



Llywodraeth Cymru
Welsh Government

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M4 Corridor around Newport

Public Information Exhibitions Report



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EXECUTIVE SUMMARY

Introduction

In 2014, following adoption of a strategic plan, development work commenced on the M4 Corridor around Newport Project (M4 CaN) to address transport related problems on the M4 between Magor and Castleton.

The proposals for the M4 CaN are;

- A new section of motorway between Junctions 23 and 29 south of Newport;
- Improvements to safety, access arrangements and the capability to manage traffic by reclassifying the existing M4 between Magor and Castleton as a trunk road;
- Relief to Junction 23A, the local road network and access to the proposed park and ride facilities at Severn Tunnel junction railway station with a new M4/M48/B4245 connection; and
- Providing cycle and walking (non-motorised user) friendly infrastructure.

Public information exhibitions, documented in this report, were held in September 2015 to update and inform stakeholders, including the public, about the proposals.

Approach to Engagement

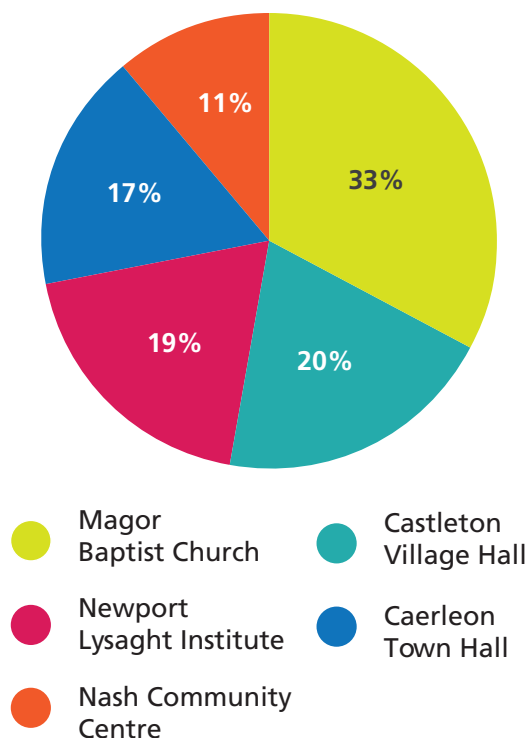
Public Information Exhibitions were held over fourteen days, across nine venues in South Wales in Caerleon, Castleton, Newport, Magor, Nash, Cardiff, Carmarthen and Swansea. This involved five two-day 'drop-in' exhibitions, and four one-day 'pop-up' exhibitions in public spaces.

The exhibitions shared information with the public and interested parties, enabled discussion with project team staff and gave an opportunity for people to feedback comments on the proposals.

Appropriate advertising was undertaken to raise awareness of the exhibitions and the availability of material online. Methods included leaflet drops, a radio campaign and an advertisement in local publications and at motorway service stations along the M4 in South Wales. All exhibition information, and background reporting from the previous strategic stage of development work, was made available at the exhibitions and online at www.gov.wales/m4newport.

Participation

A total of **2,719 attendees** were recorded on the registers at the five 'drop-in' exhibitions. It is estimated that a total of **2,500 brochures** were handed out during the four 'pop-up' events, providing an estimate of total attendance at **over 5,000**. As shown in the chart below, of those who attended a 'drop-in' exhibition, around one third visited the event held at Magor.



In addition to the exhibitions, the M4 Newport website attracted over **7,400 hits** from **30th August to 26th September 2015**, and the project video and flythrough attracted over **2,300 views** on the video sharing website 'YouTube'.

Feedback Received

In order to provide attendees with the opportunity to offer feedback, exit surveys were available. Of those that took part the results were:

- 90% 'tended to agree' or 'strongly agreed' that the exhibitions helped them to understand the proposals.
- 92% selected 'YES' on a touchscreen computer which asked "Have you found all the information you wanted today? YES / NO"

Question 6 of the exit survey asked whether the exhibitions could have been improved. The responses were predominantly positive, but the

following common themes for suggested improvement were identified:

- information on construction impacts and mitigation;
- venue size, layout or opening times;
- more explanation of how alternative routes have been considered;
- Information on noise and air impacts.

Question 7 of the Exit Survey asked for any other comments. Nearly three-quarters of comments received to this question were project wide, being general statements about the proposals. The remaining third of comments focused on specific elements relating to design and potential impacts.

- Within the project wide comments the majority of comments were **positive (at 67%)** or **negative (at 19%)**.
- For specific elements the majority provided for specific elements were **suggestions (47%)** and **Concerns (24%)**.

A summary graphic of the data is shown below:

Summary Topic	Project Wide	Percentage	Specific Element	Percentage	Total
Positive	104	67%	8	12%	50%
Suggestions	12	8%	31	47%	20%
Negative	30	19%	7	11%	17%
Concerns	7	5%	16	24%	10%
Neutral	2	1%	2	3%	2%
Request for Information (RFI)	0	0%	2	3%	1%
Total	155	100%	66	100%	100%

Comments were made relating to project design and construction, local access and non-motorised users (pedestrians, cyclists and equestrians), property and land, the environment including noise and air quality, the economy, society, cost and funding, traffic and need for the project and alternatives.

Comments expressed a range of viewpoints.

Over thirty comments suggested alternatives or alterations to the current scheme.

Around ten comments stressed the importance of the project in supporting economic growth and/or achieving economic benefits for Wales.

A few comments considered that there was no need for the project, whilst several comments expressed concerns over the potential impact upon wildlife and habitats.

Stakeholders were also able to make specific enquiries to the Public Liaison Officer.

The majority of enquiries related to noise, visual and specific property or land impacts due to the proximity of the new road. Other enquiries included related to design changes, more detailed diagrams, flooding, non-motorised users, landscaping, junction layouts, congestion, ecology and the environment. There were also requests for further engagement and to stay involved and objections.

Responses to all enquiries, where contact details were provided, have been issued by the Public Liaison Officer.

