

ADEPT

Association of Directors of
Environment, Economy, Planning & Transport

Future Highways
Research Group



Decision Equipped.

proving

Community Engagement & Community Resources Utilisation

Owen Jenkins, Oxfordshire County Council

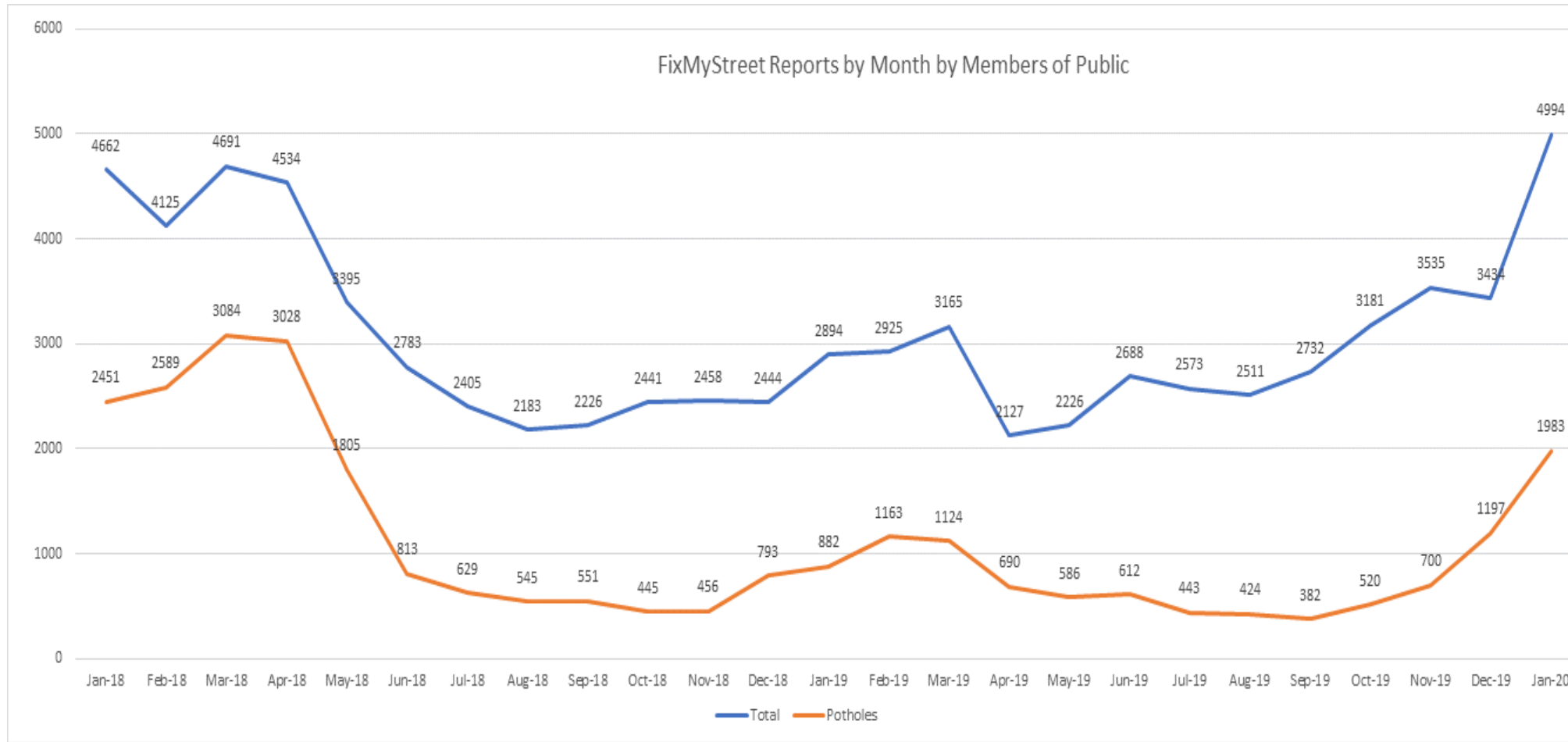
Devolution... Why?



What have we done?

