

# THE POTHOLE **CRISIS**

**NATIONAL**  
**POTHOLE DAY**

**ULTRA**<sup>®</sup>  
**CRETE**

# WHO ARE ULTRACRETE?

Comprehensive suite of first time permanent pothole repair materials.



Instarmac Repair Services Ltd, from the term Instant Tarmac, was established in 1977, after founder Charles “Charlie” Hudson purchased an innovative pothole repair material from Tiny Draper of Emcol Int. after seeing the product featured on BBC’s Tomorrow’s World. Today, UltraCrete is the Mother brand of the evolved Instarmac Group plc. In its market-leading position, UltraCrete manufactures and supplies millions of pothole repair products across the UK and Worldwide. For over four decades, UltraCrete has been entwined with Local Authorities and Highway Contractors across the country, partnering with them to rid Britain’s roads of potholes.

## NATIONAL POT HOLE DAY

**This annual day was created in 2015 to raise awareness of the ever-growing pothole problem on UK roads.**

It was established by StreetRepairs.co.uk, and has been supported by passionate campaigner and influencer, Mark Morrell AKA Mr Pothole.

UltraCrete have plenty of expertise to ideally place them as sponsor and champion of National Pothole Day.

The joint aim of the event is to:

**“Raise awareness of the state of the nation’s roads and the need for adequate funding”**



## WHY THE NEED TO CAMPAIGN?

Confused.com state that:

**“Over 900,000 potholes have been reported on our roads.”**

\*Local Road Funding and Maintenance: Filling the Gap, July 2019.

Research by Zurich UK and Cebr found that: “The number of potholes in the UK will rise by nearly a fifth if government investment remains at current levels.” “Local roads are used daily by the majority of people and they are fundamental to the economic, social and environmental well-being of the country.” A fact reported by the Transport Select Committee\*.





## In 2020 the number of vehicles using UK roads surpassed the huge milestone of **forty million.**

Trucks and vans alone, accounted for **five million** and was confirmed as the fastest growing type of vehicle (source: Car Magazine). Let's consider how many journeys these vehicles are making on our roads daily – this is unfathomable, don't you agree?

Highways  
England  
(Strategic  
Business Plan  
2015-2020)  
comments  
further:

**“One billion tonnes of freight transported each year and 98% of UK manufacturers say that roads are critical to the success of their business.”**





**“More than **40,000 miles** of the UK’s roads could become unusable by 2023.”**

(AIA)

The need for the correct level of funding for road maintenance over the long-term throughout the UK has never been greater, UltraCrete are fully supportive of fighting for this. The 2020 ALARM survey states:

**“The shortfall in annual carriageway maintenance budget reported last year is £826.6 million, an increase of 26% and the equivalent of a funding gap of £4.9 million per authority. Highway departments reported that it would now take 11 years to get local roads back into a reasonable steady state, if adequate funding and resources were in place.”**



Richard Moss, the Brand Manager of UltraCrete explains:

**“Cash-strapped authorities and councils are really struggling to keep up with the ongoing costs associated with maintaining our road network, so it’s imperative the government recognises this.**

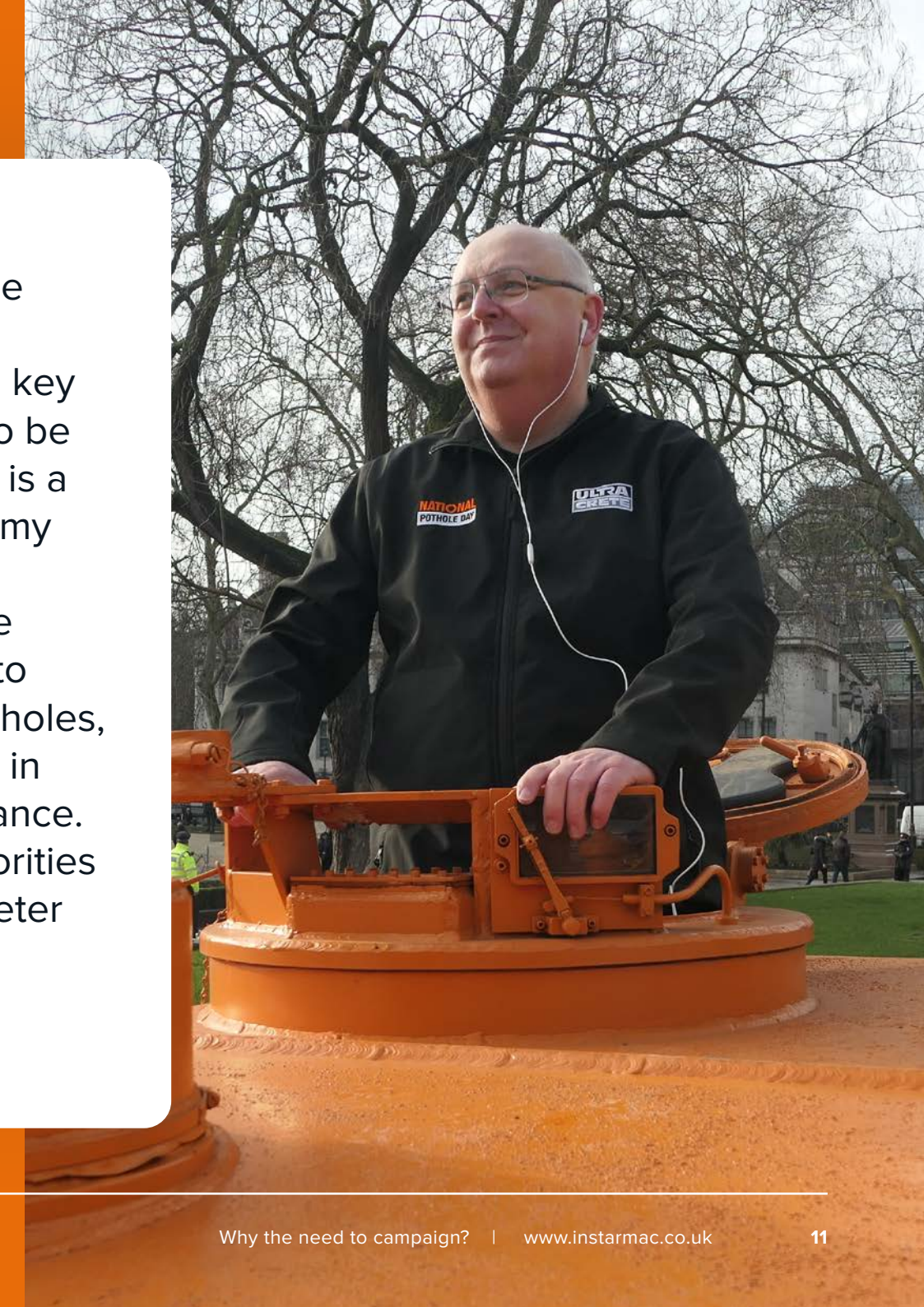
We really want to help maximise any funding authorities and councils may receive. We believe that with timely maintenance, independently approved, permanent materials and the correct training, much of the UK’s recurrent pothole issues can be tackled in a cost-effective way.”



“

“Something really has to be done now, the pothole crisis is at breaking point – the message needs to be driven home to the key funding decision makers, that more has to be spent on repairing Britain’s roads. Safety is a critical issue, but it is a question of economy too, councils and Highways England are paying out thousands a year on insurance claims and businesses are suffering due to increased delays on roads caused by potholes, manholes collapsing and even sink holes in some places, as a result of poor maintenance. We feel very strongly that highways authorities and the like shouldn’t be forced to ‘rob Peter to pay Paul’ to put these issues right.”

**MARK MORRELL**, MR POTHOLE





# HOW DO POTHOLES FORM?



The UK weather is being effected by climate change, as we are all very aware. The country now experiences much dryer and **hotter summer days with extensive periods of rain, often causing dangerous flooding at different times throughout the year. Then of course, there is the standard freezing temperatures**, all of which are greatly taking their toll (excuse the pun!) on the UK road network. Combine this with much greater use of our roads by a growing number of vehicles, as mentioned before and the results are quite alarming, road wear and tear, and the creation of potholes is out of control.

