

Appendix 3 – HESPE Y3 - PMF16 Customer Perception Executive Summary

Introduction

The following is a summary briefing note on Customer Perception PMF16 for Y3 of the HESPE contract. The purpose of this analysis is to:

1. Identify PMF compliance for Y3 in respect of customer perception
2. To set PMF targets for Y4

Raw data analysis

1. An analysis of responses from 22 planned maintenance locations in Y3.
2. Raw data results

	Communication	Our People	Safety and Quality	Our Work
Baseline (Y2)	8	8.61	7.92	7.05
Y3 Target	(+2.5%) = 8.2	(+2.5%) = 8.82	(+2.5%) = 8.12	(+5%) = 7.23
Raw Data (BS Analysis)	6.94	6.66	7.48	6.09

Raw Data Constraints

1. quantitative effect i.e. 22 street surveys in Y3 compared to 37 in Y2
2. No analysis on response rate
3. Treatment transition from traditional plane and inlay to thin surface treatment, customer perception does not compare like for like treatments across two years
4. Some responses are subjective and objective
5. Some responses relate to policy and service
6. Some responses are incomplete creating a skew
7. Some responses are contradictory
8. Raw data is unreliable in determining an annual PMF score which attracts a financial performance deduction.
9. Timing of the questionnaires*
10. External influence

2010/11 – Customer Perception in Detail

During 2011/12 feedback was obtained from 22 locations with a total of 124 respondents.

(Previous year there was feedback was obtained from 37 locations with a total of 463 respondents. (27% response rate)

Year 2 (Benchmark Year) identified that a better response rate is achieved if the questionnaires are distributed within one or two days (either side) of the work being completed.

Year 2 Performance monitoring identified that *'where Questionnaire feedback highlights an issue that WBC feels should be investigated (generally allegations of inappropriate staff conduct) Colas is advised and required to conduct its own procedures for resolution. Works subject of questionnaire activity have been selected at random by the Customer Services Manager from the planned works programme'*.

Feedback Criteria

Each category heading contains questions as shown below.

Communication

- Did you know why the works were being carried out?
- Were you told about the works in sufficient time?
- Were you told who to contact if you had a problem or question?

Our people

- Did you have contact with our staff?
- If so, did you find them polite and helpful?
- Was everyone on site dressed appropriately?
- Did the workforce conduct themselves in a courteous and professional manner?

Safety & Quality

- Were the signs around the works easy to understand?
- Did you feel safe walking/cycling/driving around the works?
- Were the works carried out in a tidy way?

Our Work

- Did you feel unnecessarily inconvenienced by the work?
- Has the completed scheme enhanced the street?
- Were you satisfied with the progress of the work on site?

WMBC performance manager identified that in Year 2:

'Questionnaire recipients are invited to comment on their overall experience of having Colas working in their street. Shown below is a selection of responses made. It is normal for such surveys to deliver more negative than positive responses as the responses are subjective. Frequently, cursory investigation of the subjective feedback does identify that a complaint is based upon an inaccurate perception of fact. However they are never-the-less opinions formed by the personal experience of our customers and should not be discounted, especially when perceptions are repeated by a number of customers'.

Questionnaire Feedback – Positive Perceptions & Observations

<i>A good job done</i>
<i>The resurfacing was most efficiently done in a minimum amount of time</i>
<i>well done</i>
<i>very impressed with standard of work and the quality of the finish</i>
<i>Very good</i>
<i>They made a very good job of the road</i>
<i>Very impressed with roadworks. My council tax contribution has been spent well</i>
<i>The men worked continually throughout the day & were always most helpful</i>
<i>Overall very pleased with the whole operation</i>
<i>overall good but just seemed to take a while</i>
<i>All good lads on site and worked hard and at times in all weather conditions! Well done lads!</i>
<i>no problems with works and staff</i>
<i>having patiently waited for road repair for 2-3 years we were delighted with the result.</i>
<i>greatly impressed by the work in progress and results</i>

