

Introduction

This report summarises the findings of the 2015 Customer Satisfaction Survey in relation to the Birmingham Highways Maintenance and Management Service delivered between June 2014 and May 2015.

These findings will inform service improvements in relation to Customers for the coming Contract Year, with a view to continually improving levels of customer satisfaction.

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**Birmingham Highways Maintenance and Management Service
Customer Satisfaction Survey Contract Year 5
May 2015**



working in partnership with



1. Executive Summary

1.1 Results Overview

Overall, a very pleasing set of results with around 90% of respondents satisfied with the service. These results come from an improved survey format for 2015 giving a reliable spread of responses by gender, age and geographic location. Not surprisingly, footway condition was the most important issue to customers and notably satisfaction with Street Lighting stands out as exceptionally high.

Public information does appear to be a problem with 8 out of 10 respondents not knowing how to contact the service, either to report defects or to look up planned works.

The way we currently notify works to customers by letter and street signs, appears to align generally with customers preferred methods of communication.

A number of findings need further investigation in order to develop potential service improvements and an action plan is included at the end of this report.

1.2 Contract Year 5 Survey Strategy

In 2014, we identified that would like to improve the methodology for conducting the Customer Satisfaction Survey. The need for improvement was also highlighted by the Birmingham Economy and Transport, and the Partnership, Contract Performance and Third Sector Overview and Scrutiny committees.

Some of the challenges we wanted to address included:

- Response rates for service areas were vastly different, with high profile projects returning a much higher participation rate. The indication of how each service area was performing may not be wholly reliable in all cases.
- Overall response rates were poor in relation to the number of schemes being carried out on the network
- The methodology only sought the opinions of residents in areas where we had been working. It did not account for the broader range of users of Birmingham's road network
- Paper surveys at the location of schemes that required postal return by the participant may have lowered response rates. This method did also not account for accessibility issue e.g. language barriers, mobility to be able to post etc.

Following discussions in the BHMMS Innovation Group meetings, advice offered from the Overview and Scrutiny Committees and consultation with the Authority's own Customer

Services team on how we might improve customer satisfaction measurement, the following improvements were put in place for Contract Year 5:

- A new survey was designed which aimed to gain feedback on all service areas and which also aimed to gauge network users opinions on priorities in the district in which they live, work or travel.
- Responses have been proactively sought through 'Cultural Consultation', conducting the survey at local cultural events (Christmas, Chinese New Year, St Patrick's Day, Vaisakhi, Eid etc.).
- Additional responses have also been sought through an online survey website which provides relevant feedback from independently approached targeted participants from the region.
- The survey is available both in paper format and online. Translated versions available upon request.

We will continue to monitor the success of this methodology and any new ideas for continual improvement will be included in the Service Improvement Plan. We welcome any suggestions or feedback from the Authority.

1.3 Participation Statistics

For Contract Year 5, we received 560 responses, each of which covered all services areas.

Service Area	2014 Responses	2015 Responses
Street Lighting	132	560
Footway Resurfacing	50	560
Carriageway Resurfacing	93	560
Arboriculture	5	560
Routine Maintenance	34	N/A
Tunnels	310	N/A
Total	624	560

1.4 Comparison with 2014 Results

As we have significantly changed the methodology for conducting this survey, direct comparison from earlier contract years may be more difficult but we expect that these improvements will help year-on-year going forward.

The 2014 response rate was heavily boosted by the interest in the A38 tunnels scheme. Without this additional interest, only 314 responses were received for contract year four. Of these only 5 responses related to Arboriculture and only 34 related to Routine Maintenance

For Contract Year five, we have significantly improved on this, achieving 560 responses, each of which covered ALL service areas.

2. Survey Questions

2.1 Contract Year 5 Survey

An example of a survey is given below.

BHMMS Cultural Consultation Survey

About you

Please provide us with a little information about yourself. Note that the data is you give are entirely confidential.

***1. What is your gender?**

Female

Male

***2. What is your age?**

Under 18

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

***3. Which district of Birmingham do you live, work or travel in?**

Edgbaston

Erdington

Hall Green

Hodge Hill

Ladywood

Northfield

Perry Barr

Selly Oak

Sutton Coldfield

Yardley

City Centre

Not sure/Do not want to disclose

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BHMMS Cultural Consultation Survey

***4. About how long have you lived, worked or travelled in this neighborhood?**

- 0 - 4 years
- 6 - 9 years
- 10 - 14 years
- 15 years +

Highways in your area: Footways and carriageways

Please tell us a little about the footways and carriageways where you live.

***5. Please rank the following in order of importance to you in your area.
(1=most important, 4=least important)**

- Footways
- Carriageways
- Street lighting
- Trees

***6. How would you rate the FOOTWAYS in your area?**

- Excellent
- Good
- Fair
- Poor
- Very poor

***7. Have you had any FOOTWAY improvements in your area?**

- Yes
- No
- Don't know

8. Are there any roads in your area that you think should be prioritised for FOOTWAY improvements? If yes, please state which road (maximum of 3)

- 1
- 2
- 3

BHMMS Cultural Consultation Survey

***9. How would you rate the CARRIAGEWAYS in your area?**

- Excellent
- Good
- Fair
- Poor
- Very poor

***10. Have you had any CARRIAGEWAY Improvements in your area?**

- Yes
- No
- Don't know

11. Are there any roads in your area that you think should be prioritised for CARRIAGEWAY Improvements? If yes, please state which road (maximum of 3)

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

Highways in your area: Street lighting and trees

Please tell us a little about the street lighting and trees where you live.

