

Winter Communications in Cheshire East

Keeping the public informed

Mark Swindells
and Katie Lennie



Introducing Cheshire East Highways

- Cheshire East unitary authority, formed in 2009
 - Cheshire East Highways contract commenced in 2011
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- 2,700 km highway network
 - 1,900 km footways
 - 40,000 lighting units + 4,500 illuminated signs / bollards
 - 1,300 bridges + retaining walls
 - 90,000 road gullies

Introducing Cheshire East Highways

- Diverse Borough
 - 395,000 residents
 - 82 Elected Members
 - 96 Parish Councils
 - 15 Town Councils



1980s winter communications



Decision was
made to grit...

...and we gritted

1980s winter communications



Are the schools open?

When are you
gritting my road?

Can I get to work?

I can't get through
Weathercock Lane

Can you clear my drive?

1980s winter communications



Winter communications – our turning point

- February 2013 – adverse weather event
- 389 trees down
- Significant flooding
- M6 closed at Thelwall Viaduct
- A50 shut
- Ice forecast
- Traffic chaos



UK weather: Snow set to fall and temperatures plunge as gritters put on alert

Cheshire East Council “ready” as winter snow heads for region

Cheshire East gritters are ready for winter

Met Office warning for snow and ice in the North West

Heavy snow set to hit north of England, Scotland and Northern Ireland

Met Office issues 'be aware' warning with 2-5cm of snow forecast for low areas and 10cm at higher altitudes

Cheshire East gritters are on standby after cold weather alert

Britain hit by snow and battered by a 'super moon' tide: Warnings of blizzards and lows of -5C as 100 areas are put on flood alert

Winter communications developments



1983



2014

Post 2013 winter communications

Clough Road jct
Buxton old Rd
Stanley Arms



A54 Buxton Road Wildboardclough



Post 2013 winter communications

Subject: FW: Winter maintenance decision for the night of 26/04/13

Dear all,

Scattered showers throughout, possibly heavy and thundery at times with hail especially this afternoon. These showers have a high potential for wash-off. Showers may turn wintry overnight to the higher ground to the east. Icy patches forming where roads fall below freezing in between showers, and where any snow settles above 400M.

Gritting action for this evening - Due to the uncertainties concerning the showers and the possibilities of snow to the highest routes in the east. Provisionally a pre salt to the high level routes H 1,2 and 3 has been arranged from 2400hrs however this could be subject to change dependent on the timings of the showers. The colder than average conditions for the time of year will be monitored throughout the evening.

Regards

Mark Swindells

Winter Maintenance Duty Officer | Cheshire East Highways

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www.cheshireeast.gov.uk/highways



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Post 2013 winter communications

Subject: FW: Thursday snow event.

Hi Hilda,

Hopefully you managed to get home safely today. The A537 and A54 remain closed tonight, tractor ploughs are still operating this evening on these routes along with the gritters treating the network.

I will keep you updated in the morning with both the forecast and road conditions.

Kind regards

Mark

Mark Swindells
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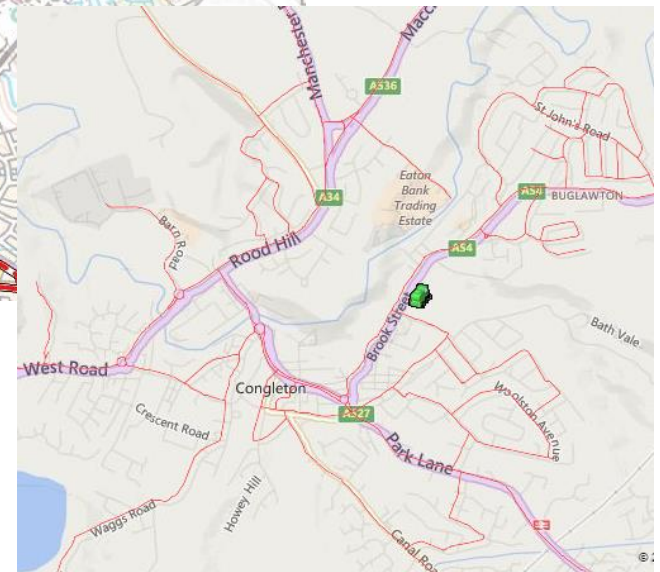
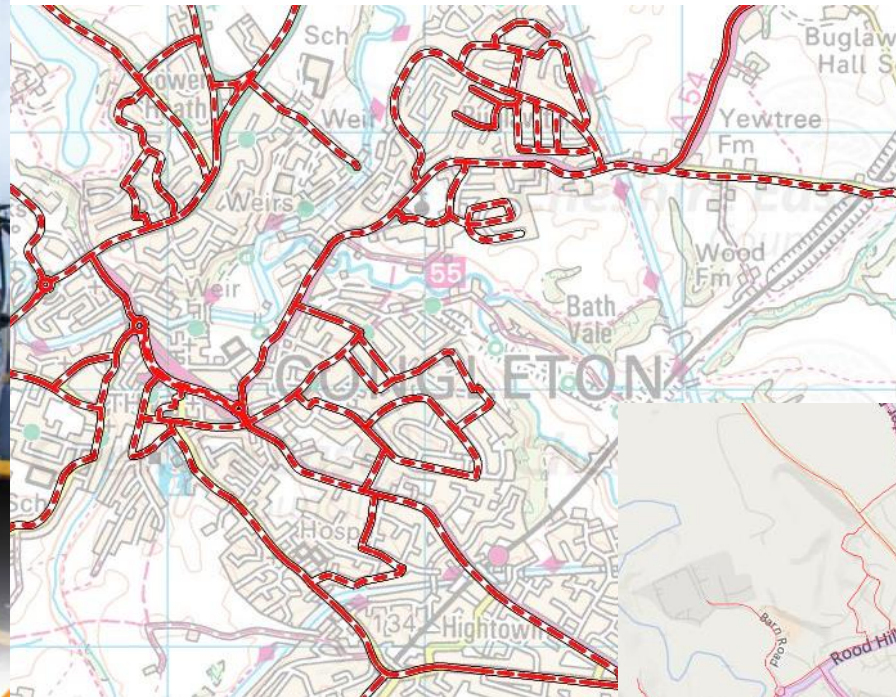
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Post 2013 winter communications

Travelling on our roads in winter

advice and
information




Post 2013 winter communications


 CEC Highways @CECHighways · Feb 22
A537 Cat and Fiddle Road 22/02/2015
13:50hrs.





  19  3  

 CEC Highways @CECHighways · Feb 22
A537 Cat and Fiddle and A54 Buxton
Road is closed due to heavy snow fall.

  13  3  

 CEC Highways @CECHighways · Feb 16
A cold night forecast, we are gritting the
high routes today at 15:00hrs & again at
03:00hrs. All other routes will be treated at
18:00hrs.

  5   

- Weekly Members update
- Members briefing events
- 7am morning update to Service Leader during severe conditions

Winter communications elsewhere



lot @hey__char · Jan 29

it snowed! so I made a little tiny snowman 🌨️❄️🌨️ #norfolk #norfolkwinter



👍 🔄 ⭐ 2 ⋮



Summary

- No longer an option not to communicate
- Winter is highly regarded area
 - 70% satisfaction with information provided on gritting and snow clearance
- Shift towards self service
- Technology!

Old Buxton Road
Macc Forest



What the future holds



- Our communications journey
 - Revenue budgets v. customer expectations
 - Further develop self service
 - Technology
 - Apply winter comms elsewhere
-

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