

Surrey Highways Customer Panel

**November 2020 Survey
Summary Report**



SURREY
COUNTY COUNCIL

Overview

The Customer Panel survey ran from 6 November to 4 December 2020, during the time of the second national lockdown in England.

We received **540 responses** on a range of topics around social media, Active Travel, the condition of roads, as well as our standard questions on satisfaction of customer service, roadworks, and highways activities. With just under 1700 panel members invited to take part, this represents a **response rate of 32%**.

This report summaries the responses received, with some information on how some of these areas are being taken forward.

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Standard Questions

In every Customer Panel Survey, we ask about satisfaction with different aspects of our customer service, highway works and roadworks. For a table showing the detailed figures, please see Appendix 1 – Full tables of data on page 9.

Customer Service



Figure 1: Graph showing satisfaction responses around different elements of customer service. See Appendix 1 for a full table of figures.

Roadworks

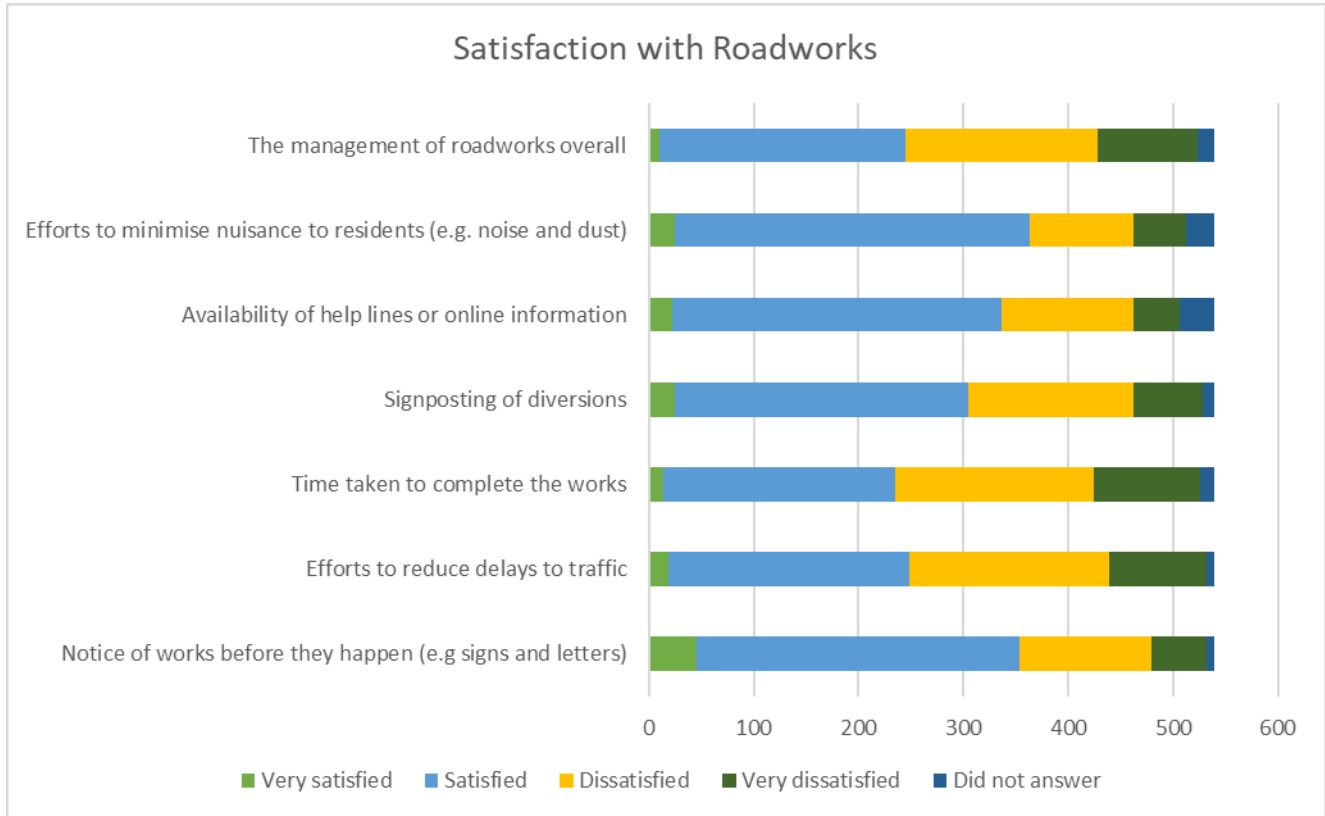


Figure 2: Graph showing satisfaction responses around different elements of roadworks. See Appendix 1 for a full table of figures.