***12. How would you rate the STREET LIGHTING in your area?**

- Excellent
- Good
- Fair
- Poor
- Very poor

***13. Have you had any STREET LIGHTING Improvements in your area?**

- Yes
- No
- Don't know

BHMMS Cultural Consultation Survey

14. Are there any roads in your area that you think should be prioritised for STREET LIGHTING Improvements? If yes, please state which road (maximum of 3)

1

2

3

***15. Do you have any STREET TREES in your area?**

Yes

No

Don't know

***16. If yes, how would you rate the maintenance of STREET TREES in your area?**

Excellent

Good

Fair

Poor

Very poor

Do not have street trees

***17. Have you had any STREET TREES replaced in your area?**

Yes

No

Don't know

Highways in your area: Quality and Information

Please tell us a little about the quality of the highways works carried out in your area and how you get information on highways works.

***18. Have you had ANY highways works, either improvements or emergency repairs, carried out in your area in the last 12 months?**

Yes

No

Don't know

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BHMMS Cultural Consultation Survey

***19. How would you rate the quality of the works that were carried out?**

- Excellent
- Good
- Fair
- Poor
- Very poor
- No known works

***20. How would you rate any safety measures (barriers/road signs) that were used during the works?**

- Excellent
- Good
- Fair
- Poor
- Very poor
- No known works

***21. Do you know where you could find information on how to report highways defects?**

- Yes
- No

If Yes, where?

22. Do you know where you could find information on upcoming highways improvements works in your area?

- Yes
- No

If Yes, where?

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BHMMS Cultural Consultation Survey

***23. Which of the following ways would you like to receive information on upcoming highways improvements in your area?**

- Letters, Leaflets or rough letterbox
- Roadside advance warning signs
- Local public meetings
- Dedicated pages on Birmingham City Council website
- Dedicated twitter feed

Other (please specify)

Highways in your area: Any other comments

Do you have any other comments or observations you would like to share with us?

24. Do you have any other comments or observations you would like to share with us?

Thank you for taking the time to complete this survey. The results will be used to help inform our annual programming of highways works and consultation with elected members in your area.

2.2 Question Breakdown and Scoring Methodology

The new questions relate to all areas of the BHMMS. Surveys responded to online also require that all questions are responded to, even if it is to indicate that the respondent feels it is not applicable to them and no response is required.

This removes the need for average weighting and scoring methodology that can on occasion skew results. Instead, results can be analysed by individual question within section to give easily interpreted result.

The new questionnaire is broken down into the following sections, all which have 100% response rate of 560 responses.

Sections
Personal details (ink District)
Footways
Carriageways
Street Lighting
Street Trees
Quality and Information
Any other comments

Additionally, this new survey methodology allows us to analyse respondent's priorities for each District within Birmingham. We intend to issue a further district 'insight' report to elected members with their annual programme consolation documentation to help investigate the opinions of their constituents.

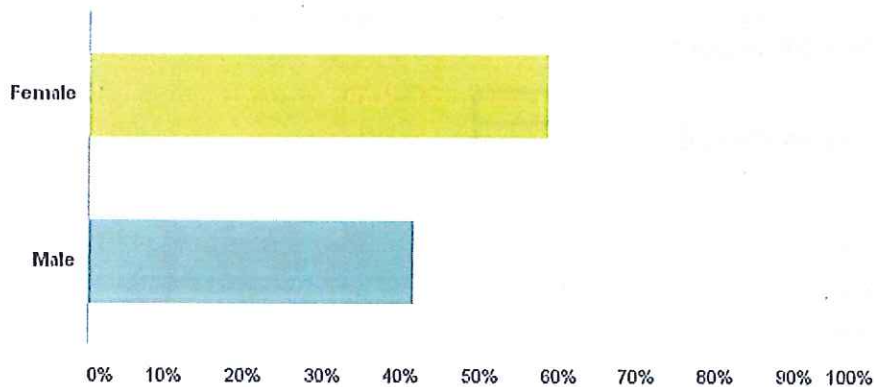
3. Overall Results

3.1 Demographic breakdown

From a total sample of 560 respondents, 58.39% or 327 participants were female and 41.61% or 233 participants were male.

Q2 What is your gender?

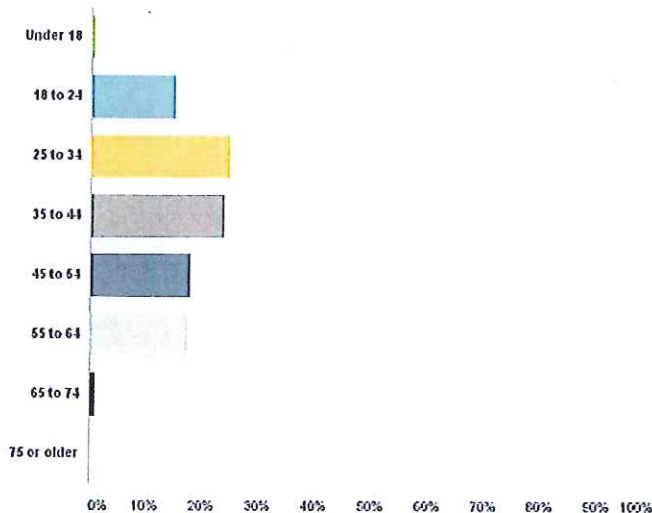
Answered: 560 Skipped: 0



A broad range of age groups were surveyed.

