

Highways and Transport Public Satisfaction Analysis Feb 2021

Table of Contents

Public Satisfaction Survey - Overview	2
Lincolnshire Results	4
What's deemed important	7
Customer Satisfaction Levels	8
Areas considered acceptable to reduce level of service	9
Reporting of Highway Issues	10
Conclusion	11

Public Satisfaction Survey

Overview

It is important to consider that public satisfaction is a subjective set of data and should not be used in isolation to shape the delivery of the service. It is entirely possible to have great value for money in terms of achieving condition results with low spending but still have poor public satisfaction. It is likely that the main results in terms of public satisfaction will come not from changes to the service delivery but rather from improvements to communications, messaging and public engagement.

The Council has participated in the NHT Public Satisfaction survey since 2008 and this enables us to understand the views and preferences of a sample of residents and to compare these against other similar councils. The survey, undertaken by Ipsos MORI, is based on a sample of residents and is designed to represent a spread of customers' views of the service across the county, geographically by gender and by age.

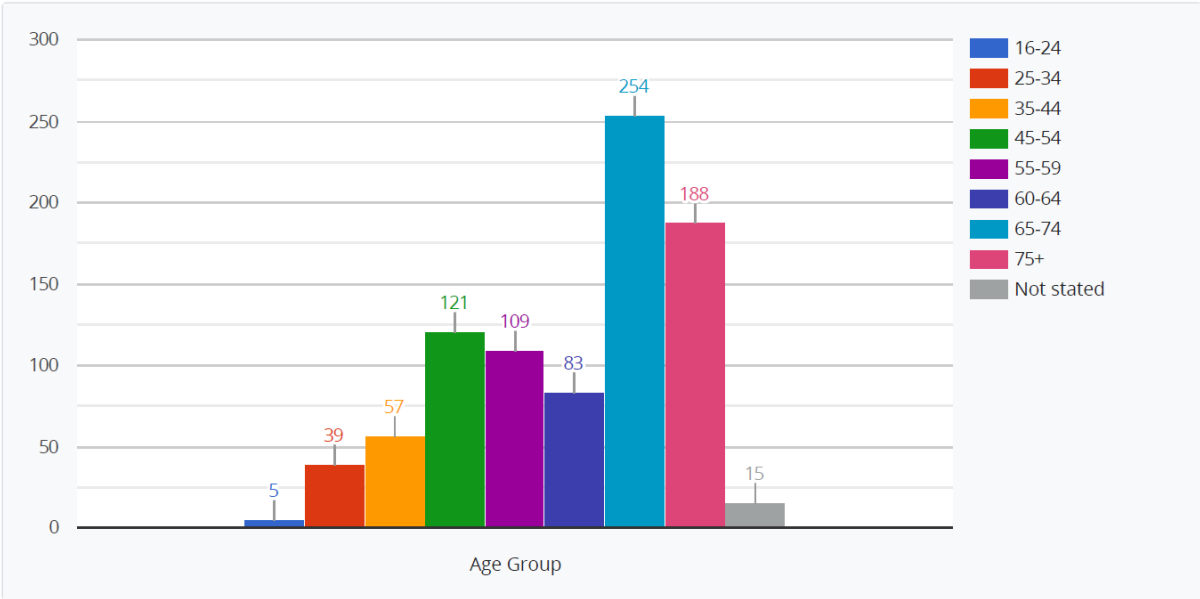
In 2020 109 authorities participated in the survey and data can be obtained from any of the authorities that took part.

For Lincolnshire in 2020, 3300 questionnaires were released, of those 871 were returned - giving a 26.4% return rate. This is a good response rate and will provide results which are statistically significant. The return is higher than the national average of 23.8%.

There has been a similar approach this year which has allowed authorities to look at the data in detail and analyse in depth what the returns mean and how the Council stands up to other participants. This also gives the opportunity to look how the Authority has compared to last year's results.

