

By: David Beaver, Commercial Manager
To: Tonbridge & Malling Joint Transportation Board
Subject: Results from the Highway Tracker Survey 2012
Classification: Unrestricted

Summary: Inform Joint Transportation Boards of the key results of the 2012 Resident, County Member and Parish/Town Council Highway Tracker Survey. The full survey report is published on the KCC website.

Introduction

1. Satisfaction surveys, to gauge perception of the highway service have been carried out since 1987. The 2012 survey was undertaken between November and December 2012 and sought views from residents, County Members and Parish/Town Councils.
2. An independent market research company called BMG was used to undertake the specialist face to face survey work with residents. All other survey work was undertaken by H&T staff.
3. A summary of the results are presented in this report. This information will be used by the Director and Divisional Management team to identify actions to help improve service delivery.
4. A total of 1,211 face to face interviews were carried out on a representative sample of Kent residents with approximately 100 interviews in each of the twelve Districts, reflecting the age, gender and economic status.
5. In addition to residents views the same survey questions were asked of all County and Parish/Town Councils. A total of 40 County Members responded (a response rate of 48%) and for Parish/Town Councils a total of 152 completed the survey (a response rate of 50%). Response rates are down a little on last year (Member 54% and Parish/Town Council 54%).
6. The questionnaire comprised 30 questions, ranging from satisfaction with the condition of roads, pavements, streetlights and local bus and train services through to views on congestion, safety cameras, Member Highway Fund and the Parish Annual Meeting.

The 2012 survey results

7. To ensure independence in the analysis of the survey results the independent market research company (BMG) was also commissioned to identify key issues emerging from the three stakeholder groups. The

graphs in the following appendix present the results as % satisfied (green line) and % dissatisfied (red line). Results will not add up to 100% as respondents are also offered a neither satisfied or dissatisfied option if they have no strong positive or negative views. Across all stakeholder groups BMG identified the following points;

- a) Only 14% of residents have reported a highway problem in the last 12 months and this is similar to previous years whilst the awareness of the KCC highways 08458 247 800 number has increased from 21% to 39%.
- b) The combined results, when an average is taken from the County Member, Parish/Town Council and Residents groups, suggest that satisfaction with road, pavement and streetlighting has remained broadly the same as last year despite the reduction in maintenance budget.
- c) Similarly for customer service where information has been requested or a problem reported the combined results show a 60% satisfaction level and similar to last year despite the budget pressures on the highway service.
- d) The overall improvement in perception of the service amongst Parish/Town Councils and County Members continues and builds on the benefits of closer liaison with the District Managers and Stewards
- e) Of all road types Country Lanes and Town Centres remains the biggest area of concern across all three groups.
- f) When asked about the top highway priority in their area the top issue for residents was 'repairing roads' (34%), then 'reducing congestion' (21%) then a gap between the next priorities of 'repairing pavements' (10%) and 'reducing speeds' (9%).
- g) Residents who have used the KCC website or Twitter show a 93% satisfaction rating suggesting that those who know of this channel value the information being provided. However awareness of this information is low at 22% and usage of it lower at 5%.
- h) Whilst overall there were 55% of residents who felt that congestion impacts on their journeys to work some hot spots appeared to be Ashford (73%), Tunbridge Wells (67%) and Maidstone (66%). Whilst in Sevenoaks only 32% felt that their working day journeys were adversely affected by congestion.
- i) In relation to public transport 60% of bus users were satisfied with their local services (same as last year) and 68% of train users (up from 67% last year). Those dissatisfied with bus services stated that 'infrequent service' (47%) and 'cost of fares' (35%) as the main reason. For train users the 'cost of fares' (62%) and 'infrequent service' (24%) were the main two areas of concern.
- j) There appears to be more to do around green travel as only 31% consider KCC does enough to support residents in making greener travel choices (36% last year) with 64% stating they have not taken any steps in the last 12 months to travel in a greener way (12% used the bus more and 11% have walked more).
- k) Almost 60% of residents agree that Safety Cameras are helping to make roads safer across Kent and 55% were aware that the cameras are also used to enforce mobile phone and seat belt use.

8. Examples of some of the main results included in the full report are set out in Appendix 1. Figures 1-4 show the combined County Members, Residents and Parish/Town Councils satisfaction results for Roads, Pavements and Streetlights and Satisfaction with Service Received. Figures 5 to 7 set out resident satisfaction results with roads, pavements and streetlights. Figures 8-10 show the results from Parish Councils and Figures 11-13 for County Members.

Conclusions from the Director of Highways and Transportation

9. Overall the results show a steady trend when set against the difficult financial position local authorities find themselves in.
10. Clearly there is always room for improvement and the Highways and Transportation Division is continuing to develop its service delivery ethos and focus on delivering ever improving outcomes for our ultimate customers, the public of Kent. The contents of this report and the year by year tracking profile it provides continues to be helpful in helping us shape our future actions and improvement plans and as such is greatly valued.

