

Public Document Pack

Scrutiny Panel A

Highways Approach to Asset Management Inquiry

Thursday, 8th July, 2010
at 6.00 pm

PLEASE NOTE TIME OF MEETING

Conference Room 3 - Civic Centre

This meeting is open to the public

Members

Councillor Ball (Chair)
Councillor Kolker (Vice-Chair)
Councillor Mrs Damani
Councillor Morrell
Councillor Odgers
Councillor Turner
Councillor Willacy

Contacts

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PUBLIC INFORMATION

Southampton City Council's Six Priorities

- Providing good value, high quality services
- Getting the City working
- Investing in education and training
- Keeping people safe
- Keeping the City clean and green
- Looking after people

Fire Procedure – in the event of a fire or other emergency a continuous alarm will sound and you will be advised by Council officers what action to take.

Access – access is available for the disabled. Please contact the Democratic Support Officer who will help to make any necessary arrangements.

Public Representations

At the discretion of the Chair, members of the public may address the meeting about any report on the agenda for the meeting in which they have a relevant interest.

Smoking policy – the Council operates a no-smoking policy in all civic buildings.

Mobile Telephones – please turn off your mobile telephone whilst in the meeting.

Dates of Meetings: Municipal Year 2010/11

2010	2011
3 June	19 January
8 July	3 February
2 September	3 March
7 October	7 April
4 November	

CONDUCT OF MEETING

Terms of Reference

The terms of reference of the Audit Committee are contained in Article 8 and Part 3 (Schedule 2) of the Council's Constitution.

Business to be discussed

Only those items listed on the attached agenda may be considered at this meeting.

Rules of Procedure

The meeting is governed by the Council Procedure Rules as set out in Part 4 of the Constitution.

Quorum

The minimum number of appointed Members required to be in attendance to hold the meeting is 3.

Disclosure of Interests

Members are required to disclose, in accordance with the Members' Code of Conduct, **both** the existence **and** nature of any "personal" or "prejudicial" interests they may have in relation to matters for consideration on this Agenda.

Personal Interests

A Member must regard himself or herself as having a personal interest in any matter

- (i) if the matter relates to an interest in the Member's register of interests; or
- (ii) if a decision upon a matter might reasonably be regarded as affecting to a greater extent than other Council Tax payers, ratepayers and inhabitants of the District, the wellbeing or financial position of himself or herself, a relative or a friend or:-
 - (a) any employment or business carried on by such person;
 - (b) any person who employs or has appointed such a person, any firm in which such a person is a partner, or any company of which such a person is a director;
 - (c) any corporate body in which such a person has a beneficial interest in a class of securities exceeding the nominal value of £5,000; or
 - (d) any body listed in Article 14(a) to (e) in which such a person holds a position of general control or management.

A Member must disclose a personal interest.

Continued/.....

Prejudicial Interests

Having identified a personal interest, a Member must consider whether a member of the public with knowledge of the relevant facts would reasonably think that the interest was so significant and particular that it could prejudice that Member's judgement of the public interest. If that is the case, the interest must be regarded as "prejudicial" and the Member must disclose the interest and withdraw from the meeting room during discussion on the item.

It should be noted that a prejudicial interest may apply to part or the whole of an item.

Where there are a series of inter-related financial or resource matters, with a limited resource available, under consideration a prejudicial interest in one matter relating to that resource may lead to a member being excluded from considering the other matters relating to that same limited resource.

There are some limited exceptions.

Note: Members are encouraged to seek advice from the Monitoring Officer or his staff in Democratic Services if they have any problems or concerns in relation to the above.

Principles of Decision Making

All decisions of the Council will be made in accordance with the following principles:-

- proportionality (i.e. the action must be proportionate to the desired outcome);
- due consultation and the taking of professional advice from officers;
- respect for human rights;
- a presumption in favour of openness, accountability and transparency;
- setting out what options have been considered;
- setting out reasons for the decision; and
- clarity of aims and desired outcomes.

In exercising discretion, the decision maker must:

- understand the law that regulates the decision making power and gives effect to it. The decision-maker must direct itself properly in law;
- take into account all relevant matters (those matters which the law requires the authority as a matter of legal obligation to take into account);
- leave out of account irrelevant considerations;
- act for a proper purpose, exercising its powers for the public good;
- not reach a decision which no authority acting reasonably could reach, (also known as the "rationality" or "taking leave of your senses" principle);
- comply with the rule that local government finance is to be conducted on an annual basis. Save to the extent authorised by Parliament, 'live now, pay later' and forward funding are unlawful; and
- act with procedural propriety in accordance with the rules of fairness.

AGENDA

Agendas and papers are now available via the City Council's website

1 APOLOGIES AND CHANGES IN PANEL MEMBERSHIP (IF ANY)

To note any changes in membership of the Panel made in accordance with Council Procedure Rule 4.3.

2 DISCLOSURE OF PERSONAL AND PREJUDICIAL INTERESTS

In accordance with the Local Government Act, 2000, and the Council's Code of Conduct adopted on 16th May, 2007, Members to disclose any personal or prejudicial interests in any matter included on the agenda for this meeting.

NOTE: Members are reminded that, where applicable, they must complete the appropriate form recording details of any such interests and hand it to the Panel Administrator prior to the commencement of this meeting.

3 DECLARATIONS OF SCRUTINY INTEREST

Members are invited to declare any prior participation in any decision taken by a Committee, Sub-Committee, or Panel of the Council on the agenda and being scrutinised at this meeting.

4 DECLARATION OF PARTY POLITICAL WHIP

Members are invited to declare the application of any party political whip on any matter on the agenda and being scrutinised at this meeting.

5 STATEMENT FROM THE CHAIR

6 MINUTES OF THE PREVIOUS MEETING (INCLUDING MATTERS ARISING)

To approve and sign as a correct record the Minutes of the Inquiry Meeting held on 3rd June 2010 and to deal with any matters arising, attached.

7 HIGHWAYS APPROACH TO ASSET MANAGEMENT INQUIRY

Report of the Head of Policy and Improvement, detailing information for the second meeting of the Inquiry on Highways' approach to asset management, attached.

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Agenda Item 6

SCRUTINY PANEL A **INQUIRY INTO THE HIGHWAYS APPROACH TO ASSET MANAGEMENT** **MINUTES OF THE MEETING HELD ON 3RD JUNE 2010**

Present:

Councillors Ball (Chair), Mrs Damani, Harris, Kolker, Morrell, Parnell and Turner

1. APPOINTMENT OF VICE-CHAIR

RESOLVED that Councillor Kolker be appointed Vice-Chair of the Panel for the 2010/11 Municipal Year.

2. APOLOGIES AND CHANGES IN PANEL MEMBERSHIP

Apologies had been received from Councillor Dean, Cabinet Member for Environment and Transport and Councillor Odgers. The Panel noted that in accordance with the provisions of Procedure Rules 4.3 and 4.4, Councillor Harris replaced Councillor Odgers, for the purposes of this meeting.

3. INTRODUCTION TO THE INQUIRY – HIGHWAYS APPROACH TO ASSET MANAGEMENT

The Panel considered the report of the Head of Policy and Improvement detailing the terms of reference and draft inquiry plan as approved by Overview and Scrutiny Management Committee on 20th May 2011 and requesting that the Panel considers the background information provided. (Copy of the report circulated with the agenda and appended to the signed minutes).

The Panel received a presentation from the Public Realm Manager and the Asset Manager to enable Members to understand how the council assessed the state of the roads and pavement repairs, with a focus on how these repairs were prioritised. The presentation consisted of a broad overview of the local and national perspective with regard to highways repair, how the Transport Asset Plan developed and was delivered and the prioritisation matrix.

The Panel noted that:-

- Southampton's Highway Assets were its largest asset with a gross replacement cost of £985 million with the approximate breakdown of the replacement cost as follows:
 - * roads/carriageways and footways – 65-70%
 - * structures and bridges - 30%
 - * street lighting and safety road constraints – the balance.
- there was a funding backlog of £85 million and it would take approximately 12 years to clear the backlog by spending a total of £12-£15 million per year;
- Southampton was one of the first authorities to have a **Transport Management Asset Plan (TAMP)**, approved in June 2008, which was a strategic asset management approach to best meet the needs of current and future residents and users by prioritising work. It was

a statutory requirement for local Authorities to report on how their assets (highways) were managed in respect of the condition, performance and treatment/ preventative maintenance; The TAMP had been supported by all political parties and there was no political intervention;

- **roads** in Shire counties which were more rural were maintained at a different standard to urban roads and that in terms of mileage and community, Southampton could be benchmarked with similar authorities in Plymouth and Bristol;
- that the basic construction of a large number of unclassified roads built in the 1940's was either inadequate or no longer appropriate for today's levels of traffic; At some point most lorries will travel on an unclassified road.
- Government had stopped national indicators for unclassified roads, with a greater focus of recent spending on principal and classified roads;
- maintenance and repairs on unclassified roads was done in smaller structural patches followed by a thin overlay;
- the life expectancy of principal main roads was 10 to 12 years and unclassified road was 4 to 8 years. However, it was noted that then a principal road fails it has a more significant impact on the community and a higher cost of repair as these are gateways to the city and often have major safety issues;
- Southampton's roads had the following **performance indicators**:

Roads	Performance Indicator (poor/ needing repairs)
Principal A	8% (good and improving)
Principal B + C	7%
Unclassified roads – 450 km	21% defective and the construction not robust enough to counteract bad weather, traffic and weight levels.

- **utility companies** under the Road and Street Works Act 1991, had the right to open highways – these powers were strengthened by the Traffic Management Act 2004; repair work had to be completed within 2 years from implementation; this was monitored by the council who could lay fixed penalty fines and sample repairs; monitoring this is no mean feat as the number of utility companies had now grown to around 200;
- repair/construction work done by **outside contractors** had a 12 month guarantee which was an industry standard as any major defect would materialise within the first 12 months;
- **surveys** of all the condition of city roads were done at least every 6 months to ascertain any reactive repairs to reduce rapid deterioration and ensure safety for the travelling public;
- annual surveys were done with a scanner which could detect 42 road defects; this is used as a national indicator reported to government;
- surveys of footways had commenced this year so future information would be improved upon and similar to that on carriageways;

- quite often preventative maintenance was done to areas that were rated amber to prevent them from reaching red condition where more expensive maintenance work would be required;
- due to access issues surveys on drainage were not systematically carried out but recorded alongside the works programme.
- with the new legislation in the Flood and Water Management Bill, local authorities were required to take the lead on the management and co-ordination of drainage issues and Southampton had commissioned a Surface Water Management Plan which was funded by Defra; this would identify risks and options for alleviating flooding in future;
- the M27 network to Dock Gate 20 was now recognised as a route of national importance and discussions were being held with Government, although there was no obligation on ABP to contribute to repairs to public roads ;
- there were very few corporate complaints from the public about our roads but rather requests for services for example road resurfacing and potholes, which were received via Action Line;
- Section 278 agreements were more appropriate than 106 agreements as they forced developers to carry out necessary works on highways at their risk and expense;
- Southampton was in the process of securing a **highways service partnership** with Balfour Beatty. The contract seeks to maximise the use of existing resources to better manage and reduce the decline of the city's highways assets;
- when the contract is signed, all the services (excluding ROMANSE which manages traffic signals and the control centre) would be outsourced to Balfour Beatty (including staff) who would carry out surveys and produce future works programmes. These will be discussed and agreed with the relevant Cabinet Member and approved through the normal council channels;
- appropriate intelligent repair systems were being used to maintain carriageways from a complete resurface (which can last between 10-20 years), through to a thin overlay or structural re-patching;
- the messages about what we are providing needed to be delivered effectively to residents, businesses and the community effectively;

RESOLVED

- (i) that as public perception and the expectation gap was important there should be better communication with the public on how the authority was dealing with Highway issues such as priorities and the cost effectiveness of the processes utilised; and
- (ii) that the report of the Head of Policy and Improvement and the comments and presentation received from the Public Realm Manager and Asset Manager, along with the ideas and suggestions contributed by Members of the Panel , be placed in the register of evidence of the Inquiry into the Highways Approach to Asset Management.

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Agenda Item 7

DECISION-MAKER:	SCRUTINY PANEL A		
SUBJECT:	HIGHWAYS APPROACH TO ASSET MANAGEMENT INQUIRY: MEETING 2		
DATE OF DECISION:	8 JULY 2010		
REPORT OF:	HEAD OF POLICY AND IMPROVEMENT		
AUTHOR:	Name:	Dorota Goble	Tel: 023 8083 3317
	E-mail:	dorota.goble@southampton.gov.uk	
STATEMENT OF CONFIDENTIALITY			
None			

SUMMARY

The second and final meeting of this inquiry aims to look at the communication tool and community aspects of the highway approach to asset management. Southampton's Highways satisfaction and performance will also be examined, alongside how we compare with other authorities. In addition, a verbal update will be given on the context and process for the new Highways partnership. **Members are reminded to bring their full set of papers from Meeting 1 on 3 June 2010. Additional documents are also distributed with this report.**

RECOMMENDATIONS:

- (i) The panel is recommended to consider the background information provided and comments made by the Cabinet Member for Environment and Transport, The Transformation and Performance Manager and the Asset Manager and use the information provided as evidence in the inquiry.

REASONS FOR REPORT RECOMMENDATIONS

1. To enable the Panel to compile a file of evidence in order to formulate findings and recommendations at the end of the inquiry process.

CONSULTATION

2. Stakeholders are being consulted throughout the inquiry process

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

3. None

DETAIL

4. Councillor Dean, the Cabinet Member for Environment and Transport, will outline for the Scrutiny Panel the importance of prioritising the repairs of highways and pavements. In addition, there will be an introduction into the performance of Highways services, the Communication Toolkit used and the community perspective of the service provision.
5. The Panel is invited to have an open discussion on the council's approach with the cabinet member, supported by John Harvey, Public Realm Manager, and Jane Richards, Transformation and Performance Manager.

6. Background documents were distributed with the June papers to ensure the Panel had the full set of key papers and information available to them for the whole inquiry. The second meeting will primarily be on the final six documents, focussing on consultation, communication and performance aspects of Highways.
 - 6 Customer Consultation and Satisfaction Framework
 - 7 Communications of Scheme – Points for Consideration
 - 8 Scheme communications Grading Document
 - 9 Stakeholder Matrix
 - 10 Highways Improvements 2010-11 (Web Extract)
 - 11 Annual Local Authority Road Maintenance (ALARM) Survey 2010
- 7 In addition, new documents have been distributed relating to additional information and context requested at meeting 1:
 - 12 Results of the National Highways and Transport Public Satisfaction Survey 2009 (MORI)
 - 13 Action plan in response to the Mori survey.
 - 14 Directorate Communications Campaign – ‘Keep the City Moving’
8. As this is the final meeting of the panel on this matter there will also be an opportunity to discuss emerging recommendations and the approach and timescales for the final report.

FINANCIAL/RESOURCE IMPLICATIONS

Capital

8. Not applicable

Revenue

9. Not applicable

Property

10. Not applicable

Other

11. Not applicable

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

12. The duty to undertake overview and scrutiny is set out in Section 21 of the Local Government Act 2000 and the Local Government and Public Involvement in Health Act 2007.

