



**HIGHWAY INFRASTRUCTURE WORKS STAKEHOLDERS  
COMMUNICATION PLAN**

December 2024

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## Document Information

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<b>Description</b>	<i>This communication plan provides an overview of how we intend to communicate and engage with key stakeholders and local communities in relation to preparing policies or delivering works for highways infrastructure that is under the responsibility for the London Borough of Newham.</i>

## Document History

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## 1. Introduction

This communication plan provides an overview of how we intend to communicate and engage with key stakeholders and local communities in relation to preparing policies or delivering works for highways infrastructure that is under the responsibility for the London Borough of Newham.

This document includes:

- information on the key aims of this communication plan
- describes the communication and engagement tools that can be used
- identifies the key audiences that we intend to engage with

The key aims of this communication plan are to:

- raise awareness of the infrastructure works being carried out by Newham Council
- establish a good working relationship with key stakeholders so that works can be delivered efficiently and to high standards
- provide opportunities for the relevant key stakeholders and local communities to share their views
- use a variety of communication tools to make information more accessible and to reach as many people as possible
- improve the level of trust and confidence in the decisions made

There is a range of policies, plans or schemes that need to be prepared or delivered as part of the highway infrastructure programme. Therefore, a tailored communication plan will be agreed for different streams of works to consider the information that needs to be communicated, to select the most appropriate communication tools and to define the key stakeholders and communities that should be engaged with.

## 2. Stakeholders

We will seek to engage with and inform all relevant stakeholders who live, work and commute within Newham to ensure transparency and knowledge of any infrastructure works being carried out by the Highways team. Our stakeholder list will include, but is not restricted to the following audiences:

### 2.1. Internal stakeholders

- Elected members
- Infrastructure managers
- Highways officers
- Other relevant council officers

### 2.2. Community stakeholders

- Affected residents
- Local road users
- Local communities and community groups
- Schools and colleges
- Local businesses

### 2.3. Statutory stakeholders

- Transport for London
- Emergency services
- Service providers such as telecoms, electricity and gas
- Interest groups such as freight associations and pedestrian groups emergency services
- Cycling groups
- Motorist groups
- Accessibility, disability and mobility groups

### **3. What we communicate**

Information communicated to stakeholders will include but is not be limited to:

- Infrastructure asset types managed by Newham Highways
- Policies & strategies
- Annual planned maintenance programmes
- Feedback on service delivery
- Proposed projects and projects in design stage
- Projects under construction
- Winter Service Plan
- Levels of service, targets and performance measures

### **4. How we communicate**

Each method of communication has its own strengths and weaknesses, and the choice of method depends on factors such as the nature of the message, the audience, the desired impact and the available technology. The council will use a combination of the following communication methods to effectively convey their messages to diverse audiences. The council has corporate guidelines for communication and the Highways team will use the following, as appropriate:

#### **4.1. Press releases**

Press releases are prepared by our Corporate Comms team and are publicised on the council website and can also be picked up by external newspapers (digital and printed).

#### **4.2. Digital media**

The council is constantly updating its digital media tools to expand on opportunities to communicate more effectively with external audiences and to be up-to-date with current digital platforms.

#### 4.2.1. Website

The council website enables communication with stakeholders by providing an A-to-Z Guide of Council Services. For Highways Services this includes but is not limited to:

- Documentation explaining highway asset management strategies and associated policies.
- Details of the current highways annual works programme which is updated to ensure the information is accurate
- A link to one.network - an interactive map showing roadworks across the borough, including works by statutory undertakers (Telecoms, Electric, Gas companies etc.)
- 
- Facility to report highway defects
- Adverse weather information and guidance

#### 4.2.2. Newham Co-Create

Newham Co-Create is the council's dedicated engagement platform, which showcases key projects, provides updates on design and construction, and can be used to give feedback via text-based surveys and mapping tools.

#### 4.2.3. Social Media

Social media refers to online platforms and websites that enable users to create, share, and exchange content in the form of text, images, videos, links and more. These platforms are designed to facilitate social interaction, networking, and communication among individuals, groups, and organisations across the internet. Social media has become an integral part of modern communication and has had a profound impact on how people connect, share information, and engage with one another. Newham Council uses the following social media platforms:

##### 4.2.3.1. Twitter

Twitter is a great way to keep up-to-date on fast changing information such as works on site. Whether Twitter is used on a smartphone or a computer, real-time information is available about what's happening in Newham.

Highways will use twitter to inform Newham via [Follow @NewhamLondon](#)

#### 4.2.3.2. Instagram

Keep up to date with what's going on around the borough, see images from events and community activities via [Follow @newhamlondon on Instagram](#)

#### 4.2.3.3. Facebook

Newham Council has a dedicated Facebook page to provide updates on council services and borough news. Information on events are shown on the [Newham Events Facebook page](#).

#### 4.2.3.4. Specific projects

For selected projects or programmes bespoke and specific social media channels may be used.

### 4.3. Conventional of communication methods

While Newham Council will make greater use of digital communication methods such as web-based access to information and social media, conventional communication methods will still be used as many people still rely on these methods as a key source of information. Therefore, the Highways team will also use, where appropriate, the following communication methods:

- **Members' briefing sessions** - keeping local members up-to-date is key to managing people's expectations, especially on schemes which are likely to cause disruption to residents
- **The Customer Service Centre** - is briefed to deal with and signpost any calls regarding the highways network to the most appropriate officers
- **Lead Member Briefing** - Briefing notes will be supplied to the Lead Member during projects, about project .
- **Meetings with external partners** - Building good relationships with external partners on particular schemes and keeping them informed of developments or works within their area so that expectations can be managed



- **Leaflets** – high-quality visual documents with text, illustrations and maps to explain projects to members of the public
- **Letter drops** - to households directly affected by road closures or potentially disruptive works
- **Signs** - are placed in advance of major works starting to allow users of the network in Newham to manage their travel plans and for local residents and businesses to adjust their arrangements to accommodate the works with minimum inconvenience and disruption

#### **4.4. Internal communications**

Staff are crucial in building our reputation, whether they are frontline staff or officers involved in planning works. Good internal communications are therefore very important in helping the council achieve its objectives.

Internal communications channels that can be used, as appropriate include:

- The council's intranet (internal council web-based communication site)
- Message from the Chief Executive - Regular Communications Blog from the Chief Executive
- Staff briefings
- Staff newsletter
- Senior management and team briefings
- Regular team Meetings

#### **5. Evaluation & Review**

The Highways and Sustainable Transport Team will measure the effectiveness of this plan and act on the feedback received to amend or enhance it where necessary.