



From mountain to sea

Aberdeenshire
COUNCIL



Public Satisfaction and Communication

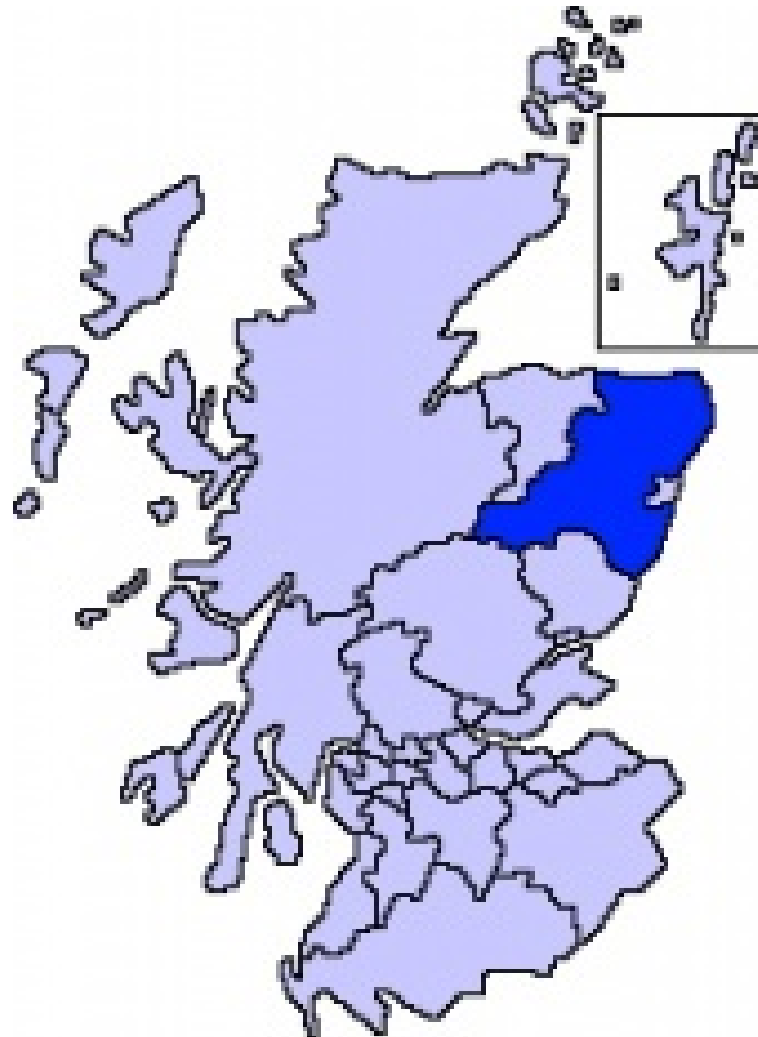
Bill Lennox

Roads Quality & Resources Manager



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What does success look like?





From mountain to sea

What does success look like?

Road Condition Index





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What does success look like?



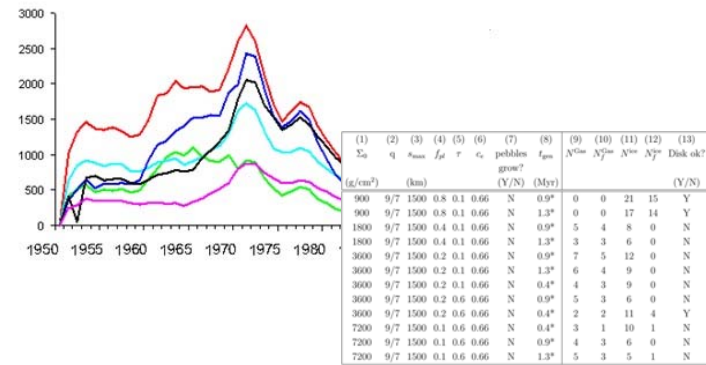


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What does success look like? It depends on who you ask



An engineer



A Councillor





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Public Satisfaction





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Public Satisfaction





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Public Satisfaction

NHT
National Highways
& Transport Network



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Public Satisfaction – Surface Dressing

- It's cheap
- It doesn't last
- It's disruptive to traffic
- It's unsafe
- It damages my car
- It's affordable
- It extends the asset life by sealing the road surface and restoring road texture
- It is carried out within a restricted timeframe to minimise failures
- A safe system of work ensures risks to the public are minimised
- It benefits from action of traffic and speed limits are in place



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Public Satisfaction – Surface Dressing





