



Southampton City Council Campaign

Priority 1: Keeping the city moving

Campaign title	Keeping the city moving	Priority 1
Departmental contacts	Lorraine Brown	
Research	<p>According to the 2009 National Highways and Transport Public Satisfaction survey (NHTPS), we are the most improved Highways service which we should get some positive stories from that.</p> <p>Satisfaction with Management of Roadworks 50.6% up 9% on 2008 (KBI 18 we were 22 out of 76 authorities, 13 out of 31 unitaries) Scope to improve by 4%**</p> <p>Satisfaction with Traffic Management 53.3% up 4% on 2008 (KBI 19 - 51 out of 76, 20 out of 31 unitaries) Scope to improve by 5%**</p> <p>Overall Satisfaction with Traffic Levels and Congestion ie. queues 43.2% up 6.5% on 2008 (KBI 17 - 51 out of 76 authorities, 17 out of 31 unitaries) Scope to improve by 17%**</p> <p>Source: National Highways and Transport Public Satisfaction Survey (July 2009)</p> <hr/> <p>50% of residents felt road and pavement repairs “most need improving in their local area” a rise from 44% in 2006, which makes this the top issue for residents.</p> <p>However in terms of “most important in making somewhere a good place to live” road and pavement repairs only 20% of residents felt it was important up from 16% making it the 10th most importance. Crime remains 1st with 62%.</p> <p>Source: Place Survey (Dec 2008)</p> <hr/> <p>This is the umbrella under which all our transport and travel campaigns or media work should fall. This should pick up the vision for the future of transport and travel in the City and the associated activity to deliver that. We have some really exciting developments in the pipeline around the Street Lighting PFI and the new Highways PPP as well as increased investments in the roads and pavements in the city. This would also pick up the issues you have highlighted about managing events and congestion arising from those, improved comms around planned road works etc and delivery of the capital programme as well as LTP3 development and modal</p> <p>Campaign strong links and cross over with City Development and Open for Business. Driving / supporting economy of the city and businesses</p> <p>**Compared to best unitary</p>	
Objectives	<p>To improve the residents satisfaction with how the council is managing the maintenance of our roads from 50.6% to 54% by June 2011</p> <p>To improve the residents satisfaction with how the council is managing the traffic and congestion in the city from 53.3% to 58% by June 2011</p>	

	Both these results would put us in the top 5% of unitary councils.
<p>Key messages</p>	<p>Keeping Southampton moving and reducing congestion and pollution.</p> <p>Southampton City Council is investing more money and we are finding more advanced, less disruptive and more cost effective ways to repair our roads and we are listening to customers and fixing streets that you tell us need repairing.</p> <p>We are investing in our major routes throughout the city to support the city's economy.</p> <p>We're getting tougher with utility companies who are working in the city ensuring they don't overrun and that their repairs to the roads are to the high standard we expect.</p> <p>We are combating congestion with a range of initiatives, from encouraging more people to switch from their cars and try alternatives to one of the most advanced computer systems optimises traffic flow. +Traveline</p>
<p>Strategy</p>	<p>Working with highways to communicate advance notice of works / disruption and to establish better links with utilities. The campaign will use a combination of media releases, regular features in City View and promotion of the new web pages and some localised direct mail.</p> <p>Taking every opportunity to highlight to residents and businesses in the city what the council is doing to keep the city moving, tackle congestion and improve the state of the main roads. This will use media stories and city view features about how we're working with utilities, putting more investment and innovation into improving our roads and using mass media to promote how we're tackling specific congestion around events.</p> <p>Lastly to work closely with large businesses and all our schools in the city to get them signed up to travel planning and actively taking steps to reduced the need for car journeys by their staff and parents. This part of the campaign will employ direct mail, face to face meetings, events promotion and special offers.</p>
<p>Implementation</p>	<p>Within the implementation there are four strands which are as follows</p> <p>1 Comms management of events throughout the year which impact on traffic congestion</p> <p>Media coverage extensive coverage for new initiatives, Stage a big switch off to test what would happen without the computer managing traffic flow. Inviting journalists to visit and report on our world class ROMANSE service.</p> <p>City View news and advertising about any new initiatives. LTP3 – we have a plan for growth and how we'll manage into the future. Journey time stats released, how are we doing.(VJ NI167 challenges)</p> <p>Web site Home page news about major events and travel options, links to new roadwork pages. Calendar of major events in and around the city and congestion hotspots and what we're planning in response.</p> <p>JC Decaux City wide advertising of free buses or park and ride for events.</p>

2 Highlight going work to improve roads and pavements

Media coverage on new initiatives, major investments, additional funding and cost saving approaches. Demonstration of our new Rhino patch and laser survey devices. Demonstrations of new types of road materials to extend the life of our roads.

