

## **Communication Strategy – Highways and Transportation**

### **With our communications we will:**

- Give accurate and consistent messages to residents and stakeholders
- Provide up-to-date information about highways matters – diversion routes, how works are progressing, etc.
- Encourage people to use sustainable transport
- Increase our customer satisfaction rating
- Demonstrate value for taxpayers
- Improve our relationships with key partners – the police, the road safety partnership, Kier, etc.

### **How we can achieve this:**

- Promote all achievements and success stories
- Manage the expectations of local residents
- Protect and improve the reputation of highways and LCC
- Respond to press enquiries quickly and accurately to give our side of the story
- Make it easy for people to find out about our projects online ([www.lincolnshire.gov.uk/roadworks](http://www.lincolnshire.gov.uk/roadworks)) and engage with them on social media (@LincsCC\_Roads and LCC's Facebook account)
- Raise awareness of major projects and promote their long-term benefits
- Promote online reporting methods
- Communicate with people in plain English and avoid jargon

### **Our communications, including letters to the public, should be:**

- Concise – use short sentences and short paragraphs
- Polite – sounding 'human and helpful' is part of good customer service
- Precise – make sure you are clear and accurate in what you are saying
- Easy to understand and jargon-free. If you are not sure, try what you've written on someone who doesn't work for Highways. If they're not clear, re-think your wording
- Honest – if you are not 100% confident you can achieve something, for instance if it is weather dependent, tell the recipient this
- Grammatically correct with good punctuation and spelling

The communications team are always happy to act as proof readers. Please feel free to email anything across, especially if it is going out to a large number of people.

**How we will help you inform residents about your projects:**

Project type	How we can help
<p><b>Major works</b></p> <p>Will have a high-impact on local residents, businesses or commuters. Road closures and delays for motorists are unavoidable.</p>	<p>Produce a detailed comms plan which will include key messages, identify spokespersons, who we are targeting with our communications, any risks and how we can overcome them, a timeline of who we should communicate with and when.</p> <p>Press releases                      Information page on the website                      Social media campaign                      County News article                      Media briefing</p>
<p><b>Medium-impact works</b></p> <p>A project that will be an inconvenience for some motorists, but will not cause major disruption for all.</p>	<p>Press release                      Media engagement                      Social media</p>
<p><b>Routine works</b></p> <p>The work will have a minimal, if any effect on motorists.</p>	<p>Short factual press release                      Some social media</p>

**Our communications have been successful if:**

- We receive good media coverage. We will evaluate all mentions of highways in the local and national press, and aim to achieve a target of 85% positive or neutral coverage each month
- We increase the number of visitors to [www.lincolnshire.gov.uk/roadworks](http://www.lincolnshire.gov.uk/roadworks) and [www.roadworks.org](http://www.roadworks.org)
- We increase our engagement on social media
- We receive positive feedback from the Customer Service Centre