Highways Works/Activities

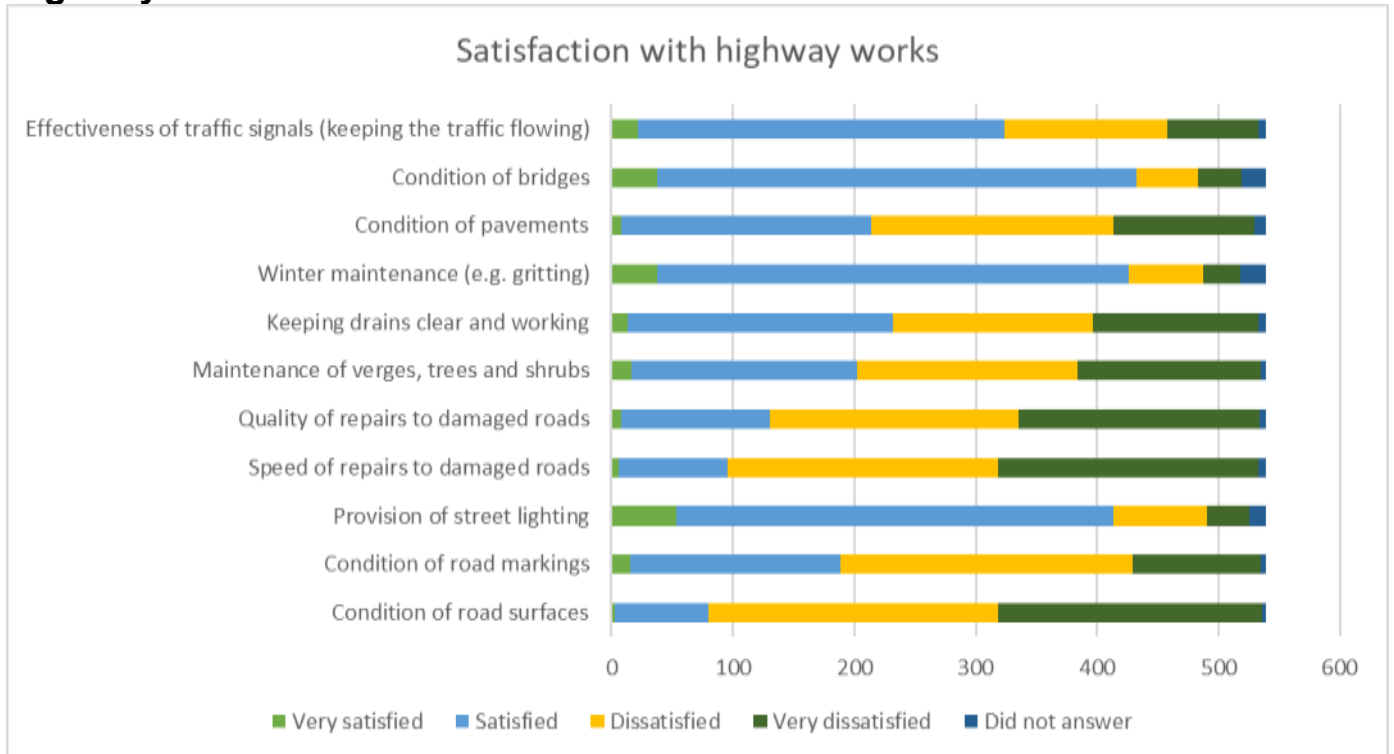


Figure 3: Graph showing satisfaction responses around different services provided by Highways. See Appendix 1 for a full table of figures

Social Media

We recently launched new Social Media accounts just for Surrey Highways. We are using them to spread positive news stories, and information of immediate interest to local communities. We are keen to make them as effective as possible, and the responses from the Panel members are vital to this.

