

Roadworks A Customer View

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Implementation toolkit
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Introduction

Roadworks: A customer View is a pan company roadworks management implementation toolkit for National Highways roadwork schemes across England.

Formerly known as the 20 principles, this updated toolkit has now been replaced with five focused guiding principles that will deliver enhanced roadworks management experiences for our customers, communities, and stakeholders both today and for future Road Investment Strategy (RIS) periods.

The environment in which we operate, build, and maintain our roads is constantly changing. As our population gets larger and older, we need to consider how we make roadworks more inclusive and accessible. Recent changes to the Highway Code also places a greater emphasis on the safety needs of non-motorised road users and so we need to consider their needs, too.

You can read more about our ambitious programme of investment in our [Strategic business plan 2020-2025](#) and our [Delivery plan 2020-2025](#).





Our five guiding principles and their underpinning requirements

Principle 01.

Pre-construction – gathering robust customer evidence to get roadworks planning and design right first time

1 Understanding your customers' needs to plan how you will communicate and engage with them

Consider who the scheme's customers are, and what its impact on different customer groups might be

2 Designing and planning for disabled road users

Enhancing accessibility and inclusion of roadworks for disabled users

3 Designing and planning for cyclists, pedestrians, and equestrians

Consider how roadworks, traffic, and pedestrian management can be made more inclusive for different vulnerable customer groups

4 Helping customers feel safer

Improve customer confidence and comfort through our roadworks by gathering evidence on both objective and subjective safety factors

Principle 02.

Pre-construction – applying customer centric roadworks management to reduce customer impact, improve trust and reputation

5 Giving advance notice of roadworks to customers

Give adequate notice of works so that our customers can plan accordingly

6 Integrating with other roadworks and improvements

Plan and integrate with other roadworks, infrastructure and maintenance projects so that the total impact on customers is understood and mitigated

7 Exploring ways to reduce roadworks duration

Explore ways to reduce the time roadworks take without increasing disruption to customers

8 Exploring ways to shorten the length of roadworks

Seek shorter lengths of roadworks, staggering activity to minimise disruption to any one customer journey

9 Selecting the highest safe speed through roadworks

Improve customer safety and experience by implementing highest safe speed

10 Factoring road surface into roadworks planning and design

Improve customer experience by reducing impact of road surface quality



Our five guiding principles and their underpinning requirements

11 Maximising visibility of the physical road infrastructure

Improve customer safety and decision making by maximising visibility

12 Widening temporary lanes where possible

Widen non-standard or temporary 'narrow' lanes within roadworks where possible to improve customer safety and experience

13 Improving the customer experience of diversions

We do everything we can to reduce the disruption of diversions to road users and communities

Principle 03.

During roadworks – keep our customers informed through accurate and quality on road information

14 Coordinating on-road information and messaging

Keeping customers informed through accurate and quality information as they travel through roadworks

15 Using electronic signs, including TTVMS

Use electronic signs wherever possible to keep customers informed and in control of their journeys

16 Providing updates on progress

Keeping customers informed on the overall progress of roadworks including key milestones

Principle 04.

During roadworks – continuous customer engagement throughout the construction phase to show that we care

17 Revisit and update your communications and engagement plan

Ensure continuous customer engagement during construction and update plans where required

18 Gathering feedback, acting on it and closing the feedback loop

Ensure customer evidence and feedback is gathered throughout construction to improve safety and experience

Principle 05.

Post roadworks phase – lessons learned for continuous improvement

19 Recording lessons learned

Ensure that information captured from National Highways, customers, delivery partners and stakeholders is shared for improved learning

20 Acting on lessons learned

Take active steps to share learnings so that they can be applied to your own and others' future schemes



