



Worcestershire County Council recognises that ongoing improvements to the highway network is one of the highest priorities for residents in the county. This knowledge is driven by regular annual Residents Surveys (WCC viewpoint), public focus groups and the national survey results through the annual National Highways and Transportation (NHT) survey.

Worcestershire County Council has put in place an effective asset management framework and approach for managing the county's highway asset, (3,000 mile of highway network). This takes account of the ongoing impacts from wear and tear, ageing, traffic and severe weather events, as much as is reasonably practicable. Alongside the management of the highway network, there is the essential requirement to ensure the County Council has effective communication and engagement channels in place.

Highway maintenance and safety is of fundamental importance to the achievement of the integrated transport agenda. Worcestershire County Council's Transport Asset Management Plan (TAMP) in recent years has resulted in a marked improvement in the quality and standard of the county's lighting stock, drainage, carriageway, roadside footways and divorced footways.

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Highway maintenance teams' main duties include:

- regular highway inspections
- planned maintenance schemes
- reactive maintenance work
- winter maintenance activities
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This document will be reviewed every year to ensure lessons are learnt and that effective mechanisms are in place to communicate service standards and outcomes are established to manage customer expectations.

- To gain political commitment and senior officer support for effective and efficient asset management.
  - To inform residents how we spend their money wisely on maintaining and improving the highways network, using appropriate highways methodologies and treatments (such as surfacing materials and processes used in the surface dressing programme etc).
  - To engage and listen to resident concerns about the network and provide regular updates about our service delivery in highways.
  - To demonstrate the positive work being carried out to maintain and improve the
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- (external survey) The Strategic Highways and Transportation (NHT) survey is carried out to determine resident's views on highways maintenance and satisfaction with maintenance activities and benchmark the results nationally with other authorities. WCC al,sFT/F2 12 Tf1 0 er



annual programme of works. For example, gritting and winter maintenance to keep our roads safe, surface dressing in the summer months & other surfacing works all year round to maintain them.

- Asset management promotes a more business-like way to highway maintenance. It makes better use of systems, processes and finite resources to deliver efficient and effective highway maintenance. It takes a long-term view of how highways may be managed, focusing on outcomes by ensuring that funds are spent on activities that reduce the quantity of short-term repairs. This makes the best use of public money minimising waste, increasing effective and efficient whole life planning and works on the ground.

Where practicable, communications should be timely, accurate, informative and accessible using tailored communications tools need that are appropriate to inform the different target audiences observing our key principles:

- The Council's Communication Team will be the main / first point of contact between the media and the Council
  - We will be proactive and encourage promotion of our services through media, and other facilities (where appropriate)
  - Employees will be encouraged to take part in two-way communication with relevant key stakeholders when forming decisions which affect them
  - Use of social media will be used where appropriate and in accordance with the Council's existing Social Media Policy. Incidents on the highway that affect journey routes and times will be informed via Twitter.
    - We will ensure that the information we supply will be clear to users and the content will be identified as coming from and for the purposes of the Council.
    - We will safeguard children, young people, and vulnerable adults, by ensuring appropriate permission has been obtained prior to using any photographs, video clips, or comments including children, young people, and vulnerable adults – to comply with the Council's safeguarding principles.
    - Employees will be made aware that by uploading comments to social media sites; it is likely that they are agreeing to be bound by its terms. This can affect rights to material and make the Council liable to the site.
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## Strategy Planning Process





