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Where is the work?

Location:

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6, EPSTEIN COURT, LIVERPOOL, L6 9JD

View options:

- My works
- Third party works
- My plans
- Third party plans

Work area

Work area on map via:

- Polygon
- Line
- Point

Street Manager Communications approach

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Introduction

Purpose of this document

This document outlines the approach, best practice and some recommended techniques to deliver communications to support the transition to Street Manager.

The document provides some guidance to assess the comms requirements for your organisation by looking at the different stakeholders, comms triggers and approaches.

The document is intended for guidance only and you are free to use any method, model or approach that suits you and your organisation's needs.

You may also want to consider using the Engagement tracker for detailed needs assessment and tracking of activities and progress down to individual stakeholders. You can find the tracking tool here : [Link to document](#)

Disclaimer

The information provided in this pack is purely a recommendation and it is up to you to edit the content in line with your organisation's transition plan. What the right approach for your organisation is will be dependent on a number of factors such as how and when you plan to move to Street Manager environment, and what are the specific needs and preferences of your stakeholders.

Communication overview

Approach

Communication should be delivered based on the following principles:

1. Open, clear, honest and transparent communications,
2. Iterative, continuous and timely ensuring everyone is kept informed
3. Aligned to overall change management approach

Varied Comms



Your comms approach will have to take into consideration the various levels and types of people that need to be informed. The comms sent to the finance director, for example, will be different to those for an end user. For those organisations who completed personas in the 1st [playbook](#), it is good to align these to your comms approach.

Triggers



There are a number of triggers that will necessitate communications to your wider organisation and external stakeholders around Street Manager This will include, but is not limited to, legislative changes, training announcements and the decision to transition. The communication plan should be built around these triggers.

Methods & channels



There are various means through which a message can be communicated to individuals, groups and your organisation as a whole. In this pack, you will find a number of different options for comms channels. You should consider the range, impact and costs of such comms as well as stakeholder preferences. This can be used in conjunction with the [engagement tracker](#).

Things to consider

Who needs to be communicated with?

Comms is not limited to those directly using Street Manager. You should also consider communicating with those not using the system as well as all contractors, IT vendors, regulatory bodies, and all other internal and external stakeholders playing a role in your transition to Street Manager.

Impact vs. Preference: It is important to consider preferences when determining comms channels. While face-to-face might take most effort, if this is the preference of the stakeholder, it might be the most effective option.









How to complete the Roadmap

The roadmap provided is simply an example of some of the comms that you may wish to pass on to your stakeholders, the channels you may wish to use and when you may want to send out information. You should start by considering who you need to engage with and what you need to tell them. You can then break these down into when and how these messages need to be communicated out.

Disclaimer

The information provided in this pack is purely a recommendation and it is up to you to edit the content in line with your organisation and transition plan. Comms will have to be aligned to the overall change strategy, taking into consideration factors including if you are using an API or if you are transitioning with a big bang approach.

Methods and channels options

Channel		Triggers	Reach	Impact	Cost, effort	Considerations
	1-2-1 meetings	Transitioning; Business case completion; agree timelines with contractors/regional	Narrow	High	Medium	Depends on number of individuals required to speak to
	Group web /phone calls	Transitioning; Training; Queries; Agree timelines with external bodies	Narrow	High	Medium	Depends on numbers
	1-2-1 emails	Queries; Individual training requirements, Comms with DfT to confirm plans	Narrow	High	Low cost, medium effort	
	Mass emails	Updates on transition dates; Announcements	Wide	Low to medium	Low	Might not reach target audience
	Drop-ins	Training; Queries General updates	Medium to wide	Medium to high	High	
	Supporter driven comms	Lead up to transition; Regular intervals	Narrow to medium	High	High	Requires engagement with supporters
	Videos / success stories / testimonials	Transitioning; Regular intervals	Wide	Medium	Medium	Dependent on volunteers
	Company update	Regular intervals; Announcements; Legislation Update	Wide	High	Low	Depends if forum exists already

Comms Checklist

Now



- Speak to all your contractors about SM
- Discuss with other LHAs and Utilities in the region about transition plans
- Begin communicating with your organisation about the new system

