



PSP3 Project Description Input Sheet

MHA Authority	Sandwell Metropolitan Borough Council			
Project Number	60609080			
Project Title	Birchley Island Virtual Exhibition			
Client Contact	David Skeet			
Client Details	Sandwell Council House, Freeth Street, Oldbury B69 3DE david_skeet@sandwell.gov.uk			
Brief Project Description (300 Characters)	Virtual exhibition of a major highway junction improvement scheme during the COVID 19 panden			
Full Project	Birchley Island is a major 5-arm roundabout linking the A4123 and A4034 to the M5 Junction 2			

Full Project Description

Birchley Island is a major 5-arm roundabout linking the A4123 and A4034 to the M5 Junction 2. AECOM was commissioned to undertake the detailed design of the Birchley Island Improvements scheme comprising additional circulatory width and additional lanes on the approaches to the island. The scheme also provides improved facilities for pedestrians and cyclists. The improvements will reduce waiting times at the junction resulting in reduced congestion, more reliable journey times and improved local air quality.

In accordance with Department for Transport WebTAG requirements, a public consultation exercise was required for the proposed scheme. At the time, the COVID 19 pandemic restrictions were in place and a face-to-face exhibition was not an available option. To overcome this AECOM developed and delivered a virtual exhibition as an effective way of meeting the clients' needs and engaging the public and stakeholders.





AECOM

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Innovation	The challenge was to proceed with the Public Consultation during the COVID-19 pandemic where social distancing restrictions did not allow face-to-face public engagement. AECOM's innovative Virtual Consultation Room was effectively used to successfully complete the consultation.			
	In addition, the use of the Virtual Consultation made the event more readily accessible to the wider community and facilitated increased participation and feedback through email and social media channels.			
	AECOM developed the use of Virtual Consultations as an environmentally effective way of engaging stakeholders. The interactive web-based tool allows clients to engage/consult stakeholders from their computer or mobile device, simulating the community meeting experience in a virtual environment. Virtual engagement events show consultation materials including videos, maps, plans and pop-up banners as people would experience at an in-person engagement. A chat/feedback function enables the project team to answer questions as visitors look around the materials and collate visitor opinion.			
	The Virtual Consultation Room is available here:			
	https://birchleyisland.exhibition.app/			
Lean Delivery / Efficiency Savings	The cost of preparing and providing the Public Consultation virtually was more than offset by the savings achieved from the removal of both staff hours required to stage a face-to-face exhibition and the venue costs. Staging the Consultation virtually provided time efficiency as it was available for viewing 24 hours per day for the duration of the Consultation period – a much longer and therefore more accessible timeframe than the face-to-face option.			
Sustainability	All communication with the public and stakeholders was done electronically. No scheme plans or leaflets were printed (as would be the case for a face-to-face exhibition).			
Awards / Customer Satisfaction	MHA PSP3 Project Feedback Questionnaire was completed at the end of the project with both AECOM and Sandwell MBC achieving a score of 10/10			
Address of	Birchley Island, Oldbury			
Site	West Midlands			
	B69 2BD			
	United Kingdom			
Project Capital Value (if applicable)	Estimated: £30.1m At Completion: n/a			
	(Total scheme cost)			
Fee Value	Estimated: £21,055.00 At Completion: £16,855.98			
	(Virtual Exhibition only)			
	Preparation of content of the exhibition took less time than expected.			
	Project Manager: Mel Williams			





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MHA PSP3 Delivery Team	Delivery Manager:	Cath Hudson	
	Framework Manager:	Jason Clarke	
Project Manager Contact Details	AECOM		
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Other Useful Information	n/a		
Image References	n/a		
(Images to be provided separately)			
Completion Certificates	n/a		
(to be provided separately)			
This information provided by:	Mel Williams		08.04.2021