



# **PROACTIVE PR BY CONSTRUCTOR FOR HIGHWAY WORKS**

**23 JULY 2003**

## **KEY ISSUE:**

To ensure that the customer is fully aware of highway works through proactive PR by the Constructor.

## **SUMMARY:**

Proposals by the Constructor are described together with ideas for future action.

## **OFFICER RECOMMENDATIONS:**

The Committee is asked to note the contents of this report.

## 1. INTRODUCTION and BACKGROUND

- 1.1 This report is in response to Members request to be informed regarding the Constructor's involvement in communication with our customer, proactive PR.

## 2. ANALYSIS AND COMMENTARY

- 2.1 Ringway Highway Services (RHS) submitted data regarding Customer Care as part of their tender submission and this is included at Annex A. It is essential that the Local Transportation Service (LTS) and RHS discuss each project to ensure that only one party undertakes communication with various stakeholders in order to deliver best value
- 2.2 Advance notice of works including details as to dates, exact works and other advice is given to residents and an example is included at Annex B.
- 2.3 RHS operate a Quality Management System, which contains information regarding customer satisfaction. Any expression of dissatisfaction about the standard of service, quality or product provided by RHS is recorded on a Quality report form which is submitted to the local quality co-ordinator. It must include the proposed corrective action taken to prevent recurrence.
- 2.4 In addition RHS uses a Client Satisfaction Appraisal Questionnaire, included as Annex C, for every scheme in excess of £100,000 and on a six monthly cycle for term maintenance contracts. This data is reported to operational managers and to the annual management review meeting. Customer satisfaction is essential as customers expect delivery of a service which offers continuous improvement in terms of quality and cost effectiveness
- 2.5 RHS is a member of the Considerate Constructors Scheme that operates a Code of Practice, included as Annex D, with the following headings:
- Consideration
  - Environment
  - Cleanliness
  - Neighbourliness
  - Respect
  - Safety
  - Responsibility
  - Accountability

The strength of the Scheme is that it provides visible evidence that the industry does care about its image and its relationship within the community in which it operates.

- 2.6 Future actions may include any of the following:

- roadshow to local schools on highway operations.
- development of new works signage that clearly states why the works are being carried out.
- develop partnership with other interested parties associated with the highway to avoid unnecessary duplication and f/or public confusion over responsibilities.

### **3. IMPLICATIONS**

- 3.1 There are no specific financial, sustainable development, self-reliance, crime and disorder or equalities implications.

### **4. CONCLUSION AND REASONS FOR RECOMMENDATIONS**

- 4.1 Interaction with all parties likely to be affected by any works undertaken by RHS will be identified and defined through LTS/RHS communication. It is imperative that discussion takes place to ensure that no customer is unaware of any affect on them. This report is a brief overview of the Constructor's PR and its contents should be noted.

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**BACKGROUND PAPERS:**

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# ANNEX A

## ANNEX B

## ANNEX C

## ANNEX D