**The state of UK roads is deteriorating rapidly.**

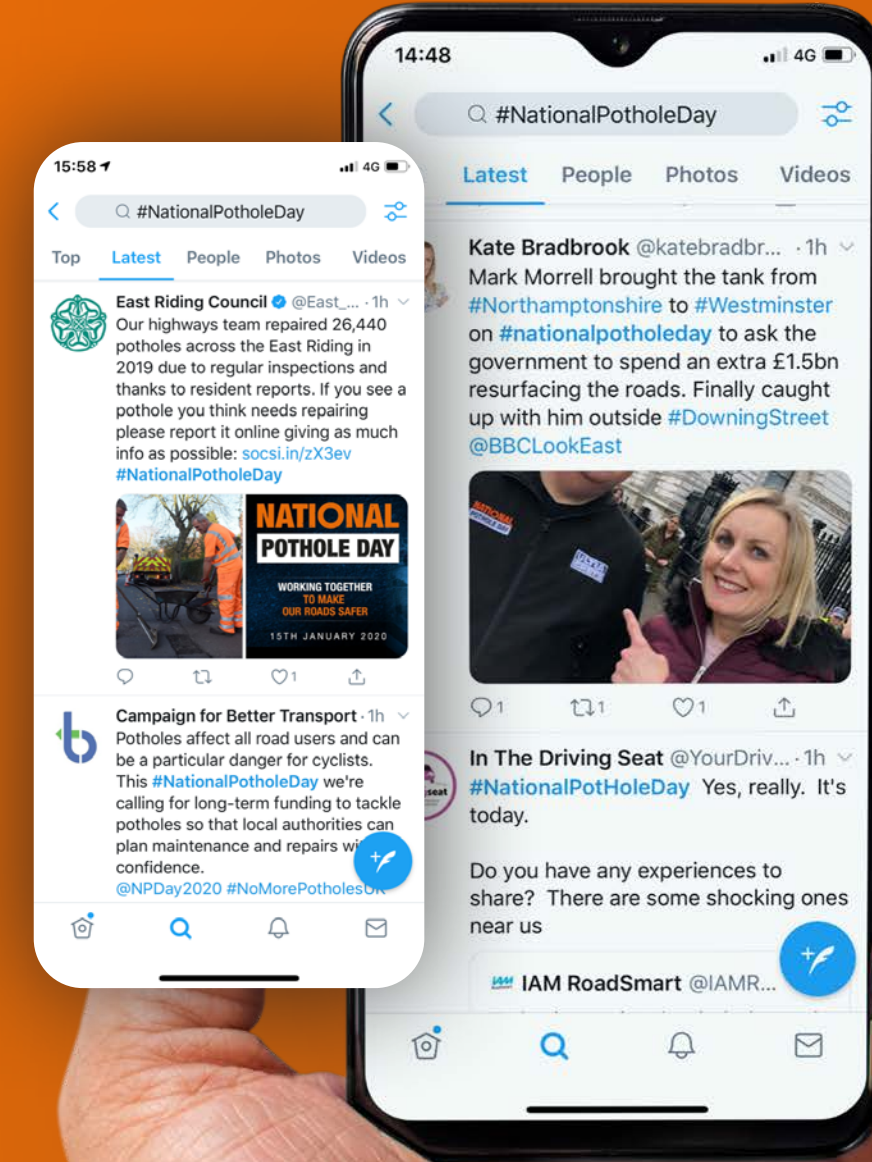


# WHAT HAS HAPPENED SO FAR?

“  
UltraCrete  
bring the road  
repair funding  
deficit to the  
forefront at  
Westminster  
”



Official sponsors of National Pothole Day, UltraCrete, and ally, Mr Pothole (AKA Mark Morrell), protested about the deficit in funding for road repairs by driving a bright orange tank through London on National Pothole Day, 15 January 2020.



‘Potty’ as this may seem, their mission was to draw attention to the current shortfall in road repair funding, with the hope that more can be done to release cash to help local authorities and the like, tackle the crumbling road networks permanently.

Response and backing for the event from local authorities, members of the public and press was very positive, with many taking to social media to reinforce their support. Indeed, the campaign hashtag,

**‘NoMorePotholesUK’**  
trended throughout the day, with a raft of posts covering the campaign spectacle and its messaging.



The UltraCrete team and Mr Pothole remain optimistic that the event and campaign has influenced the relevant bodies and that the required additional funding will be released in March of this year.



Rebecca Talbot, Instarmac Group plc Marketing Manager, commented: “We are very pleased with the event and all it has achieved. **We believe we have brought the issue of the funding shortfall to the forefront of the political agenda and hope to have provided recognition that the current funding just isn’t enough.** Throughout the campaign, we have also found that local authorities are really on board with a rethink on how to approach repairs, with a drive to using permanent, durable products, a planned maintenance approach and programs to educate teams on best repair practice. The successful adoption of all these aspects should make a solution to the pothole problem very achievable.



# WHAT CAMPAIGN SUCCESS HAS BEEN ACHIEVED?

In the 2020 Budget, Chancellor Rishi Sunak announced on the 11th March that **£2.5 billion** will be spent on fixing potholes among a number of other road infrastructure fund allocations.

The government is investing record amounts in Britain's roads, railways, broadband, housing and research – over the next five years the public sector will invest more than

**half a trillion pounds (£640bn)**

and by the end of the Parliament net investment will be triple the average over the last forty years in real terms.

**£27 billion**

between now and 2025 to improve vital transport routes. New road projects include:

**A66 in the North East, Lower Thames Crossing in the South East, A303 Stonehenge in South West**

**£2.5 billion**

will be spent on fixing potholes.

**Eight elected Mayors**

will get long-term settlements for local transport worth

**£4.2 billion**

Source: <https://www.gov.uk/government/news/budget-2020-what-you-need-to-know>



# WHO HAS BEEN SURVEYED?

Building on the success UltraCrete achieved in 2020, the campaigning continues...

UltraCrete decided to take the pothole crisis to the people by giving them the opportunity to express their opinions on the state of UK roads.



National Pothole Day has surveyed **over a thousand** road users, including motorists, cyclists and motorcyclists, to understand how potholes impact the everyday road user and to truly understand what changes need to be made to make a real difference to the nation's crumbling road network.

The survey also extends to questioning local authorities and highway contractor firms up and down the country on their opinion on the pothole crisis, the use of quality and approved repair materials and, ultimately, how to generate much needed further funding from central government.

**We are pleased to introduce the inaugural Highways Survey Findings report to you over the next few pages.**



# 2021 HIGHWAYS SURVEY FINDINGS



[nomorepotholes.co.uk](http://nomorepotholes.co.uk) #NoMorePotholesUK



# A COMMUTER'S RESPONSE



Drivers list potholes as  
**most annoying aspect**  
of their daily commute

**70%** of drivers have  
**experienced delays** on their  
journey due to potholes

**72%** of drivers have performed a  
**dangerous manoeuvre** in their  
vehicle because of a pothole

**7%** road users have been  
**involved in an accident**  
because of a pothole

**66%** of road users have had  
their **vehicle damaged**  
because of a pothole  
**with 69%**  
spending **over £100 on repairs**

**72%** of road users see at  
least **5 potholes** on  
their daily commute

**53%** of the respondents surveyed stated  
that they **have complained** to their  
local authority about a pothole

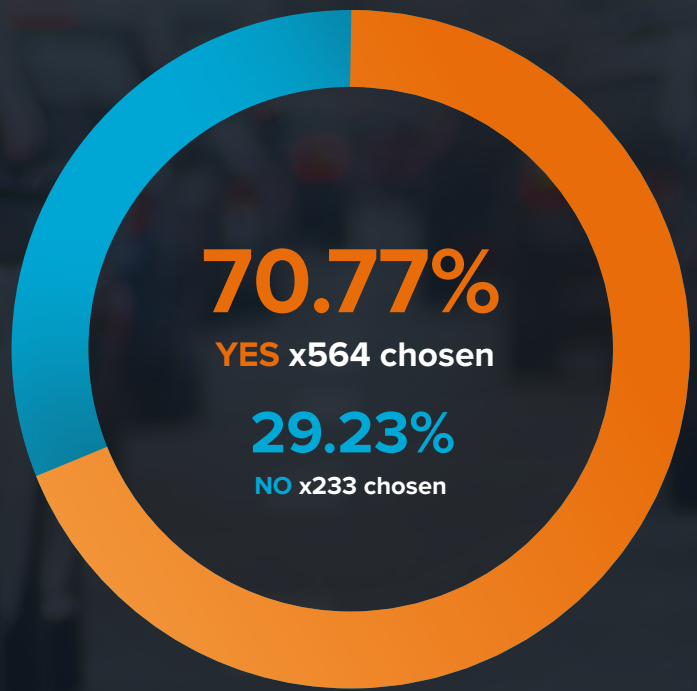
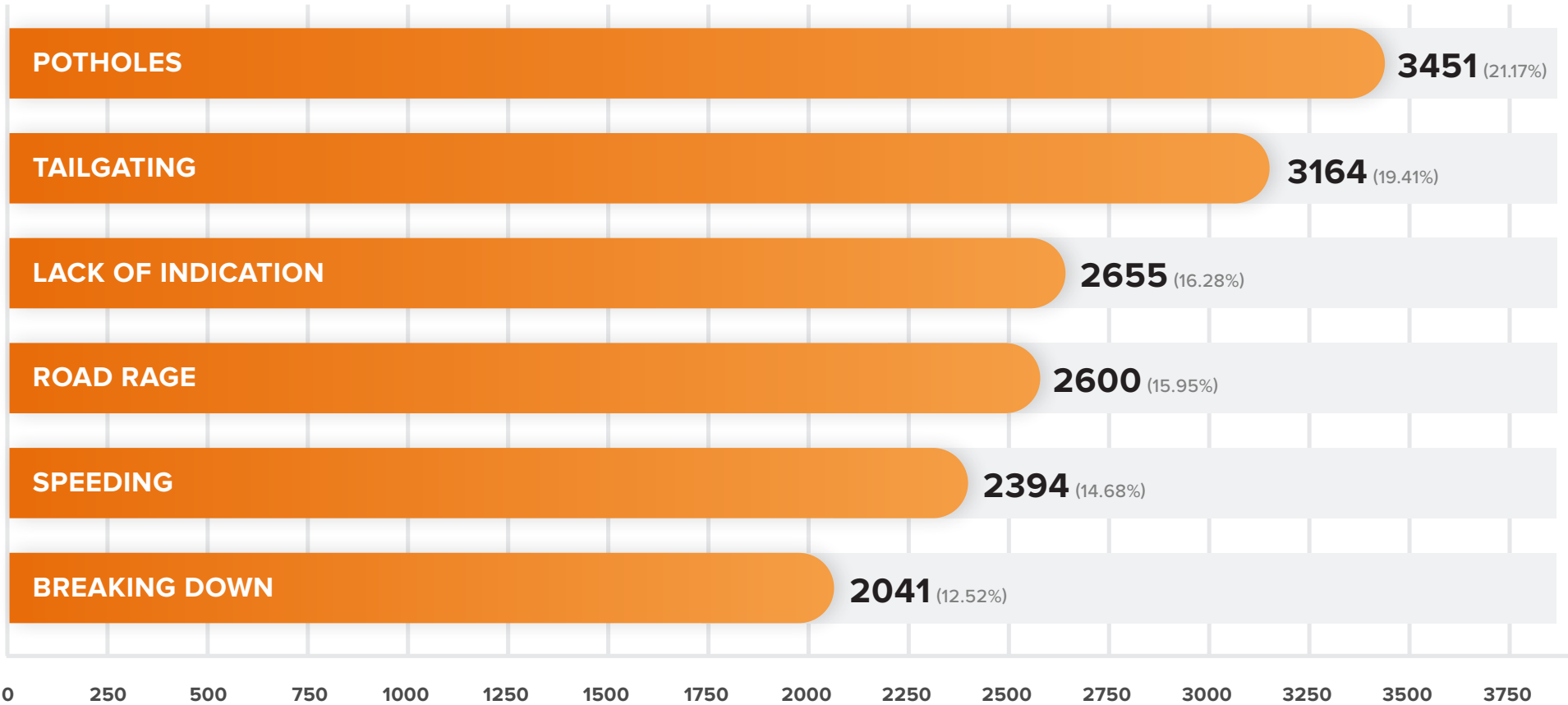
Overall 797 responses were received. 738 car users. 167 motorbike riders. 241 cyclists.