Further Information

11. The full tracker survey report is very large and contains much more information along with a more detailed executive summary of the issues identified from the results by BMG. A copy of the report is available on the KCC website

Background Documents: None

Other Useful Information: Highways & Transportation Highway Tracker Survey 2012
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Appendix 1

Results from the Highway Tracker Survey 2012

Figure 1 – Combined Average Results - Satisfaction with the condition of roads in the local area – year-on-year comparison (average of residents, County Members & Parish/Town Councils)

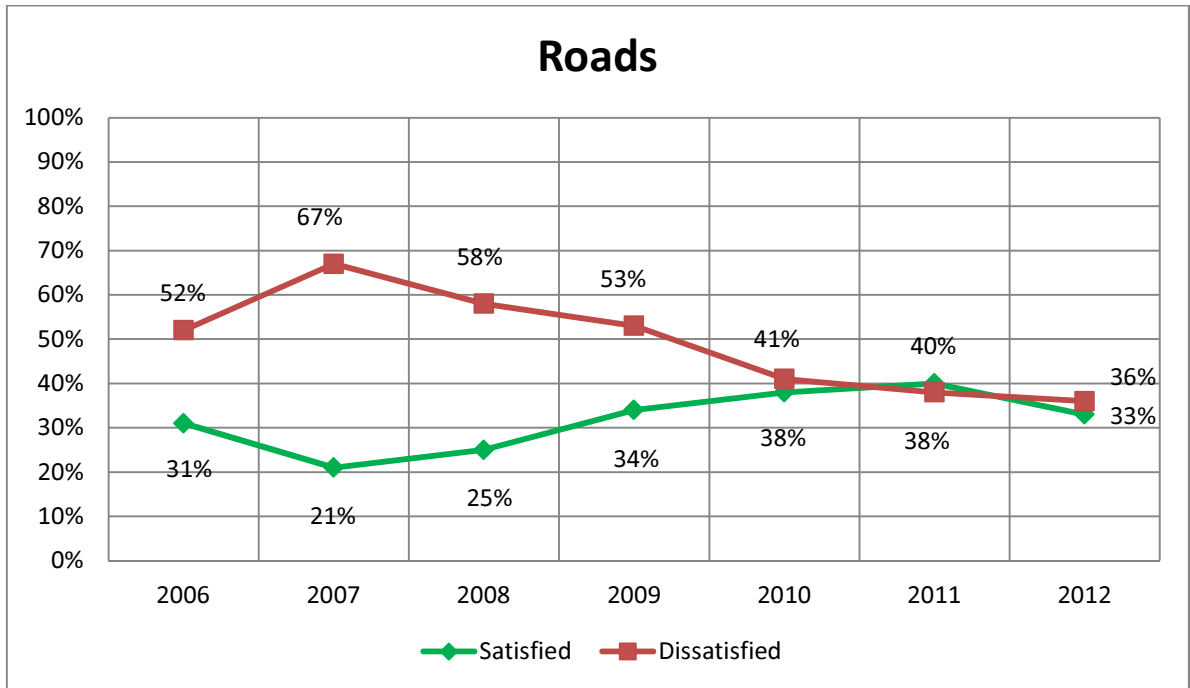


Figure 2 - Combined Average Results - Satisfaction with the condition of pavements in the local area – year-on-year comparison (average of residents, County Members & Parish/Town Councils)