City View “Keeping the city moving” feature every edition to include considerate contractors awards, stats on road repairs, major investments with capital program, sustained investment better value in long term (John Harvey). Working with utility companies. Listening to customers. Getting external organisations like the AA to endorse our approach.

Direct mail – letting people know we’ve repaired a pothole in their street with simple business cards through the door.

3 Improve communications around major traffic works.

Media coverage on new major schemes as they’re announced, interviews with residents before and after, highlighting new approaches, from quiet night work to modern materials that will last even longer.

City View feature every edition covering planned work, big news and investments, updates on completed work, new initiatives, customer feedback, recruitment of considerate contractors, working with utilities.

Considerate contractor: Clear signage for any work within the city, recruitment of a public liaison office, the personal touch making sure residents and commuters affected by a pending works are well informed and catered for.

4 Persuading people out of their cars.

Media coverage announcing figures, highlighting new investments in infrastructure, promoting events and schemes to encourage people out of their cars.

Events and branding – develop consistent style that covers all collateral and event stands for sustainable travel events around the city.

City View feature every edition Including a section on events and offers to encourage people to trial sustainable travel alternatives. Car Share, Bus season tickets. Pay as you go parking, Cycle loans, new cycling facilities for commuters. Events tied in with national initiatives.

Direct and targeted comms Targeting big businesses to sign up to travel planning, target schools to all have travel plans and walking buses and car share schemes.

Web Pushing the range of events to get involved in and the alternative options. Big push of Traveline and how to plan your journeys without

	needing your car.
Key audiences	<p>Residents – Specific areas to the west of the city who highlighted road repairs as a major issue.</p> <p>Business leaders – large to medium size businesses who could benefit from travel planning and make the biggest impact on numbers of journeys</p> <p>Commuters – Those people who live and working in the city who travel by car to work and are most effected by congestion. Those living outside the city centre.</p> <p>Members – Keeping cabinet and wider council members up to date with initiatives and improvements so they can re-assure residents.</p> <p>Staff - With 9000 staff many of whom are asked to comment on how the council is run within their social networks, we need to arm them with the facts about what the council is doing to improve our roads and tackle congestion.</p>
Evaluation (success measures)	<p>National Highways and Transport Public Satisfaction Survey (July 2010)</p> <p>Overall Satisfaction with Traffic Levels and Congestion (KBI 17)</p> <p>Satisfaction with Management of Roadworks (KBI 18)</p> <p>Satisfaction with Traffic Management (KBI 19)</p> <p>NI167 Congestion indicator – other measurement + business take up, potholes reported, No of major congestion incidents</p>
Resources	<p>Account manager Wilson Massie</p> <p>Key partners Highways team, Sustainable travel planning team, Colas, Mott MacDonald, Utility companies</p>

Appendix 3

Implementation		Dates/timeline Nov 2009 - March 2011 (public satisfaction survey in July 2010)			
When	What	Who	Audience	Progress	Cost
November 2009					
Week 3	City View – December Edition Keep the city moving – Stockpiling grit to be prepared, top tips for icy weather, Railway disruption, traffic alerts City Development – Guildhall Square and T&G building work underway	Wilson Massie Oliver Harry Various sources.. Highways	Residents	Delivered	1page = £1,500
Week 4	Media release - Launch new Highways website	Oliver Harry , Vanessa Veal	Residents, businesses, members, staff, commuters	Delivered ongoing publicity	-
	Online homepage - Launch new Highways website	Oliver Harry Vanessa Veal	Residents, commuters	Delivered	-
	Inview & Bulleting – Update staff about the launch of the new Highways website	Wilson Massie , Tarnia Goodsell Vanessa Veal	Staff, members	Delivered	-
	Media release – Railway delays but city still looking forward to a great Christmas	Oliver Harry , SouthWest Trains Frank Baxter , Ian Weland	Residents, businesses, members, staff, commuters	Delivered	-
	Media release – Railway delays but Blueline agreed to extend bus services over Christmas	Oliver Harry , BlueStar Buses Frank Baxter , Ian Weland	Residents, businesses, members, staff, commuters	Delivered as one release	-
	Online – Railway delays but city still looking forward to a great Christmas – link to news item	Oliver Harry	Residents, commuters	Delivered	-
	Bulletin & Inview – Let staff know about railway delays but city still looking forward to a great Christmas	Wilson Massie , Tarnia Goodsell Frank Baxter	Staff	Delivered	-
	Members Bulletin – Let members know about railway delays but city still looking forward to a great Christmas	Wilson Massie Frank Baxter	Members	Delivered	-