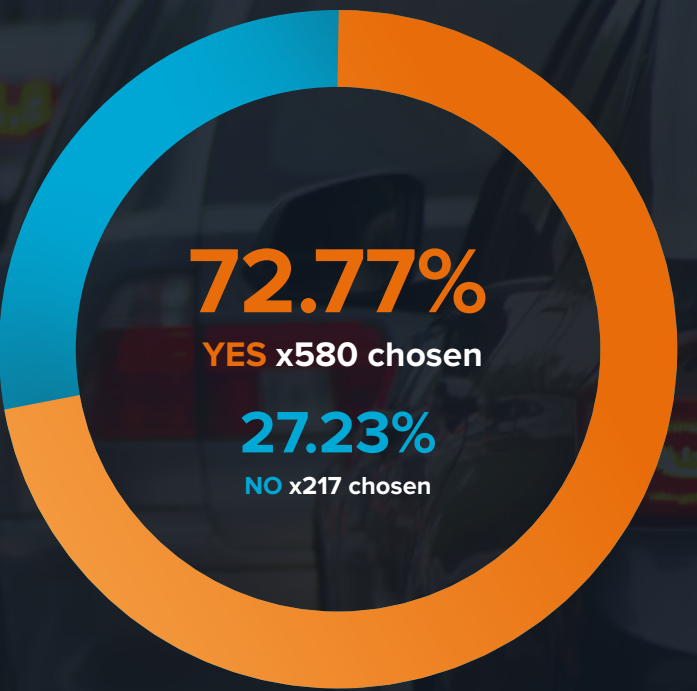
Please rank the following in order of how much they annoy you (with 1 being the most annoying and 6 the least):

NUMBER OF RESPONSES: 796



**Q:** Have you ever been delayed on your journey because of a traffic jam or road works where a pothole was the cause?

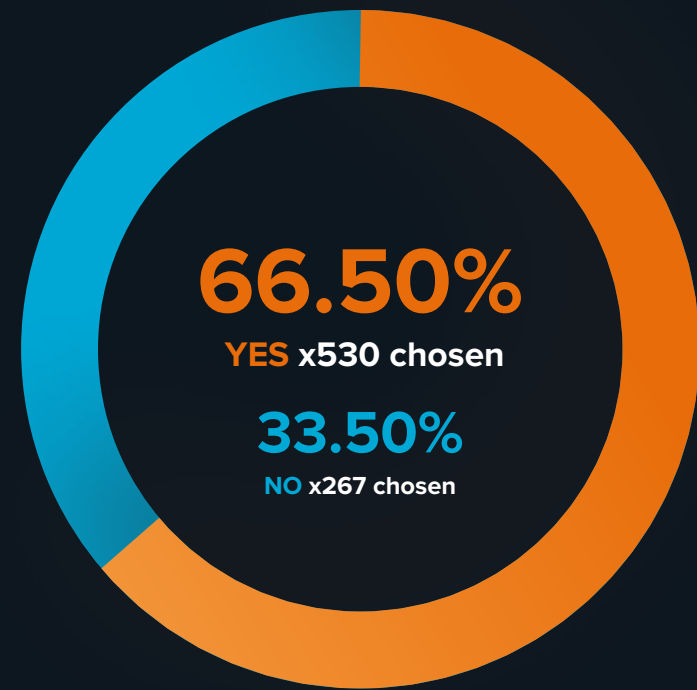
NUMBER OF RESPONSES: 797



**Q:** Have you ever performed a dangerous manoeuvre in your vehicle because of a pothole?

NUMBER OF RESPONSES: 797



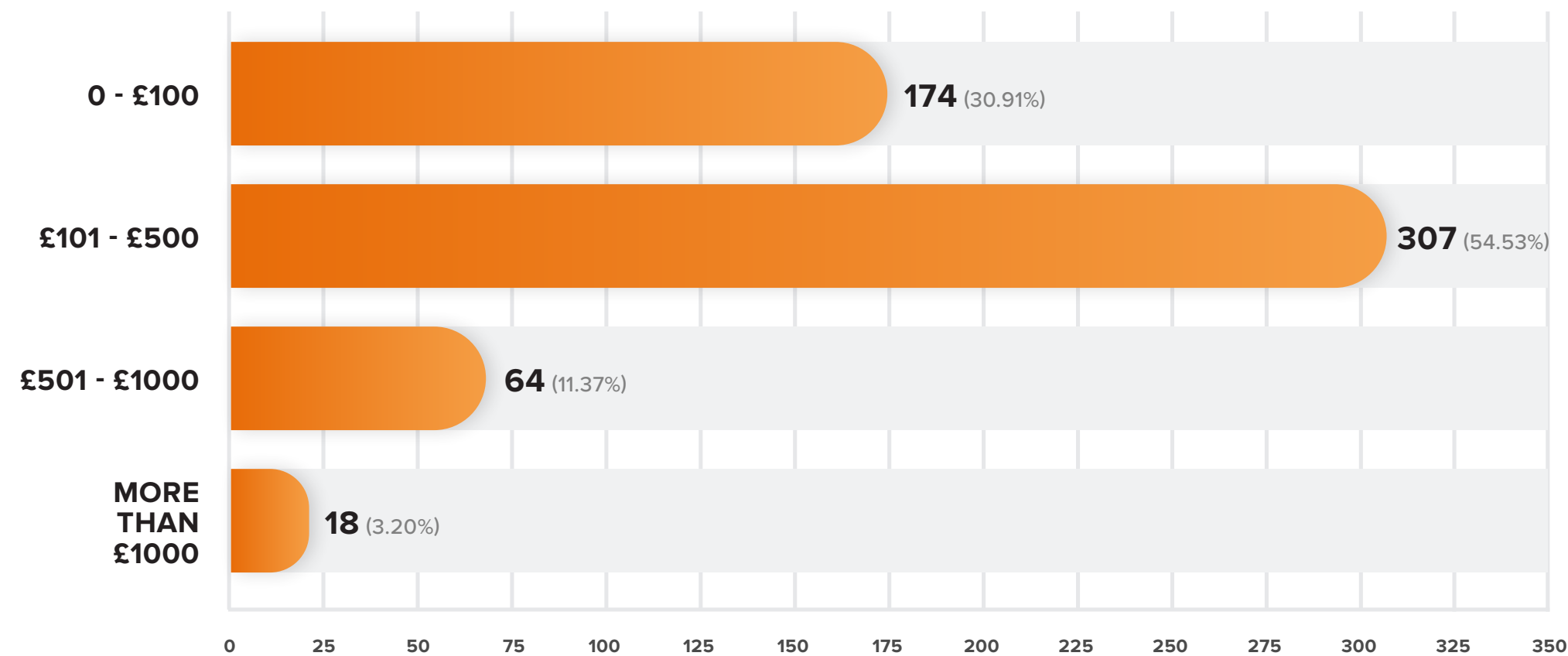


**Q: Has your vehicle ever been damaged because of a pothole?**

NUMBER OF RESPONSES: 797

**If yes, indicate the cost of this to you below:**

NUMBER OF RESPONSES: 563





Has a pothole ever been a cause of an accident you were involved in?