In particular, it is great to see that the most used sites by the Panel (Facebook and Twitter) are ones which are actively using now. We recognise that not everyone uses Social Media, nor wants to get all their information from these sites, and we make sure that the important news (about roadworks, gritting etc) is still available on our main website.

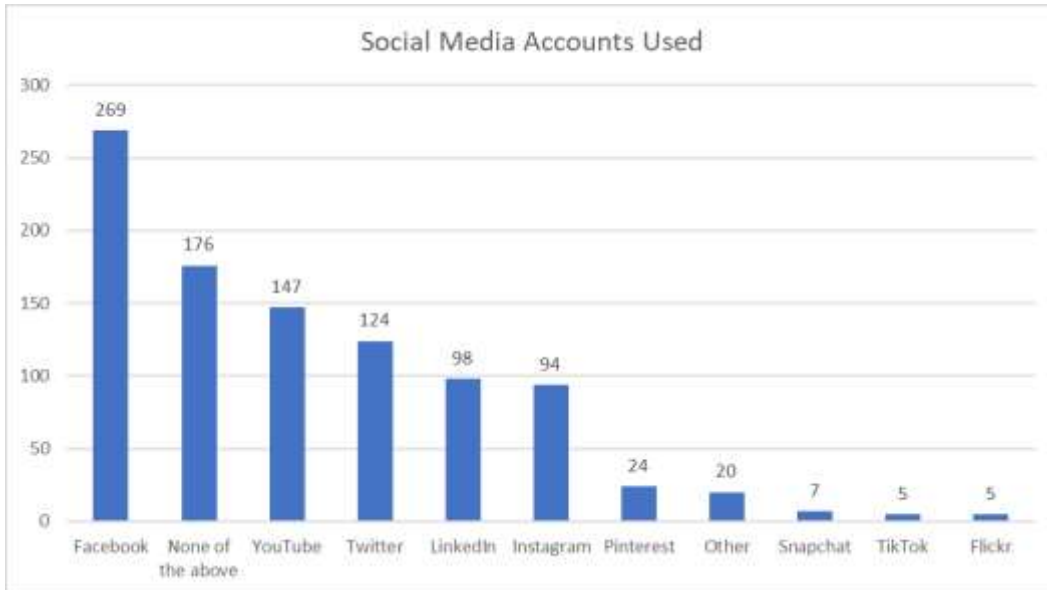


Figure 4: Graph showing the social media accounts used by Customer Panel members, in order of most to least used.

We currently use our accounts to push out messages but recognise that many users would like to use them to report issues to us, for ease, as can be seen in the responses received.

This method of contact is offered by some, but not all, major organisations. At the moment, we are unable to offer this. We would encourage users to submit enquiries to us through our online channels, as these provide up front information relevant to each enquiry. We will take the data on this question into account for any future discussions on the matter.

The additional comments provided about Social Media will help us focus our efforts on the information which really matters to the public.