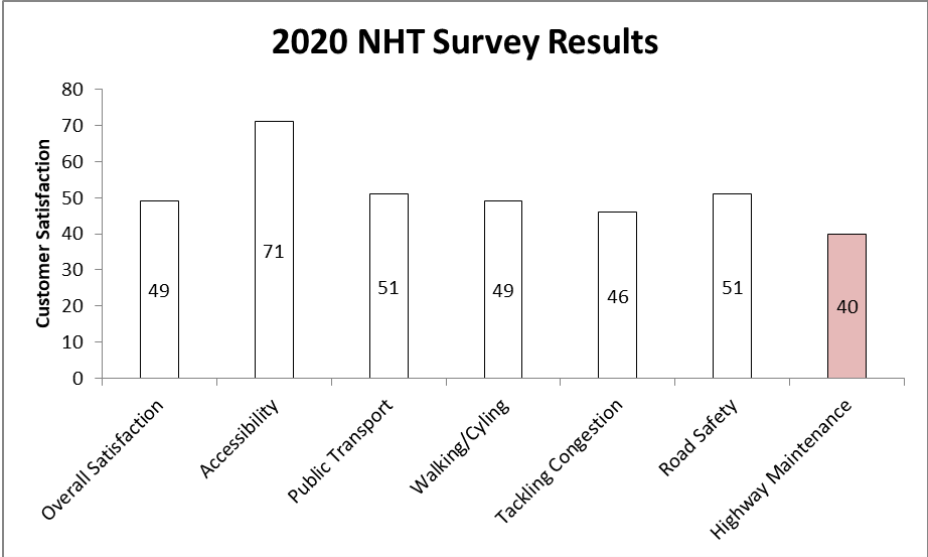
The age demographic of returned surveys was as follows –

Age Range	Total	%
16 - 24	5	0.57%
25 - 34	39	4.48%
35 - 44	57	6.54%
45 - 54	121	13.89%
55 - 59	109	12.51%
60 - 64	83	9.53%
65 - 74	254	29.16%
75+	188	21.58%
Not stated	15	1.72%

