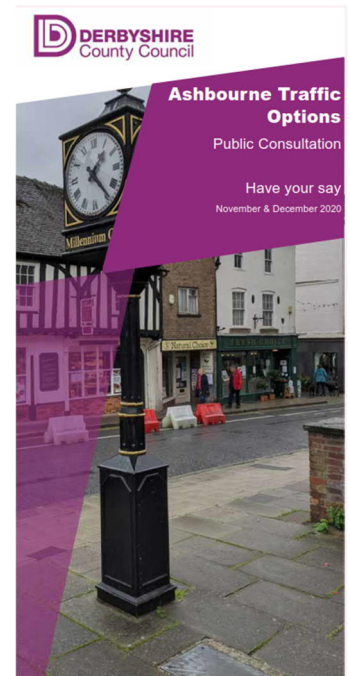


<b>MHA Authority</b>	Derbyshire County Council (DCC)
<b>Project Number</b>	60640571
<b>Project Title</b>	Ashbourne Traffic Forecasting and Options Consultation
<b>Client Contact</b>	Jim Seymour
<b>Client Details</b>	Transport Strategy Manager, jim.seymour@derbyshire.gov.uk
<b>Brief Project Description</b> (300 Characters)	<p>AECOM was commissioned by DCC to undertake a public consultation on several traffic options to reduce traffic delays and reduce the impact of HGV traffic within Ashbourne, Derbyshire. The options within the consultation included:</p> <ul style="list-style-type: none"> <li>• A town centre junction improvement scheme (to make best use of existing infrastructure);</li> <li>• A western bypass (for which two options were presented); and</li> <li>• An eastern bypass.</li> </ul> <p>The scope included for traffic forecasting (using a highway assignment model of Ashbourne and its surrounding area under a separate project), concept highway design, identification of environmental constraints on a desktop basis, preparation of all consultation materials and running the public consultation, including answering questions from the public.</p> <p>Given COVID19 restrictions, the consultation was undertaken online using the AECOM Virtual Town Hall consultation tool.</p>
<b>Full Project Description</b>	<p>DCC was looking to identify a preferred option to address traffic delays and the impact of HGVs through the historic market town of Ashbourne. Previous work had identified that traffic delays emanated mainly from two signalised junctions which were in close proximity, with HGVs routeing through the town due to the location of several quarries north of the town. Options identified for the consultation therefore included town centre capacity improvements (which would address traffic delays only), a western bypass (as identified in the Derbyshire Dales Local Plan) and an eastern bypass (which was identified as potentially better serving future development planned for the town at the Ashbourne Airfield.</p> <p>AECOM was commissioned to:</p> <ul style="list-style-type: none"> <li>• identify environmental constraints;</li> <li>• prepare concept designs of the western and eastern bypass alignments;</li> <li>• prepare cost estimates for the options;</li> <li>• use a (previously developed) traffic model to test the performance of the options and undertake initial economic assessment;</li> <li>• prepare all consultation materials; and</li> <li>• run the public consultation.</li> </ul> <p>AECOM designed all of the consultation materials, working with DCC to have these approved by their marketing and communications teams prior to them being published. AECOM also dealt with all public questions, making use of a FAQ document that was pre-agreed with DCC. Only a small number of questions needed liaison between DCC and AECOM during the consultation process. Feedback responses were collated using a GDPR compliant survey tool and held securely by AECOM.</p> <p>The public consultation took place over a four week period in 2020 and, given the</p>

