

M4 Prince of Wales bridge resurfacing

Communications activities

July 2024

Communications pack

In summer 2024, we'll be rewaterproofing and resurfacing 1km of the M4 Prince of Wales Bridge over the River Severn..

We want to make sure people know about the work and can plan their journeys.

This pack is to help you understand how we're planning to carry out our communications activities.

We've included:

- Details of what we're doing
- Key messages
- Key dates
- Communications activities timeline

Further information will follow that can be cut and paste for webpages and social media.

This work will start before the general election, so all communications activities will focus on being factual and essential information for road users.

Thanks for your support – we really appreciate it.

M4 Prince of Wales Bridge resurfacing team



What we're doing

We're rewaterproofing and resurfacing 1km of the cable stay bridge that forms the centre of this key crossing over the River Severn.

The work forms part of our long-term maintenance of the bridge.

This is the first major resurfacing since the M4 bridge opened in 1996. Patch repairs have been carried out on about 20% of area and has resulted in some areas being left without waterproofing. This will be replaced as part of the scheme.

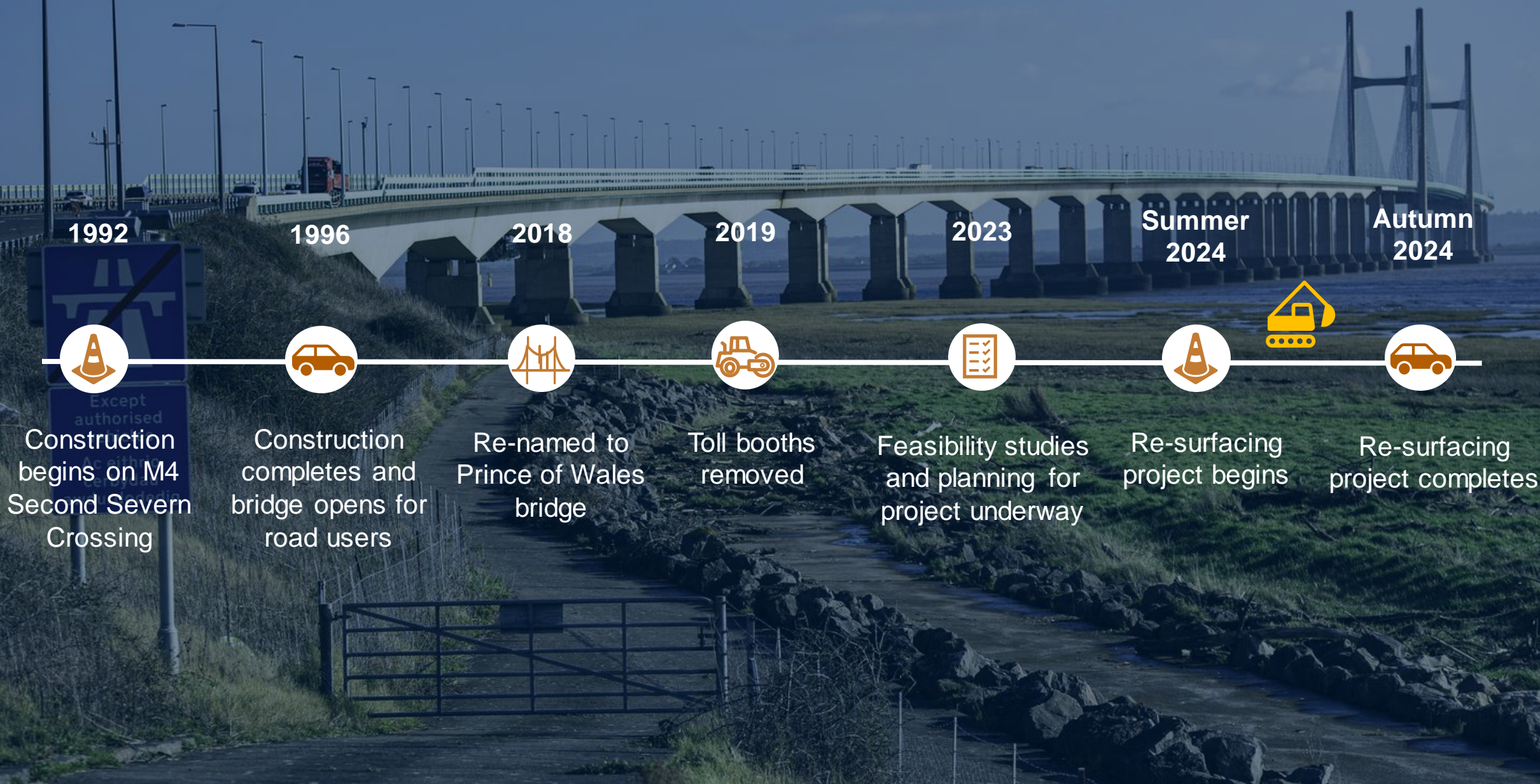
Work has been planned for the summer and early autumn to reduce the risk of bad weather that would result in the M48 Severn Bridge closing eg high winds.

