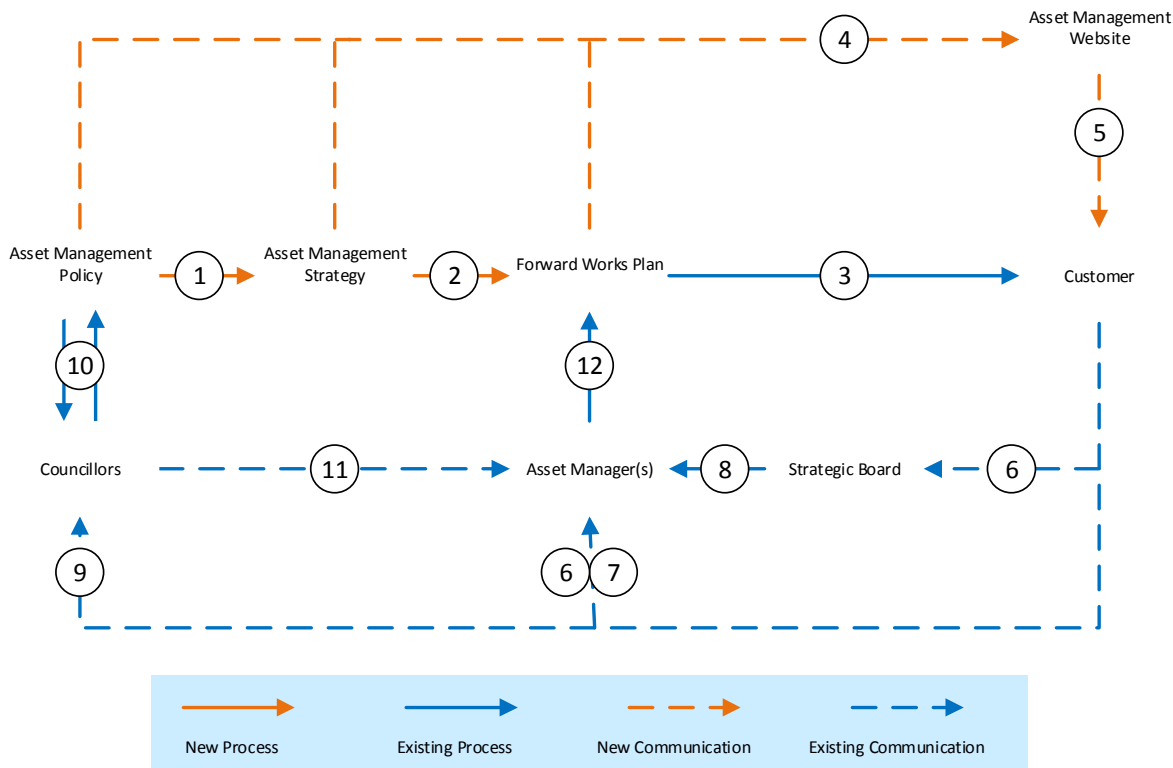


PHS Asset Management Communications Strategy



1	The Highway Asset Management Policy sets the Objectives for the Asset Management Strategy
2	The Highway Asset Management Strategy details the councils approach to highway asset management, including setting Levels of Service and Lifecycle Planning which determines the Forward Works Plan
3	The Forward Works Plan is the schedule of maintenance works identified for the coming year/s, and documents what schemes Peterborough City Council will deliver
4	The Highway Asset Management Policy, Strategy and Forward Works Plan will be available on the Council's website, and in an accessible format to all customers
5	Information from the Forward Works Plan, as well as the Highway Asset Management Policy and Strategy will be proactively communicated through social media, different platforms will each serve a unique purpose, these are:
	Website: to be used as a repository for information
	Twitter: to broadcast information
	Facebook: as a Q&A forum
6	Customer satisfaction is measured annually through National Highway and Transport (NHT) surveys, the results from these are analysed and used by both the Strategic Board and Asset Manager/s to inform decision making
7	Customers are also able to feed back to the Asset Manager/s through Scheme Feedback cards and through Peterborough Direct via telephone, email or in person at consultations
8	The Strategic Board use the results from the NHT surveys, as well as other forms of customer feedback, to provide direction to the Asset Manager/s
9	Members of the Public can also provide feedback through their local Councillors
10	The Highways Asset Management Policy (and Strategy) are reviewed and approved through the councils democratic processes
11	Councillors provide feedback directly to the Asset Manager/s, either in person or through established council channels
12	The Asset Manager/s uses customer feedback, alongside the approved scheme selection and prioritisation processes to inform decision making about future maintenance schemes