

# Roads and Street Lighting

## Customer Relationship Management Systems for Highway Services

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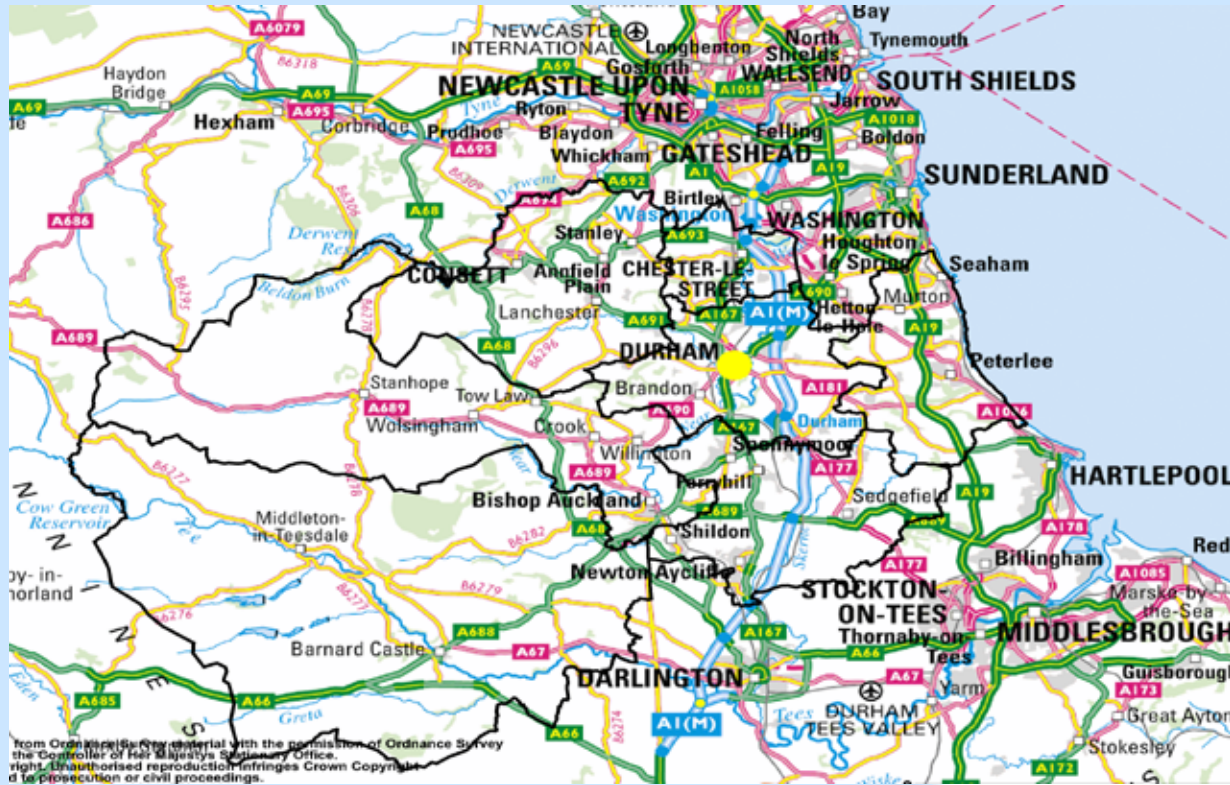
*Durham County Council*



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# Durham County



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# Durham

## General Information

n Population - 493,500

n Area - 223,260  
Hectares

n Adopted Road Network  
- 3,928Km

n Street Lights - 79,962



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# Highways Services

Covers

- n Highways  
Maintenance

- n Highways  
Construction

- n Winter Maintenance

- n Street Lighting

  - n Maintenance

  - n New Works



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# How Highways Services are Delivered

Delivered through separate in-house Departments

- n Client and Design- Environment

- n Construction - Service Direct

Major projects being delivered through the Strategic Alliance with Balfour Beatty