NUMBER OF RESPONSES: 797

YES 7.03%



Times chosen: 56

92.97% NO

Times chosen: 741



Q: Have you ever complained to a local authority about a pothole?

NUMBER OF RESPONSES: 797

53.32%

YES x425 chosen

46.68%

NO x372 chosen



“ They need to use better quality materials to stop the pot holes from coming back. ”

“ Most of the potholes are only repaired temporarily & they often come back!!!! ”

“ This supposes that the personnel using them have the care, time and skill to do it properly. There is one near me which is regularly repaired **probably three times a year**, getting more and more dangerous every time. ”

“ When they do fix them they are usually temporary repairs of poor quality. ”

“ **Temporary fixing makes the problem worse.** Contractors for different services no longer seem to be capable of doing a half decent job and leave the roads in an appealing bad state when they finish. I don't know of any contractors who are any good. ”

“ **Cheapest of the cheap.** Usually it doesn't last long. We have one stretch of busy road (about a mile long) where there are 15 large deep potholes on one side of the road and 10 on the opposite side. ”

“ In most cases **repairs are inadequate** packing of gravel in them, only for it to be poorly finished and short lasting. ”



# GEOGRAPHICAL SPLIT OF RESPONSES

80 UNITED KINGDOM

46 SCOTLAND

9 NORTHERN IRELAND

32 WALES

629 ENGLAND



# LOCATIONS WITH MORE THAN

15

# POTHOLES ON DAILY COMMUTE

Avon	Gloucestershire	Renfrewshire
Bath and North East Somerset	Greater London	Rochdale
Brackley	Greater Manchester	Scotland
Buckinghamshire	Gweny	Shropshire
Cambridgeshire	Hampshire	Somerset
Carmarthenshire	Herefordshire	South Glamorgan
Ceredigion	Hertfordshire	South
Cheshire	Highland	Northamptonshire
Cheshire East	Kent	South Wales
Cleveland	Lancashire	South Yorkshire
Cornwall	Leicestershire	Staffordshire
Cumbria	Lincolnshire	Surrey
Derbyshire	London	Towcester
Devon	Merseyside	Trafford
Dorset	Middlesex	Tyne and Wear
Durham	Norfolk	Wales
East Riding of Yorkshire	North Wales	West Glamorgan
East Sussex	North Yorkshire	West Midlands
East Yorkshire	Northamptonshire	West Sussex
Essex	Northumberland	West Yorkshire
Fife	Nottinghamshire	Wiltshire
	Oxfordshire	Worcestershire
	Pembrokeshire	



“

Our most popular service is a weld repair to a cracked alloy, followed by a buckled wheel straighten



”

In 2020, we did **1,394 buckle and crack repairs** resulting almost 700 hours of work!



Source: ccmhelp.co.uk

## A CYCLIST'S RESPONSE



**69%**

percentage of cyclists have had their journey disrupted because of a pothole

A staggering **88%**

of cyclists have needed to perform a dangerous manoeuvre because of a pothole

**63%**

of cyclists' bikes have been damaged because of a pothole

with **35%**

spending **over £100 on repairs**

**49%**

of the respondents surveyed stated that they have complained to their local authority about a pothole

Shockingly **21%**

of cyclists have been involved in an accident because of a pothole

with **22%**

resulting in a **personal injury**

**46%**

of cyclists see more than 15 potholes on their average journey

A huge **80%**

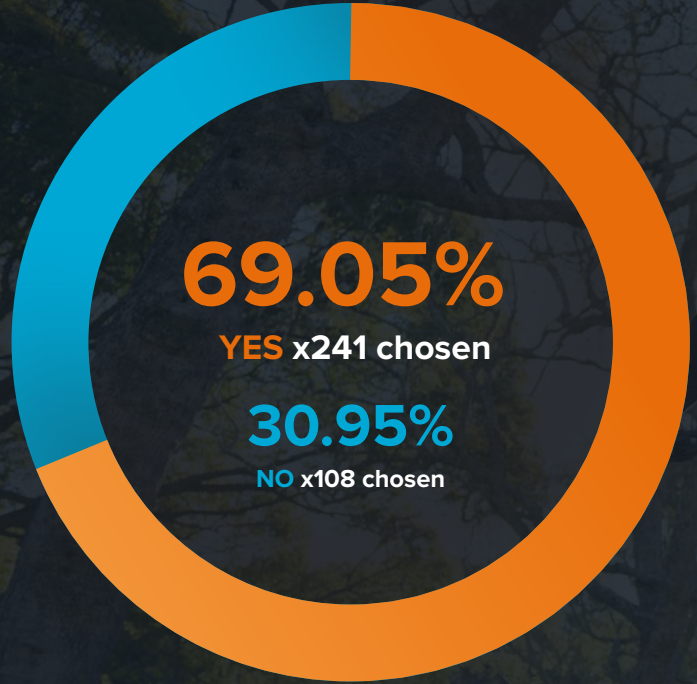
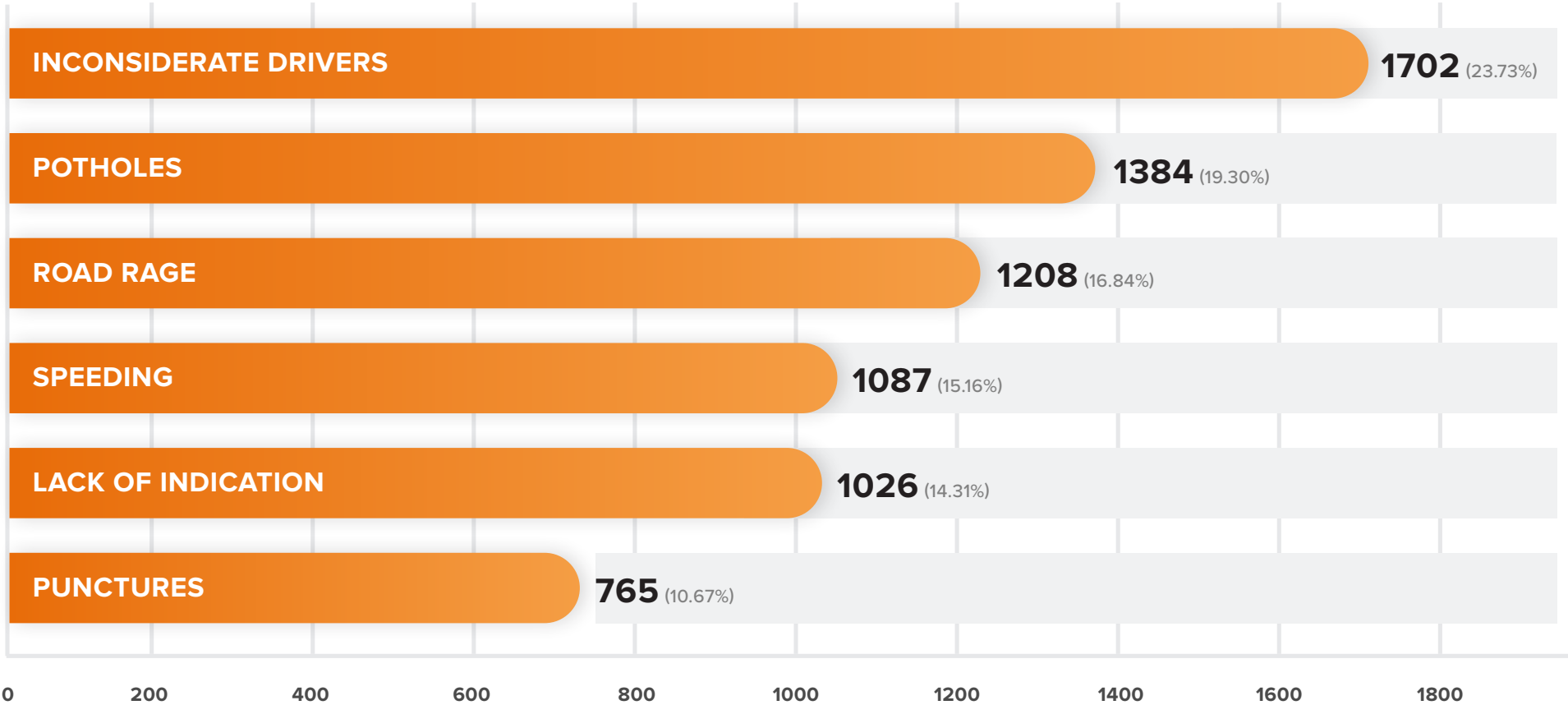
stated that there was not adequate designated cycling routes in their area

Overall 349 responses were received.



