

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

Report to:	<b>Highways and Transport Scrutiny Committee</b>
Date:	<b>24 October 2016</b>
Subject:	<b>Enhancing Our Users' Experience Update</b>

**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. Subsequently an update report was presented to the Committee on 7 March 2016.
- 1.2 The actions were previously listed 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. As agreed within the update report of 7 March 2016, progress since is reported under the following three headings.

**2. Communication Strategy**

- 2.1 The current communications strategy has been in place since summer 2015. This is currently being reviewed to ensure that we are providing all stakeholders with accurate, up-to-date information in a timely fashion using the most effective and efficient methods. It is anticipated the updated strategy will be completed early next year, following the restructuring of the highways and transport services.
- 2.2 We currently carry out a range of communications activities when required to make stakeholders aware of the works we are doing and why we are doing them. We do this for both standard roadworks and major projects, such as the East West Link Road and the street light transformation programme.

- 2.3 We have recently revamped the roadworks page on the county council website, [www.lincolnshire.gov.uk/roadworks](http://www.lincolnshire.gov.uk/roadworks) . This has made it easier for people to find the latest highways-related news releases. There are also links to: [www.roadworks.org](http://www.roadworks.org), a comprehensive listing of roadworks being carried out by all local authorities and utility companies; more detailed information on our major highways projects; and our planned works programmes.
- 2.4 We now have more than 5,000 people following the county council's highways-specific Twitter account, @LincsCC\_Roads. This is particularly useful for making people aware of urgent issues, such as emergency road closures. We will continue to develop this channel.
- 2.5 Despite the ever-growing importance of online and social media, the local press remain a key way of getting messages out. During the first quarter of 2016/17 (April to June 2016), there were 486 highways-related items in the local media. Of these 90 per cent were recorded as positive or balanced in nature.
- 2.6 Improving our communications, particularly making it easier to find information online and through social media, should support channel shift, helping reduce the number of calls to the Customer Service Centre and highways officers.
- 2.7 Highways Alliance Planned Works Programmes are updated and published routinely 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/>

### **3. LAGAN (Lincolnshire Citizen Portal)**

- 3.1 As previously mentioned, Highway Fault Reporting Online System LAGAN was launched in June 2015 with the intention of achieving a channel shift for reporting faults relating to the highways and transport services.
- 3.2 Since the system's launch, we have been working with Serco to resolve a number of issues around access, information from / to customers and interface with our works ordering system Confirm.
- 3.3 As detailed on Appendix A, improvements to the system are being made and it is to be relaunched at the end of this month. Prior to the relaunch a demonstration of the improved system is to be done at this meeting. Mapping issue is being addressed and will be implemented early next year.
- 3.3 It is worth noting that had customers called the CSC rather than used the online system, this would have cost us an additional £29,840 since its launch to end August 2016.

#### **4. Highways Alliance Customer Excellence**

- 4.1 We have been working with our Highways Alliance partner Kier, to undertake some activities to improve the experience of our service users.
- 4.2 As seen from the attached Appendix B, Kier have completed majority of actions to improve our reputation and information sharing.

#### **5. Consultation**

- 5.1 As part of this project, consultations have been ongoing with the following:
- Serco (Customer Services)
  - Executive Portfolio Holder
  - Elected Members
  - Highways Alliance
  - Communications Team
  - Commercial Projects and Performance Team
  - Management Team

#### **6. Conclusion**

As seen from the above, progress is continually being made in enhancing highways and transport services users' experience. However, there is still more to do to improve our customer experience. This will get an impetus with the introduction of Highways Liaison Manager position within the current highway services restructuring. Therefore it is suggested that the Committee be updated on this project again in six months' time.

#### **7. Background Papers**

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

Update on Enhancing our Users' Experience - Report to the Highways and Transport Scrutiny Committee on 7 March 2016.

#### **8. Appendices**

Appendix A	Highways Fault Reporting Online System Improvements & Relaunch Summary of customer feedback and actions to take October 2016
Appendix B	Kier Customer Service Action Plan October 2016 Update

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