

Open Report on behalf of Richard Wills, Executive Director for Environment & Economy

Report to:	Highways and Transport Scrutiny Committee
Date:	7 March 2016
Subject:	Enhancing Our Users' Experience Update

Summary:

To update members of the Committee with progress on Enhancing Our Users' Experience with regards to the Highways and Transport services.

Actions Required:

1. The members of the Committee are requested to note this update and comment on the progress.
2. The Committee is requested to agree to receive a further report in six months' time.

1. Background

- 1.1 Members of the Committee were briefed on actions being taken in improving the highways and transport services users' experience on 13 July 2015.
- 1.2 The actions were detailed under the headings of Communications Strategy, Major Urban Area Webpages, LAGAN (Lincolnshire Citizen Portal), Highways Alliance 60, Highways Alliance Customer Excellence, Works Programmes and HMEP Peer Review. The following section updates on the actions under the same headings since then.

2. Update

Communication Strategy

- 2.1 As agreed the Strategy was relaunched within the highway and transport services in liaison with the Communications Officer during summer 2015 and the management teams were briefed appropriately.
- 2.2 During the third quarter of 2015/16 (October to December 2015) 271 media enquiries were received. Of these 93% were recorded as positive or neutral (compared to 91% for the second quarter), which exceeds the benchmark of 88%.

- 2.3 We are currently planning strategic communications campaigns for 2016 which will help us to make local residents aware of what we do and why. While we have been proactive in communicating about major projects in 2015 - such as the East West Link Road and the Grantham Southern Relief Road - this year we will try to raise people's awareness about our key activities for example: grass cutting, surface dressing programmes, street lighting, gritting and surface water flooding.

We will use our channels (which do not require any budget) such as the local media, website, our county news magazine and LCC's social media accounts to help achieve this, reduce calls that are passed from the CSC to highways officers and support channel shift.

Major Urban Area Web Pages

- 2.4 The Communications Team have reviewed the web pages relating to highways and transport services. To improve access down to the relevant information, it has been decided not to create individual major urban area web pages. However, all important information is accessed from the services main web page.

LAGAN (Lincolnshire Citizen Portal)

- 2.5 As previously mentioned, LAGAN system was launched on 18 June 2015 with the intention of encouraging a channel shift for reporting faults relating to the highways and transport services.
- 2.6 Since the system's launch a number of issues relating to the access and customer feedback have been identified. A meeting was held with Serco on 22 October 2015 to discuss resolution of these issues. Subsequently, a number of issues have been resolved. However some key issues (e.g. mapping) still remain and can only be resolved following the system development by Serco. We are hoping to have a meeting in February 2016 to assess progress on the system development.
- 2.7 An analysis of data since the system launch up to 13 January 2016 shows that the digital contact has increased from 17.9% to 30.6%. This is less than we would have ideally liked with regard to the channel shift but we are heading in the right direction. As shown at Appendix A, a summary of customer feedback and actions to take has been compiled by our Commercial Projects and Performance Team.

Highways Alliance 60

- 2.8 From the actions highlighted previously, most have been addressed within other headings of this report. The outstanding actions of i) FAQs on website with regard to key services and ii) Gather more information (e.g. analysis of calls) from customers to identify themes and target communication will be addressed in the future, as part of the Communication Strategy.

Highways Alliance Customer Excellence

- 2.9 We have been working with our Highways Alliance partner, Kier, to undertake some activities to improve the experience of our service users. As seen from the attached Appendix B, Kier have delivered a number of actions over the last couple of months to improve our reputation and information sharing.

Works Programmes

- 2.10 Highways Alliance Planned Works Programmes are updated and published monthly on our website and issued to the councillors. The latest edition can be accessed at the following link:

<http://www.lincolnshire.gov.uk/transport-and-roads/road-management-and-maintenance/works-programmes/planned-maintenance/>

HMEP Peer Review

- 2.11 As mentioned previously the two actions i) external stakeholder communication and ii) customer journey engagement will be actioned in the future as part of the Communication Strategy.

3. Consultation

- 3.1 As part of this project, ongoing consultations with the following were carried out during the last six months:
- Serco (Customer Services)
 - Executive Portfolio Holder
 - Elected Members
 - Highways Alliance
 - Communications Team
 - Commercial Projects and Performance Team
 - Management Team

4. Conclusion

- 4.1 As seen from the above, progress has been made in enhancing highways and transport services users' experience over the past six months. However, there is still more to do to improve our customer engagement. Therefore, it is suggested that the Committee be updated on this project again in six months' time.

a) Policy Proofing Actions Required

N/A

5. Background Papers

- 5.1 Enhancing our Users' Experience - Report to Highways and Transport Scrutiny Committee on 13 July 2015

6. Appendices

Appendix A	Highways Online Fault Reporting System Summary of Customer Feedback and Actions to Take January 2016
Appendix B	Kier Customer Service Action Plan January Update 2016

This report was written by Satish Shah, who can be contacted on 01522 782070 or LCCHighwaysWest@lincolnshire.gov.uk.