



EXECUTIVE MEMBER DECISION

REPORT OF: Executive Member for Growth and Development

LEAD OFFICERS: Director of Environment and Operations

DATE: 22/11/2019

PORTFOLIO/S AFFECTED: Growth and Development

WARD/S AFFECTED: All

SUBJECT: Highways Communication Strategy.

1. EXECUTIVE SUMMARY

To inform the executive member of the revised communications strategy for highway works. It explains the purpose and rationale of the strategy and describes the advantages this strategy has over the existing system. The communication strategy was previously incorporated into the Asset Management Strategy, however these processes have significantly evolved and communications now warrant their own strategy.

2. RECOMMENDATIONS

That the Executive Member:

1. Approves the revised strategy.
2. Approves the introduction of this strategy from 1st January 2020.
3. Authorises its publication on the authority's website.
4. Authorises the review and any necessary update of the strategy within 24 months.

3. BACKGROUND

The strategic approach to communications has improved meaningful consultation with stakeholders regarding decisions relating to highway matters. This revised and updated strategy, attached as appendix 1, provides a framework which requires consistent levels of communication between stakeholders.

4. KEY ISSUES & RISKS

The strategy incorporates the principles described in the Government Communication Service's "Writing a Communication Strategy", <https://gcs.civilservice.gov.uk/wp-content/uploads/2016/06/Writing-a-comms-strategy.pdf>. The strategy describes the nature of highway information to be made available on the Authority's website and through other media. The strategy should be read in conjunction with the Communications Plan and Communication Process, which are attached as appendices 2 and 3 respectively. This revised strategy incorporates a number of amendments to reflect the transfer of the highway service and associated staff from Capita to the Council.

5. POLICY IMPLICATIONS

Existing procedures are not affected by this strategy.

6. FINANCIAL IMPLICATIONS

None.

7. LEGAL IMPLICATIONS

None.

8. RESOURCE IMPLICATIONS

None.

9. EQUALITY AND HEALTH IMPLICATIONS

Please select one of the options below. Where appropriate please include the hyperlink to the EIA.

Option 1 Equality Impact Assessment (EIA) not required – the EIA checklist has been completed.

Option 2 In determining this matter the Executive Member needs to consider the EIA associated with this item in advance of making the decision. *(insert EIA link here)*

Option 3 In determining this matter the Executive Board Members need to consider the EIA associated with this item in advance of making the decision. *(insert EIA attachment)*

10. CONSULTATIONS

None.

11. STATEMENT OF COMPLIANCE

The recommendations are made further to advice from the Monitoring Officer and the Section 151 Officer has confirmed that they do not incur unlawful expenditure. They are also compliant with equality legislation and an equality analysis and impact assessment has been considered. The recommendations reflect the core principles of good governance set out in the Council's Code of Corporate Governance.

12. DECLARATION OF INTEREST

All Declarations of Interest of any Executive Member consulted and note of any dispensation granted by the Chief Executive will be recorded and published if applicable.

VERSION: 1

CONTACT OFFICER: Matthew Joyce

DATE: 22nd November 2019

**BACKGROUND
PAPER:**

Appendix 1. Highways Communications Strategy.
Appendix 2. Communications Process.
Appendix 3. Communications Plan.