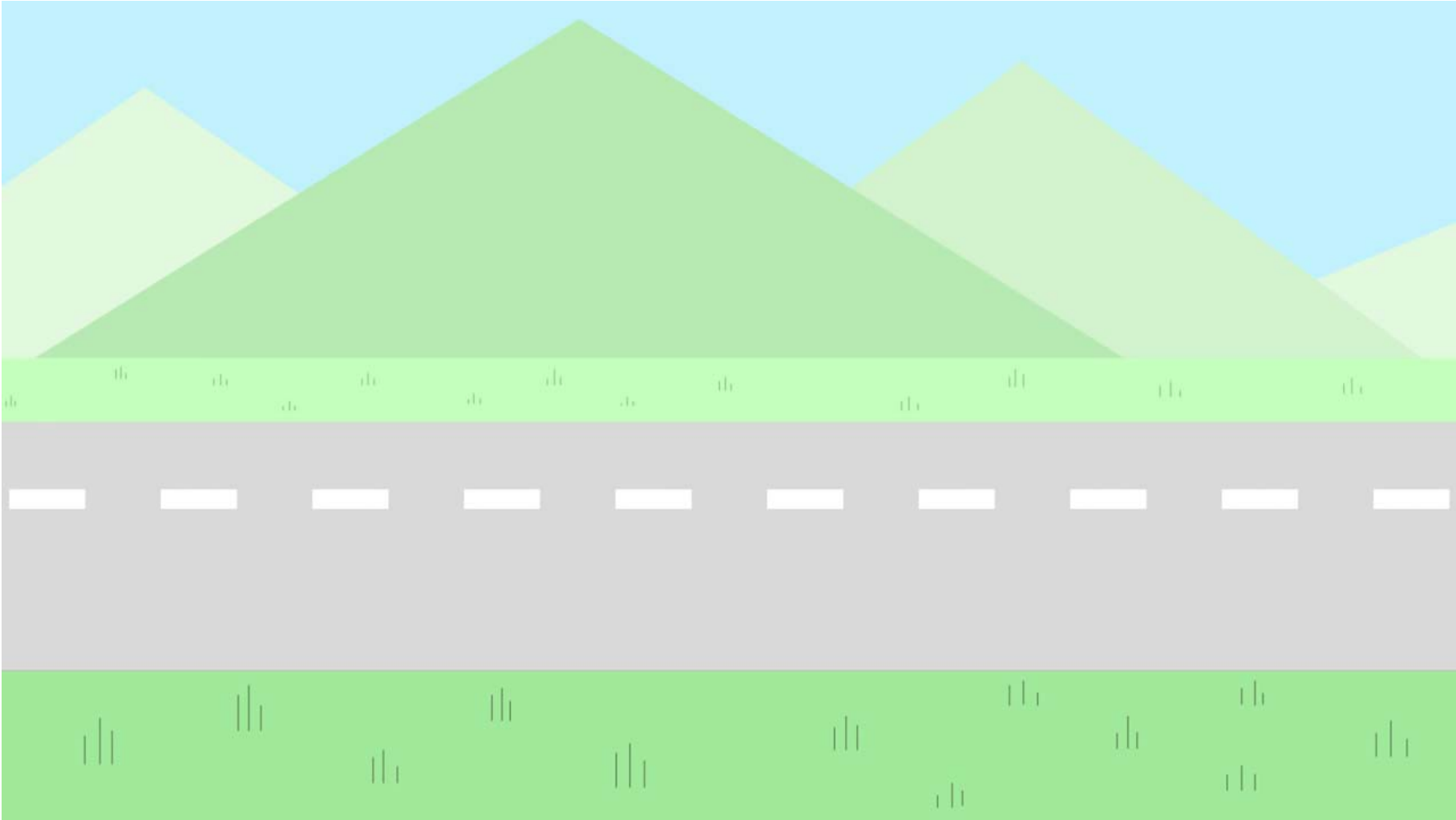
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Informing the Public





From mountain to sea





From mountain to sea





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Wider engagement with the public - TV





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Wider engagement with the public – Trade press

The screenshot shows the BuildScotland.co.uk website interface. At the top, there is a navigation bar with icons for Home, Self Build, Tradesmen, Eco, Training, Jobs, Advertise, Submit Site, and Contact Us. Below this is an advertisement for 'logical insulation solutions limited' with contact information and a slogan 'Saving Energy... One Home At A Time'. The main header features the 'BuildSCOTLAND.co.uk' logo, a search bar for 'Search Construction News', and a 'GET LISTED' button. The page content includes a date 'Friday 18 Nov 2016, 11:00:58', a 'CONSTRUCTION DIRECTORY' label, and a 'Construction News' section. The featured article is titled 'Refurbished Balmoral Bridge Reopens' and is dated '24/02/2015'. The article text describes the refurbishment of the Grade A listed Balmoral Bridge in Aberdeenshire. To the right of the article is an advertisement for Richardson & Starling, celebrating 80 years in business, with services like Damp Proofing and Basement Waterproofing. At the bottom right is an advertisement for 'kirk natural stone developments' with a phone number 'T: 01888 511399'.

