



Communicating with the Public through severe weather events

Dominic Proud – Service Delivery Manager, Highways, Transport & Engineering Services



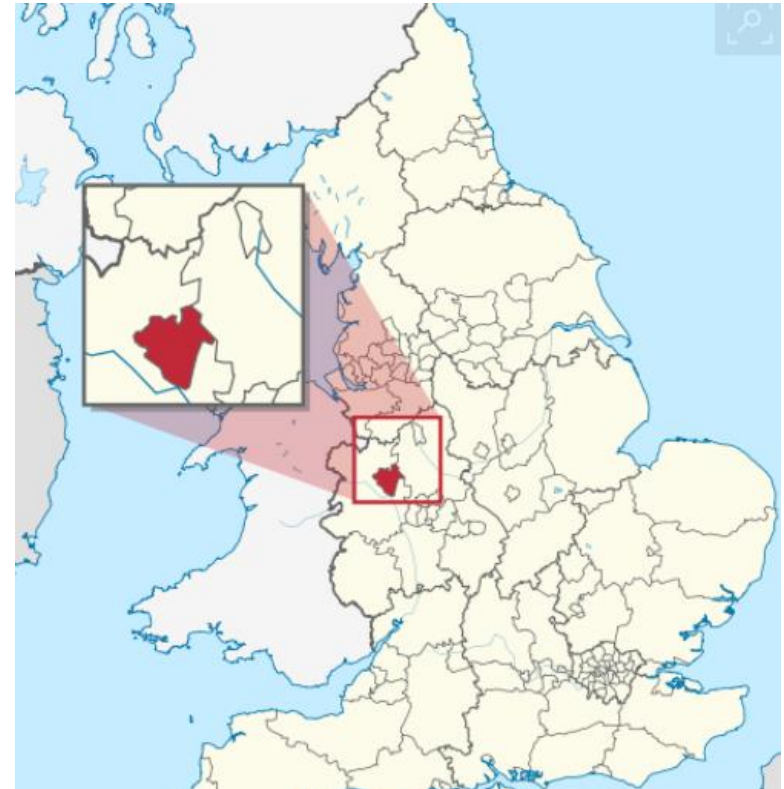
Introduction and objectives

- Operating an interactive incident room for highways/flooding
- Utilising traffic technology and social media to manage the Council's response
- Understanding the communication mix; contact centre, variable messaging signs, social media etc.



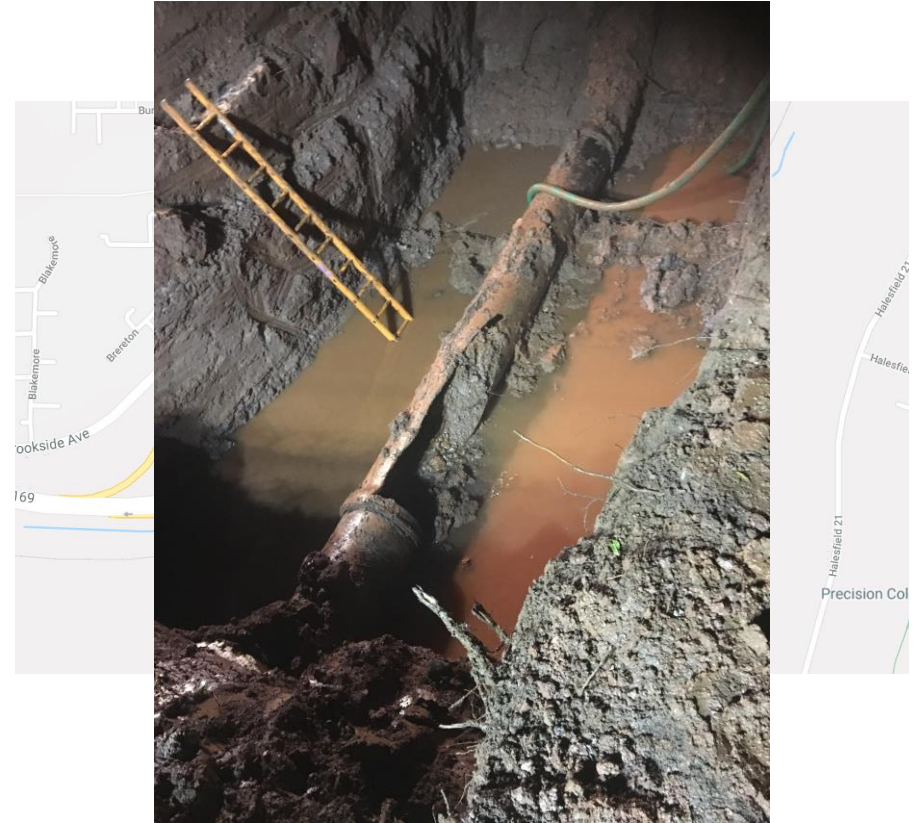
Telford & Wrekin Council

- Unitary authority
- Located in the West Midlands
- Population 173,000
- Home to the Ironbridge Gorge World Heritage Site
- 1007km road network
- 437km gritting network