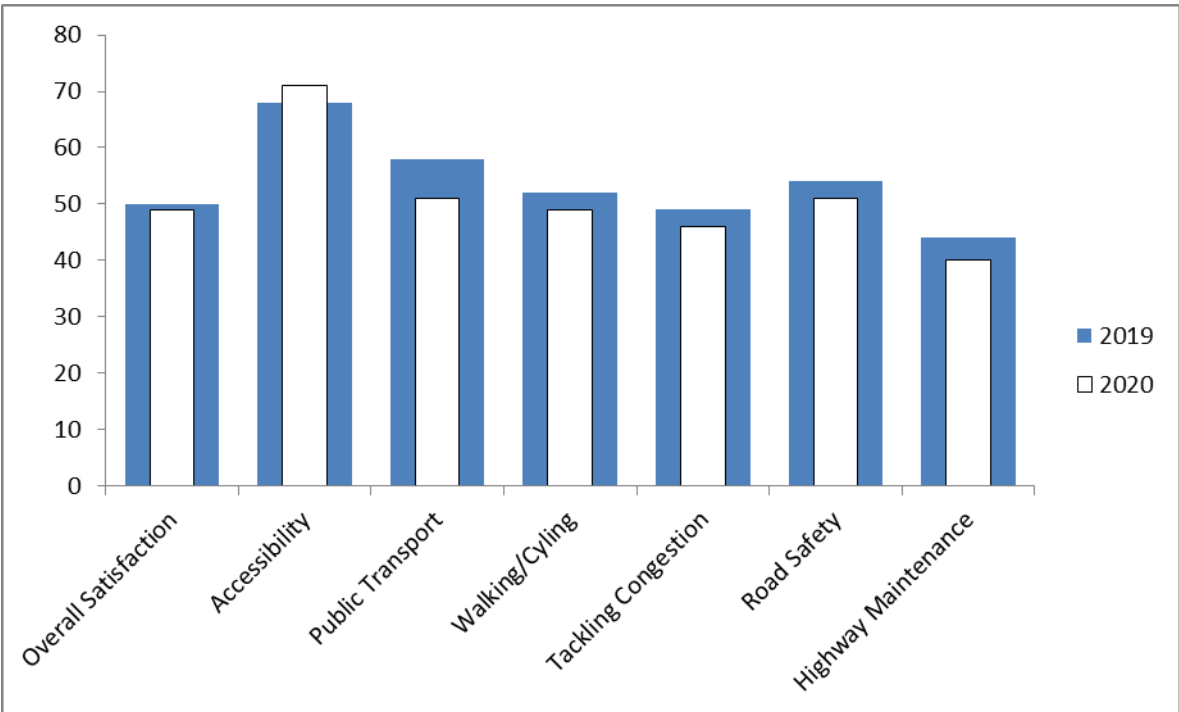


Lincolnshire Results

The following graph provides details of the results for Lincolnshire County Council. The score is given out of 100, representing the level of satisfaction of those surveyed:



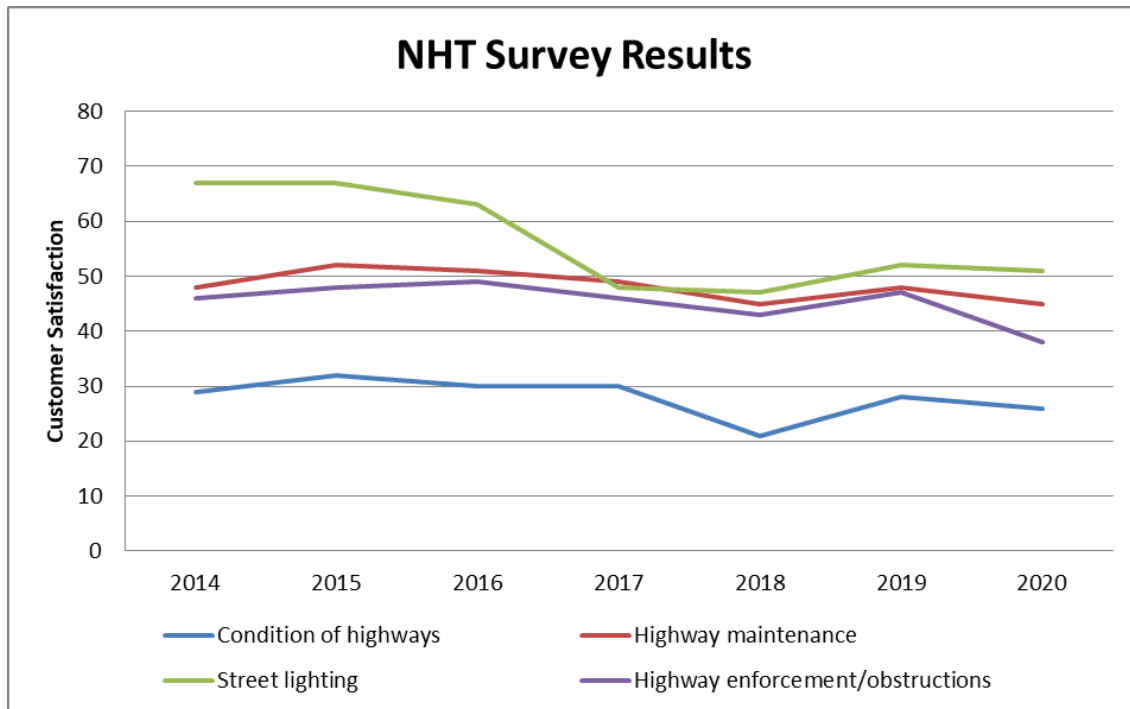
When compared to 2019 there has been marked decrease in satisfaction in most elements.



