



West Sussex County Council:

Highways, Transport & Planning Communication Strategy

Introduction

Our communication strategy sets out how we will provide informative, timely and accessible communications for our customers. Our ambition is to make it easy for customers to understand the services we provide and our plans and policies and enable simple and easy reporting of issues.

Our Communication Objectives

- 1) Encourage safe use of our Highways and Public Rights of Way network.
- 2) Emphasise our Asset Management approach to managing our Highway Network
- 3) Understanding of our core strategies, policies, and key processes
- 4) Demonstrate that resources are being well used through transparency on how we spend money.
- 5) Ensure that our customers are well informed of facts, understand the issues and have realistic expectations.

Our Communication Approach

- 1) Through proactive communication we will provide customers with useful information so we reduce the need for them to have to contact us.
- 2) Clear, accurate and timely information will be available to everyone and presented in the most appropriate format.
- 3) We will undertake targeted communications to ensure key messages and strategies are understood.
- 4) We will work with our communities, stakeholders, District & Boroughs, Parishes and Town Councils to inform, engage, and collaborate where possible.
- 5) Listen & learn from feedback and customer complaints
- 6) Improve the reputation of Highways, Transport & Planning

When communicating with our Customers, we will follow our Customer Promise:

Customer centred – giving a helpful, polite, and knowledgeable service, making it easy for you to access information, services, and support when you need them.

Listening – to what you want, explaining what we will do and keeping you informed and involved in what we are doing.

Honest and realistic – only making promises we can deliver, making the best use of the resources we have.

Trustworthy – doing what we say we will, taking responsibility and putting it right if we get it wrong.

Valuing your opinion – seeking your ideas and feedback, recognising that you know your own situation best.

Communication Tools & Channels:

External	Internal
Parish Newsletter and updates	Regular communication meetings to provide a forward plan of communications.
Highways, Transport and Planning Newsletter - For residents.	Member's briefings and newsletters
County Locality Forums - "Talk with Us" public question in and answer session, providing the opportunity for public to meet and ask questions of their councillors.	Commitment to learn from things that don't go to plan- Lessons learned.
Letter drops - for all households affected by roadworks	
Signs - to be placed in advance of major roadwork disruptions, which will allow road users to adjust travel plans.	
Active Communities email - An email inbox dedicated to hearing from community groups and residents regarding local priorities, helping to identify how groups can take action in their neighbourhoods.	

Local Media: The Council will continue to provide local media with road closure notices and local news items that will ensure that customers are aware of future travel disruption, good local news stories, and responses to local issues.

Digital and Social Media: The Council will include access to plans, policies and performance data (targets and actual) via the West Sussex County Council Website.

Seasonal Information: Winter gritting and grass cutting updates are made available on the Council's website and Twitter feed. Specific information relating to roadworks can be found on our travel information page.

Optimising these channels means that customers have 24/7 access to information.

Key communications channels:

West Sussex County Council website:

Information on cyclical maintenance activities, programmes of work, budget and web pages with information our customers frequently ask us about can be found on [our highways webpages](#). You can report an issue, raise a general enquiry, find contact details, information for developers and responses to Freedom of Information requests.

YouTube - WSCC Video

Watch our videos on [YouTube](#) to see how we keep roads safe in West Sussex. We also share clips of work our communities do to support local highway maintenance.

West Sussex Highways Twitter Account

Follow [West Sussex Highways](#) on Twitter to keep up to date on road closures, highway improvements, grass cutting and gritting daily updates.

One.Network - Find out highway works that are underway on [the network](#).

Evaluation and Review

Our measures of success regarding communicating with residents and other stakeholders are widely varied. Some measures could include:

- Feedback from our Customer Contact Center
- Review of customer complaints to understand areas for improvement.
- Increase use of our online reporting tools
- Media coverage - Focusing on improved awareness of the positive works/investments we are undertaking and how WSCC manage the highways assets.
- Increased number of visits to: www.westsussex.gov.uk/roadworks
- Increased Twitter followers and engagement (likes and retweets)
- Increased readership of our newsletters
- We will actively seek customer & stakeholder feedback on how we can improve our services
- Consultation with directly affected residents - perception and satisfaction
- Improved NHT survey results - to improve year-on-year. Results can be found under the Transport Plan Monitoring Pages on the Council's website
- Road safety campaigns
- Consultation responses