

19 October 2010

SCOTLAND TRANSERV TO TRIAL LIVE UPDATE
SCHEME VIA SOCIAL NETWORKING SITE

Scotland TranServ, the operating company responsible for the management and maintenance of the trunk road network in North West Scotland, is to trial a scheme which will use the social networking site twitter to provide live feeds to motorists on how roadworks are progressing.

This is the first time a process of this kind will be run in North West Scotland and it is hoped it will save some motorists from taking lengthy diversions. A trial twitter page has been set up for the roadworks which are to be carried out just east of Inveraray on the A83 (Loch Shira scheme, starts approximately 1 mile east of Inveraray) to assess the viability of using the social networking site for future major schemes.

Motorists can join the page at www.twitter.com/A83_Inveraray and receive instant updates on the works. Once roadworks are finished for the night a “tweet” will be posted stating that the road is open to vehicles.

Contract Director (Scotland TranServ), Norrie Westbrook said:

“We are very much looking forward to providing motorists with live updates on how works are progressing. This is the first time such a scheme has been tried in North West Scotland. It can be invaluable to both members of the public and local businesses.

“It is important we use any means at our disposal to reduce the disruption to the public and with the instant updates that twitter allows this is a fantastic way for anyone using the road to keep up to date on our progress.”



Works are due to take place between Sunday 24 October 2010 and Thursday 28 October 2010, 9pm to 6am. And between Sunday 31 October 2010 and Thursday 4 November 2010, 9pm and 6am.

To receive updates simply follow Scotland TranServ on twitter at www.twitter.com/A83_Inveraray

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Notes to editors:

1. Scotland TranServ is a joint venture which brings together the expertise of two of the UK's leading providers of management and maintenance services of roads and bridges.
2. The Balfour Beatty Mouchel Joint Venture is responsible for the operation and maintenance of 1,369km of trunk roads in North West Scotland. The contract includes the A9 from Perth to Thurso, the A82 from Loch Lomond to Inverness, and the main arterial routes to the coastal port links to the islands such as Wick, Ullapool and Oban.