

## **Communicating with Parish Councils and residents about winter in Lancashire**

---

### **Background**

During winter, we work hard to keep traffic moving on our main roads and to minimise delays and accidents caused by ice or snow. Of the 4,300 miles of roads we are responsible for, around a third are part of our priority roads for salting and snow clearing. Ideally, our gritters would treat every road in Lancashire, but in reality this is just not possible. Instead we identify priority roads and footways that will receive preferential treatment for salting and snow clearing to help keep our residents moving.

Every year, we work closely with parish and district councils, businesses, local organisations and the public to deliver a consistent message about what they can do to prepare for winter and what we will do.

### **Pre-winter communications**

Before the winter season starts, we issue a stakeholder briefing note to all stakeholders, including Parish councils, informing people about how we are preparing for winter, key facts about the previous winter season, how people can keep informed throughout the winter months and how people can prepare for the winter ahead.

Along with the briefing note we issue our winter leaflet which contains information about preparing for winter, tips for clearing snow and ice, information for local businesses and about clearing footpaths. This is also widely distributed across Lancashire to shops, garages, hospitals, supermarkets, cinemas etc.

Winter Warm Up sessions are also held at County Hall, this is a presentation from the winter leads and communications service to give an overview of our plans for the winter ahead. Key stakeholders are invited to attend these sessions including district councils, bus operators, emergency services, PCT's, the Chamber of Commerce and LALC.

In previous years, we have also worked in partnership with a small number of Parish and Town Councils to deliver a service aimed at helping to maintain access to important local amenities and services that might not otherwise have been treated as part of the routine Winter Service. We provided lockable grit bins, salt piles and supplies of salt/grit mix to enable local treatments to take place with the parishes that signed up to work with us.

### **During winter**

During the winter months, if we experience pro-longed periods of winter weather, we send out regular bulletins to all stakeholders. The bulletin informs people of all gritting treatment that has taken place, including roads that have been gritted and grit bins that have been filled. It also provides a 3-5 day weather forecast for the week ahead.

During the winter, we also update our website regularly with information about when our gritters will be out and about [www.lancashire.gov.uk/winter](http://www.lancashire.gov.uk/winter).

You can also follow us on Facebook [www.facebook.com/lancashirecc](https://www.facebook.com/lancashirecc) and Twitter [www.twitter.com/LancashireCC](https://www.twitter.com/LancashireCC) and search #lancswinter for regular updates.