Appendix 3

December 2009					
	Media release – How SCC are working with utilities and the considerate contractor code of practice, to co-inside with our presence at the Utilities Summit.	Oliver Harry Vijay Manro	Residents, businesses, utilities, members	Delayed, working on new CC code	-
	Branding for campaign - Develop sustainable travel branding to present the huge amount of work happening and to help co-ordinate the publicity and presence for any of these events.	Wilson Massie Design Frank Baxter or delegated officer(s)	Residents, businesses (business leaders and people working in the city)	Postponed, currently underway	£1,300 design £500 Photography
	Inview – December Edition Top tips for icy weather. Details about highways new web site	Wilson Massie Tarnia Goodsell	Staff	Delivered	-
	Events collateral & stand – Sustainable travel events material and stand to raise the profile and presence of many sustainable travel events.	Wilson Massie , Design Frank Baxter	Residents, businesses (business leaders and people working in the city)	Postponed, part of branding	£3,000 – outdoor displays and literature
	Media and message push - Push travel line by incorporating into our branding	Wilson Massie Frank Baxter	Residents, staff, people working in the city	Ongoing	-
January 2010					
	Call centre script – Review and update script and auto responses for enquiries around potholes to set expectations and explain process	Wilson Massie Capita contact centre Client team	Residents	Delivered	-
	Media response - Announcement on bus service cuts, need to be prepared for negative coverage	Oliver Harry , Simon Bell, Cllr Dean	Residents, wider stakeholders	Not us	-
	Media release - working together with Gas Company on improvement to Bedford place, road and pavement - value for money and smart approach	Oliver Harry Wilson Massie Vijay Manro	Residents, businesses, members, commuters	Delivered	-
	Media release - Millbrook 100 parking bays – Democracy - Listening to customers	Oliver Harry, Ken Byng Cllr Williams	Residents in Millbrook, residents in city	Delivered	-

Appendix 3

Week 4	City View – February Edition Keep the city moving – Working smart, linking up gas mains replacement with major road replacement. Portsmouth Road scheme. City Development – Core Strategy agreed and impact for city Democracy Millbrook case study, listened to residents installing 100 new parking bays	Wilson Massie Jane Richards Denise Prestige Simon Taylor Various sources.. Highways	Residents, businesses, members	Delivered	1page = £1,500
	Media release – we planned ahead and already hired 3 Econ Gritters - if there is a big freeze we announce this	Oliver Harry, John Harvey Cllr Dean	Residents, businesses, members, staff, commuters	Delivered	-
	Staff bulletin – how we're prepared for the freeze	Wilson Massie Tarnia Goodsell	Staff	Delivered	-
	Media release - Holly Rood scheme starts to improve highways and traffic flow, develop the café culture and improve city centre	Oliver Harry, Simon Taylor Cllr Dean	Residents, businesses, members, staff, commuters	Delivered	-
February 2010					
	Media release – Extra money for potholes	Oliver Harry, John Harvey Cllr Dean	Residents, businesses, members, staff, commuters	Delivered	
	Direct mail - Pothole repairs, card drop when done, liaise with operations, 2pg business card 50,000 off	Wilson Massie , Denise Prestige Jane Richards	Residents	Postponed need agreement to deliver	Estimated: £150 design £1,200 print, Free distribution
	Direct mail – Develop business travel planning collateral, target mail largest 100 businesses to pre-empt calls and visits.	Wilson Massie Frank Baxter	Businesses	Postponed part of branding	£1,905
	Media release - Above bar declutter zones finished - Smart approach to city centre highways - City Development	Oliver Harry, Simon Taylor Cllr Dean	Residents, businesses, members, staff, commuters	Not yet	-
	A-Z – Investment in roads and working with utility companies	Wilson Massie, Ben White	Residents	Delivered	-

