

Potholes campaign – improving public perception of Lancashire's roads December 2020



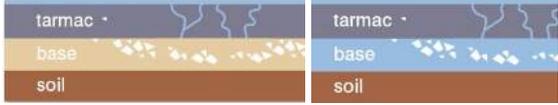
We are running a campaign to promote the good work of our highways maintenance service and encourage online participation in the NHT (National Highways and Transport) survey. A new video will be launched of people's frequently asked questions answered by our highways engineers, with a call to action to complete the survey. There will be ongoing social media to push the survey until it ends in Feb 21.

Key messages

- Despite a challenging year, the county council's highway maintenance service still managed to fix 92% of potholes on time.
- Winter is always a time when more potholes appear on our roads and pavements with a combination of cold and wet weather. A wet, stormy winter caused more potholes than usual this year (28% more than last year).
- This extra pressure was combined with lockdown, when staff were diverted onto other urgent work and only able to respond to safety critical defects.
- The team have been busy catching up and are now well on track to meet their target of fixing most potholes within our response time of 22 working days.
- The county council is responsible for 4,600 miles of highway, it's a massive task to maintain and we must focus our efforts on priority routes and repairing more serious potholes.
- We have invested in new technologies including jetpatching and the multi hogs to fix potholes more efficiently and improve your roads.
- You can tell us what you think by completing the [2020 online survey](#)
- We still need your help over the winter in reporting potholes which meet our required levels for work via [Report It on our website](#).

Social media

The campaign will be supported by a schedule of posts on Facebook, Instagram, Twitter and Youtube. Below are some examples of posts, please note they are for illustration purposes only and the interactive versions will be released on our social media channels from 30 November onwards.

Date	Post	Channel
30 Nov 20 (launch date)	<p>Watch our new video to see our highways team answer your common questions on potholes that you have asked us on social media. (link to video)</p>  <p>You can tell us what you think of your roads and complete our survey. www.lancashire.gov.uk/roads-parking-and-travel/pothole/ #LancsRoads</p>	Facebook and Twitter
tbc	<p>With a combination of wet and cold winter weather, this is the time of year when potholes tend to pop up. Help us improve our #LancsRoads by reporting potholes to us.</p> <p>Facebook slideshow: Walking through the steps of how potholes are formed</p> 	Facebook
tbc	<p>Despite a challenging year, our highways team have been working hard and still managed to fix an amazing 36,577 potholes by September. Over 92% of these were fixed within our target of 22 working days, even though we have dealt with 28% more potholes than the same time last year.</p>  <p>See what we're doing to improve #LancsRoads and complete the survey to let us know what you think. www.lancashire.gov.uk/roads-parking-and-travel/pothole/</p>	Facebook and Twitter

How you can support the campaign

Please help us to promote the campaign in your area and encourage people to complete the survey on the webpage - www.lancashire.gov.uk/roads-parking-and-travel/pothole/

You can also direct people who want to report a pothole to the [Report It](#) tool on our website

Please support our digital campaign by sharing and commenting on our social media posts:

 Follow us on Twitter [@lancashirecc](#) and search [#LancsRoads](#) for messages to re-tweet from your Twitter account.

 Like us on Facebook from your Facebook profile and share our [#LancsRoads](#) posts.