NEXT STEPS

The programme for the proposals is:

Activity	Key Date	What does this mean for the public?
Publication of Draft Statutory Orders and an Environmental Statement	Spring 2016	These will set out the land that would be required to build the scheme and the environmental mitigation work that would be involved. The public will then have the opportunity to formally object, support, make representations or suggest alternatives.
Public Local Inquiry	Autumn 2016	An independent Inspector would hear evidence, in front of the public, from interested parties and stakeholders. The Inspector would make a recommendation to the Welsh Ministers on how to proceed.
Welsh Ministers' Decision to make the Statutory Orders	Autumn / Winter 2017	The Welsh Ministers would decide whether to make the Statutory Orders and to go ahead with the construction of the project.
Commence Construction	Spring 2018	Works to build the new section of motorway would start.
New section of motorway open	Autumn 2021	The new section of motorway would be open to the public and works to reclassify the existing M4 route would start.

INTRODUCTION

Background

Unreliable journey times and traffic congestion, particularly during peak times, are common occurrences on the M4 around Newport.

This is due to the lack of capacity and alternative routes, especially during incidents and accidents.

In order to respond to the current issues, and following a round of public consultation, the Welsh Government adopted a strategic 'Plan' for the M4 Corridor around Newport and modified the Preferred Route in July 2014.

The proposals are a new section of motorway between Junctions 23 and 29 south of Newport; alongside complementary measures, including:

- Improvements to safety, access arrangements and the capability to manage traffic by reclassifying the existing M4 between Magor and Castleton as a trunk road;
- Relief to Junction 23A, the local road network and access to the proposed park and ride facilities at Severn Tunnel junction railway station with a new M4/M48/B4245 connection; and

- Providing cycle and walking friendly infrastructure.

In spring 2016 the Welsh Government intend to publish the draft Statutory Orders and an Environmental Statement.

Prior to the publication of the draft Orders and Environmental Statement, there is no statutory driver for consultation, however the Welsh Government decided to undertake a public information exercise to provide an update of the proposals to stakeholders and the public.

Feedback from the associated series of Public Information Exhibitions held in September 2015 was welcomed in order to help shape the design, local access and associated land requirements of the project.

It is anticipated a Public Local Inquiry would be held later in 2016, when individuals and organisations would then be able to formally present their views on the proposals to an independent Inspector. Dependent on the outcome, construction could commence in 2018.



Purpose and Structure of report

This report is intended to be an informative account of the Public Information Exhibitions (PIE) undertaken by the Welsh Government and its project team during September 2015. This report outlines the aims, content and results of that engagement exercise and associated participation by members of the public and other stakeholders. This report also outlines the next steps for the project and how people can stay involved.

This structure of this report is set out below:

Section 2 – Approach to engagement

Section 2 sets out the approach taken to engagement, including the communication strategy, the content and material made available at the PIE and the methods of participation and feedback at the events.

Section 3 – Participation, the PIE exercise

The engagement exercise focused on providing information to the public and other interested stakeholders, with some individuals and organisations provided feedback. Section 3 confirms:

- attendance levels;
- analyses comments on exhibition content;
- reports on the results of content feedback and areas for improvement for future engagement exercises.

Section 3 also sets out the lessons learned by the project team from the public information exercise.

Section 4 – Feedback on the project

Section 4 summarises the enquiries received, and analyses feedback about the project. It explains how comments are taken into account and how enquiries are managed.

Section 5 – Next Steps

Section 5 sets out the next steps for the project, and how people can stay involved.

Appendices

The appendices to this report comprise:

Appendix A: Copies of the printed publicity materials;

Appendix B: Layout Plans for each of the two-day 'drop-in' exhibitions and exhibition display panels;

Appendix C: Copies of the Exit Survey and touch screen device Satisfaction Survey;

Appendix D: Digitalised record of all responses to the Exit Survey; and

Appendix E: Copy of the Enquiry Form.



Fly Through Video on display at Castleton Village Hall



Caerleon Town Hall



Newport Kingsway Shopping Centre

2. APPROACH TO ENGAGEMENT

Purpose and Strategy

The Welsh Government and its project team held an internal workshop in July 2015 to develop a strategy for communication and plan the public information exercise. A series of engagement objectives were discussed and agreed. It was agreed that a series of Public Information Exhibitions would provide the best format of engagement to provide information, discuss any issues with members of the project team, and to provide an opportunity for people to feed back any comments on the proposals. The strategy for communication was agreed to be based on the following principles for engaging with stakeholders including the public:

1. Provide stakeholders and members of the public with useful, accurate, timely and user-friendly information about the proposals for the M4 Corridor around Newport;
2. Maximise the opportunities for stakeholders and the public to be involved;
3. Make it easy for stakeholders and the public to understand the proposals, communicate with the project team and share their views; and
4. Ensure that the Welsh Government listens to and takes into account any feedback.

The remainder of this section of this report explains how the exhibitions were designed and delivered to take into account the above objectives.

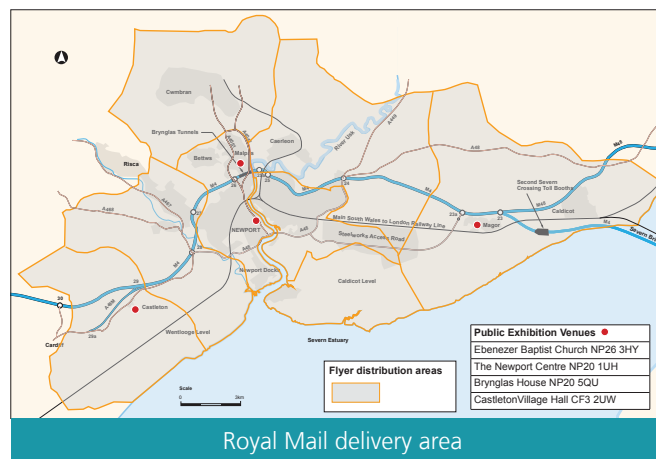
Publicity

The public information exercise aimed to accommodate as many different stakeholders as possible, including the general public, landowners, transport bodies, businesses, and environmental groups. In order to maximise the opportunities for stakeholders and the public to be involved, appropriate publicity was undertaken to make people across South Wales aware of the opportunity to attend an event, where to find further information, and how to contact the project team. The Public Information Exhibitions were advertised using the following wide ranging media:

- 117,000 bilingual leaflets were delivered by the Royal Mail;
- Adverts were placed in the Capital Times (delivered to the residents of Cardiff);
- Adverts were placed in the Cardiff and South Wales Advertiser (distributed in Cardiff, Swansea, Newport and the South Wales Valleys);

- Adverts were placed in the Marshfield Mail Around Town publication (delivered to the residents of Marshfield and surrounding areas);
- Adverts were placed in the Big Issue Cymru; and
- A3 posters were displayed at Motorway services along the M4 Corridor in South Wales; and
- Local radio advertising on broadcaster 'Heart'.