The Highways Maintenance element comprises of four areas –

- Condition of Highways
- Highway Maintenance
- Street Lighting
- Highway enforcements/obstructions

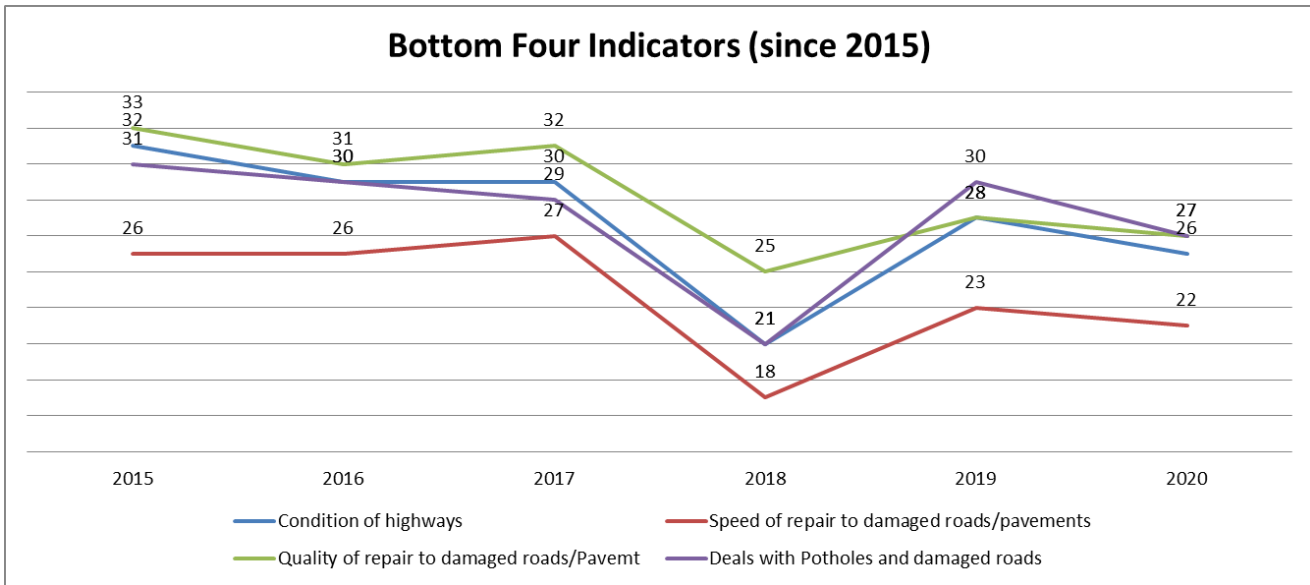
A comparison of last year's data shows that for the results of 2020 there has been a decrease in all customer satisfaction levels with the condition of highways and highway maintenance.



When looking further back to 2014 there has been a slow gradual decline over several years the most significant change being to Street Lighting satisfaction. This is likely to be a consequence of the Street Lighting Transformation Project which includes a programme of part night time lighting and switch-offs.

	2014	2015	2016	2017	2018	2019	2020
Condition of highways	29	32	30	30	21	28	26
Highway maintenance	48	52	51	49	45	48	45
Street lighting	67	67	63	48	47	52	51
Highway enforcement/obstructions	46	48	49	46	43	47	38