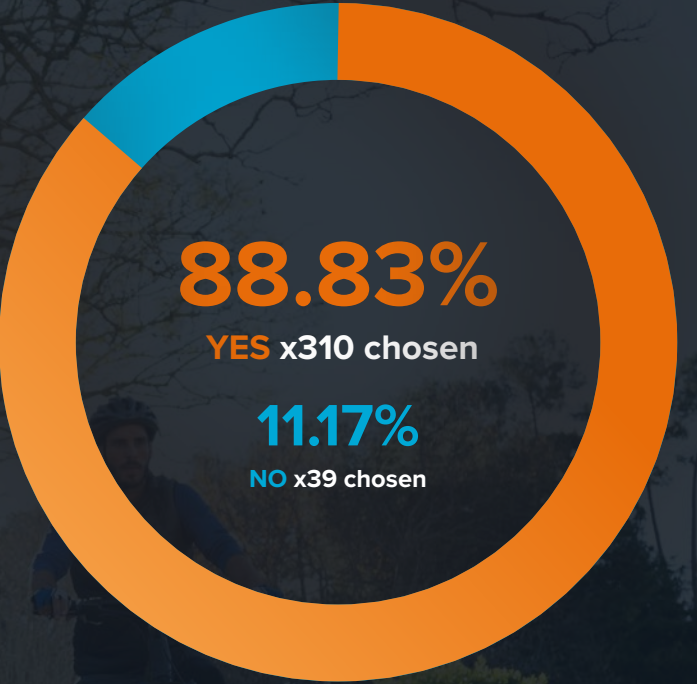
Please rank the following in order of how much they annoy you (with 1 being the most annoying and 6 the least):

NUMBER OF RESPONSES: 349



**Q:** Has your route ever been disrupted because of pothole repairs e.g. forced to ride on the pavement?

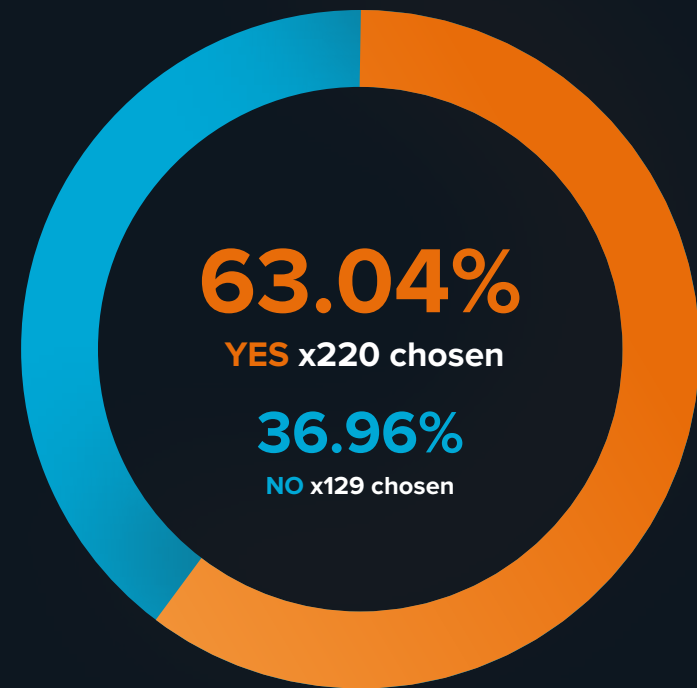
NUMBER OF RESPONSES: 349



**Q:** Have you ever performed a dangerous manoeuvre on your bike because of a pothole?

NUMBER OF RESPONSES: 349



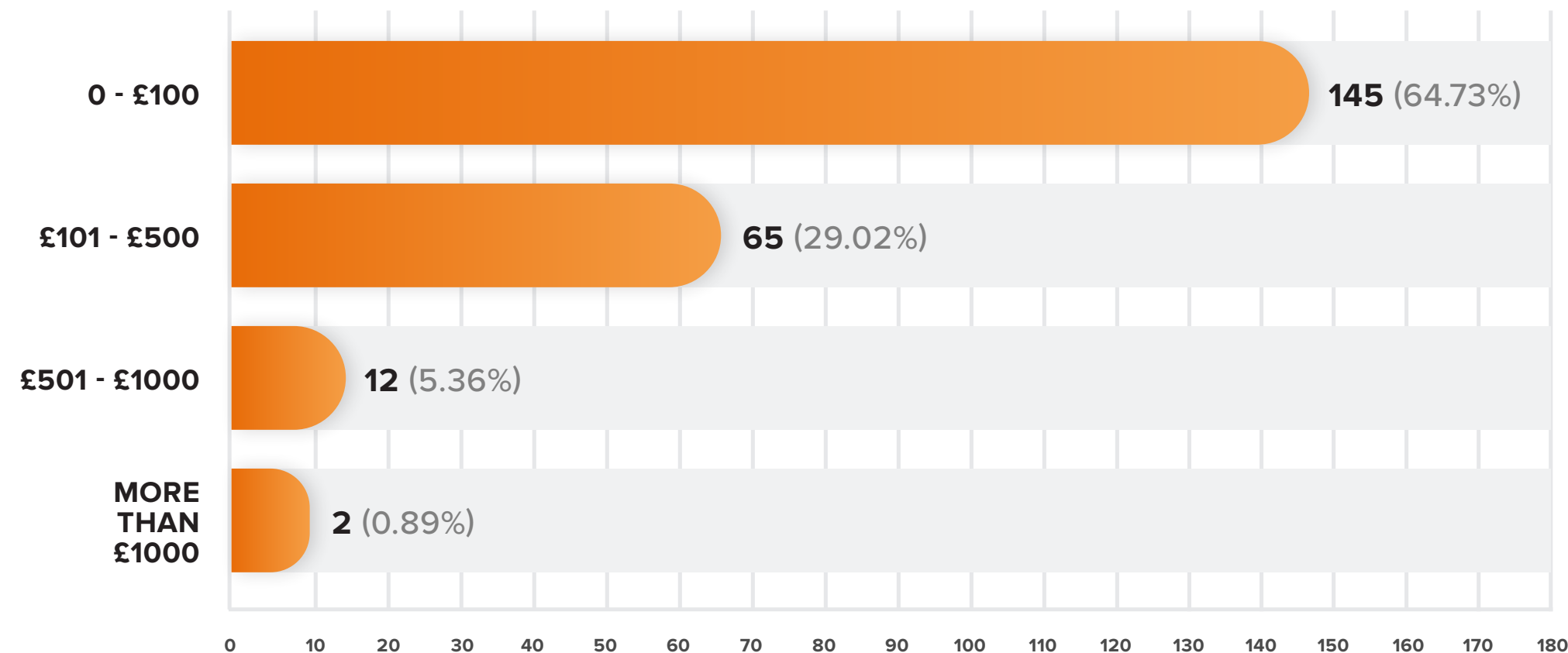


**Q: Has your bike ever been damaged because of a pothole?**

NUMBER OF RESPONSES: 349

**If yes, indicate the cost of this to you below:**

NUMBER OF RESPONSES: 224





Has a pothole ever been a cause of an accident you were involved in?

NUMBER OF RESPONSES: 349

YES 21.2%

Times chosen: 74

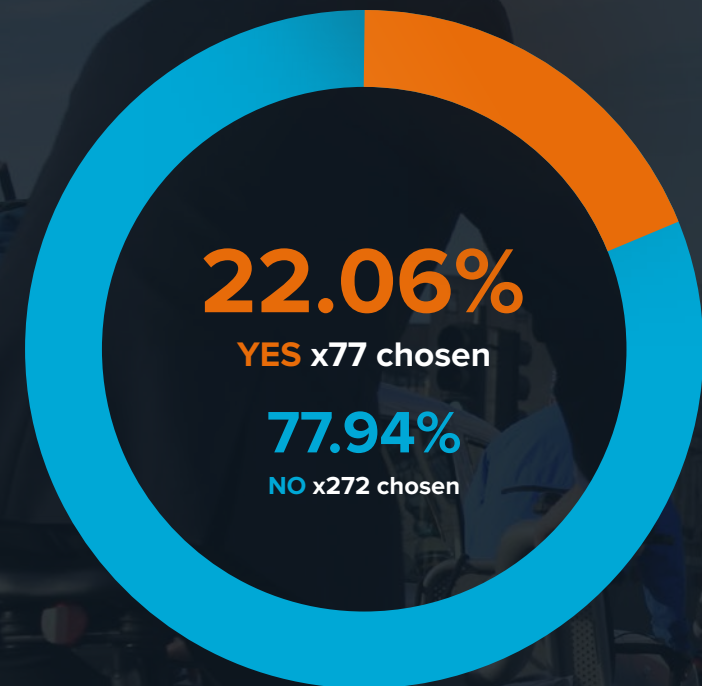


78.8% NO

Times chosen: 275

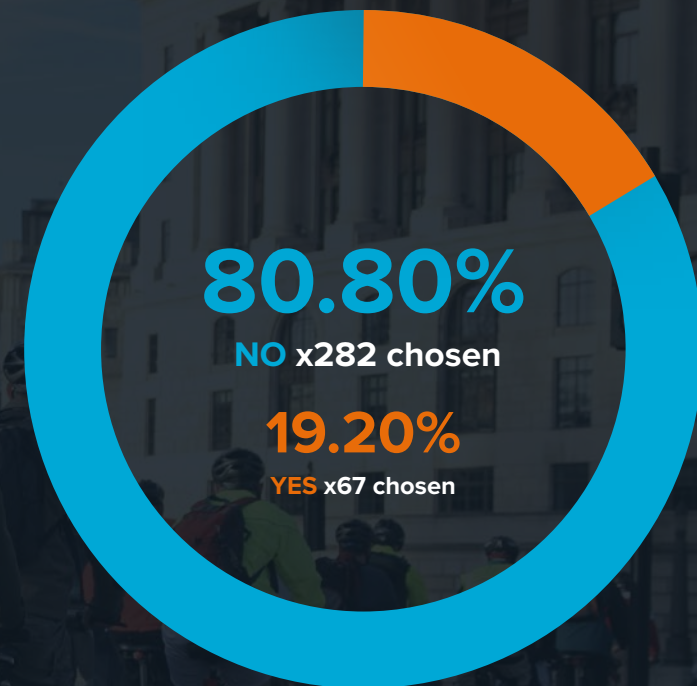






**Q: Have you ever suffered a personal injury because of a pothole**

NUMBER OF RESPONSES: 349



**Q: Do you believe that there are adequate designated cycling routes in your area?**

NUMBER OF RESPONSES: 349

“

Most of the cycle routes have been created on good wide roads that had no need for extra protection. Lanes just end when one gets to junctions **giving no protection, or taking you off the road onto the pavement**, then making you cross in front of traffic!