- **Dedicated resources within the Authority**
- **Devolved Services to District/City and Parishes through Agency Agreements.**
- **Minor Works Agreements (s278 for parishes)**
- **Minor Civil “Parish” Gangs- buy back scheme**
- **Direct “DIY” repair for small potholes – trial**
- **FixMyStreet ‘SuperUsers’**
- **Local opinion influencing maintenance programme**
- **Refresh of Oxfordshire Together (simplifying and creation of helpful “How to Guides”).**

What has changed?... Defect Reporting

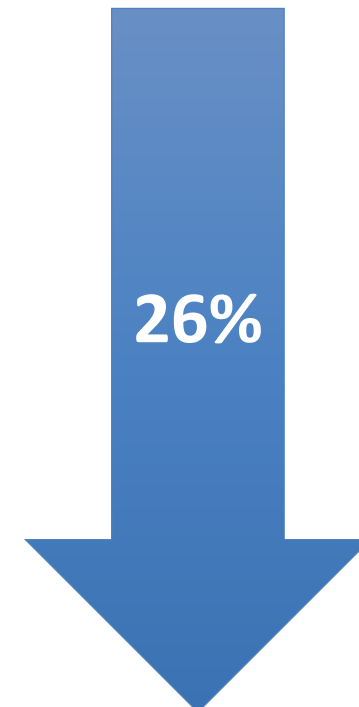
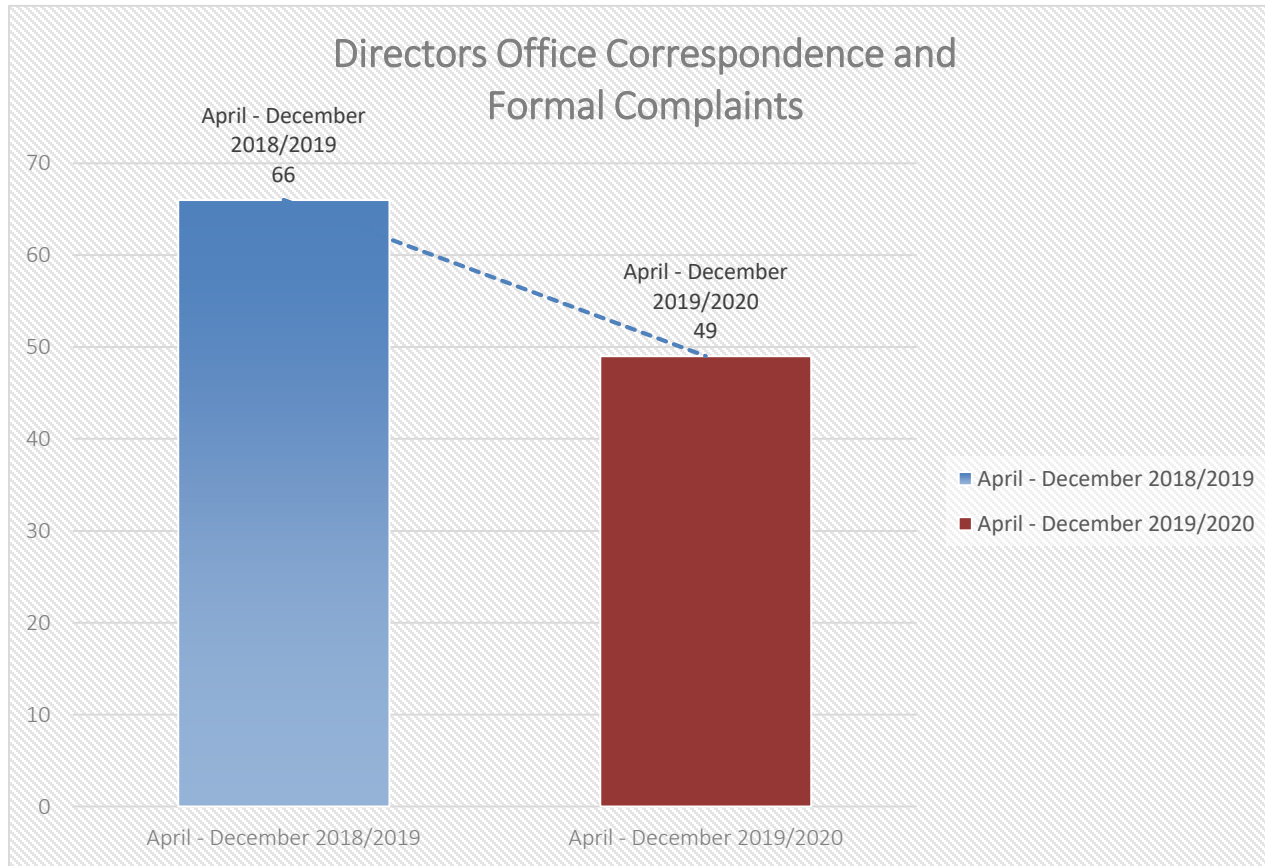


