

Northamptonshire County Council's Asset Management Communications Plan.

Northamptonshire County Council is responsible for maintaining a highway network that not only serves the residents of Northamptonshire but also supports the growth of the County's economy and promotes recreational activities. Effective and efficient management of Highway Assets is a key factor in the ability of the Council to deliver its services and enable the economy of the County to thrive. A well maintained highway network plays an essential role in supporting growth and attracting increased investment in the County.

Details of the strategies and methodologies used to maintain the asset is included in the Northamptonshire Asset Management Plan. The adoption of an Asset Management approach ensures that highway infrastructure assets support the delivery of services and the local economy, taking into account the long term performance of the asset.

In delivering the asset management plan it is vitally important to us that we listen and communicate with our customers, and involve them in how we plan and deliver services.

For this reason Northamptonshire has developed an Asset Communications Plan which has a number of key messages to our customers. These are:

Key Messages

1. Highways and Transportation Spend

We do not have an unlimited pot of money

2. How we prioritise Highways and Transportation Spend

How we spend the money to maximise the benefits to our customers

3. Achievements

What have we achieved in the last 12 months?

What are the benefits to our customers?

4. Performance

How are we performing against our targets

5. Lessons learnt

Works programmes

6. Notify our customers of when and where we will be carrying out works

Explain why we are carrying out the works

7. Manage expectations – deliver what we promise but don't promise what we cannot deliver

Publicise these standards and levels of service to customers

Stakeholders

A very diverse group of people who need to be considered and have different needs: to include local road users, specific user groups, local communities, businesses, services such as emergency services, people travelling through the area, neighbouring authorities, highway maintenance service providers, and organisations that have an impact on the network such as utilities.

ASSET MANAGEMENT - COMMUNICATION PLAN

Communication	The basics Inform	Show consideration Inform and consult	Work together Inform, consult and collaborate	Keep satisfied Evaluate and lessons learnt
Customers	<p>We will ensure customers get the right information first time – whatever the customer issue. We will provide an efficient and effective service and the right level of information. By doing this perception will improve and the public will appreciate our service and what we do. The more informed residents are the more satisfied they are with the council services</p>			
	<ul style="list-style-type: none"> • 24 hour access to information • Website • Emails • RSS feeds • Social media • Public events • You Tube information films • Quick polls • Publishing works programme • Cyclical work information • Publishing asset management policies/strategy • Customer communication strategy published 	<ul style="list-style-type: none"> • Customer relationship management • Newsletters • Information updates • Promote the Council's key messages • Targeted communication and alerts (letters etc.) • Street Doctor - available on multiple mobile platforms and public can access progress • Advance noticing signs • Customer satisfaction surveys - paper and online • Works feedback • Lessons learnt and improvements published • Engaging with vulnerable and hard to reach groups 	<ul style="list-style-type: none"> • Community working groups • Tailored communication plans and early engagement • Consultation events 	<ul style="list-style-type: none"> • Annual Highways and Transportation • Annual Parish Satisfaction Survey • Customer satisfaction surveys - postal and online • NCC - Have your say • Publish asset management achievements • Publish annual operating report
Councillors	<p>We work with councillors to keep them informed and actively work with them when programming planned works. Our objective is for elected members understand and support what we do and are able to respond to members of the public and promote our services.</p>			
	<ul style="list-style-type: none"> • Newsletter • Social media • Website • Briefings • Works programme published 	<ul style="list-style-type: none"> • Webinars • Presentations • Promote the Council's key messages • Cabinet • Scrutiny committee 	<ul style="list-style-type: none"> • Early engagement • Community liaison officers • Consultation events 	<ul style="list-style-type: none"> • Promote achievements • Publish annual operating report • Annual parish satisfaction survey • Publish asset management achievements

ASSET MANAGEMENT - COMMUNICATION PLAN

Communication	The basics Inform	Show consideration Inform and consult	Work together Inform, consult and collaborate	Keep satisfied Evaluate and lessons learnt
Colleagues, partners and our supply chain	We want to ensure we have a workforce who are informed and feel confident about promoting our works and managing customer expectations. Ensure our employees are skilled and knowledgeable and are proud of the service they provide. How they represent the Council will leave a lasting impression on the customer. When meeting our customers face to face employees will adhere to the Council's customer services standards			
	<ul style="list-style-type: none"> • Websites • Noticeboards • Monitoring and improving employee satisfaction • Intranet • Customer training • Works programme published 	<ul style="list-style-type: none"> • Promote the Council's key messages 	<ul style="list-style-type: none"> • Meetings • Team brief • Staff forum • One to Ones • Team meetings • Collaborate with neighbouring authorities through user groups 	<ul style="list-style-type: none"> • Publish annual operating report • Publish asset management achievements
Media	We work with and engage the media to provide them accurate, timely information to enable them to deliver accurate information to our customers			
	<ul style="list-style-type: none"> • Briefings • roadworks.org Website • Social media • Works programme published 	<ul style="list-style-type: none"> • Promote the Council's key messages 	<ul style="list-style-type: none"> • Public relations 	<ul style="list-style-type: none"> • Work together on issues • Publish annual operating report • Promote achievements • Publish asset management achievements