

# *Report on HAUC(UK) Communications Survey Oct 2025*



Written by Julie Payne HAUC(UK) Communications Manager

[Julie.payne@geoplace.co.uk](mailto:Julie.payne@geoplace.co.uk)

## **Introduction**

Effective communication is essential for seamless coordination, cooperation, and collaboration between utilities and highway authorities. It supports the timely installation, repair, and maintenance of services and enables individuals to develop their knowledge and skills. Clear communication also allows easy access to legislation and documentation relating to safety, compliance, and processes, helping members perform their roles effectively. Additionally, it facilitates the sharing of best practice and promotes continuous learning across the industry.

Historically, most information was disseminated through HAUC (UK), HAUC England, SWUK Operations, JAG UK, Traffic Managers Forums, and other organisations. This information was then shared through regional groups, including Joint Utility Groups (JUGs), Joint Authority Groups (JAGs), and Highways and Utilities Committees (HAUCs) across England and Wales, with central administrative coordination in Scotland and Northern Ireland via Roads Authorities and Utilities Committees (RAUCs).

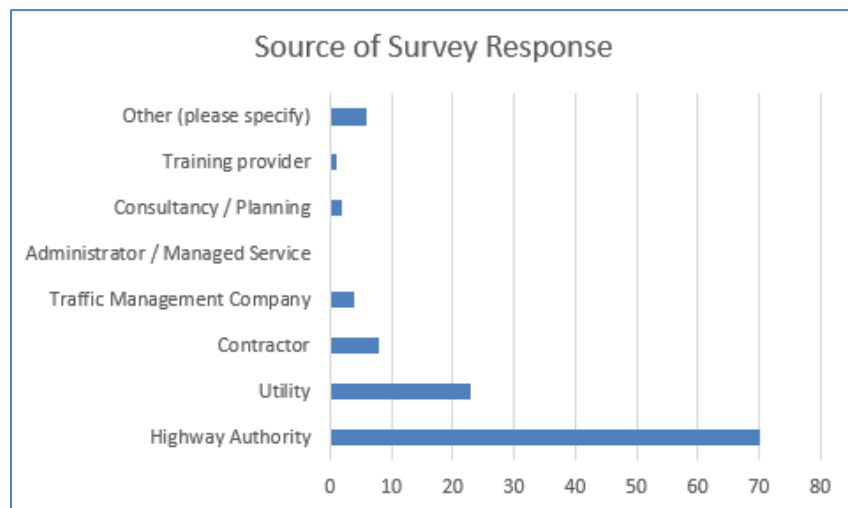
In January 2023, HAUC (UK) appointed a part-time Communications Manager. This provided essential resource and funding to update and improve the HAUC (UK) website, strengthen liaison with the HAUC App team, increase LinkedIn engagement, and enhance overall communication across the industry.

In January 2025, a full-time HAUC Community Support Assistant was appointed to further support and facilitate communications. Since then, HAUC (UK) has expanded its digital presence with the launch of a Facebook page and, more recently, a TikTok account.

In July 2025, an anonymous survey was distributed across all HAUC communication channels. This report presents the findings of that survey. The survey consisted of 20 questions and received 114 responses from individuals across a wide range of job roles.

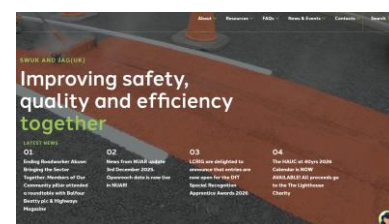
The survey was designed to identify the primary channels through which members receive updates from HAUC (UK) and to highlight areas where additional information or improved communication may be required.

Results showed that the two main routes for receiving updates were through regional HAUC groups and centrally via HAUC (UK). In addition, 91.6% of respondents stated they were familiar with the HAUC (UK) website. Most respondents accessed the website via a desktop browser, with 17.7% using a mobile device and 6.25% using a tablet.



