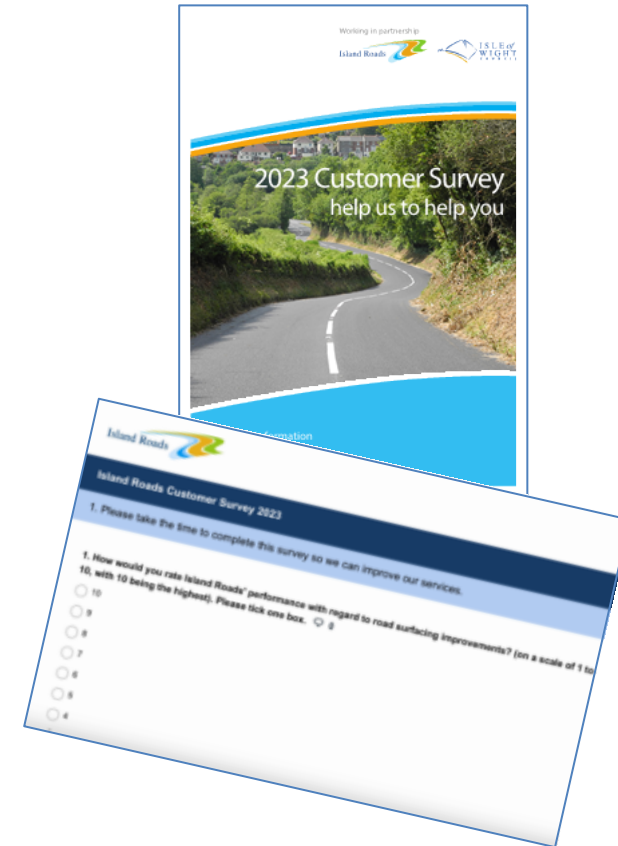


Annual Customer Survey 2023

Isle of Wight Policy and Scrutiny
Committee for Neighbourhoods and
Regeneration
July 6, 2023

2023 Customer Survey

- Annual survey in February each year– this year was the tenth such survey
- Online and paper copies/large type on request
- Questions on ten service areas plus Fix My Street and IW Foundation/ Volunteering
- Answers on scale of 1 to 10 with 1 being the lowest score and 10 the highest
- Respondents also asked to provide qualitative feedback
- Survey content input received from local groups



Context: February on the network

- During the survey there were 1835 utility works in progress (84% of all roadworks) and in the month preceding, there were 1626 utility works underway on the highway network (85% of all roadworks)
- A major junction improvement scheme was underway at Ryde Interchange
- The first named storm of the year – Storm Otto – hit the Island in February 2023
- Busy winter season saw a total of 17,500km gritted – equivalent of travelling around the Island 156 times.



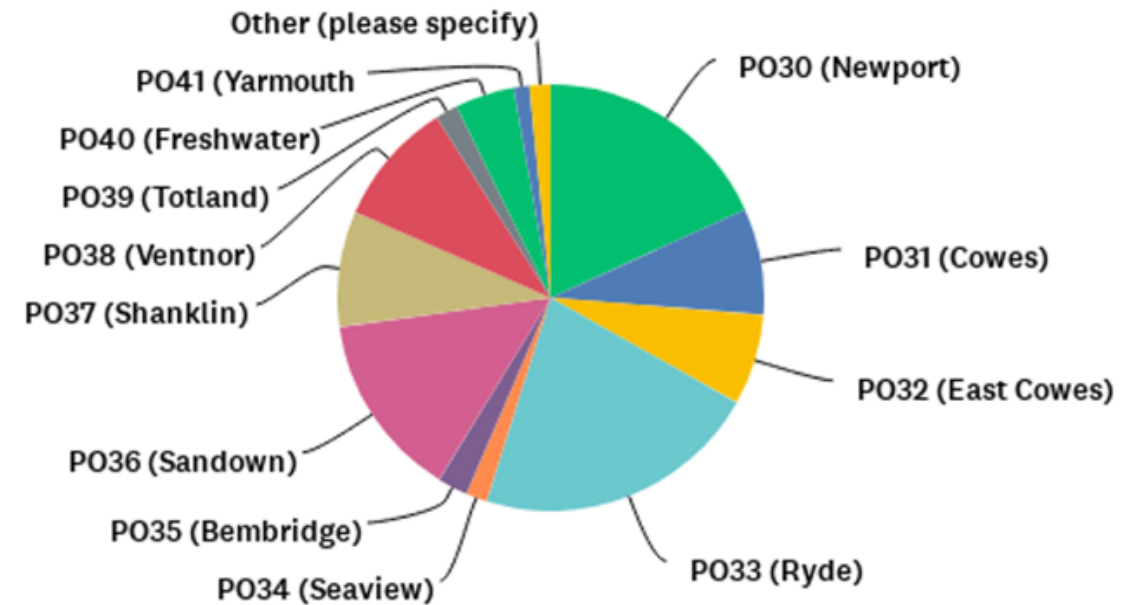
Encouraging participation

- Website
- Social media (Island Roads Twitter and IWC Facebook)
- Directly to community groups and representative organisations including town and parish councils
- IW College and sixth forms targeted this year to raise under-18 participation
- Press releases (launch and reminder)
- Posters in public facing areas e.g., libraries
- Press advert



Who responded?

