



Communicating Through Social Media Within Dorset

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Service Director Highways & Emergency Planning

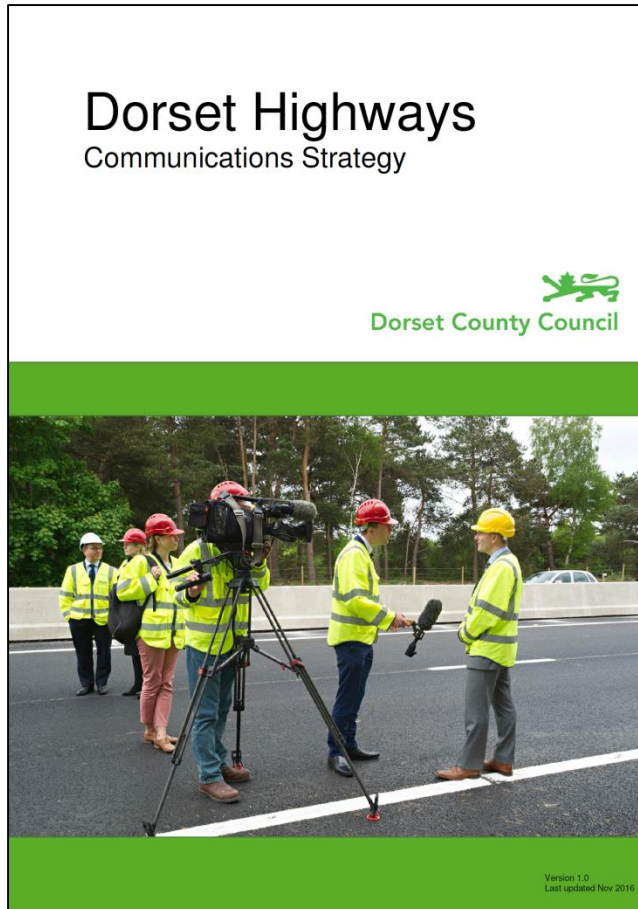
January 2018

# Today's Presentation

1. Communicating Internally
2. Communicating Externally
  - A338 Bournemouth Spur Road
  - Infographics
  - Twitter/Facebook
  - Animations



# Communications Strategy



Published on Website

# Highways “Working Together” SharePoint Page for Members and Town and Parish Councils

Office 365 | SharePoint | Intranet | Michael N Odonovan

BROWSE | PAGE | SEARCH this site

**Dorset County Council**

Highways Working Together | Dorset For You Homepage | Travel Dorset Homepage | Highways Pages | Online Reporting | Capital Schemes Proposed 2017/18

**HIGHWAYS WORKING TOGETHER**



Welcome to the Dorset Highways Sharepoint page, created to enhance communication between our Service, County Council Members and Parish & Town Councils within our County. This page provides a simple, common, location for documents relating to the Highway Service and we see this as a key resource in sharing key information with Parish & Town Councils across Dorset. Amendments or updates to any documents can, of course, occur at any time. When these are made, or new documents are added, users of this page will be notified automatically by email to ensure everyone is kept fully informed.

Particular emphasis is given to our **“Working Together - Local Communities, Local Priorities, Local Choices”** document. This details how communities, expressing a wish to become involved in commissioning or carrying out some of the minor maintenance activities, can work in conjunction with Dorset Highways.

It is our hope that you will find access to these key documents, and future subsequent updates, to be of interest and will achieve an enhancement of our working arrangements. Should you have any suggestions on how this page can be improved, please contact our page administrator Michael O'Donovan on [M.N.O'Donovan@dorsetcc.gov.uk](mailto:M.N.O'Donovan@dorsetcc.gov.uk)

Best Regards,  
Andrew Martin  
Head of Highways

**SITE OWNER**  
Michael N Odonovan  
Performance Management Technical Officer

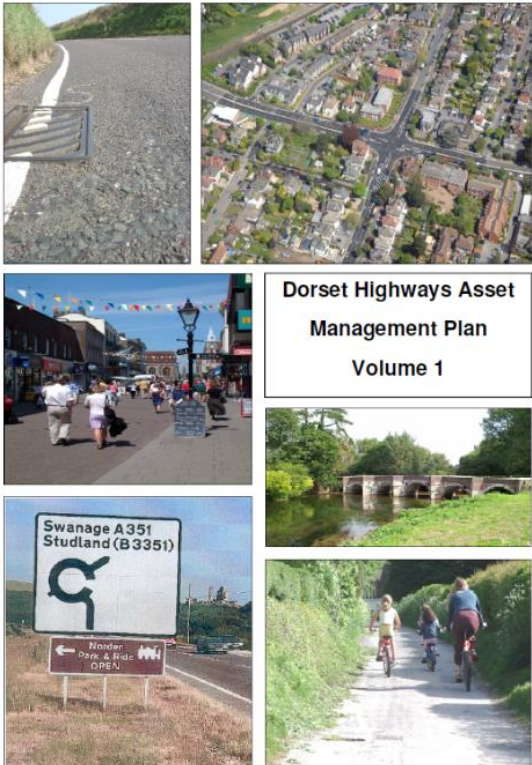


**DOCUMENT LIBRARY**

- Winter Service
- Working Together
- Schedules of Work
- Policies and Strategies
- Performance and Surveys
- Staff Information
- Leaflets and Letter Templates
- Other Useful Information