The work will include:

- Removing the existing surfacing and waterproofing layer
- Inspecting the concrete bridge deck
- Carrying out concrete repairs to the bridge deck
- Applying waterproofing system
- Resurfacing – 70mm thick



M4 Prince of Wales Bridge Timeline



Messages

Overarching message:

We're resurfacing a section of the M4 Prince of Wales Bridge.

Additional messaging:

- This is essential work for the long-term operation of the bridge. The surfacing is near the end of its life and needs replacing. We're also going to take the opportunity to carry out other maintenance work during the full closures.
- These are the first major surfacing and waterproofing works since the bridge opened in 1996. Plan your journey to avoid peak travel time.
- We've planned the programme to minimise disruption, it will be undertaken in summer as the M48 bridge is least likely to be closed for wind.
- We're maintaining as much capacity as possible – this includes 4 out of 5 lanes running during the day in both directions on the M4 and M48. If all the lanes are used and there's no hold ups, the delays should be minimal.
- Realtime signage will help drivers plan their journeys.
- There may be times when you can't see people working, for example when materials are curing.
- We appreciate this is a busy area, and there's never a good time to carry out roadworks.
- A major part of the refurbishment works will be carrying out concrete repairs to any damage areas of the bridge deck and then replacing the waterproofing layer to prevent damage to the concrete. Wet weather can extend setting times and compromise strength.
- Keep informed via our channels including social media and website.



Focused messages for drivers

We'll be condensing our messages into some short easy to remember lines for drivers crossing the river:

- We're resurfacing a section of the M4 Prince of Wales Bridge
- Two lanes open in each direction in a contraflow, expect delays
- Please plan ahead
- Follow signage and be prepared to use the M48 bridge to help ease congestion



Key dates

Enabling works: 1 to 13 July 2024

Comprising of overnight closures to prepare for the introduction of the contraflow.