Severn Trent Pipe Burst

- September 2017
- Incident affecting 20,000 residents
- Pipe burst was located just off A442 requiring closure of the A442 s/b slip road
- No activation of the emergency plan
- But significant input from highways and network management
- No overall way to manage/co-ordinate our response and control communications



Highways Incident Room

- Designation of UTMC as Incident room
- Focal point during any major event on the highway
- Use of available technology and data to manage and co-ordinate the council's response
- Hot desking arrangement to facilitate specialists, network management, comms team, contact centre, civil resilience to base themselves there
- Can be used for any severe weather or planned/unplanned event which has an impact on the highway
- No built into the Council's emergency plan
- First time used for Winter 2018



Urban Traffic Management Centre

- Recently upgraded to ImCity
- Monitor (crowd sourced) journey times,
- Provide traffic signal fault management,
- Remote management of signal timings,
- CCTV,
- Static and mobile Variable messaging signs,
- Visual screens



Other Web based data

Contact a Forecaster: 01296 628 373

highways@metdesk.com

24 Hour Summary for Telford & Wrekin Council

Forecast Issued:	30th April 2018 17:47:31 BST	Forecast Period:	Monday 30/04/18 12:00 to Tuesday 01/05/18 11:00								
Headline	EVENING UPDATE: NO CHANGE										
Confidence	HIGH										
General Synopsis	Mostly clear tonight and usually clear and fine at first tomorrow morning										
Forecast Hazards and Temp	<table border="1"> <tr> <th>Domains</th> <th>Readiness</th> <th>Colour</th> <th>M</th> </tr> <tr> <td>Telford</td> <td>GREEN</td> <td>GREEN</td> <td>F</td> </tr> </table>			Domains	Readiness	Colour	M	Telford	GREEN	GREEN	F
Domains	Readiness	Colour	M								
Telford	GREEN	GREEN	F								
Snow Summary	N/A										
Wind Summary	<table border="1"> <tr> <td>Telford</td> <td>30/04/18 1200-1800</td> </tr> <tr> <td>Direction</td> <td>N</td> </tr> <tr> <td>Speed (mph)</td> <td>11-18</td> </tr> <tr> <td>Gust (mph)</td> <td>29-35</td> </tr> </table>			Telford	30/04/18 1200-1800	Direction	N	Speed (mph)	11-18	Gust (mph)	29-35
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Buildwas (River Severn)

River Level Flow

Reset Embed Gauge Graph Options

7.04m
6.03m

Flooding Possible

Typical Range

Below Typical Range

1.311m @06:00pm BST

17/09 18/09 19/09 20/09 21/09 22/09 23/09 24/09
2018 Week

More Details Add to My Favourites Follow on Twitter

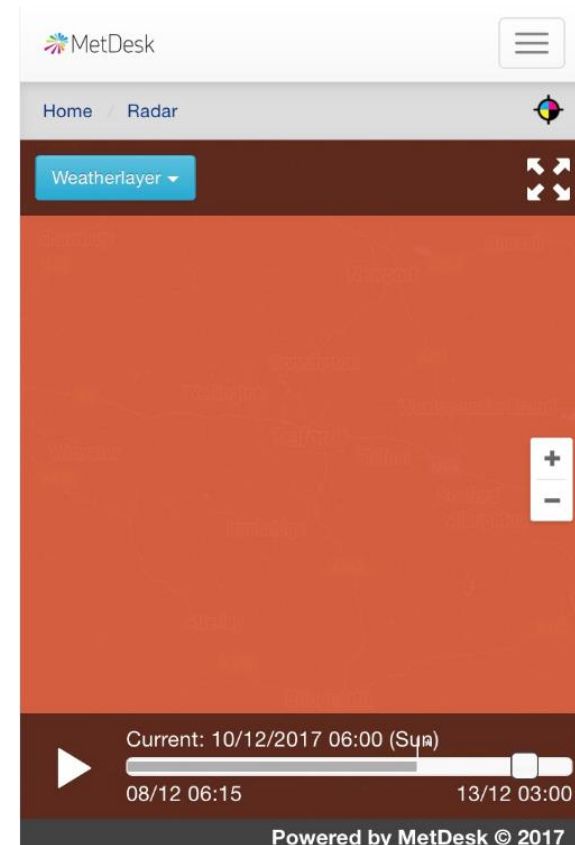
A442 Crudgington

Map showing the location of the Buildwas River Level gauge on the River Severn. The map includes labels for Muxton, Donnington Wood, The Shropshire Golf Course, and various roads like A442 and A664.