A copy of the printed publicity materials is provided in Appendix A.



Postcode Delivery Areas for Royal Mail leaflet drop

Area	Sector	Count	Area	Sector	Count
NP 10	0	823	NP 26	3	4155
NP 10	8	5482	NP 26	4	3262
NP 10	9	4331	NP 26	5	2896
NP 18	1	2294	NP 44	1	3868
NP 18	2	2699	NP 44	2	2347
NP 18	3	2487	NP 44	3	3854
NP 19	0	4368	NP 44	4	3597
NP 19	4	3073	NP 44	5	2445
NP 19	7	5776	NP 44	6	2514
NP 19	8	4528	NP 44	7	1583
NP 19	9	6151	NP 44	8	1738
NP 20	1	909	CF 3	0	4912
NP 20	2	3520	CF 3	1	1860
NP 20	3	4808	CF 3	2	1247
NP 20	4	2881	CF 3	3	3223
NP 20	5	5245	CF 3	4	2873
NP 20	6	3269	CF 3	5	3755
NP 20	7	3344	CF 3	6	627

Accessibility, Equality and Diversity

The Public Information Exhibitions were planned to make it possible for all groups of people to participate and to understand the proposals, communicate with the project team and share their views. In summary:

- a) The exhibitions were open for all, including school children who also received presentations and workshops on engineering and environmental topics before opening hours;
- b) Exhibitions were held in locations across South Wales, with extended opening hours, on different days of the week including a Saturday;
- c) All exhibition venues were Disability Discrimination Act (DDA) compliant, and accessible by road and public transport. All venues also provided public conveniences;
- d) Exhibition display materials were positioned so they could be viewed by all, with an appropriate size of text so as to be legible by the visually impaired. Seating was also provided around the exhibition layout for comfort;
- e) More private areas of seating were provided at each of the exhibition venues to facilitate private discussions, for example about land or property issues;
- f) All exhibitions materials were made available in the Welsh language; and

- g) At least one Welsh language speaking member of the project team was available.

Public Information Exhibitions

Locations and Timing

A total of fourteen Public Information Exhibitions were held in September 2015, across a number of venues in South Wales. Table 2.1 below lists each of the events.

Five of the events were two-day 'drop-in' exhibitions, held in appropriate venues and staffed by at least eight members of the Welsh Government and its project team.

Four of the events, marked with an asterisk, were smaller one-day 'pop-up' events located in public areas, staffed by at least three members of the Welsh Government staff and its project team.

Content and Materials

In order to accommodate all groups of people of different ages and interests, the content of the exhibitions varied in format, language and level of technical detail. All content was made available either in bilingual format (and noted as such in this report) or as Welsh and English versions for all other content.

A summary of the exhibition contents and the materials made available is provided below. A typical layout plan for each of the two-day exhibitions is provided in Appendix B.

Table 2.1: List of Public Information Exhibitions

Venue		Date	Time
Castleton Village Hall	CF3 2UW	Monday 7 September	11am - 7:30pm
Castleton Village Hall	CF3 2UW	Tuesday 8 September	11am - 7:30pm
Swansea Bus Station*	SA1 3QW	Wednesday 9 September	11am - 6pm
Caerleon Town Hall	NP18 1AW	Thursday 10 September	11am - 7:30pm
Caerleon Town Hall	NP18 1AW	Friday 11 September	11am - 7:30pm
Nash Community Centre	NP18 2DD	Monday 14 September	11am - 7:30pm
Nash Community Centre	NP18 2DD	Tuesday 15 September	11am - 7:30pm
Magor Baptist Church	NP26 3HY	Wednesday 16 September	11am - 7:30pm
Magor Baptist Church	NP26 3HY	Thursday 17 September	11am - 7:30pm
Cardiff St David's Shopping Centre*	CF10 2EF	Friday 18 September	12pm - 6pm
Newport Kingsway Shopping Centre*	NP20 1EW	Monday 21 September	9am - 5:30pm
Carmarthen Market*	SA31 1QY	Wednesday 23 September	9:30am - 4:30pm
Newport Lysaght Institute	NP19 0HE	Friday 25 September	11am - 7:30pm
Newport Lysaght Institute	NP19 0HE	Saturday 26 September	10am - 4pm

Registration

A staffed reception desk greeted attendees, where people were encouraged to sign their name and provide a home or business postcode, for those not wishing to sign in the register was recorded as '+1'. This has provided a record of the number of attendees at each exhibition and travel data. The total number of recorded attendees was 2,719.

Brochures

Two different brochures were made available to attendees:



1. A Summary Brochure, which provided high level information with info-graphics, and a project diagram; and
2. A Public Information Brochure, which provided more detail about the need for the project, its aims and objectives, what work is being undertaken, and the anticipated impacts of the project on the environment, economy and society. The brochure (WG number: WG26452) also includes either a source statement for each information graphic or data currently being developed for presentation within deposit documents that will support the publication of the draft Orders and the Environmental Statement.

Both brochures are available to view at www.gov.wales/m4newport.

Multimedia

A range of multimedia tools were made available at the exhibitions;

- a) A Project Video played on loop, which provided an animated and high level summary of the overall project;

- b) A 3D Flythrough Video with bilingual text played on loop, which provided a computer animated fly and drive through of the proposed new section of motorway to the south of Newport; and
- c) An interactive touch-screen monitor, which provided a series of project photomontages, flythrough video clips, drive through video clips and an interactive model and animation of the proposed River Usk bridge crossing.