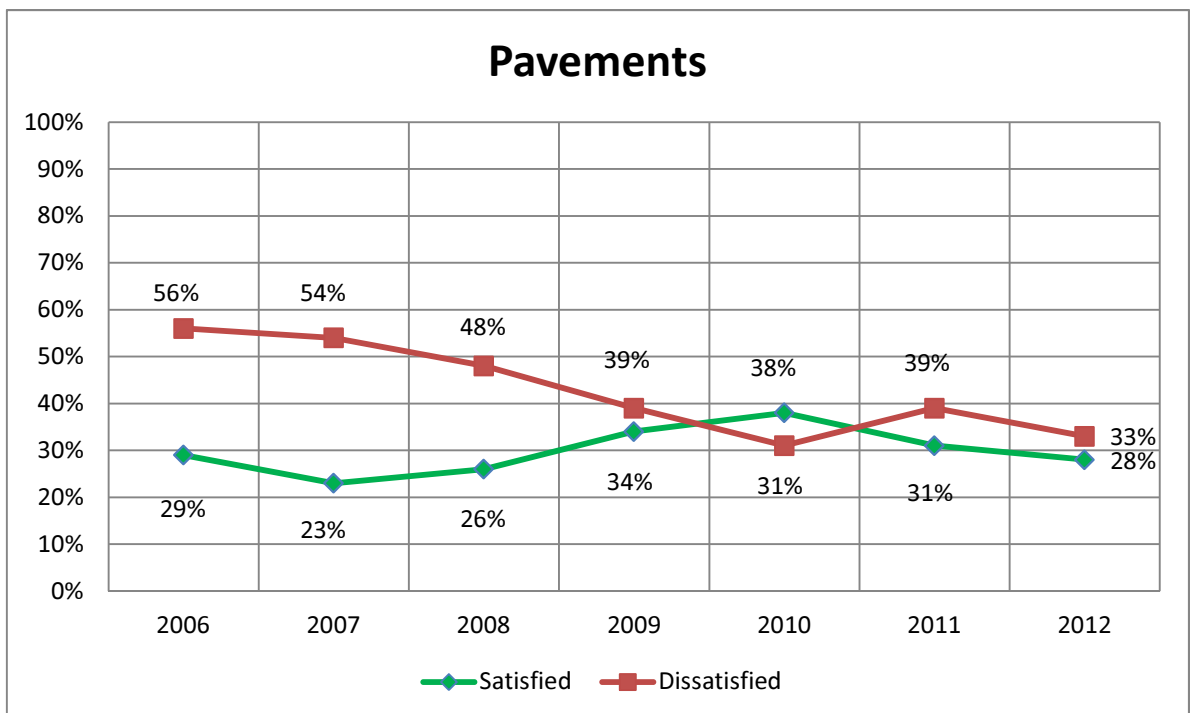


Figure 3 - Combined Average Results - overall satisfaction with the condition of street lighting in the local area – year-on-year comparison (average of residents, County Members & Parish/Town Councils)

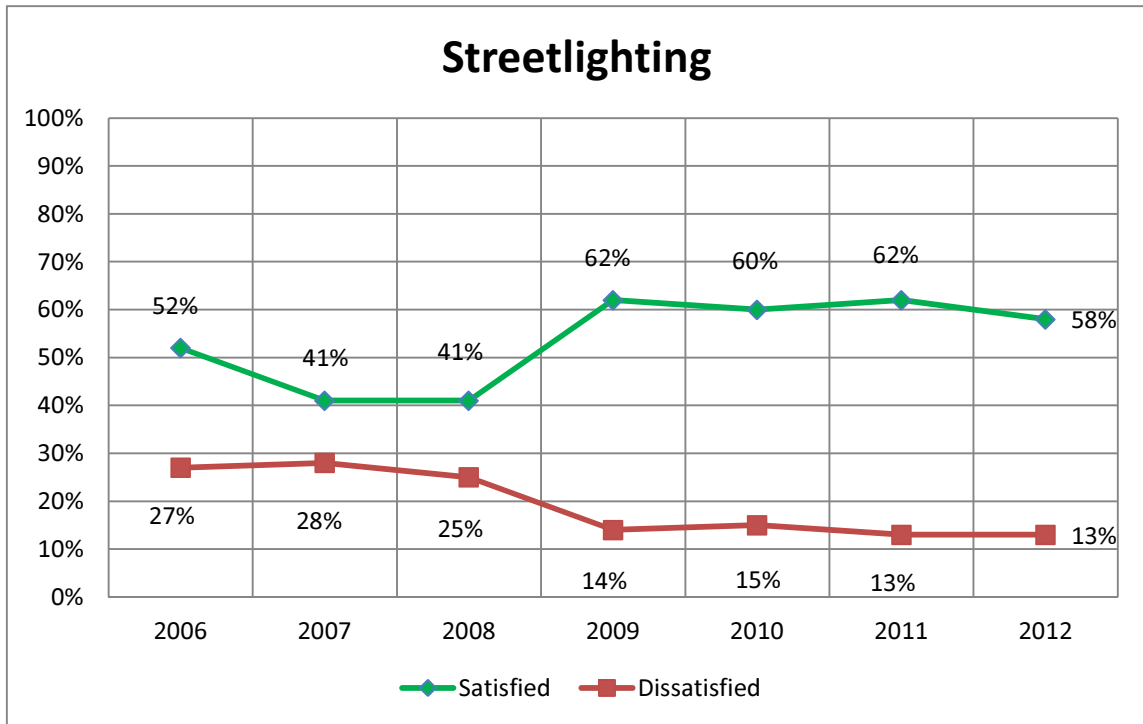


Figure 4 - Combined Average Results - overall satisfaction with the service received when asking for information or reporting a problem – year-on-year comparison (average of residents, County Members & Parish/Town Councils)