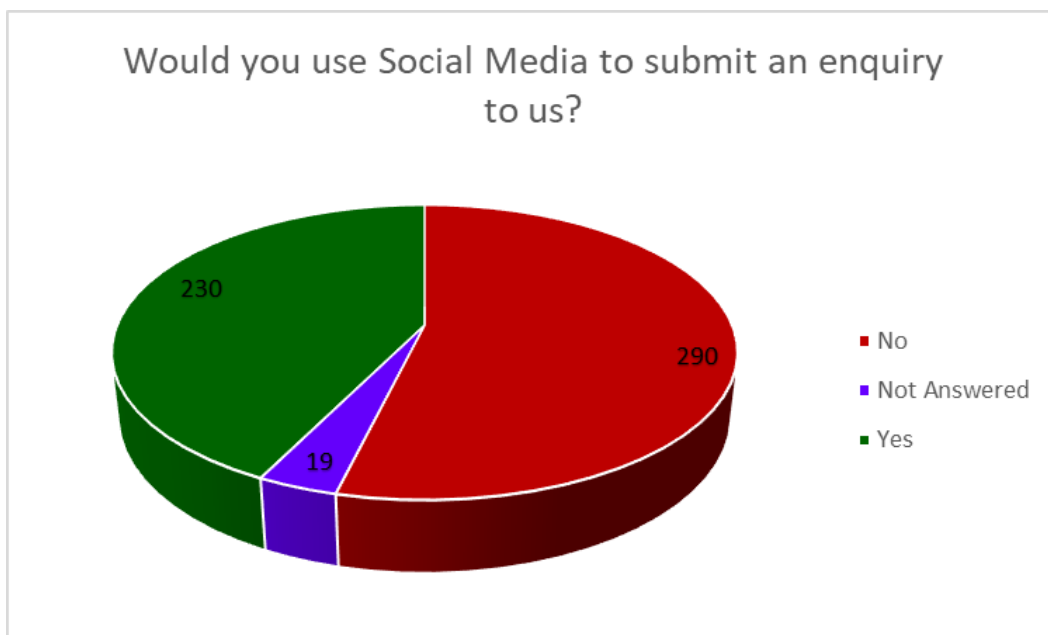


Figure 5: Graph showing responses on whether users would submit a highways enquiry through social media

Additional comments from those who do not use Social Media (Sample of key themes/responses)

- I use Next-door for this sort of info.
- Personal contact is more practical and effective
- Social media is not to be trusted. If I want reliable info I will go the the web site.
- I dont consider Surrey Highways should be adding to social media. Highways news is not social news.
- Just concentrate on your web site...all these social media platforms are not the way forward as you would be delivering information to sub groups of people rather than ensuring you provide to as many as possible who want the information
- Social media spreads rumours, inaccurate information and a backlash to those that do not support another persons views.
- Not a very professional way to promote your business
- I just tend to google for what I'm looking for or go direct to SCC/R&B websites/ Direct gov etc.

What sort of content would be useful for you to see on our accounts? (Sample of key themes/responses)

- Notifications of road closures and diversions
- News, updates, proposals, consultations
- No boring bureaucratic boasting P L E A S E!
- Planned roadworks and road closures - whether by you or utilities. Major disruption caused by accidents.
- Let people know more about what you do. People sometimes wonder what the organisation is doing. Tell us about what you are doing with road improvements.
- A video of the end to end process of carrying out road repairs.
- A way to report poor road conditions/damage.
- Quick/better way to notify of vehicle damage and get compensation.
- Needs to be targeted. No point having just one account covering all highway info for Surrey. I'm only interested in X.

Active Travel – COVID-19 response in Highways

COVID-19 is an issue which is dominating our lives, and it is no different in Highways as we continue our work to encourage Active Travel. The Panel members have helped us understand the level of knowledge among the general public on what is going on. Unfortunately, the level of awareness is quite low, and we will use this to try and increase awareness through our social media, website and upcoming consultations.

