



Highways England

Black Friday & Cyber Monday  
Weekend

Friday 24<sup>th</sup> until Monday 27<sup>th</sup> November 2017

**BLACK FRIDAY**

**CYBER MONDAY**



## INFORMATION

BLACK Friday means that prices of products, both online and in store, will be getting slashed until Cyber Monday.

Just like last year, it promises to be a shopping frenzy as shops all across the UK drop the cost of a variety of items. Therefore it will see an increase in freight movements on the Strategic Road Network around the country during this period to meet the demand.

### **What is the difference between Black Friday and Cyber Monday?**

Black Friday is the day after the American Holiday Thanksgiving, which is normally on the fourth Thursday in November.

Each year, big retailers open their doors and drop their prices for Black Friday to give massive price reductions to shoppers just before Christmas kicks in and usually lasts for a few days.

There are a couple of differences between the two, one is that Cyber Monday deals only applies to online shops while Black Friday deals are in store as well.

Also, Cyber Monday is strictly a 24 hour shopping window but Black Friday tends to be a five day long affair.

## INTELLIGENCE

Mel Clarke, Highways England Customer Service Director, made a request to work on increasing lane availability during a time of significant freight movement to ensure we are working collaboratively with our key stakeholders. This is in conjunction with Black Friday, Cyber Monday and the subsequent week after (8pm 24<sup>th</sup> November 2017 - 6am 1<sup>st</sup> December 2017).

During this period it has been advised that freight companies will be extremely busy, whilst their drivers deliver to customers utilising routes within the Strategic Road Network.

## METHOD

Operations Directorate have approached the South East regions Service Providers and presented this request to them. They have asked that each service provider reviews their programme and look for any works that could easily be rescheduled (especially those impacting the key routes) taking into account planning, scheme progress and the commercial impact. If roadworks couldn't easily be rescheduled, our service providers were asked to briefly explain why.

With support from the Service Delivery Team, the South East region has achieved a positive outcome with several modifications being made to each service provider's programme in order to fulfil this customer focused request.

As a result;

**Area 3** had 40 closures planned between 24<sup>th</sup> November 2017 and the 1<sup>st</sup> December 2017 of which 6 were rescheduled and 23 closures will start later each night.

**Area 4** had 51 closures between 24<sup>th</sup> November 2017 and the 1<sup>st</sup> December 2017 of which 16 have been rescheduled and some roadworks have been planned in co-ordination with Gatwick Airport – a key stakeholder in the area. The M23 junction 9 traffic signalling scheme has been carefully planned in co-ordination with Gatwick Airport and it was agreed that the scheme would be delivered in November. This scheme also needs to be delivered before the start of the Smart Motorways project in order to keep daily impact to our customers to a minimum.

**Area 5** at short notice, they've been able to remove around 30% of their closures. Some schemes that are already well underway, or have had substantial planning, would cost a considerable amount of money to remove for this week.

The South East Region has made a substantial effort to meet the requirements of this request and have provided an appropriate balance between customer satisfaction and delivery of essential work in order to keep the network in a safe and serviceable condition. Looking at the commercial aspect, we've assessed these schemes carefully and positively managed the balance between customer service and cost efficiency.

## ADMINISTRATION

TOS will be dealing with this as business as usual. The RSL's are enhanced over the risk period.

The South East Senior Leadership Team is available over the weekend via their On Call Register.

The Emergency Planning Team also has these details.

## RESOURCE

TOS Operations Managers have reviewed their on road resources over this weekend and have sufficient numbers during this period.

## COMMUNICATIONS

The briefing document will be circulated to;

RCC Team Managers  
On-Road Team Managers  
Operations Managers  
Senior Leadership Team  
Press Office

## HEALTH AND SAFETY

Traffic Officers should adhere to the 10 overarching principles:

 <p>Take reasonable care of my own safety, the safety of my colleagues and our customers</p>	 <p>Follow work instructions and maintain an up to date working knowledge of them</p>	 <p>Only act within my role description and will not perform the roles of the emergency services or vehicle recovery operators</p>
 <p>Think before I act and, if I am unsure, seek guidance</p>	 <p>Challenge safety related non-compliance by others and report it if necessary</p>	 <p>Only stop a traffic officer vehicle in a live lane, or enter a live lane on foot, when absolutely necessary and all practical control measures are in place</p>
 <p>Take positive and timely action to resolve incidents and minimise congestion, using the safest options available</p>	 <p>Always use the correct PPE for the task at hand</p>	 <p>Only use equipment issued by Highways England and in accordance with the instructions provided and report when it is missing or defective</p>
 <p>Accept that I am responsible and accountable for my actions</p>		

