



Highways – a long term strategy

Transport Times Conference, April 2016

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Mobility • Safety • Economy • Environment

Highways – a long term strategy

Seven things customers want

1. A smooth journey
2. A predictable journey time
3. A seamless journey
4. A safe journey
5. A convenient journey
6. A network that gets us where we need to be
7. Run by someone who cares about our experience

Highways – a long term strategy

What does that mean for Highways England?

1. A smooth journey
2. A predictable journey time
3. A seamless journey
4. A safe journey
5. A convenient journey
6. A network that gets us where we need to be
7. Run by someone who cares about our experience

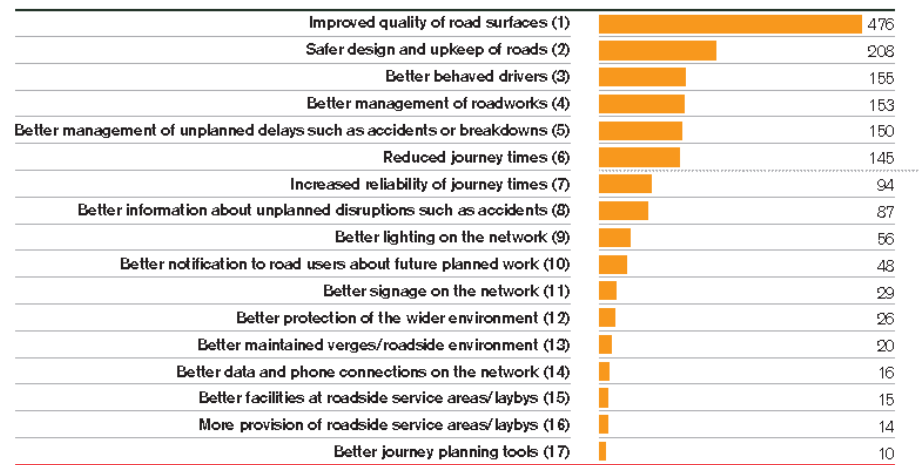
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What does that mean for Highways England?

1. A smooth journey

SRN road users' priorities for improvement car/van

Rank order with index score to 100



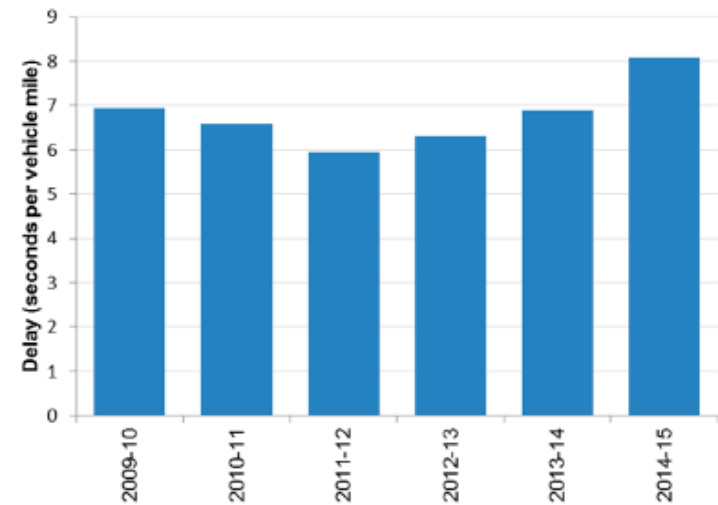
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What does that mean for Highways England?

2. A predictable journey time



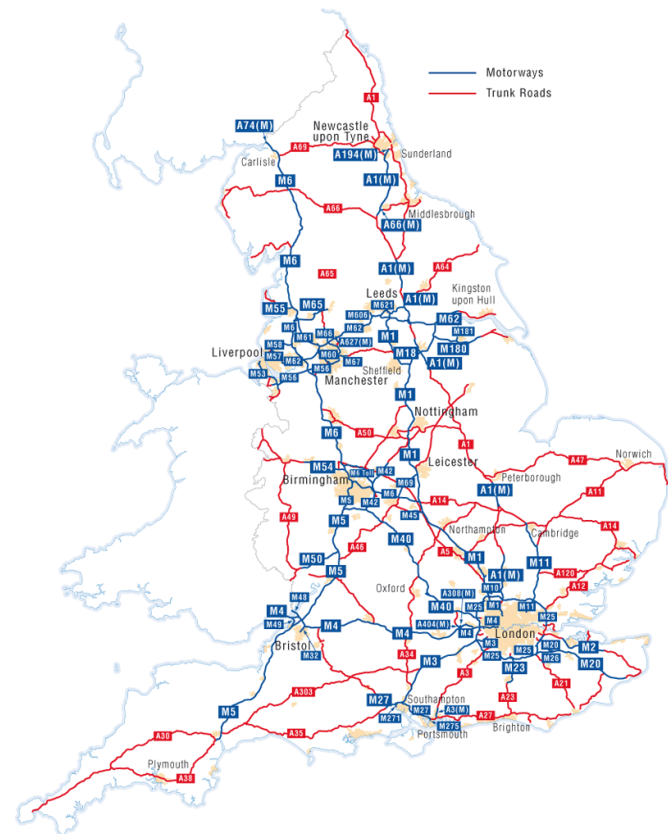
Figure 7: Delay, seconds per vehicle mile



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What does that mean for Highways England and DfT?

3. A seamless journey



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What does that mean for Highways England?

4. A safe journey



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What does that mean for Highways England?

5. A convenient journey



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What does that mean for Highways England?

6. A network that gets us where we need to be



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What does that mean for Highways England?

7. Run by someone who cares about our experience



Highways – a long term strategy

What should the strategy be based on?

1. Knowledge + Expertise
2. Customer focus + Customer insight
3. Innovation + Continuous improvement
4. Collaboration + openness
5. Ranges and realism