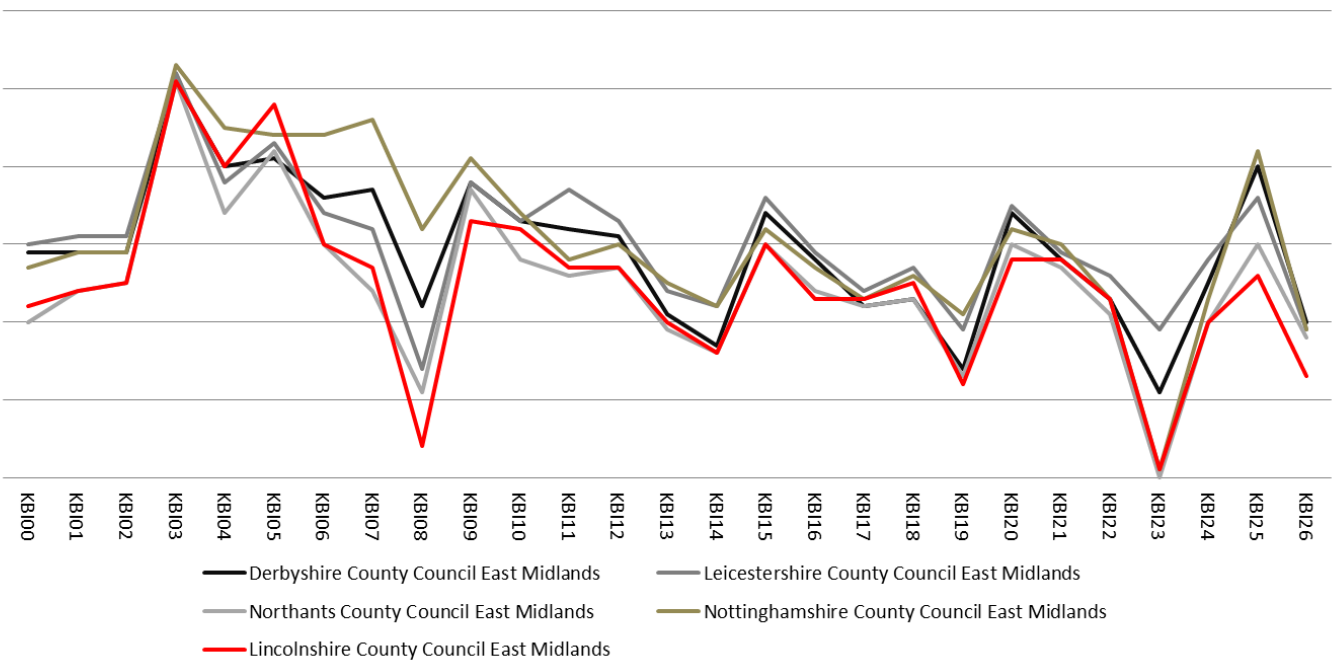
The bottom four elements of Highway Maintenance all relate to road repair.



Lincolnshire County Council KBI Rankings show that our individual scores have decreased from 2019 and we are behind the national average on several measures.

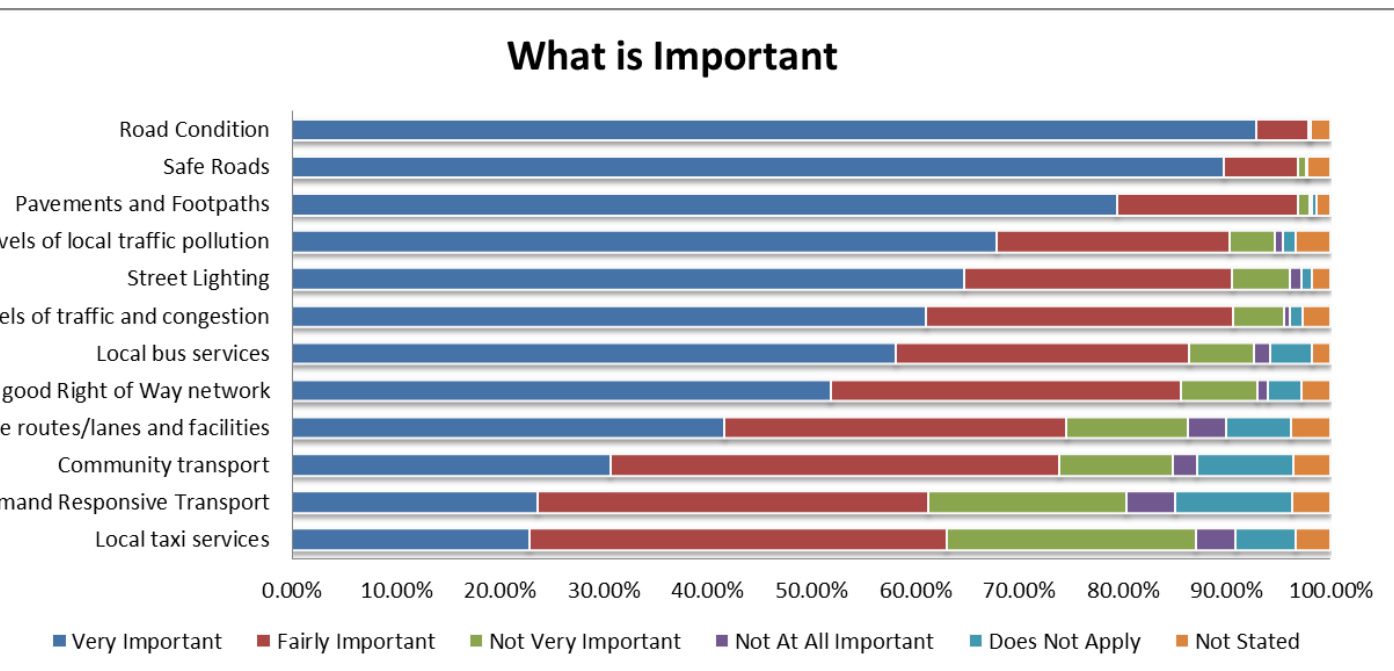
However when we compare our satisfaction ratings to similar county councils in the East Midlands area, we can see that we are at a comparative level.