Snow Event 10th December 2017

- Initial snow Friday 8th December
- Significant snow early hours of 10th December
- Opened incident room 6am on Sunday morning and it operated throughout the day on the Sunday
- Used to co-ordinate our response, manage staff resources, co-ordinate contractors, manage road closures and engage with the public



Telford & Wrekin Council @TelfordWrekin · 10 Dec

Telford &



Telford & Wrekin Council @TelfordWrekin · 10 Dec 2017

Telford & Wrekin Council @TelfordWrekin · 11 Dec 2017

Pics from our teams out dealing with problems caused by trees down #Ironbridge area this morning at Buildwas Rd and The Lloyds. Keep u work



1 9 10

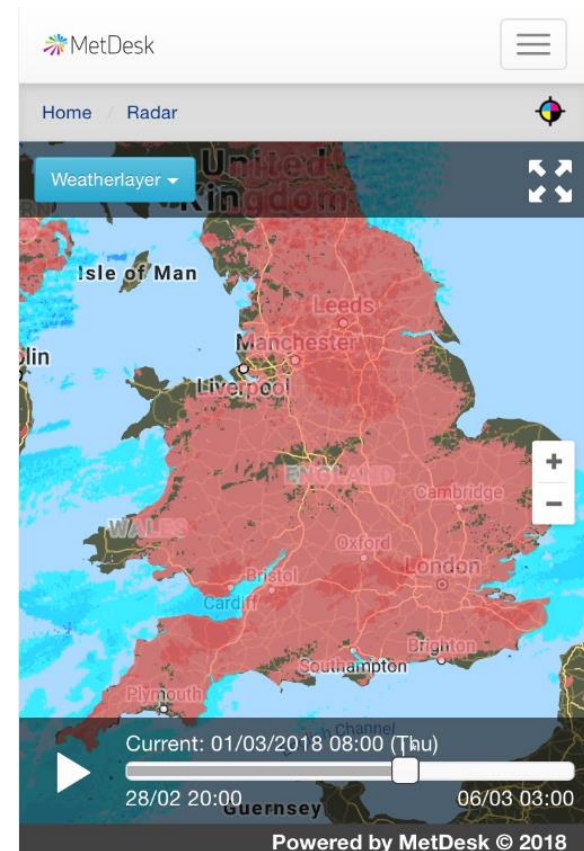
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Beast from the East – 1st March

- Beast from the East arrived from 26th February, cold but very dry
- Reports of snow accumulations around 5cm 1st March
- However, significant drifting with strong easterly winds
- Led to Ok conditions in the urban area but significant issues in the rural area
- 2nd time operating the Incident room





Telford & Wrekin Council @TelfordWrekin · Mar 2

Crews still out and about dealing with lots of area of drifting snow - more detailed weather update around 1pm



2 8 8



Telford & Wrekin Council @TelfordWrekin · Mar 2

This is the path they have created ...



20 38



Feedback

- Council's presence was visible
- Information was often instantaneous
- Able to use social media to understand issues as well as communicate – two way dialogue
- Statistics showed huge impact
- Excellent feedback from Senior Management, Members and the public
- Recognition in local media

Snowfall yields record levels of engagement, followers and views

Across all digital channels, December's snowfall produced record levels of engagement. This bucked the usual trend for December which due to Christmas typically sees most indicators fall. Among the highlights were:

Twitter - **more than one million** impressions 8-15 Dec, with a record level of 332k on 10 Dec,

Facebook reach hit a new reach high of 121k on 11 Dec.

The number of followers for both accounts increase dramatically as did engagement measures.

Newsroom, despite many fewer new posts saw **record views in a month, just under 40k**

This was made possible because the Comms and Highways teams' responded out of hours to events, underlining the importance of an active social media and web presence with good information in such situations and how this can effectively respond to such events.

The Council's efforts were also reflected in the independent GovRank's analysis of UK councils' social and web presence, which **put Telford and Wrekin 4th in the UK** above the likes of the mayor of London and Manchester City Council.

<https://www.govrank.co.uk/ranking/local?page=1>



True grit as Shropshire teams keep routes clear

By [Mat Growcott](#) | [Transport](#) | Published: Dec 13, 2017

They've been working every hour of the day since Thursday to make sure that residents are safe on the road.

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The gritting operations nerve centre at Telford & Wrekin Council's Addenbrooke House

Relief for gritters as Beast from the East departs

By [Mat Growcott](#) | [Telford](#) | [News](#) | Published: Mar 5, 2018

They are the unsung heroes who have worked tirelessly to keep the roads going .

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Other benefits

- Provided a central hub/base for the team to operate from
- Available 24hrs a day, 365 days a year
- Used data, tools, communications to manage resources and improve our response to these kind of events

Future improvements

- Upgrades to VMS signs
- Car park management
- Increase in CCTV in known hotspots



Thank you
Any questions?

