

PART 8 - BETTER INFORMATION FOR ROAD USERS

CONTENTS

Chapter		Page No.
8.1	General	8.1-1
	8.1.1	Introduction
	8.1.2	Information to Road Users Toolkit

8.1 General

8.1.1 Introduction

The Highways Agency Corporate Plan 'Customers First'¹ sets out the Highways Agency's vision for the next five years and beyond for providing a continuously improving service to all of the Highways Agency's customers. Building on this, the Highways Agency Information Strategy 'Changing the customer experience through information' includes a strand "To deliver efficient, effective, reliable and robust information systems and services support to our customers, staff and stakeholders." The Highways Agency is committed to providing our customers with reliable, useful and effective information. Service Providers are required to assist in this through considering information needs, particularly during the design and construction of road works, with particular reference to the existing technical infrastructure including loops, ANPR cameras, CCTV and VMS.

8.1.2 Information to Road Users Toolkit

The Highways Agency and its Service Providers have a number of means open to them to deliver information to road users, operational partners, and other stakeholders. The Highways Agency is intending to develop a Toolkit to prompt and facilitate Service Providers and Highways Agency staff in their consideration of communication plans for any specific planned activities including road works and special events, and longer term needs following construction. This Toolkit will be developed by Information Directorate in consultation with Traffic Operations and Major Projects Directorates. Examples of the tools available as appropriate for such purposes are:

- Variable message signs (static and mobile)
- Static signs
- Internet web sites
- Automated telephone service
- Temporary and permanent CCTV camera provision
- Temporary and permanent traffic monitoring infrastructure
- Use of the HAIL service
- Broadcast media
- Dissemination of information through private sector information providers
- Dissemination of information through Highways Agency operational partners
- Publications

Pending development of the Toolkit, Service Providers are required to consult with Area Performance / Route Performance Managers in the first instance. Onward referral to Information Directorate may be appropriate.

For further information or help please contact: Gary Stockbridge of Information Directorate Customer Relationship Group Tel: 0121 687 4212 or e-mail: gary.stockbridge@highways.gsi.gov.uk.

References

¹The Highways Agency's Corporate Plan was published on 31 January 2005 and is available the Highways Agency website

²The Highways Agency's Information Strategy 'Changing the customer experience through information' was published on 30 March 2006 and is also available on the website.