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Bus lane enforcement underway in Essex with LaneHawk from Siemens

A busy bus link to Basildon town centre has been equipped with new digital enforcement cameras based on Automatic Number Plate Recognition (ANPR) technology from Siemens to help provide a better bus service for people living, working and visiting the area. From July, Siemens' LaneHawk bus lane enforcement solution will be in operation on the Ghyllgrove bus link and motorists using the bus lane in unauthorised vehicles will receive a penalty charge notice.

The bus link runs from Ghyllgrove Close and Cranes Farm Road, Basildon, and provides a more direct route through to Basildon Town Centre, the industrial hub and Festival Leisure Park. The only vehicles permitted to use the bus link are authorised buses, taxis and private hire vehicles.

According to Essex County Council's Jill Sumption, the introduction of digital equipment in the form of LaneHawk has greatly improved and streamlined procedures. 'The camera sends the information straight to the back office system which processes contraventions automatically. With practically no manual intervention, the system is less time-consuming on management and far more cost effective', she said.

Siemens' LaneHawk solution automatically detects bus lane violations and is the first unattended, digital system to obtain manufacturer's approval status. Currently in operation at 6 sites in Reading and Essex, LaneHawk's high resolution evidential images and increased capture rate greatly improves the cost effectiveness of bus lane enforcement and the work of traffic managers and parking enforcement officers - and in turn the operation of public transport and the road network generally.

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According to County Councillor Norman Hume, Cabinet Member for Highways & Transportation: 'It is important that we have the necessary enforcement in place to ensure that the Ghyllgrove bus link is only being used by authorised vehicles, and will continue to function effectively,' he said.

Under provisions of the Civil Traffic Enforcement Certification of Approved Devices legislation, Vehicle Certification Agency (VCA) certification enables Siemens to install and commission systems without the need for Enforcement Authorities to seek further approval from the VCA.

About Siemens in the UK

Siemens was established in the United Kingdom 167 years ago and now employs 16,915 people in the UK. Last year's revenues were £4.2 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

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