



## The two-minute pitch for Intelligent Transport Systems (ITS)

**ITS (Intelligent Transport Systems) is the use of technology, communications and information to deliver informed and efficient mobility and transport. It includes automated/driverless and connected vehicles, urban and inter-urban traffic management, enforcement of speed limits and other traffic offences, transport safety and security, accessing and managing public transport, and accessible mobility.**

ITS can optimise existing infrastructure to make transport more efficient, rather than providing extra physical infrastructure with its environmental dis-benefits and financial costs and provide new or enhanced solutions for the carriage of people or goods.

### Some examples:

- ITS in traffic management reduces congestion and uses existing road-space more efficiently by:
  - Harmonising motorway lane speeds during busy periods to increase throughput and reduce accident severity.
  - Reducing energy consumption, carbon and other emissions and dependence on fossil fuels.
- Highly automated vehicles (ultimately, “driverless”) will reduce accidents and make journeys more productive.
- Public transport is made more accessible and user-friendly by app-based ticketing and provision of real-time information, and by integrated service platforms (Mobility as a Service).
- 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 – the Departments for Transport & Business, Energy and Industrial Strategy have a good model in the C-CAV (Centre for Connected and Automated Vehicles) 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 BEIS has done for the automotive industry.
- A National ITS Strategy that stretches from the Research Councils to Highways England and Local Authority procurement.
- More guidance on Best Practice for Local Authorities to save time, effort and money.
- Support for Local Authorities to procure transport technology in a way which boosts innovation and policy delivery.
- Financial support for trialling promising new technologies and processes within an (even more) liberal regulatory regime

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