Other Legal Implications:

13. None

POLICY FRAMEWORK IMPLICATIONS

14. None

SUPPORTING DOCUMENTATION

Appendices

1	Results of the National Highways and Transport Public Satisfaction Survey 2009 (MORI)
2	Action plan in response to the Mori survey.
3	Directorate Communications Campaign – ‘Keep the City Moving’

Documents In Members’ Rooms

	None
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Background Documents

Relevant Paragraph of the Access to Information
Procedure Rules / Schedule 12A allowing document to
be Exempt/Confidential (if applicable)

	None	
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Background documents available for inspection at:

KEY DECISION No

WARDS/COMMUNITIES AFFECTED:	Not applicable
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National Highways and Transport Public Satisfaction Survey 2009

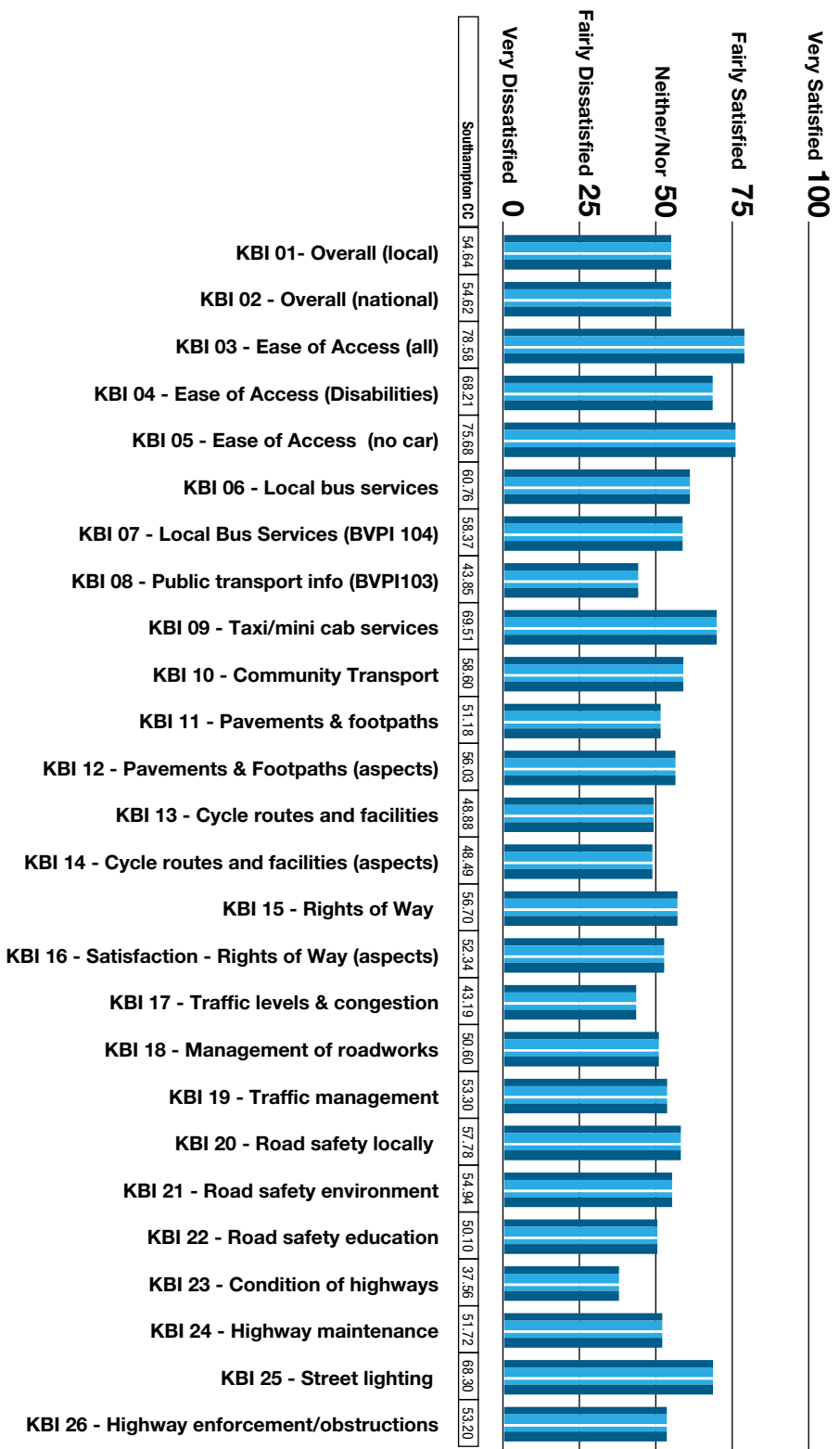
Southampton CC

Indicator Reference	Benchmarking Indicator	Score (out of 100)	Ranking (of 76)	Scope to Improve	UA rank (of 31)	Year on Year
01. General KBI						
KBI 01	Overall Satisfaction with Highways and Transport (against local importance)	54.64	55	+7.20	22	+4.15
KBI 02	Overall Satisfaction with Highways and Transport (against national importance)	54.62	57	+7.00	23	+4.07
02. Accessibility KBI						
KBI 03	Ease of Access to Key Services (All People)	78.58	23	+4.43	10	+4.51
KBI 04	Ease of Access to Key Services (People with disabilities)	68.21	73	+11.70	30	+1.13
KBI 05	Ease of Access to Key Services (No car households)	75.68	35	+8.80	10	+2.84
03. Public Transport KBI						
KBI 06	Overall Satisfaction with Local Bus Services	60.76	32	+13.53	11	+5.53
KBI 07	Satisfaction with Local Bus Services (BVPI 104)	58.37	41	+18.30	14	+5.09
KBI 08	Satisfaction with Local PT Information (BVPI103)	43.85	47	+20.26	15	+4.54
KBI 09	Satisfaction with Local Taxi (or mini-cab) Services	69.51	21	+7.64	13	+1.94
KBI 10	Overall Satisfaction with Community Transport, eg Dial-a-Ride and volunteer cars.	58.60	36	+5.20	14	+1.79
04. Walking/ Cycling KBI						
KBI 11	Overall Satisfaction with Pavements and Footpaths	51.18	65	+18.56	25	+5.42
KBI 12	Satisfaction with specific aspects of Pavements and Footpaths	56.03	41	+10.08	18	+6.25
KBI 13	Overall Satisfaction with Cycle Routes and Facilities	48.88	63	+19.09	28	+5.49
KBI 14	Satisfaction with specific aspects of Cycle Routes and Facilities	48.49	39	+10.32	23	+2.76
KBI 15	Overall Satisfaction with The Local Rights of Way Network	56.70	62	+6.05	28	+1.61
KBI 16	Satisfaction with specific aspects of The Local Rights of Way Network	52.34	47	+6.56	19	+3.56
05. Tackling Congestion KBI						
KBI 17	Overall Satisfaction with Traffic Levels and Congestion ie. queues	43.19	51	+17.37	16	+6.47
KBI 18	Satisfaction with Management of Roadworks	50.60	22	+4.15	13	+9.02
KBI 19	Satisfaction with Traffic Management	53.30	51	+5.36	18	+3.99
06. Road Safety KBI						
KBI 20	Overall Satisfaction with Road Safety Locally	57.78	46	+8.58	22	+1.88
KBI 21	Satisfaction with Road Safety Environment	54.94	26	+7.36	16	+4.99
KBI 22	Satisfaction with Road Safety Education	50.10	27	+7.15	15	+6.54
07. Highway Maintenance/ Enforcement KBI						
KBI 23	Overall Satisfaction with the Condition of Highways ie. roads and pavements	37.56	57	+22.12	23	+8.32
KBI 24	Satisfaction with Highway Maintenance	51.72	43	+9.83	20	+5.45
KBI 25	Overall Satisfaction with Street lighting	68.30	36	+7.77	19	+3.15
KBI 26	Highway Enforcement/ Obstructions	53.20	13	+9.63	8	+1.58



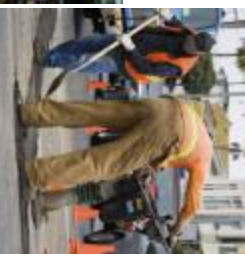
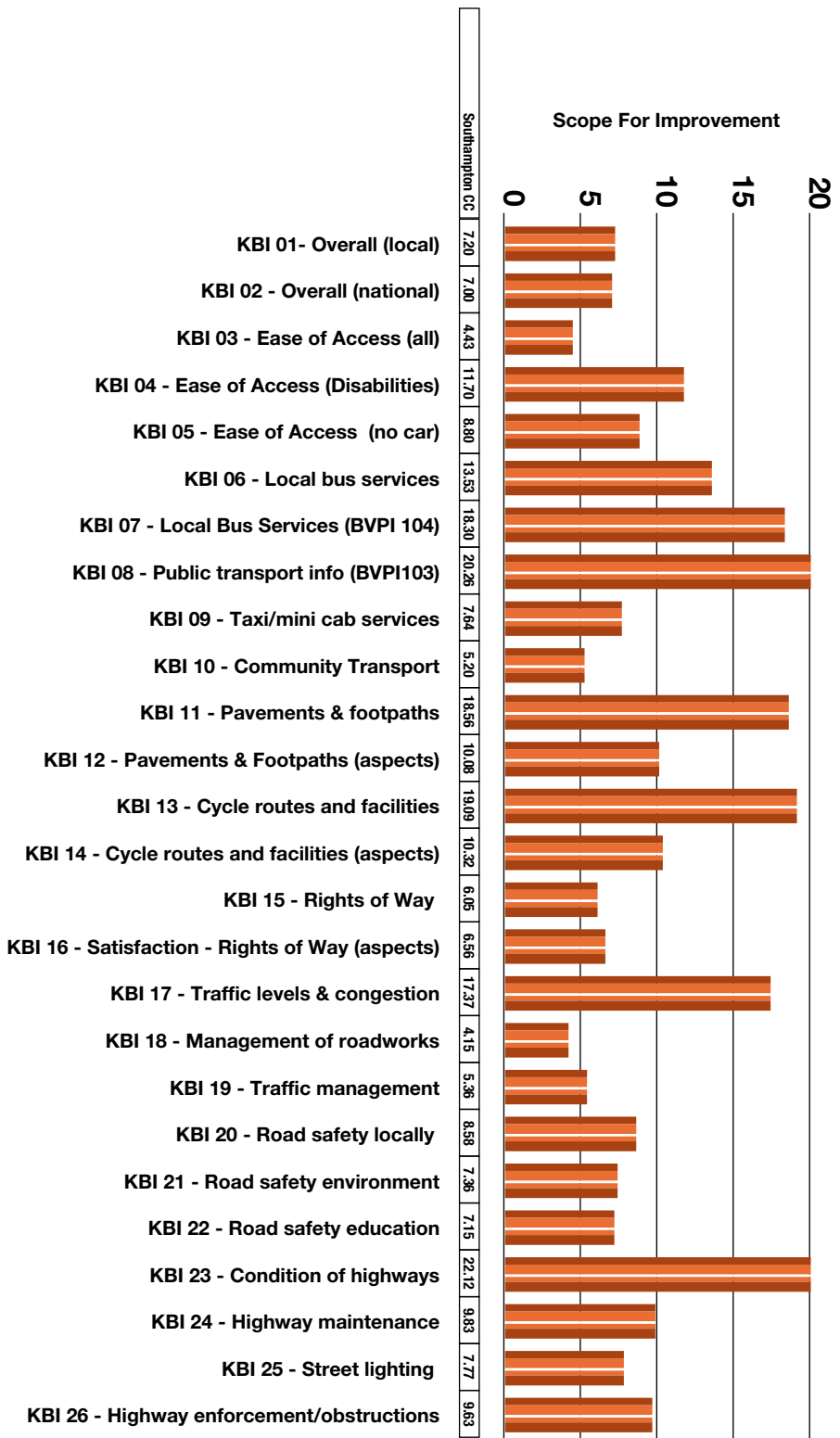
National Highways and Transport Public Satisfaction Survey 2009

Southampton CC



National Highways and Transport Public Satisfaction Survey 2009

Southampton CC



KBI 01

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Highways and Transport (against local importance)

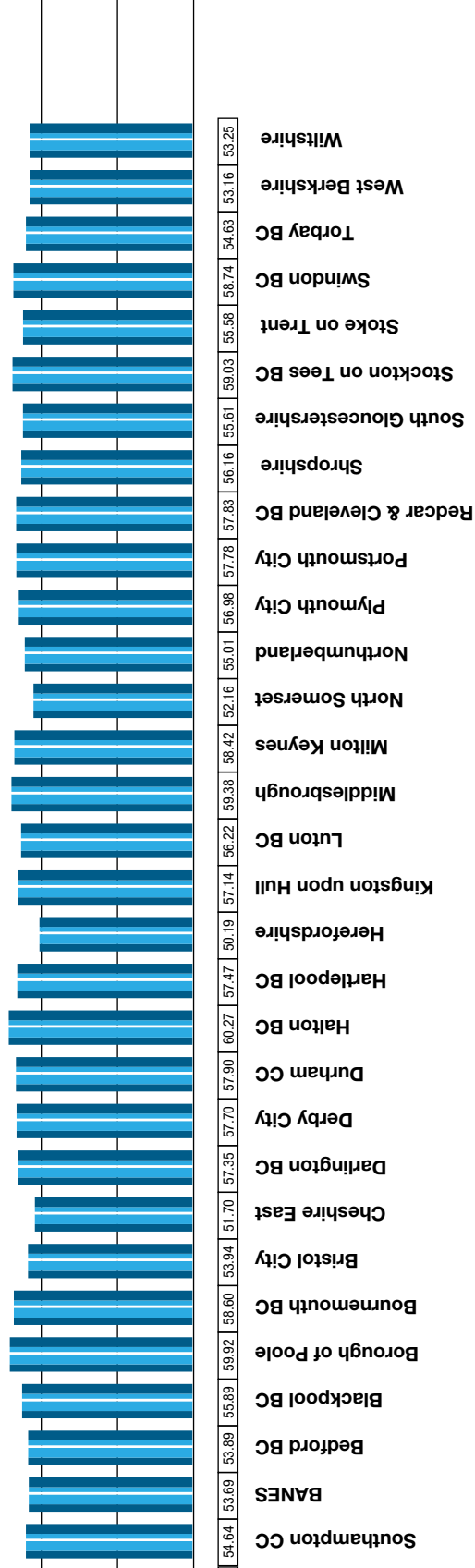
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	RB Kensington & Chelsea	61.84
2	South Tyneside	61.06
3	Sunderland City	60.75
4	Gateshead Council	60.75
5	Newcastle City	60.44

Top 5 County Councils

1	Nottinghamshire CC	58.67
2	Leicestershire CC	58.43
3	Devon CC	57.45
4	Derbyshire CC	57.43
5	Lancashire CC	56.87

Top 5 Unitary Authorities

1	Halton BC	60.27
2	Borough of Poole	59.92
3	Middlesbrough	59.38
4	Stockton on Tees BC	59.03
5	Swindon BC	58.74



KBI 02

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Highways and Transport (against national importance)