Construction works: 13 July to 30 October 2024

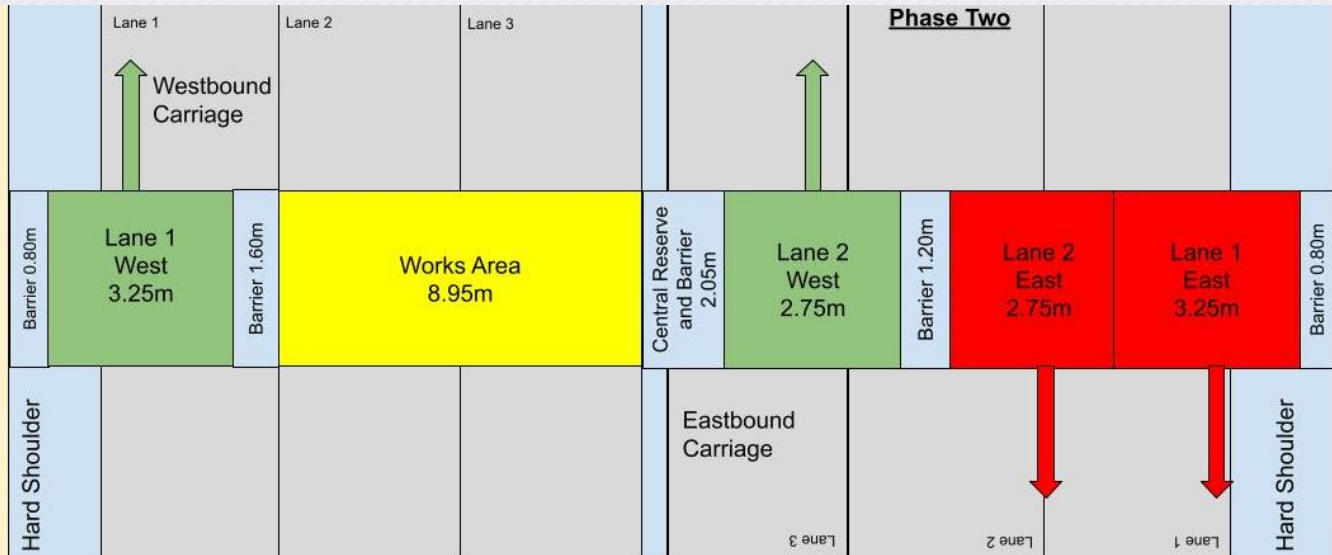
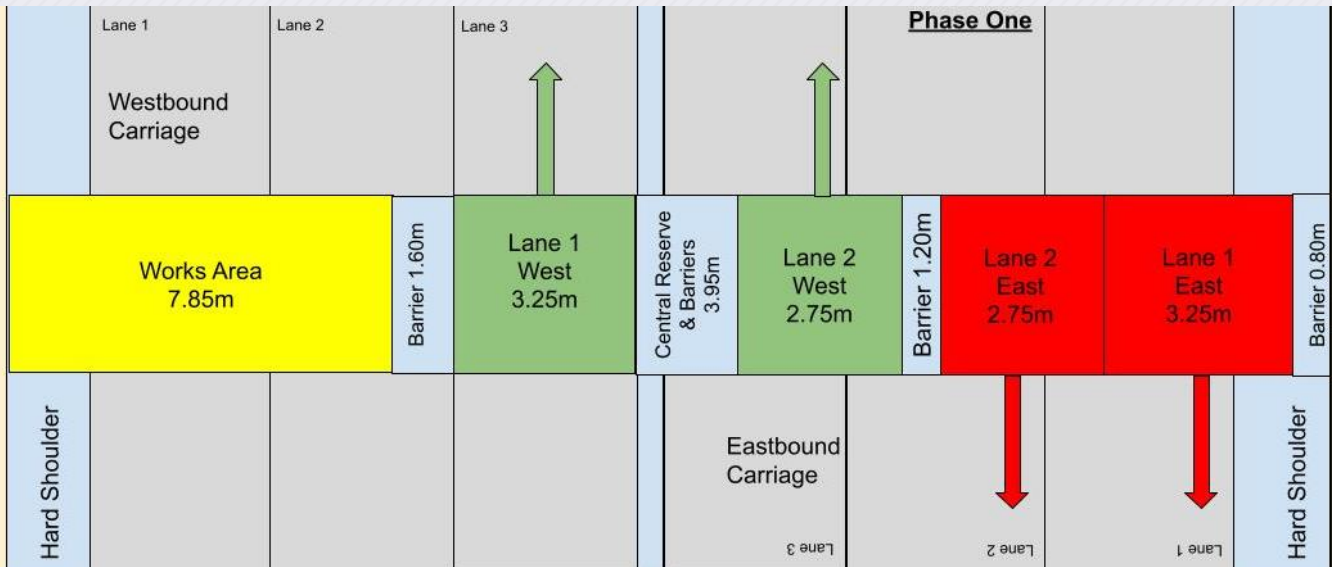
Comprising of:

- Four phases of traffic management – a contraflow will allow two lanes to remain open in each direction. Overnight closures will be needed to move the contraflow between phases.
- 40mph speed limit to reduce risk of incidents in narrow lanes
- Enforcement with both Gwent and Avon & Somerset Police
- Real time sign messages for journey times to assist road users
- CCTV monitoring
- Free recovery - both directions

Please note: dates might change as the programme is refined and work progresses.