Comparison of all KBIs (County Councils - East Midlands)



What's deemed important

This set of data looks at how residences rate the importance of highways issues.



There has been little change in the public's top issues over the last year. As expected Highway Condition is still the most important issue with 93% of the public seeing it as very important and a further 5% as fairly important.

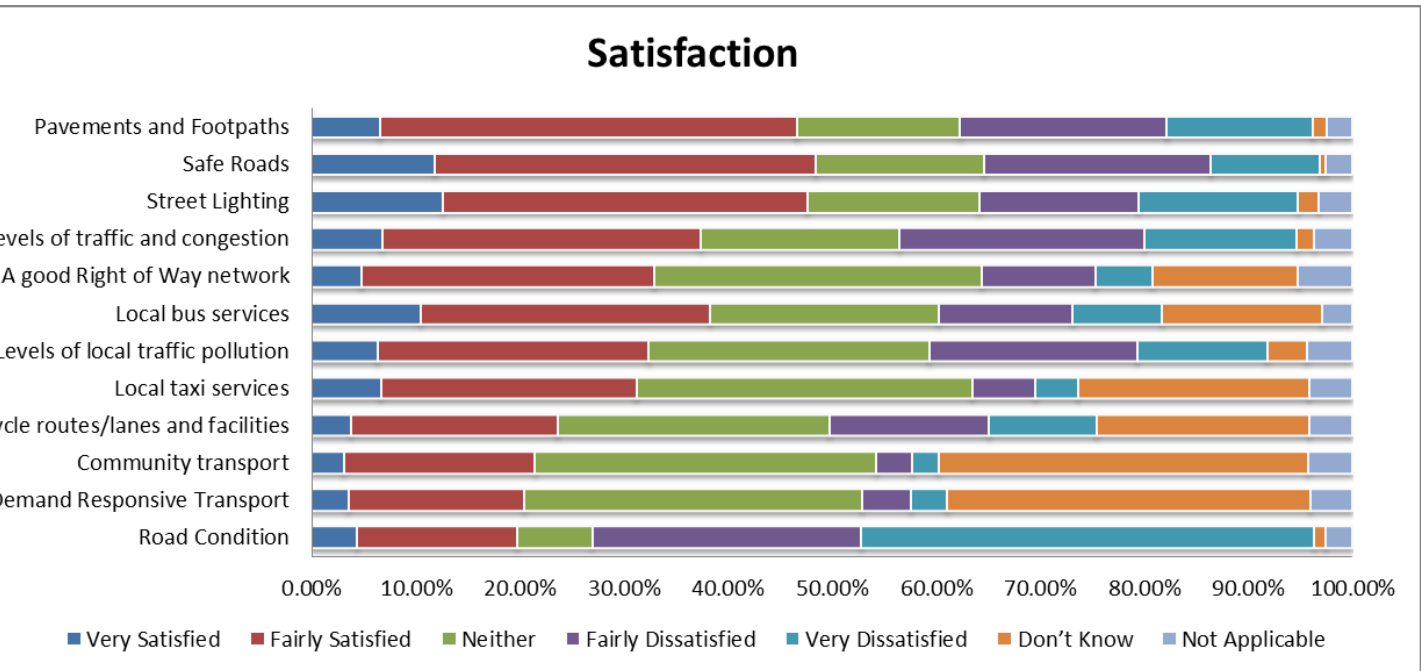
Safer Roads was a similar second, with 90% of responders saying it is very important and a further 7% as fairly important.