<i>no more potholes! Street looks so much better, lots of traffic use poll hill, could do with a speed sign</i>
<i>good communication, letter through door etc. repairs done quickly, polite men</i>
<i>Job well done</i>
<i>The work men were excellent and the job was done quickly but the materials used are cheapskate, little more than paint and wont last long. Would prefer proper tarmacadam was used.</i>
<i>A big improvement to the area. More new road signs would be a big improvement. More 20mph road signs would be good.</i>
<i>Good job - well done</i>
<i>Very neat and tidy, but only time will tell how durable the new surface is.</i>
<i>Great job, first class, well done</i>
<i>Very good, noticed this is how they do it in Spain last year and thought it was a good idea.</i>
<i>Workmen helpful</i>
<i>Work seemed to be done promptly and tidily and in a professional manner.</i>
<i>A job well done.</i>
<i>We were away when the work was carried out but were very impressed by the finished job on our return. Thank you</i>
<i>The November 2011 work was appropriate for the work to be carried out.</i>
<i>The workmen were more than helpful if they were working near our driveway. Full marks for them no problem at all</i>
<i>Your staff were very pleasant at all times. They worked quickly & efficiently</i>

Questionnaire Feedback – Negative Perceptions & Observations

<i>The surface looks a bit flimsy, we will see if it survives a bad winter</i>
<i>Bumps & unevenness still very apparent/no real effort to level before working/no information given for frost & wet weather! Overall cheap and not very cheerful</i>
<i>seems very cosmetic, this covering could be effected by a bad winter</i>
<i>This is a total waste of rate payers money when cuts have already been enforced</i>
<i>The pathways are already breaking down, sinking & weeds are pushing through.Tyre marks can also be seen</i>
<i>All rubbish was brushed onto road and left</i>
<i>This work has been a cosmetic exercise to put a veneer over underlying problems! This is a complete waste of tax payers money</i>
<i>Work carried out did not effect us as we don't drive</i>
<i>Found the work slow going and inconvenient. No where to park with disabled resident. Had to park miles away just to get home! Nighmare!</i>
<i>Staff were very loud and the overall road surface seems noisier than before!</i>

The old one bubbled up after the cold winter, which I suspect this one will too!
Some works done was exceptional other parts quite shoddy, ie side roads
footpaths in village badly require attention
if you were responsible for the tarmacing of the roads in port sunlight there is just one word to describe it - SCRUFFY!
many of the roads surfaced in the village are not finished well, The black finish - tar does not look good or suitable for the village appearance either.
The promised Top coat has not been carried out as promised by the workmen. The work around the ironwork does not appear to have been completed.
road markings were missing for several weeks including crossing markings. Informed of works the day they began!
Rowson street narrowest part of the main road, parking both sides, traffic queuing both ways. A hill overshadowed by st andrews church, No road markings, should be parking on one side for safety
My car has tar marks on side from when work was done. Had workmen knocking on door at 8am asking whos cars were parked on road. We were not informed work was about to start. Letter was delivered 2 days after start of work asking to keep cars off street.
Could not understand why this work was done when there are so many horrible roads in wirral and this one was not too bad, if you have the money it would have been better to fill in many small potholes before they become big.
you sprayed tarmac and churned up stones down road more than before
The work was done very quickly & I feel the road layer put down is too thin. Were the contractors foreign? If so why? Why hasn't the top half of higher bebington road at the junction with teehey lane not been done?
Clearing of road gutters needed ans lumos of tarmac on f/way
the road is better but looks silly as none of the adjacent roads have been done. Do we have to wait another 10 years for this?
quite a number of car drivers were driving too fast and (not) obeying the street notifications. Also a lot of loose stones near to pavenments & driving onto the pavenments by passing vehicles
poll hill road is a fast cut through for many types of vehicles, light and heavy goods and they do not adhere to the 20mph speed limit, this meant that our parked cars were covered in heavy dust and loose chippings were hitting our vehicles for some time untill the road was swept properley
there is no black top on the road, works poor quality and the dust was a big problem covering everything in the street - cars,houses, windows, gardens etc
the work was poorly done and took far too long. Colas should try using traditional methods
Weeds are emerging through the coating and moss is appearing in areas where trafficking is not heavy.
We were satisfied with the treatment of the pavements.
WEEDS coming through. uneven after puddles after rain. Cosmetic yes, but quality a little jubious
1) Weeds and grass already growing through cracks and voids - what do you propose to do about it? 2) buy 'cheap' = buy 'twice'