# Clearer Information on Level of Service



Dorset Highways Asset Management Plan  
Volume 1

Dorset County Council

This collage features six images: a close-up of a road surface, an aerial view of a residential street, a street scene with pedestrians, a stone bridge over a river, a road sign for Swanage A351 Studland (B3351), and a path with cyclists.

Dorset Highways Asset Management Plan  
Volume 2  
Asset Groups



Keeping Dorset Moving

Dorset County Council

This collage features six images: a street scene with pedestrians, an aerial view of a residential street, a stone bridge over a river, a road sign for Swanage A351 Studland (B3351), a close-up of a road surface, and a path with cyclists.

Dorset Highways Maintenance Plan  
2015/16

**KEEPING DORSET MOVING**



Dorset County Council

This collage features six images illustrating highway maintenance: a yellow truck spreading material on a road, a close-up of a road surface, a yellow truck with a spreader, a yellow truck with a line painting machine, a close-up of a road surface, and workers in high-visibility gear performing maintenance on a road.

# Access to Key Strategic Documents

## Dorset Highways Service Plan 2017/18 'Keeping Dorset Moving'



# Access to Top 12 Performance Indicators



## Top 12 - Dorset Highways Performance (Page 1)

Q3 (Oct-Dec 2015)

### Travel Dorset Website Views / Dorset Direct Call Demand

254,857 views in Q3

Overall views up 78,059 compared to last year (9%)

Dorset Direct Call Demand: Highway calls remain reasonably steady for the year, following a small peak in Q2. Overall 22,471 calls have been made this year, an 1% reduction on last year and 5% on 2014/15.

Overall calls down 11% this year

### Public Enquiries

Overall enquiries down 20% this year

Public Enquiries on Carriageway: Enquiry numbers continued their recent downward trend, with only 1,368 received in Q3. This is a 12% drop from Q3 last year, 23% from Q3 2014/15 and 26% from Q3 2013/14.

Common Enquiry Categories: The top enquiry types are carriageway defect, drainage and drainage flooding, which is similar for this time of year. However, there has been a 41% drop in drainage flooding enquiries in Q3 compared to Q3 last year and a 20% drop in carriageway defect enquiries.

Drainage flooding enquiries down 41%

Carriageway enquiries down 20%

### Highway Defects

Overall defects down by 12% this year

Number of Defects: 1,155 in total, 1,047 defects were repaired in October and 1,155 in November. Defects were repaired in October and 1,155 in November. Defects were repaired in October and 1,155 in November.

Defects repaired in October and 1,155 in November.

### Footway Condition

Footway Condition based on Sample Inspection

Footway Condition: The above pie chart illustrates the current condition of our footways, based on a small sample of 100m.



## Top 12 - Dorset Highways Performance (Page 2)

Q3 (Oct-Dec 2015)

### Recycling of Material (Road Planings)

Recycled Straight from Resurfacing Schemes: 21,000 Tones

Recycled from Stock: 4,120 Tones

26,100 tonnes recycled in Q3

Recycling of Material Generated from DCC Schemes: There was a significant increase in the amount of material generated, recycled and placed in stock in Q3. This is due to the ongoing work generated from resurfacing other than the A355, continues to be declared surplus to requirements and is therefore sold or transferred to third parties. This is due to the lack of recycling opportunities.

### Capital Schemes

Highway Improvements: Budget: £2,377,544. 86% spent so far this year. 64% including commitments. Schemes Completed Below Estimate: 14 (67% 625,205). Schemes Completed Above Estimate: 23 (87% 1,021,103).

Structural Maintenance: Budget: £1,730,637. 71% spent so far this year. 79% including commitments. Number of Schemes Completed: 32 main resurfacing schemes. 1 defect cluster site. A number of drainage schemes. Schemes Completed Below Estimate: 71 (67% 1,191). Schemes Completed Above Estimate: 29 (21% 114,149).

Bridges & Structures: Budget: £2,078,337. 80% spent so far this year. 72% including commitments. Number of Schemes Completed: 14. Schemes Completed Below Estimate: 9% (625,502). Schemes Completed Above Estimate: 4% (45,727).