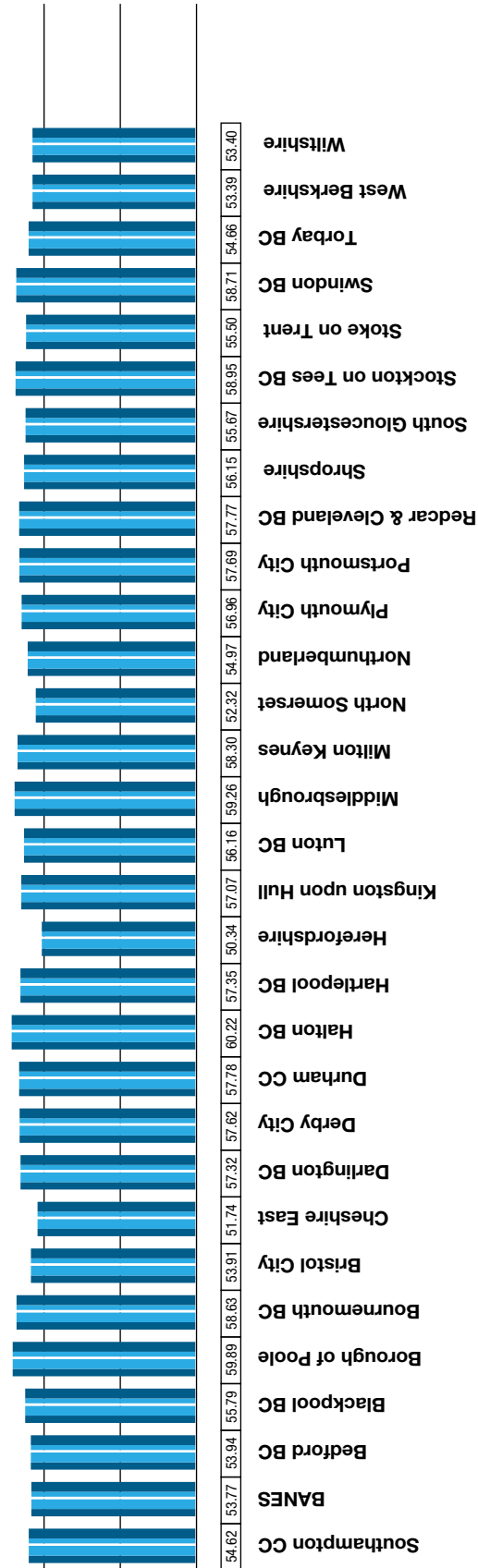
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	RB Kensington & Chelsea	61.62
2	South Tyneside	60.92
3	Gateshead Council	60.64
4	Sunderland City	60.60
5	Halton BC	60.22

Top 5 County Councils

1	Nottinghamshire CC	58.66
2	Leicestershire CC	58.43
3	Devon CC	57.57
4	Derbyshire CC	57.43
5	Lancashire CC	56.87

Top 5 Unitary Authorities

1	Halton BC	60.22
2	Borough of Poole	59.89
3	Middlesbrough	59.26
4	Stockton on Tees BC	58.95
5	Swindon BC	58.71



KBI 03

National Highways and Transport Public Satisfaction Survey 2009 Ease of Access to Key Services (All People)

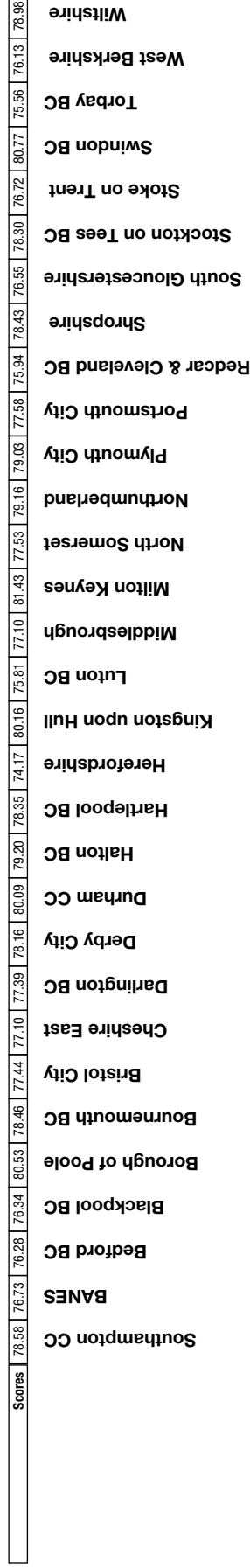
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	North Tyneside	83.01
2	LB Islington	82.54
3	RB Kensington & Chelsea	81.71
4	Milton Keynes	81.43
5	South Tyneside	80.96

Top 5 County Councils

1	Nottinghamshire CC	80.04
2	Devon CC	79.16
3	Cumbria CC	78.66
4	North Yorkshire CC	78.43
5	Somerset CC	78.35

Top 5 Unitary Authorities

1	Milton Keynes	81.43
2	Swindon BC	80.77
3	Borough of Poole	80.53
4	Kingston upon Hull	80.16
5	Durham CC	80.09



KBI 04

National Highways and Transport Public Satisfaction Survey 2009 Ease of Access to Key Services (People with disabilities)

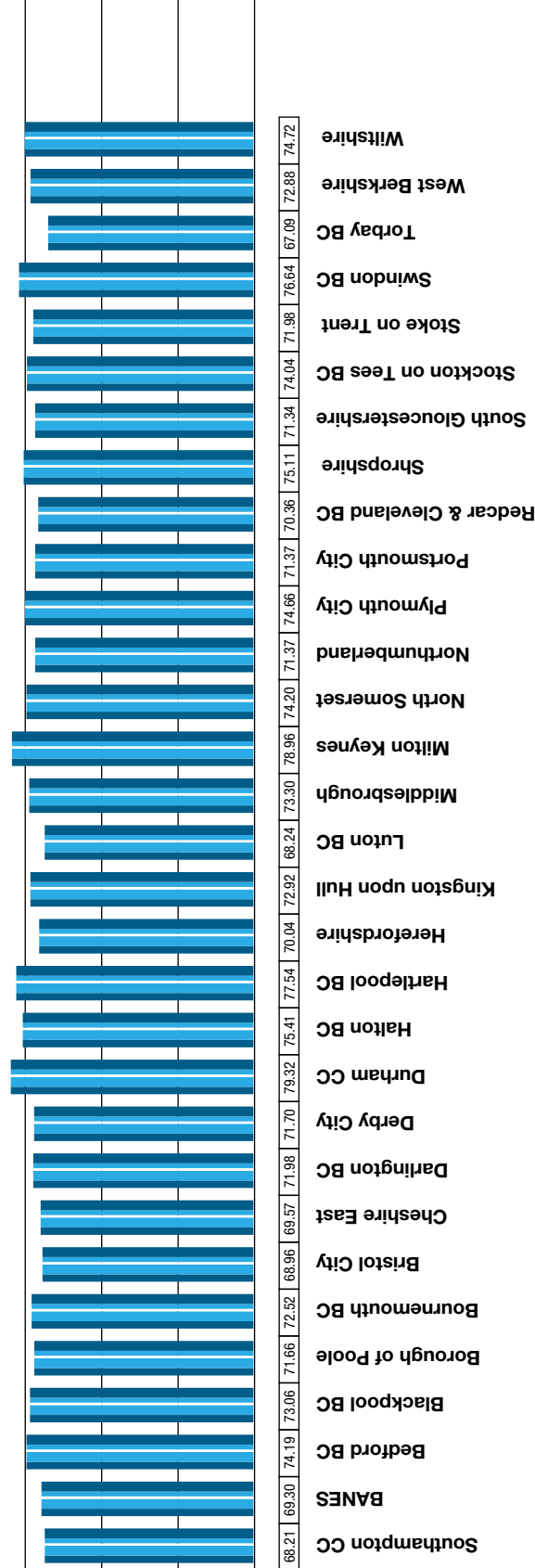
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

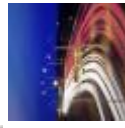
1	LB Islington	79.92
2	Durham CC	79.32
3	Milton Keynes	78.96
4	Nottinghamshire CC	77.85
5	LB Lambeth	77.80

Top 5 County Councils

1	Nottinghamshire CC	77.85
2	Staffordshire CC	74.26
3	North Yorkshire CC	73.88
4	Cambridgeshire CC	73.75
5	Warwickshire CC	73.73

Top 5 Unitary Authorities

1	Durham CC	79.32
2	Milton Keynes	78.96
3	Hartlepool BC	77.54
4	Swindon BC	76.64
5	Halton BC	75.41



KBI 05

National Highways and Transport Public Satisfaction Survey 2009

Ease of Access to Key Services (No car households)

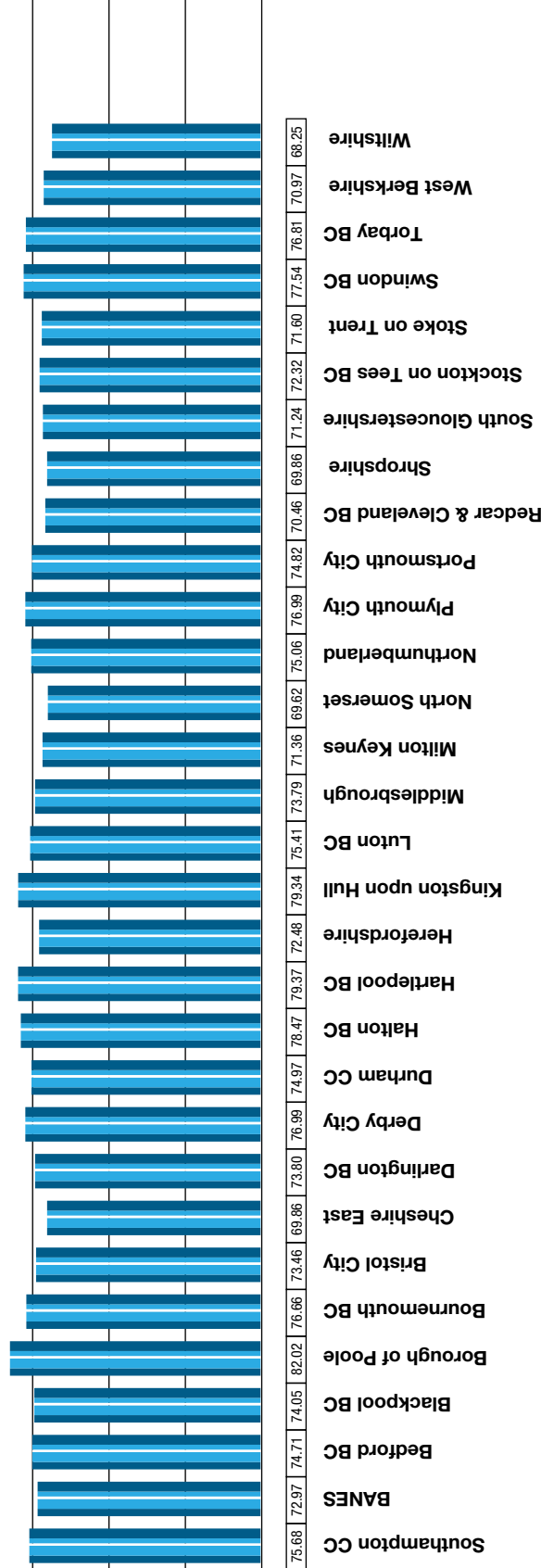
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	LB Islington	84.49
2	Borough of Poole	82.02
3	RB Kensington & Chelsea	81.88
4	North Tyneside	81.52
5	LB Haringey	80.68

Top 5 County Councils

1	East Sussex CC	79.09
2	Leicestershire CC	79.02
3	Cumbria CC	78.38
4	Cambridgeshire CC	77.79
5	Lincolnshire CC	76.89

Top 5 Unitary Authorities

1	Borough of Poole	82.02
2	Hartlepool BC	79.37
3	Kingston upon Hull	79.34
4	Halton BC	78.47
5	Swindon BC	77.54



KBI 06

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Local Bus Services

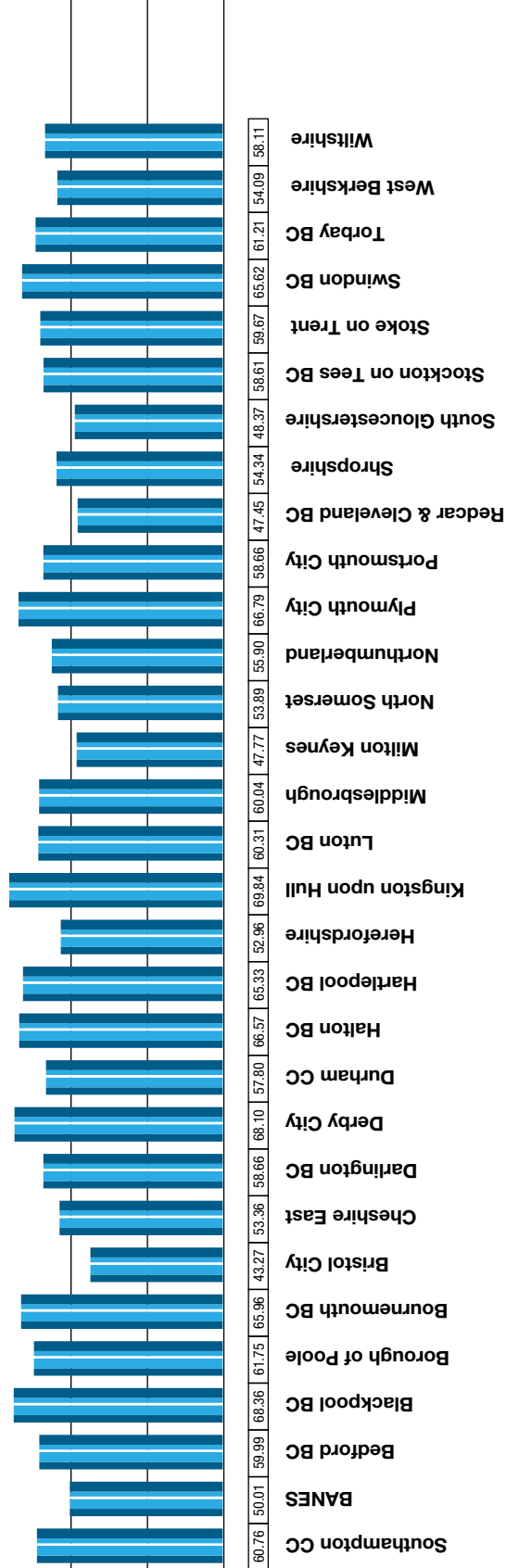
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

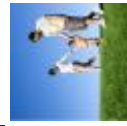
1	RB Kensington & Chelsea	74.29
2	LB Haringey	72.90
3	LB Hackney	72.82
4	LB Islington	70.86
5	LB Lambeth	70.63

