

New signs to tackle traffic congestion in Staffordshire

A project designed by Siemens to supply, install and commission a series of Variable Message Signs (VMS) on key approach roads to Newcastle-under-Lyme has been approved by Staffordshire County Council. In total, nine new Siemens Elektra signs will provide motorists with important travel and road safety information, up-to-date warnings of incidents and accidents to help them avoid trouble spots and reduce traffic congestion.

According to Michael Smith, Senior Project Engineer, representing Highways Projects at Staffordshire County Council, Siemens has produced a cost effective solution that is expected to bring great benefit to the Newcastle area and its population. 'In addition to representing good value for money, the company has a sound track record in this area having already successfully supplied and installed similar equipment of this kind near to Stafford Town Centre', he said.

The Siemens Elektra signs will provide drivers with a range of messages from events, road works and wide load movements to route diversion and selection, and public transport information. The new signs will be installed on various radial routes including the A34, A53, A525, A52, A527, A519 and B5367 and will be linked to Staffordshire County Council's Siemens Comet VMS control system based in Stafford.

The VMS proposal was highlighted in *Tackling Congestion*, Section 6 of The Newcastle-under-Lyme (urban) Transport and Development Strategy (NTADS) approved by the County Council's Executive in 2008. Newcastle Borough Council Strategic Planning Committee also fully endorsed the strategy and gave approval for the proposed scheme which has been procured from Siemens as part of the existing Staffordshire Highways contract.

Siemens Elektra provides highly visible and concise information to drivers, enabling them to be better informed, reducing traffic congestion and journey times while lowering pollution levels from queuing traffic. Fully developed by Siemens to address the needs of the market, the Elektra family of VMS offers a highly configurable, adaptable and flexible solution to meet the requirements of variable message signs in a wide variety of different situations.

Elektra provides customers with a total solution for variable message sign implementations including all civil engineering works, traffic management, installation and commissioning. Elektra signs bring a number of key benefits to all styles of installation, whether car park, driver information or for other applications. Available in a range of different enclosure sizes, with display characters from 100mm up to 320mm and easy integration to new and existing UTMC management systems, Elektra VMS efficiently provide real time car park and traffic information to drivers.

Notes to Editors

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