### Works Noticing / Coordination

Approx. 2% of notices received from utilities are issued with an infringement. That is approximately 400 notices of the 20,000 they send on a quarterly basis.

Notices received from utility companies in Q3 2015/16 - 23,498. Resulting in 20% work activities on the network.

Notices received from network operators in Q3 2015/16 - 741. Resulting in 228 work activities on the network.

### Road Casualties

(Data Only Currently Available Up To 17th May 2015 - Please See Commentary)

Long Term KSI Trend: Level

Long Term All Casualties Trend: Downwards

Short Term KSI Trend: Upwards

Short Term All Casualties Trend: Level

KSI Capabilities for the 12 month period to 17th May 2015: 249

Total Casualties for the 12 month period to 17th May 2015: 1,309

For more information please contact the Asset & Performance team: Mike O'Donovan 710-8690 or Sheila Crouch 710-5362



## Top 12 - Dorset Highways Performance (Page 3)

Q3 (Oct-Dec 2015)

### Public Liability Claims

81 claims received, so far for Q3. This is 10% lower than the Q3 average for the last five years.

45 days lead time, year compared to 50 last year.

Overall sickness up by 4.81 days per FTE (12 month period).

### Staff Accidents & Sickness

Staff Accidents: There were 1000 reportable accidents in Q3, resulting in 18 days lost, and four other non-reportable accidents which lost one day. The HSE recorded one fatality in an employee operating a vehicle, onto the base of a crane, and another from a fall. A full investigation has been done and the HSE has issued a report. The employee has been fined £1,000. An HSE report will be supplied by DCC or agreed by the HSE. This has been returned to HSE.

Staff Sickness: Sickness levels have increased in all areas of the service in the last year. There were 11,000 days lost per FTE in Dorset compared to 10,000 in the same period of the previous year. This has been impacted on by a number of long term sickness absences, as well as an average high level of short term sickness. This has been impacted on by a number of long term sickness absences, as well as an average high level of short term sickness. This has been impacted on by a number of long term sickness absences, as well as an average high level of short term sickness.

### Winter Service

81% has salt used, with only 3 salting actions so far this year.

