

Influencing Road Users during Severe Winter Weather Events

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0. CONTENTS

- 1. Introduction**
- 2. Priority messaging**
- 3. Using effective channels of communication**
- 4. Effective stakeholder engagement**
- 5. Effective evaluation to influence change to future campaigns**
- 6. Conclusion**

1. INTRODUCTION - Highways Agency Network



- Trunk road network in England (UK)
 - Motorways
 - Major 'A' Roads
- 6,900km
 - 2% road network
 - 66% Heavy Good Vehicle (HGV) mileage
- Economic 'backbone'

1. INTRODUCTION

Demonstrate the importance of effective and targeted communications activity during periods of severe weather



- Why there is a clear need (and road user appetite) for improved and additional information for road users planning for or already embarking on their journeys during the winter
- Show how communication of a series of key messages during winter season can be of significant benefit in support of winter service operations and journey planning for road users

1. INTRODUCTION

- Winter driving partnership marketing campaign (based on our experiences of the last 3 winters)

Aim:

- To change road users' behaviour to make it their first priority to check travel information updates, before deciding to travel, and be prepared to delay their journey in the worst conditions.
- To help road users understand that our winter operational fleet need time and space to treat and clear our roads
- To reduce the risk of unnecessary delays and to keep the network moving
- To reduce incidents on the network at times of severe weather

2. Priority Messaging

The priorities for the winter campaign are to alert drivers to the steps they should take themselves such as:

- Ensuring their vehicles are roadworthy
- That they have emergency winter travel kits in their vehicles
- That they drive sensibly and take precautions while travelling
- Making use of weather-related traffic and travel information to make informed decisions – i.e. ‘Is it wise to travel?’



3. Using effective channels of communication

A combination of owned and earned channels for communication is a very effective strategy to achieving success:

Owned channels

- Corporate Website
- Social media: twitter, facebook, Flickr
- Variable Message Signs (VMS)
- Highways Agency Information Points (HAIP)
- Press releases
- Highways Agency Information Line (HAIL)
- Email alerts
- Stakeholder Magazine
- Leaflets

Be informed

For further advice and information
this winter, follow us on facebook.



3. Using effective channels of communication

A combination of owned and earned channels for communication is a very effective strategy to achieving success:

Earned channels – Partnership marketing

- Partner website
- Social media
- Poster displays
- Newsletters / blogs
- Events

To maximise the support of partners it is important to be flexible in your approach and tailor information to suit the partners' needs and those of the target audience.



4. Effective stakeholder engagement

It's never too early to be talking to your partners

- Give and seek feedback on recent activities which involved them
- Keep them informed of plans for the year ahead and not just for winter communications
- Involve partners as much as possible to develop the messages
- Ensure partners 'realise' the benefits to them for supporting the campaign
- Log engagement activities that have taken place – good evidence!

5. Effective evaluation to influence change to future campaigns

Evidence is a crucial part of evaluation so develop a robust plan with:

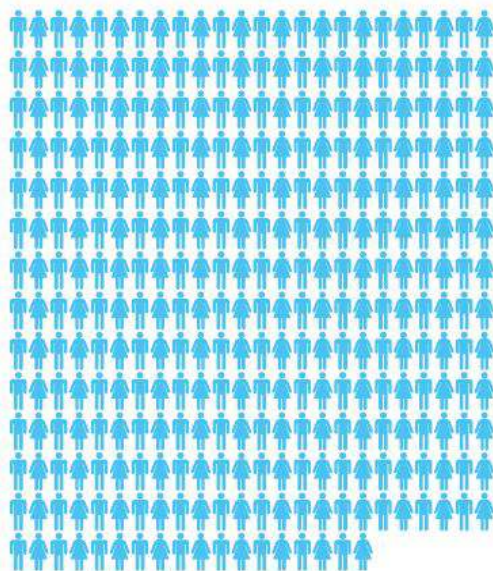
- SMART objectives
- Inputs & Outputs
- Out-takes
- Outcomes

Record all evidence to support these elements:

- Qualitative data
- Quantitative data
- Write a short report

5. Effective evaluation to influence change to future campaigns

Successes

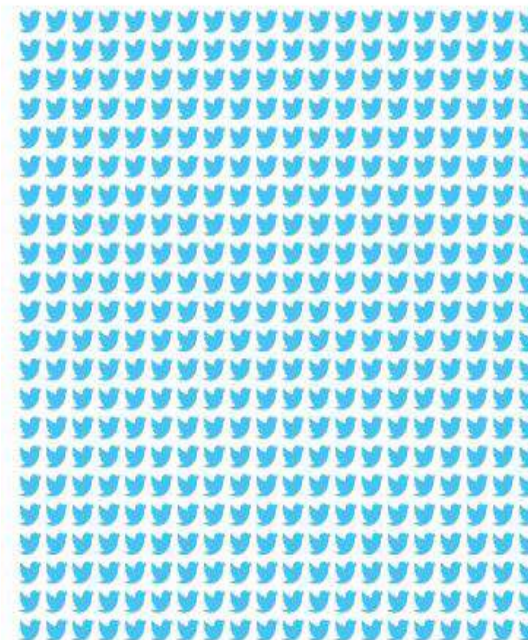


330 Business partners support and collaboration

10 million



Opportunity to engage **14%** of total UK population



UK Prime Minister retweet to **2.3 million** followers



6. Conclusion

- Develop engaging images and content for the campaign in partnership with internal stakeholders
- Give clear communication messages to road users
- Use all of your available channels, especially your owned channels
- Target key partners and organisations to distribute messages through their communication channels
- Evaluate the activity on an ongoing basis, and at the end of the campaign
- Implement the lessons learnt for the next seasons campaign!

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Thank you