## HAUC Website

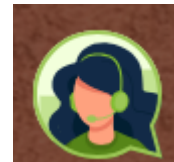
The HAUC (UK) website (<https://www.hauc-uk.org.uk/>) continues to develop as a key source of information for the industry.



## Website updates over the past year

Recent improvements include:

- A new landing page
- The introduction of *Ask Annie*, enabling users to email enquiries directly
- A glossary under the FAQ section and improved contact information
- A new Lane Rental page under *Resources*
- A new Vacancy Hub under *Resources*
- A dedicated page for the HAUC App
- Improved contact details highlighting National and Regional Contacts



## Most visited pages

When asked which pages they visited most frequently, respondents highlighted:

- Legislation
- News items
- Documents

## Suggestions for future development

Respondents indicated they would like to see:

- A comprehensive, definitive “go-to” library of advice notes and guidance produced by working groups
- Job vacancies listed by sector and region
- Easier access to court case information

- The ability to register for newsletters directly via the website
- Greater consistency in legislation and permitting practices across all Highway Authorities
- Fixed Penalty Notice (FPN) guidance
- A dedicated section for asking questions and receiving advice

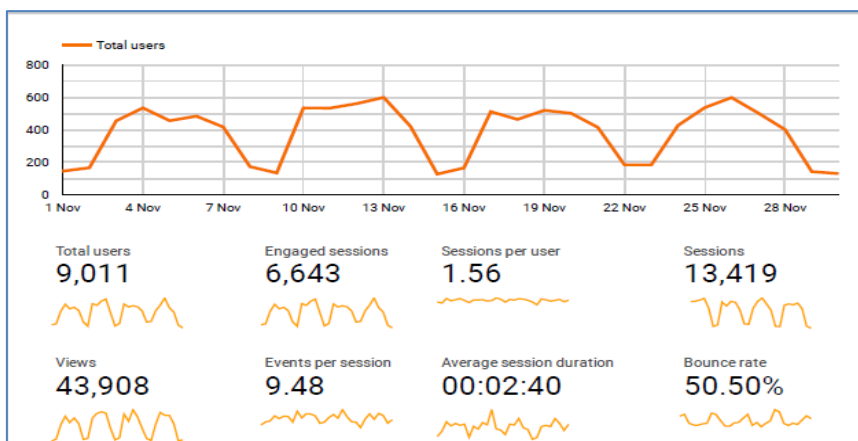
## Additional comments

- The website is concise and easy to use
- Environmental matters are being addressed through the Vision HV30 project
- Requests for increased promotion of guidance documents
- General positive feedback, including “Keep up the good work”

## HAUC App

### Usage and awareness

- 87.6% of respondents were aware of the HAUC App
- Only 46% were aware they could register for advanced features such as notifications and alerts
- The app has over 9,000 monthly users and more than 43,000 views
- The *Red Book* (Safety Code) remains the most accessed content



Page title	Views
1. The Red Book - HAUC	3,348
2. Search - HAUC	2,766
3. SROH - HAUC	977
4. ScanMyArea - HAUC	377
5. Alerts and Documents - H...	269
6. Out of Hours Address Boo...	197
7. Vulnerable Road Users - H...	148
8. SROH Addendum - 30th M...	113
9. Events - HAUC	101
10. SROH Electric Vehicle Add...	65

The HAUC app <https://app.hauc-uk.org.uk/>

## Requested App enhancements

Respondents suggested:

- A catalogue or matrix of applications, costs, and notice periods for traffic management applications by council
- A Code of Practice available as a dedicated tab
- A lane rental calculator
- A high-speed roads section

- Increased emphasis on roadworker abuse to encourage greater awareness and use
- A catalogue or matrix of applications, costs, and notice periods for traffic management applications by council

