



Highway Customer Engagement Transformation

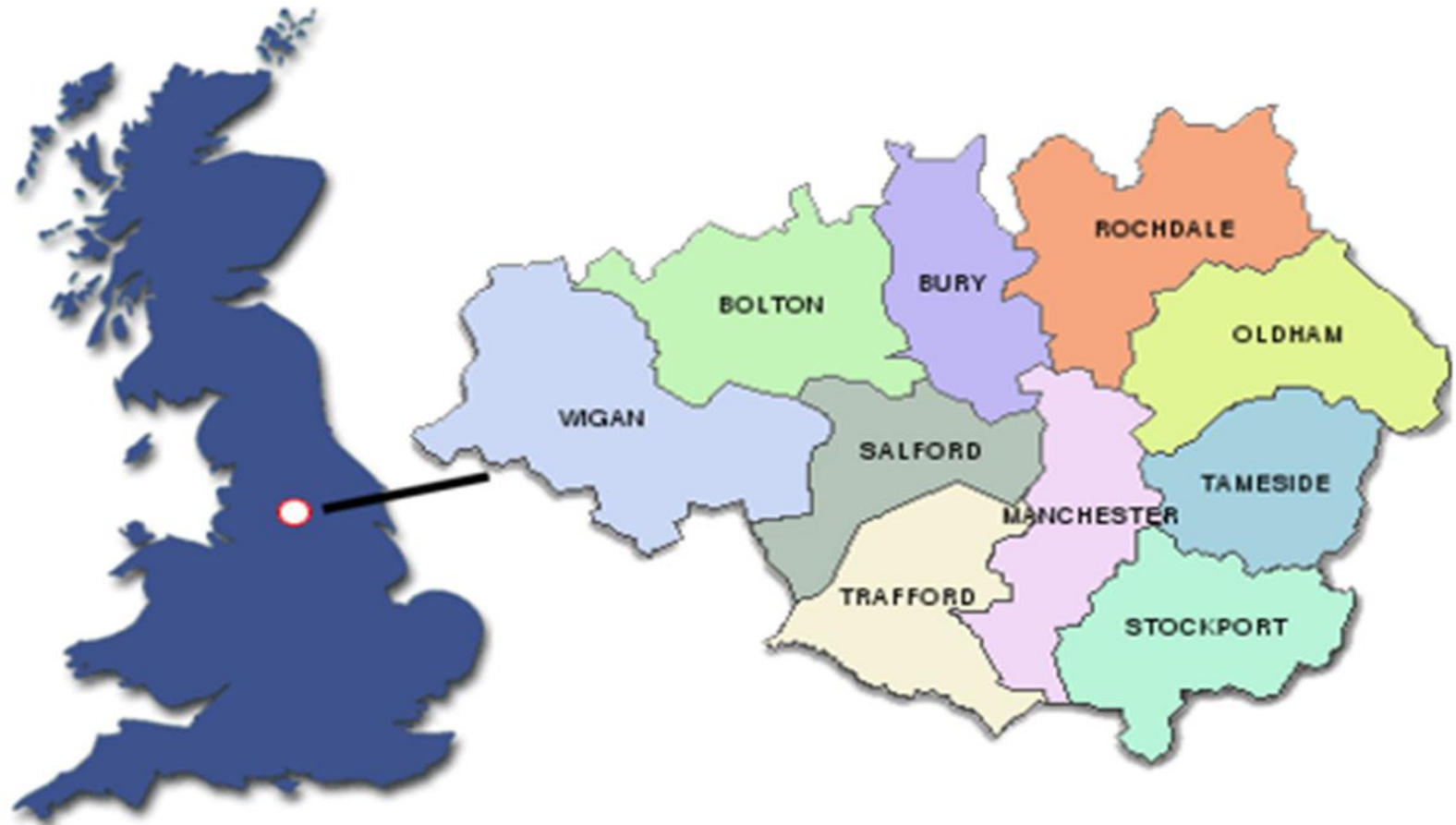
John Williams - Highway Asset Manager

Date: 23rd March 2023

Presentation Overview

- **Wigan Council**
- **Highway Interaction**
- **Reasons for Change**
- **DFT Self-Assessment**
- **Digital Engagement**
- **Moving Forward**

Wigan Council



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Wigan Council



- Regional & National Benchmarking
 - APSE Performance Network Awards
 - APSE Innovation Awards
 - APSE Best Service Team Awards
 - IeSE UK Council of The Year 2021
 - NHT/CQC Annual Survey