Top 5 County Councils

1	Nottinghamshire CC	66.08
2	Lancashire CC	63.59
3	Oxfordshire CC	62.31
4	Derbysire CC	61.08
5	Leicestershire CC	59.85

Top 5 Unitary Authorities

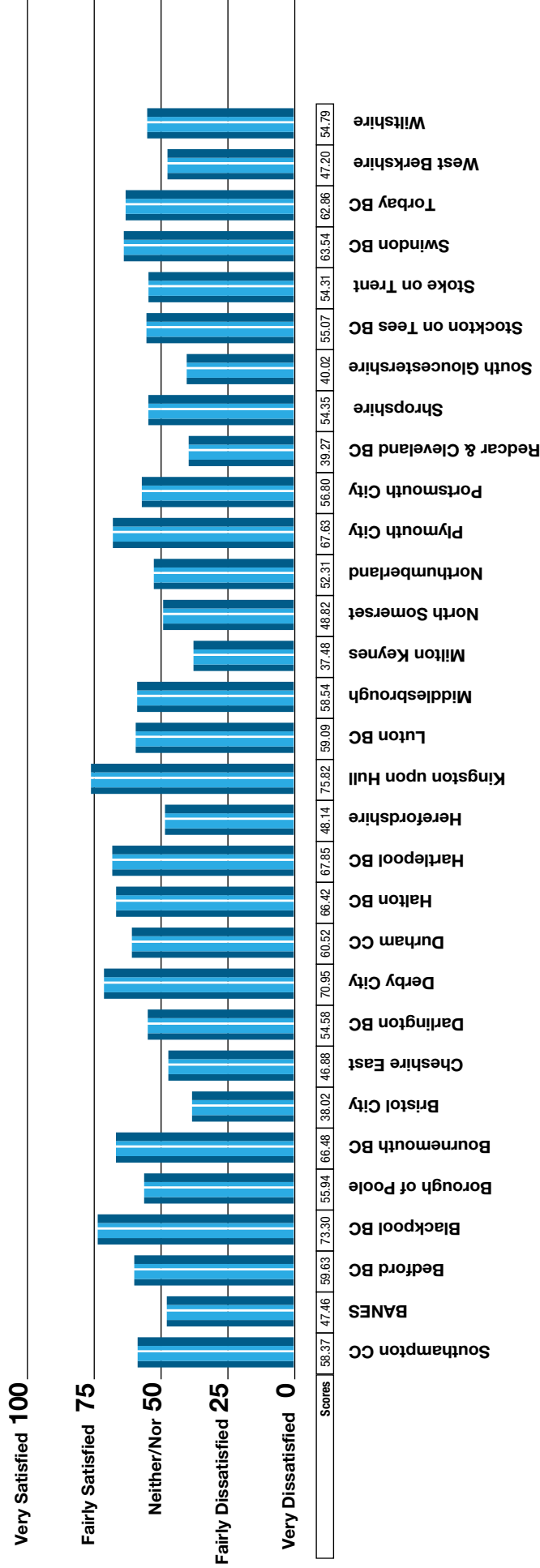
1	Kingston upon Hull	69.84
2	Blackpool BC	68.36
3	Derby City	68.10
4	Plymouth City	66.79
5	Halton BC	66.57



KBI 07

National Highways and Transport Public Satisfaction Survey 2009

Satisfaction with Local Bus Services (BVPI 104)



Top 5 Authorities

1	LB Haringey	76.68
2	LB Islington	76.46
3	Kingston upon Hull	75.82
4	LB Lambeth	74.60
5	LB Hackney	74.05

Top 5 County Councils

1	Nottinghamshire CC	69.75
2	Lancashire CC	67.84
3	Oxfordshire CC	66.08
4	Derbyshire CC	62.50
5	North Yorkshire CC	59.03

Top 5 Unitary Authorities

1	Kingston upon Hull	75.82
2	Blackpool BC	73.30
3	Derby City	70.95
4	Hartlepool BC	67.85
5	Plymouth City	67.63



KBI 08

National Highways and Transport Public Satisfaction Survey 2009 Satisfaction with Local PT Information (BVP1103)

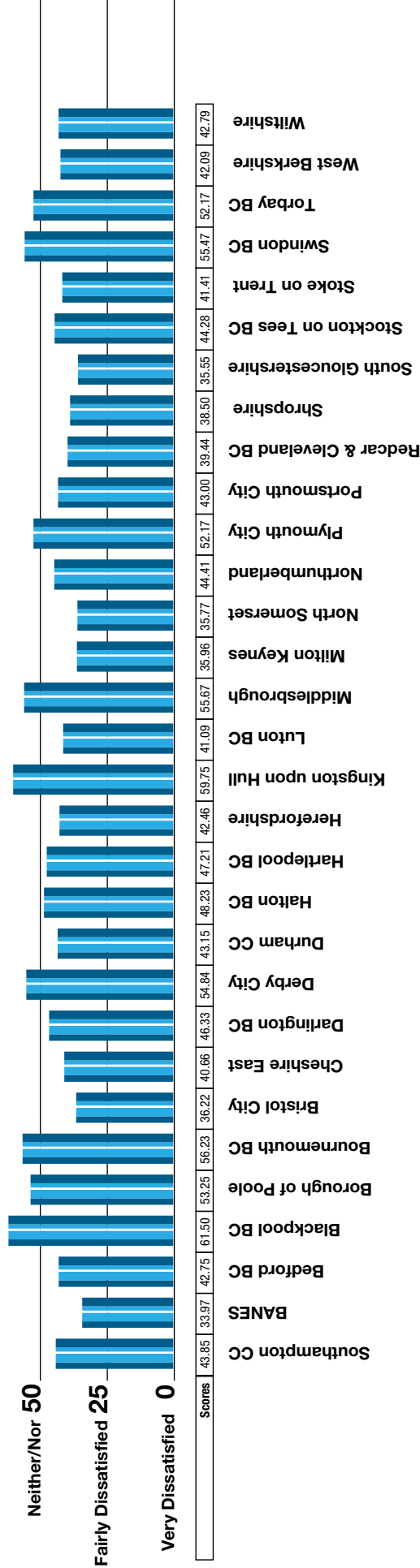
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	LB Islington	64.11
2	Rotherham MBC	62.67
3	Blackpool BC	61.50
4	Gateshead Council	61.30
5	RB Kensington & Chelsea	60.97

Top 5 County Councils

1	Lancashire CC	56.64
2	Nottinghamshire CC	53.78
3	Devon CC	53.11
4	Derbyshire CC	50.03
5	Oxfordshire CC	49.65

Top 5 Unitary Authorities

1	Blackpool BC	61.50
2	Kingston upon Hull	59.75
3	Bournemouth BC	56.23
4	Middlesbrough	55.67
5	Swindon BC	55.47



KBI 09

National Highways and Transport Public Satisfaction Survey 2009

Satisfaction with Local Taxi (or mini-cab) Services

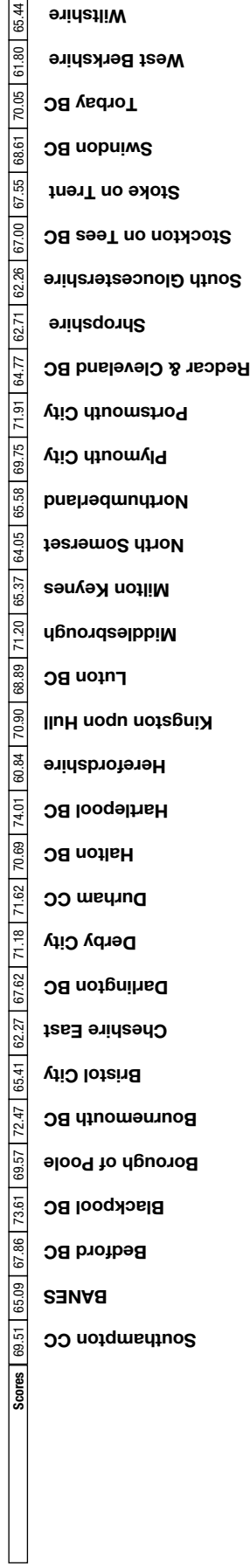
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

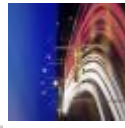
1	Liverpool City	77.15
2	Hartlepool BC	74.01
3	Blackpool BC	73.61
4	Newcastle City	73.54
5	Sunderland City	73.17

Top 5 County Councils

1	Lancashire CC	68.41
2	East Sussex CC	67.68
3	Derbyshire CC	66.74
4	Dorset CC	66.18
5	Nottinghamshire CC	65.96

Top 5 Unitary Authorities

1	Hartlepool BC	74.01
2	Blackpool BC	73.61
3	Bournemouth BC	72.47
4	Portsmouth City	71.91
5	Durham CC	71.62



KBI 10

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Community Transport, eg Dial-a-Ride and volunteer cars.

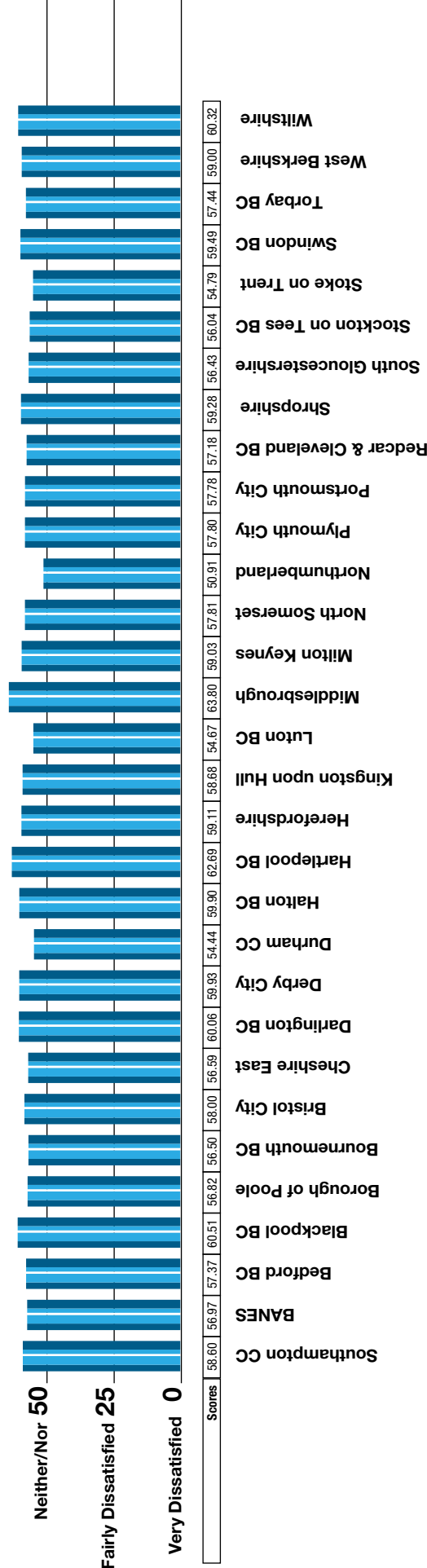
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	Middlesbrough	63.80
2	Liverpool City	63.29
3	LB Tower Hamlets	63.01
4	Hartlepool BC	62.69
5	Walsall MBC	62.50

Top 5 County Councils

1	Lancashire CC	60.49
2	Derbysire CC	60.18
3	Gloucestershire CC	60.06
4	Lincolnshire CC	59.01
5	Devon CC	58.73

Top 5 Unitary Authorities

1	Middlesbrough	63.80
2	Hartlepool BC	62.69
3	Blackpool BC	60.51
4	Wiltshire	60.32
5	Darlington BC	60.06



National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Pavements and Footpaths

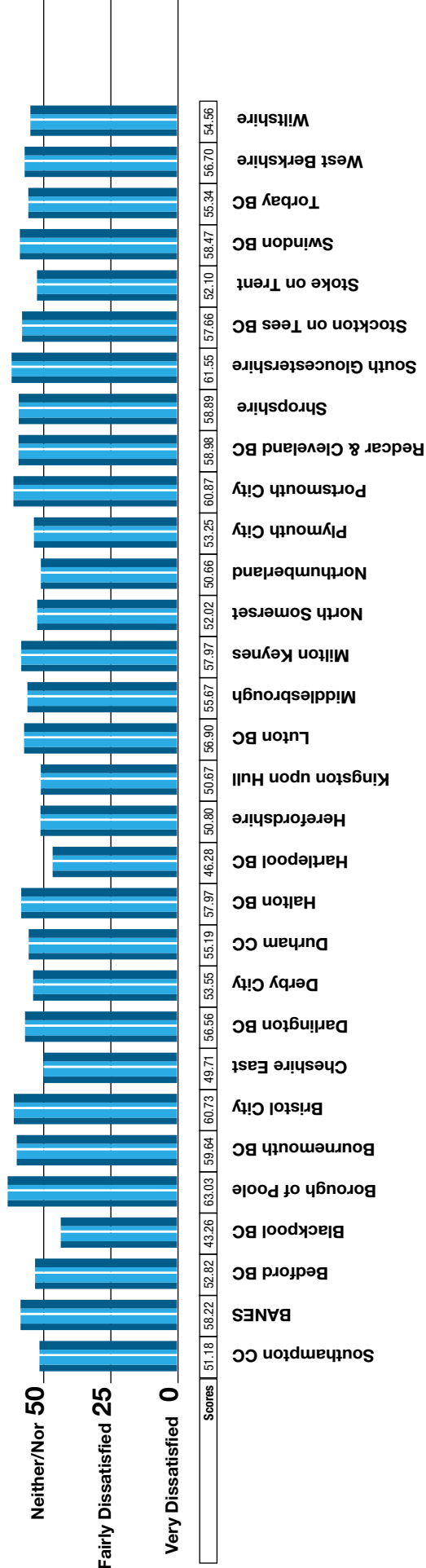
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	RB Kensington & Chelsea	69.75
2	Leicestershire CC	63.24
3	Borough of Poole	63.03
4	LB Hackney	62.50
5	South Gloucestershire	61.55

Top 5 County Councils

1	Leicestershire CC	63.24
2	Devon CC	60.13
3	Cornwall	59.13
4	North Yorkshire CC	59.08
5	Staffordshire CC	58.75

Top 5 Unitary Authorities

1	Borough of Poole	63.03
2	South Gloucestershire	61.55
3	Portsmouth City	60.87
4	Bristol City	60.73
5	Bournemouth BC	59.64



KBI 12

National Highways and Transport Public Satisfaction Survey 2009

Satisfaction with specific aspects of Pavements and Footpaths

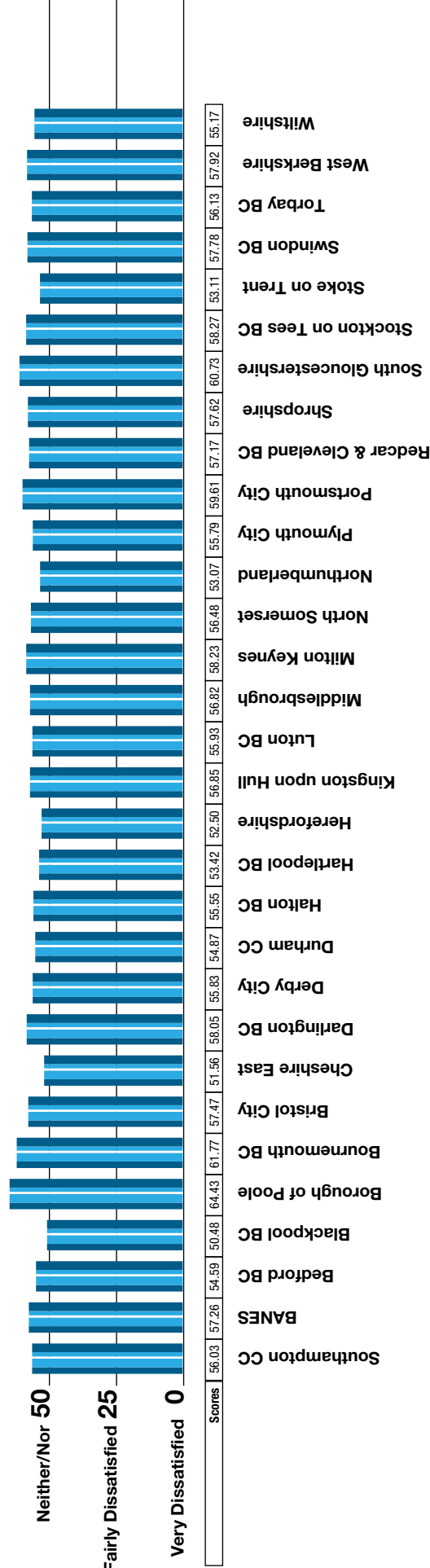
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	RB Kensington & Chelsea	66.11
2	Borough of Poole	64.43
3	Bournemouth BC	61.77
4	South Gloucestershire	60.73
5	Leicestershire CC	60.05

Top 5 County Councils

1	Leicestershire CC	60.05
2	Devon CC	59.79
3	North Yorkshire CC	59.60
4	Nottinghamshire CC	59.18
5	Lincolnshire CC	58.20

Top 5 Unitary Authorities

1	Borough of Poole	64.43
2	Bournemouth BC	61.77
3	South Gloucestershire	60.73
4	Portsmouth City	59.61
5	Stockton on Tees BC	58.27



