

Highways asset management strategy communications strategy

Appendix H - Incentive fund – Communications aims/objectives

Level 3: Specific description

A communication strategy is in place. Its implementation is monitored and 'lessons learnt' are incorporated. Stakeholder consultation/information is used to develop levels of service. There is a transparent process for decision-making available to the public.

Evidence

A communication strategy that is signed off by senior decision-makers and evidence that it reviewed regularly and 'lessons learnt' incorporated. Levels of service have been developed using stakeholder information. All relevant documentation is on the authority's website or is accessible to the stakeholders. There is opportunity for the public to comment and these comments are considered.

Level 2: Specific description

All key stakeholders have been identified. Progress has been made in communicating with them around the benefits of and the reasons behind the decisions that affect them. This should be supported by a procedure for communication and where appropriate consulting of relevant issues on a regular basis that is transparent and understood.

Evidence

A list of all key stakeholders. Demonstration that a process is in place to support communications with them, together with records of communication. Evidence of consultation, where appropriate, regarding the decision-making process. This should include publishing relevant information on the authority's website or making it accessible to stakeholders. It could also include periodic surveys of asset condition and demonstration of how that feedback is being used.

Q2. Has your local authority communicated its approach to highway infrastructure asset management?		
Level	Specific description	Evidence
1	No approach to communication has been developed. or The need for communication with key stakeholders is understood, however no relevant action has been undertaken. There is an intent to improve the organisation's ability to communicate asset management activities that affect stakeholders.	None
2	All key stakeholders have been identified. Progress has been made in communicating with them around the benefits of and the reasons behind decisions that affect them. This should be supported by a procedure for communicating and, where appropriate, consulting on relevant issues on a regular basis that is transparent and understood.	A list of all key stakeholders. Demonstration that a process is in place to support communication with them, together with records of communication. Evidence of consultation, where appropriate, regarding the decision making process. This should include publishing relevant information on the authority's website or making it accessible to stakeholders. It could also include periodic surveys of asset condition and demonstration of how that feedback is being used.
3	In addition: Communication strategy is in place, its implementation is monitored and "lessons learnt" are incorporated. Stakeholder consultation information is used to develop levels of service. There is a transparent process for decision-making available to the public.	A communication strategy that is signed off by senior decision-makers and evidence that it is reviewed regularly and "lessons learnt" incorporated. Levels of service have been developed using stakeholder information. All relevant documentation is on the authority's website or is accessible to the stakeholders, there is opportunity for the public to comment and these comments are considered.