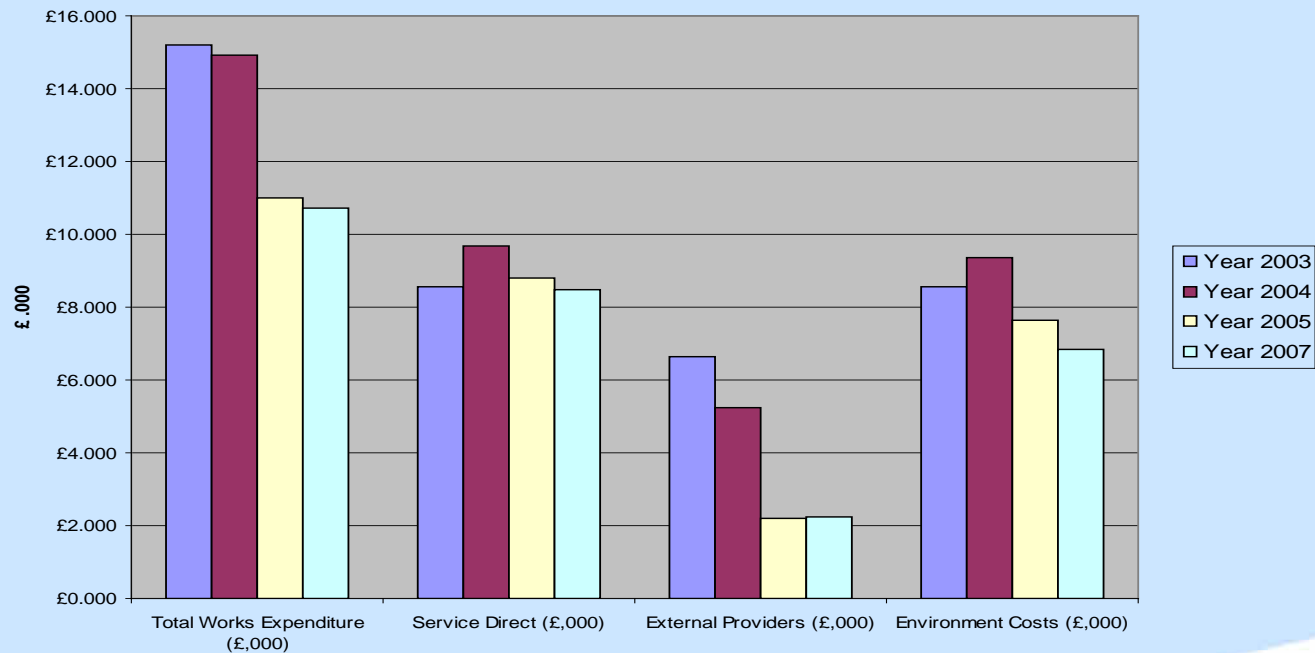


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# Yearly Maintenance Spend

Highway Maintenance Spending 2003 - 07



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# Customer Surveys - Why

- n Measure satisfaction amongst residents and customers
- n Highlight problem areas in services delivery
- n Rank and prioritise issues and areas for improvements



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# Who are the Customers

Those effected by the  
road works

n Residents

n Car Users

n Public Transport Users

n Pedestrians

n Businesses



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# How surveys can be undertaken

n Postal

n Public Meetings -  
Electronic keypads

n Face to face

n Telephone



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# Customer Surveys

- n Citizen's Panel  
Highways Survey
- n Customer Care Surveys
- n Residents Satisfaction  
Questionnaires



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# Citizen's Panel Highways Survey

- n Started in 2002
- n Established to measure the Well Maintained Highways "Customer Service - Delivering Satisfaction" CS1 Performance Indicator
- n Annual Response Rate - varied between 52-69%
- n Panel memberships changed in August 2007
- n Currently 3312 Participants (Last Survey)
- n Spending Priorities introduced in 2004



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# Citizen's Panel Highways Survey

- n Survey covers 16 aspects of work:
- n Highways Action Line (HAL)
- n Network Management
- n Repairs and General Maintenance - carriageways and footways
- n Maintenance of Verges
- n Traffic Calming
- n Traffic Signs
- n Road Markings
- n Road Studs
- n Street Lighting
- n Winter Maintenance
- n Pedestrian Facilities
- n Cycling Facilities
- n Mobility Impairment
- n New Development and Estate Roads
- n Highway Records
- n Emergencies on the Road Network



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# Citizen's Panel Highways Survey

