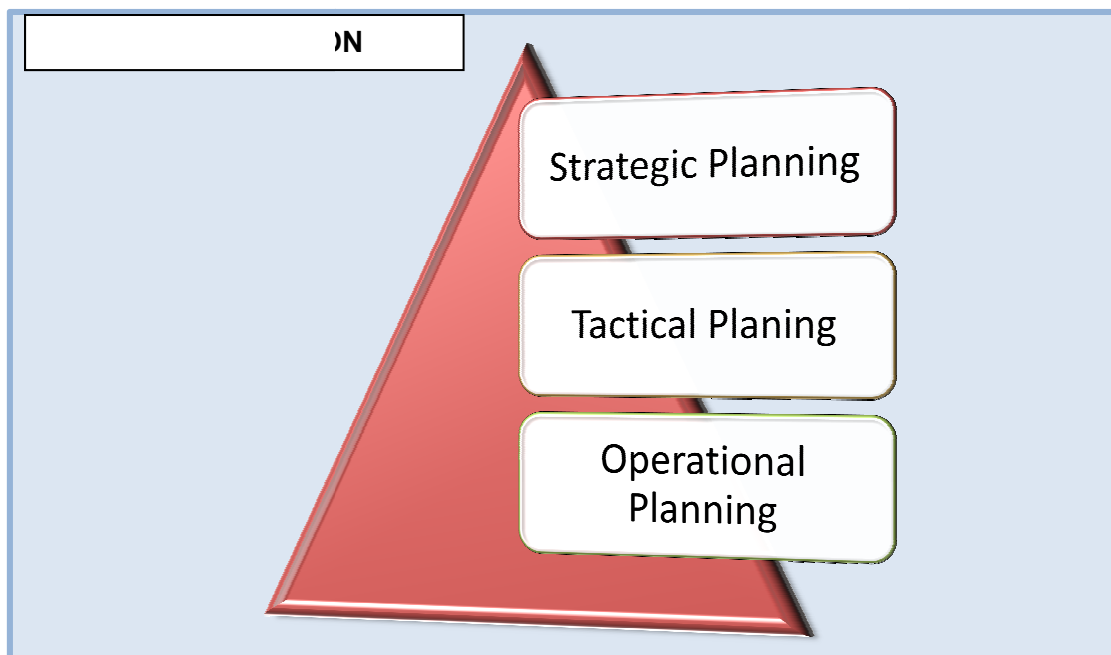


Environment & Transport Select Committee
10 January 2013

Surrey Highways – New Carriageway Investment Plan

ANNEX A: COMMUNICATIONS PLAN

The Five Year Investment Plan will be supported by a clear communications plan, segmented into three distinct areas:



The purpose of the strategic plan is to ensure that residents, Members and key stakeholders are aware of the level of investment in their local area and provided 12 months notice of work. The plan is composed of three elements

- I. All Investment activity will be marketed under the banner “Operation Horizon – Investing in Your Community”. At the start of each financial year a pdf brochure will be published confirming:

- Proposed schemes by ward,
 - Estimated dates and treatments (details only estimated quarter work expected)
 - Total amount invested in the network since start of programme
 - Planned investment over the remaining years of programme
 - Information on what works will involve
 - Benefits of scheme
 - Who to contact for further information
2. A new enhanced web page will be launched providing improved information and support relating to highway re-surface works.
 3. A dedicated Road Works Desk will be created as part of the County Council Contact Centre support to field general calls on road works.



The purpose of tactical planning is to ensure that all key stakeholders are provided prior warning of specific schemes affecting their specific area and that planning is in place to ensure works complement local community events and facilities (e.g. schools). The tactical plan will be delivered according to specific timescales

- **Three Months Prior** to each scheme being delivered, key stakeholder groups, local county and divisional members will be fully informed of all planned works for their area, to ensure the proposed diversion and dates meet local needs.
- **Two Months Prior** - a site visit will also be held with all businesses and public services with over 50 employees directly impacted by works.
- **One Month Prior** – advance warning notices and signs placed for major schemes. All signs will be under Operation Horizon banner. For smaller schemes two weeks notice will be provided.
- **One Week Prior** – letters issued to all local residential and commercial properties confirming nature of works and impact on their daily activity.



The purpose of operational tactical planning is to ensure that directly impacted residents and Members are fully aware of works happening in real time in the area. This will ensure that any delays or cancellations to programme are communicated to all stakeholders at the earlier opportunity.

To key systems will be implemented to support Operational Planning:

- **New Members' Portal** will be launched to enable county and districts councillors to review Operation Horizon programme in real time from their home PC or laptop. The programme will be updated daily and will ensure Members are fully aware of all planned carriageway schemes in the area, with clear knowledge of proposed dates and any changes without the need to contact officers in person.
- **Enhanced Contact Centre Support** – SCC contact centre will be provided with real time access to the programme.
- **New Roadworks Desk** – a dedicated Roadworks desk will be created to act as a first line support for Members and second line support for any calls SCC Contract Centre cannot resolve.



At the end of each financial year a public report will be submitted to Environment & Transport Select Committee and Local Committees confirming programme successes and lessons learned from the previous year.

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