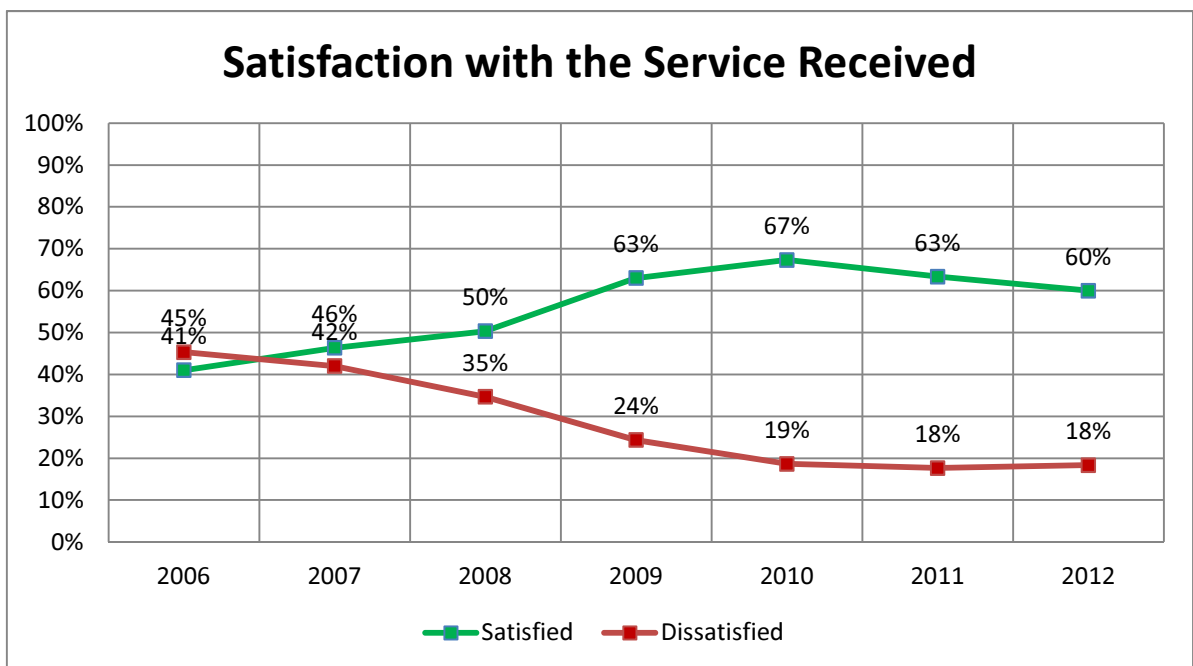


Figure 5 -Residents - Satisfaction with the condition of roads in the local area – year-on-year comparison

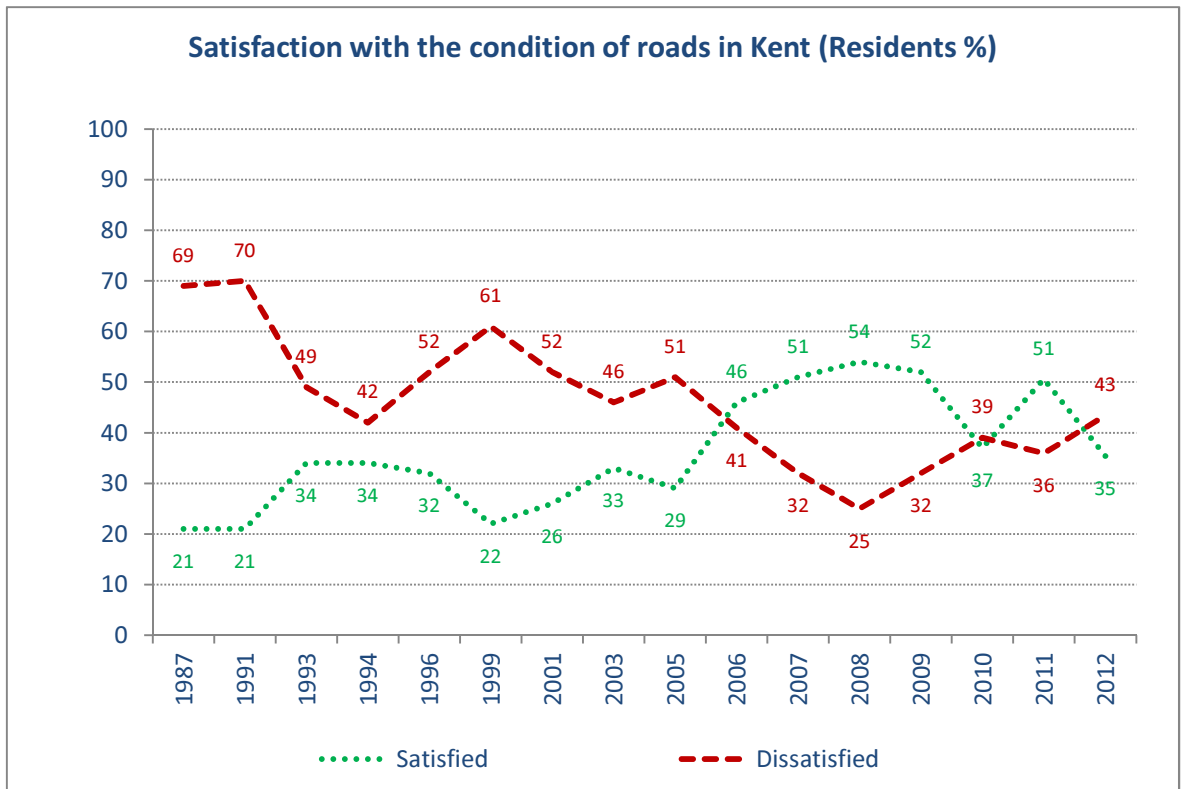


Figure 6 - Residents - Satisfaction with the condition of pavements in the local area – year-on-year comparison

