

Highways Asset Management Communications: Approach and Channel Mapping

This document details how Blackburn with Darwen Council will ensure the delivery of effective communications and engagement to ensure that residents and stakeholders are kept informed of Highways Asset Management activity, and provided with opportunities to comment on, and influence works on the Highway.

The programme timeline and key milestones will be clearly set out to ensure that communications are aligned with project activity, which will be updated on a regular basis as schemes progress.

This document identifies:

- Who the Highways Asset Management stakeholders are
- The communications channels that are available to partners to ensure information sharing and engagement with all stakeholders is both informative, timely, relevant and consistent.

STAKEHOLDER MAPPING			
GROUP	REASON	ACTIVITY	OWNER
Internal Chief Officer, Heads of Service, Senior Managers, BwD Communications Team, Public Transport, IT, Network Manager, Members, Neighbourhood Managers, BDirect, Streetworks Manager.	To ensure that key stakeholders are provided with advance information to ensure they can carry out their roles in informing, aiding and supporting communities, individuals and residents in relation to these works and the wider strategic benefits of the Highways Asset Management programme.	Clearly define and understand the roles of these priority stakeholders	Stakeholder Relations
External – Local Level Local residents, Businesses/Employers, Commuters	To provide those who are likely to be most acutely affected by both the works and the disruption caused as a result of the works	Identify all properties within a 400 metre radius of the programmed works	Stakeholder Relations
External - Wider Public	Clear communication with the public will mitigate against issues caused as a result of the works and ensure the long term success of Highways Asset Management schemes.	Map key public forums (Blackburn with Darwen)	Stakeholder Relations
		Map key public forums (Lancashire)	Stakeholder Relations
		Identify local information locations	Stakeholder Relations

		(libraries, community centres, municipal buildings, etc)	
		Map key publications (Lancashire)	BwD Press Officer
		Map key local publications (The Shuttle, local papers, journals, etc)	BwD Communications Team
Community services based stakeholders (social workers, carers, schools, bus operators, Housing Associations etc.)	Clear communication with this group will mitigate against community issues caused as a result of the works	Establish key community based contacts	Stakeholder Relations
		Establish processes for informing key workers to inform potential community impact as works progresses	Stakeholder Relations
Community associations and/or groups, neighbourhood committees, resident groups	Sharing project information to ensure the local community have up-to-date and relevant information	Establish key community groups	Stakeholder Relations
		Make initial contact	Stakeholder Relations
Commuter information	Ensure travel information is available to minimise disruption along this route during the works	Consider highway signage and the promotion of a single point of contact	Highways/Contractor

	External – Agencies Utilities companies, Emergency Services (Police, Fire, Ambulance), Environment Agency, Highways England, MPs	Sharing project information to ensure external partners have up-to-date and relevant information	Establish key external agency contacts	BwD Network Manager
			Make initial contact	
COMMUNICATIONS CHANNELS				
INBOUND COMMS	Email and letter	<ul style="list-style-type: none"> Dedicated email address highways@blackburn.gov.uk 	Scheme and/or strategic related	Stakeholder Relations
	Telephone	Highways Asset Management contact number: 01254 585585	All partners to be able to provide high-level information (as detailed in the shared key messages document) BUT if further detailed information is required, the relevant partner should provide follow up communications	Highways/BwD/Contractor
		Contractor number		
BwD Contact Centre				

	Social media (twitter)	@BwDRoads – promoted on Highways Asset Management webpage and in outbound communications	Communications	
EXTERNAL COMMUNICATIONS	Newsletters/leaflets	To be distributed as appropriate – initial awareness raising leaflet and subsequent leaflets as/when appropriate	Communications	
	Letters	Letter drops to local residents to advise where appropriate, updates on key events such as constructions works affecting specific areas	Communications/Contractor	
	Electronic updates	Establish process for people to register for electronic information updates on works	Communications	
	Briefing sessions	Prepare and deliver briefing sessions to Members and key stakeholders as appropriate and to other audiences as required	Stakeholder Relations	
	Public forums	Prepare and deliver public presentations – community committees, neighbourhood groups, etc	Stakeholder Relations	
	Press releases	Media releases as appropriate to promote both the construction phase and longer term Highways Asset Management goals are publicised	BwD Communications	
	Press management	Local issue management (post-bag letters, editorials, etc)	BwD Communications	
	Publications	Prepare and provide articles for existing local publications as appropriate – e.g electronic neighbourhood newsletters	BwD Communications	
	Social media	Traffic updates		BwD Communications
		Major project milestone updates		BwD Communications

	Websites	<p>BwD Website</p> <p>http://www.blackburn.gov.uk/Pages/Highways-asset-management.aspx</p> <p>Dedicated Highways Asset Management page – overview and strategic with regular project updates.</p> <p>ELGIN - https://blackburn.roadworks.org/</p> <p>The public access, web based roadworks map identifies all road and street works taking place within the Blackburn with Darwen Borough Council boundaries.</p>	<p>Highways Asset Manager</p> <p>Network Co-Ordinator</p>
	Survey	Public access, web based survey function to provide opportunities for feedback and analysis, to inform future service delivery. (widely promoted in outbound communications)	BwD Communications
	Public events and exhibitions	Attend scheduled events organise and facilitate ad hoc events where appropriate as required	As appropriate
	On-site notice boards	Provide works information and construction related contact details	Highways/Contractor
INTERNAL COMM	Communications database	Develop and maintain stakeholder database	Highways Communications Officer

UNI CAT ION	Briefing notes and sessions	Provide updates for BDirect and frontline staff (partner agencies and all officers	Stakeholder Relations
	Regular meetings with contractor	Attend Contractor meetings to share information on local issues raised and discuss potential solutions. Pro-actively consider potential community impact.	Stakeholder Relations
	Highways Asset Management communications working group	Monthly (or as appropriate) working group meetings to ensure communications are well planned and effectively managed	All (Stakeholder Relations/Highways/BwD Communications)