**Highway Infrastructure Asset Management Communications Strategy**

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**1, Overview**

This Highways Asset Management Framework, approved by the Cabinet Member for Highways and Transport on 12th Dec 2017, is the overarching document that provides a framework for highway asset management in Lancashire.  It clearly sets out what highway asset management means to us and outlines the procedures, processes and systems we have, or intend to put in place, to help us ensure that our highway and transport assets are maintained in a condition that is considered fit and safe for reasonable use.  It also attempts to explain what we are able to achieve with the limited resources available to us and sets out in a transparent manner how we intend to utilise these resources in the most effective manner.

This Communication Strategy covers both the delivery of highway maintenance service and the asset information and decision making behind and fits under the Highway Asset Management Framework

The Communications Strategy has been approved by the Highways Infrastructure Asset Management Strategy Board, which is responsible for embedding and endorsing the approach of good asset management in the way the highway infrastructure is managed across Lancashire.

**2, Highway Asset**

Lancashire County Council is committed to communicating with Stakeholders. A dedicated Asset Management webpage has been created to allow Stakeholders to be able to view the plans, policies and procedures

On the webpage there are links to:

**Highways Asset Management Framework** is an overarching document that provides a framework for highway asset management in Lancashire.

**Transport Asset Management Plan (TAMP)**

Sets out how the County Council intends to maintain and improve the transport asset network in Lancashire over the period 2015/16 to 2029/30. Annual Refresh documents, which include Condition data will be published

Codes of Practice and other relevant policies will also be published.

**Programme of works:**

Programmes of Works covering a 3 year period will be approved by Cabinet Member in February 2017

**How are we doing?;** Life In Lancashire survey results, key elements from Lessons Learnt reviews and Benchmarking will also be summarised

In addition:

**Frequently Asked Questions:** are being developed and will be available on the Customer Contact Centre Website

**3, Highways Service**

# Overview: Highway Service

Well planned, targeted, accessible communication is a key part of putting customer focus at the heart of what we do.

The highways service carries out thousands of small scale repair works each year lasting from minutes to a few hours. The works have a low impact and often in these instances either no communication strategy is required or simply staff on site personally informing residents and local businesses who will be directly impacted on the day is the best communication strategy. This should be assessed on a case by case basis and the appropriate action taken.

This communication strategy focusses on medium to high impact capital works; that involves medium to high disruption of the highway network and/or customer access. As well as works with a medium to high profile and/or strategic importance.

# Media Relations

Any proposals for media contact or opportunities should be discussed and approved with the Communications Team prior to any action take.

# Review

Communications is a standard item on the monthly Highways Network Managers Meeting agenda. This provides the opportunity to assess customer feedback relating to communications and identify either lessons learnt or areas for future improvements.

# Strategy for communicating works

The table below is designed for managers and officers as a focus checklist. All activities will not be carried out but all will be considered and the right communication strategy will be selected from the checklist that is appropriate to the nature of the works; the level of impact to highway users and the stakeholders involved before, during and following completion of works.

# Highways Communication Strategy Checklist

|  |  |  |
| --- | --- | --- |
| **Before Works Start** | **During the Works** | **When Work is Completed** |
| **Community Engagement*** Talking to residents/local businesses
* Letters to residents and local businesses/shops
* Inform schools and bus operators
* Advance Signage
* Use Roadside Matrix Signs with dates and information
* Customer Focus Signage
 | **Community Engagement*** Road Signage to let the community & road users know about the works
* 'Open for business' road signs
* If progress of works change update all community engagement stakeholders
* Advertise in local press
 | **Community Engagement*** Ensure local businesses and residents are aware of the work being completed and any roads re-opening
* Ensure all road signage is removed
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| **Stakeholder Engagement** * Letter to the Parish Council
* Inform Cabinet Member and local councillors
 | **Stakeholder Engagement*** Keep cabinet member and local councillors informed of progress/delays.
 | **Stakeholder Engagement*** Inform cabinet members and local councillors when the work is complete.
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| **Media Relations*** Press release to inform local press and radio stations.
 | **Media Relations*** Keep media and local radio stations updated with progress/delays.
 | **Media Relations*** Inform the local press when the work is completed.
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| **E-Communications*** Update LCC Website
* Social Media Message
 | **E-Communications*** Any updates/photos on LCC website.
* On-going social media messages.
 | **E-Communications*** Update LCC Website
* Social Media Message
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| **Internal Communication*** TMA Notice on EXOR
* Inform District Lead Officer
* Inform Customer Contact Centre
 | **Internal Communication*** Update roadworks layer on mapzone with any changes to works
* Keep District Lead Officer and Customer Contact Centre updated on progress/ changes
 | **Internal Communication*** Inform District Lead Officer and Customer Contact Centre works are complete
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