Q3 What is your age?

Answered: 560 Skipped: 0

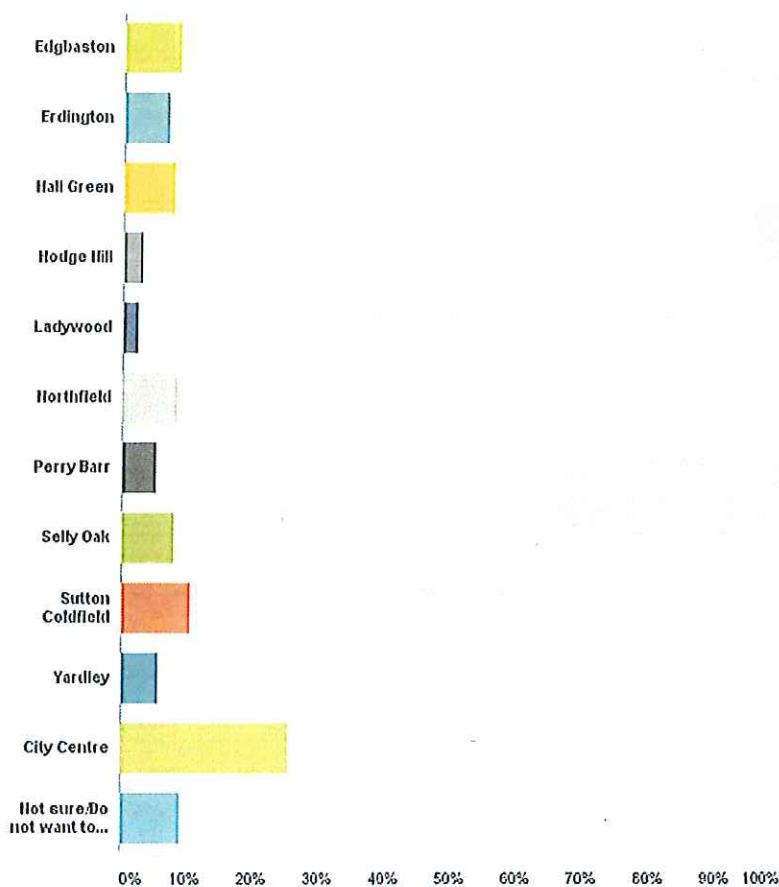


AGES	
-Under 18	0.71% (4 participants)
-18 to 24	14.82% (83 participants)
-25 to 34	24.64% (138 participants)
-35 to 44	23.75% (133 participants)
-45 to 54	17.68% (99 participants)
-55 to 64	17.32% (97 participants)
-65 to 74	1.07% (6 participants)
-75 or older	0.00% (0 Participants)

Generally, all districts were well represented within the sample, although the city centre, which sees the highest footfall and traffic, was proportionately higher. Hodge Hill and Ladywood have got lower response rates, something we hope will be addressed by proactive engagement at events. Ladywood responses may also be included within the city centre count.

Q4 Which district of Birmingham do you live, work or travel in?