The third place issue is Pavements – this means that the top three priorities have remained consistent over the last six years. There was 79% of the public who saw Pavements as very important and a further 7% who saw it as fairly important.

In terms of 'Not very important' the bottom three priorities were Local Taxi Services, Responsive Transport and Community Transport.

Customer Satisfaction Levels

This set of data looks at how satisfied the public are with Lincolnshire County Council on the same Highways issues rated in the section above. This will show where there is a difference between what is rated as important and how the public perceive we are reacting to issues. The better we react to important issues will of course drive up satisfaction with the Council.



Road Safety is the highest scoring element with 12% of the public being very satisfied and 37% being fairly satisfied.

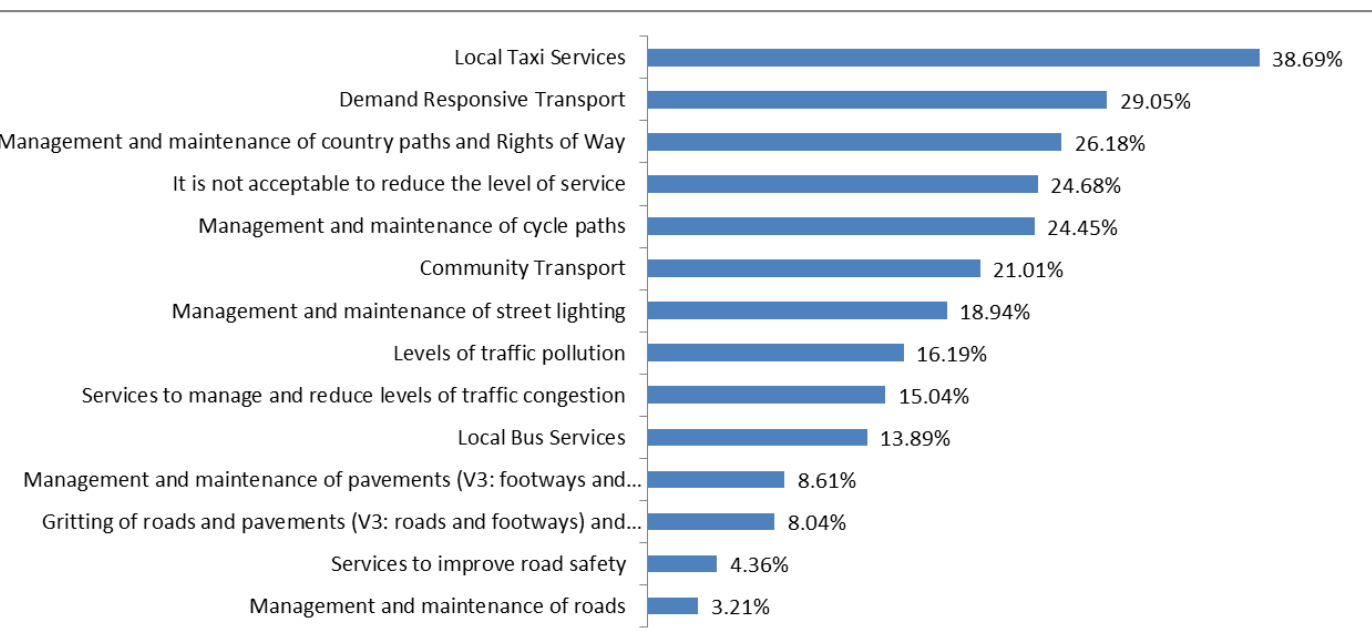
Street Lighting also scores highly with 13% very satisfied and 35% fairly satisfied.

Third was Pavements and Footpaths with 7% very satisfied and 40% fairly satisfied.

Road Condition in comparison to what the public perceive to be most important, has the lowest public satisfaction.