The Project Video and 3D Flythrough Video are also both available to view at www.gov.wales/m4newport, providing links to the Welsh Government's YouTube channel.

Children's area

A seated area of the exhibitions provided stationery, colouring materials and word searches as activities for children visiting the exhibitions with their parents or carers.

Presentations to school children

Two interactive educational presentations and activity workshops were provided to school children prior to the opening of the exhibitions:

1. A summary of bridge crossings around the world, the different components of bridge structures, and an interactive model of how cable-stayed bridges work; and
2. A summary of the history of the Gwent Levels, including an interactive exercise to identify and learn about its wildlife.

Around 350 children attended from 9 local schools.



Presentation to school children at Castleton Village Hall

Displays

A welcome display board introduced the exhibition and its staff, positioned near the entrance to the exhibition venue.

It was explained how the information presented was representative of the development work up to September 2015, subject to further development.

Ten bilingual Exhibition Display Panels were positioned on lit display boards around the exhibition.

The panels, numbered 1 to 10, provided a balanced summary of the project and its likely impacts and next steps:

1. Introduction to the project;
2. Existing problems, aims and objectives;
3. Overview of the proposals;
4. A series of diagrams of the proposed new section of motorway;
5. A series of diagrams of the proposed new section of motorway;
6. The development work currently being undertaken;
7. The project's potential impact on the environment;
8. The project's potential impact on the economy;
9. The project's potential impact on society;
10. The likely timescales of the project, the delivery process and how people could stay involved with the project.

The Exhibition Display Panels are included in Appendix B and are available to view at www.gov.wales/m4newport.

To complement the display panels, a large project diagram showing constraints and the proposed route of the new section of motorway to the south of Newport and proposals to re-open access to the Junction 25 area, was on display.

More detailed general arrangement diagrams were also available, to assist with more specific queries about parts of the proposed route, and proximities to specific properties or land.

Feedback, Enquiries and requests for further information

Although the engagement exercise focused on providing information, it also provided an opportunity for people to feedback comments on the proposals. This will help improve how information could be shared in the future and help with design development.

Feedback and enquiries took three forms:

1. An exit survey, to provide information as to how they heard about the exhibitions, how useful they found them, how they could be improved, and whether they had any other comments.
2. An touch screen device was also made available at the exit of the exhibition, for those with limited time, which asked people via a 'QuickTapSurvey'. The question was whether they had found all the information they wanted. People were able to tap either the 'YES' icon, or 'NO' icon.
3. Enquiry forms were available for those who made specific enquiries about the project, which required the project team to address and respond outside of the exhibitions, or for those people who requested further information about the proposals. Refer to Section 3 for summary of comments/enquiries.

Detailed analysis of the data collected can be found in Section 3.

Data Processing

All paper Exit Survey and Enquiry Form responses were received directly by the Welsh Government and its project team at the exhibition venues. A physical bespoke 'mailbox' was available for attendees to provide their completed responses to the Exit Survey, whilst exhibition staff completed and retained, in a paper file, any Enquiry Forms.

All paper responses were then transferred to a secure electronic analysis system managed by the Welsh Government's project team. This way, electronic records of all the responses facilitated efficient analysis and management of comments and enquiries.

All enquiries, once digitalised, were managed by the Public Liaison Officer, who is responsible for managing enquiries or requests for information, and ensuring that they are addressed and/or responded to as required, with support from specialists within the wider project team as necessary.

To assist with the analysis and management of feedback, an analytical (coding) framework was created. The purpose of the framework was to enable the project team to organise responses by themes and issues, so that key messages as well as specific points of detail could be captured and reported.

A single response (comment) could receive multiple codes. Where similar issues were raised, a process was followed to ensure that similar comments were coded consistently. Each code is intended to represent a specific issue, opinion or statement raised in responses.

Analysts discussed coding with each other on a regular basis, helping to ensure that the team maintained a coherent and consistent approach to the application of the coding framework across responses.

As the analysis and coding exercises are carried out manually, albeit by experienced analysts, a limited risk of human error is present and the ambiguous nature of some representations means that they can be open to interpretation. To address this issue, a number of quality assurance procedures were adopted. These included:

- a) Frequent discussion between project team staff regarding emerging themes, to ensure that the approach to specific issues was accurate and consistent;
- b) Cross-checking of the analysts' work by senior project team staff; and
- c) Quality assurance undertaken by senior project team staff with additional scrutiny allowed for consideration of comments, testing suggested approaches to coding, and ensuring that local knowledge and technical input could benefit the accurate coding of responses.

This report gives a factual overview of the comments of those who responded to the public information exercise by completing an Exit Survey, responding to the touch screen device Satisfaction Survey, or submitting an Enquiry Form.

Analysis of comments has been underpinned by the coding framework described above. Numbers are used in this report to provide the reader with an indication of the balance of views expressed by respondents.

Approximate indications of how many respondents express certain statements or views is given. It is important to note that no inferences about a population's views can be reliably drawn from these numbers and they are not statistically representative of wider views held in any part of the population.

In relation to respondents' expressing their support or opposition to the proposals or the public

information exercise, it is important to note that only where a respondent explicitly states support or opposition has their comment been coded as such. Analysts have been careful not to record implicit or ambivalent statements as support or opposition.

The project team has not verified the accuracy of statements by respondents, nor have they drawn inferences or conclusions from any comments.

By its nature, this report cannot fully reflect all points made by all respondents. A digitalised record of all responses to the Exit Survey is provided in Appendix D.

3. PARTICIPATION

Attendance

A total of 2,719 people signed the exhibition registers, which were taken at the 5 two-day 'drop-in' events only. This may include multiple visits and does not include for those who declined to sign a register.

Around 75% of people who signed the exhibition registers recorded a Newport 'NP' postcode. Around 15% of attendees recorded a Cardiff 'CF' postcode. Less than 1% of attendees recorded postcodes from elsewhere.

Approximately 10% of people that signed the register declined to include a postcode.