KBI 13

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Cycle Routes and Facilities

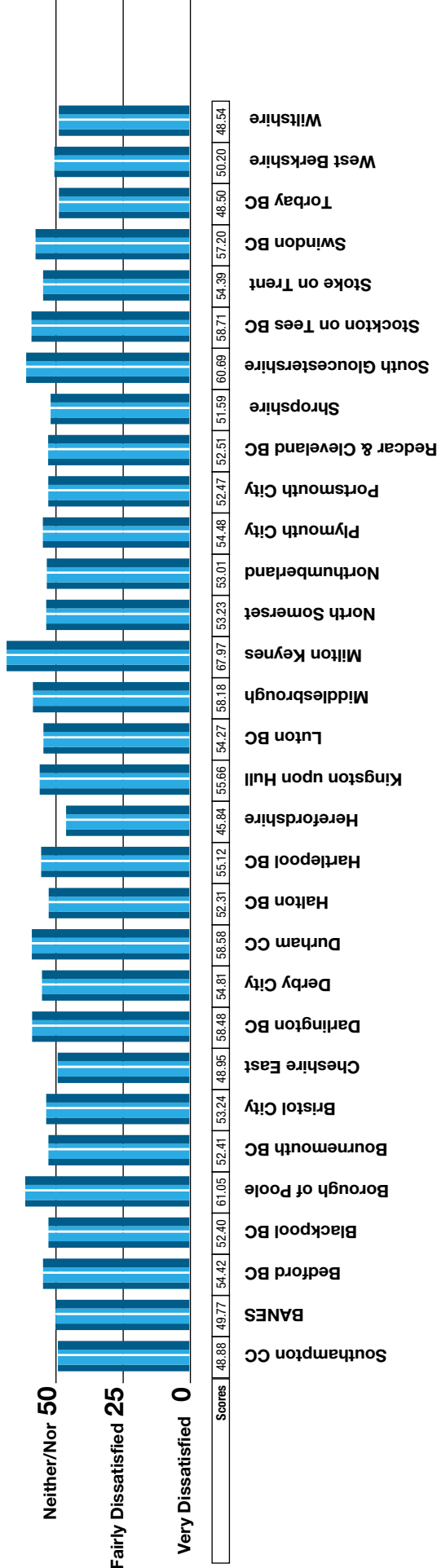
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	Milton Keynes	67.97
2	Borough of Poole	61.05
3	South Gloucestershire	60.69
4	Stockton on Tees BC	58.71
5	South Tyneside	58.59

Top 5 County Councils

1	Nottinghamshire CC	57.86
2	Devon CC	55.76
3	Lancashire CC	53.62
4	Cumbria CC	53.52
5	Hampshire CC	53.33

Top 5 Unitary Authorities

1	Milton Keynes	67.97
2	Borough of Poole	61.05
3	South Gloucestershire	60.69
4	Stockton on Tees BC	58.71
5	Durham CC	58.58



KBI 14

National Highways and Transport Public Satisfaction Survey 2009

Satisfaction with specific aspects of Cycle Routes and Facilities

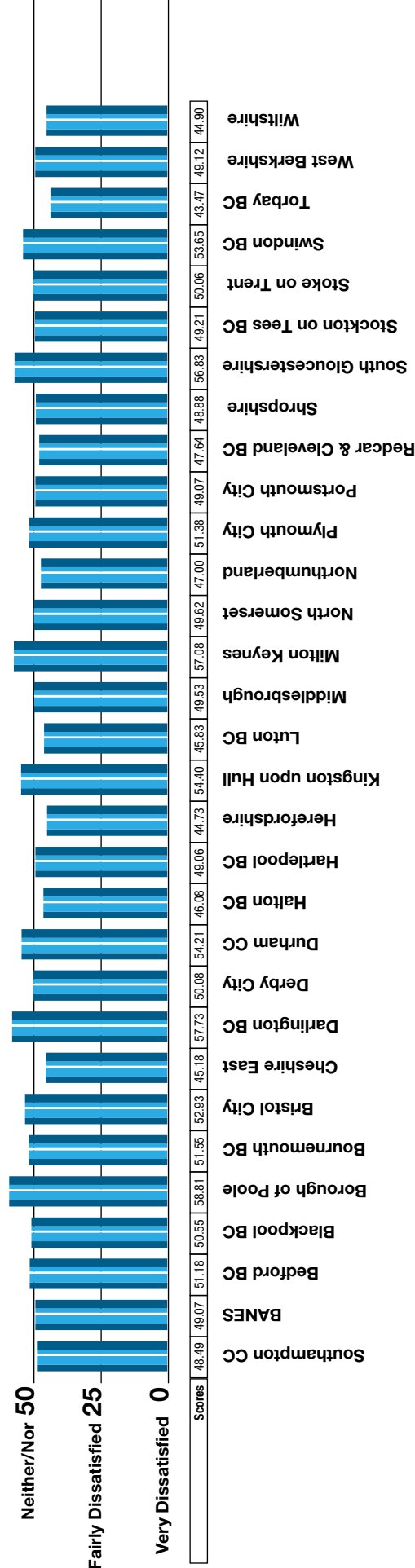
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	Borough of Poole	58.81
2	Darlington BC	57.73
3	Milton Keynes	57.08
4	South Gloucestershire	56.83
5	Kingston upon Hull	54.40

Top 5 County Councils

1	Devon CC	52.09
2	Nottinghamshire CC	52.08
3	Cumbria CC	50.77
4	Oxfordshire CC	50.54
5	Lancashire CC	50.28

Top 5 Unitary Authorities

1	Borough of Poole	58.81
2	Darlington BC	57.73
3	Milton Keynes	57.08
4	South Gloucestershire	56.83
5	Kingston upon Hull	54.40



KBI 15

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with The Local Rights of Way Network

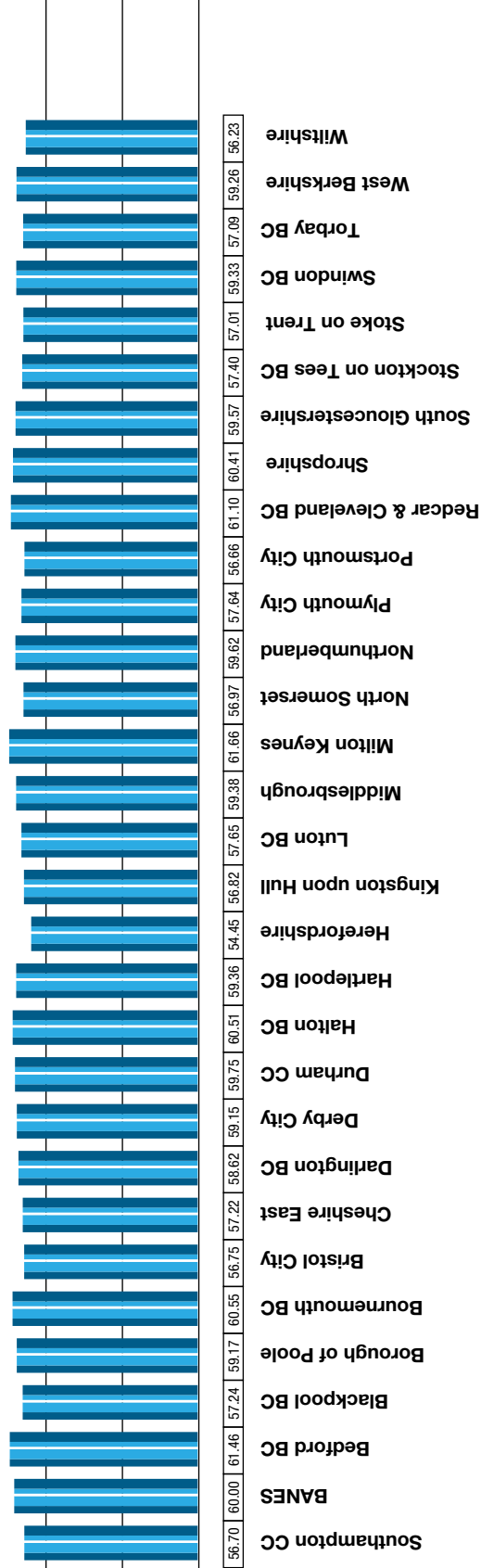
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	South Tyneside	62.76
2	Nottinghamshire CC	62.01
3	Milton Keynes	61.66
4	Bedford BC	61.46
5	Derbyshire CC	61.27

Top 5 County Councils

1	Nottinghamshire CC	62.01
2	Derbyshire CC	61.27
3	Staffordshire CC	60.64
4	East Sussex CC	60.56
5	Leicestershire CC	60.53

Top 5 Unitary Authorities

1	Milton Keynes	61.66
2	Bedford BC	61.46
3	Redcar & Cleveland BC	61.10
4	Bournemouth BC	60.55
5	Halton BC	60.51



KBI 16

National Highways and Transport Public Satisfaction Survey 2009

Satisfaction with specific aspects of The Local Rights of Way Network

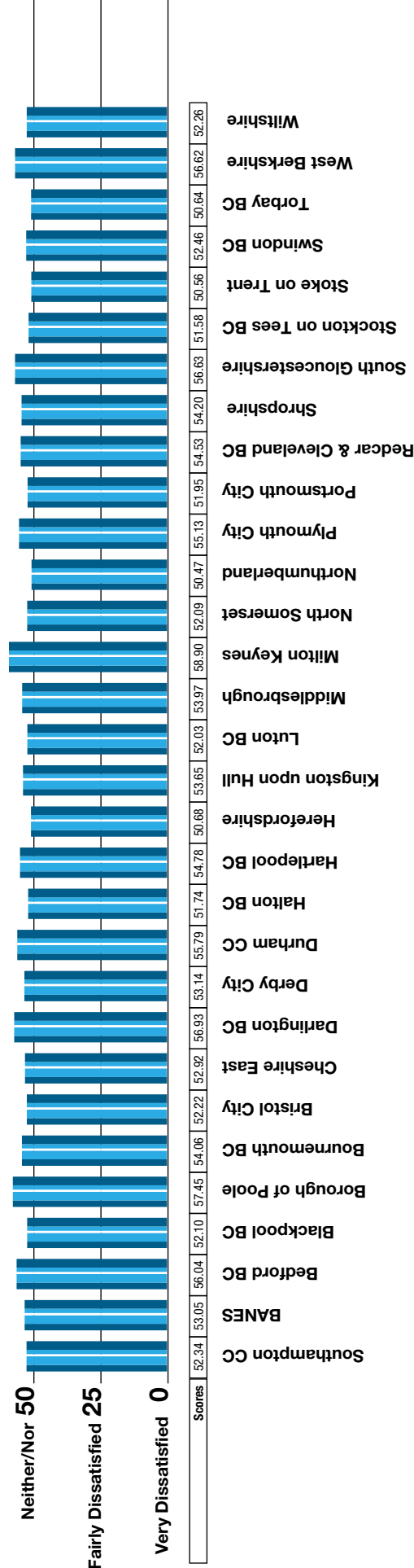
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	Milton Keynes	58.90
2	Borough of Poole	57.45
3	Darlington BC	56.93
4	Gateshead Council	56.92
5	South Tyneside	56.70

Top 5 County Councils

1	Devon CC	56.30
2	Derbyshire CC	55.93
3	Cumbria CC	55.38
4	Nottinghamshire CC	55.14
5	Leicestershire CC	55.00

Top 5 Unitary Authorities

1	Milton Keynes	58.90
2	Borough of Poole	57.45
3	Darlington BC	56.93
4	South Gloucestershire	56.63
5	West Berkshire	56.62



KBI 17

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Traffic Levels and Congestion ie. queues

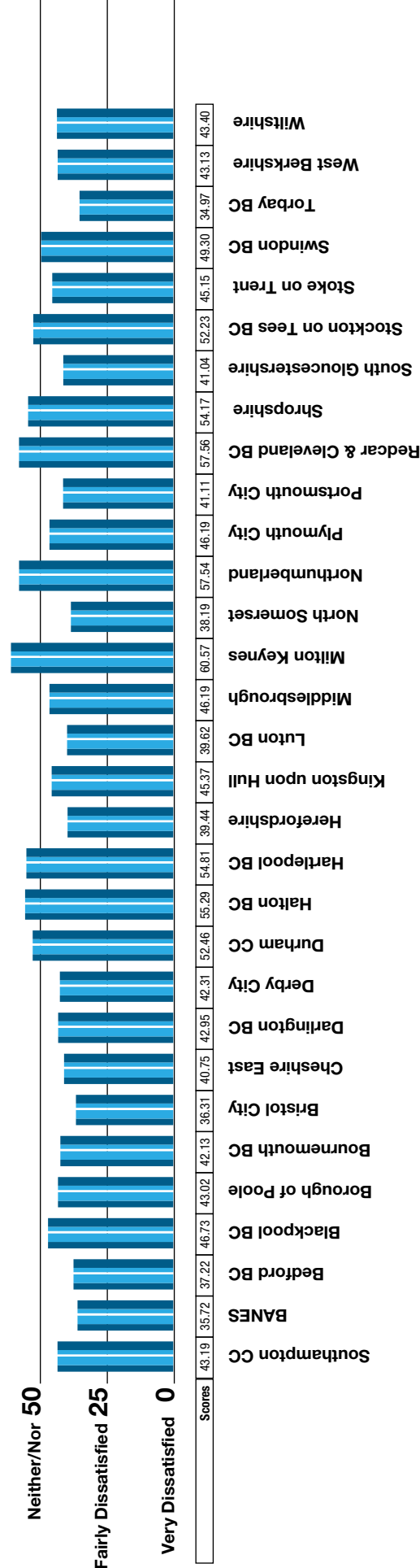
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	Milton Keynes	60.57
2	Redcar & Cleveland BC	57.56
3	Northumberland	57.54
4	Halton BC	55.29
5	Hartlepool BC	54.81

Top 5 County Councils

1	Cumbria CC	51.54
2	Cornwall	51.19
3	Northhamshire CC	50.11
4	Staffordshire CC	49.87
5	Somerset CC	49.71

Top 5 Unitary Authorities

1	Milton Keynes	60.57
2	Redcar & Cleveland BC	57.56
3	Northumberland	57.54
4	Halton BC	55.29
5	Hartlepool BC	54.81



KBI 18

National Highways and Transport Public Satisfaction Survey 2009

Satisfaction with Management of Roadworks

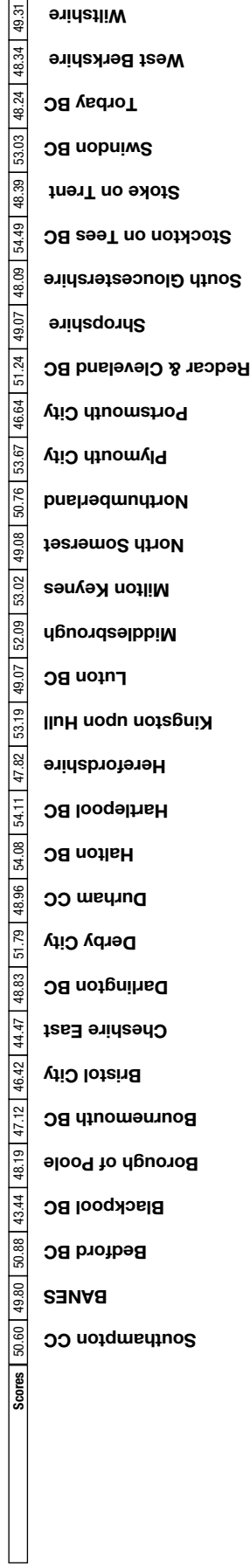
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	Devon CC	54.75
2	Stockton on Tees BC	54.49
3	Hartlepool BC	54.11
4	Halton BC	54.08
5	South Tyneside	53.75