Priorities identified

n Repairs and General Maintenance -  
carriageways and footways

n Winter Maintenance

n Street Lighting Maintenance

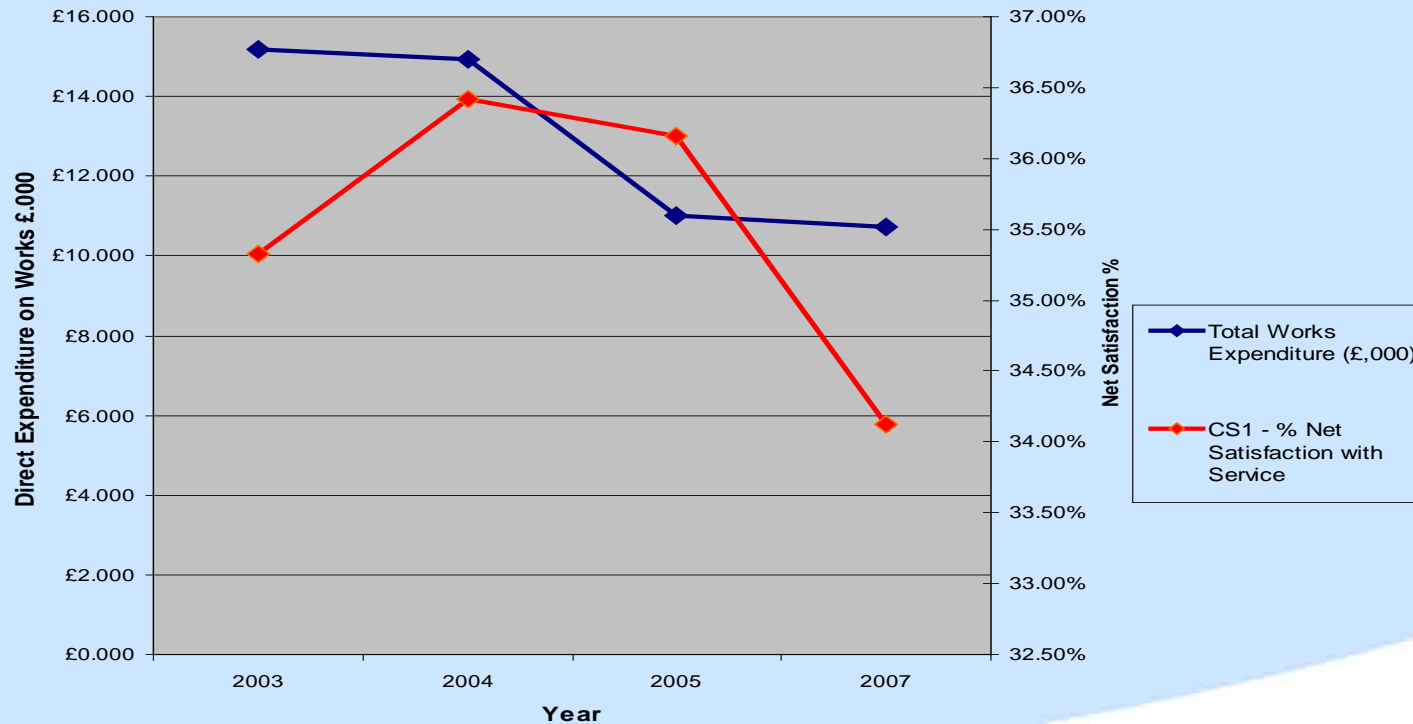


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# Citizen's Panel Highways Survey

## CS1 % Net Satisfaction with Service



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# Analysis of Responses



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# Analysis of Responses



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# Analysis of Responses



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# Analysis of Responses



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# Customer Care Surveys

- n Started in 2007/08
- n Established to measure the Well Maintained Highways “Customer Service - Providing effective consultation and information” CS2 Performance Indicator
- n Schemes surveyed where there is interaction with public/residents



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# Customer Care Surveys

## Issues with this survey

- n Identifying suitable schemes

  - n Sample size

- n Poor response level

  - n Generally less than 20%

- n Statistical Significance



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# Residents Satisfaction Questionnaire

Used on major projects e.g. Bus and  
Railway Station Access Improvements,  
Urban and Rural Renaissance schemes  
Before and After Surveys



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# Residents Satisfaction Questionnaire

## Typical Issues surveyed

- n Regeneration issues
- n Opinions on finished work
- n Construction Works
- n Access and safety issues



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# Typical responses

## Scheme improved

- n Community Pride from 57% - 75%
- n Community Consultation - 71% felt involved
- n Finished Project - 80% felt improved area & of high quality
- n Access and safety issues - 73% felt improved



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We all do Customer Satisfaction Surveys but independent of other Authorities

So what do these show - we are good (??) but are there others performing better

How can we compare and benchmark?

n National Highways Best Value Benchmarking Club

n APSE



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# National Highways Best Value Benchmarking Club

