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New investment programme extends Siemens contract in Essex

A joint venture between traffic technology company Siemens and contract partner Atkins, a leading consultant in Intelligent Transport Systems, is being extended following an announcement by Essex County Council to develop further improvements and investment to provide cutting edge transport systems which will lead to greater reliability of journey times, traveller information and improve the safety of drivers across Essex.

The partnership contract, known as SA2000, is set to run until 2013 and will assist the council in meeting the objectives of its Local Transport Strategy and Public Service Agreements. With the second Local Transport Plans now placing a strong emphasis on the use of advanced technology in monitoring traffic and providing real time information for motorists and users of public transport, Siemens and Atkins will work with the council to develop a strategic plan to develop such technologies.

Siemens and Atkins have been working with Essex County Council since 2000 delivering traffic control and information systems covering CCTV and Urban Traffic Control. As a result, Essex's first ever vehicle activated sign system forms part of an accident reduction programme along the A414 between the M11 and Chelmsford. A system, which collates real time journey duration data via Automatic Number Plate Recognition has also been introduced enabling drivers to make informed decisions on route choice and mode of transport. Such initiatives have resulted in Essex becoming one of the UK's leading authorities in delivering Traffic Control and Information Systems.

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On behalf of Siemens, Tom MacMorran, Director, Sales and Marketing said, 'With contract partners Atkins, we already have a very successful working relationship in Essex and welcome the opportunity to develop and supply advanced traffic technology solutions for the benefit and safety of drivers in the county, as well as public transport users. By meeting the objectives of Essex's local transport plan, we will be helping the county to deliver on targets nationally and at a local level', he said.

The contribution by SA2000 to the council's objectives will also see significant investment by Atkins in e-government solutions to deliver Gershon efficiency savings, enhanced information dissemination and improved integration between traditional Intelligent Transport Systems and the people and processes required to deliver the Traffic Management Act. This investment and commitment by Essex County Council will see additional detection technology and real-time information signs from Siemens, and a newly developed control centre.

Tony Ciaburro, Head of Highways and Transportation at Essex County Council said, 'Effective traffic control and information systems are a cost effective and integral part of the planning for the future of Essex County's transport networks, as is required by the Government under the new Traffic Management Act. We are looking forward to continuing our work with SA2000 to minimise congestion, and to continue to improve both traveller information for public transport users and safety on the county's roads'.

About Siemens Traffic Controls

As part of the Siemens Industrial Solutions and Services (I&S) group, Siemens Traffic Controls designs, manufactures, installs and maintains a wide range of traffic engineering products and systems to enhance road safety and improve traffic flow in congested urban and inter-urban areas. In the United Kingdom, the company installs and maintains more traffic infrastructure than any other company and has 700 employees including 350 skilled service engineers dedicated every day of the year to maintaining over half of all traffic control equipment installed on the UK road network. The Siemens Industrial Solutions and Services Group (I&S) is an integrator of systems and solutions for industrial and infrastructure facilities, and global service provider for the plant and projects business covering planning, installation, operation and the entire life cycle.

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