What has changed?... NHT Survey 2018/2019

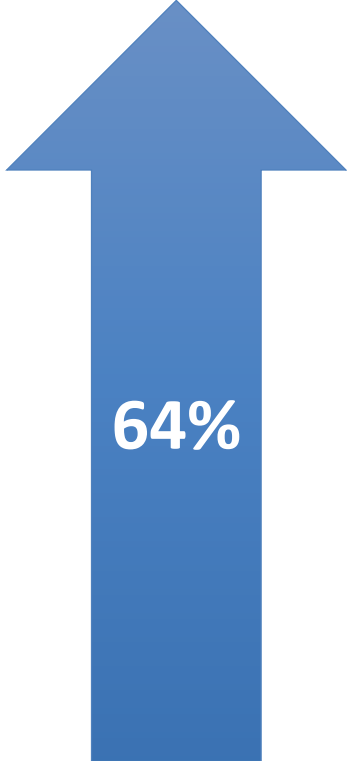
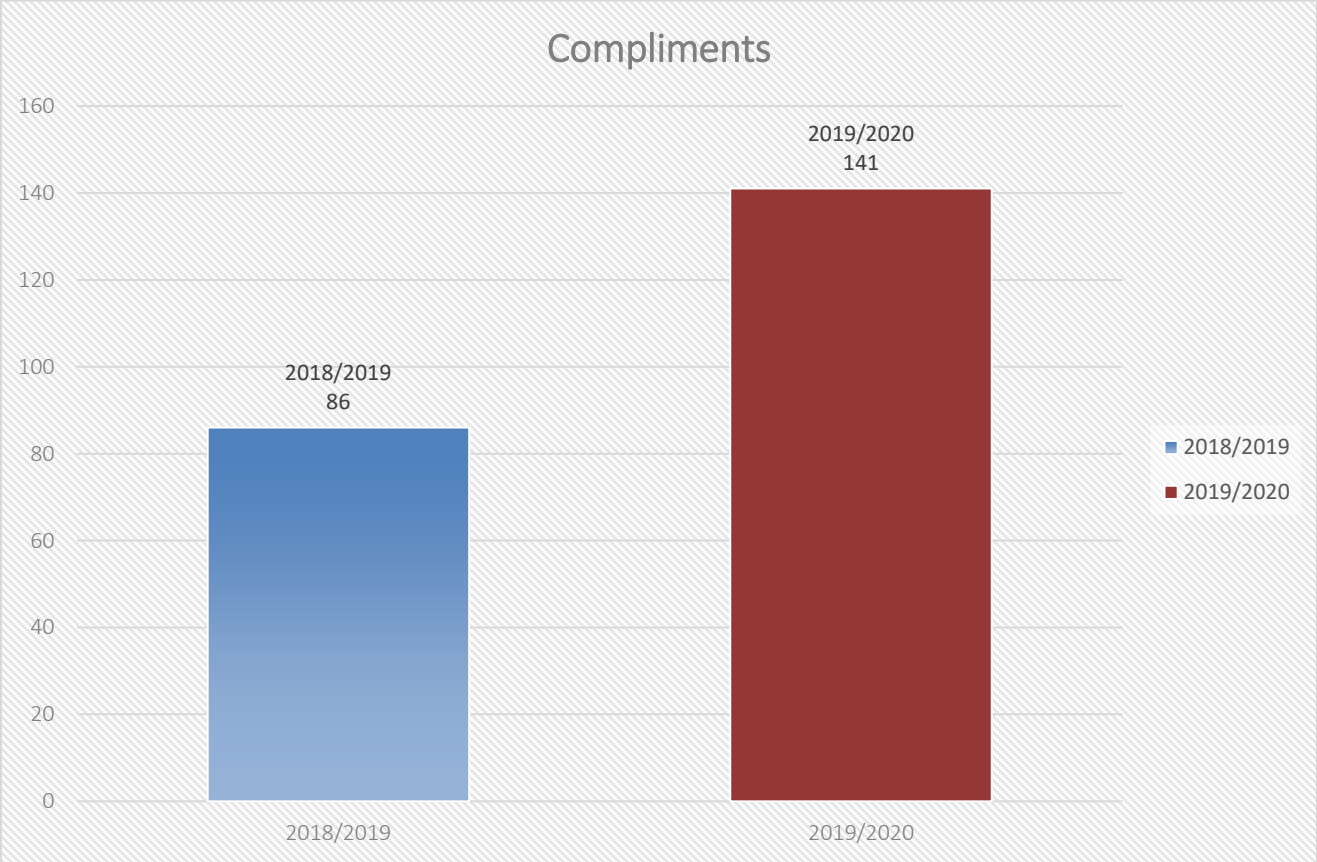


