

Highways communications plan 2015/16

Communications objectives

Help the highways team inform and consult with residents, businesses, council partners, visitors and other stakeholders about activity on the highways transportation network and the policies supporting that work.

Highlight the work of the highways team towards achieving one of the council's key objectives in the corporate five-year plan (2015-2020):

Objective 7: the council's income and value of its assets will be maximised.

Publicise the channels for reporting faults and making complaints.

Provide regular real-time information about significant events affecting the highways network, including extreme weather, disruptive faults, major roadworks and road closures.

Assist in the design and production of any letters, leaflets, posters or other printed collateral.

Work with the team to publicise specific campaigns and initiatives.

Audiences

Primary:

- Local residents, both in Slough and neighbouring boroughs
- Commuters and those who regularly travel into and out of the borough
- Slough businesses
- Emergency services
- Elected members
- Local media
- Slough Borough Council staff
- Other stakeholders including local MP and schools

Secondary:

- The wider community beyond the Slough area
- National and specialist media

Overall strategy

To use existing methods of communication to target specific audiences in the most appropriate way.

Primary:

- Slough Borough Council website, including home page, promoted news section and dedicated transport and highways pages
- Slough Borough Council's official Twitter feed
- Slough Borough Council's Transport for Slough Facebook page, including promoted posts and paid-for advertising to local residents and people within the commuter belt
- Streetlife social networking site
- Thames Valley Alerts (email alerts to more than 5,000 local residents)
- Press releases to local media, including Slough Express, Slough Observer, BBC Berkshire and Asian Star radio
- Slough Borough Council internal publications - Newsround, Grapevine, all-user email, posters, face-to-face briefings
- Consultation events and face-to-face briefings

Secondary:

- Letters
- Leaflets, posters and other printed collateral
- Video clips for social media

Evaluation

- Number of responses to NHT survey¹
- Media monitoring - number and tone of articles
- Social media - number and tone of Tweets and comments
- Slough Borough Council webpages - number of hits
- Number of attendees to consultation events

¹ The NHT Public Satisfaction Survey collects public perspectives on, and satisfaction with, Highway and Transport Services in Local Authority areas.

Calendar of highways activities

Project	Date
Commissioning condition surveys, processing data and producing survey plots	Surveys commissioned around March/April. Carried out on site in the summer and data sent to us around October/November. Plots produced December/January.
Drafting priority lists of roads in worst condition and producing a programme of works for the next financial year	Beginning of the calendar year for works to take place in the summer
Annual resurfacing of carriageway and footway	Main programme in the summer followed by a mini programme at the beginning of the calendar year
Pothole repairs on footway and carriageway	Ongoing
Winter service	On standby from the first week of November to the last week of March
Structures inspection programme	Ongoing
Installation of new LED streetlights across the borough	April 2016 - March 2018
A4 Slough Mass Rapid Transport scheme (SMaRT)	Summer 2016 - summer 2017
A355 Tuns Lane widening and Copthorne Roundabout works	February 2016 - November 2016
A332 Windsor Road widening and associated works	Summer 2016 - summer 2017
Pavement parking scheme	Councillor walkabouts
Crossrail and associated works	Ongoing. An example of this was the replacement of Stoke Poges Lane bridge
APSE benchmarking	Initial submission in the summer - reports produced near the end of the calendar year