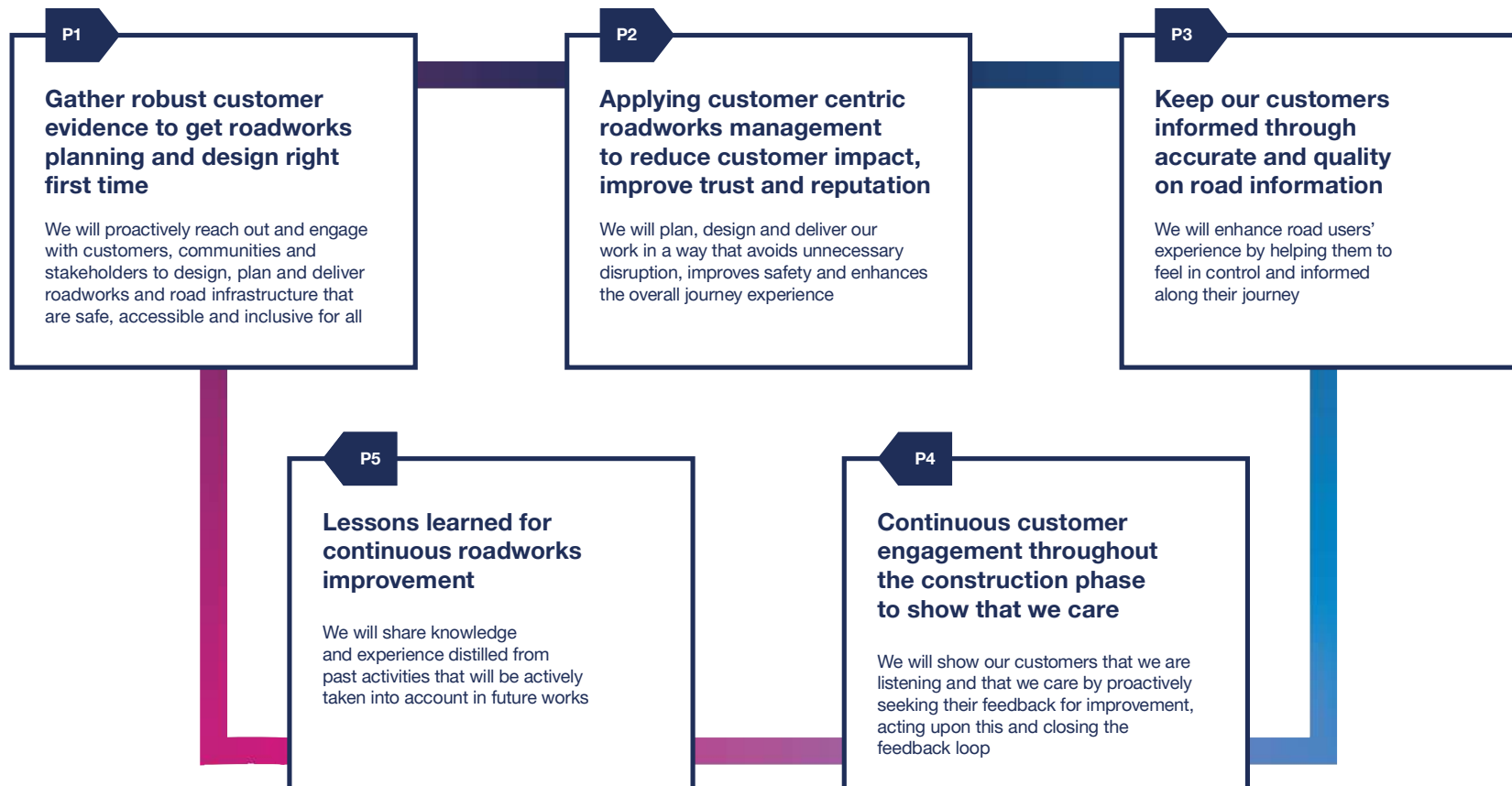
Our five guiding principles flowchart

Our five guiding principles for National Highways roadworks management in England

Guiding principles are the values and behaviours we should demonstrate for roadworks management. Following these will lead to improved customer outcomes. It will also help projects to keep to time, cost, and quality by getting planning and design right first time.

In the diagram below, we can see that the five guiding principles are part of a continuous cycle. For example, any evidence gained in Principle One will be used to inform Principle Two. Any lesson learned in Principle Five should be applied to the next project at Principle One, and so on.

Each principle is underpinned by a set of requirements that are detailed in this toolkit. Achieving the requirements will help project teams to meet that principle.