Attendance at the four one-day 'pop-up' events was not recorded, but it has been estimated that more than 2,500 Summary Brochures were taken by visitors. Based on estimations of Summary Brochures taken by visitors, it is estimated that 1,200 people visited Newport Kingsway, 900 visited Cardiff St David's, 300 visited Swansea Bus Station, and 100 visited Carmarthen Market. Taking this into account it is estimated that in total, around 5,000 people attended one of the Public Information Exhibitions.

Online Visits

The Welsh Government has developed and continues to manage a project website, www.gov.wales/m4newport.

Public Information Exhibition material is available to view on the project website, in addition to a summary of the project and its background.

Over the course of the public information exercise during September 2015, the website received over 7,400 hits, with a session duration (the time people spend viewing material) of nearly 130 hours.

The Welsh Government also uploaded multimedia to its YouTube Channel (see Section 2 of this report for more information). During September 2015, these attracted more than 2,950 views, with the 3D Flythrough Video attracting the highest proportion at over 2,300 views.

Attendees

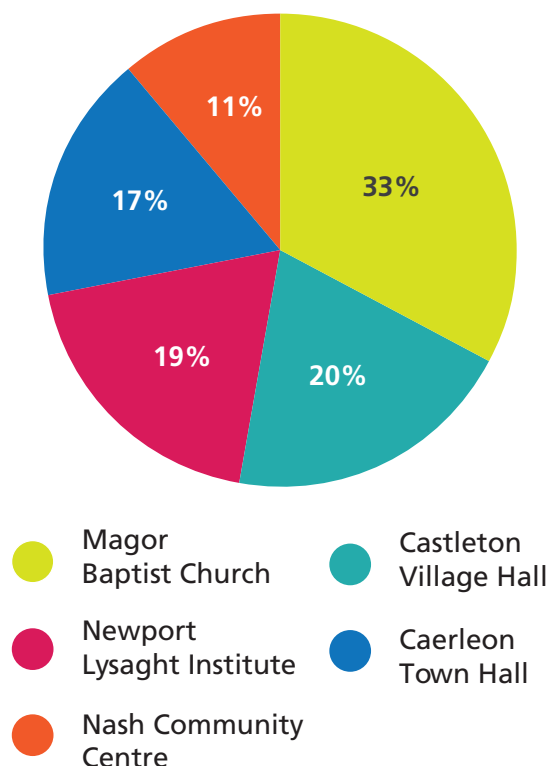
Exit Survey Question 1 asked '**Are you attending this exhibition?**', and provided the options: 'on behalf of yourself'; and 'on behalf of an

organisation'. Of those who completed the Exit Survey Question 1, 403 people attended on behalf of themselves, whereas 20 stated that they were attending on behalf of an organisation. Where people completed selected both options, the 'on behalf of an organisation' option has been prioritised. 2 people who completed the Exit Survey did not state who they were attending on behalf of.

Venues

Of those who signed into the exhibition registers at the 5 two-day 'drop-in' venues, Magor Baptist Church was the most attended, with 900 visitors. The least attended exhibition was Nash Community Centre with 289 visitors. 552 attended the exhibition at Castleton Village Hall, 473 attended Caerleon Town Hall and 505 attended Newport Lysaght Institute. Exit Survey Question 2 asked '**Which of the following venues did you attend?**', and listed the available options. Figure 3.1 provides a summary of attendance at exhibition venues.

Figure 3.1 – Attendance Summary



The venue with the highest completion of surveys was the Newport Lysaght Institute, with 106 people filling out the Exit Survey. 100 surveys from the Magor exhibition were filled out, whilst 92

and 69 surveys were filled out from Caerleon and Castleton respectively. 52 surveys were filled out by attendees from Nash, whilst only four attendees filled out the surveys at Swansea. One person did not answer this question.

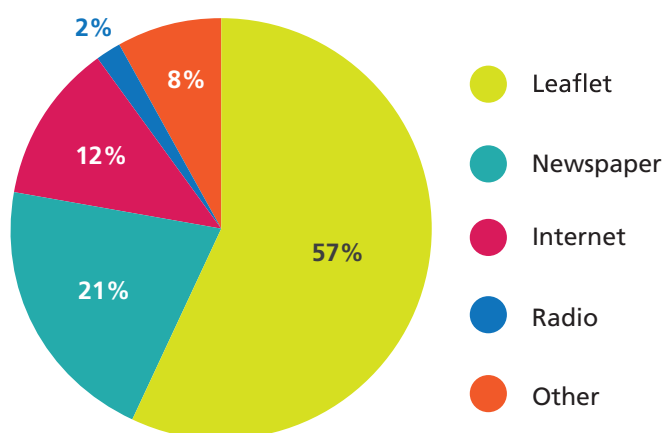
Publicity

Exit Survey Question 3 asked *'How have you heard about the public information exhibitions?'* and provided the options: 'Poster / Leaflet / Flyer'; 'Newspaper / Magazine'; 'Internet'; 'Radio'; and 'Other (Please specify)'.

Of those who responded to Exit Survey Question 3, the most selected option was Poster / Leaflet / Flyer, which was selected 290 times. The least popular option was Radio, which was selected 12 times. Newspaper / Magazine was selected 109 times, Internet was selected 59 times, and 'Other' was selected 38 times. The majority of the 'Other' publicity was word of mouth.

Figure 3.2 provides a summary of responses to Exit Survey Question 3.

Figure 3.2 – Most recognised publicity



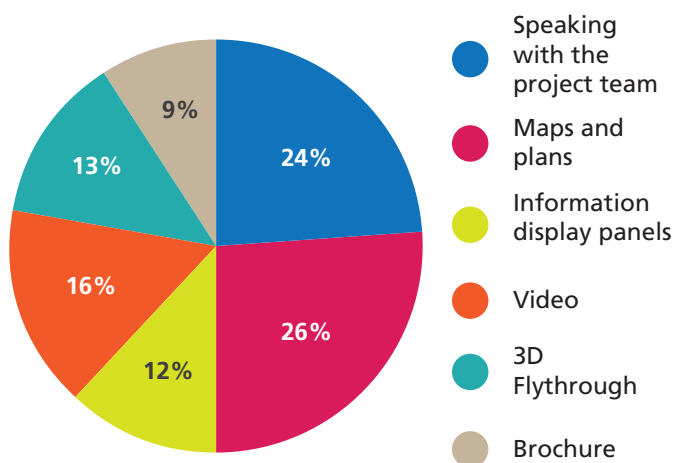
Content

Exit Survey Question 4 asked *'Which of the following information available today have you found most helpful?'*, with the options listed as 'Maps and drawings'; 'Video'; 'Information display panels'; 'Speaking with the project team'; '3D Flythrough'; 'Brochure'; and 'Other (Please specify)'.