Answered: 560 Skipped: 0

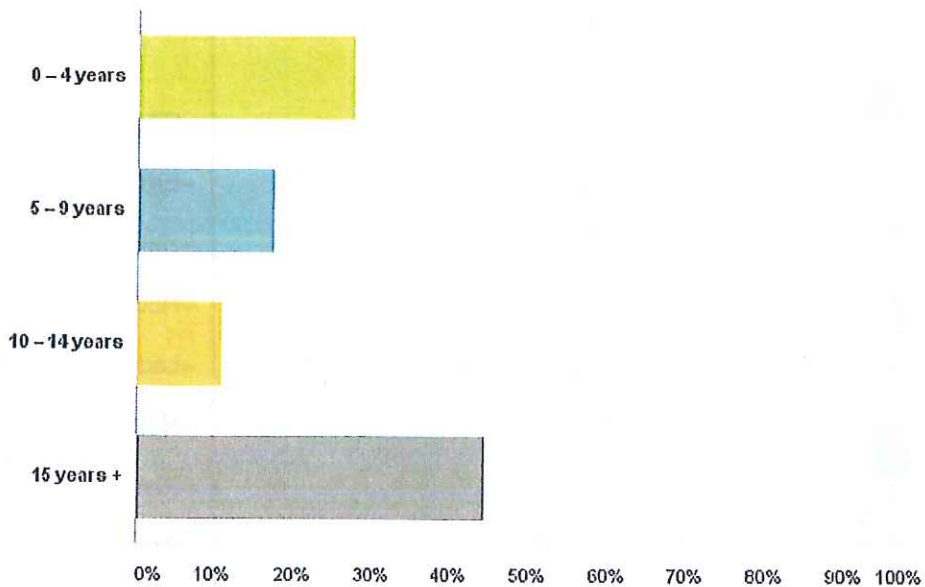


Districts	
-Edgbaston	8.57% (48 Participants)
-Erdington	6.79% (38 Participants)
-Hall Green	7.68% (43 Participants)
-Hodge Hill	2.86% (16 Participants)
-Ladywood	2.32% (13 Participants)
-Northfield	8.39% (47 Participants)
-Perry Barr	5.18% (29 Participants)
-Selly Oak	8.04% (45 Participants)
-Sutton Coldfield	10.54% (59 Participants)
-Yardley	5.54% (31 Participants)
-City Centre	25.18% (141 Participants)
-Not sure/Do not want to disclose	8.93% (50 Participants)

The biggest proportion of participants (44%) have lived or worked in the area they were surveyed on for over 15 years. 27% were relatively new to their area having lived or worked there for up to four years. 17% of respondents had 5-9 years and 10% 10-14 years in the area they were surveyed on.

Q5 About how long have you lived, worked or travelled in this neighborhood?

Answered: 560 Skipped: 0

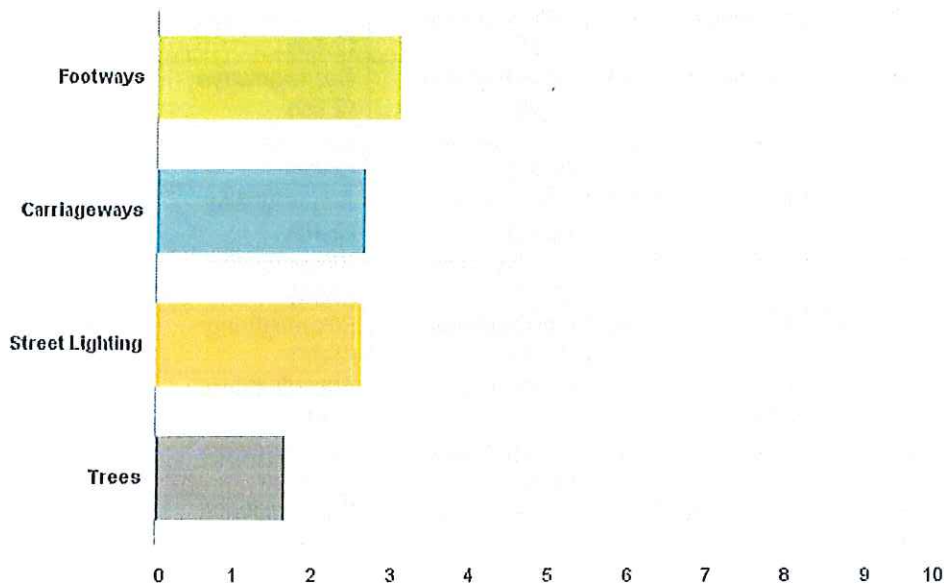


3.2 Service area priority results by district

Overall, footways came out as the top priority for people living, working or traveling in Birmingham. Carriageways and Streetlighting were generally ranked closely in second and third while trees were considered a lower priority to those surveyed.

Q6 Please rank the following in order of importance to you in your area. (1=most important, 4 =least important)

Answered: 560 Skipped: 0



Participants were asked to rank each workstream in order of importance and this generated a ranking score. The below table shows the results for all 560 participants.

	1	2	3	4	Score
Footways	38.75% 217	37.14% 208	17.68% 99	6.43% 36	3.08
Carriageways	29.29% 164	26.07% 146	25.71% 144	18.93% 106	2.66
Street Lighting	22.32% 125	27.50% 154	39.64% 222	10.54% 59	2.62
Trees	9.64% 54	9.29% 52	16.96% 95	64.11% 359	1.64

In order to understand local priorities a little better, the rankings can be filtered by district as per the table below.

Work stream priority by district

District	Priority 1 (score)	Priority 2 (score)	Priority 3 (score)	Priority 4 (score)
Edgbaston	Footways (3.02)	Streetlighting (2.73)	Carriageways (2.56)	Trees (1.69)
Erdington	Footways (2.89)	Streetlighting (2.79)	Carriageways (2.55)	Trees (1.76)
Hall Green	Footways (2.98)	Carriageways (2.70)	Streetlighting (2.65)	Trees (1.76)
Hodge Hill	Footways (3.19)	Streetlighting (2.75)	Carriageways (2.69)	Trees (1.38)
Ladywood	Footways (3.54)	Streetlighting (2.46)	Carriageways (2.00)	Trees (2.00)
Northfield	Footways (2.91)	Carriageways (2.89)	Streetlighting (2.62)	Trees (1.57)
Perry Barr	Footways (3.00)	Carriageways (2.52)	Streetlighting (2.45)	Trees (2.03)
Selly Oak	Footways (3.00)	Carriageways (2.67)	Streetlighting (2.53)	Trees (1.80)
Sutton Coldfield	Footways (2.98)	Carriageways (2.86)	Streetlighting (2.37)	Trees (1.78)
Yardley	Carriageways (2.97)	Footways (2.97)	Streetlighting (2.45)	Trees (1.61)
City Centre	Footways (3.28)	Streetlighting (2.67)	Carriageways (2.54)	Trees (1.50)
Not sure/Do not want to disclose	Footways (3.12)	Streetlighting (2.74)	Carriageways (2.70)	Trees (1.44)

Only the district of Yardley broke the trend by prioritising Carriageways and Footways as of equal importance.