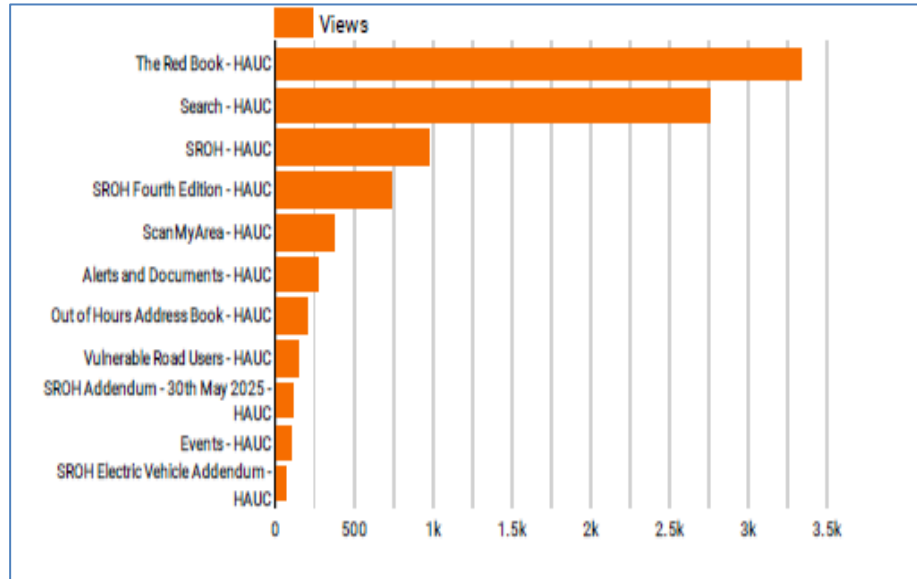
Graph shows main page accessed via the HAUC App

You can Access from the Apple Store or the Play Store on Android or via a web browser

<https://app.hauc-uk.org.uk/>



[Guide to the HAUC app](#)



## HAUC Pulse Newsletter



The HAUC Pulse newsletter is viewed by 54% of respondents; and we are now working on the fifth edition. A digital copy is available via:

- The HAUC (UK) website
- The HAUC App
- LinkedIn
- Face book

84% of respondents said they would consider registering to receive HAUC Pulse directly via email.

You can view the latest edition here : [HAUC Pulse Edition 4](#)

### Feedback on content

Feedback was overwhelmingly positive, describing the newsletter as:

- Informative, concise, and engaging
- A reliable central overview of industry developments
- Useful for keeping teams and partners informed
- Valuable for sharing best practice and encouraging cross-sector engagement

Suggested future content included:

- Updates from regional HAUC working groups
- Lane rental schemes currently out for consultation, with clear status updates

## Design and layout feedback

Several respondents noted that:

- The layout looks dated
- The format lacks consistency between editions
- A more modern, visually appealing design would improve engagement

## Social Media

Social media now forms a significant part of HAUC (UK)'s communications strategy.

### Platforms

- LinkedIn – 58% of respondents were aware HAUC has its own page [HAUC \(UK\) Linked in page](#)
- Facebook – recently introduced [HAUC \(UK\) Facebook page](#)
- TikTok – very recently introduced [HAUC \(UK\) TikTok](#)

### Feedback on social media content

Comments included:

- Social media is the best way to stay up to date with industry news
- Requests for more information on upcoming regulatory changes (e.g. 24-hour start/stop implementation)
- Interest in seeing more case studies showing real-world examples of good and poor practice
- Some respondents felt content was weighted more towards utilities and suggested greater Highway Authority representation
- Overall satisfaction with content variety and relevance

## Staffing and Resources

84% of respondents felt that appointing a HAUC Communications Manager and Community Support Assistant has improved HAUC communications.

### Final feedback highlights

- Communications have improved significantly
- The HAUC App and Vacancy Hub were highlighted as standout additions
- HAUC content is becoming more relevant and informative across the streetworks sector
- Increased pace and visibility of content on social media was particularly welcomed
- Continued encouragement to expand resources, including links to innovation funding