Number of salt used so far in 2015/16: 2,000

Number of snow events days so far in 2015/16: 0

The last snow day recorded was 2012/13

### Customer Satisfaction - NHT Survey 2015 (Annual Survey - Results Rotated Quarterly)

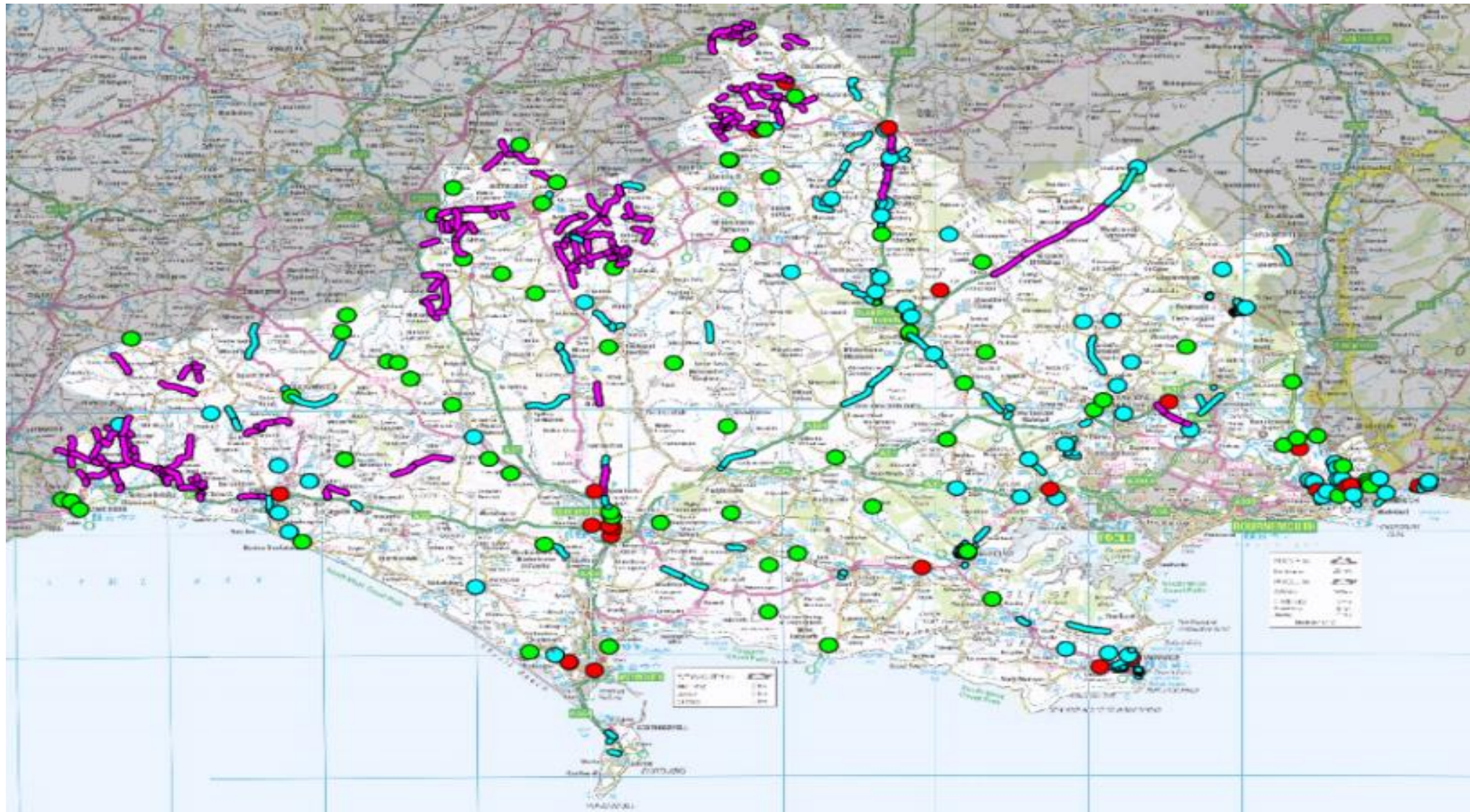
Your feedback: 11%

How your results compare with others over time

NHT Satisfaction Score: 2010-2015

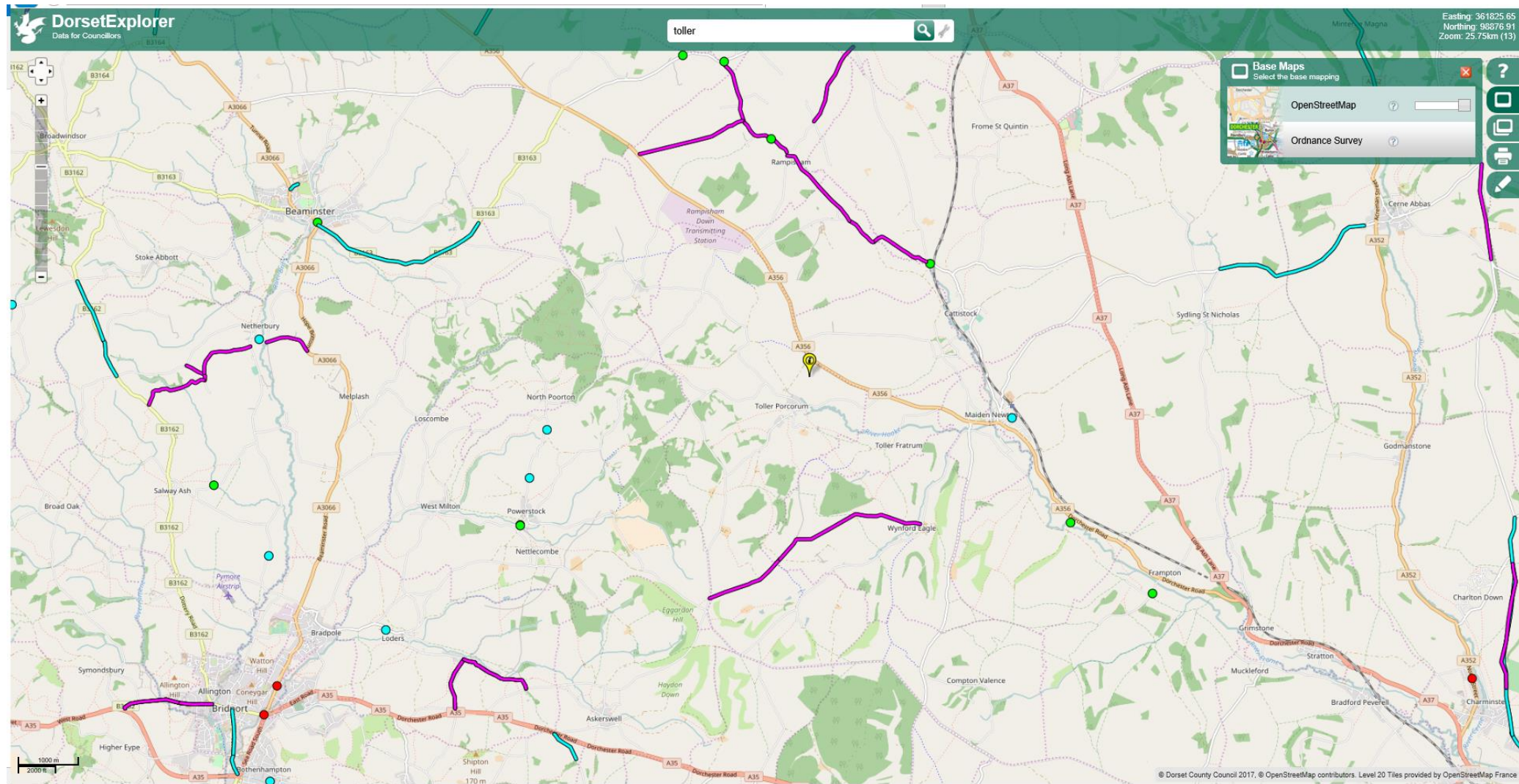
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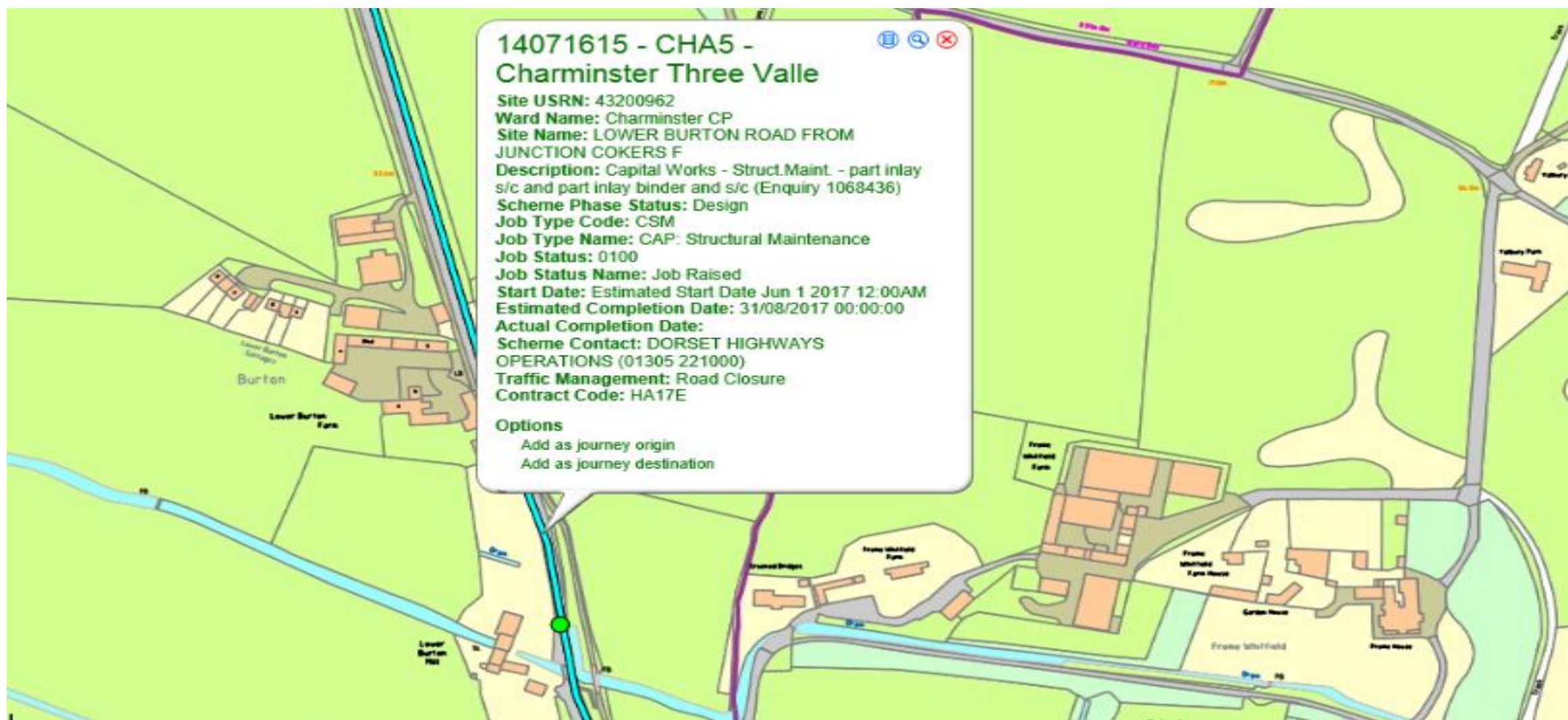
# Accessing the Highway Capital Programme 2017/18





# Accessing the Highway Capital Programme 2017/18





# A338 Bournemouth Spur Road Major Maintenance Scheme



- £22 million..... delivered on time and within budget.
- Recycling 70,000 tonnes of existing carriageway.
- Main access road into the Bournemouth/Poole Conurbation.

# A338 Bournemouth Spur Road Major Maintenance Scheme

## Monthly Liaison Groups with:

- (a) County, District Town and Parish Councils.
- (b) External stakeholders (Hospitals, Local Business, Emergency Services).