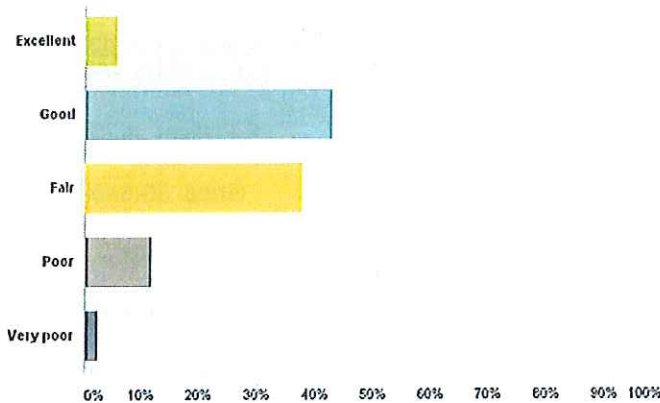
4. Footways Results

4.1 Footways results

Overall opinion on footway condition in the city is good, with the majority of participants rating them Good (42.86%) or Fair (37.5%). Only 13.93% rated footways in the city as Poor or Very Poor.

Q7 How would you rate the FOOTWAYS in your area?

Answered: 550 Skipped: 0



Footways Satisfaction rating (City-wide)

Excellent 5.71%
 Good 42.86%
 Fair 37.50%
 Poor 11.61%
 Very poor 2.32%

25.89% of participants (145) felt they had experienced footway improvements in their area. Of those, the table below shows how people who have experienced footway improvement works rate the footway in their area, broken down by district.

District	% of works	% Excellent to Fair	% Poor to Very Poor
Edgbaston	12	83%	17%
Erdington	4.8	86%	14%
Hall Green	8	91%	9%
Hodge Hill	2	100%	0%
Ladywood	2	100%	0%
Northfield	8.9	85%	15%
Perry Barr	8	91%	9%
Selly Oak	10.3	87%	13%
Sutton Coldfield	11	81%	19%
Yardley	3.4	100%	0
City Centre	23.4	91%	9%
Not sure/Do not want to disclose	6.2	78%	22%
Average Satisfaction rate		90%	10%

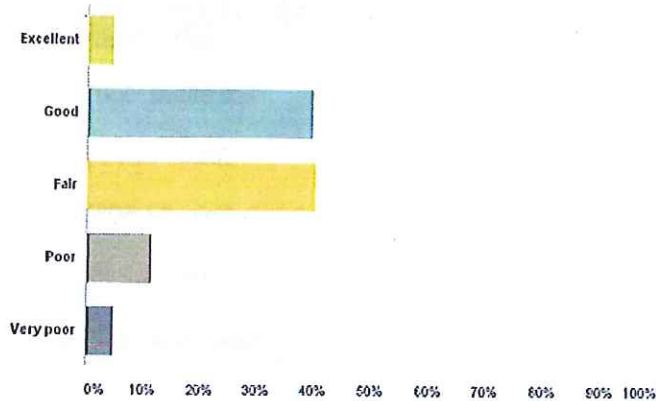
5. Carriageways Results

5.1 Carriageways results

Overall opinion on carriageway condition in the city is good, with the majority of participants rating them Fair (40%) or Good (39.64%). 15.53% rated carriageways in the city as Poor or Very Poor. While these results are reasonable, it does indicate that people generally consider carriageways to be less satisfactory than footways.

Q10 How would you rate the CARRIAGEWAYS in your area?

Answered: 559 Skipped: 0



Carriageways Satisfaction rating (City-wide)

Excellent 4.29%
 Good 39.64%
 Fair 40%
 Poor 11.25%
 Very poor 4.28%

33.04% of participants (185) felt they had experienced carriageway improvements in their area. Of those, the table below shows how people who have experienced carriageway improvement works rate the carriageway in their area, broken down by district.

District	% of works	% Excellent to Fair	% Poor to Very Poor
Edgbaston	9	94%	6%
Erdington	9	76%	24%
Hall Green	9	100%	0%
Hodge Hill	3	100%	0%
Ladywood	2	100%	0%
Northfield	10	79%	21%
Perry Barr	7	67%	33%
Selly Oak	10	79%	21%
Sutton Coldfield	10	68%	32%
Yardley	7	83%	17%
City Centre	19	94%	6%
Not sure/Do not want to disclose	5	88%	22%
Average Satisfaction rate		85.6%	14.4%

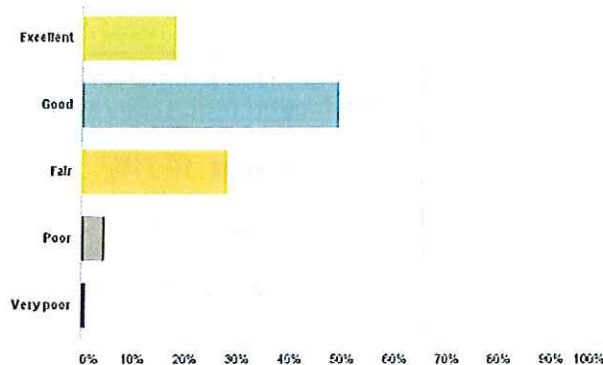
6. Street Lighting Results

6.1 Street Lighting results

Overall opinion on the condition of street lighting in the city is good, with the majority of participants rating lighting Good (49.11%) or Fair (27.68%). Only 5.53% rated street lighting in the city as Poor or Very Poor, making street lighting the most satisfactory workstream.