**The differing standards of repairs are vast** varying from great (smooth with sealed edges) to useless (hot tar with loose chippings over the top).



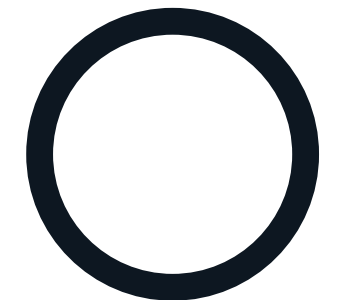
**I do know that most repairs fail at the first hint of frost.** The worst road sections I know are under trees where dripping rain and frost rip the surface off in no time.



**Material used is not up to the job,** some tarmac chips placed in the hole and patted down only for it to be washed out as soon as the traffic runs over it and the rain gets into the hole again.



The problem with potholes and surface defects is they are usually repaired with substandard materials, or workmanship, with the result being in a few weeks or months, the repair breaks up and it's back to a pothole. About five years ago a 200 metre section of road was resurfaced – lovely!... **only within a week it was dug up in several places.** Now it looks like a patchwork quilt! On a bike you need to weave to avoid the worst irregularities.





# GEOGRAPHICAL SPLIT OF RESPONSES

41 UNITED KINGDOM

19 SCOTLAND

2 NORTHERN IRELAND

12 WALES

275 ENGLAND



# LOCATIONS WITH MORE THAN

15

# POTHOLES ON ROUTE

- ABERDEENSHIRE BEDFORDSHIRE BERKSHIRE
- BRISTOL CAERPHILLY CAMBRIDGESHIRE CARDIFF
- CARMARTHENSHIRE CHESHIRE CLWYD CORNWALL
- CUMBRIA DEVON EAST RIDING OF YORKSHIRE
- EAST SUSSEX ESSEX GLOUCESTERSHIRE GREATER
- MANCHESTER HAMPSHIRE HAMPSHIRE/SURREY
- BORDER HAVERING HEREFORDSHIRE HIGHLAND
- ISLE OF WIGHT KENT LANCASHIRE LEICESTERSHIRE
- LINCOLNSHIRE LONDON LONDON, LAMBETH
- MERSEYSIDE MIDLOTHIAN NE Lincs NORTH
- SOMERSET NORTH YORKSIRE NORTHAMPTONSHIRE
- NORTHUMBERLAND NOTTINGHAMSHIRE NW7,
- LONDON OXFORDSHIRE SCOTLAND SHROPSHIRE
- SMETHWICK WEST MIDLANDS SOUTH STAFFORDSHIRE
- SOUTH YORKSHIRE STAFFORDSHIRE SURREY
- TEESSIDE VALE OF GLAMORGAN WALES WALLASEY
- MERSEYSIDE ENGLAND WARWICKSHIRE WEST
- MIDLANDS WEST SUSSEX WEST YORKSHIRE WILTSHIRE
- WORCESTERSHIRE WORCESTERSHIRE/SHROPSHIRE



## A HIGHWAY CONTRACTOR'S RESPONSE

**6%** of pothole repairs are revisited weekly by contractors

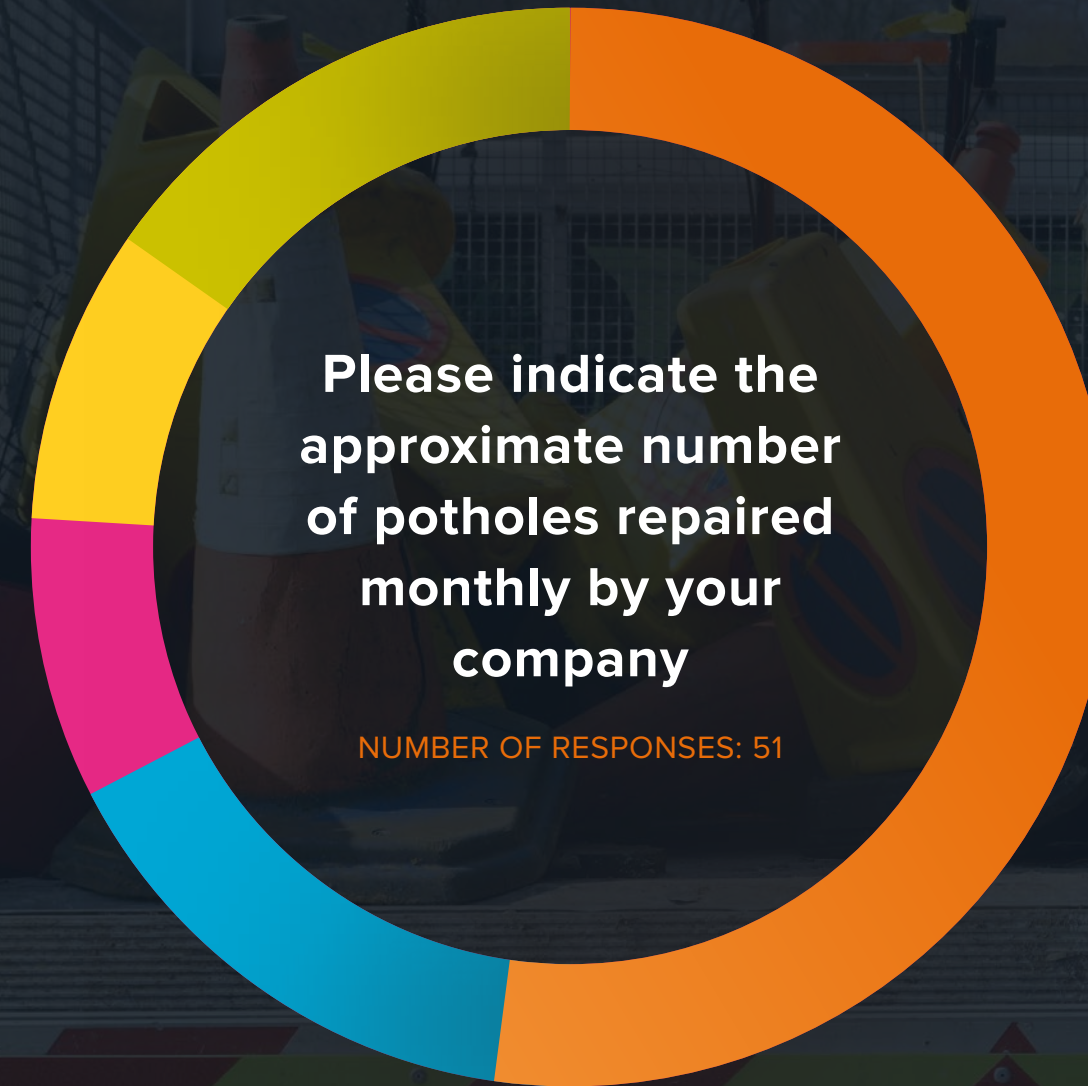
**68%** of Highway Contractors think their employers need more funding

**22%**

of Highway Contractors list inferior material as their greatest concern when repairing potholes



Overall 51 responses were received.



