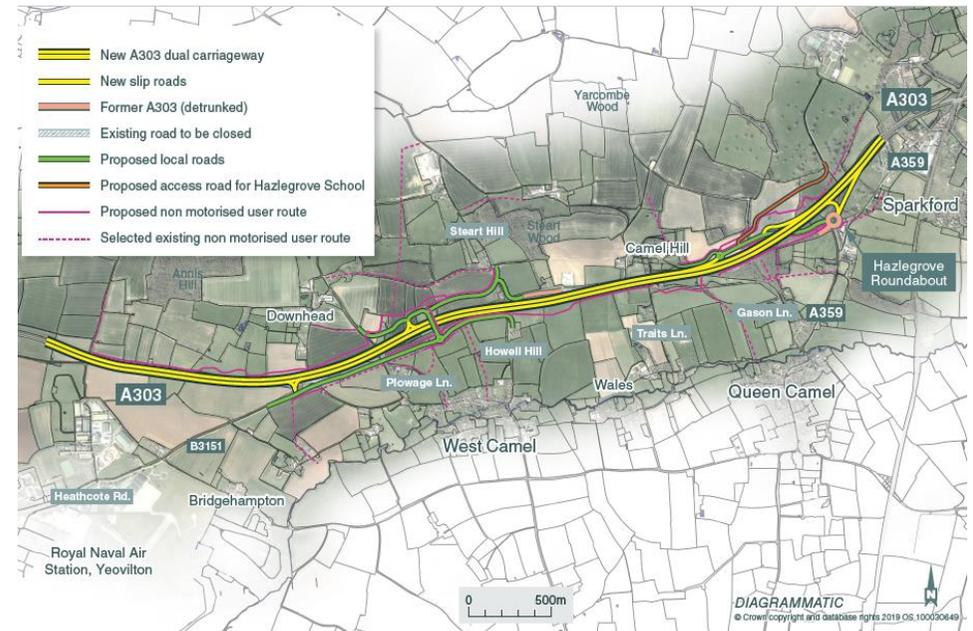
To find out more visit www.highwaysengland.co.uk/a303-sparkford-to-ilchester/

Scheme plan



Images

Scheme plan



Proposed Downhead junction



Proposed Hazelgrove junction

Scheme at a glance leaflet

- We have produced a two page 'scheme at a glance' leaflet explaining the scheme and its intended benefits.
- This can be viewed or downloaded from our webpage at www.highwaysengland.co.uk/a303-sparkford-to-ilchester/
- If you would like to share information about the scheme, please feel free to use this.



Social media – planned tweets and Facebook content

We will be posting content on our Facebook and Twitter pages as follows. If you're able to share, retweet, or add positive supportive comments, please do so.

Channel	Content	Date	Time
Facebook & Twitter	Post to celebrate decision with first of supporting infographics	Friday 29 January 2021	16:30
Facebook & Twitter	Animated Gif welcoming the DCO decision from Heart of the South West LEP	Tuesday 2 February	10:00
Facebook & Twitter	Animated Gif welcoming the DCO decision from Devon and Somerset Fire service and video from FSB	Friday 5 February	10:00 and 16:00
Facebook	Infographics celebrating scheme benefits	Drip feed over next few weeks	TBC

If you are tweeting or posting your own messages, please use the following hashtag: #A303SparkfordImprovement and copy us in @HighwaysSWest

Scheme infographics

We'll be using the following animated infographics - please get in touch if you would like to use them and we can provide a copy.

We're making journeys quicker and more reliable.

A303
Sparkford to Ilchester scheme

'Mile-a-minute' journeys will become the norm.



This infographic features a dark road with a white dashed line. A blue car and a yellow truck are shown driving. Above the road, a stopwatch icon indicates a 60-second duration.

We're making journeys quicker and more reliable.

A303
Sparkford to Ilchester scheme

We're dualling 3.5 miles of single carriageway.



This infographic shows a road with a white dashed line. A blue car and a yellow truck are shown driving. The road is depicted as a single carriageway.

Tackling noise pollution.

A303
Sparkford to Ilchester scheme

We'll use low noise surfacing on the new road.



This infographic shows a road with a white dashed line. A blue car and a yellow truck are shown driving. The road is depicted with low noise surfacing, indicated by sound waves and '- dB' labels.

We're improving connections.

A303
Sparkford to Ilchester scheme

Unlocking opportunities for economic growth.



This infographic shows a road with a white dashed line. A blue car and a yellow truck are shown driving. The road is depicted with economic growth, indicated by a sign that says 'Welcome to the South West' and a sign that says 'Economic growth'.

We're improving and creating new, safer rights of way.

A303
Sparkford to Ilchester scheme

Connections for cyclists, walkers and horse riders.



This infographic shows a road with a white dashed line. A cyclist, a walker, and a horse rider are shown using the road. The road is depicted as a safe right of way.

We're making the road safer.

A303
Sparkford to Ilchester scheme

New bridges will make it easier to cross the road.



This infographic shows a road with a white dashed line. A blue car and a yellow truck are shown driving. The road is depicted with a bridge, making it easier to cross.

Helping local wildlife.

A303
Sparkford to Ilchester scheme

We'll install badger tunnels and nesting bird and bat boxes.



This infographic shows a road with a white dashed line. A badger, a bird, and a bat are shown using the road. The road is depicted with badger tunnels and nesting bird and bat boxes.

Thank you

If you are able to use any of the content in this pack, please let us know, or share copies of your content with us.

You can reach the project team by emailing:

a303sparkfordtoilchesterdualling@highwaysengland.co.uk

If you want to mention us in any social media posts, you can tag us on Twitter by using @HighwaysSwest, or on Facebook by using @HighwaysSWest