Of the various materials at the exhibitions, the maps were found to be the most helpful and were selected by 344 people. 317 people thought that speaking with the project team was helpful, whilst 216 people thought the project video was helpful. 176 people thought the flythrough was helpful,

163 people found display panels helpful and the least helpful material was considered to be the brochure, which was found helpful by 113 people. Figure 3.3 provides a summary of responses to Exit Survey Question 4.

Figure 3.3 – Most popular exhibition content

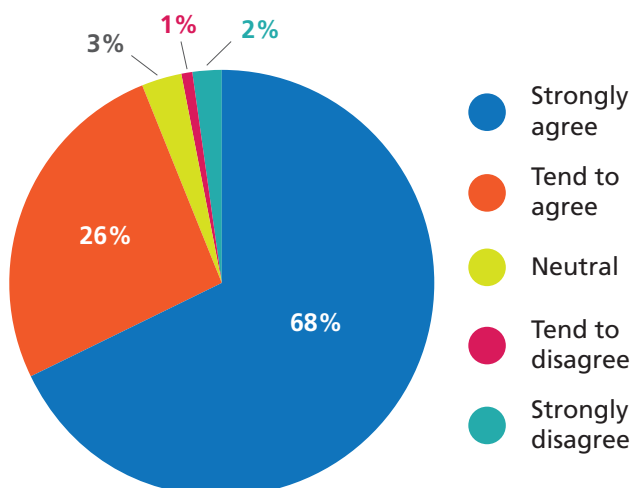


Level of Understanding

Exit Survey Question 5 asked *'Do you agree or disagree that the exhibition has helped you understand the proposals?'* with five options ranging from 'Strongly agree' to 'Strongly disagree'.

68% of people who completed Exit Survey Question 5 confirmed that they 'Strongly agree' whilst 26% stated that they 'Tend to agree'. Less than 5% of people confirmed that they 'Strongly disagree' or 'Tend to disagree'. Less than 5% of people neither agreed nor disagreed that the exhibition had helped with the understanding of the proposals. Figure 3.4 provides a summary of responses to Exit Survey Question 5.

Figure 3.4 – Extent to which people agree or disagree they found the exhibitions helped them understand the proposals



Availability of Information

An touch screen device was made available at the exit of the exhibition, which asked people in both English and Welsh languages, via a 'QuickTapSurvey':

"Have you found all the information you wanted today?"

People were able to tap either the **'YES'** icon, or **'NO'** icon.

On average, 60% of attendees responded, with 92% selecting 'YES',

The lowest levels of satisfaction received were at the Magor Baptist Church exhibition, where 89% selected 'YES' over the two days. The highest levels of satisfaction received were at the Caerleon Town Hall exhibition, where 96% selected 'YES' over the two days. The results indicate that those who responded mostly found the information they wanted at the exhibitions.

Making Improvements

Exit Survey Question 6 asked ***'Is there anything we could have done to improve the public information exhibition that you attended?'***

A wide range of comments were received, including both general and focused statements of praise, criticism, and suggestions for improvements for the exhibitions and public information exercise. A summary of comments is provided below:

Over 150 comments were generally positive about the exhibitions, with around 70 comments expressing praise for the quality of the exhibitions and range of information available. Around 30 comments praised the quality and/or the content of the exhibitions. In particular, 10 positive comments were made regarding the Project Video and/or 3D Flythrough.

Around 45 comments made positive remarks about staff, with many expressing how helpful they had been.

Around 50 comments provided generally negative comments about the exhibition, with issues raised focusing on the location and size of venues, the legibility of content, and a lack of information about certain specific aspects of the project such as likely construction routes, air and noise impact data. Around 10 comments objected to the lack of content about suggested alternatives or alternative

routes. Several comments suggested that staff were either, in some cases, lacking knowledge on certain topics, or were subjective about the proposals.

Around 70 participants made suggestions, with around 15 comments expressing that more detail could have been provided on drawings and diagrams. Other comments were made suggesting including a voiceover on the 3D Flythrough, more material for the public to take home and the provision of material prior to exhibitions.

Further information was suggested regarding construction timescales, the benefits and disbenefits of the proposals, and explaining the implications if the project was not progressed. Requests were also made regarding the location of venues, suggesting more could be held in Monmouthshire. One comment was made suggesting that other organisations should be able to present their own materials.

Lessons Learnt

An evaluation of the Public Information Exhibitions is provided in the analysis of Exit Survey Question 6 in Section 3 of this report. Taking the comments received into account, the Welsh Government and its project team has identified the following opportunities to improve future public information exercises. Whilst the two-day 'drop-in' exhibition materials were generally welcomed for their quality, content, presentation and diversity, suggestions for improvements included:

- a) Provide more detailed diagrams of the proposed new section of motorway, in particular in close proximity to populated locations;
- b) Add greater functionality (such as voiceover or user controls) to the 3D Flythrough of the project;
- c) Add subtitles to a Project Video;
- d) Improve the balance of impacts on the environment, economy and society;
- e) Provide further information on noise and air quality when available, potentially showing impacts on diagrams at key locations;
- f) Provide further information on construction impacts, routes, and timescales;
- g) Provide further information about the likely consequences of not progressing the project; and

- h) Provide information to explain that previous consultation has been undertaken on the options process which led to the selection and progression of the current proposals, and a summary of why previously considered options have not been progressed.