Key Benchmark Indicators:
Last Year vs This Year

What has changed?... Correspondence & Formal Complaints



What has changed?... Compliments



What have we discovered?



Parish Survey
30% Response Rate



85% Currently doing work on
the highway



37% would like to take on more



50% interested in Highways
'Super User'



24% interested in
commissioning small
improvement work direct from
our supply chain



54% have a Community
Emergency Plan

Conclusions

- **No one Silver bullet**
- **Understand what's important / frustrating**
- **Get to know what's happening already (and embrace!)**
- **Do not force new initiatives**
- **Expect and embrace diversity / inconsistency**
- **Keep bureaucracy / red tape to a minimum**
- **Good clear and easy to read information and guidance**
- **Co-Production is important**
- **Have an open mind – do what make sense / is best for the customer**
- **Culture is key**

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Market Intelligence Gathering & Effective Communications

Geoff Pickford & Neill Bennett, Derbyshire County Council

The role of effective communications...

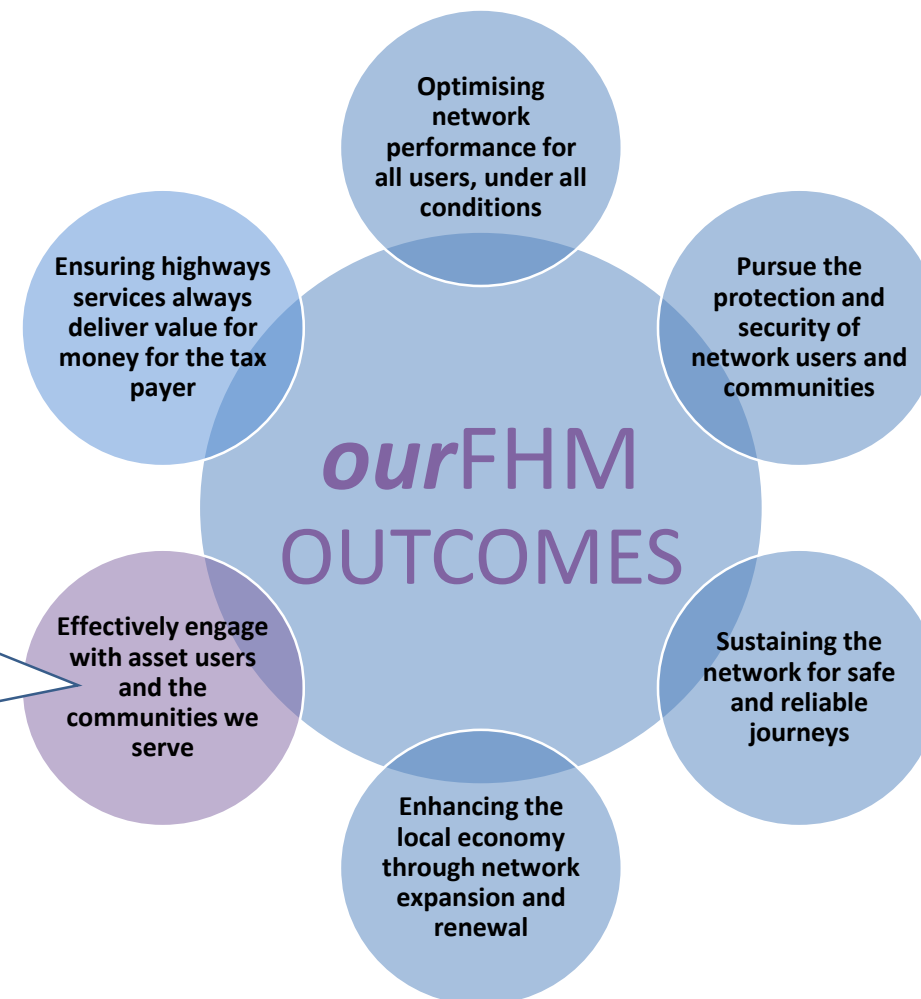
- **Communications improvement planning is a key component in the delivery of our Future Highways Model (*ourFHM*)**
 - Why we are implementing business change.
- **Pop Up Survey Function (PSF) has developed out of the FHRG research undertaken as part of Project Clarion**
 - How did we undertake the pilot
 - How we are going to successfully implement the changes
- **Designed to provide targeted survey data in a timely and accurate manner**
 - What did we learn
 - What do we need to change to realise the benefits and outcomes



