

Innovation



On site at Ponteland Schools and Leisure we have been the first throughout the company to erect 'Anomaly Boards'. These boards provide updates and information for this site and Kier as a whole.

We currently have 3 boards erected; one at the entrance to site to ensure community interaction, a further two have been displayed within the site boundary, one at the turnstile entrance and another in our canteen. These provide updates on health and safety, SHE alerts and any information on environmental topics and how we are progressing on site.



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We have been the trial site for several months now and these boards have been a huge success. Each Kier site moving forward will be required to have an 'Anomaly Board' on commencement.



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It has been made apparent to the site team during recent events that involved public interaction, that the Project was suffering from a lack of information within the public domain. In addition to this, we were missing the opportunity to feed our site supply chain, operatives and staff with key messages that we want to convey as a Company and market leader in the construction industry.

Whilst we have substantial signage coverage on site, covering all topics in relation to Safety, Health and the Environment, these signs are located at static positions, normally within the site compound or at the entry point to the live operational areas. Unfortunately, not all personnel take the time to read these signs or items of interest that are posted, and so miss certain messages that we are trying to convey for the benefit of all involved on the Project. Equally, we see similar issues with the provision of information to the general public who pass by the site on a daily basis, and who would benefit from the provision of more *real time* information, in the form of text, photos or moving images.

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From a meeting with Anomaly, where we were able to discuss their hardware, systems and background to the operation of the screens, we were able to develop a strategy for use on the Ponteland project. We also discussed the provision of material to run on the screens, the operation of the screens, and the possibility of developing a *Kier Specific Library*, where content can be downloaded for output on the site screens at the various locations. Once the Kier Library files are opened on the Anomaly system, it would be accessible for all Kier sites – construction and offices – who sign up for the provision of a screen. This would allow standardisation of key messages across the Company and would also allow specific Regional based messages and initiatives to be developed and loaded onto the local screens for immediate dissemination to the workforce.

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Through discussion, it became clear that we have at least 3 opportunities for information to be presented for the project to different audiences and carry different messages on each screen.

The first would be the provision of a 55" site hoarding information screen which would be used to convey information to the passing public. The site has a high local footfall on a daily basis as pupils for both the existing Middle and High Schools pass on their way to and from the site. In addition, there are a lot of local residents who walk this route and they often stop to ask the Gateman about progress.

As can be seen on the image above, the digital screens can be strategically located within the site hoarding to ensure it forms part of the site. It can be utilised to show the site and the Company at their best and allows us to control the information and messages that we want out within the public domain. On Ponteland there is also the opportunity to have the Client involved so that Northumberland County Council can include information about the project that they want to see out in the general population. This is also seen as a big benefit with the Considerate Constructors Scheme, as this shows the real time provision of information to the public, through the use of progress images, CSR initiatives, community participation/events, safety initiatives, information about Kier, and celebration of key events or milestones associated with the project.

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The other 2 screens would be located within the site. We have identified 2 key locations for the use of the digital screens to convey information and messages to the workforce. There is a wall mounted 42" screen within the canteen to show a rolling series of messages related to current site work packages. This could also be utilised for project specific items or topics of interest to the workforce and would be a way of getting messages across to them in a discreet manner as their attention will invariably be drawn to the wall mounted screen as they sit at morning break or lunch time. This type of information messaging acts in a subliminal manner and messages will get across to the workforce in a discreet manner. It would also work well to reinforce the *Kier Stop and Think* messages on a quarterly basis, as we can upload the presentation to the screen to run automatically once the formal tool box talk has been completed. This way, the message is reinforced as the workforce view the images and bullet point tag lines when they use the canteen at break times.

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All screens can also have rolling content in the form of ticker tape information, be it weather, breaking news, corporate information, traffic information, etc.

The content is uploaded to the screens through the use of 4G technology. Anomaly has confirmed that the digital signs operate off 4G SIM cards provided as part of the package. The signs require a 240V power supply however, this is located throughout the site compound and can be fed to the signs with minimal effort

As Ponteland would be the first Kier within the Scotland and North East Region to engage with Anomaly for the provision of these screens, we have managed to negotiate a reduced rental cost, reduced maintenance costs and significantly reduced installation costs, as well as enhanced equipment.