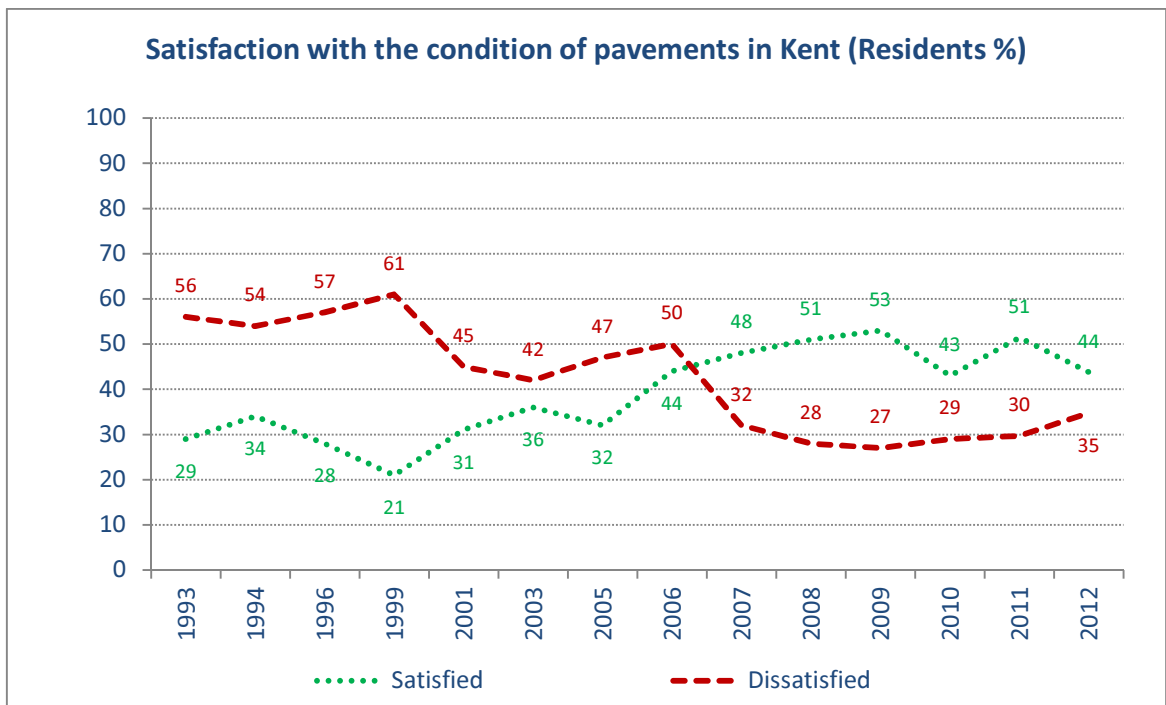


Figure 7 - Residents - overall satisfaction with the condition of street lighting in the local area – year-on-year comparison

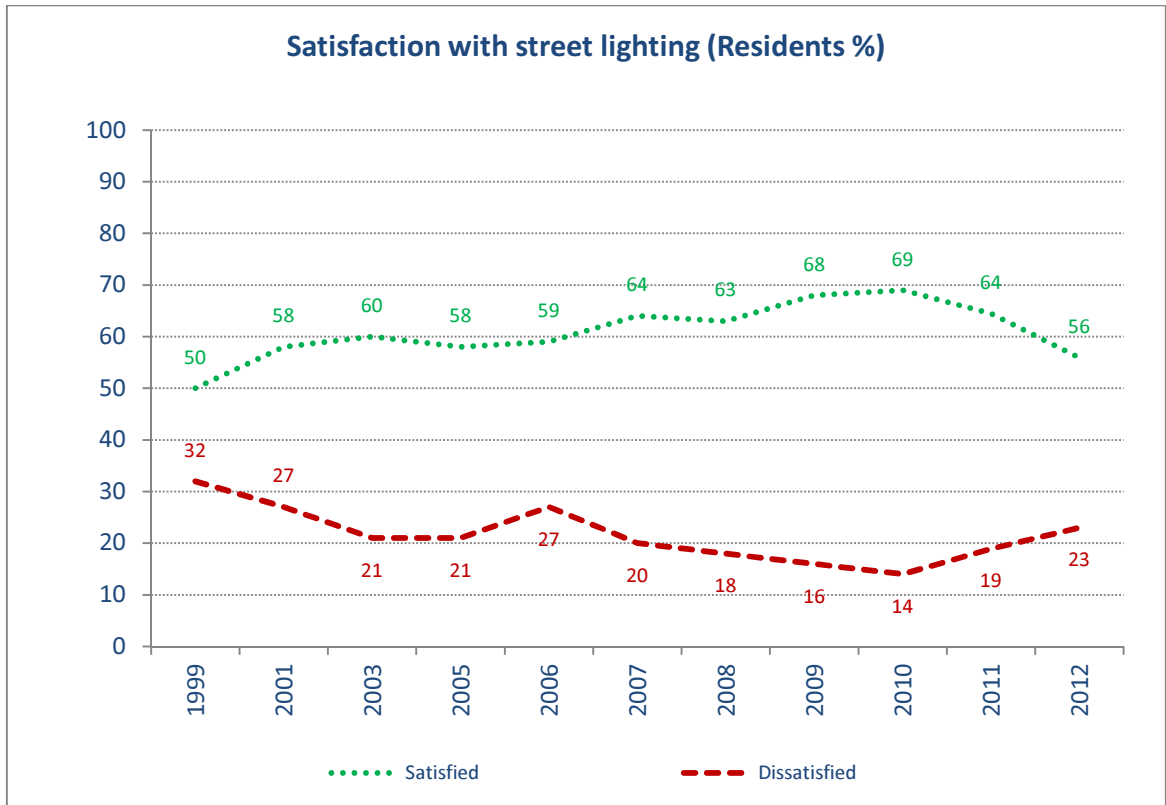


Figure 8 –Parish/Town Councils - Satisfaction with the condition of roads in the local area – year-on-year comparison