Traffic management phases – phase one & two



Phases three & four will be the same but in the opposite direction



Communications activities – early engagement

Item	Date	Audience	Action	Lead
Stakeholder identification and mapping	Completed 22/03/24	Key stakeholders e.g. local authorities, freight, port, business groups etc	Draft initial stakeholder database, with input from project team	NH stakeholder team
Customer working group	Fortnightly meetings set up	External partners	Meeting to inform and discuss project and communications activities to help partners share information about the work and closures	NH project team
MP / MS briefings	Offers sent 05/04/24 Briefings ongoing	MPs / MSs	Send formal notification and briefing invitation to all affected MPs & MSs on both sides of bridge	NH project team
Key stakeholder emails	First round completed w/c 22/04/24 Ongoing as more stakeholders identified.	Key stakeholders	Send stakeholder email to inform of work.	NH project team
Webpage	Completed and page live 30/04/24	All	Draft and finalise web content. Go live by first stakeholder briefing.	NH comms team
Design materials	Briefed in on 14/05/24 All items to be completed by 07/06/24	All	Work with NH creative team to get online and offline materials inc infographics prepared.	NH comms team
Q&A	First draft completed 22/04/24. To be updated regularly for use by CCC and webpage	All	Agree lines to take re enquiries and circulate to CCC	NH project team

Communications activities – pre-start of work warm-up

Please note: as this work will start before the general election, communications activities will focus on being factual and essential information for road users.

Item	Date	Audience	Action	Lead
Webpage	Start of June	All	Update webpage with dates of work and TM details.	NH comms team
Postcard to residents	Start of June	Local residents - Chepstow, Forest of Dean, Newport	Draft and issue a postcard notification to inform and signpost to webpage for more info.	NH comms team
Key stakeholder contact (and briefings as requested)	Start of June	Key stakeholders	Send stakeholder emails detailing dates and signpost to webpage for more info.	NH project team
Stakeholder contact	Start of June	Stakeholders as identified through mapping activities	Send detailed information regarding dates and signpost to webpage for more info.	NH project team
Social media activity	Three weeks prior to work starting	All	Social media activity to inform road users of the work and possible impact to journeys. Signpost to webpage for more info. Social media schedule using creative assets to be shared with partners.	NH comms team
Press release	Two weeks prior to work starting	Press	Inform offline channels	NH press team

Communications activities – during construction

Item	Date	Audience	Action	Lead
Webpage	Ongoing	All	Update webpage with details of how work is progressing.	NH comms team
Social media	Ongoing	All	Reminder posts to assist with planning journeys over the summer and update on progress	NH comms team
Local events	Ongoing	Attendees / audiences	Social media to support messages around travelling to events during the work.	NH comms team
Newsletter	Ongoing	Stakeholders and interested parties	Update to provide details of how work is progressing and signpost to webpage.	NH comms team
Stakeholder liaison	Ongoing – as required	Stakeholders	Update to provide details of how work is progressing and signpost to webpage.	NH project team
Customer working group	Fortnightly meetings set up	External partners	Meeting to inform and discuss project and communications activities to help partners share information about the work and closures	NH project team

What happens next – June 2024

Please note: as this work will start before the general election, communications activities will focus on being factual and essential information for road users.

Stakeholder briefings

Summer 2024



Webpage updated



Postcards issued to local communities



Warning signs installed on routes



Social media warm-up begins



Press bulletin issued



Social media continues



Re-surfacing project begins

Find out more

Web:

nationalhighways.co.uk/our-roads/south-west/m4-prince-of-wales-bridge-resurfacing/

Twitter:

[@2SevernBridges](https://twitter.com/2SevernBridges)
[@HighwaysSWest](https://twitter.com/HighwaysSWest)

Facebook:

[HighwaysSWest](https://www.facebook.com/HighwaysSWest)