



SONAR ENGAGEMENT

August 2020

Stakeholder Management & Customer Engagement

Experience shows that a construction project's success depends on contractors and developers establishing a relationship of trust and partnering with local communities and stakeholders, therefore community engagement is a vital strand of any project.

Sonar Engagement delivers successful projects by actively engaging with road users, designing and implementing customer and stakeholder management plans with an ongoing cycle of engagement, identifying problems and resolving risks that otherwise could derail even the best planned project.

Customer satisfaction, and whether a construction company will be welcomed back by a community, are key performance indicators for Sonar Engagement.

Sonar Engagement is an innovative agency who exclusively supplies Public Liaison Officers (PLO) with proven backgrounds in neighbourhood management, problem solving and communication, all typically found in ex-neighbourhood policing officers.

We work on behalf of Highways England contractors, Local Authorities and private clients by developing comprehensive Stakeholder and Customer Engagement plans for construction projects.

One size doesn't fit all - before you develop a plan, you need to know who your audience are - we research the location demographics to develop a broad stakeholder base.

Only then can you decide the methods of communication best suited to engage with a broad range of diverse stakeholders and customers.

We also carry out 'horizon timeline scanning' to identify dates and events that may impact the project and mitigate against them.

Web: www.sonarengagement.com

Email: Enquiry@sonarengagement.com

Phone: +44 (0) 7596278260

We work with Communication Teams and Project Managers to agree delivery methods of the Stakeholder and Engagement plans, which may include Public Information Events, Stakeholder presentations, Media engagement, letter mailing, face to face meetings, social media campaign and dedicated website.

We keep track of our engagement activities and produce regular analysis and feedback.

We regularly review Stakeholder questions and concerns, along with complaints and queries from customers.

We also scan open source information, such as local media and social media, this way we are able to categorise and identify key themes and areas of risk and successes of the project.

We utilise a proven problem solving model, which gathers and analyses information from stakeholders and customers, presenting issues clearly, and which considers a range of responses reflecting on measures taken to successfully mitigate risk. This successful and effective problem solving model has been developed with Project Managers and Highways Teams over time.

Carnell

nmcn

TARMAC
A CRH COMPANY

Balfour Beatty

KIER

Paul Valentine, Director, SONAR ENGAGEMENT



Paul became an independent Highways Stakeholder and Customer Engagement specialist in January 2017 following a successful 25 year Police career, in which he excelled in Partnership working, stakeholder management and problem solving.

Paul has since led Stakeholder and Customer Engagement plans for NMCN plc on behalf of Highways England – he was inspired to create Sonar Engagement, with the aim of being the leading UK agency that specialises exclusively in Highways projects.

A45 / A6 Chowns Mill Roundabout Improvement Public Information Events

In early 2020 Sonar Engagement were delighted to be part of the collaborative information events for the A45/ A6 Chowns Mill roundabout improvement. Nearly 450 people attended, including various dignitaries and Stakeholders.

The events received positive media coverage from BBC Look East and the Northampton Chronicle & Echo.

But most importantly 96% of people came away feeling more informed!



Dave Horner, Public Liaison Officer.



Dave became a Public Liaison Officer for Tarmac at the end of 2019 working on the Birmingham PFI (Private Funding Initiative) to resurface a number of roads in Birmingham City and the surrounding West Midlands Region.

Dave's background is a successful 30-year career in Community Policing, where he excelled in Community Engagement, Problem Solving, Partnership Working and Stakeholder Management.

Dave has found that his previous experience has been invaluable in creating new partnerships and innovating new working methods & initiatives.

The Birmingham Highways Interim Services Contract is an alliance of seven organisations, working to deliver 200 footway schemes and 200 carriageway schemes across the City.

By working together our wide range of experience, skills and knowledge has maximised efficiencies, by utilising the road space to complete other jobs and providing a quality service for the people of Birmingham.



In the role of Public Liaison Officer, Dave's successes have included assisting funeral corteges to

travel unhindered through ongoing works. He has also used innovative ways of getting messages to owners of parked cars near hospitals, leisure centres and businesses, requesting that cars are moved for work to begin.

Neil Hallam, Public Liaison Officer.