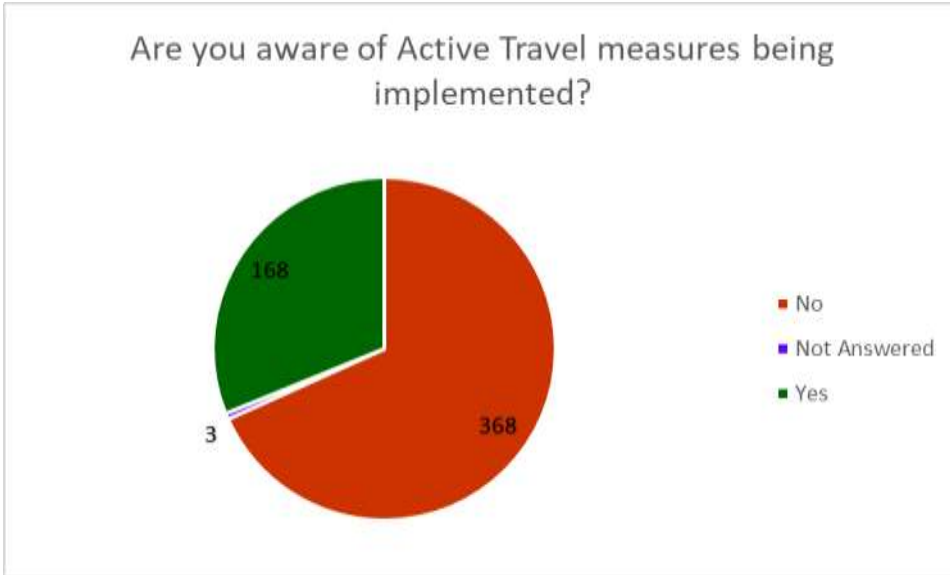


Figure 6: Graph showing responses to question about whether members are aware of active travel measures being implemented.

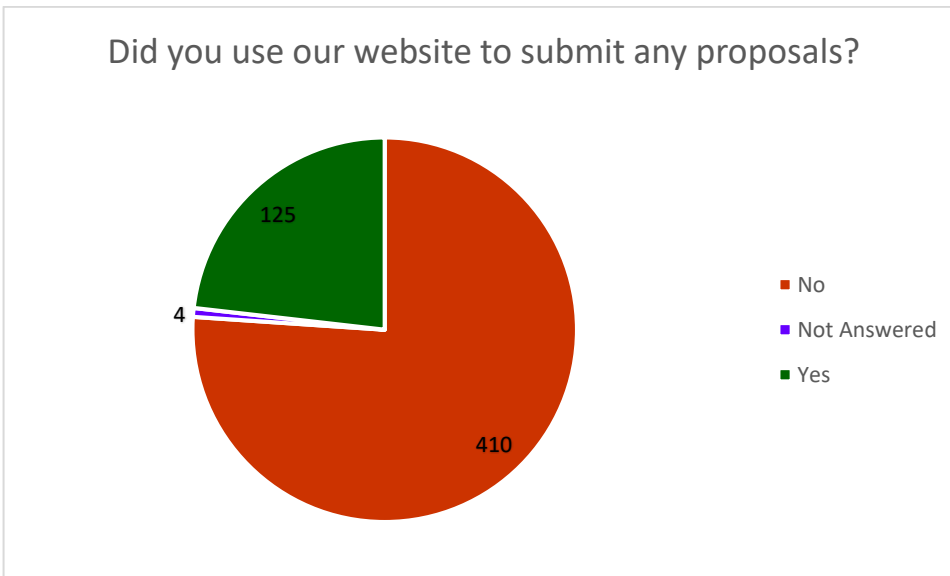


Figure 7: Graph showing responses to question about whether members used our website to submit any proposals.

- 226 people weren't aware of the website
- 42 people contacted their Councillor/Highways department directly instead
- 129 people didn't have any suggestions to make

Condition of roads – 2019 to 2020

In 2020 we increased our investment in our roads and pavements, spending £114m on improving and maintaining Surrey’s highway network. We were keen to understand if the Panel members noticed any difference between the condition of roads this year, and the one before.

While only a small proportion noticed a difference, we are aware that movement around the county would have been limited in 2020 due to the pandemic and imposed restrictions on travel. Many users would not have been making their usual journeys. We hope that when life returns to more of a degree of normality, the impact on these improvements will be noticed.

Even when travel patterns return to normal, some users may find that their roads have not improved, and sadly this will always be the cases that not every road can be improved within the spending budget. We encourage all road users to report any hazardous defects on the roads. We may not be able to fix whole roads, but we will always inspect roads and reports to ensure they remain safe.