**(52.94%)**  
MORE THAN 200 x27 chosen

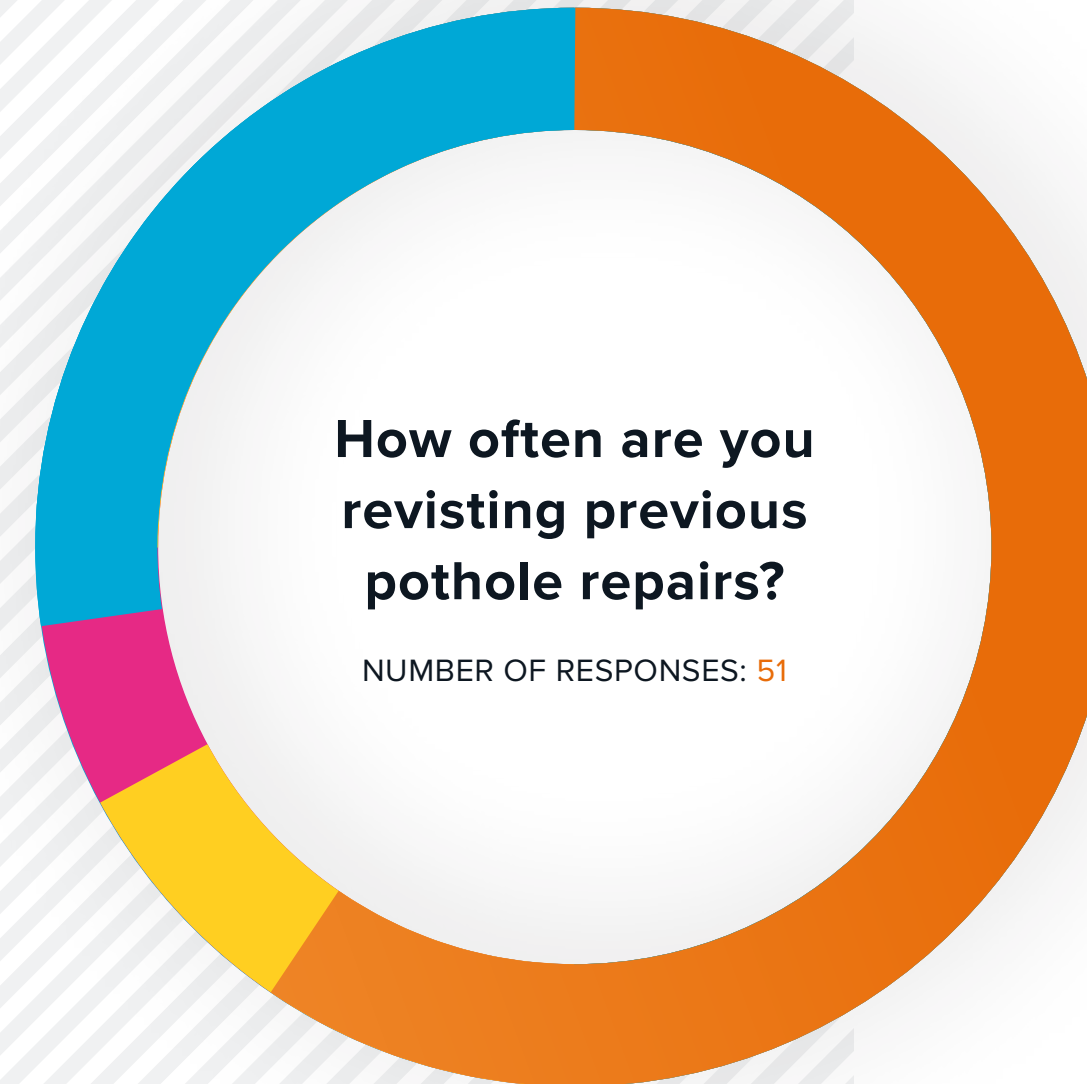
**(15.69%)**  
151-200 x8 chosen

**(7.84%)**  
101-150 x4 chosen

**(7.84%)**  
51-100 x4 chosen

**(15.69%)**  
0-50 x8 chosen





(1.96%)

**DAILY**

x1 chosen

(5.88%)

**WEEKLY**

x3 chosen

(64.71%)

**MONTHLY**

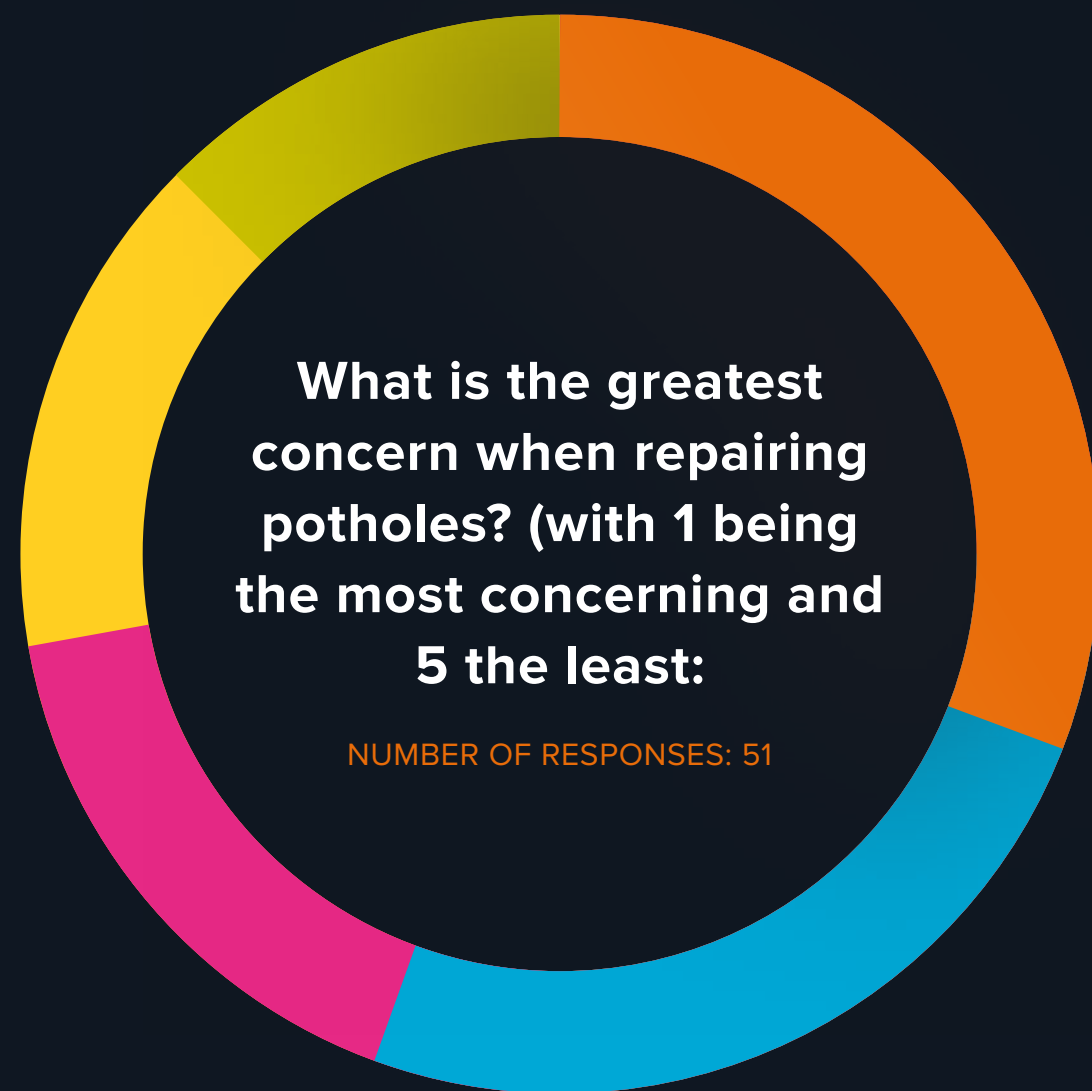
x33 chosen

(27.45%)

