

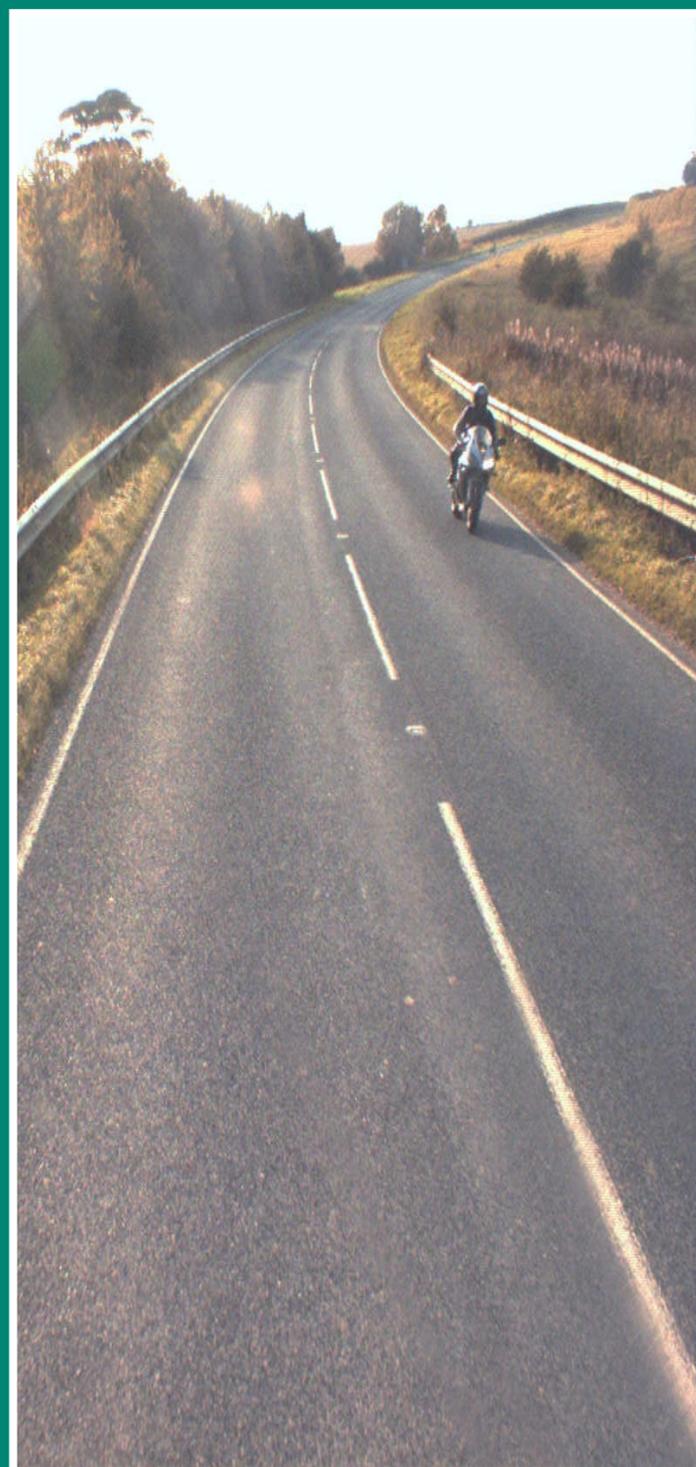
East Riding of Yorkshire Council

Transport Asset Management Plan

2016 – 2029

Appendix C

Communication Strategy



"Keeping East Riding moving"



EAST RIDING OF YORKSHIRE COUNCIL

TRANSPORT ASSET
MANAGEMENT PLAN

APPENDIX C

COMMUNICATION STRATEGY

2016-2029

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1. BACKGROUND

- 1.1 East Riding of Yorkshire Council (ERYC) manages an extensive highway network of approximately 2,090 miles (3,364km) of carriageway, which supports 26 million journeys a year. The Council also maintains a footway/cycleway network of over 1,102 miles (1,774km), over 500 bridges, a street lighting stock of more than 38,000 columns and over 26,000 traffic signs.
- 1.2 The Council's Transport Asset Management Plan (TAMP) was adopted in 2015 and refreshed in 2016, and forms part of the Local Transport Plan. The TAMP has been developed to help inform critical decisions on investment in maintaining transport infrastructure, given that current resources are insufficient to sustain the network in its current form. A clear understanding of what components make up our transport asset, what we need and their condition is essential to determining where our budget should be directed to achieve the most sustainable outcomes.
- 1.3 This Communications Plan supports the TAMP and is intended to assist in explaining the TAMP to partners and stakeholders and to facilitate consultation, interaction and exchange of information.

2. OBJECTIVES OF THE COMMUNICATIONS PLAN

- 2.1 The Council's Transport Asset Management policy statement is:

The Council will work with partners to implement a systematic approach to the asset management of the Council's transport network considering 'Safety', 'Serviceability' and 'Sustainability'

- 2.2 To assist in realising this aim, the Communications Plan has the following objectives:
- To help engage effectively with partners, stakeholders and the public;
 - To communicate the wider objectives of the TAMP;
 - To provide timely and appropriate information on highway works;
 - To facilitate consultation with stakeholders; and
 - To provide a channel of communication for reports of highway defects and enquiries.

3. AUDIENCE

- 3.1 The Communications Plan will provide comprehensive information on the TAMP, using appropriate media, to the following:
- The Department for Transport (DfT), including financial and performance reporting as required;
 - The Council's Portfolio Holder and local elected representatives;

- Town and Parish Councils;
- Emergency services;
- Statutory undertakers;
- Network Rail/Highways England (where applicable);
- Public transport operators;
- Local businesses;
- Local residents;
- Council staff; and
- Media organisations.