Areas considered acceptable to reduce level of service

The NHT survey this year asked the questions on what areas the public would accept a reduction in service. In this section I will look at the response to the areas that the public would find acceptable to cut the service.



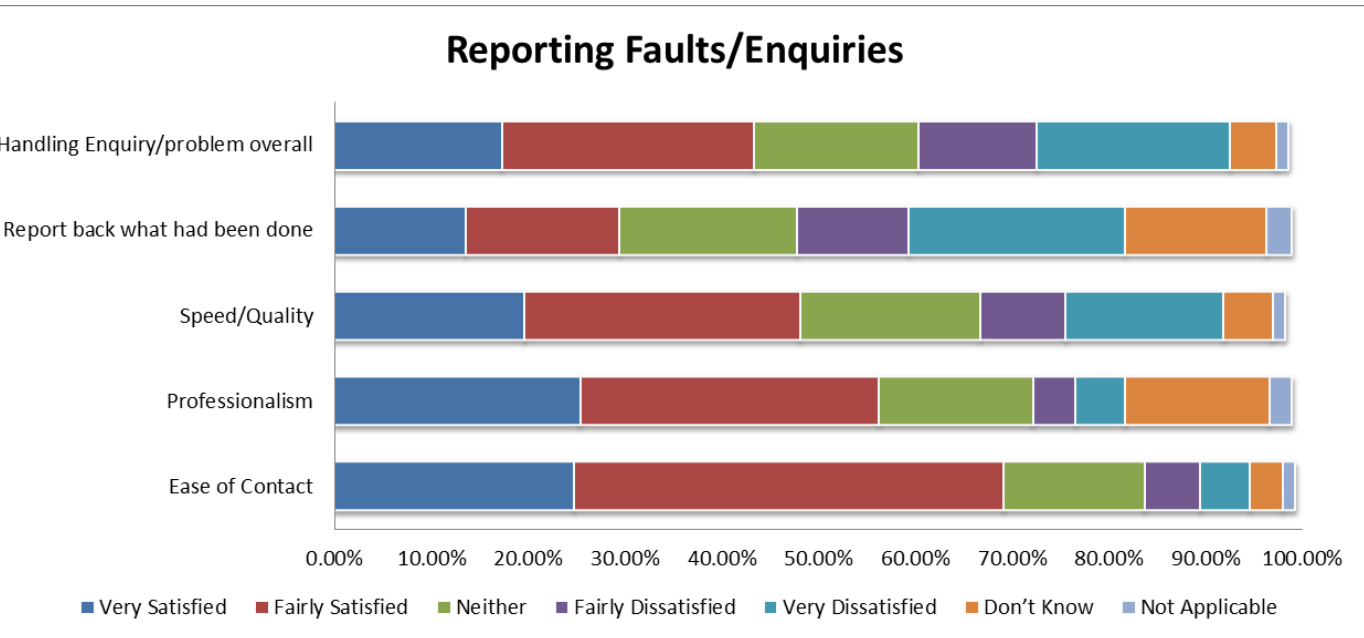
The stand out area where the public thought a cut would be acceptable was subsidies for Local Taxi Services and Demand Responsive Transport.

The highest area directly relating to Highways where a service cut was deemed acceptable was management and maintenance of country paths and rights of way where 26% of responses stated a cut was acceptable.

Out of the total responses 25% stated that it was not acceptable to reduce any level of service at all.

Reporting of Highways issues

The public were asked how good they thought the fault reporting process was at the Council.



The survey shows that generally people think the Authority is easy to contact with regards to issues and is professional in its approach.

However, satisfaction drops with regards to the speed of getting issues resolved or reporting back what had been done with regards to the request.

Conclusion

The content of this report gives a general overview of the Authority's position in relation to where we stand against last year's results. It is also possible to analyse the data for individual service areas and for geographical locations.

The NHT Public Satisfaction Survey indicates whilst certain elements of service areas may have dropped slightly since 2019, overall satisfaction has remained at a similar level to last year.

When we compare our satisfaction ratings to similar authorities in the East Midlands area, we can see that we are at a comparative level.

James Malpass
February 2021.

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