## Social Media Campaign

- Twitter / Facebook / Dorset County Council Website.
- E-Newsletter.
- Blog.

# A338 Bournemouth Spur Road Major Maintenance Scheme

## Social Media Campaign Objectives

1. Keep residents informed of the progress of the scheme, with web page and blog views remaining steady up to the end of the project.
2. Inform residents and drivers of the reasons behind the substantial £22m reconstruction by creating two-way dialogue and increase the number of blog comments each month.
3. Encourage drivers to plan ahead and think about their journeys , resulting in a lower level of negative reaction on social media and local media during the works, especially during road closures or traffic management changes.



# A338 Bournemouth Spur Road Major Maintenance Scheme

<b>Inputs – Work Undertaken</b>	<b>Outputs – How Many People had Opportunity to see it?</b>
<ul style="list-style-type: none"><li>• 245 Tweets</li><li>• 111 Blog Posts</li><li>• 16 Facebook Posts</li><li>• 3 Facebook Adverts</li><li>• 10 E-Newsletter Articles</li><li>• 18 Press Releases</li><li>• 3 “Your Dorset” Web Page Articles</li><li>• 5 Site Visits / Meetings with Media</li><li>• 3 You Tube Videos</li></ul>	<ul style="list-style-type: none"><li>• Twitter Posts – 3.4m</li><li>• Blog Visits – 206.6k</li><li>• Facebook Post – 26k</li><li>• Facebook Adverts – 172.5k</li><li>• E-Newsletter Subscribers – 9.3k (on average each article)</li></ul>



# End of Scheme Communications Survey Results

## Before Works

- 92% said they had seen information about the A338 reconstruction before work started
- 89% of those either very satisfied or satisfied with the information provided.
- Only 2% of people who saw information before construction were dissatisfied or very dissatisfied.

## During Works

- 95% of respondents said they saw information about the work during construction
- With 90% of those very satisfied or satisfied with the information provided, 2% were dissatisfied.

## After Works

- Overall, 89% of people responding to the survey were very satisfied or satisfied with the communication about the scheme.
- 5% were dissatisfied or very dissatisfied with the communication.
- The majority of respondents (77%) found the information helpful, 49% found it easy to understand, 46% found it accurate, 35% found it timely and 27% found information easy to access.



# Informing our “Customers”

## Monthly E-Newsletters



**Travel and transport newsletter - October 2015**

**Mission accomplished!**



Work has finished on rebuilding a historic bridge in Charminster, Dorchester.

The **challenging project** involved dismantling the old listed bridge and building a new bridge – with bigger arches for better water flow – while using as many of the original bricks as possible, including reusing the historic keystones and parapets.

East Hill Road has now reopened following the completion of the bridge.

Dorset County Council worked with the Environment Agency and English Heritage on the project, which will alleviate flooding in the area.

**Working with landowners**

Landowners and parish councillors have met with engineers in **Dinah's Hollow** to discuss proposals to stabilise the slopes.

During a site visit on 14 October, it was explained which trees would be retained, what vegetation will be cut back and where the soil nails and mesh will be used.

The next step is for the landowners to agree, in principle, for the work to be carried out and contract details to be agreed.



**Relocation, relocation, relocation**

A new method has been used to move protected reptiles away from the **A338 Bournemouth Spur Road** construction area.

Usually, when carrying out work which affects reptiles – protected by UK and European law – organisations must apply for a licence from Natural England before beginning lengthy work to install reptile fencing and move the creatures by hand.

For the A338 road reconstruction, ecologists at Dorset County Council worked closely with Natural England to agree a **new method of working** – making the verges unattractive as habitat while enhancing other areas nearby to encourage the reptiles to move home.



**Protecting rivers**

Ecologists are celebrating the reopening of the **Lewell Mill BOAT** (Byway Open to All Traffic) in Dorchester following a year of restoration work.

Dorset County Council, the Environment Agency, Dorset Wildlife Trust and Natural England worked together to stabilise and fence the river banks, and to repair the ford and ruts in the field.

The work was possible thanks to the DWT Dorset's Wild Rivers Project and EA River Frome Restoration fund, as well as council staff and volunteers.