Home Self Build Tradesmen Eco Training Jobs Advertise Submit Site Contact Us

logical insulation solutions limited
Tel: 01324 477090
www.logicalinsulations.co.uk
'Saving Energy...
One Home At A Time'

BuildSCOTLAND.co.uk UK Ireland Scotland Directory News Archive
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Friday 18 Nov 2016, 11:00:58 CONSTRUCTION DIRECTORY

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Construction News 24/02/2015

Refurbished Balmoral Bridge Reopens

The Balmoral Bridge, close to the Royal Deeside in Aberdeenshire, has been reopened following a refurbishment programme.

The Grade A listed structure closed in October 2014 to allow for strengthening and refurbishing works to commence. The project consisted of replacing the bridge's deck and exchanging aged timber for reinforced concrete, all the time, retaining the historic elements of the structure.

The former timber decking between the main beams had been in place for around 35 years, but due to being exposed to the elements, they were in a poor condition. It is hoped that by replacing the old decking with reinforced concrete decking, it should last longer.

Richardson & Starling
Branches throughout Scotland
Damp Proofing
Dry & Wet Rot
Basement Waterproofing
Woodworm
Rising Damp
Click for property survey

kirk
natural stone developments
T: 01888 511399



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Wider engagement with the public - Twitter





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Wider engagement with the public - Twitter

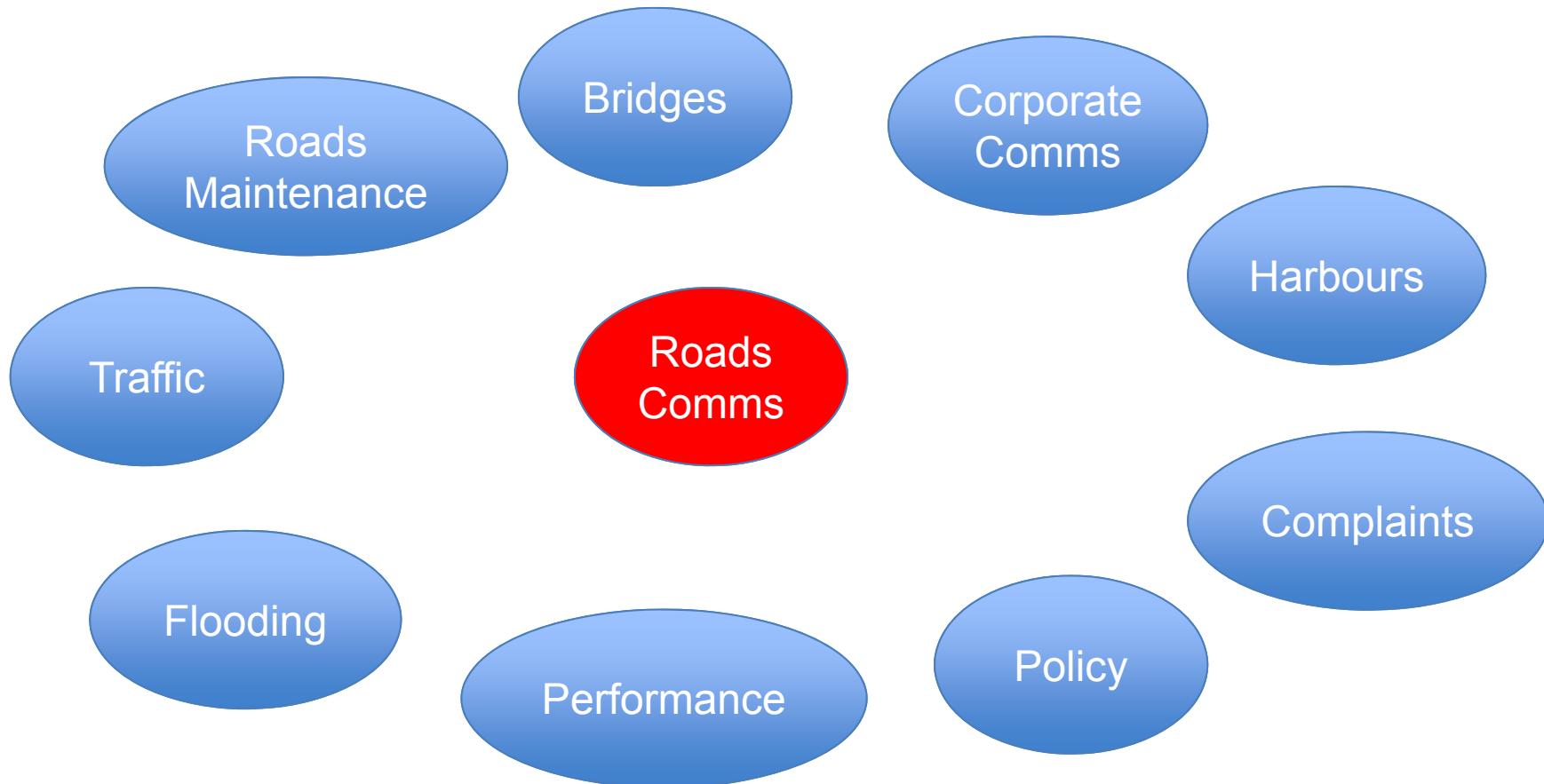
#lovewithoutlocks





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Embedding the Resource





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Corporate Communications





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Did it Work?