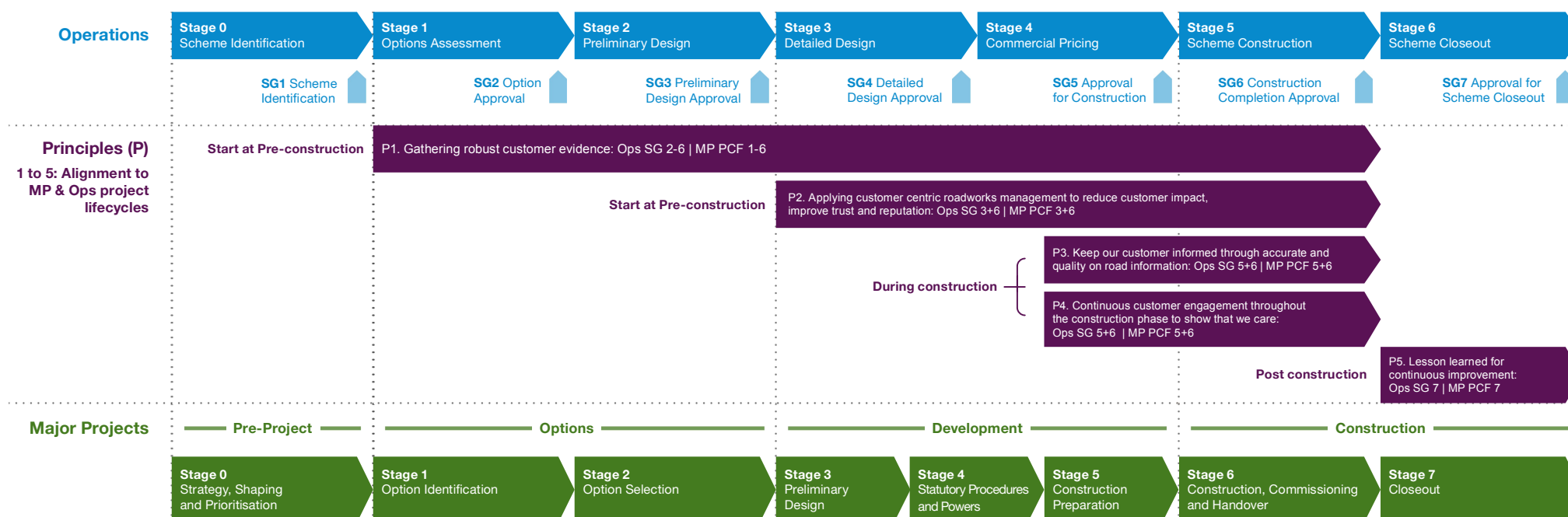


Major Projects PCF and Operations 3D process

Alignment of five principles in project lifecycle

For Operations and Major Project schemes. The image below indicates where we focus the five principles along the lifecycle. The principles are applicable to all National Highways roadworks schemes regardless as to the scheme type, duration, distance, or complexity. The requirements should be applied flexibly and appropriately to achieve each principle.

All new projects should start with gathering evidence at the pre-construction phase (Principle One). The evidence gathered here will then help us to design and plan roadworks in Principle Two. Principles Three and Four are about how we keep customers informed and engaged during construction. Finally, Principle Five is about learning lessons at project close out.





Application of principles to PCF and 3D process

For Major Projects schemes, it is a requirement in the Project Control Framework (PCF) that these principles are used alongside existing procedures and guidance. For Operations schemes, consideration of these principles is required as part of the 3D ('Develop, Design, Deliver') process.

Measuring roadworks management and understanding impact

Customer experience and satisfaction are measured through several research and insights tools, including our Customer Audits, the Customer Experience Tracker, and Transport Focus' Strategic Roads User Survey (SRUS). These help to better understand customer experiences and pinpoint areas for continuous improvement, many of which have been incorporated into this toolkit.

The information in this toolkit is not intended to conflict with any existing standards, which should continue to be followed.




Roadworks: A Customer View summary workbook

[This workbook](#) is a complimentary tool that is designed to help teams capture and record customer evidence at different stages of the project lifecycle. The workbook is designed for actionability and can help teams to make the right evidence-based decisions to support our customers' needs.

Whilst the summary workbook has been primarily designed for use on Major Project schemes, it can also be used flexibly and appropriately across Operations schemes.

Some of the benefits of using the workbook include:

- Supplier performance: Demonstrate how evidence captured has been applied to improve customer outcomes.
- Influencing scheme decision making: Use any historic or current customer evidence to influence scheme planning, design and delivery, e.g., traffic management plans.
- Equality impact assessment (EqIA): Evidence captured from our diverse customer groups can be reflected in the EqIA to ensure inclusive and accessible roadworks for all.
- Stakeholder communications plan: Help to ensure that customer feedback gathered along the project lifecycle is not lost and can be reflected in scheme communication plans.

Requirements underpinning Principle One: ↓	Description (please refer to full RACV toolkit for guidance)
Requirement One:	Understanding your customers' needs to plan how you will communicate and engage with them 
Requirement Two:	Designing and planning for disabled road users 