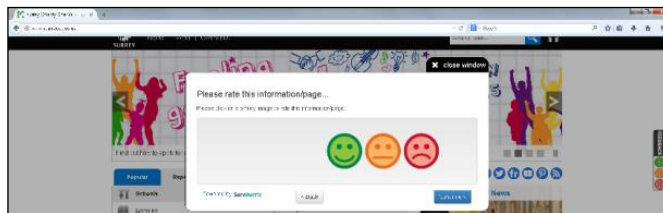


**What is GovMetric and why are we using it?**

GovMetric is a feedback tool for us to better understand how our customers feel about the service we provide on our website. We have a team of assigned web authors who review and consider every piece of feedback received on the Roads, Transport and Parking pages. We are doing this as part of our commitment to Customer Service Excellence (CSE), to ensure we are listening to our customer's feedback and making improvements based on what our customers are telling us.



**6 month Summary:**

- We had **547,066** page visits to Roads, Transport and Parking (10.4% less than the previous 6 months)
- **1,121** customers rated our pages via the GovMetric tool (more than double from the previous 6 months)
- We received **317** pieces of written feedback
- **Roadworks (21.77%)** received the highest proportion of all written feedback followed closely by **Buses (19.56%)** and **Travel Passes & Concessionary Fares (13.25%)**

Roads, Transport & Parking				Overall Rating
Number of respondents	410	140	571	Average
Percentage of respondents	37%	12%	51%	

- Our overall satisfaction rating has stayed the same
- We have seen a significant **decrease** in the amount of **negative** feedback, going from 66% to 51%
- Only 25% of ratings in the 6 months prior were **positive**, but this has now **increased** to 37%
- More than double the numbers of customers have submitted a rating, even though there were 10% less visitors to the pages, showing a huge increase in uptake of the survey.

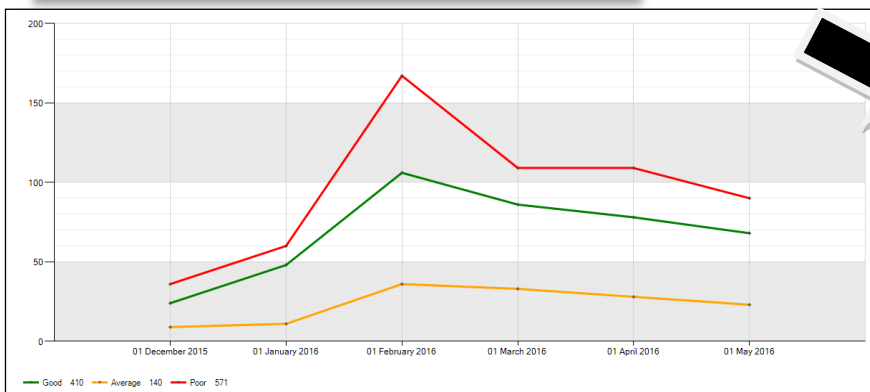
**Breakdown by service:**

In terms of written feedback and general ratings (without written comments), 'Buses' and 'Roadworks' are the most sought after sections of the Roads and Transport pages. 'Roadworks' not only receives the most 'Poor' ratings, but also the most 'Good' ratings followed closely by Buses. The poor ratings should be viewed in line with the number of good ratings, showing that improvement is needed but at the same time, in many cases we are meeting customer's needs.

Service	Average	Good	Poor	Grand Total
Blue Badges (Roads, Transport & Parking)	6	12	12	30
Bridges & Structures (Roads, Transport & Parking)		3	3	3
Buses (Roads, Transport & Parking)	42	87	127	256
Fault Reporting (Roads, Transport & Parking)	11	6	39	56
Highway Improvements (Roads, Transport & Parking)	5	23	9	37
Highway Information (Roads, Transport & Parking)	3	11	21	35
Highway Maintenance (Roads, Transport & Parking)	4	13	26	43
Park & Ride (Roads, Transport & Parking)	6	33	7	46
Parking (Roads, Transport & Parking)	7	33	57	97
Parking Fines (Roads, Transport & Parking)		1	3	4
Public Transport (Roads, Transport & Parking)		4	7	11
Road Permits (Roads, Transport & Parking)	11	14	28	53
Road Safety (Roads, Transport & Parking)	1	3	5	9
Roads & Transport (Roads, Transport & Parking)	3	1	6	10
Roadworks (Roads, Transport & Parking)	14	89	137	240
Salting & Gritting (Roads, Transport & Parking)		3	1	4
Street Lights (Roads, Transport & Parking)	13	25	29	67
Travel Passes & Concessionary Fares	14	52	54	120
<b>Grand Total</b>	<b>140</b>	<b>410</b>	<b>571</b>	<b>1121</b>

Status	Total
Closed	193
Closed escalated	5
Closed not resolved	3
Closed resolved	2
Open	50
(blank)	64
<b>Grand Total</b>	<b>317</b>

317 pieces of written feedback were submitted. We aim to review all pieces of written feedback and act appropriately. In the last 6 months, we have done this for 64% of all feedback. This is a figure which needs improving, and for the next 6 months, we aim to review and close 85% of all feedback.



**Why was there such a spike of feedback around January/February?**

This is most likely explained by the major scheme taking place on the A22 from late December to February.

To put this into context, over the whole 6 months;

- 1121 ratings were received on 253 URLs
- Only 10 of these pages had over 10 ratings
- The A22 Drainage Improvements page received 110 ratings (72 Poor, 31 Good, 7 Average) accounting for 9.8% of all feedback on its own, and had 10,831 page visits.

The Works Communication Team did a brilliant job of keeping this page updated.

## Case studies - What did our customers tell us, and what actions have we taken?

### Speed limits

"Request a change of speed limit."

Page updated with info on how to request changes and also what happens next.

### Roadworks in my area

"You don't state whether the A240 at Tolworth will be closed at any time. My wife tells me that a closure notification is indicated on notices in this area, but no such info on your active road-repairs map!"

I checked the roadworks map at the time of this report being made. I was able to find details of the works, but had to change the date filter. Suspect customer just did not do this. The default date filter has now changed and shows 'next 2 weeks' by default. This should reduce the cases where customers can't find imminent upcoming works.

### Report a traffic signal fault

"The website wouldn't let me submit a form. It complained that my IP address was outside the UK. I am clearly sitting in my study in Whyteleafe, which, the last time I looked, is in the UK."

The issue was raised with 3rd party supplier (Cloud Amber) with a request to ensure worldwide reporting is accessible.

### Plans of parking restrictions in Epsom and Ewell

"Just want a simple map of the area with the parking zones clearly marked."

The plans for Epsom and Ewell are online. They are as simple as they can be. The plans are at 1:1250 scale - you can't have a 'simple' drawing which covers all of Epsom as it would be a massive file. We're hoping to get the parking restrictions on GIS in due course which should be much easier for people to use.

### Registered skip companies

"I wanted to see a dancing Batman."

Unfortunately there are no plans for this page, nor any other SCC page, to have a dancing batman.

### A22 Drainage Improvements

"Only information of relevance to drivers using the A22/A25/M25 is the re-opening date of the southbound A22. This information was half-way down the page. The fact that the previous construction work on the carriageway was sub-standard is worrying but ultimately irrelevant."

Page updated to bring this information into a more prominent position at the top of the page.