



The two-minute pitch for Intelligent Transport Systems

ITS is the use of technology, communications and information to deliver informed and efficient mobility and transport. It includes smart motorways, autonomous/driverless and communicating vehicles, urban and inter-urban traffic management, enforcement of speed limits, transport safety and security, and improved mobility. ITS optimises existing infrastructure to make transport more efficient, rather than providing extra physical infrastructure with its environmental dis-benefits and financial costs.

Some examples:

- Smart motorways+reduce congestion and use existing road-space more efficiently by:
 - Converting under-used hard shoulder into a running lane during %ish-hours+;
 - Harmonising lane speeds during busy periods to increase throughput as well as reducing accidents.
- Smart motorways+and similar active traffic management reduce energy consumption, greenhouse gas emissions and dependence on fossil fuels.
- Highly automated vehicles (ultimately, %driverless cars+), promise to reduce accidents and make journeys more productive.
- Public transport is made more accessible and user-friendly by electronic ticketing, electronic provision of real-time information on services, and by smart-phone apps.
- Older drivers can carry on driving safely by equipping them with ITS technologies

ITS (UK) makes the following requests:

- **Designation of a Government champion and sponsor for ITS – DfT/BIS have a good model in the C-CAV policy unit but this is only one aspect of ITS**
- **A collaborative study to quantify the importance of the ITS industry to the UK economy analogous to what BIS has done for the automotive industry**
- **A National Strategy that stretches from the Research Councils to Highways England procurement**
- **More guidance on Best Practice for LAs to save time, effort and money**
- **Financial support for trialling promising new technologies and processes within an (even more) liberal regulatory regime**

ITS United Kingdom, Suite 401 Tower Bridge Business Centre, 46-48 East Smithfield, London E1W 1AW

Tel: +44 (0) 20 7709 3003 mailbox@its-uk.org.uk www.its-uk.org.uk

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