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Public Satisfaction



Overall Satisfaction with Road Maintenance

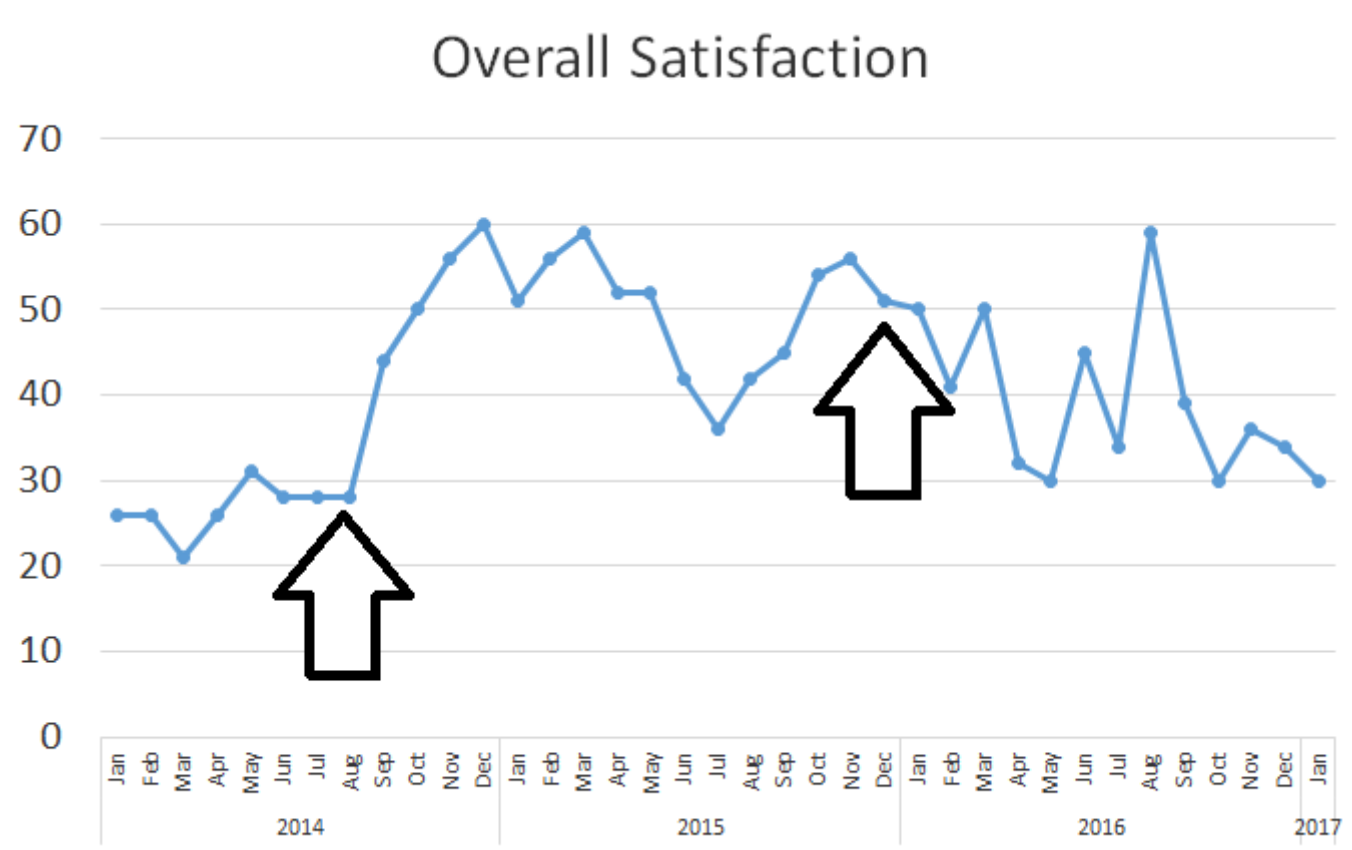
2013	2015	2016
51%	56%	56%



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Public Satisfaction

Council's Reputation Tracker





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Thank you

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Roads Quality & Resources Manager

aberdeenshire.gov.uk