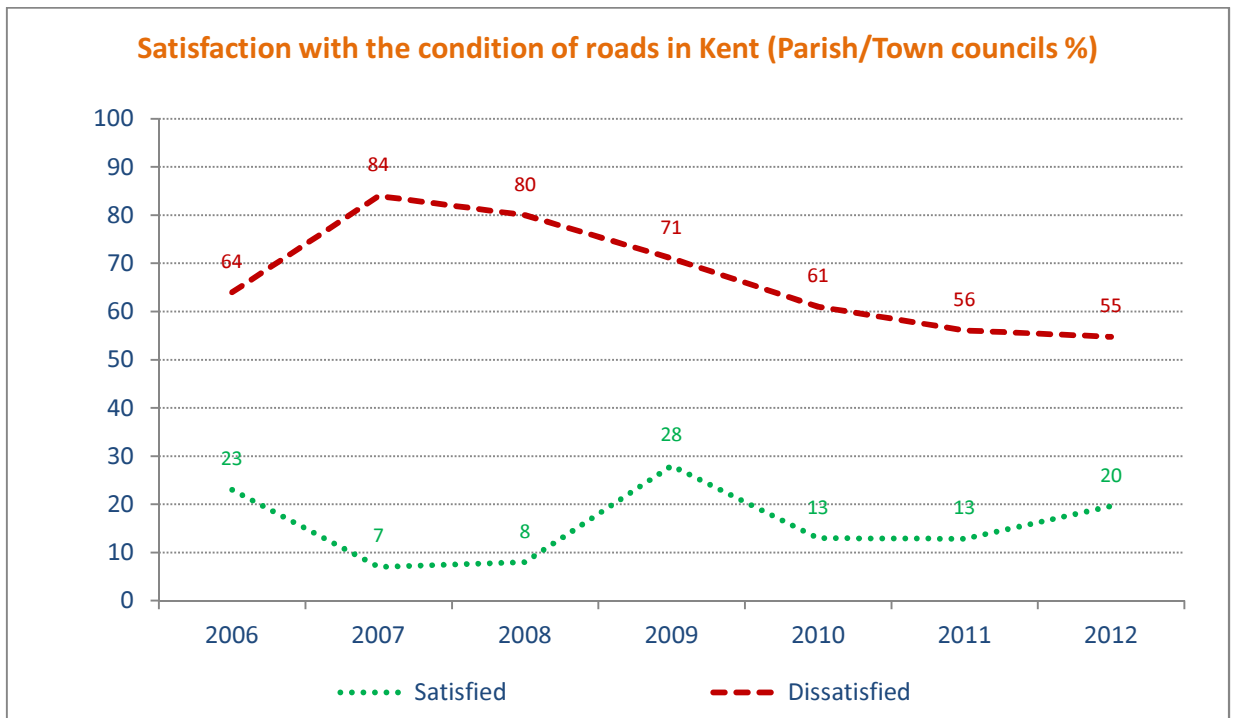


Figure 9 - Parish/Town Councils - Satisfaction with the condition of pavements in the local area – year-on-year comparison