There was considered to be value in holding one-day 'pop-up' events in locations further afield and along the M4 corridor in South Wales, including Carmarthen and Swansea. However, such 'pop-up' style exhibitions should be publicised as such, that is they are separate from the two-day 'drop-in' exhibition format, to avoid any confusion and manage expectations from visitors as to the level of information available in hard format (although all data was available digitally).

Suggested improvements included that bigger venues could be considered.

The friendliness and knowledge of staff was generally appropriate, whilst efforts should be made to help ensure they remain objective and help explain the proposals in a balanced manner. Training on engagement and managing sensitive situations was welcomed.

4. FEEDBACK

Comments about the Proposals

Exit Survey Question 7 asked '*Do you have any other comments?*' In view of the fact that Exit Survey Questions 1 to 6 were related to the exhibitions, in nearly all cases responses to Question 7 focused on providing comments about the proposed scheme.

The comments have been assessed as being either:

- Project Wide – comments raised that relate to the project generally, e.g. whether it should proceed.
- Specific Elements – comments raised relating to a specific element of e.g. a junction layout, or a delivery element of statutory process.

Project wide and specific elements both provided comments that are: suggestions, positive, concerns, negative and neutral.

Summary Topic	Project Wide	Percentage	Specific Element	Percentage	Total
Positive	104	67%	8	12%	50%
Suggestions	12	8%	31	47%	20%
Negative	30	19%	7	11%	17%
Concerns	7	5%	16	24%	10%
Neutral	2	1%	2	3%	2%
Request for Information (RFI)	0	0%	2	3%	1%
Total	155	100%	66	100%	100%

The comments have been grouped into common themes to provide a summary of issues raised.

Project design and construction

Several comments expressed that the proposed route had been well thought out or designed. One comment stated that members of the public had been listened to regarding the choice of routes at the previous consultation.

Around 10 comments stated their support for reopening Junction 25 in the north of Newport.

One comment questioned whether a 3-lane motorway would be sufficient to meet demand.

Several comments related to the design of Junction 23a at Magor, with five respondents suggesting that a flyover or free-flow layout would be a more effective design than a roundabout.

Around 5 comments expressed concerns or sought

information about the impacts of the proposed construction of the scheme. In particular, concerns were raised about the impact of construction on local access, property and land and the levels of noise, air and dust pollution resulting from construction.

A few comments made suggestions to mitigate noise through changes in the design of embankments, increasing tree planting and the use of materials when building the motorway.

Other comments made suggestions about providing direct access to Severn Junction Railway Station from the motorway, and providing access to the M4 motorway services at Magor.

Local access and Non-Motorised Users (pedestrians, cyclists and equestrians)

One comment expressed support for the maintenance or improvements of pedestrian, cyclist and/or equestrian routes as part of the project.

One comment suggested that the existing M4 when reclassified should be utilised with a cycling route, although some had concerns about walking or cycling in close proximity to the road.

Other comments included suggestions or stressed the need for improvements to pedestrian facilities around Junction 25, often indicating safety concerns when crossing in this area.

One comment suggested the provision of a NMU route across the proposed new River Usk crossing.

Property and land

A few comments expressed a concern over the potential impact of the proposals on property or land. These comments were sourced to respondents who attended the Magor exhibition venues. One comment made reference to specific concerns over their property.

Environment

Several comments expressed concerns over the potential impact upon wildlife and habitats, often citing the Gwent Levels Special Sites of Scientific Interest.

A few comments welcomed that the proposed route would have limited impact on the Gwent Levels, or expressed the need for the project despite potential impacts on wildlife and/or the Gwent Levels. One comment approved of the consideration that had been given to the impact upon wildlife and specifically the Gwent Levels.

Several comments raised concerns over the potential noise impacts of the project, predominantly citing the potential impact of the new section of motorway on existing residential properties or the Gwent Levels. One comment raised a concern about the potential impact of construction upon noise levels.

Around 10 comments expressed concerns over pollution and the impact of climate change. These included changes air quality and levels of noise and light as a result of the proposals, predominantly citing the potential impact of the new section of motorway on existing residential properties and wildlife habitats.

Two comments expressed concerns or sought reassurance about the potential impact of the new section of motorway to the south of Newport on drainage and flooding, often citing the Gwent Levels environment.

Several comments made reference to the potential River Usk bridge crossing. A few had concerns about its location, and suggested alternative locations or solutions.

Economy

Around 10 comments stressed the importance of the project in supporting economic growth and/or achieving economic benefits for Wales.

One comment stated support for the project in terms of its likely benefits for local businesses.

Several comments welcomed the potential benefits to journey time reliability and journey times with the proposed new section of motorway.

Society

Around 10 comments welcomed the potential improved accessibility to northern Newport should Junction 25 be reopened, often citing benefits to the communities of Caerleon and St. Julians.

A few comments suggested improving the connections from Newport and the surrounding area to mid-Wales.

Two comments suggested investing in methods to tackle poor driving to improve motorway safety.

Cost and funding

Around 10 comments stated concerns about the overall cost of the project, with some suggestion that the costs could be expected to increase by the time it could be built.

There were two comments regarding how the scheme could be funded, with one comment claiming that Wales could suffer if the scheme was paid for using borrowed money from the UK Government.

Traffic and need for the project

A few comments agreed the need for the project to address existing problems on the M4 around Newport. A few comments suggested that there was no need for the project, with some disputing the problems, questioning the accuracy of traffic growth forecasts or evidence of congestion on the M4 around Newport.

One comment specifically expressed concerns over traffic data reliability.

Alternatives

Around 30 comments suggested alternatives or alterations to the scheme as currently proposed.

A few comments expressed concerns over the lack of consideration of alternatives at the exhibitions or made suggestions about alternatives to the project. Several comments expressed a desire to upgrade the existing M4 to alleviate congestion. The suggested improvements included upgrading the Brynglas Tunnels and adding an extra lane for traffic to the existing M4 route.

A few comments expressed support or suggested further consideration of the 'Blue Route', which was an alternative suggested during the M4 Corridor around Newport draft Plan consultation. Several comments suggested investment in public transport and the Cardiff Capital Region Metro.

One comment suggested building a new 4-lane highway to the south.