More specific notice of work directly affecting access to our property would have helped. Product was slow to dry in the conditions so a 'bridge' to enable mobility impaired residents to access their property would have helped.
Poor quality of resurfacing - very cheap! Weeds coming through already due to lack of depth. This is not fit for purpose!
Was it worth the expense? The roads are in a worse state than the pavements were.
Very untidy work - doubt it will last.
Road surfaces in neighbourhood require attention
Please urgently repair potholes at bottom of Beacon Drive where it joining Ennisdale Drive, Newton, West Kirby.
Pavements resurfaced but weeds are growing through the marmac surface.
I feel the work is sub-standard. The layers are too thin and many weeds are growing all along our road (CH48 6EP) and other roads nearby
Grass and weeds growing through it soon after completion, not thick enough to cover most imperfections on the pavement.
The material used on the footpaths seems to have a lot of weed seeds in it. A lot of little green shoots have started to grow through the footpaths.
It seemed very cosmetic! Now there are weeds all over the pavements - where they hadn't been before - why? And it was at least 2 weeks after we were told to expect it and then they just appeared without warning!
Thin surface later make the pavement look cheap job done! Spoilt by Casso vans parking on pavement and leaving tyre marks and spoiling the surface. When we have ice it will be more slippery to walk on.
Small weeds are now, in mid December growing through the layer put down some six weeks ago.
We now find there are weeds growing through the surface and the texture of the surface seems to encourage a different weed-type plant rather than, say, moss.
Was away - The results look excellent. But moss and weeds already growing through.
Quality of tarmacing not great. Weeds growing through.
A thin coating of the pavements was not necessary in my view. Ennisdale Drive needs properly re-surfacing however - I would rather money was spent on that instead.
Parts of the road near to the pavement are cracked and need repairing
(If this applies to the work (pavements) carried out 9 months ago I see no point and a waste of money) Tarmac has a join right in the middle of my driveway! Is this advance info that our road, Ryland park is to at long last resurfaced, Youll need tp send me another immediately after work completed.
First cul-de-sac road surface badly damaged after lifting and collection by lorry of flagstones when asked we were told they were coming back to repair damage, but no one came. Not very satisfactory. Potholes need attention
All pavements lifted and replaced with asphalt. They only part completed road repairs and by chance that was an area where somebody is in the same business. Every other area untouched.
The streetlamp outside number 45 was broken during the works, despite severals telephone calls, it is <u>still</u> broken months later.

People parking their cars to use the station, totally ignored the signs, especially the ones painted on the road itself. See note attached. NOTE: This problem of station users totally ignoring the 'roadworks' signs on the road; I believe slowed the works down, but mainly, because of thoughtless comuter parking the workmen were unable to place the double yellow lines back to their original position. Which was nearly opposite my property. This how now allowed people to park on the bend in the road, thus narrowing the bend. I'm quite surprised we haven't witnessed an accident yet.
Double yellow liines starting and ending were ever completed and in-instated as they were before work commenced. As a consequence more cars are parked during day (At start and engding of double yellow lines) Top end of Park Rd opposite numbers 2 - dell bridge
Roads are worse now drains covered in tarmac loads of rain collecting on uneven surface very poor.
Diversion signs are still on display by St James Church, Hoylake Road, they have been there for a long time.
Diversion signs have been left by St James Church, Hoylake Road
Have no idea what you were trying to achieve therefore can not say what it enhanced
No work carried out ever. How there has never been an accident I will never know - The back of Bridge Street, Wood Street, Park road, Greendale Road is a disgrace full of pot holes as is the alleyway between 24 park road and 22 park road, when it rains it floord and is very dangerous

Year 2 – A Look back

In Year WMBC Performance Manager reported that

'The greatest source of complaint is that of issues surrounding keeping people informed of planned works, however the "Communication" score is one that has scored at a satisfactory level. This would tend to indicate that the distribution of the standard letter in advance of planned works is somewhat 'hit and miss'. Where the letter is distributed at an appropriate time it appears to have the desired effect. Overall, "Communion" needs to improve, if customer satisfaction levels are to improve. All residents and business customers should be provided with adequate notice of planned works on every occasion. Where planned works are delayed, after residents have been informed of commencement, further communication should take place'.

'The Summer of 2010, saw a large number of complaints (and expressions of anger) in respect of the high volumes of dust generated and the presence of loose stones, whilst resurfacing work was taking place.² “

Year 3 – Current Perception

Whilst some similar issues exist in respect of dust, loose aggregate and communication, several new themes have emerged in the following areas:

- Weeds – traditionally associated with footway slurry sealing, appear to have migrated to thin surfacing, a common theme in this years programme. The avoidance of weed growth through slurries and thin surfacing is achieved through effective pre sweeping and weed killing. It will be necessary for WMBC to evidence the effectiveness of weed killing and review the sites where weed growth is causing early deterioration. Corrective measures need to be taken where necessary and lessons learned for future treatments
- Perception of treatment and asset management. Many new comments exist in respect of the thickness of the surface treatment. New surfacing methods involve thinner layers because of material innovation. WMBC need to communicate this in pre notification correspondence

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