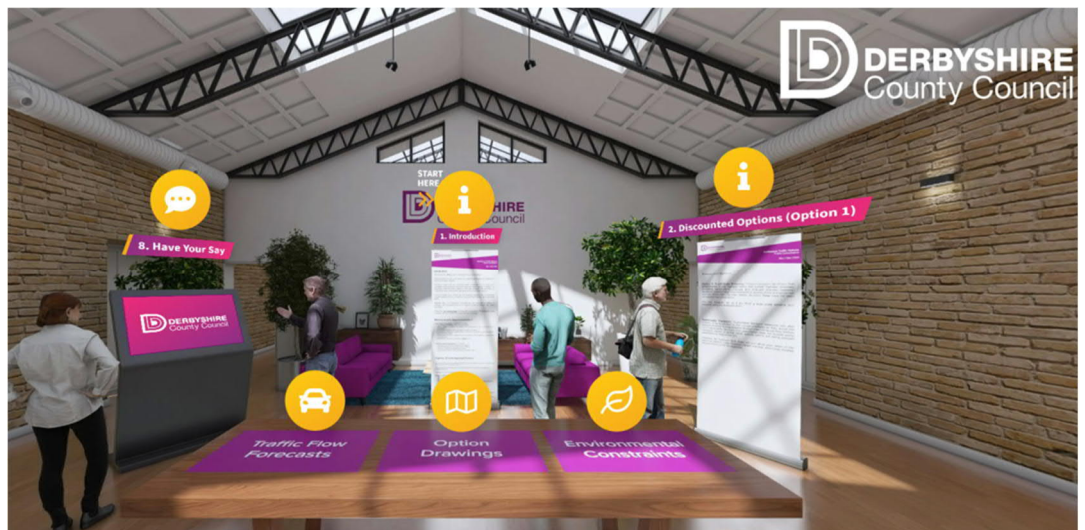


constraints of the COVID19 pandemic, the consultation made use of the AECOM Virtual Town Hall consultation tool. To ensure the project was well advertised, every building within Ashbourne and surrounding villages received a letter and brochure, with hard copy materials also being made available to those without internet access.

A total of 885 responses were received from the consultation, which allowed the Derbyshire Cabinet to select a Western Bypass as the preferred option for further development.

**Innovation**

The consultation made use of the AECOM Virtual Town Hall consultation tool. This allowed all consultation materials to be made available to the public and stakeholder online and across a variety of devices. A screengrab of the consultation tool is provided below:



1,781  
visitors



885  
Responses

Can this be applied to other MHA projects?

**Lean Delivery /  
Efficiency Savings**

The proposal was based on undertaking physical consultation events and using the online consultation tool. This was because the proposal was prepared to cover an eventuality in which the pandemic would allow gatherings, which was unfortunately not the case. With the events cancelled, the budget saved three days of events and attendance by five members of the project team, equating to £7,500 of fee. (Note, if the choice at the time of preparing the quotation had been between physical events OR online consultation, then the saving would have been £1,000).

**Efficiency Savings:** £1k – 7.5k

Can this be applied to other MHA projects?

**Sustainability**

Environmental constraints mapping allowed the consultation to proceed with a good understanding of relevant issues, such as listed buildings, ancient woodland and community assets such as the Tissington Trail.

<b>Awards / Customer Satisfaction</b>	<input checked="" type="checkbox"/> MHAPSP 3 360 degree Performance Feedback? Overall score: 8.7/10, with score of 10/10 achieved on Time and Financial Control categories.  Strengths: The project was delivered within the constraints of a changing context, requiring revised methodology in response to Covid-19 restrictions, and with limitations on client availability and engagement. This was a high-profile project with a significant amount of political and public interest, with consequent reputational risks to the client, which was actually delivered with remarkably little negative feedback on the process. Reporting was of a high quality and timely.	
<b>Address of Site</b>	Ashbourne, Derbyshire UK	Multiple Site Project: <input type="checkbox"/>
<b>Project Capital Value (if applicable)</b>	Estimated: n/a	At Completion: n/a
<b>Fee Value</b>	Estimated: £108,100 See above.	At Completion: £102,350
<b>MHA PSP3 Delivery Team</b>	Project Manager: Daniel Godfrey Delivery Manager: Stuart Dungworth Framework Manager: Jason Clarke	
<b>Project Manager Contact Details</b>	Daniel Godfrey daniel.godfrey@aecom.com	
<b>Other Useful Information</b>		
<b>Image References</b> (Images to be provided separately)	<input type="checkbox"/> Description & file name of any images provided	
<b>Completion Certificates</b> (to be provided separately)	<input type="checkbox"/> Have we requested & are they available?	
<b>This information provided by:</b>	Who: Daniel Godfrey daniel.godfrey@aecom.com	When: 18/03/21