Q13 How would you rate the STREET LIGHTING in your area?

Answered: 569 Skipped: 0



Streetlighting Satisfaction rating (City-wide)

Excellent 17.68%

Good 49.11%

Fair 27.68%

Poor 4.46%

Very poor 1.07%

28.21% of participants (158) felt they had experienced street lighting improvements in their area. Of those, the table below shows how people who have experienced improvement works rate the street lighting in their area, broken down by district.

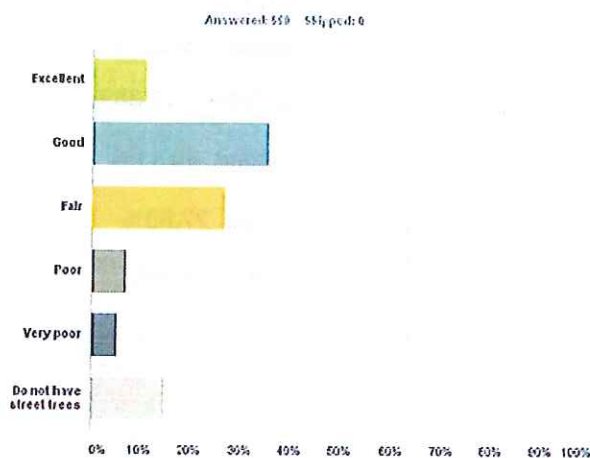
District	% of works	% Excellent to Fair	% Poor to Very Poor
Edgbaston	8	92%	8%
Erdington	8	100%	0%
Hall Green	11	100%	0%
Hodge Hill	4	100%	0%
Ladywood	1	100%	0%
Northfield	9	100%	0%
Perry Barr	4	83%	17%
Selly Oak	11	94%	6%
Sutton Coldfield	18	100%	0%
Yardley	7	100%	0%
City Centre	13	95%	5%
Not sure/Do not want to disclose	6	100%	0%
Average Satisfaction rate		97%	3%

7. Arboriculture Results

7.1 Arboriculture results

Overall opinion on the maintenance of street trees in the city is good, with the majority of participants rating it Good (35.54%) or Fair (26.43%). 12.5% of respondents rated street tree maintenance in the city as Poor or Very Poor.

Q17 If yes, how would you rate the maintenance of STREET TREES in your area?



Street Tree Maintenance Satisfaction rating (City-wide)

Excellent 10.71%

Good 35.54%

Fair 26.43%

Poor 7.14%

Very poor 5.36%

75% of participants (420) recognised that they had maintained street trees in their area. Of those, 14.52% have experienced having a dead, diseased or dying tree replaced. The table below shows how people rate the maintenance of street trees in their area, broken down by district.

District	% of works	% Excellent to Fair	% Poor to Very Poor
Edgbaston	9	86%	14%
Erdington	7	72%	28%
Hall Green	9	92%	8%
Hodge Hill	3	100%	0%
Ladywood	2	88%	22%
Northfield	9	92%	8%
Perry Barr	5	73%	27%
Selly Oak	9	86%	14%
Sutton Coldfield	11	91%	9%
Yardley	6	80%	20%
City Centre	21	95%	5%
Not sure/Do not want to disclose	9	73%	27%
Average Satisfaction rate		86%	14%

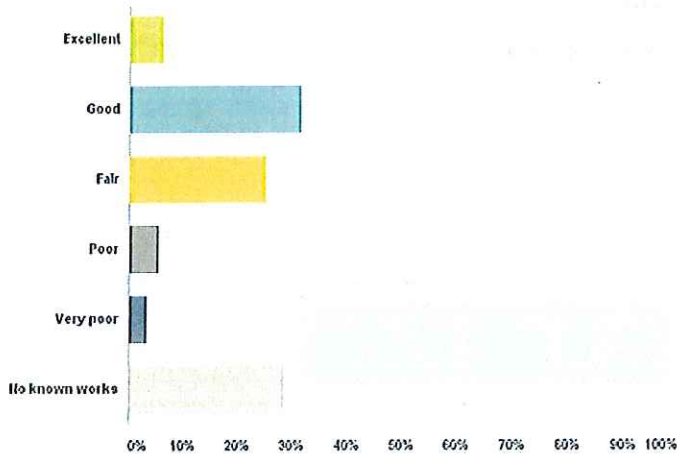
8. Quality and information Results

8.1 Quality and information results

Of those surveyed, overall satisfaction with the quality of works was agreeable, with 62.68% of respondents rating the quality of the works Excellent to Fair, with 28.57% having no works in their area to comment on. Only 8.75% of participants rated the quality of the works as Poor or Very Poor.

