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Mobility • Safety • Economy • Environment

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



What does that mean for Highways England?

- 1. A smooth journey
- 2. A predictable journey time
- 3. A seamless journey
- 4. A safe journey
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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

Increased evaluation of second evaluations	(1) 400
Improved quality of road surfaces	
Safer design and upkeep of roads	(2) 208
Better behaved drivers	(3) 155
Better management of roadworks	(4) 153
etter management of unplanned delays such as accidents or breakdowns	(5) 150
Reduced journey times	(6) 145
Increased reliability of journey times	(7) 94
Better information about unplanned disruptions such as accidents	(8) 87
Better lighting on the network	(9) 56
Better notification to road users about future planned work (10) 48
Better signage on the network (11) 📃 29
Better protection of the wider environment (12) 26
Better maintained verges/roadside environment (13) 📕 20
Better data and phone connections on the network (14) 16
Better facilities at roadside service areas/laybys (15) 15
More provision of roadside service areas/laybys (16)
Better journey planning tools (17) 10



What does that mean for Highways England?

2. A predictable journey time



Foundation

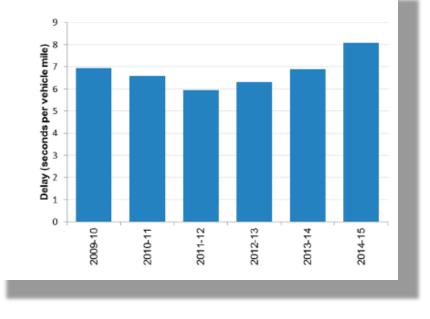
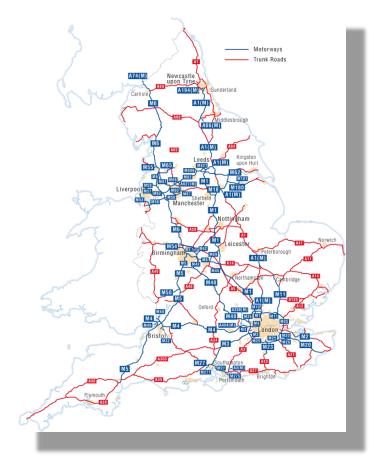


Figure 7: Delay, seconds per vehicle mile

What does that mean for Highways England **and DfT**?

3. A seamless journey





What does that mean for Highways England?

4. A safe journey





What does that mean for Highways England?

5. A convenient journey





What does that mean for Highways England?

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





What does that mean for Highways England?

7. Run by someone who cares about our experience





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