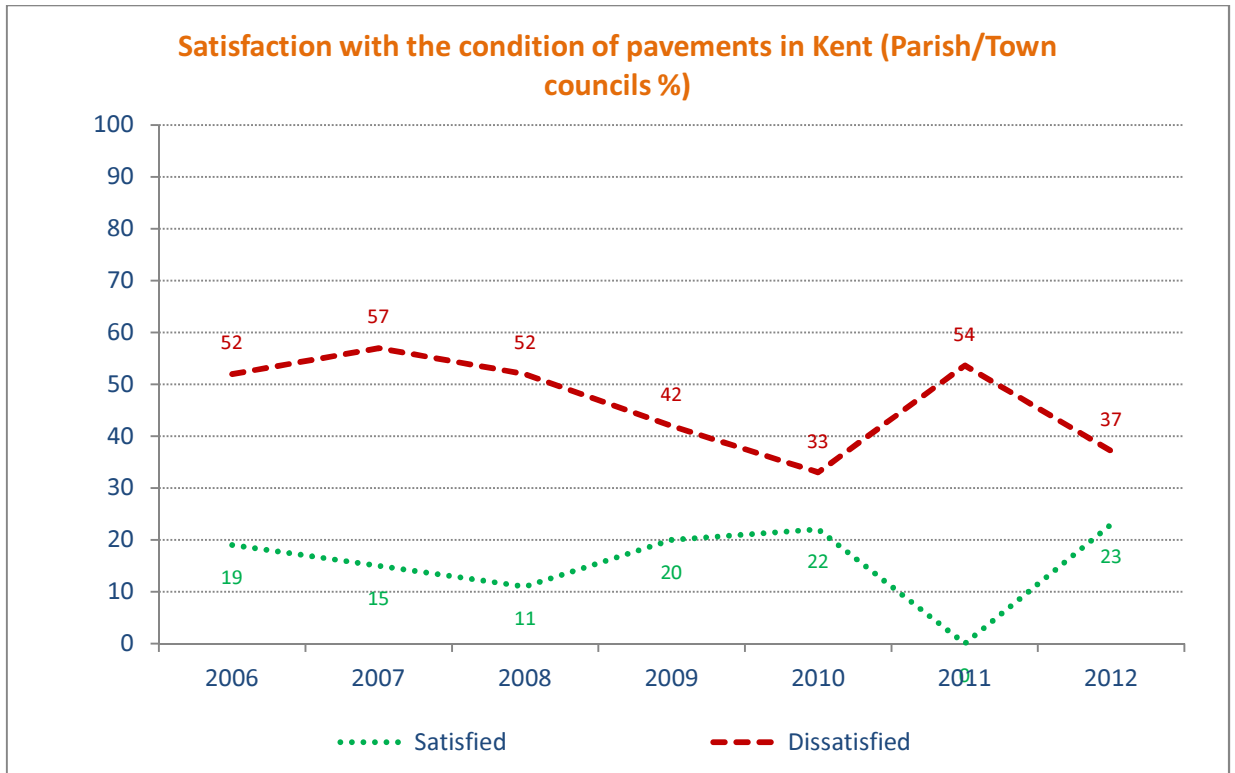


Figure 10 - Parish/Town Councils - overall satisfaction with the condition of street lighting in the local area – year-on-year comparison

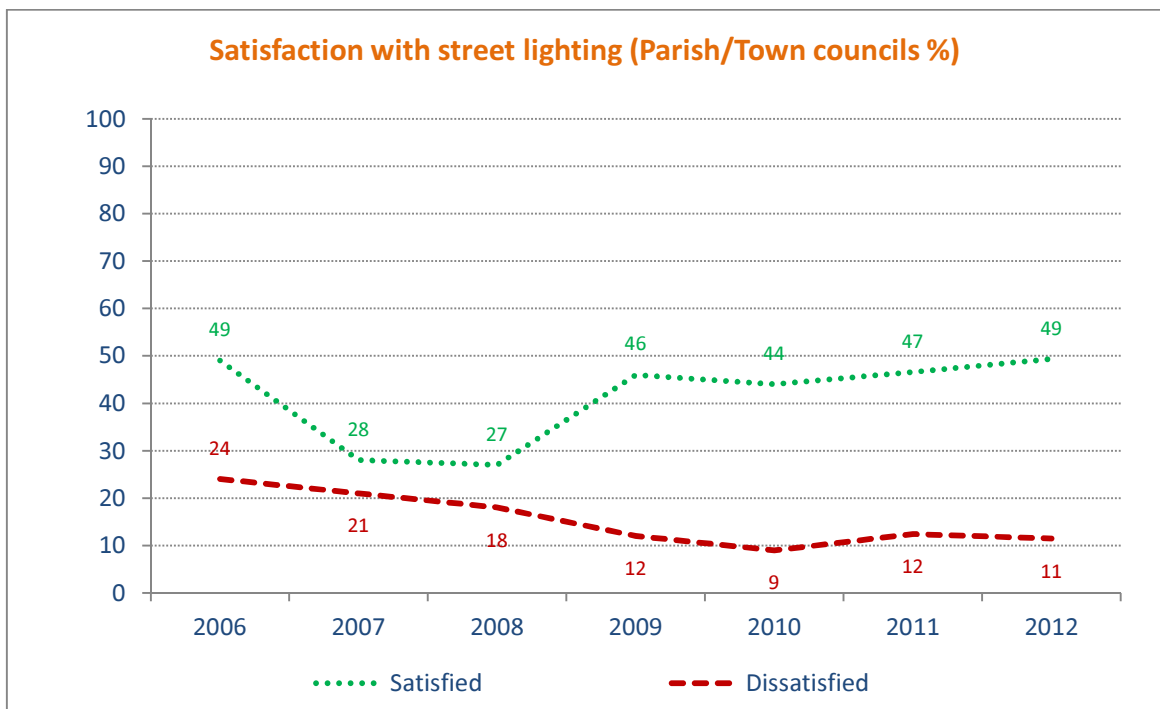


Figure 11 –County Members - Satisfaction with the condition of roads in the local area – year-on-year comparison