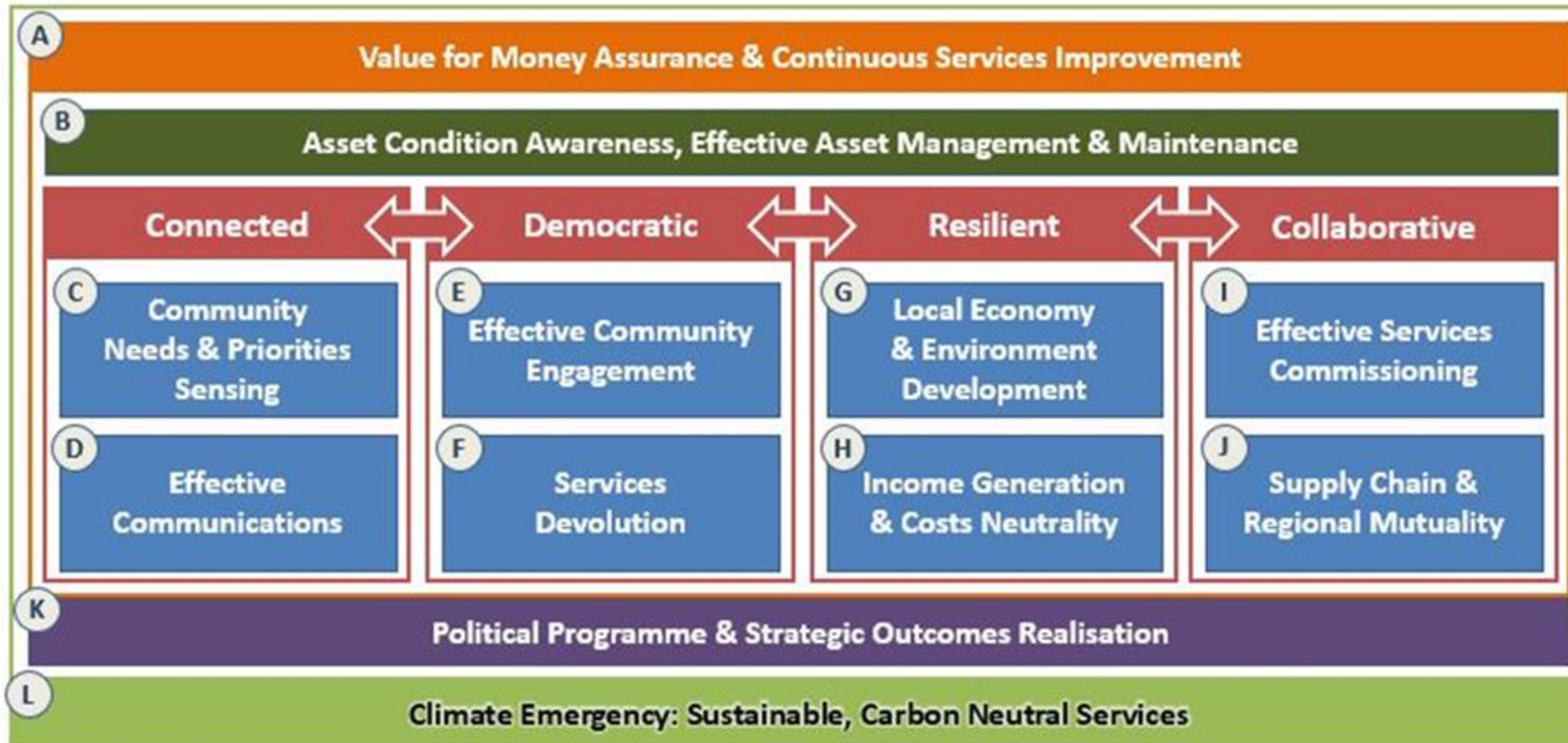
ourFHM: Strategic outcomes for Derbyshire's highways service