Top 5 County Councils

1	Devon CC	54.75
2	Somerset CC	53.34
3	Suffolk CC	53.02
4	Cornwall	51.90
5	Cambridgeshire CC	51.67

Top 5 Unitary Authorities

1	Stockton on Tees BC	54.49
2	Hartlepool BC	54.11
3	Halton BC	54.08
4	Plymouth City	53.67
5	Kingston upon Hull	53.19



KBI 19

National Highways and Transport Public Satisfaction Survey 2009

Satisfaction with Traffic Management

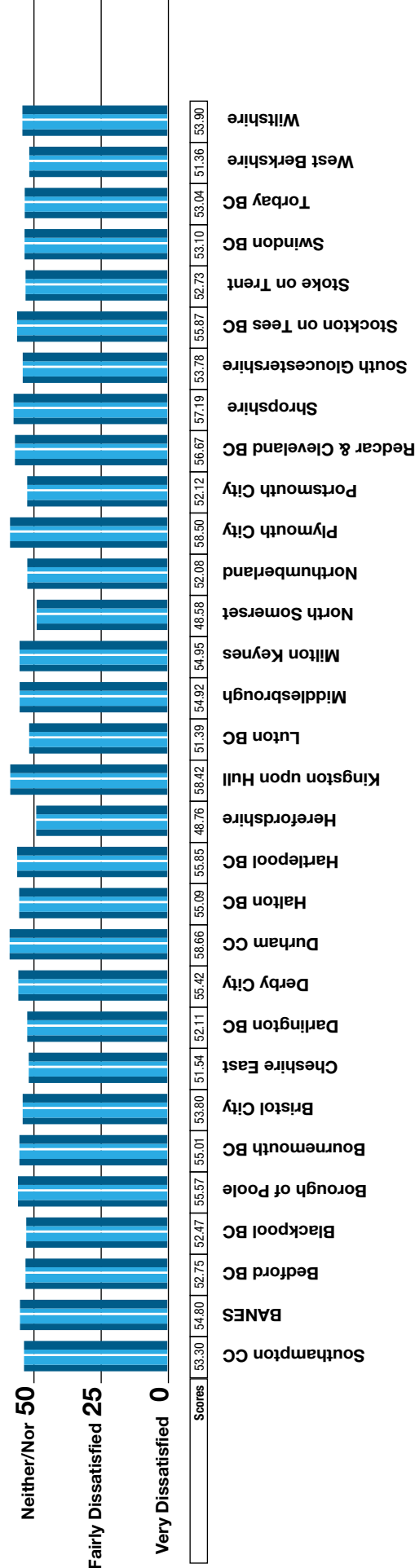
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

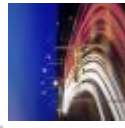
1	Durham CC	58.66
2	Plymouth City	58.50
3	RB Kensington & Chelsea	58.48
4	Kingston upon Hull	58.42
5	Nottinghamshire CC	58.28

Top 5 County Councils

1	Nottinghamshire CC	58.28
2	Cambridgeshire CC	56.32
3	Devon CC	56.31
4	Oxfordshire CC	55.91
5	Gloucestershire CC	55.59

Top 5 Unitary Authorities

1	Durham CC	58.66
2	Plymouth City	58.50
3	Kingston upon Hull	58.42
4	Shropshire	57.19
5	Redcar & Cleveland BC	56.67



KBI 20

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Road Safety Locally

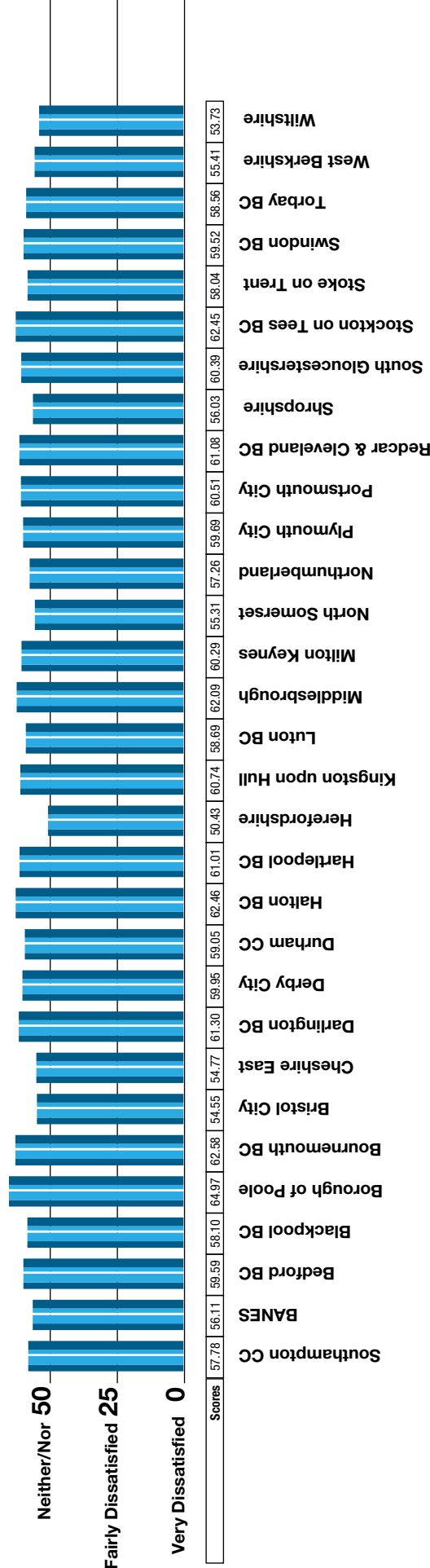
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	South Tyneside	66.36
2	Borough of Poole	64.97
3	Bournemouth BC	62.58
4	Halton BC	62.46
5	Stockton on Tees BC	62.45

Top 5 County Councils

1	Derbyshire CC	60.21
2	Staffordshire CC	60.04
3	Nottinghamshire CC	60.01
4	Devon CC	59.55
5	Leicestershire CC	59.43

Top 5 Unitary Authorities

1	Borough of Poole	64.97
2	Bournemouth BC	62.58
3	Halton BC	62.46
4	Stockton on Tees BC	62.45
5	Middlesbrough	62.09



National Highways and Transport Public Satisfaction Survey 2009

Satisfaction with Road Safety Environment

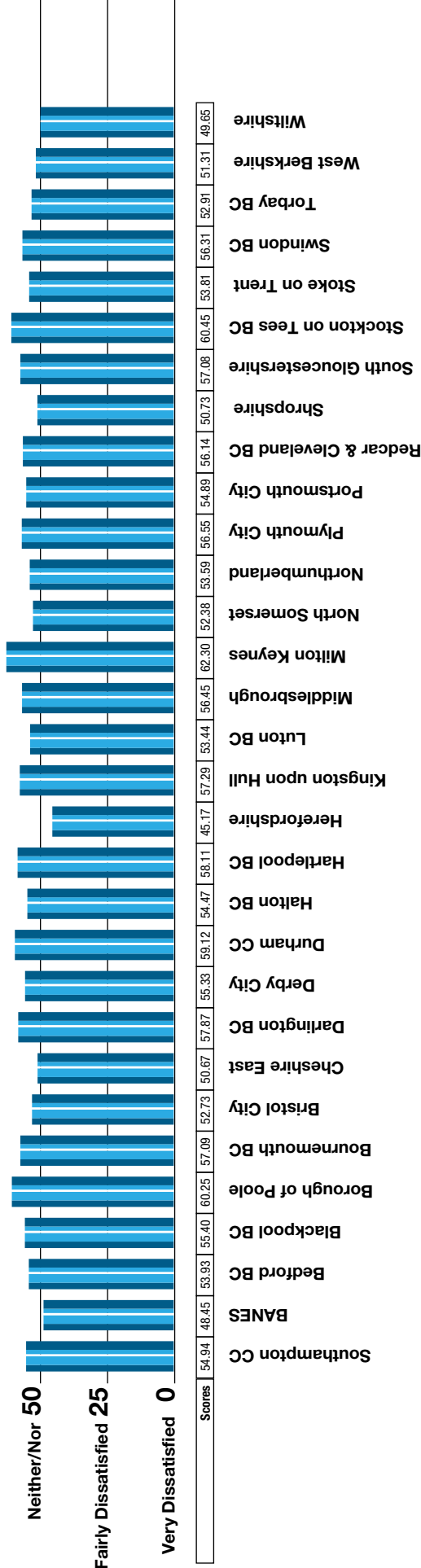
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	Milton Keynes	62.30
2	Stockton on Tees BC	60.45
3	Borough of Poole	60.25
4	Durham CC	59.12
5	South Tyneside	58.94

Top 5 County Councils

1	Lancashire CC	56.33
2	Nottinghamshire CC	56.10
3	Staffordshire CC	55.54
4	Derbyshire CC	54.25
5	Cumbria CC	54.10

Top 5 Unitary Authorities

1	Milton Keynes	62.30
2	Stockton on Tees BC	60.45
3	Borough of Poole	60.25
4	Durham CC	59.12
5	Hartlepool BC	58.11



KBI 22

National Highways and Transport Public Satisfaction Survey 2009 Satisfaction with Road Safety Education

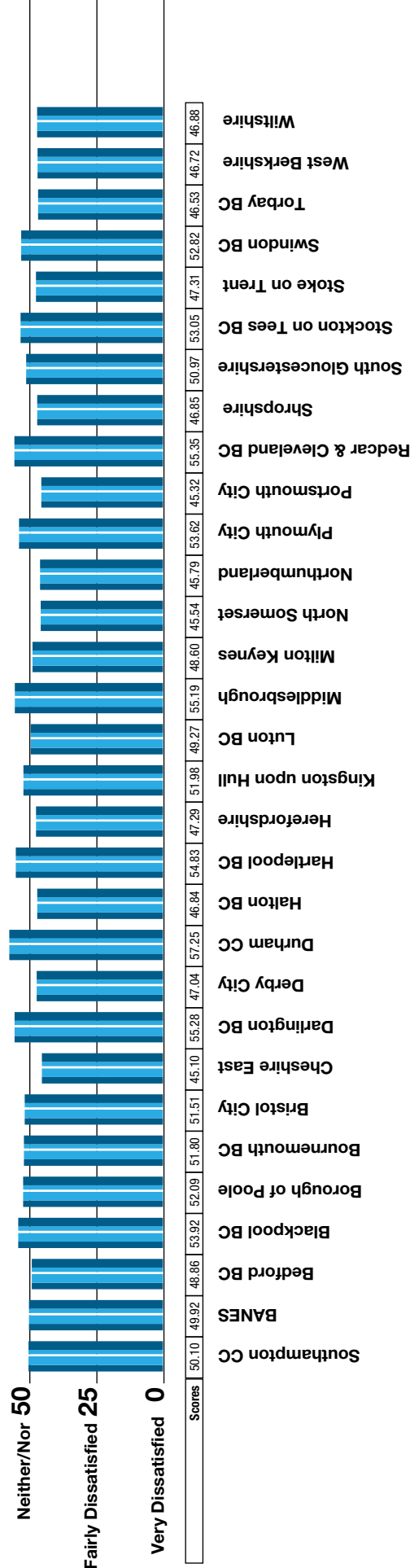
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	Durham CC	57.25
2	Sunderland City	57.01
3	South Tyneside	56.50
4	Redcar & Cleveland BC	55.35
5	Darlington BC	55.28

Top 5 County Councils

1	Cumbria CC	54.99
2	Lancashire CC	53.66
3	Cambridgeshire CC	52.72
4	Gloucestershire CC	52.35
5	Staffordshire CC	52.15

Top 5 Unitary Authorities

1	Durham CC	57.25
2	Redcar & Cleveland BC	55.35
3	Darlington BC	55.28
4	Middlesbrough	55.19
5	Hartlepool BC	54.83



KBI 23

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with the Condition of Highways ie. roads and pavements

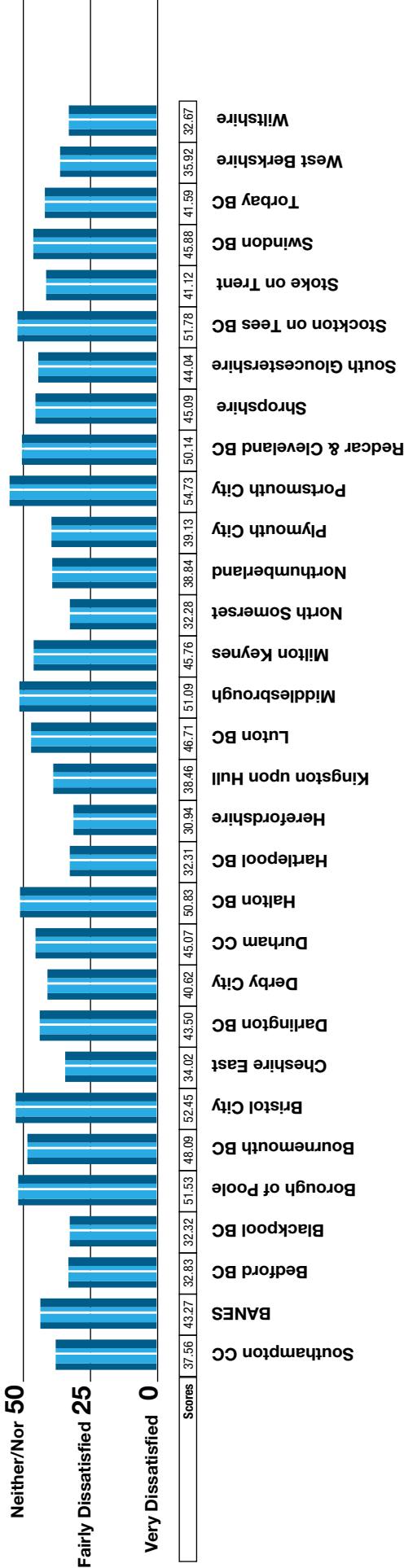
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	RB Kensington & Chelsea	59.68
2	Gateshead Council	57.80
3	Portsmouth City	54.73
4	Leicestershire CC	53.86
5	Newcastle City	52.55

Top 5 County Councils

1	Leicestershire CC	53.86
2	Cornwall	49.66
3	Nottinghamshire CC	46.98
4	North Yorkshire CC	46.44
5	Suffolk CC	45.53

Top 5 Unitary Authorities

1	Portsmouth City	54.73
2	Bristol City	52.45
3	Stockton on Tees BC	51.78
4	Borough of Poole	51.53
5	Middlesbrough	51.09



KBI 24

National Highways and Transport Public Satisfaction Survey 2009 Satisfaction with Highway Maintenance