[Bournemouth A338](#)

**Dorset County Council will be carrying out major maintenance on the Bournemouth Spur Road in 2015/16.**



## Blogs on Major Schemes





# A338 Roadworks

Ashley Heath Roundabout to Blackwater Junction

[www.dorsetforyou.com/bournemouth-spur-road](http://www.dorsetforyou.com/bournemouth-spur-road) 01305 221056

6 September 2015  
to 31 May 2016



24/6  
Hours Days

Working

40  
mph

Contraflow

£22m

90,000  
Tonnes

Material recycled

Over 40 years old  
Road foundations  
are failing



59,000 vehicles a day



# A Dorset winter

@TravelDorset

#dorsetgrit

[www.dorsetforyou.com/gritting](http://www.dorsetforyou.com/gritting)



Over 80  
farmers and other  
specialist contractors  
on standby for  
snow ploughing



650  
miles  
of Dorset's roads make  
up the gritting network



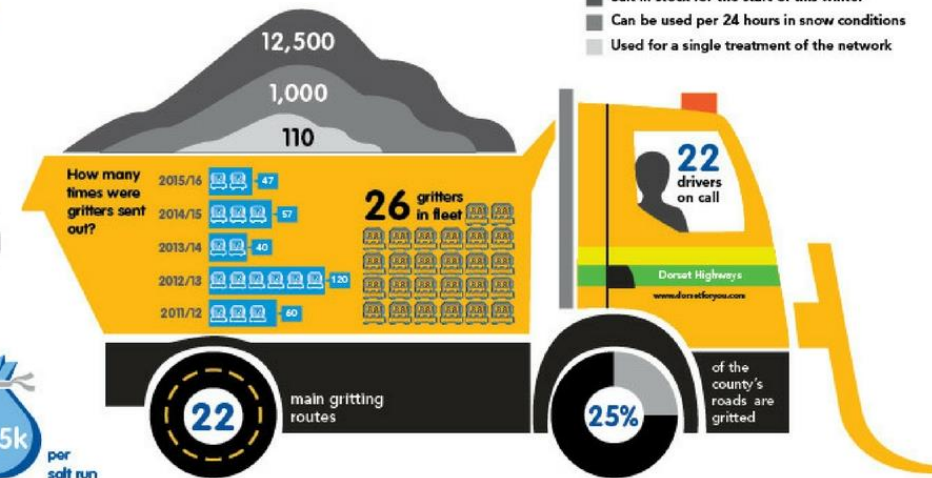
12  
weather  
stations



£6.5k  
per  
salt run

Tonnes

- Salt in stock for the start of this winter
- Can be used per 24 hours in snow conditions
- Used for a single treatment of the network



Working together for a strong and successful Dorset

Dorset County Council

Dorset County Council



# Fleet services 2015/16

Keeping 435 vehicles on the road

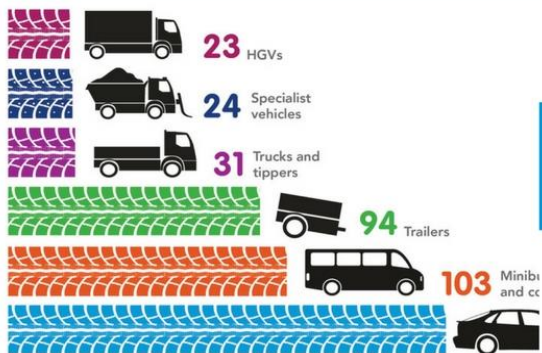
**£3.3m**  
investment  
in fleet

**£1.3m**  
maintaining  
vehicles

**48,877**  
parts ordered

**91%**  
MOT  
pass rate

**4,543 3,852**  
internal external  
Jobs completed



## Dorset Road Fix #HighwayFixers

**£11.6m** towards  
maintaining **2,550**  
miles of road



**£600k** to  
target flooding  
hotspots within  
**1,700** miles  
of pipes, ditches  
and grips



**£400k** to target high  
defect areas within  
**1,400** miles of footway



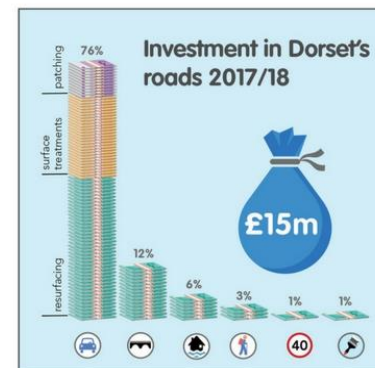
**£2m** towards  
maintaining  
**939** bridges