Appendix 3

March 2010					
	Online - Highways inspectors, interaction levels, web FAQs on potholes	Wilson Massie Vanessa Veal	Residents, members	Working on	-
	Media release - Cabinet approve spend on capital program, all the improvements unveiled	Oliver Harry – Purdah	Residents, businesses, members, staff, commuters	Working on	-
	Media release and publicity online - Central bridge closed	Mark Robinson, Oliver Harry, Wilson Massie	Residents, businesses, members, commuters	Working on	-
Week 3	City View – April Edition Keep the City moving – Five ways we are tackling potholes following bad weather, investment, new approach, planning ahead. City Development – Core Strategy shaping the city, city centre evolving, Holy Rood site.	Wilson Massie Denise Prestige Various sources.. Highways	Residents, businesses, members	Delivered except Holy Rood delayed to June/July edition	2page = £3,000
	Online - Highways inspectors, interaction levels, web FAQs on pothole – How you can become a Lay Inspector les – Link to democracy	Wilson Massie Vanessa Veal	Residents	Postponed til CC out	-
April 2010					
	Considerate Contractor Update and relaunch code of practice, recruit lay assessors	Wilson Massie, Mark Robinson	Residents, businesses, members, commuters		£600 design and print
	Word of mouth – supply Target Taxi Drivers and bus drivers interesting facts about how we manage congestion and road works.	Wilson Massie , Jane Richards	Residents		-
Week 2	Bulletin – Introduce regular travel section for staff, include traffic alerts, major works and developments.	Wilson Massie Tarnia Goodsell	Staff		-
	Media release - Text updates...Find out how route is performing, interview with Frank about new technology	Oliver Harry, Vijay Manro	Residents, businesses, members, staff, commuters		-
Week 4	Inview & Bulletin – target staff with the same interesting facts for Taxi Drivers. Announce	Wilson Massie Tarnia Goodsell Vijay Manro	Staff		-

Appendix 3

	considerate contract awards				
May 2010					
	Media release – Council enters traffic web pages into awards – plug web site – ask our customers what they think of it.	Oliver Harry , Vanessa Veal Jane Richards, Cllr Dean	Residents, businesses, members, staff, commuters		-
	Media release - Itchen Bridge major works – replace bearings, what does it entail, how do we manage traffic	New partner announced	Residents, businesses, members, staff, commuters	Brought forward	-
	Direct mail – leaflet about all big schemes planned for the year. 6pg DL, 10,000 for delivery with all scheme works and for pick up points	Wilson Massie , Denise Prestige Jane Richards	Local residents, businesses		£1,200 design & print
Week 4	City View – June Edition Keeping the city moving – Capital program agreed, interviews with people set to benefit. Cycle challenge event, how to get involved, what the challenge is all about.	Wilson Massie Denise Prestige Vijay Manro Various sources.. Highways	Residents, businesses, members		1pages = £3,000
June 2010					
	Survey - National Highways and Transport Public Satisfaction survey	MORI – Frank Baxter	Residents		£6,000
??	Media release - Anyone sharing a car gets extra 10% off parking.. We're widening your choices, we're not anti car message	Oliver Harry Ken Byng Cllr Dean	Residents, businesses, members, staff, commuters		-
July 2010					
	City View – August Edition Utilities awards & how you can become a highways lay inspector, working with Utilities Bedford Place & Woolston Road, Q&A together with Gas board rep, ask both the same questions, Text alerts technology interview, feature on ROMANSE service and how it improves traffic flow. Traffic Alerts Keeping the city moving - Safety focus – parents of kids in improvement area, traffic updates	Wilson Massie Carol Bagshaw Mark Ellison Simon Taylor	Residents, businesses, members		1page = £1500

Appendix 3

	City Development - Holy Rood finished				
	Media release - Holy Rood finished	Oliver Harry, Simon Taylor	Residents, businesses, members, commuters		-
	Media release - Southern water installing meters without digging up road	Oliver Harry, Vijay Manro	Residents, members, staff, commuters		-
August 2010					
	Media release - Journey time reliability is very good – feature on how Southampton doesn't have a traffic congestion problem, ask question about park and ride, are we going to get one? Not until congestion is better	Oliver Harry, Wilson Massie, Vijay Manro, ROMANSE	Residents, businesses, members, staff, commuters		-
	Inview & Bulletin – Plug Traveline for staff and travel planning	Wilson Massie , Tarnia Goodsell Frank Baxter	Staff		-
September 2010					
	Media release - Flowers estate road repairs scheme	Oliver Harry, Lead engineer ??	Residents		-
	Media release – Partnership agreed what does that mean	Oliver Harry, Cllr Dean	Residents, businesses, members, staff, commuters		-
Week 4	City View – October Edition Big schemes all underway Flowers estate lots of road replacements. Text alerts technology interview, feature on ROMANSE service and how it improves traffic flow. Traffic Alerts	Wilson Massie , Jane Richards Vijay Manro , Various sources.. Highways	Residents, businesses, members		1page = £1500
October 2010					
	Media release - Results of Highways satisfaction survey	Oliver Harry Frank Baxter	Residents, members, staff		-
Week 4	Inview - let staff know about the results of the	Wilson Massie	Staff		-