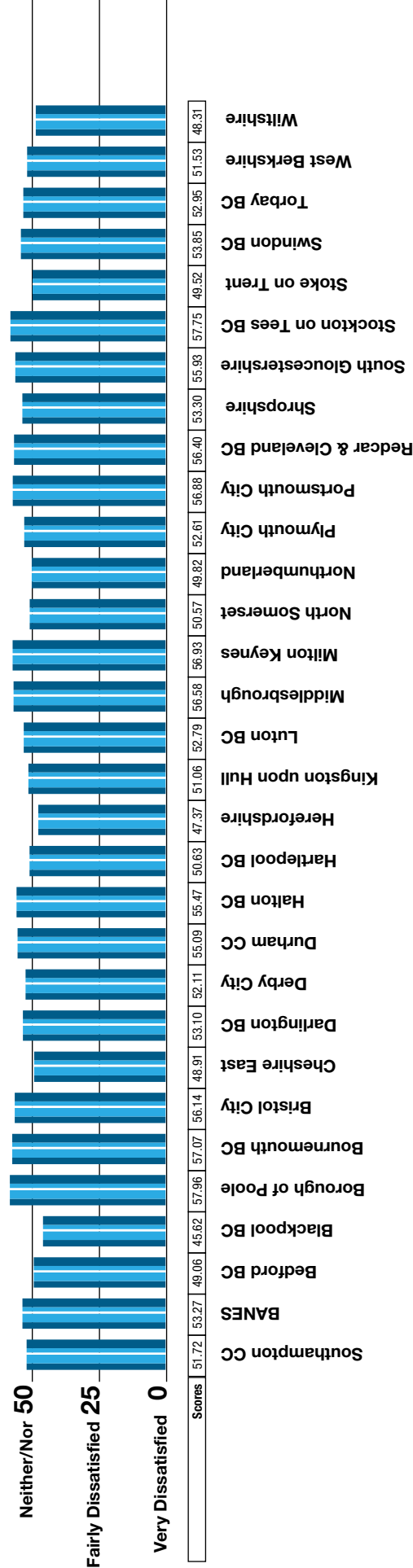
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	RB Kensington & Chelsea	61.55
2	Gateshead Council	59.07
3	Borough of Poole	57.96
4	Stockton on Tees BC	57.75
5	Newcastle City	57.24

Top 5 County Councils

1	Leicestershire CC	56.85
2	Devon CC	55.42
3	Nottinghamshire CC	53.92
4	North Yorkshire CC	53.89
5	Lincolnshire CC	53.83

Top 5 Unitary Authorities

1	Borough of Poole	57.96
2	Stockton on Tees BC	57.75
3	Bournemouth BC	57.07
4	Milton Keynes	56.93
5	Portsmouth City	56.88



KBI 25

National Highways and Transport Public Satisfaction Survey 2009

Overall Satisfaction with Street lighting



Top 5 Authorities

1	North Tyneside	76.07
2	South Tyneside	75.88
3	Sunderland City	75.55
4	Newcastle City	74.95
5	Redcar & Cleveland BC	74.57

Top 5 County Councils

1	Derbyshire CC	70.80
2	Nottinghamshire CC	70.39
3	Devon CC	69.81
4	Leicestershire CC	69.71
5	Staffordshire CC	69.12

Top 5 Unitary Authorities

1	Redcar & Cleveland BC	74.57
2	Borough of Poole	74.15
3	Stockton on Tees BC	73.19
4	Durham CC	72.77
5	Darlington BC	72.04



KBI 26

National Highways and Transport Public Satisfaction Survey 2009 Highway Enforcement/ Obstructions

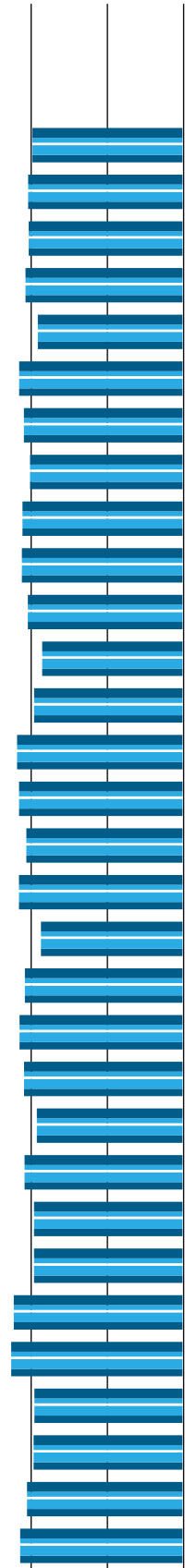
Very Satisfied 100

Fairly Satisfied 75

Neither/Nor 50

Fairly Dissatisfied 25

Very Dissatisfied 0



Top 5 Authorities

1	RB Kensington & Chelsea	62.83
2	Borough of Poole	56.14
3	LB Islington	55.34
4	Bournemouth BC	55.29
5	South Tyneside	54.21

Top 5 County Councils

1	Nottinghamshire CC	52.98
2	Dorset CC	52.52
3	Devon CC	52.20
4	Derbyshire CC	51.53
5	Hampshire CC	51.22

Top 5 Unitary Authorities

1	Borough of Poole	56.14
2	Bournemouth BC	55.29
3	Milton Keynes	54.21
4	Kingston upon Hull	53.59
5	Middlesbrough	53.56



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Mori Customer Satisfaction Survey 2009- Action Plan

Satisfaction Issue	Service Area	Current Actions	Actions Planned	What else could be done
Direction signposts for pedestrians and for cycle routes	Transport Policy	<ul style="list-style-type: none"> Legible Cities Project. Already taken place at Bedford Place. Now being rolled out across the City 	<ul style="list-style-type: none"> 300K a year to be spent, 25 signs a year, including strategic routes and cycle routes 	
Accessibility to train services	Transport Policy	<ul style="list-style-type: none"> 800K investment from SCC into Southampton Central station 2010-2012 Liaising with South West train to improve disabled access to all train stations in the city 		
Buses not arriving on time/Local bus service overall.	Transport Policy/Network Management	<ul style="list-style-type: none"> Close links have been forged with Passenger Focus allowing SCC and operators to target improvements Real time extended to other operators Close liaison with operator to improve reliability Road works on the web project has made information about road works and road closures more easily accessible for bus operators. SCC currently subsidise the bus service by 700K Free Bus Days 	<ul style="list-style-type: none"> Considering extending real time to other operators Considering text alert implementation 	
Ease of access to key services (people with disabilities)	Asset Management	<ul style="list-style-type: none"> Dropped Crossing programme QE2 mile footways have been widened and lowered kerbs placed at all strategic junctions 		
Personal safety while waiting at bus stops	Transport Policy	<ul style="list-style-type: none"> Bus stop improvement programme 	<ul style="list-style-type: none"> New bus shelter contract being negotiated Street lighting PFI will 	

Appendix 2

Satisfaction Issue	Service Area	Current Actions	Actions Planned	What else could be done
			improve the quality of lighting in the city	
Availability of Public Transport Information	Transport Policy	<ul style="list-style-type: none"> • More promotion with travel line. • Increase in local publicity 	<ul style="list-style-type: none"> • Considering text alert implementation 	
The provision of cycle routes where they are needed	Transport Policy	<ul style="list-style-type: none"> • Developing strategy and methodology to determine where core cycle routes should be 		
Satisfaction with cycle route information	Transport Policy	<ul style="list-style-type: none"> • Map information is being improved. 	<ul style="list-style-type: none"> • Map information is going to be improved. • Safety schemes planned, funded by LTP money. • Cycling England to do an audit of routes and they will then set up a cycle journey planner 	
Cycle Training at Schools	Transport Policy	<ul style="list-style-type: none"> • Contract now with Bikeability- new government scheme that will deliver better standards and coverage of cycle training 		
Efforts to reduce delays to traffic	Network Management/ Transport and Travel	<ul style="list-style-type: none"> • Improved consultation with utilities • More roadworks at night • Two weekly meetings with utilities • Road works on the web project • Congestion hot spots have been identified, light sequencing and road layout being considered • Sustainable travel campaign 	<ul style="list-style-type: none"> • Utilities summit to be held in February. • 42 Junctions with traffic signals to be investigated for alternative traffic management • Promotion of car sharing 	

Appendix 2

Satisfaction Issue	Service Area	Current Actions	Actions Planned	What else could be done
Illegal on street parking	Parking Services	<ul style="list-style-type: none"> • ANPR operating on bus lanes • Regular inspections but restricted by number of CEO's 		
Road safety education given to children/Safety of children cycling to school	Transport Policy	<ul style="list-style-type: none"> • 100% of schools have travel plans • Web pages improved 	<ul style="list-style-type: none"> • To increase marketing 	
Condition of road and footway surfaces	Public Realm	<ul style="list-style-type: none"> • Ongoing capital program is tackling previous years of under investment. • 1.25 Million brought forward into 09/10 to reduce backlog and affect of winter weather • More structural & intelligent approach to repair resolution implemented including larger patches • New operational manager in post driving private sector approach to VFM • New procedures being implemented to ensure quality standards are met • Additional resources through partner Colas secured to deliver enhanced programme 	<ul style="list-style-type: none"> • Frequency of inspections and intervention levels will change under the forthcoming highways partnership • 250K additional funds in 10/11 to deal with damage from winter weather 	

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Southampton City Council Campaign

Priority 1: Keeping the city moving

Campaign title	Keeping the city moving	Priority 1
Departmental contacts	Lorraine Brown	
Research	<p>According to the 2009 National Highways and Transport Public Satisfaction survey (NHTPS), we are the most improved Highways service which we should get some positive stories from that.</p> <p>Satisfaction with Management of Roadworks 50.6% up 9% on 2008 (KBI 18 we were 22 out of 76 authorities, 13 out of 31 unitaries) Scope to improve by 4%**</p> <p>Satisfaction with Traffic Management 53.3% up 4% on 2008 (KBI 19 - 51 out of 76, 20 out of 31 unitaries) Scope to improve by 5%**</p> <p>Overall Satisfaction with Traffic Levels and Congestion ie. queues 43.2% up 6.5% on 2008 (KBI 17 - 51 out of 76 authorities, 17 out of 31 unitaries) Scope to improve by 17%**</p> <p>Source: National Highways and Transport Public Satisfaction Survey (July 2009)</p> <hr/> <p>50% of residents felt road and pavement repairs “most need improving in their local area” a rise from 44% in 2006, which makes this the top issue for residents.</p> <p>However in terms of “most important in making somewhere a good place to live” road and pavement repairs only 20% of residents felt it was important up from 16% making it the 10th most importance. Crime remains 1st with 62%.</p> <p>Source: Place Survey (Dec 2008)</p> <hr/> <p>This is the umbrella under which all our transport and travel campaigns or media work should fall. This should pick up the vision for the future of transport and travel in the City and the associated activity to deliver that. We have some really exciting developments in the pipeline around the Street Lighting PFI and the new Highways PPP as well as increased investments in the roads and pavements in the city. This would also pick up the issues you have highlighted about managing events and congestion arising from those, improved comms around planned road works etc and delivery of the capital programme as well as LTP3 development and modal</p> <p>Campaign strong links and cross over with City Development and Open for Business. Driving / supporting economy of the city and businesses</p> <p>**Compared to best unitary</p>	
Objectives	<p>To improve the residents satisfaction with how the council is managing the maintenance of our roads from 50.6% to 54% by June 2011</p> <p>To improve the residents satisfaction with how the council is managing the traffic and congestion in the city from 53.3% to 58% by June 2011</p>	

	Both these results would put us in the top 5% of unitary councils.
Key messages	<p>Keeping Southampton moving and reducing congestion and pollution.</p> <p>Southampton City Council is investing more money and we are finding more advanced, less disruptive and more cost effective ways to repair our roads and we are listening to customers and fixing streets that you tell us need repairing.</p> <p>We are investing in our major routes throughout the city to support the city's economy.</p> <p>We're getting tougher with utility companies who are working in the city ensuring they don't overrun and that their repairs to the roads are to the high standard we expect.</p> <p>We are combating congestion with a range of initiatives, from encouraging more people to switch from their cars and try alternatives to one of the most advanced computer systems optimises traffic flow. +Traveline</p>
Strategy	<p>Working with highways to communicate advance notice of works / disruption and to establish better links with utilities. The campaign will use a combination of media releases, regular features in City View and promotion of the new web pages and some localised direct mail.</p> <p>Taking every opportunity to highlight to residents and businesses in the city what the council is doing to keep the city moving, tackle congestion and improve the state of the main roads. This will use media stories and city view features about how we're working with utilities, putting more investment and innovation into improving our roads and using mass media to promote how we're tackling specific congestion around events.</p> <p>Lastly to work closely with large businesses and all our schools in the city to get them signed up to travel planning and actively taking steps to reduced the need for car journeys by their staff and parents. This part of the campaign will employ direct mail, face to face meetings, events promotion and special offers.</p>
Implementation	<p>Within the implementation there are four strands which are as follows</p> <p>1 Comms management of events throughout the year which impact on traffic congestion</p> <p>Media coverage extensive coverage for new initiatives, Stage a big switch off to test what would happen without the computer managing traffic flow. Inviting journalists to visit and report on our world class ROMANSE service.</p> <p>City View news and advertising about any new initiatives. LTP3 – we have a plan for growth and how we'll manage into the future. Journey time stats released, how are we doing.(VJ NI167 challenges)</p> <p>Web site Home page news about major events and travel options, links to new roadwork pages. Calendar of major events in and around the city and congestion hotspots and what we're planning in response.</p> <p>JC Decaux City wide advertising of free buses or park and ride for events.</p>

2 Highlight going work to improve roads and pavements

Media coverage on new initiatives, major investments, additional funding and cost saving approaches. Demonstration of our new Rhino patch and laser survey devices. Demonstrations of new types of road materials to extend the life of our roads.

City View “Keeping the city moving” feature every edition to include considerate contractors awards, stats on road repairs, major investments with capital program, sustained investment better value in long term (John Harvey). Working with utility companies. Listening to customers. Getting external organisations like the AA to endorse our approach.

Direct mail – letting people know we’ve repaired a pothole in their street with simple business cards through the door.

3 Improve communications around major traffic works.

Media coverage on new major schemes as they’re announced, interviews with residents before and after, highlighting new approaches, from quiet night work to modern materials that will last even longer.

City View feature every edition covering planned work, big news and investments, updates on completed work, new initiatives, customer feedback, recruitment of considerate contractors, working with utilities.

Considerate contractor: Clear signage for any work within the city, recruitment of a public liaison office, the personal touch making sure residents and commuters affected by a pending works are well informed and catered for.

4 Persuading people out of their cars.

Media coverage announcing figures, highlighting new investments in infrastructure, promoting events and schemes to encourage people out of their cars.

Events and branding – develop consistent style that covers all collateral and event stands for sustainable travel events around the city.

City View feature every edition Including a section on events and offers to encourage people to trial sustainable travel alternatives. Car Share, Bus season tickets. Pay as you go parking, Cycle loans, new cycling facilities for commuters. Events tied in with national initiatives.

Direct and targeted comms Targeting big businesses to sign up to travel planning, target schools to all have travel plans and walking buses and car share schemes.