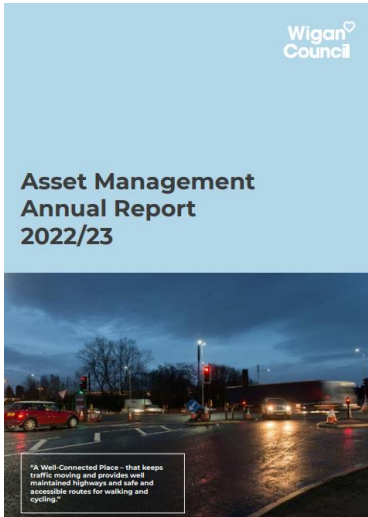
UK Council of the Year 2021

GOLD WINNER: Wigan Council



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Reasons for Change



Cabinet Member Monthly Update



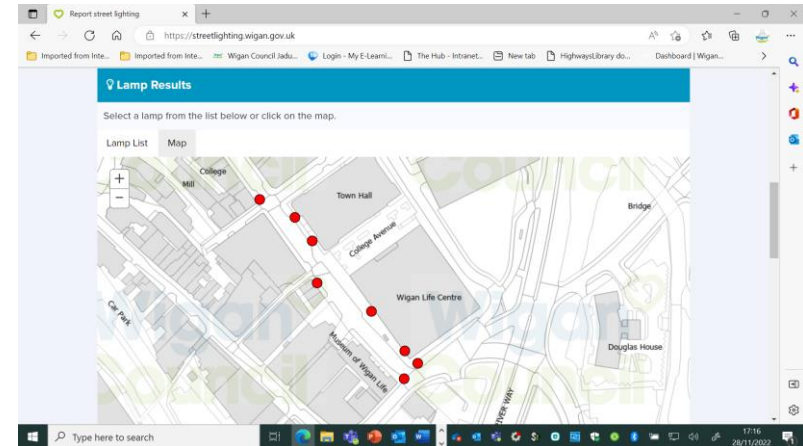
Marketing and communications plan



The Deal Wigan Council

Our part <ul style="list-style-type: none">Keep your Council Tax as one of the lowestHelp communities to support each otherCut red tape and provide value for moneyBuild services around you and your familyCreate opportunities for young peopleSupport the local economy to growListen, be open, honest and friendlyBelieve in our borough Signed <i>M. Malone</i> Councillor David Malone, Leader of Wigan Council	Your part <ul style="list-style-type: none">Recycle more, recycle rightGet involved in your communityGet onlineBe healthy and be activeHelp protect children and the vulnerableSupport your local businessesHave your say and tell us if we get it wrongBelieve in our borough Signed
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DfT Self-Assessment

In 2015, DfT announced that the local highways maintenance incentive fund requirements was changing and we now needed to score ourselves on a Band 1-3 on 22 Asset Management Questions.

Q2. Has your local authority communicated its approach to highway infrastructure asset management?

Q12. Does your local authority undertake customer satisfaction surveys into the condition of its highway network and if so how does it use this information to help drive service improvement?

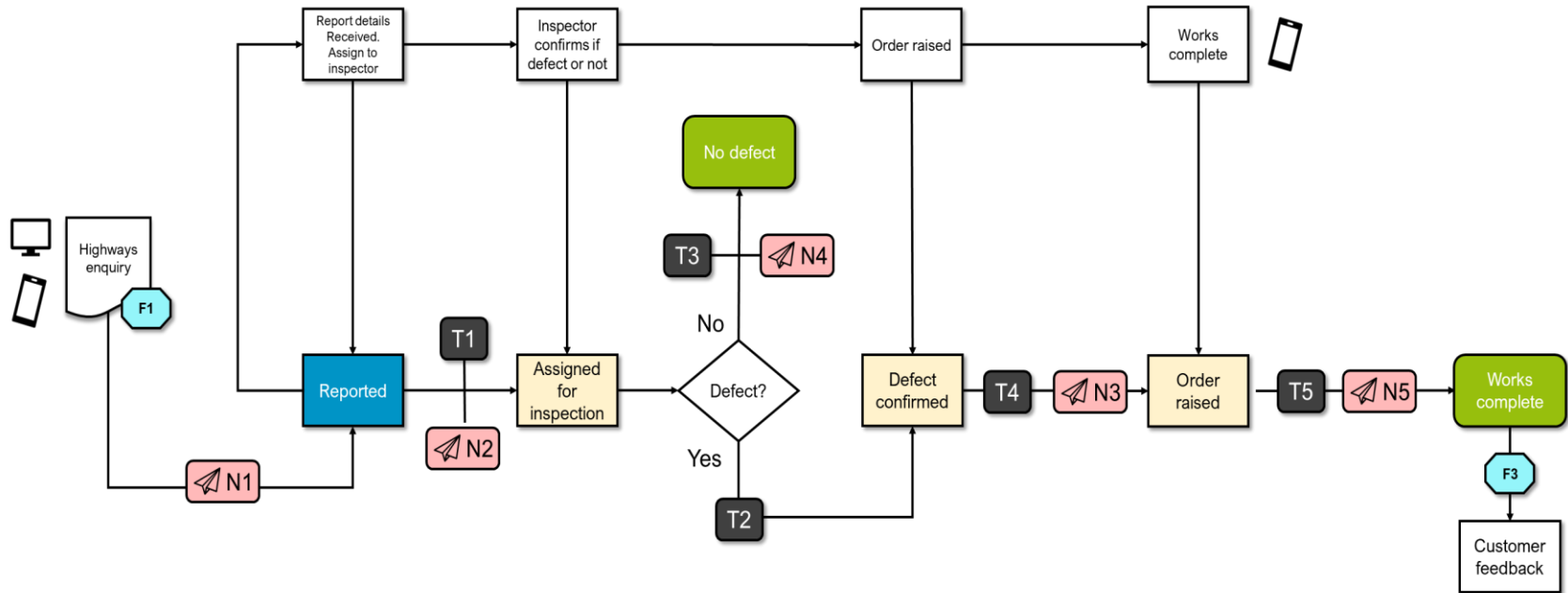
Q13. Does your local authority have a mechanism in place to gather customer feedback on its highway maintenance service and if so how does it use this information?

Q14. How does your local authority ensure that customers are kept informed about their highway maintenance service?

Digital Engagement

MAYRISE

JADU CXM



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Moving Forward

What do we hope to gain from our revised methods of communications?

- Improved customer engagement/satisfaction
- Better quality of information
- Improved understanding of service resources and performance

Sharing Best Practice

- What are you doing?
- How are you dealing with Perception v Reality?
- What works well?
- What issues do you need to resolve?

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**Thank you for your time
and attention.**