Q20 How would you rate the quality of the works that were carried out?

Answered: 550 Skipped: 0



Quality of works (City-wide)

Excellent 6.07%

Good 31.61%

Fair 25%

Poor 5.36%

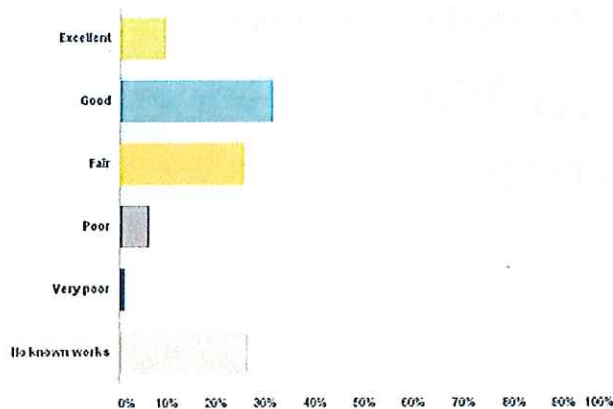
Very poor 3.39%

No known works 28.57%

Similarly, safety measures were largely rated favourably.

Q21 How would you rate any safety measures (barriers/road signs) that were used during the works?

Answered: 550 Skipped: 0



Safety measures (City-wide)

Excellent 9.46%

Good 31.25%

Fair 25.54%

Poor 6.07%

Very poor 1.25%

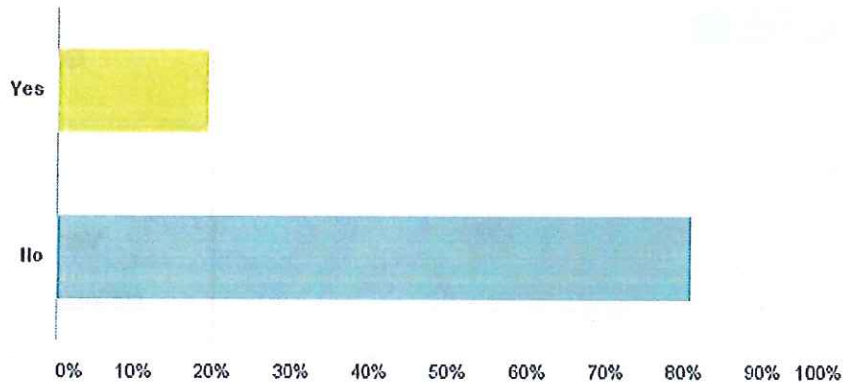
No known works 26.43%

Despite the broadly favourable responses to the condition and quality of works, the survey did demonstrate that much more needs to be done to assist those who live, work and travel in Birmingham interact with the highways service.

Only 19.29% of respondents could name a way of reporting highways defects.

Q22 Do you know where you could find information on how to report highways defects?

Answered: 560 Skipped: 0



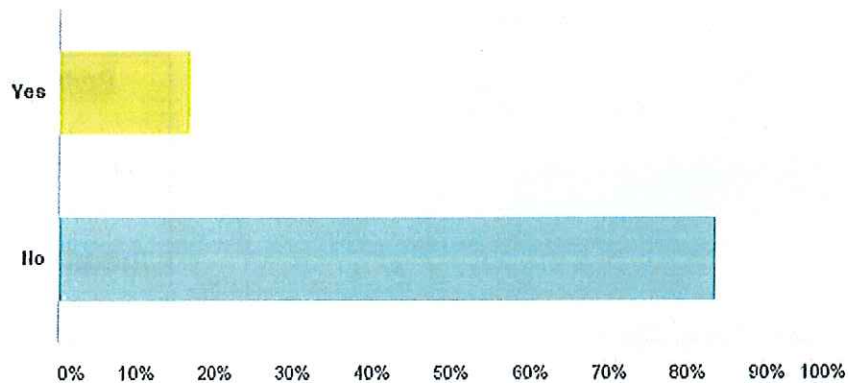
The word cloud below aims to give a flavour of the recurring themes in the comments received.

Highways Government Internet Phone
Birmingham Council BCC Google
Council Local

Similarly, only 16.54% of participants knew how they could find out details on upcoming highways works in their area.

Q23 Do you know where you could find information on upcoming highways improvements works in your area?

Answered: 544 Skipped: 16



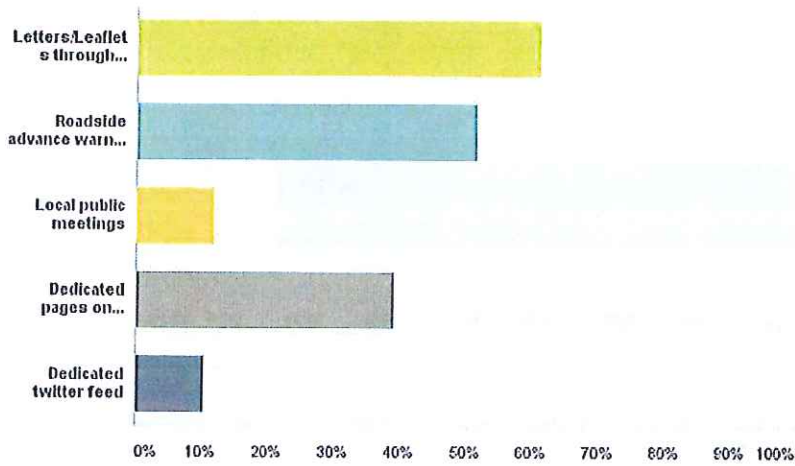
The word cloud below aims to give a flavour of the recurring themes in the comments received.