Neil is a retired Police Officer and freelance journalist. He has an MSc in Disaster Management and is a member of the



Emergency Planning Society and the Chartered Institute of Journalists.

During his Police career, Neil worked in core Police roles, including: Neighbourhood Policing and the Detective Branch. He also specialised in a more unique role in CBRN Terrorism and modernising Nottinghamshire's CBRN response in the wake of the 2018 Novichock attack.

Since retiring from the Police in 2019, Neil uses his unique mix of skills to provide Customer Engagement for highways projects.

A52 Clifton Bridge Repair

When Clifton bridge was closed for emergency repairs in February 2020, Nottingham became Europe's most congested city. Without a planned lead in to the repair program, the customer engagement became complex and fast changing.

Using skills learned in emergency planning, Neil hosts regular conference calls based on the Local Resilience Forum structure, to manage the complicated multi-agency relationships. His Community Policing and journalism skills have maintained a constant dialogue with local residents and road users.



Kay Stevens, Public Liaison Officer.

Kay is NMCN Limited's Public Liaison Officer for Bridlington Sea Front regeneration.



Kay has a passion for making a difference, resolving issues and adding value through stakeholder management and by community engagement.

Kay has a training and development background and experience of working for the Police, Health and Charity sectors. Kay was actively involved in the relief effort following the 2004 Indian Ocean tsunami

Bridlington Sea Front

This £3.8m project is creating a series of destination spaces, linked by pedestrian priority streets, with spill out zones for businesses.



It introduces traffic calming measures, colourful street furniture and sculptural lighting. A legacy of working in a historic town has been unexpected underground defects, which needed to be rectified before the project could continue.

In a tourist town that depends on seasonal footfall these delays have caused concern for leisure, hospitality and retail stakeholders.

As PLO, Kay has quickly addressed their enquiries and consulted with those affected by the works.

Alasdair Quinn, Public Liaison Officer.

Alasdair became a Public Liaison Officer for Tarmac in May 2020, to work on the M1 Misterton Scheme and then the A5 Redgate scheme. Alasdair enjoyed a successful 30 year Police career, and excelled in partnership working and community engagement. Alasdair enjoys stakeholder management and problem solving. The skills developed during his Police career enable him to engage positively with stakeholders and customers.



M1 Misterton The scheme involves carrying out essential carriageway and bridge maintenance work on the M1. New material was used, designed to protect the structure from water seepage. A mixture of lane, carriageway and full weekend closures has been necessary to complete the work. Customer engagement included road users, emergency services, businesses, local authorities, councillors and local residents.

A5 Redgate The scheme covers a section of the A5 near Hinckley, It will improve safety by completely resurfacing the carriageway, including laying new road markings and High Friction Surfacing at junctions, as well as vegetation and drainage clearance.

The works are being carried out at night time and weekends. Obtaining a works permit was conditional on engagement with local businesses, residents, emergency services, local authorities and councillors.

What Our Clients Say

Paul worked with **NMCN** coordinating their CSR programme in connection with the Our City, Our River scheme for Derby City Council. There were interactions with seven different schools as part of the Council's E4E project, two local voluntary groups and Derby University. Projects included career talks, mock interviews and a time capsule project. Paul's enthusiasm and interaction with all parties resulted in around £10,000 of social value being generated during the contract.

Murray Parker: Principal Engineering Manager, Our City Our River (OCOR)

Paul has worked for us on a number of highways maintenance projects over the last two years. During this time he's collaborated with teams across our supply chain, building valuable relationships and opening up communication channels. This has enabled Paul to have the most up-to-date information at his fingertips, which he's shared with our customers. Paul is very charismatic, personable and likeable. This means he can quickly build relationships with people across our communities. And, as he's equally comfortable hosting engagement events, addressing large audiences in a formal setting and meeting with customers in their own homes, he's been able to fulfil all of our stakeholder liaison needs.

Communications Manager.

Carnell

nmcn

TARMAC
A CRH COMPANY

Balfour Beatty

KIER

Web: www.sonarengagement.com
Twitter: @SonarEngagement
Email: Enquiry@sonarengagement.com
Phone: +44 (0) 7596278260



SONAR ENGAGEMENT