4. KEY MESSAGES

4.1 The TAMP Communications Plan focuses on key messages in the following areas:

1. Overall objectives of the TAMP;
2. Funding arrangements;
3. Asset Management principles; and
4. Achievements (Performance Indicators).

DELIVERY OF THE TAMP – KEY MESSAGE

4.2 Investment in the network will seek to improve or maintain the condition and quality of the East Riding of Yorkshire’s highway assets in a cost effective manner. The overall purpose of the TAMP is to help support accessibility by providing a safe and sustainable transport network. A key element of this Communications Plan is to provide clear and timely information on planned maintenance works to allow users to plan their journeys.

FUNDING ARRANGEMENTS – KEY MESSAGE

4.3 In 2016 the Council received £10.127m from the Department for Transport to maintain the components of our transport asset. This is divided up as follows:

- Carriageways £6.250m;
- Footways £1.200m;
- Structures £1.366m;
- Street Lighting £1.025m; and
- Street Furniture £0.140m.

4.4 This capital funding allocation is split between the different components using an asset based methodology, taking into consideration the Performance Indicators that we report annually.

4.5 The Council also receives revenue funding from the Department for Communities and Local Government (DCLG). This funding is used for more reactive measures (such as pothole repairs), routine maintenance and other highway duties. Occasionally there are opportunities to bid for additional funds from the government, for example to replace obsolete street lighting. Local Enterprise Partnerships can choose to fund highway works through the Local Growth Fund, and this source has been used for an upgraded A road maintenance programme.

- 4.6 Although the figures appear substantial the funding available is insufficient to complete all the work considered desirable, therefore projects must be prioritised and delivered to offer maximum value for money.
- 4.7 Major investment in highway maintenance is reviewed and prioritised annually as part of our planned programme. The annual prioritisation process takes into consideration the results of condition surveys, the road's safety record and the views of the Area Engineer. This data is collated each autumn in order to prepare a prioritised list for the following financial year and a programme is then developed, working down the list to the limit of the available financial resources.
- 4.8 There is more information on the Council's website: <http://www2.eastriding.gov.uk/council/plans-and-policies/other-plans-and-policies-information/transport/transport-asset-management/#what-funding-is-available>

ASSET MANAGEMENT PRINCIPLES – KEY MESSAGE

- 4.9 It is important that investment in highway maintenance is carefully planned to ensure best value for money.
- 4.10 The Council decides what needs to be maintained, how and how often by considering the 'lifecycle' of each component of the transport asset (roads, footways, streetlights etc.). The lifecycle of a component includes how long it should last in normal use, what type of maintenance work will be most cost effective to keep it in good condition and how often work should need to be completed. There is also a programme of regular inspection which helps to identify when work needs to be done, including emergency repairs where necessary.

ACHIEVEMENTS AND PERFORMANCE – KEY MESSAGE

- 4.11 The overall achievement of the Council's TAMP should be a well maintained highway network, supporting safe and sustainable accessibility.
- 4.12 The condition of the main components (carriageways and footways) is reported annually to ensure that performance is monitored and reviewed, and these figures are published in the Council's annual performance report which is published on our website. The key indicators and recent performance are shown in Table 4.1.

Table 4.1 Performance Indicators

Key Indicators	2012/13	2013/14	2014/15	2015/16	Desired Direction of Travel
Percentage of principal roads where maintenance should be considered	1%	2%	1%	1%	Decreasing
Percentage of non-principal classified roads where maintenance should be considered	7%	7%	8%	8%	Decreasing
Percentage of well-used footways where maintenance should be considered	26%	56%	60%	64%	Decreasing

5. COMMUNICATION CHANNELS

5.1 Effective channels of communication are necessary in order that stakeholders are kept fully informed about planned highway maintenance activities. It is important to provide timely and accurate information through appropriate media, providing access for a wide range of groups and individuals.

5.2 Table 5.1 below indicates the method of communication most likely to be used with stakeholders.

Table 5.1 Communications Channels

Stakeholder	Media
DfT	Letter, email, telephone
Portfolio Holder	Briefings
Elected representatives	Email, briefing
Emergency Services	Meeting, email
Statutory Undertakers	Regular meetings, email
Network Rail	Email, telephone, regular meetings
Highways England	Regular meetings, email, telephone
Public Transport Operators	Regular meetings, email
Local businesses	Press release, website, email
Local residents	Press release, website, social media, Your East Riding (resident magazine)
Local news/media	Press release, interview, website, email
Council staff	The Grapevine (staff magazine), Insight (intranet)

5.3 Reports of problems from the public help to identify urgent work. Problems can be reported through the following methods:

- Council's website – send an enquiry online;
- Through the formal feedback system;
- Highways customer care telephone line – 0845 600 1666;
- Email customer.services@eastriding.gov.uk;
- In writing to:
East Riding of Yorkshire Council
County Hall
Beverley
East Riding of Yorkshire Council
HU17 9BA
- In person at one of the 14 Customer Service Centres, Locations can be found on the website;
- Via the Council's 'East Riding of Yorkshire Council' Facebook page and a number of Twitter accounts including @East_Riding, others can be found on the website.

6. CONSULTATION

6.1 It is crucial that the Council understands the needs and aspirations of those using the highway network when developing and implementing the TAMP.

- 6.2 The Council utilises the annual National Highways and Transport Public Satisfaction Survey (www.nhtnetwork.org) to assess user opinions on the network and consults key stakeholders as part of the regular review of the TAMP.

7. SPOKESPEOPLE

- 7.1 The Council's Head of Asset Strategy has overall responsibility for identifying appropriate spokespeople in partnership with the Press Office.
- 7.2 In general the Council's Portfolio Holder for Planning, Highways and Transportation will lead on interviews for local news media.

