

SHEQ ALERT

Alert Topic	RaCV and SRUS: Turning Customer Insight into Action	Reference	2026 Q003
Target Audience	CRL Highways Project Managers CRL Highways Snr. Management	Prepared by	Simon Dewsbury
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INTRODUCTION

National Highways is increasingly focused on the experience of its customers – not just road users, but also the communities and businesses affected by our works. As a key delivery partner, we must understand what matters most to these stakeholders and use that knowledge to influence how we plan and deliver our schemes.

Transport Focus, through its Strategic Roads User Survey (SRUS), provides valuable insight into customer expectations and concerns. This information should be used by all project teams to help deliver a better customer experience.

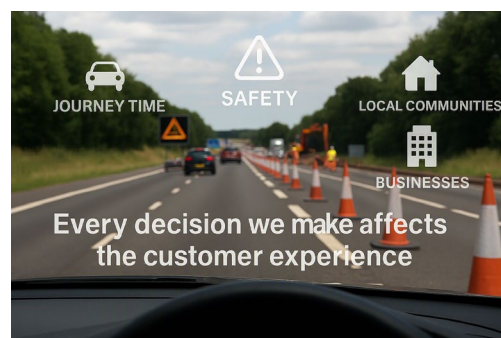
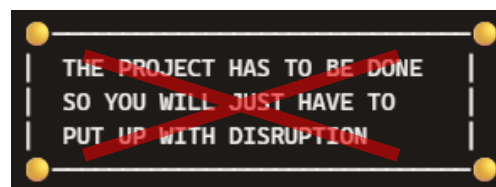
Further information:

Transport Focus – Strategic Roads User Survey: <https://www.transportfocus.org.uk/insight/strategic-roads-user-survey/>

National Highways Customer Service Strategy: <https://nationalhighways.co.uk/about-us/customer-service/>

REASON FOR ISSUING THIS ALERT

- The SRUS consistently shows that construction work has a major impact on customer satisfaction. Issues such as delays, traffic management, communication, road conditions and visible progress on site all influence how customers perceive our projects.
- Project teams are expected to:
 - Review relevant Transport Focus and SRUS findings when planning schemes.
 - Capture customer-focused actions within the Roadworks a Customer View (RaCV) document for the project.
 - Maintain and update these considerations throughout the project lifecycle.
 - Consider the needs of road users, local communities and businesses when making project decisions.



Customer insight should be treated as a project input, not an afterthought!

CONCLUSIONS AND DISCUSSION POINTS

- Successful delivery is no longer measured solely by programme, cost and quality. Customer experience is now a key part of project performance.
- When developing and reviewing projects, teams should ask:
 - What do SRUS and Transport Focus insights tell us about customer priorities?
 - Have we clearly reflected these priorities within our RaCV?
 - How are we reducing disruption for road users and local communities?
 - Are our communications clear, timely and customer-focused?
 - What can we do differently to improve the customer experience?

Remember: Every interaction a customer has with our works contributes to their perception of both our organisation and National Highways. By using customer insight effectively, we can deliver projects that are technically successful and positively experienced by those affected by them.

If you have any SHEQ issues that you wish to discuss, please contact your supervisor, line manager, or a member of the SHEQ team.