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APPENDIX A – OUTCOMES OF BREAKOUT GROUP DISCUSSIONS

Communications before works begin – informing residents and businesses

[Facilitated by Jane Smith, NJUG Senior Consultant]

Suggestions for communications before major works

- On site hut beforehand
- Resident forums meetings – council led
- Council newsletters
- Residents magazines
- Work with local council including councillors
- Use notice boards
- Dates/ regular updates on when works are due to finish
- Consider adding in website address on utility bills eg londonworks
- Portable variable messaging signs – keep short and simple
- Letters – including follow up
- Signs beforehand warning of works to help people plan who are visiting and passing through
- Need easy route to respond to communications
- Consider impact of traffic management
- Emergency works or small jobs will require different methods of communication

Points to remember

- English not always first language
- Many people illiterate
- Jobs often go across boundaries
- People don't know who is doing the work so signage is key
- Notices should be every second fence
- Notices should be dependent on type of environment and who you are communicating with – village v London residents v businesses; extent of works
- Format of communication and content important
- Methods of communication variable
- Look at geographical area and the impact of works on adjacent roads – letters need to be distributed more widely
- Different solutions needed for all works
- Business – need individual discussions to help reduce disruption to business/customers.
- Workers on site need training

Communications offsite – are we making best use of the media?

[Facilitated by Mark Ostheimer, NJUG Operations Director]

Points to consider

- What is the reason for works?
- Why is the work not occupied? – Explain process for works being done
- Emergency/urgent works – update to match noticing period
- How much is information useful in advance?
- Information must be up to date

Methods of communication



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- Websites e.g. londonworks (1) HAs to use (2) utilities to use (3) how do we get public to use it?
- Keep own websites up to date
- Press releases
- TV – is this viable?
- Radio (“traffic link” on local radio, but problem in that not all radio stations pick up traffic updates) newspapers
- “Live” information – sat nav n.b. problems caused by incorrect info
- iPhone applications – use by Highways Agency
- Inform local residents by letter (refer to website if appropriate)
- Mark envelope with “important road works information” so householders read
- Some member companies looking at providing photo and map and timescale on letters to residents
- Adverts in local newspapers
- Billboards etc in public hotspots
- Text alert & email – people must sign up to suppliers or central website e.g. roadworksinfo.co.uk
- Social media – Twitter, Facebook, Youtube
- Weekly email bulletins (to residents and businesses who sign up to system)

Communications during works for pedestrians

[Facilitated by Christopher Perkins, NJUG Sustainability Director]

To be included on information boards

- Standardise format
- Eye level
- Large, clear print
- Date of completion
- Phase of job
- General info on progress and restriction of works
- Description of works
- Contractor/client
- Duration/end date
- Restrictions
- EToN number with details of how to use this
- Potential for colour coded notices i.e. red for emergency works, amber for planned short duration etc.
- Time scale/quality of site
- Safety conditions to apply
- Change in routes – alternatives available on local authority websites

Points to remember

- Use of plain English
- Local authorities to have the information as soon as available
- Must be up to date
- Pass information to local media/talking newspapers (issued weekly)/libraries
- Department for Transport already considering changing legislation behind ads in local papers to allow money to be spent more effectively elsewhere, but not a current priority
- Organisations such as Sutton voluntary services hold data on vulnerable road users
- Large sites should have multiple notices



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- All operators to be aware of phase of works/other information
- Parking suspensions – dates on notices don't mirror what's going on on-site
- There are often different rules regarding dismounting for cyclists, make these clear
- Delays more acceptable if people understand reasons why works being carried out
- Make sure operatives awareness of needs of vulnerable people
- DfT advised using different extra board to avoid breaking signage rules

Communications onsite for passing traffic

[Facilitated by Graham Bond, NJUG Safety and Policy Director]

Methods of communicating information to passing traffic

- General information boards for duration (updated), including website details and nature of works
- Portable fixed/variable messaging signs– estimate of delay, updated regularly during day
- Information via satellite navigation systems – “causal” data - commercial vehicles have a lot of route management software
- Local radio ('TA' button)
- Banksmen on site for grab lorries to improve safety

Points to remember

- Early warning to approaching traffic is crucial
- Direct simple information vital
- The wrong information can be worse – keep it simple, accurate and updated
- Consider different audiences
- Understand impact - do not want to send traffic on minor roads needlessly
- People will not always follow/observe warnings
- Petrol stations and local garages could be excellent conduits for information - TfL examining this