Google Signs Internet Local Council BCC
Highways Agency

Participants were questioned on how they would like to receive information about local highways works in future.

Q24 Which of the following ways would you like to receive information on upcoming highways improvements in your area?

Answered: 560 Skipped: 0



<u>Preferred communication (City-wide)</u>	
Letters/Leaflets through letterbox	61.25%
Roadside advance warning signs	51.61%
Local public meetings	11.61%
Dedicated pages on Birmingham City Council website	39.11%
Dedicated twitter feed	10.18%

Other suggestions included via Facebook or a subscription newsletter.

9. Respondent comments

9.1 Respondent comments

Respondents were given the option to make any other comments they wanted to regarding the highways service. The word cloud below aims to give a flavour of the recurring themes in the comments.

Live Nice Local Finished Street Thankyou Pot
Holes Far Too Long Trees Traffic Lights
Road Communication Council
Pavements Fix Improvements Collect

10. Resulting actions and recommendations

10.1 Action plan

IN SUMMARY:

Overall, those who live, work and travel through Birmingham are most concerned with the condition of their Footways, closely followed by the Street Lighting and Carriageways. The only exception to this is Yardley where the carriageway condition is a priority for residents and the traveling public.

Overall satisfaction with the condition of the footways is favourable. Of those who experienced footway works, Edgbaston and Sutton Coldfield were the least satisfied.

Overall satisfaction with the condition of the carriageways is also favourable, although less so than Footways. Northfield, Perry Barr, Selly Oak and Sutton Coldfield were the areas where works have been carried out and satisfaction levels were lower.

Satisfaction with street lighting was exceptionally high, at 97% overall. However, lighting schemes in Perry Barr returned noticeably lower satisfaction rates

Maintenance of Street Trees is viewed as favourable overall with Perry Barr, Ladywood and Erdington the noticeable exceptions.

Both the quality and perceived safety measures at works sites were rated highly by participants however interaction and engagement with the service requires attention. Efforts need to be made to more widely publicise how to report defects and where people can find out about highways works. More work needs to be put into ensuring existing notification methods are effective.

Finally, from the trends relating to participants comments, key issues that should be looked into include:

- Length of time it takes to complete works
- Barriers left over after works are completed/while no visible works are taking place
- Potholes and Trees are particularly emotive issues to be handled sensitively
- Communications to be improved

The survey results detailed in this report will be analysed and presented to Amey's Senior Management Team and the Service Area Managers. Any areas where potential service improvements are identified, these will be detailed within the annual Service Improvement Plan.

ACTION PLAN		
COMMENT	ACTION	LEAD WORK STREAM
Yardley Carriageways a priority	Investigate reason why carriageways have been highlighted as a priority in Yardley in relation to service delivery. Has this area seen more or less carriageway schemes? Is the condition of the carriageways in this area on average any worse than other areas? Or could the results be due to higher traffic flow in this area?	Carriageways
Footways scheme satisfaction in Edgbaston and Sutton Coldfield	Investigate why footway schemes in Edgbaston and Sutton Coldfield returned lower scores.	Footways
Carriageway scheme satisfaction Northfield, Perry Barr, Selly Oak, Sutton Coldfield	Investigate why carriageway schemes in Northfield, Perry Barr, Selly Oak, and Sutton Coldfield returned lower scores.	Carriageways
Street Lighting schemes in Perry Barr	Investigate why street lighting schemes in Perry Barr return lower satisfaction scores	Street Lighting
Maintenance of Street Trees in Perry Barr, Ladywood and Erdington	Investigate why Perry Barr, Ladywood and Erdington returned lower satisfaction scores in relation to Street Trees	Arboriculture
Efforts need to be made to more widely publicise how to report defects and where people can find out about highways works.	Develop communications strategy to promote reporting defects and highways information portals e.g. Birmingham.gov.uk/connected. Ensure maintenance works are included in BCC comms channels	Communications
More work needs to be put into ensuring existing notification methods are effective.	Review of effectiveness of works notifications with all work streams	Communications and Customer Services
Comments on length of time works are in place	Review long-term schemes. Ensure proper and appropriate communications around why these schemes are longer	Communications and all work streams
Collection of barriers	Conduct proactive collection/reporting of barriers or works debris whilst on the network.	All work streams

10.2 Recommendations for further survey improvements

As per our annual Service Improvement Plan, we will once again be looking at ways the overall process for measuring customer satisfaction can be improved. So far, ideas include:

- The introduction of an online QR code and specific 'collector code' in order that responses can be gathered from those immediately affected by our work streams as well as the random sample
- Improved proactive collection of random sample respondents at cultural events.
- Review of question suitability and inclusion of any additional areas of survey e.g. Operative behaviour and appearance.

This is in no way an exhaustive list and further updated recommendations for improvement may result from review of this report both internally through our innovation group and in partnership with the authority.