

Highways asset management strategy communications strategy

Appendix A - Ongoing communication / engagement activity

Throughout the year a wide range of information is made available to keep stakeholders and customers informed about current or forthcoming highways maintenance activity – and a range of means are available to give them the opportunity to raise comments and questions, and report concerns.

Via the Shropshire Council website

The highways section of the website - <https://shropshire.gov.uk/roads-and-highways/> - was reviewed and revamped in 2019. It includes/offers the following information and pages.

1. **GovDelivery:** weekly road closure information emails – people can subscribe to GovDelivery and received an email alert when latest road closure information is added to the Shropshire Council website. [This page provides more information.](#)
2. **An [interactive roadworks map](#).**
3. **Large scale project works** – a [dedicated page](#) about each major scheme is added to this section of the website to provide details of the scheme, and regular progress updates. The page can be searched by area (north, central, south).
4. The [asset management dashboard](#).
5. **Information about the work of the [network management team](#).**
6. Information about the [Shrewsbury Highways Improvement Programme](#).
7. Within the large scale project works section is a section dedicated to work being carried out under the [Shrewsbury Integrated Transport Package](#).
8. **Online forms** – a [series of forms](#) are available to allow people to report faults or concerns relating to potholes, streetlighting and more.
9. Highways maintenance. [This section](#) of the site provides information about, for example, winter maintenance, potholes, bridge maintenance and more.
10. Information about road safety and the council's [road safety policy](#).
11. [Plans, policies, strategies and reports](#), including the [highways asset management strategy](#), and local transport plan.
12. Applications form and charges. Includes relevant application forms along with fees and any other information for people looking to hold a street party or wanting a permit to do work on the public highway.
13. Information about [development affecting the highway](#).

There is a new [traffic management](#) section on the website, including information about traffic lights and crossings

There is a new section about environmental maintenance – entitled '[street care and cleaning](#)'.

External website

1. Roadworks.org – this website contains an interactive map of road closures and roadworks and is now embedded in the Shropshire Council website.

Customer services

As well as via the website, people can report faults or issues to Shropshire Council by:

1. Calling the council's customer service centre.
2. Sending an emails to the customer service centre.
3. Raising a question or issue on the council's Twitter or Facebook.
4. Visiting a Shropshire Council customer service point.

Note: All issues raised to customer services are passed on the appropriate highways team for consideration / action.

Social media

Shropshire Council's twitter and Facebook are used throughout the year to provide information, especially about major schemes, and offer a means for people to raise questions, comments and complaints.

In 2018 the new Shropshire Highways twitter was created (@shropshireroads) to provide an additional means of communicating information about work being carried out by the Shropshire Highways Alliance. This will be predominantly managed by Kier and will be increasing used in the months ahead once staff training has been completed.

Press releases / news media

The news media are a useful tool for communicating and providing information about the work that falls under the highways asset management umbrella – via news stories, features, interviews etc.

Throughout the year press releases will be prepared and issued about forthcoming highways maintenance work, in line with the council's media protocol. These are added to Shropshire Council's online Newsroom, from where they are picked up by the local media, customers and stakeholders, and by the council's twitter. Where appropriate they are also posted on the council's Facebook page.

People can use GovDelivery to receive an email each time a press release is added to Newsroom.

Any media enquiries or interview request received about any work that falls under the highways asset management umbrella will be recorded and responded to, with the support of the appropriate officers and in line with the council's media protocol.

Communications led by highways officers

In addition to the above, Shropshire Council's highways and streetworks teams lead on the following, with support from WSP and Kier.

- Development and delivery of the communications framework.
- Delivery of the protocol for roadworks/streetworks schemes: (see appendix E), including stakeholder communications, and liaising with the council communications team to prepare a residents' letter; webpage; press release.
- Shrewsbury Highways Improvement Programme (SHIP) – arranging and co-ordinating monthly meetings with stakeholders.
- Road closures / roadworks emails – co-ordination of the Elgin/roadworks.org emails to councillors and other stakeholders to advise of forthcoming work in their area.
- Divisional offices receive and respond to letters, emails, phone calls and personal visits.
- Highways officers also correspond with local councillors – who will pass on concerns and issues raised by their constituents.