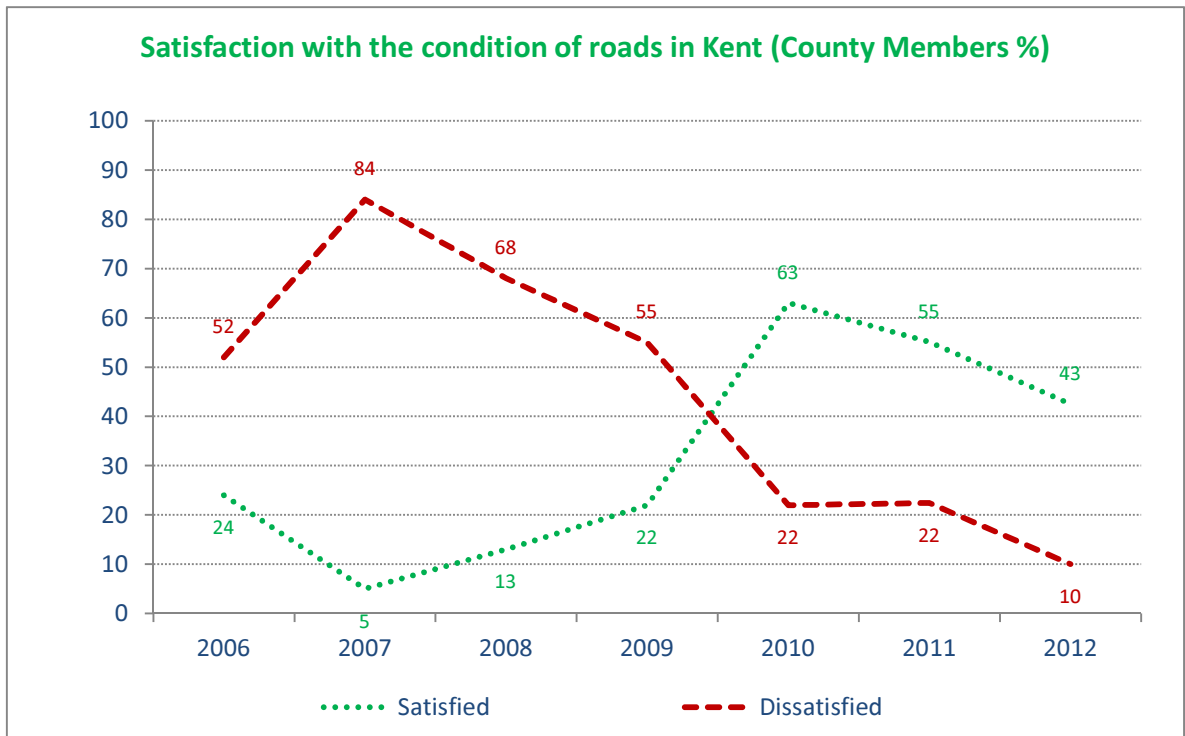


Figure 12 - County Members - Satisfaction with the condition of pavements in the local area – year-on-year comparison

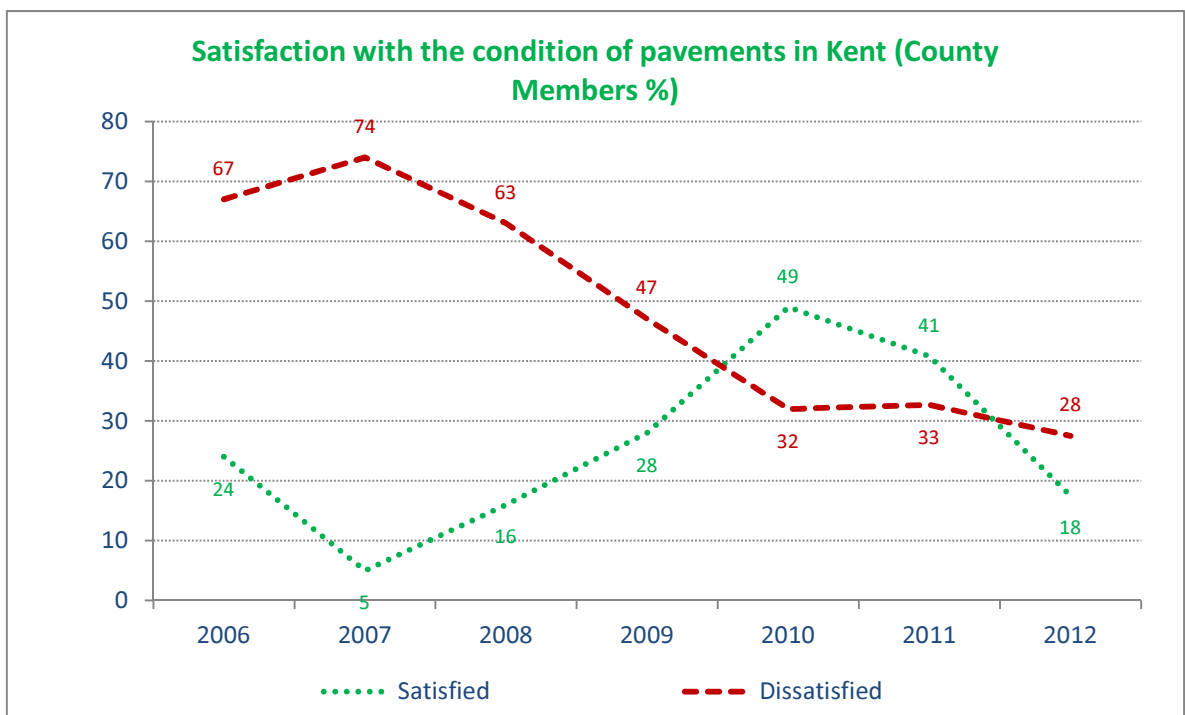


Figure 13 - County Members - overall satisfaction with the condition of street lighting in the local area – year-on-year comparison

