

Appendix 1 - Highway Infrastructure Asset Management Communications Action Plan 2018/19

Reference	Action	Desired outcome	When	Owner	Progress/Comment
1. Promoting our services and improved media relations					
1.1	At least one positive infrastructure press release put forward for inclusion in the four annual editions of Stockton News.	Customers are better informed about what we do and the perception becomes more positive re our services.	March 2018 - April 2019	Ian Raine	Check that an article is submitted for each quarterly edition prior to deadline.
2. Promoting our services and improved media relations					
2.1	Weekly roadwork's/event report is published to all risk management stakeholders and press.	Customers are better informed and their perceptions become more positive, reducing enquiries and complaints.	April 2018 - issued weekly.	Kevin Ellison	Review any feedback received.
2.2	Review the use of travel updates (website information, social media) to inform residents of road works and potential disruption.	Customers are better informed and can make travel choices.	Review complete October 2017.	Kevin Ellison	Liaison with the appropriate officers from the Communications Team.
3. Website					
3.1	All Highways / Transport web pages are reviewed on a regular basis.	Review and update appropriate web pages on a quarterly basis.	Ongoing	Jim Fiskén	Liaison with appropriate Officers.

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4. Direct Contact with Residents					
4.1	Customer-facing staff in the team undertake customer service training.	Workforce customer skillset improved.	April 2019	Steve Dodds	Requires appropriate training to be available.
4.2	Consider the use of workshops with residents, Members, PC/TC's.	Face to face engagement leads to better understanding and improved relationships.	April 2019	Steve Dodds	To commence start of 2018/19.
5. Written Communication					
5.1	Review the current communications process prior/post maintenance scheme.	Ensure improvements are implemented where highlighted and achieve continuous improvement.	April 2019	Steve Dodds	Undertaken for term maintenance and internal maintenance schemes.
5.2	Evaluate results of the annual NHT survey.	Where areas are below national standard ensure an improvement plan is formulated and implemented.	March 2019	Jim Fiskén	Areas for improvement from the 2017 NHT survey to be incorporated in to the process for 2018/19 programme.