- n Identified lack of consistency and comparability in approach to satisfaction surveys
- n Launched in April 2008 with 33 authorities participating



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# National Highways Best Value Benchmarking Club

Ipsos MORI commissioned to run

- n In June 150,000 standardised questionnaires sent out

- n Anticipated responses rates of 10 - 12.5%

- n Actually 27,000 responses received, averaging 19%

- n All but one Authority received above the anticipated 10% minimum response



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# National Highways Best Value Benchmarking Club

- Initial Findings indicate that nationally we achieve
- n Good performance with access to key highways services
  - n Satisfaction with street lighting
  - n Poorer performance with
    - n Local bus services
    - n Public transport information
    - n Condition of the highway network



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# National Highways Best Value Benchmarking Club

If interested in participating

Contact

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Building Software

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# APSE

## Standard Survey Questionnaire

- n Included with Performance Networks Data Collection packs
- n Available in all service areas
- n Requires Authorities send out questionnaires with IQSS analysing returns



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# APSE

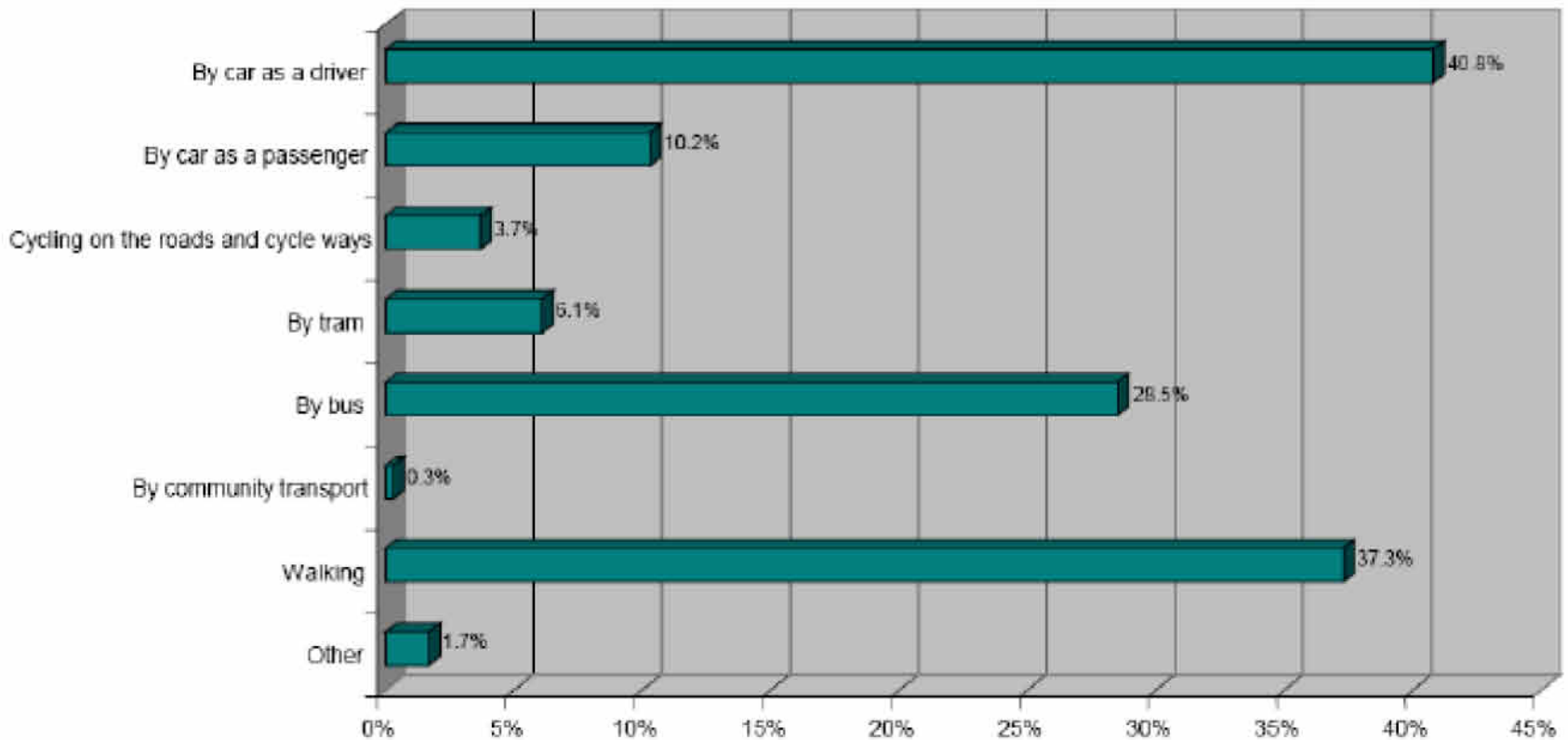
- n In Highways Services - currently only 3 Authorities participating
- n Lack of ability to benchmark
- n More active in other service areas