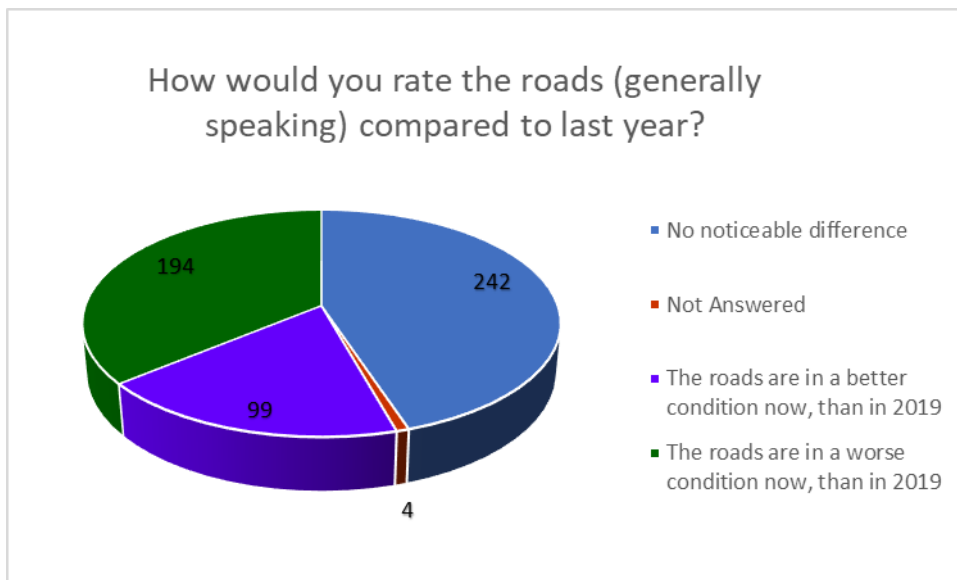


Figure 8: Graph showing responses about the condition of roads in 2020 compared to 2019.

15 January 2020 was National Pothole Day and we reflected on some work we’ve been doing around potholes this year. This includes undertaking a trial using Artificial Intelligence (AI) to improve how we inspect roads and determine which defects should be fixed. We are always looking at ways to improve, especially with our highways contract up for re-tender this year, innovation is high on the agenda.

Appendix 1 – Full tables of data

The tables below show the full data received for the charts show on pages 3 and 4.

| Highways works/asset types | Very satisfied | Satisfied | Dissatisfied | Very dissatisfied | Did not answer |
|--|----------------|-----------|--------------|-------------------|----------------|
| Condition of road surfaces | 3 | 77 | 238 | 218 | 3 |
| Condition of road markings | 15 | 174 | 240 | 106 | 4 |
| Provision of street lighting | 53 | 361 | 77 | 34 | 14 |
| Speed of repairs to damaged roads | 6 | 90 | 222 | 215 | 6 |
| Quality of repairs to damaged roads | 8 | 122 | 205 | 199 | 5 |
| Maintenance of verges, trees and shrubs | 16 | 186 | 182 | 151 | 4 |
| Keeping drains clear and working | 13 | 219 | 165 | 136 | 6 |
| Winter maintenance (e.g. gritting) | 38 | 388 | 61 | 31 | 21 |
| Condition of pavements | 8 | 206 | 200 | 116 | 9 |
| Condition of bridges | 37 | 396 | 50 | 36 | 20 |
| Effectiveness of traffic signals (keeping the traffic flowing) | 22 | 302 | 134 | 75 | 6 |

| Roadworks categories | Very satisfied | Satisfied | Dissatisfied | Very dissatisfied | Did not answer |
|---|----------------|-----------|--------------|-------------------|----------------|
| Notice of works before they happen (e.g signs and letters) | 45 | 308 | 126 | 53 | 8 |
| Efforts to reduce delays to traffic | 18 | 231 | 190 | 93 | 8 |
| Time taken to complete the works | 14 | 221 | 190 | 101 | 14 |
| Signposting of diversions | 25 | 280 | 157 | 66 | 12 |
| Availability of help lines or online information | 22 | 315 | 125 | 45 | 33 |
| Efforts to minimise nuisance to residents (e.g. noise and dust) | 25 | 338 | 99 | 51 | 27 |
| The management of roadworks overall | 10 | 235 | 183 | 95 | 17 |

| Customer Service Categories | Very satisfied | Satisfied | Dissatisfied | Very dissatisfied | Did not answer |
|-------------------------------|----------------|-----------|--------------|-------------------|----------------|
| Ease of contact | 54 | 345 | 79 | 25 | 37 |
| Professionalism of staff | 66 | 372 | 36 | 17 | 49 |
| Speed and quality of response | 48 | 291 | 115 | 42 | 44 |
| Overall customer service | 45 | 323 | 90 | 36 | 46 |