

Bridlington Revised Bathing Water directive (rBWD)

Bridlington, East Riding of Yorkshire

MGJV – JV (Morgan Sindall plc & Grontmij)

BIG Challenge 2015 submission category: Community engagement

Project overview

This is a complex infrastructure project valued at £24m involving circa 100 people at its peak.

It consists of 800m of 2.1m diameter segmental tunnelling, 3 associated shafts, a new 15m deep pumping station with an angular architecturally designed maintenance building above and an extension to an existing pumping station and new chalet buildings.

The scheme is spread over several areas, all of which are within Bridlington town centre. The main works area is right on the seafront in the public domain. It commenced in November 2012 and completed June 2015.

The key aim of the project was to develop a 'Coast to Boast About' by way of a bathing water improvement scheme. Working in partnership with the Environment Agency, local councils and Welcome to Yorkshire, Yorkshire Water engaged MGJV to improve the town's storm water system to help make Yorkshire's beaches the best in Europe.



Photo: Drop in centre with local visitors

What were the biodiversity conditions on site, prior to the enhancement?

Bridlington town centre has experienced many large scale construction projects in the last 10 years including the construction of the Spa building and all the promenade upgrade works.

During these times there has been no specific facility for the community to engage with the contractors to make their voices heard.

Were there any specific conditions that led to you carrying out this work?

No there weren't any specific conditions that lead us to implement a community engagement initiative.

It was seen as a positive way to engage the local community in the face of another scheme in Bridlington. It was also a way of helping the community understand what we were doing and why to help promote a more favourable view on the short term disruption with knowledge of the long term benefits.

What were the biodiversity measures taken?

At the Early Contractor Involvement stage, in conjunction with the client Yorkshire Water, a number of community liaison

sessions were organised, to explain to the local people, the plans for the scheme, durations and likely impacts.

This gave locals an opportunity to raise any concerns, make aware of additional information that may not have been considered and also to a chance to include their own businesses which may have been utilised by the project team (e.g. B&B's, hoteliers, restaurants, public houses, snack shops etc.).

From commencement on site a Public Drop in Centre was opened at the main office location in Bridlington.

This had the following facilities:

- Several members of the team, including our dedicated Sustainability Champion, available at all times to answer any questions or deal with any issues.
- Regularly updated films of the scheme works, it's progress and its purpose.
- illustrative drawings showing more detail of the construction.
- Artists impressions of the finished structures and their appearance relative to the local landscape.



Photo: Drop in centre

- Scale models of some of the structures to allow people to gauge the size of our works.
- Extensive literature and items to take away including:
 - Newsletters and factsheets on scheme progress and remaining activities and programme.
 - Contacts within the organisation and in the clients Yorkshire Water.
 - Information on career opportunities within Morgan Sindall.
 - General sustainability literature from Yorkshire Water promoting water saving ideas.
- Gift bags from our client containing:
 - A bird feeder kit designed to use the surplus fats, oils and greases from cooking (preventing it from going into the drainage system and causing blockages)
 - A toothbrush and mug (to promote water saving by not running the tap continuously during brushing)
 - Lavender seeds for the garden (a plant that needs little watering to survive but attracts bees in abundance)

How would you best describe the project?
Mitigation.

Further information

The public drop in centre worked extremely well and changed many people's views on the construction industry and the work in general in terms of our concern for wider issues associated with the community and the environment.

It was easy to promote events from the drop in centre such as:

- A competition with a local school for the naming of our Tunnelling Boring Machine with a follow on unveiling by the Mayor and presentation to the winning pupil.
- An art competition for local children with winning entries displayed on the site compound hoardings for everyone to see.

In the longer term it is predicted to help future generations and the community in general to feel empowered to get involved when future construction and infrastructure projects are promoted in the area.

What was your personal motivation for carrying out the enhancement?

This project's proximity to the public domain and its location in a popular tourist area, was perfect for community collaboration.



Photo: Gift bags

With 20 years experience in the construction industry it is immediately obvious that getting a community involved is of mutual benefit to all.