Appendix 3

	Highways public satisfaction survey and what we're doing to improve.	Jane Richards Denise Prestidge			
November 2010					
Week 4	City View – December Edition Keep the city moving - Partnership starts, what does it mean, traffic alerts	Wilson Massie , Denise Prestige Jane Richards , Various sources.. Highways	Residents, businesses, members		1page = £1500
December 2010					
	Media release – prepared for weather conditions		Residents, businesses, members, staff, commuters		
January 2011					
Week 4	City View – February Edition What we're doing to counter the weather, how we're prepared and investing more, traffic updates		Residents, businesses, members		1page = £1500
February 2011					
	Event - Considerate contractor awards – evening dinner for Utility bosses and partners, awards ceremony and networking opportunity.	Wilson Massie , Denise Prestige Vijay Manro	Residents, commuters		£5000 – event hosting and awards
	Media release - Considerate contractor awards	Oliver Harry , Denise Prestige Vijay Manro, Jane Richards	Residents, commuters		-
March 2011					
Week 3	City View – April Edition Utilities awards & how you can become a highways lay inspector, working with Utilities Q&A together with Gas board rep, ask both the same questions.		Residents, businesses, members		1page = £1500

Appendix 3

		TOTAL			£37,355
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Highways  Sustainable travel  Joint  Paid for 

Sustainable travel events calendar

When	What	Who	Cost
17 Dec 2009	Christmas Walk on the Common	Dale Bostock, Streettread	
18 Dec 2009	Christmas Walk - The Quays	Dale Bostock , Streettread	
January			
18 Jan	Southampton Workplace Cycle Challenge meeting with the CTC and partners	Rachel Woodward,	
January	Road safety - Adult Pedestrians	Carol Bagshaw	
January- February	Road safety - Red Light Violations	Carol Bagshaw	
January – February	Road safety - RS Engineering Schemes	Carol Bagshaw	
ONGOING	Cycle Training - Bitterne Park Junior Chool; Woodlands School; Chamberlayne Leisure Centre; The Quays Leisure Centre	Dale Bostock, Streettread	
ONGOING	Cycling Events - Various Redbridge School	Dale Bostock, Streettread	
March			
March	Bike Maintenance (For Mums / Dads & Sons Etc) St Denys Community Centre / Redbridge School	Dale Bostock, Streettread	
March -May	Road safety - Two Wheel Riders	Carol Bagshaw	
April			
April	Easter Walk - The Common	Dale Bostock, Streetterad	
TBC	Mountain-Biking For Polygon School - The Common	Dale Bostock , Streettread / Polygon School	
SPRINGTIME	Cycle Magic Show - St Denys Community Centre	Dale Bostock, Streettread / SCC	
SPRINGTIME	Cycle Training For PCT Cycle scheme Participants	Dale Bostock, Streettread / PCT	
April – July TBC	Cycle Challenge Events - Two week event with CTC	Dale Bostock / Rachel Woodward, Streettread / SCC / PCT	
May			
May-August	Road safety - Child Pedestrians	Carol Bagshaw	
May- December	Road safety - RS Engineering Schemes	Carol Bagshaw	

Appendix 3

Late May/ Early June	Southampton Workplace Cycle Challenge –	Rachel Woodward,	
May/June	Women on Wheels Workshops – to coincide with the workplace Cycle Challenge/Bike Week	Rachel Woodward	
June			
13-21 June	Bike Week	Dale Bostock, Rachel Woodward	
12 June	The Big Bike Celebration	Dale Bostock, Streettread	
13 June	The Big Bike Celebration - Riverside Park	Dale Bostock, Streettread	
14-June – 20 June	The Big Bike Celebration	Dale Bostock, Streettread	
July			
July – August	Road safety - Adult Pedestrians	Carol Bagshaw	
July	Bike2school Day	Dale Bostock , Streettread	
July	Women On Wheels - Mansbridge Primary School?	Dale Bostock , Streettread / Cyclewise	
August			
August	Cycle Ride	Dale Bostock , Streettread	
August	Over 50's Cycle Ride - Chamberlayne / Westwood	Dale Bostock , Streettread (In partnership with Life to the full)	
September			
18-24 September tbc	Commuter Challenge (possibly European mobility week)	Rachel Woodward, Dale Bostock	
September	Bike2work Day / Commuter Challenge - The Quays / Chamberlayne	Dale Bostock , Streettread & SCC	
October			
October	Sportathon - PCT & SCC	Dale Bostock , Active Southampton	
October	Mental Health Week - Cycle Ride	Dale Bostock , Streettread	
November			
November - October	Road safety - Two Wheel Riders	Carol Bagshaw	
December	Road safety - Adult Pedestrians	Carol Bagshaw	
12-20 June 2011	National Bike Week - launch	Dale Bostock	