3 months before



- Confirm to end users and contractors when you are going to transition (company update)
- Confirm to other organisations when you will transition

1 month before



- Use supporters to gain momentum
- Send out specific comms to early testers
- Run drop-in sessions
- 1-2-1 sessions for main users

1 week before



- Countdown to transition counter
- Run drop in sessions
- Company update engagement

All points on this checklists are recommendations only that you can choose to do at any point in the lead up to transition

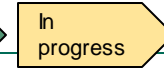
High-level communications plan



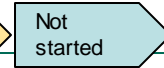
Scope update



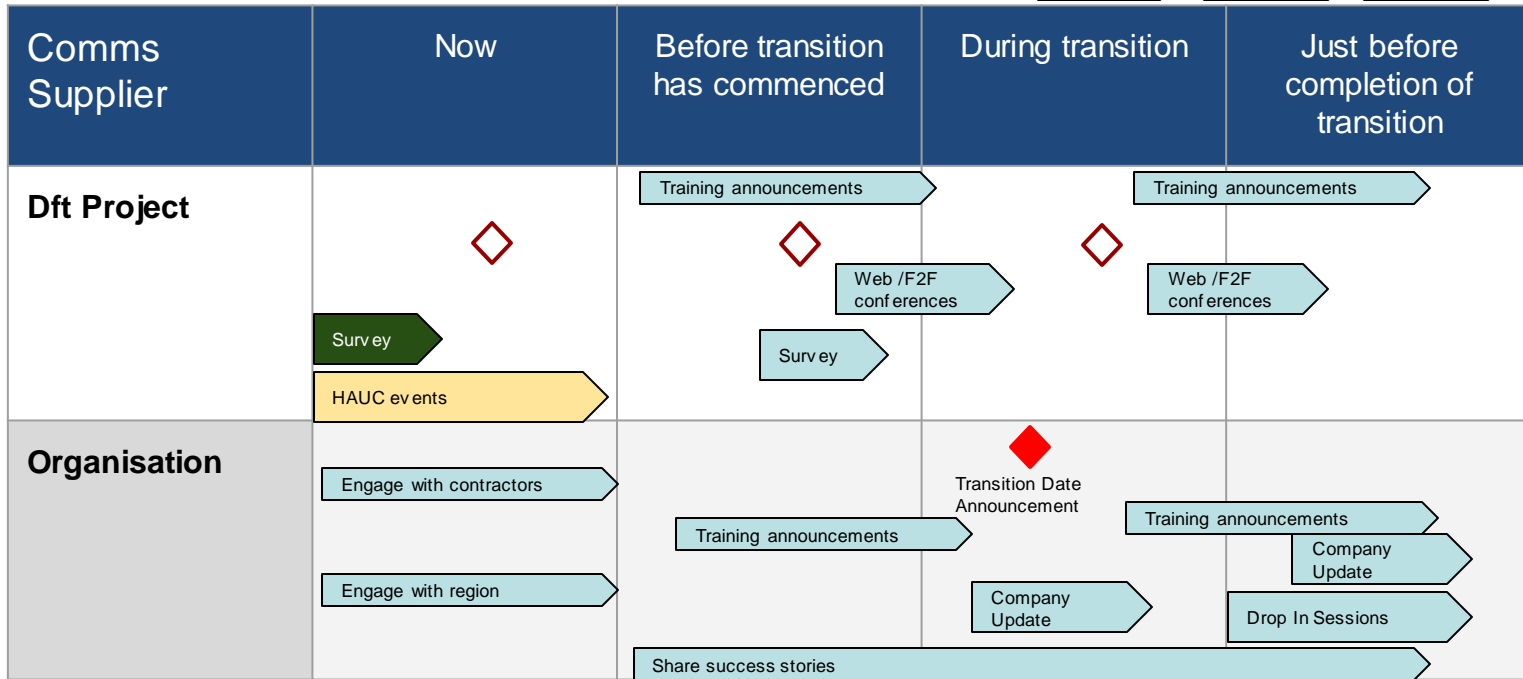
Complete



In progress



Not started



This plan covers both comms coming from you to your organisation and other stakeholders as well as the from the DfT to all organisations.