**£125k** to renew  
some of our **45,560**  
road signs



**£125k** to renew some  
of our **1,200** miles of  
road markings



Working together for a strong and successful Dorset

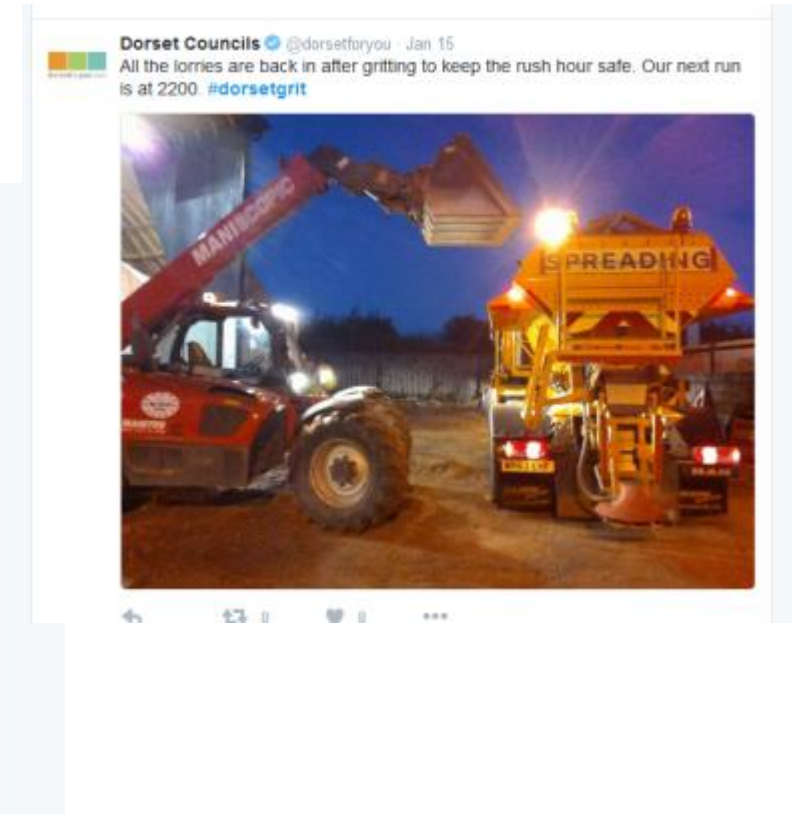
Working together for a strong and successful Dorset

Dorset County Council



# Social Media

## Staff empowered to use Twitter





**Travel Dorset**   
@TravelDorset

Follow

Southgate junction **#Dorchester** has now been resurfaced. The white lines will be finished tonight with the road open.  
**#DorsetHighways**



0:08 1,249 views  
11:33 PM - 8 Aug 2017

9 Retweets 6 Likes   
2 9 6



**Travel Dorset**   
@TravelDorset

Follow

Ringwood Road roadworks 2nd of 11 nights  
**#highwayfixers**



1:56 PM - 27 Nov 2017

2 Retweets 4 Likes   
3 2 4



**Travel Dorset**   
@TravelDorset

Follow

Allow extra time for your commute on the A35 **#UptonBypass** from Monday 15 January  
[d4u.org.uk/FfkJW](http://d4u.org.uk/FfkJW)



Work returns to the A35 Upton Bypass 15 January

3:08 AM - 28 Dec 2017

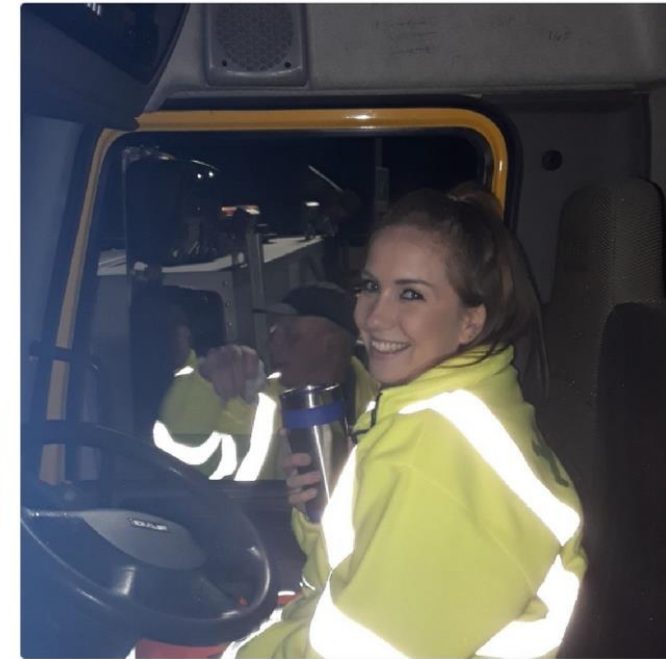
12 Retweets 2 Likes   
3 12 2



**Travel Dorset**   
@TravelDorset

Follow

A proud night for Dorset Highways as Elizabeth Hemborough goes out on her maiden grit run, **#Girl Power****#Dorset Highways****#Keeping Dorset Moving**



12:02 PM - 12 Nov 2017

3 Retweets 44 Likes   
2 3 44





# Our Revised Approach

- Concentrate on Social Media traditional media routes will follow.
- Dedicated Communications Officer based within the Highway Team.
- Allow staff across the service to contribute to Tweets (keeps it human).
- Provide updates on progress ..... the public are genuinely interested.
- Review effectiveness of specific campaigns.







**Thank You For Listening**

*Dorset Highways “Keeping Dorset Moving”*