Additional comments

Around 10 comments expressed general support for the project, whilst over 80 comments were generally positive about the principle of the project. One comment expressed a general objection to the proposals, whilst a few others were generally negative about the principle of the scheme. Several comments stated that the project should be delivered as soon as possible.

Enquiries and Requests for Information

During the Public Information Exhibitions, attendees were able to submit general enquiries via paper Enquiry Forms, where a matter was not addressed at the exhibition. For example, any requests for further information including a diagram showing potential land take on an identified property, were recorded and have since been responded to by the Public Liaison Officer. A copy of the Enquiry Form is provided in Appendix E.

It should be noted that some attendees also chose to raise specific concerns or made suggestions about the project as part of their enquiry. These concerns or suggestions have been taken into account as part of the analysis of all comments submitted and will be considered during scheme development.

Project team staff helped attendees complete an Enquiry Form when required, making a note of appropriate contact details, as well as making a record of an enquiry, so that responses could be made. 168 enquiries were recorded at the Public Information Exhibitions. Over three quarters of the enquiries were requests for information.

The most frequent type of enquiry was associated with requests for further information regarding the potential impact of the project on property or land.

A summary of enquiries is provided below for information:

Percentage of Enquiries	Description
Around 15% +	<ul style="list-style-type: none">• Around 15% of enquiries were requests for diagrams to show proximity of the proposed new section of motorway to a specific property or land;• More than 15% of enquiries were requests for further information regarding impact upon property or land;• Around 15% of enquiries were requests for further information about potential noise impacts or likely noise mitigation at a specific location, usually a property;
5 - 10%	<ul style="list-style-type: none">• Over 10% of enquiries made suggestions to change the project. These were predominantly changes to the design of elements of the project, but also included suggestions to reduce the speed limit on the proposed road and changes to the approach to the publicity of the project.• Less than 10% of enquiries were for more detailed diagrams, or copies of the project diagram presented at the exhibitions;• Around 5% of enquiries were requests for further information about potential visual impacts or likely visual mitigation at a specific location, usually a property;

Percentage of Enquiries	Description
Less than 5%	<ul style="list-style-type: none"> • Less than 5% of enquiries were requests for further information about potential air quality impacts at a specific location, usually a property; • Less than 5% of enquiries were requests for further information about drainage and the potential impact on flooding in local areas; • Less than 5% of enquiries were statements of concern and/or suggestions about non-motorised user routes (for pedestrians, cyclists and equestrians); • Less than 5% of enquiries were statements of concern and/or suggestions about potential landscaping; • Less than 5% of enquiries were statements of concern and/or suggestions about alternative junction layouts and access to existing roads; • Less than 5% of enquiries were statements of concern about the project, referring to traffic congestion, traffic growth, potential impacts on ecology and the environment; • Less than 5% of enquiries were suggestions for the project, referring to potential alternatives, potential improvements to existing access, or suggested speed limits for roads; and • Less than 5% of enquiries were requests for further engagement and/or to stay involved and provided contact details. • Two of the enquiries included objections; the first was a general objection to the scheme, whilst the other related to the impact of the scheme upon access in a specific location.

Addressing Comments

All enquiries and requests for further information were managed by the Public Liaison Officer, whose responsibility it is to help ensure that they are addressed as appropriate. After the Public Information Exhibitions, all completed Enquiry Forms were recorded in an electronic information system for action as required by the relevant members of the project team. This process has been overseen by the Public Liaison Officer in order to help ensure all enquiries have been (and continue to be where necessary) addressed appropriately, timely and sufficiently.

All comments made in responses to the Exit Survey have been taken into account by the Welsh Government and its project team, as part of design development work leading up to the anticipated publication of draft Statutory Orders and an Environment Statement. Comments providing information, suggestions, and/ or requiring action have been shared with the appropriate project team leads to help ensure that they are considered appropriately.

An explanation as to how comments have been taken into account would be shared as part of the publication of draft Statutory Orders and Environmental Statement information, at which time there would be further draft Orders Exhibitions, prior to an anticipated Public Local Inquiry.

5. NEXT STEPS

Programme

It is Statutory Orders, if made, which would convey the legal power to construct the scheme. These must first be published in the form of “draft” Statutory Orders and this is the point when individuals and organisations can formally lodge a statement of support or objection, which would likely lead to a Public Local Inquiry before an independent Inspector. If so, an independent Inspector would hear and consider the evidence and make a recommendation to the Minister

for Economy, Science and Transport to take into account when deciding whether to make the Statutory Orders.

After the current stage of development, the Welsh Government intend to publish draft Orders. The draft Orders comprise the powers to establish a line, modify the side roads, purchase land and put in place any other rights needed to deliver the scheme.

The anticipated programme for the project is shown below:

Activity	Key Date	What does this mean for the public?
Publication of Draft Statutory Orders and an Environmental Statement	Spring 2016	These will set out the land that would be required to build the scheme and the environmental mitigation work that would be involved. The public will then have the opportunity to formally object, support, make representations or suggest alternatives.
Public Local Inquiry	Autumn 2016	An independent Inspector would hear evidence, in front of the public, from interested parties and stakeholders. The Inspector would make a recommendation to the Welsh Ministers on how to proceed.
Welsh Ministers’ Decision to make the Statutory Orders	Autumn / Winter 2017	The Welsh Ministers would decide whether to make the Statutory Orders and to go ahead with the construction of the project.
Commence Construction	Spring 2018	Works to build the new section of motorway would start.
New section of motorway open	Autumn 2021	The new section of motorway would be open to the public and works to reclassify the existing M4 route would start.

How to Stay Involved

People who requested further information or provided their contact information will receive email alerts for future M4 Corridor around Newport exhibition events are planned. The next opportunity to visit an information event is anticipated in spring 2016, when a series of draft Orders Exhibitions would share information about the draft Statutory Orders and Environmental Statement.

To find out more information about the proposals:

Please visit: www.gov.wales/m4newport

Or contact our public liaison officer, Brian Greaves:

Email: Brian.Greaves@M4-CaN.co.uk

Telephone: 0845 600 2664