- Effectively engage with the people and communities we serve
- Seek to understand the needs and priorities of citizens
- Working with and enabling communities to improve local outcomes
- Communicating with asset users and the public
- Road safety awareness and training

PSF clearly aligns with this strategic goal



ourFHM: Strategic drivers for Derbyshire's highways service



Strategy Realisation through the development of the Future Highways Model (*ourFHM*) and a strategic programme

The PSF closely aligns and contributes to “C: Community Need & Priorities Sensing” and “E: Effective Community Engagement”

ourFHM: Business Benefits for Derbyshire's highways service

cashable

- Reduced costs of externally sourced surveys and data
- Reduced costs of communications
- Focussed on citizen priorities
- Reduction in knee jerk responses

non cashable

- **Non-cashable**
 - Robust, citizen-sourced data used for services prioritisation and planning
 - Improving operational effectiveness and efficiency
 - Surveys can be designed and executed quickly, providing timely intelligence
- **Social**
 - Improving the reputation of the authority by seeking public opinion
 - Improving morale by connecting the Derbyshire workforce with the people they serve - ***"We are working towards the priorities of the people we serve."***
 - Optimised communications methods - Reducing print waste and protecting the environment
- **Reputational**
 - Highly visible surveys in public spaces - ***"We care, we are listening, we will act."***
 - Street surveys can be used to test policies and ideas prior to implementation

PSF - Key Thoughts & Considerations

PLANNING



- Original plan to pilot **PSF** was Autumn 2019 but it rained, it rained a lot!

- There was a lot of rain in the autumn of 2019

- Development

- We had

-

-

-

- Segment

- Aim was

-

-

- Aim was

-

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not in the way!)

PSF - Key Thoughts & Considerations

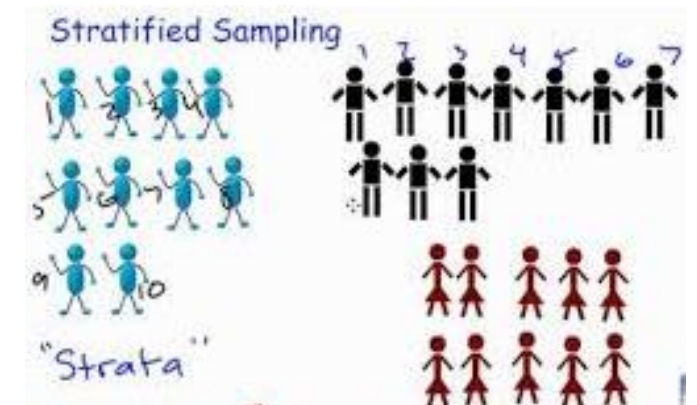


Survey Site Reconnaissance & Selection

- Reconnaissance
- Demographic representation @ proposed locations
- Undertake pilot surveys @ selected locations

Segmentation & Survey Stratification

- Stratified sampling not random sampling
 - Representative
 - Provides greater precision
 - Only a relatively small sample of 97 will deliver 95% confidence rating $\pm 10\%$ (standard survey)
 - Minimal **stratification** – age and location
- PSF use “Estimated Age” as a basis for participant selection – as age can be difficult to estimate hence the following strata were used:
 - **Birth to 16 years, 17 to 25 years, 26 to 40 years, 41 to 60 years, 60 years plus**



PSF - Key Thoughts & Considerations



Possible questions

- Areas that we are interested in testing
- Direct feedback on our interventions i.e. capital works
- NHT calibration
 - Strengths – maintenance
 - Weaknesses – winter service at odds with local feedback?