- Largest group was car driving, town-dwelling, able-bodied, males aged between 60-79:
- 45% of respondents aged 60-79 and just 1.5% aged under 18 (an increase on the previous year)
- 40% of respondents male, 34% female (some opted not to state their gender)
- 79% stated that they did not have a disability
- 87% were car users



Results: Road resurfacing works

- 20% scored between 7-10 (25% 2022)
- 29.6 scored between 4-6 (33.6% 2022)
- 50.4% scored between 1-3 (49.1% 2022)

Key feedback themes:

Potholes, longevity of work, location of work (monitoring lengths), utility works and co-ordination.



Results: streetlighting

- 55% scored between 7-10 (58% 2022)
- 29% scored between 4-6 (23.% 2022)
- 16% scored between 1-3 (19% 2022)

Key feedback themes:

Too bright/too dim, more lights needed, warmer temperature needed, less lights to enhance dark skies.



Results: road maintenance (cleansing/sweeping etc)

- 20% scored between 7-10 (26% 2022)
- 31% scored between 4-6 (35.% 2022)
- 49% scored between 1-3 (39% 2022)

Key feedback themes:

Potholes, improved/more frequent cleansing.



Results: winter maintenance

- 52% scored between 7-10 (54% 2022)
- 27% scored between 4-6 (26% 2022)
- 20% scored between 1-3 (20% 2022)

Key feedback themes:

Lots of positive feedback, highway flooding an issue, more gritting required on more routes.



Results: charitable support (e.g., IW Foundation)

- 63% scored between 7-10 (45% 2022)
- 28% scored between 4-6 (35% 2022)
- 10% scored between 1-3 (20% 2022)

Key feedback themes:

Lots of positives, focus on the roads (not charity), more publicity needed.



You said, we're doing /planning

You Said

- Declutter signs
- Tackle weeds
- More flood prevention
- Leave verges for wildflowers
- Better enquiry handling
- Fix potholes
- Repair cracked roads
- Unaware of charity work

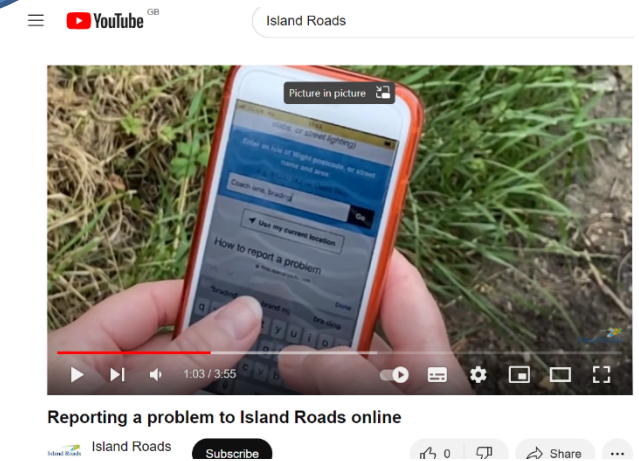
We're doing/planning

- Signage review
- Using glyphosate
- Multi-agency flood work
- No mow areas
- Streamline reporting systems
- Employed more resources
- Repairing (our cost)
- More publicity

You said, we've done – example

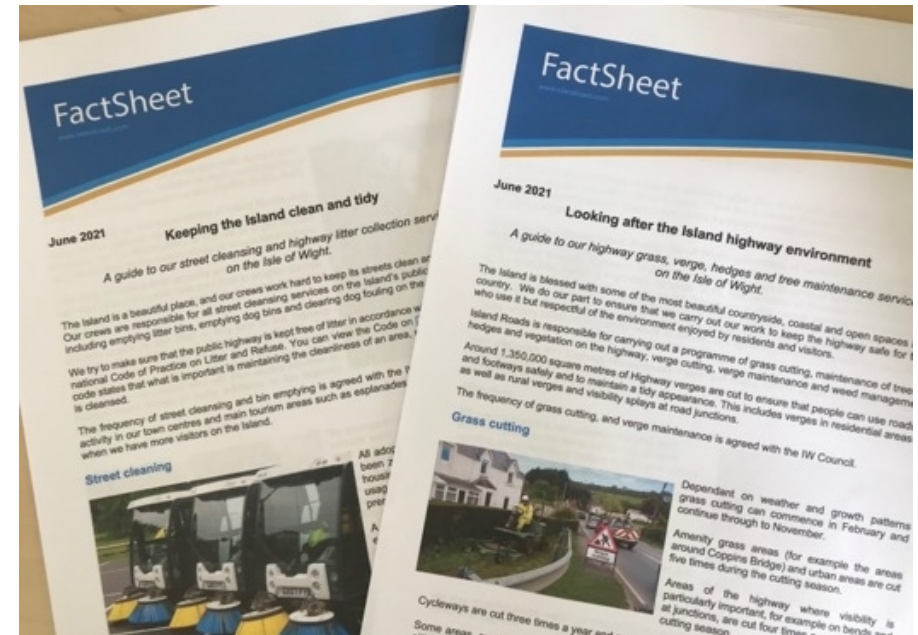
“Fix My Street is a good service. More residents who care about the upkeep of the streetscene should use it.”
2022 annual customer survey

- Worked with Age UK on an instructional video
- Publicised via Twitter
- Placed media articles
- Promoted via stakeholder communications



Conclusions

- Feedback always welcome and valued
- We act on feedback where we can
- Mixed views – positive and negative
- Areas where we need to make improvements
- Others to be expected given disruption on a highway network challenged by limited diversion routes and amidst major programmes of work by utilities e.g., GigaBit Island)
- Some driven by misconceptions - need to continue to provide accurate information e.g., via our factsheets
- Members can help us – do you need any help or information?



Island Roads



Thank you, any questions?