

Our ref: [REDACTED]

[REDACTED]
via email

[REDACTED]

[REDACTED]

7 February 2018

Dear [REDACTED]

Thank you for your e-mail dated 12 January 2018 received under the terms of the Freedom of Information Act 2000. The specific details of your request have been extracted from your email and are highlighted in bold within the body of this letter.

In response to your Freedom of Information request –

Under a Freedom of Information Act request, can you please:

Provide the advertising used of the new online payment procedure.

In the run up to the introduction of Dart Charge in November 2014 Highways England held around 25 public information events at key locations such as Asda Greenhithe in Dartford, Bluewater and Lakeside shopping centres and at various motorway service areas close to the Crossing. These were opportunities for members of the public to ask questions about Dart Charge direct to Highways England staff and also to take away leaflets and other material.

A public information campaign was delivered in a phased approach beginning in April 2014 and comprised of a range of channels to reach drivers which included use of our own website and information screens, and assistance from partners such as the AA, RAC, the Freight Transport Association and Road Haulage Association who put information on their own websites.

To target a wider national audience we ran a digital campaign online with advertisements using a range of networks carefully selected by our media planning and buying agencies to reach the target audience in the best means possible and deliver value for money. The campaign also included a programme of paid for advertising including the use of local radio stations, posters in Motorway Service Areas (MSA) and digi-screens in petrol stations. In terms of geographic coverage, the element of the campaign featuring the use of Highways England Information Points (HAIP) covered every MSA location on the network at the same time. This ensured that opportunities to see the key messages were increased for people taking a break during a journey. Radio was targeted to reach anyone driving within a 50 mile radius of the Dartford Crossing.

Provide evidence of road signs advising of the Dart Charge, just like the Congestion charge road markings.

The information you have requested regarding signage relating to Dart Charge in the Kent and Essex area is available via <https://www.gov.uk/government/publications/charging-signs-for-dart-charge-kent-and-essex>.

How many drivers have complained of not receiving your first charge/appeal option letter since the start of the new payment method.

In regards to your question, your request for data is refused under section 12 of the Freedom of Information Act 2000 because compiling the requested information would exceed the appropriate time spent and cost limit. We do not categorise complaints/enquiries in the format requested that is easily retrievable to provide details.

To retrieve this information it would require manual interrogation of historic information to identify the specific cases involved where this has happened.

In keeping with the spirit and effect of the legislation, all information is assumed to be releasable to the public unless exempt. We may therefore be publishing the information you requested, together with any related information that will provide a key to its wider context, via the [Gov.uk](https://www.gov.uk) website.

If you are unhappy with the way we have handled your request you may ask for an internal review. Our internal review process is available at: <https://www.gov.uk/government/organisations/highways-england/about/complaints-procedure>

If you require a print copy, please phone the Information Line on 0300 123 5000; or e-mail info@highwaysengland.co.uk. You should contact me if you wish to complain.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

If you have any queries about this letter, please contact me. Please remember to quote reference number [REDACTED] in any future communications.

Yours sincerely

[REDACTED]

