

BOROUGH OF POOLE HIGHWAY MAINTENANCE COMMUNICATION STRATEGY



1. Introduction

The Borough's purpose is to improve the quality of life for the people of Poole and is underpinned by the following priorities and values:

- Promoting the health and wellbeing of our population especially the most vulnerable
- Ensuring all children and young people have the chance to achieve their full potential
- Promoting Poole's economic growth and regeneration by attracting investment in business, housing and jobs for all
- Protecting and enhancing Poole's beautiful environment in a sustainable way so that it is a great place to live, work and play
- We put residents at the heart of everything we do
- We use public money to achieve the greatest benefit where it is needed most

The Borough maintains 535 km of roads, 109 highway structures and 18,000 street lights and the highway asset has a total gross replacement value of £1.1 billion (excluding land).

Effective and efficient management of highway assets is a key factor in the ability of the Borough to deliver its services for the benefit of the local community. It contributes to and enables other services to deliver the aims and objectives of the Council.

The Borough of Poole seeks to use its resources well to provide good public services for all and to ensure sound investment in a sustainable future for Poole and effective asset management is fundamental to the delivery of services.

2. Communication aims and objectives

We commit to communicate our business clearly and consistently. We will say what we do and do what we say.

When we cannot meet the expectations of the communities we serve we will say so and explain why not.

Explaining **what** we do, **why** we do it and **when** we will do it, is key to ensure that the people affected by our decisions are kept informed. Communicating these messages, both internally and externally, is essential for the effectiveness of our business.

We will develop the means to communicate our policies, plans, priorities and programmes of work effectively, consistently and at the most suitable time. We will do this through a variety of internal and external channels to ensure our messages are clear and consistently delivered by the team.

We will evidence the positive work being carried out to maintain and improve the Council's network.

We will engage with our stakeholders, through a variety of channels, to not only provide information but also to actively seek feedback to help plan for the future. We will also

demonstrate that we have listened to the feedback and detail the subsequent action taken. This approach links with information given in the Borough's Research and Consultation Guide.

Providing good quality information to stakeholders on what can be expected is an important aspect of service to the public.

3. Key Stakeholders

Poole residents
Councillors
BoP Staff
Contractor's staff
Customer Service Centre Staff (part of BoP staff)
Emergency Services
Bus Companies / operators
Holiday Makers (passing through the Borough)
Poole businesses
School Transport
Utility Companies
RAC / AA
School Transport
Freight Groups
Motorcycle Action Group
Local Access Forum
Cycling Liaison Group (CLAG)
Health Authorities
Getting About Poole Group
Neighbouring Authorities
Schools
Neighbourhood Forums

4 Communication methods

External Communications

Printed Media

- Press Statements, Media Releases and Features: Transportation Services will organise press statements through the Corporate Communications Team producing responses to media enquiries and proactive releases to publicise major works, highway services, decisions and performance.
- Service Information: This includes leaflets or letter drops about Council services, procedures and major projects, strategy and consultation documents as well as newsletters targeted at specific groups or service users.

Broadcast Media

- Arranging Television and Radio Interviews: These are arranged on request from the Corporate Communications Team and/or local media.

Electronic Media

- Website: The Council's website – www.poole.gov.uk - contains information on the Council and its services as well as latest news and events. Copies of all press releases issued by the Council are posted on the Newsroom page of the site. It also provides a number of online transactional services allowing those who live, work in and visit the Borough to contact the Council with their enquiries, suggestions and complaints. The website is also where we post details of Council meetings, agendas and papers. A weekly roadworks report is published on the Council's website with more detailed information published online for major highway schemes.
- Where appropriate, updates on projects are given on social media i.e Twitter and Facebook
- Email Me Newsletters: These are free newsletters and alerts which people can sign up to to keep up to date on a range of topics. Customers can select from a range of topics those that are of interest to them.

Face to Face

- Presentation to and consultations with stakeholders via local forums particularly in respect of planned major highway maintenance schemes.
- Officers attending and contributing to Local Forums on day-to-day highway related issues e.g CLAG and Getting About Poole Group..

Internal Communications

Through our internal communications we aim to ensure that staff are informed, involved and engaged in achieving the Council's objectives. Our internal communication comprises:

- Corporate communications about issues that affect Council staff as a whole.
- Information about the wider work of the Council including the reasons behind strategy and policy decisions and progress on our key objectives.
- Service specific communications designed to ensure that staff who work within the service area have the information they need to do their jobs effectively.
- Information for elected members to keep them informed of work in local areas and to enable them to deal with local enquiries.
- Information for Customer Services staff to enable them to deal with customer enquiries effectively and efficiently

We use a variety of mechanisms for internal communication; these are detailed as follows:

Electronic (printed on request):

- Email Updates: These are issued when required to inform staff about corporate issues that will or have affected them and information about the wider work of the Council.
- Intranet: Poole Borough Council provides an Intranet site for staff providing links to key documents and an archive of all corporate internal communications.
- Customer Services Information: Regular updates for Customer Services staff.

Face-to-Face:

- Capital Programme Meetings to give an update of progress on programmes of work
- Staff Briefings and Roadshows: These are held by members of the Management Team and take place on an adhoc basis as part of specific corporate projects.
- Elected Member Briefing Sessions: Updates on specific highway projects as required.

5 Our commitments

- We are developing a performance management framework that will be monitored to highlight the work of Borough of Poole in delivering their strategy.
- We will communicate our approach to highway infrastructure asset management to relevant stakeholders.
- We will gather stakeholder feedback on our highway maintenance service and use the information to drive service improvement.
- We will undertake customer satisfaction surveys in relation to the condition of the highway network and use this information to drive service improvement.
- We will ensure that stakeholders are kept informed about our highway maintenance service.
- We will continue to undertake benchmarking to drive improvements in our highway maintenance service.
- We will commit to communicate our priorities clearly and consistently to our staff.

Effective from date	January 2018
Review date	January 2020
Review frequency	Two yearly