Web Pushing the range of events to get involved in and the alternative options. Big push of Traveline and how to plan your journeys without

	<p>needing your car.</p>
<p>Key audiences</p>	<p>Residents – Specific areas to the west of the city who highlighted road repairs as a major issue.</p> <p>Business leaders – large to medium size businesses who could benefit from travel planning and make the biggest impact on numbers of journeys</p> <p>Commuters – Those people who live and working in the city who travel by car to work and are most effected by congestion. Those living outside the city centre.</p> <p>Members – Keeping cabinet and wider council members up to date with initiatives and improvements so they can re-assure residents.</p> <p>Staff - With 9000 staff many of whom are asked to comment on how the council is run within their social networks, we need to arm them with the facts about what the council is doing to improve our roads and tackle congestion.</p>
<p>Evaluation (success measures)</p>	<p>National Highways and Transport Public Satisfaction Survey (July 2010)</p> <p>Overall Satisfaction with Traffic Levels and Congestion (KBI 17)</p> <p>Satisfaction with Management of Roadworks (KBI 18)</p> <p>Satisfaction with Traffic Management (KBI 19)</p> <p>NI167 Congestion indicator – other measurement + business take up, potholes reported, No of major congestion incidents</p>
<p>Resources</p>	<p>Account manager Wilson Massie</p> <p>Key partners Highways team, Sustainable travel planning team, Colas, Mott MacDonald, Utility companies</p>

Appendix 3

Implementation		Dates/timeline Nov 2009 - March 2011 (public satisfaction survey in July 2010)			
When	What	Who	Audience	Progress	Cost
November 2009					
Week 3	City View – December Edition Keep the city moving – Stockpiling grit to be prepared, top tips for icy weather, Railway disruption, traffic alerts City Development – Guildhall Square and T&G building work underway	Wilson Massie Oliver Harry Various sources.. Highways	Residents	Delivered	1page = £1,500
Week 4	Media release - Launch new Highways website	Oliver Harry , Vanessa Veal	Residents, businesses, members, staff, commuters	Delivered ongoing publicity	-
	Online homepage - Launch new Highways website	Oliver Harry Vanessa Veal	Residents, commuters	Delivered	-
	Inview & Bulleting – Update staff about the launch of the new Highways website	Wilson Massie , Tarnia Goodsell Vanessa Veal	Staff, members	Delivered	-
	Media release – Railway delays but city still looking forward to a great Christmas	Oliver Harry , SouthWest Trains Frank Baxter , Ian Weland	Residents, businesses, members, staff, commuters	Delivered	-
	Media release – Railway delays but Blueline agreed to extend bus services over Christmas	Oliver Harry , BlueStar Buses Frank Baxter , Ian Weland	Residents, businesses, members, staff, commuters	Delivered as one release	-
	Online – Railway delays but city still looking forward to a great Christmas – link to news item	Oliver Harry	Residents, commuters	Delivered	-
	Bulletin & Inview – Let staff know about railway delays but city still looking forward to a great Christmas	Wilson Massie , Tarnia Goodsell Frank Baxter	Staff	Delivered	-
	Members Bulletin – Let members know about railway delays but city still looking forward to a great Christmas	Wilson Massie Frank Baxter	Members	Delivered	-

Appendix 3

December 2009					
	Media release – How SCC are working with utilities and the considerate contractor code of practice, to co-inside with our presence at the Utilities Summit.	Oliver Harry Vijay Manro	Residents, businesses, utilities, members	Delayed, working on new CC code	-
	Branding for campaign - Develop sustainable travel branding to present the huge amount of work happening and to help co-ordinate the publicity and presence for any of these events.	Wilson Massie Design Frank Baxter or delegated officer(s)	Residents, businesses (business leaders and people working in the city)	Postponed, currently underway	£1,300 design £500 Photography
	Inview – December Edition Top tips for icy weather. Details about highways new web site	Wilson Massie Tarnia Goodsell	Staff	Delivered	-
	Events collateral & stand – Sustainable travel events material and stand to raise the profile and presence of many sustainable travel events.	Wilson Massie , Design Frank Baxter	Residents, businesses (business leaders and people working in the city)	Postponed, part of branding	£3,000 – outdoor displays and literature
	Media and message push - Push travel line by incorporating into our branding	Wilson Massie Frank Baxter	Residents, staff, people working in the city	Ongoing	-
January 2010					
	Call centre script – Review and update script and auto responses for enquiries around potholes to set expectations and explain process	Wilson Massie Capita contact centre Client team	Residents	Delivered	-
	Media response - Announcement on bus service cuts, need to be prepared for negative coverage	Oliver Harry , Simon Bell, Cllr Dean	Residents, wider stakeholders	Not us	-
	Media release - working together with Gas Company on improvement to Bedford place, road and pavement - value for money and smart approach	Oliver Harry Wilson Massie Vijay Manro	Residents, businesses, members, commuters	Delivered	-
	Media release - Millbrook 100 parking bays – Democracy - Listening to customers	Oliver Harry, Ken Byng Cllr Williams	Residents in Millbrook, residents in city	Delivered	-

Appendix 3

Week 4	City View – February Edition Keep the city moving – Working smart, linking up gas mains replacement with major road replacement. Portsmouth Road scheme. City Development – Core Strategy agreed and impact for city Democracy Millbrook case study, listened to residents installing 100 new parking bays	Wilson Massie Jane Richards Denise Prestige Simon Taylor Various sources.. Highways	Residents, businesses, members	Delivered	1page = £1,500
	Media release – we planned ahead and already hired 3 Econ Gritters - if there is a big freeze we announce this	Oliver Harry, John Harvey Cllr Dean	Residents, businesses, members, staff, commuters	Delivered	-
	Staff bulletin – how we're prepared for the freeze	Wilson Massie Tarnia Goodsell	Staff	Delivered	-
	Media release - Holly Rood scheme starts to improve highways and traffic flow, develop the café culture and improve city centre	Oliver Harry, Simon Taylor Cllr Dean	Residents, businesses, members, staff, commuters	Delivered	-
February 2010					
	Media release – Extra money for potholes	Oliver Harry, John Harvey Cllr Dean	Residents, businesses, members, staff, commuters	Delivered	
	Direct mail - Pothole repairs, card drop when done, liaise with operations, 2pg business card 50,000 off	Wilson Massie , Denise Prestige Jane Richards	Residents	Postponed need agreement to deliver	Estimated: £150 design £1,200 print, Free distribution
	Direct mail – Develop business travel planning collateral, target mail largest 100 businesses to pre-empt calls and visits.	Wilson Massie Frank Baxter	Businesses	Postponed part of branding	£1,905
	Media release - Above bar declutter zones finished - Smart approach to city centre highways - City Development	Oliver Harry, Simon Taylor Cllr Dean	Residents, businesses, members, staff, commuters	Not yet	-
	A-Z – Investment in roads and working with utility companies	Wilson Massie, Ben White	Residents	Delivered	-

Appendix 3

March 2010					
	Online - Highways inspectors, interaction levels, web FAQs on potholes	Wilson Massie Vanessa Veal	Residents, members	Working on	-
	Media release - Cabinet approve spend on capital program, all the improvements unveiled	Oliver Harry – Purdah	Residents, businesses, members, staff, commuters	Working on	-
	Media release and publicity online - Central bridge closed	Mark Robinson, Oliver Harry, Wilson Massie	Residents, businesses, members, commuters	Working on	-
Week 3	City View – April Edition Keep the City moving – Five ways we are tackling potholes following bad weather, investment, new approach, planning ahead. City Development – Core Strategy shaping the city, city centre evolving, Holy Rood site.	Wilson Massie Denise Prestige Various sources.. Highways	Residents, businesses, members	Delivered except Holy Rood delayed to June/July edition	2page = £3,000
	Online - Highways inspectors, interaction levels, web FAQs on pothole – How you can become a Lay Inspector les – Link to democracy	Wilson Massie Vanessa Veal	Residents	Postponed til CC out	-
April 2010					
	Considerate Contractor Update and relaunch code of practice, recruit lay assessors	Wilson Massie, Mark Robinson	Residents, businesses, members, commuters		£600 design and print
	Word of mouth – supply Target Taxi Drivers and bus drivers interesting facts about how we manage congestion and road works.	Wilson Massie , Jane Richards	Residents		-
Week 2	Bulletin – Introduce regular travel section for staff, include traffic alerts, major works and developments.	Wilson Massie Tarnia Goodsell	Staff		-
	Media release - Text updates...Find out how route is performing, interview with Frank about new technology	Oliver Harry, Vijay Manro	Residents, businesses, members, staff, commuters		-
Week 4	Inview & Bulletin – target staff with the same interesting facts for Taxi Drivers. Announce	Wilson Massie Tarnia Goodsell Vijay Manro	Staff		-

Appendix 3

	considerate contract awards				
May 2010					
	Media release – Council enters traffic web pages into awards – plug web site – ask our customers what they think of it.	Oliver Harry , Vanessa Veal Jane Richards, Cllr Dean	Residents, businesses, members, staff, commuters		-
	Media release - Itchen Bridge major works – replace bearings, what does it entail, how do we manage traffic	New partner announced	Residents, businesses, members, staff, commuters	Brought forward	-
	Direct mail – leaflet about all big schemes planned for the year. 6pg DL, 10,000 for delivery with all scheme works and for pick up points	Wilson Massie , Denise Prestige Jane Richards	Local residents, businesses		£1,200 design & print
Week 4	City View – June Edition Keeping the city moving – Capital program agreed, interviews with people set to benefit. Cycle challenge event, how to get involved, what the challenge is all about.	Wilson Massie Denise Prestige Vijay Manro Various sources.. Highways	Residents, businesses, members		1pages = £3,000
June 2010					
	Survey - National Highways and Transport Public Satisfaction survey	MORI – Frank Baxter	Residents		£6,000
??	Media release - Anyone sharing a car gets extra 10% off parking.. We're widening your choices, we're not anti car message	Oliver Harry Ken Byng Cllr Dean	Residents, businesses, members, staff, commuters		-
July 2010					
	City View – August Edition Utilities awards & how you can become a highways lay inspector, working with Utilities Bedford Place & Woolston Road, Q&A together with Gas board rep, ask both the same questions, Text alerts technology interview, feature on ROMANSE service and how it improves traffic flow. Traffic Alerts Keeping the city moving - Safety focus – parents of kids in improvement area, traffic updates	Wilson Massie Carol Bagshaw Mark Ellison Simon Taylor	Residents, businesses, members		1page = £1500

Appendix 3

	City Development - Holy Rood finished				
	Media release - Holy Rood finished	Oliver Harry, Simon Taylor	Residents, businesses, members, commuters		-
	Media release - Southern water installing meters without digging up road	Oliver Harry, Vijay Manro	Residents, members, staff, commuters		-
August 2010					
	Media release - Journey time reliability is very good – feature on how Southampton doesn't have a traffic congestion problem, ask question about park and ride, are we going to get one? Not until congestion is better	Oliver Harry, Wilson Massie, Vijay Manro, ROMANSE	Residents, businesses, members, staff, commuters		-
	Inview & Bulletin – Plug Traveline for staff and travel planning	Wilson Massie , Tarnia Goodsell Frank Baxter	Staff		-
September 2010					
	Media release - Flowers estate road repairs scheme	Oliver Harry, Lead engineer ??	Residents		-
	Media release – Partnership agreed what does that mean	Oliver Harry, Cllr Dean	Residents, businesses, members, staff, commuters		-
Week 4	City View – October Edition Big schemes all underway Flowers estate lots of road replacements. Text alerts technology interview, feature on ROMANSE service and how it improves traffic flow. Traffic Alerts	Wilson Massie , Jane Richards Vijay Manro , Various sources.. Highways	Residents, businesses, members		1page = £1500
October 2010					
	Media release - Results of Highways satisfaction survey	Oliver Harry Frank Baxter	Residents, members, staff		-
Week 4	Inview - let staff know about the results of the	Wilson Massie	Staff		-

Appendix 3

	Highways public satisfaction survey and what we're doing to improve.	Jane Richards Denise Prestidge			
November 2010					
Week 4	City View – December Edition Keep the city moving - Partnership starts, what does it mean, traffic alerts	Wilson Massie , Denise Prestige Jane Richards , Various sources.. Highways	Residents, businesses, members		1page = £1500
December 2010					
	Media release – prepared for weather conditions		Residents, businesses, members, staff, commuters		
January 2011					
Week 4	City View – February Edition What we're doing to counter the weather, how we're prepared and investing more, traffic updates		Residents, businesses, members		1page = £1500
February 2011					
	Event - Considerate contractor awards – evening dinner for Utility bosses and partners, awards ceremony and networking opportunity.	Wilson Massie , Denise Prestige Vijay Manro	Residents, commuters		£5000 – event hosting and awards
	Media release - Considerate contractor awards	Oliver Harry , Denise Prestige Vijay Manro, Jane Richards	Residents, commuters		-
March 2011					
Week 3	City View – April Edition Utilities awards & how you can become a highways lay inspector, working with Utilities Q&A together with Gas board rep, ask both the same questions.		Residents, businesses, members		1page = £1500

Appendix 3

		TOTAL			£37,355
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Highways  Sustainable travel  Joint  Paid for 

Sustainable travel events calendar

When	What	Who	Cost
17 Dec 2009	Christmas Walk on the Common	Dale Bostock, Streettread	
18 Dec 2009	Christmas Walk - The Quays	Dale Bostock , Streettread	
January			
18 Jan	Southampton Workplace Cycle Challenge meeting with the CTC and partners	Rachel Woodward,	
January	Road safety - Adult Pedestrians	Carol Bagshaw	
January- February	Road safety - Red Light Violations	Carol Bagshaw	
January – February	Road safety - RS Engineering Schemes	Carol Bagshaw	
ONGOING	Cycle Training - Bitterne Park Junior Chool; Woodlands School; Chamberlayne Leisure Centre; The Quays Leisure Centre	Dale Bostock, Streettread	
ONGOING	Cycling Events - Various Redbridge School	Dale Bostock, Streettread	
March			
March	Bike Maintenance (For Mums / Dads & Sons Etc) St Denys Community Centre / Redbridge School	Dale Bostock, Streettread	
March -May	Road safety - Two Wheel Riders	Carol Bagshaw	
April			
April	Easter Walk - The Common	Dale Bostock, Streetterad	
TBC	Mountain-Biking For Polygon School - The Common	Dale Bostock , Streettread / Polygon School	
SPRINGTIME	Cycle Magic Show - St Denys Community Centre	Dale Bostock, Streettread / SCC	
SPRINGTIME	Cycle Training For PCT Cycle scheme Participants	Dale Bostock, Streettread / PCT	
April – July TBC	Cycle Challenge Events - Two week event with CTC	Dale Bostock / Rachel Woodward, Streettread / SCC / PCT	
May			
May-August	Road safety - Child Pedestrians	Carol Bagshaw	
May- December	Road safety - RS Engineering Schemes	Carol Bagshaw	

Appendix 3

Late May/ Early June	Southampton Workplace Cycle Challenge –	Rachel Woodward,	
May/June	Women on Wheels Workshops – to coincide with the workplace Cycle Challenge/Bike Week	Rachel Woodward	
June			
13-21 June	Bike Week	Dale Bostock, Rachel Woodward	
12 June	The Big Bike Celebration	Dale Bostock, Streettread	
13 June	The Big Bike Celebration - Riverside Park	Dale Bostock, Streettread	
14-June – 20 June	The Big Bike Celebration	Dale Bostock, Streettread	
July			
July – August	Road safety - Adult Pedestrians	Carol Bagshaw	
July	Bike2school Day	Dale Bostock , Streettread	
July	Women On Wheels - Mansbridge Primary School?	Dale Bostock , Streettread / Cyclewise	
August			
August	Cycle Ride	Dale Bostock , Streettread	
August	Over 50's Cycle Ride - Chamberlayne / Westwood	Dale Bostock , Streettread (In partnership with Life to the full)	
September			
18-24 September tbc	Commuter Challenge (possibly European mobility week)	Rachel Woodward, Dale Bostock	
September	Bike2work Day / Commuter Challenge - The Quays / Chamberlayne	Dale Bostock , Streettread & SCC	
October			
October	Sportathon - PCT & SCC	Dale Bostock , Active Southampton	
October	Mental Health Week - Cycle Ride	Dale Bostock , Streettread	
November			
November - October	Road safety - Two Wheel Riders	Carol Bagshaw	
December	Road safety - Adult Pedestrians	Carol Bagshaw	
12-20 June 2011	National Bike Week - launch	Dale Bostock	