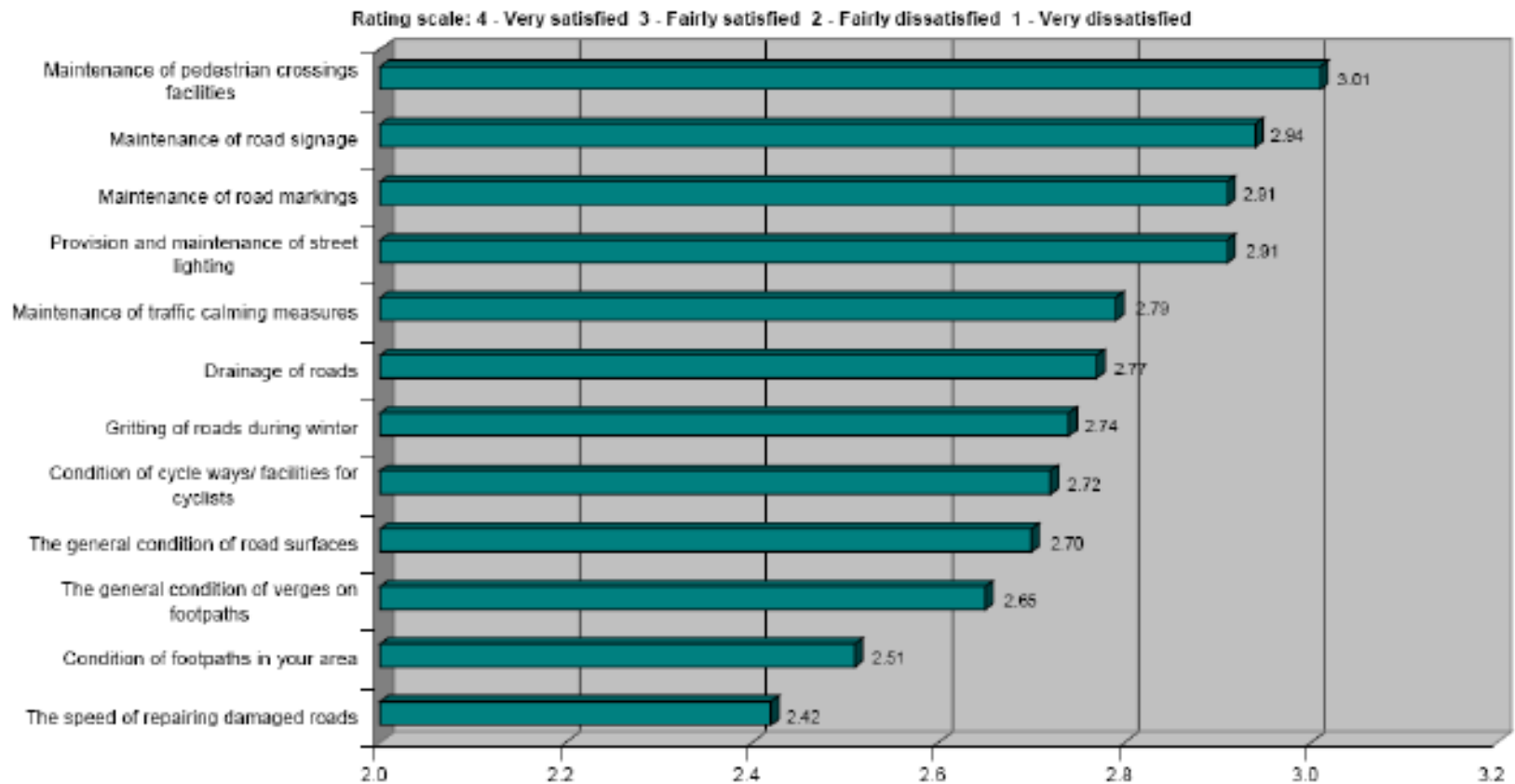
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# Transport



# Mean satisfaction



# Questions



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# Thank You

Further information contact

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