

SCOTLAND TRANSERV TWITTER TRIAL COMPLETE 9th November 2010

Scotland TranServ, the operating company responsible for the management and maintenance of the trunk road network in North West Scotland, has recently been trialing a scheme involving the social network site twitter to provide live feeds to motorists on the progress of roadworks.

A trial twitter page (www.twitter.com/A83_Inveraray) was set up for the roadworks, with overnight road closures, carried out on the A83 between Inveraray and Cairndow, and Scotland TranServ believes overall the trial was a success. As a result of good progress with the works during the trial the road was opened early every night, and everyone following the twitter page would be made aware of this in real time.

Contract Director (Scotland TranServ), Norrie Westbrook said:

“We are delighted that initial indications show that the trial was successful. Our teams performed fantastically well to end the overnight closures two nights ahead of schedule and we would like to thank people for their patience. We are carrying out a full evaluation of the trial and considering how best to use twitter and other social media to keep the public fully informed about our works in future.

“We would really appreciate feedback on the trial. Why did you follow this twitter page? Did you find the trial useful? We would like to hear your thoughts, especially anyone who used the trial to save themselves from taking lengthy diversions. Please email your feedback to info@scotland.transerv.co.uk.”