**NEVER**

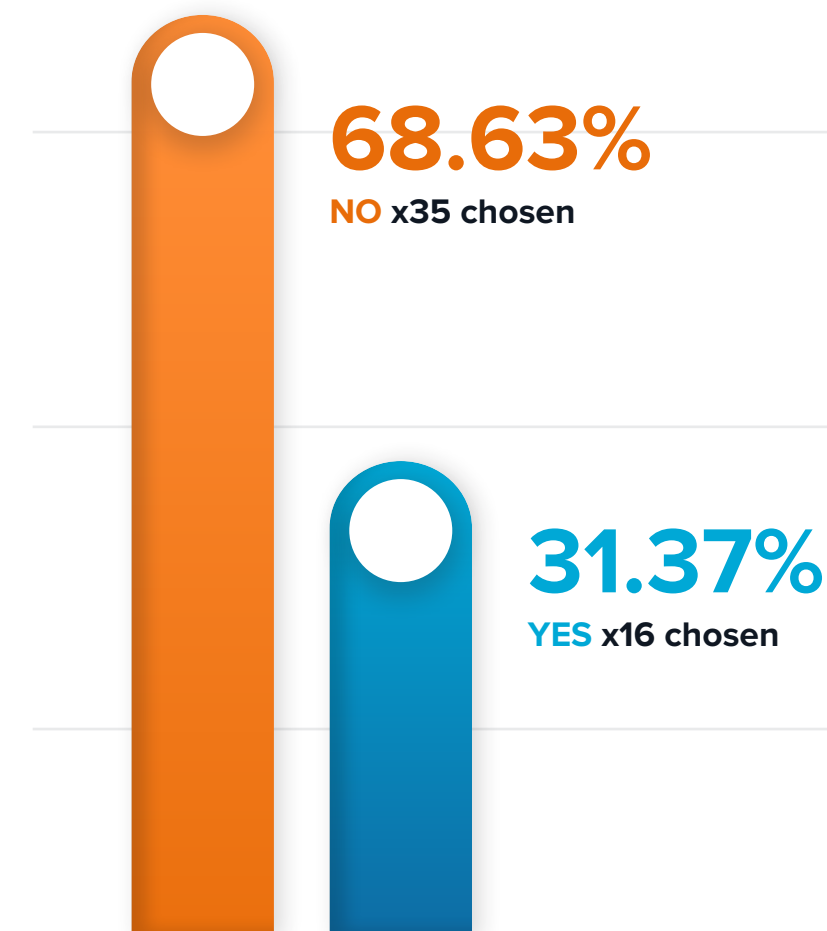
x14 chosen





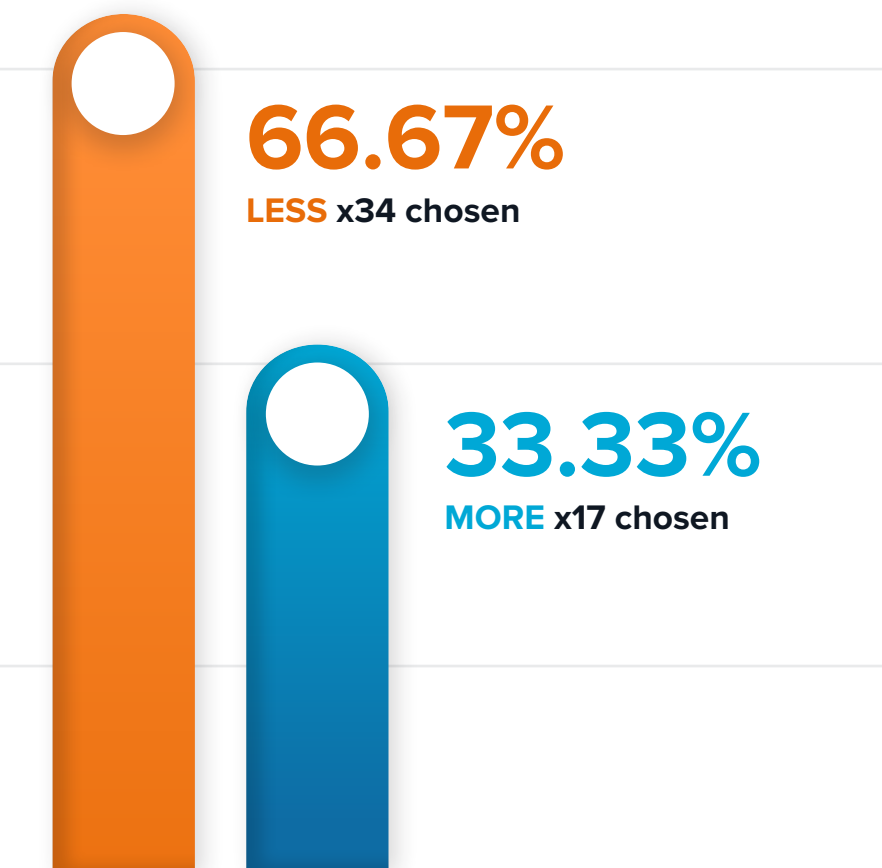
**Q: Do you think your LA/  
Employer has adequate funding  
available for fixing potholes?**

NUMBER OF RESPONSES: 51



**Q: Do you think your LA/Employer  
has more or less to spend on  
potholes than 5 years ago?**

NUMBER OF RESPONSES: 51





## A LOCAL AUTHORITY'S RESPONSE

55%

of Local Authorities do not believe central government fully understand the impact the funding gap has on the pothole crisis

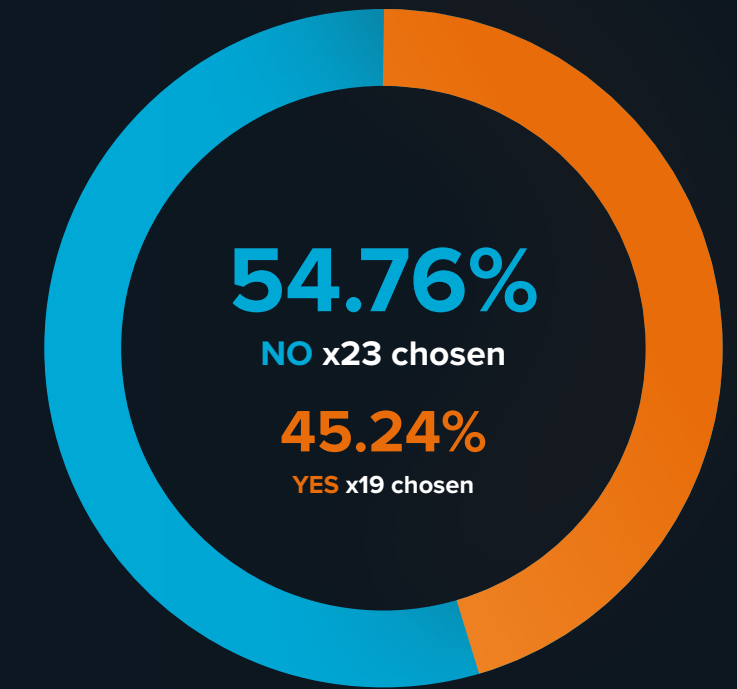
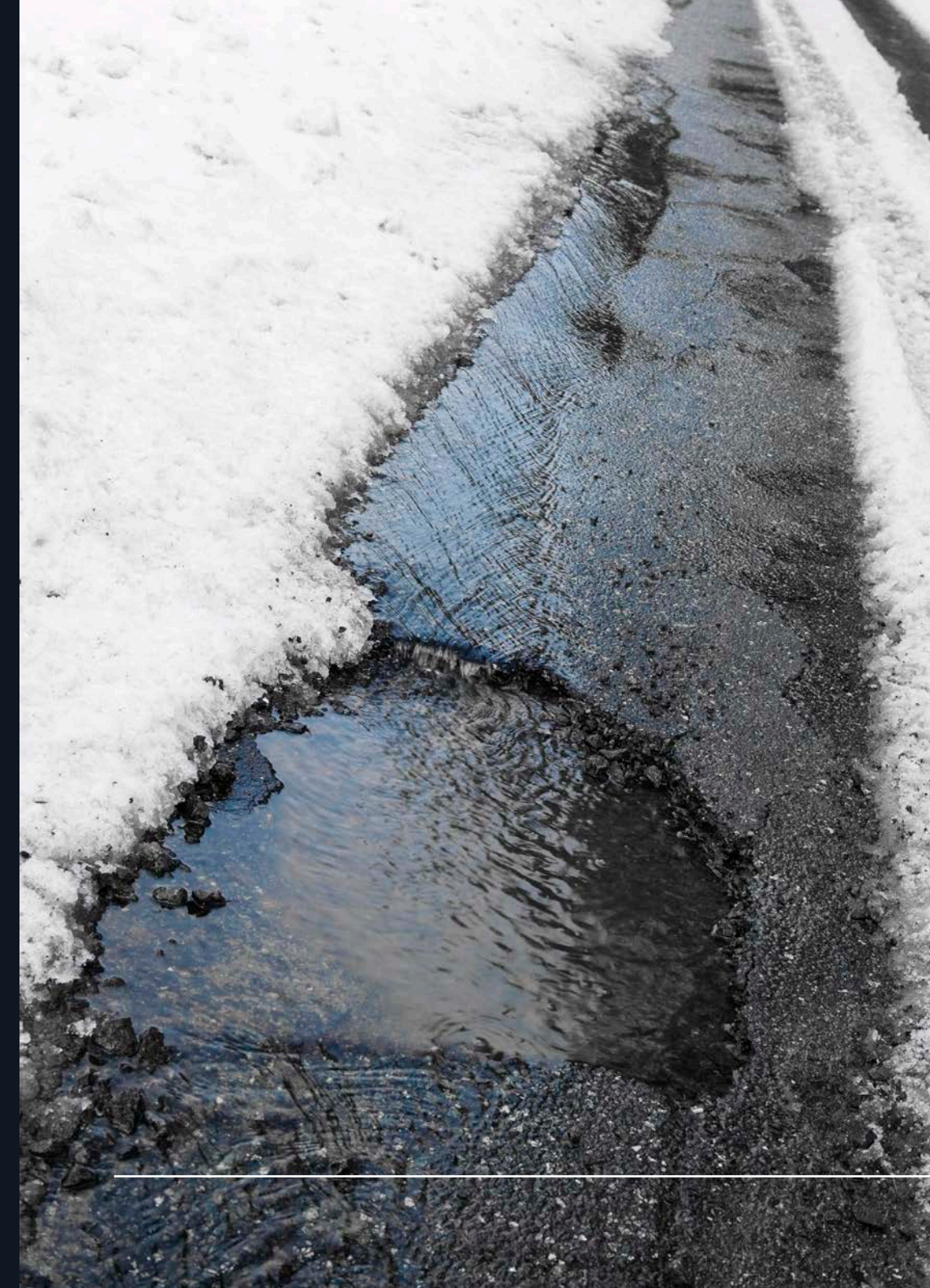
81%

of Local Authorities believe the pothole crisis has got worse over the last 5 years

57%

of Local Authorities state that they have had their funding for pothole repairs cut over the last 5 years

Overall 42 responses were received.



**Q: Do you think central government understand the issue regarding the lack of pothole funding?**

NUMBER OF RESPONSES: 42



Do you think the pothole crisis has  
got worse over the last 5 years?

NUMBER OF RESPONSES: 42

80.95% **YES**

Times chosen: 34



**NO** 19.05%

Times chosen: 8



Has your budget for fixing potholes reduced in the last 5 years?

NUMBER OF RESPONSES: 42

57.14% **YES**

Times chosen: 24



42.86% **NO**

Times chosen: 18





# LOOKING TO THE FUTURE....

Collaboration through:



| Industry Events



| Training Opportunities





| Product Development






**If you would like to discuss  
any details of this survey,  
please email:**

 [survey@potholeday.co.uk](mailto:survey@potholeday.co.uk)

Survey conducted by UltraCrete  
 01827 254400

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 [ultracrete.co.uk](http://ultracrete.co.uk)

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