PSF - Real World Pilot Surveys

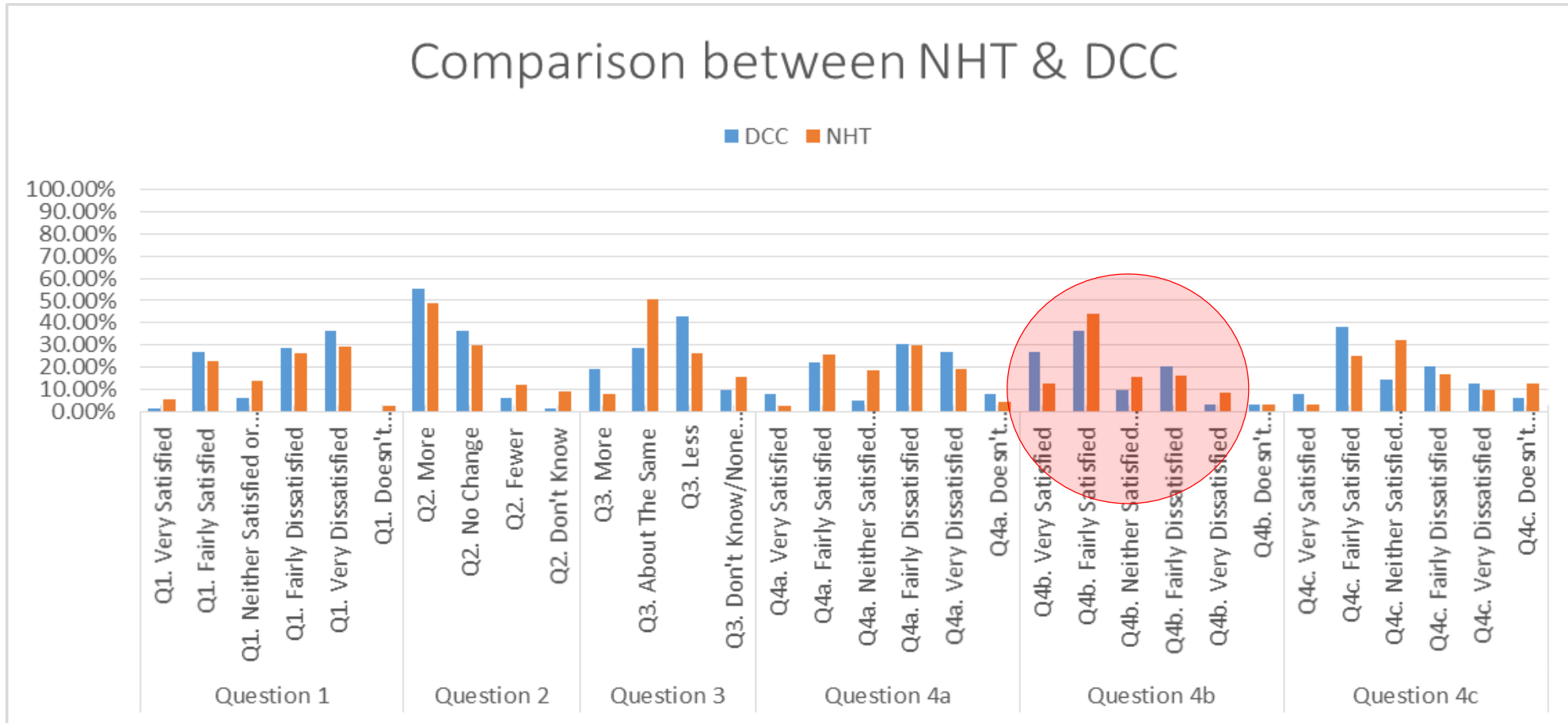


Results

- For a pilot we looked pretty good!
- People appreciated we were talking face to face rather than nameless surveys
- Managed to get a representative demographic - although need to be very proactive in selection
- 5 questions asked ✓
 - ~ 3minutes per survey ✓ (26no. Ripley, 37no. Swadlincote 63no. In Total)
- Approx. cost per survey covering 3 locations would be ~£450-500 inc. analysis
- Some interesting results
 - Similar profile to NHT
 - Marked difference between NHT and PSF on **Winter** – correlates with officer thinking...



PSF - Real World Pilot Surveys



PSF - Real World Pilot Surveys



Lessons & Opportunities

- Demographics calculator would help with planning and pre-selection in the field
- Linking pre selection with survey responses can be a challenge – coding is critical
- Paper still works over electronics – more engaging
- People can be ‘interesting’
 - Staff must be patient and willing to listen and be thick skinned
 - You quickly learn body language!
- Test locations and provide alternatives should ‘our’ patch be taken
- Opportunity to create a conduit as part of the overall **ourFHM** communications improvement plan
 - Advertise our schedule via web, social media etc
 - Encourage participation
 - Branding opportunity – service promotion
- **Overall** it was fun and people are curious however what the customer wants to hear and see is that we will be delivering on the ‘you said we did’!!