

Highways Agency Performance Specification 2013-14 – Scoping Document

Field	Notes
Short Title	Information Provision: Information Plan.
Performance Specification Reference	Output 8 – PS 4.16
Requirement / Output Details	The network operator should devise an information plan, by March 2014, which identifies how more accurate, timely and useful information will be provided to users both before they set off and during their journeys. The information plan will develop the concept of using data to drive knowledge, the provision of information and action in a continuous process to improve the operation of the SRN.
Scope	<p>The information plan will focus on the delivery of traffic information for the Strategic Road Network (SRN) in England. It will look at ways to provide effective information to drivers about the driving conditions they will experience on the SRN.</p> <p>The Highways Agency provides primary information sources (e.g. variable message signs and information through the Traffic England website), is available as a secondary source (e.g. on other websites) and is available as a data source which third parties use to generate traffic information (e.g. Google).</p> <p>Provision of more accurate and timely information is an extension of the work that the HA currently undertakes and can be objectively measured. The usefulness of information is more subjective. The plan will be based on evaluation of customer insight collected through customer surveys.</p> <p>Working from benchmark data collected in 2012, the plan will set out the HA's plan to develop its information services in the 2014/15 financial year.</p> <p>The project will take a four stage approach:</p> <ul style="list-style-type: none"> ▪ Current information provision – review current provision ▪ Research – establish customer requirements and expectations ▪ Evaluation – assess options to improve ▪ Publish Information Plan <p>There is some overlap with Output 6 – Safety in that campaign and safety messages can be delivered both before</p>

Highways Agency Performance Specification 2013-14 – Scoping Document

	and during a journey. However, other than describing the communications channels and opportunities to present information, it assumed that the detail will be covered in Technical Notes PS 4.9 & PS 4.10.
Rationale	<p>The Information Plan is a required output from the Performance Specification.</p> <p>It will identify how accurate, timely and useful information is currently provided to users both before they set off and during their journeys.</p> <p>It will outline plans to provide a continuous development process that will improve the accuracy and timeliness of this information.</p> <p>It will identify how the provision of information to our users, can influence decision making and actions and thereby improve the operation of the SRN.</p>
Proposed Deliverables (with Associated Completion Dates)	Information Plan March 2014.