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Great signs ahead for Romford's visitors

Building on the introduction of Siemens' proven Comet UTMC traffic management and information system, the London Borough of Havering has recently invested in new Siemens traffic technology for Romford Town Centre that is already showing benefits.

As part of the Council's continual delivery of a more sustainable agenda for transport across Havering, a Siemens car park guidance system with 16 variable message signs (VMS) has been installed along strategic routes in Romford. It provides drivers with real-time car park availability information to make finding a parking space easier as well as reducing congestion for all road users, smoothing traffic flows and lessening driver frustration. 'Spin-off' environmental benefits from the scheme will make Romford a cleaner and more attractive place.

Installing the car park guidance and VMS management system is an integral part of the Council's Network Management Strategy. Operational since mid-May, the initial indications are that the system is making a big difference particularly at peak times. It has the potential, with further funding, to be expanded so that future developments in technology can be integrated in order to maintain an effective and efficient travel network in the borough. This could include real time information on parking spaces availability displayed on the Council's website through Siemens eMerge facility. Siemens' Comet UTMC system currently provides the Council with a comprehensive overview of car parking usage in the main Romford cars parks at the Liberty, Mall and Brewery shopping centres, Angel Way and the Town Hall.

Romford is one of the premier shopping centres in north east London and attracts many visitors. The Council and its partners are delivering a wide ranging regeneration programmes to build on recent successes with new shopping and leisure facilities as well as town centre homes.

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Commenting on the importance of the new systems installed in the borough, Councillor Michael Armstrong, the Lead Member for Housing and Regeneration commented, 'We want to ensure that Romford remains the best town centre in north east London and one that is accessible to everyone in the community whether they arrive by bus, cycle, on foot or in a car. This is a major investment for the Council and shows its commitment to building on the extensive success we have delivered in Romford. We know that avoiding queues and then finding a parking space easily is attractive to motorists and helps to bring other benefits to other town centre users'.

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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